

COUNCIL BACKGROUND PAPERS 10 MAY 2016

Chippenham DPD (*Pages 3 - 1322*)

Documents published with the Agenda:

1. Pre-Submission Chippenham Site Allocations Plan February 2015
2. Proposed Changes to the 'Pre-Submission Chippenham Site Allocations Plan February 2015' (July 2015)
3. Chippenham Site Allocations Plan: Site Selection Report, April 2016
4. Supplement to Evidence Paper 3: Transport and Accessibility Part 1A - Strategic Site Options
5. Supplement to Evidence Paper 3: Transport and Accessibility Part 2A - Alternative Development Strategies
6. Position Statement: Improving highways network resilience at Chippenham, April 2016
7. Chippenham Strategic Site Viability Assessment, April 2016
8. Chippenham Site Allocations Plan Sustainability Appraisal Report - Part One A - Methodology and Part One B - A Review of the Sustainability Appraisal of Strategic Areas
9. Chippenham Site Allocations Plan Sustainability Appraisal - Addendum 1: SA of Strategic Site Options
10. Chippenham Site Allocations Plan Sustainability Appraisal Addendum 2: Assessment of Alternative Development Strategies
11. Chippenham Site Allocations Plan Sustainability Appraisal - Proposed Changes to Pre-Submission Draft Plan Sustainability Appraisal Note, April 2016

12. Addendum to Evidence Paper 2: Housing and Community Facilities
13. Habitats Regulations Assessment - Update of the Chippenham Site Allocations Plan, April 2016



Chippenham Site Allocations Plan

Chippenham Site Allocations Plan: Pre-submission draft plan

February 2015

Wiltshire Council

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Chippenham Site Allocations Plan, Pre-submission draft plan, February 2015

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1 Introduction

Purpose of the Plan

- 1.1** The Wiltshire Core Strategy (WCS) ⁽¹⁾ identifies Chippenham as a Principal Settlement. It also identifies the general scale of growth at Chippenham, **but does not identify specific sites to deliver the growth**. It is the purpose of this Site Allocations Plan to identify the strategic sites which will best support the town's future and which are the most environmentally appropriate in accordance with the overarching policies of the Wiltshire Core Strategy.
- 1.2** The purpose of this plan is to identify large mixed use sites for businesses, new homes and the infrastructure necessary to support them (strategic sites). In planning for the future growth of the town the proposals of this plan seek to:
- Provide opportunities for appropriate economic growth which supports both inward investment and the expansion and creation of local businesses
 - Manage development to ensure the timely delivery of supporting infrastructure to mitigate the impact of growth on local services and facilities
 - Promote mixed use development to provide the opportunity for people to choose to live and work locally
 - Protect, and where possible enhance, the natural, historic and built environment within and surrounding the town whilst recognising development on the periphery of the town is inevitable
 - Create new green infrastructure which improves access to and appreciation of the river corridor running through the town
 - Respect the individual identities of villages within the landscape setting of Chippenham and their relationship to the town

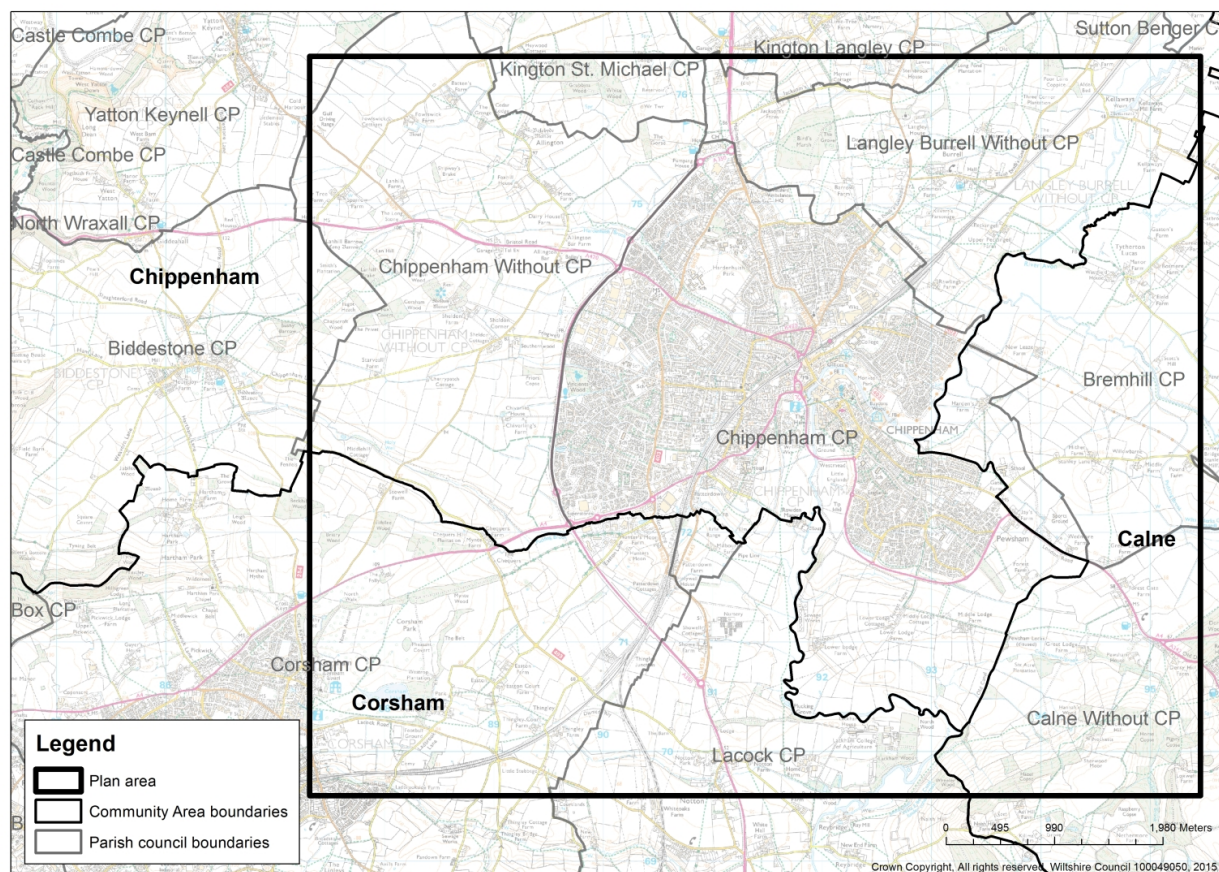
Plan Area

- 1.3** The Plan area is identified in Figure 1.1. It includes the parish of Chippenham Town and parts of Bremhill, Calne Without, Chippenham Without, Kington St Michael, Lacock and Langley Burrell Parishes. The area has been defined by reference to the sites identified in the Strategic Housing Land Availability Assessment (SHLAA) 2012⁽²⁾ which relate to Chippenham Town. The Plan area also recognises the visual relationship between Chippenham and surrounding smaller settlements. Evidence to support the plan has not been constrained by the plan area boundary but has been guided by evidence gathered in relation to specific topics, for example visual relationships are identified in Evidence Paper 4: Landscape Assessment.
- 1.4** The Plan area includes land outside the Chippenham Community Area within the Calne and Corsham Community Areas recognising that the purpose of the Plan is to identify the most appropriate sites for large scale mixed use development at Chippenham irrespective of administrative boundaries.

1 Wiltshire Core Strategy Development Plan Document, Adopted January 2015
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/wiltshirecorestrategy.htm>

2 Wiltshire Strategic Housing Land Availability Assessment
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/strategichousinglandavailabilityassessment.htm> as updated by the Call for Sites exercise for Chippenham, Spring 2014

Figure 1.1 Map of the Plan area



How this Plan has been prepared

- 1.5** The WCS sets the scale of growth to be delivered at Chippenham for the period 2006-2026. Core Policy 10 of the WCS requires that approximately 26.5 ha of employment land and at least 4,510 new homes are delivered at the town by 2026 but does not identify specific sites to deliver the growth. The selection of sites for allocation to deliver this growth has been guided by the criteria included in Core Policy 10 and by the key issues identified in the Chippenham Area Strategy section of the WCS (expressed at paragraphs 5.44 to 5.54).
- 1.6** The criteria in Core Policy 10 formed the basis for the comparative assessment of strategic areas and sites. For each criteria, evidence was gathered to support decisions on the choice of strategic areas and sites. The evidence papers are available on the council's website ([evidence papers](#)) and are:
- Evidence Paper 1: Economy
 - Evidence Paper 2: Housing and Community Facilities
 - Evidence Paper 3: Transport and Accessibility (Parts 1 and 2)
 - Evidence Paper 4: Landscape Assessment
 - Evidence Paper 5: Biodiversity
 - Evidence Paper 6: Flood Risk and Surface Water Management

- 1.7 The Chippenham Site Allocations Plan (CSA Plan) has been informed by discussions, submitted comments and events that were recorded as part of the WCS plan preparation over the period 2009-2014 and targeted consultation with stakeholders on the CSA Plan.⁽³⁾

Sustainability appraisal

- 1.8 The Council appointed consultant Atkins to undertake the sustainability appraisal of the CSA Plan. Sustainability appraisal is integrated into the plan-making process, with outputs from the appraisal work used to inform decisions made on the CSA Plan. A draft Sustainability Report has been published alongside the draft CSA Plan.
- 1.9 Comments are invited on this version of the SA report during the consultation period in accordance with Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (see below).

Policies Map

- 1.10 On adoption, the Wiltshire Policies Map will be amended to include the mixed use strategic sites allocated in this plan at Rawlings Green, South West Chippenham and East Chippenham as indicated at Appendix 1. The current settlement framework for Chippenham on the Wiltshire Policies Map will also be amended to relate to the current built up area of the town as indicated at Appendix 2.

How to comment on this Plan

- 1.11 This consultation is an opportunity to submit your comments on proposals set out within the draft Chippenham Site Allocations Plan. The overall scale of growth proposed for Chippenham has already been set out through the Wiltshire Core Strategy (at least 4,510 homes and approximately 26.5 hectares of employment land by 2026). The Wiltshire Core Strategy also introduces an employment led strategy for the town. The Chippenham Site Allocations Plan needs to conform with the Wiltshire Core Strategy.
- 1.12 The council has produced a guide to making comments on the Chippenham Site Allocations Plan. Comments should be submitted by using the representation form. The form asks whether you consider the document to be 'sound' on four key points. These key points are taken from the National Planning Policy Framework (NPPF) and should be considered in responding to the consultation.
- 1.13 As stated in paragraph 182 of the National Planning Policy Framework, "*The Local Plan [the Chippenham Site Allocations Plan] will be examined by an independent inspector whose role is to assess whether the plan has been prepared in accordance with the Duty to Cooperate, legal and procedural requirements, and whether it is sound. A local planning authority should submit a plan for examination which it considers is "sound" – namely that it is:*
- **Positively prepared** – *the plan should be prepared based on a strategy which seeks to meet objectively assessed development and infrastructure requirements, including unmet requirements from neighbouring authorities where it is reasonable to do so and consistent with achieving sustainable development;*
 - **Justified** – *the plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence;*

3 For further information on the consultation that has informed the plan see Chippenham Site Allocations Plan Consultation Statement, February 2015

- **Effective** – the plan should be deliverable over its period and based on effective joint working on cross-boundary strategic priorities; and
- **Consistent with national policy** – the plan should enable the delivery of sustainable development in accordance with the policies in the Framework⁽⁴⁾."

1.14 Comments are invited on the draft Chippenham Site Allocations Plan, the draft Sustainability Appraisal Report and supporting evidence, **during the consultation period which starts at 9am on Monday 23 February and closes at 5pm on Wednesday 8 April 2015.**

1.15 Comments can be submitted:

- online via the council's consultation portal: <http://consult.wiltshire.gov.uk/portal/> (You are encouraged to respond in this way if you can, to assist the council in managing the representations received)
- by e-mail using the representation form available at: www.wiltshire.gov.uk/chippenhamsiteallocationsplan and returned to spatialplanningpolicy@wiltshire.gov.uk, or
- by post in writing to (please use the representation form): Spatial Planning, Economic Development and Planning, Wiltshire Council, County Hall, Bythesea Road, Trowbridge, Wiltshire BA14 8JN

1.16 Following the consultation, the council will consider the comments received before submitting the Plan for examination. All comments received during the consultation will be passed on to the appointed Inspector.

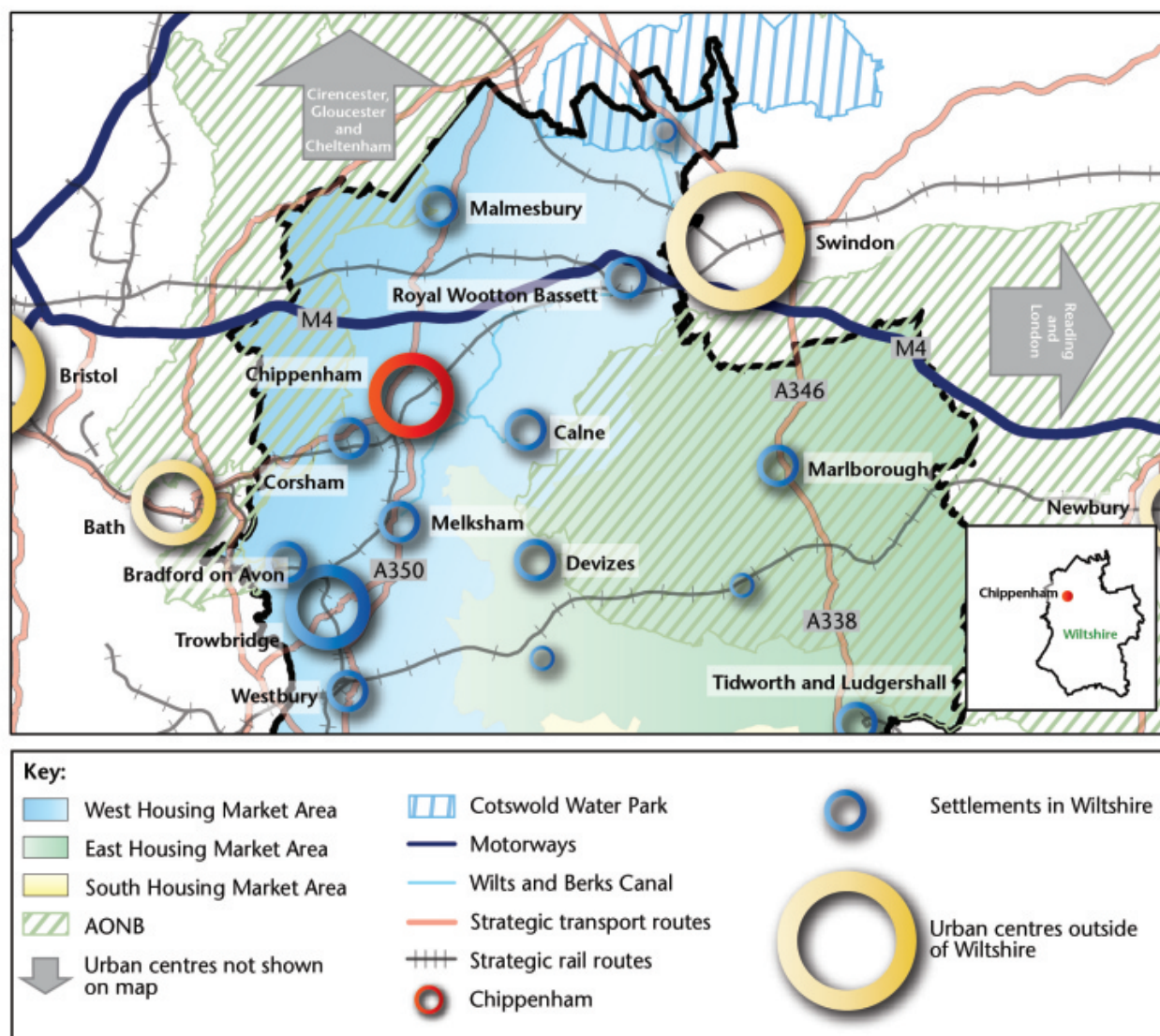
1.17 Any representation may be accompanied by a request to be notified at a specified address of any of the following: that the Chippenham Site Allocations Plan has been submitted to the Secretary of State for independent examination; that the Inspector's Report (including any recommendations) into the Chippenham Site Allocations Plan has been published; and that the Chippenham Site Allocations Plan has been adopted.

4 National planning policy is set out in the National Planning Policy Framework (DCLG, 2012) and Planning Policy Guidance (DCLG, 2014)

2 Context

- 2.1** The Chippenham Site Allocations Plan has a very specific remit - to identify large mixed use sites at Chippenham consistent with its status as a Principal Settlement in the Wiltshire Core Strategy and to provide homes and jobs for the town's growing population. To understand how the plan's proposals will affect the town there needs to be an appreciation of its geography.
- 2.2** Natural and man-made boundaries define the edge of Chippenham. To the west and north the A350 generally defines the edge of the town. To the east and south it is predominantly defined by the floodplain and farmland. The River Avon flows southwards through the town. Chippenham is one of the largest centres in Wiltshire, with a population of around 36,000. It has excellent transport links, being in close proximity to the M4, the A350 and is located on the main Bristol to London railway route (Great Western Railway). This locational strength is a distinct reason for the town's important economic position. It is a focus for growth capitalising on the towns access to the M4 corridor, London and wider markets. There is strong demand for suitable land for employment growth in Chippenham, but a serious shortage of supply exists. One of the Plan's main aims is therefore to remedy this shortage.
- 2.3** The town centre is subject to pressures from peripheral retail areas that compete with the town centre for trade. Although there is a relatively strong retail offer in the town, people often choose to shop in other nearby larger settlements, including Bath and Swindon. Recent evidence shows that the need for new retail floorspace has declined in common with most other areas as a result of factors like the recession and the impact of the growth of internet trade. An aim of the Plan is therefore also to safeguard prospects for the town centre and complement initiatives for its regeneration.
- 2.4** The town experiences out commuting for jobs notably to both Bath and Swindon but also further afield to Bristol and London. Constraints and other features of importance are identified on Inset Map 4: Chippenham of the Wiltshire Policies Map. Figure 2.1 illustrates Chippenham's general location in relation to Wiltshire and the M4.

Figure 2.1 Chippenham Location Map



2.5 The town's green infrastructure network, particularly along the River Avon, is a key feature of the town that still connects and draws residents towards the river and town centre. Developing possibilities to make more of the river around Chippenham is a longstanding local ambition.

2.6 As a historic market town Chippenham has grown in the past and responded to change brought about by the railway and new road connections. The historical development of the town is described in the Chippenham Central Area Masterplan⁽⁵⁾

National policy context

National Planning Policy Framework

2.7 The National Planning Policy Framework⁽⁶⁾ (NPPF) sets out the government's planning policies for England. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions. One of its core

5 Chippenham Central Area Masterplan <http://www.thechippenhamvision.co.uk/documents.aspx>

6 National Planning Policy Framework, Department for Communities and Local Government, March 2012

principles is that development should be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area. This Plan is being prepared in accordance with that principle.

- 2.8** At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a 'golden thread' running through plan-making and decision-taking. For plan-making, this means that local planning authorities should positively seek opportunities to meet the development needs of their area. The NPPF asks that Councils boost significantly housing supply. In recent times, house building in Chippenham has been at its lowest for thirty years. The Plan allocates land to address this situation.

Local context

Wiltshire Core Strategy

- 2.9** The Wiltshire Core Strategy⁽⁷⁾ was adopted by Wiltshire Council on 20 January 2015. The Core Strategy covers the whole of Wiltshire (excluding Swindon) and sets out the council's spatial vision, key objectives and overall principles for development in the county to the year 2026. The Core Strategy has been produced to be consistent with national policy and the Wiltshire Community Plan.

- 2.10** The Core Strategy identifies six key challenges for Wiltshire⁽⁸⁾:

- Economic growth to reduce levels of out commuting from many of Wiltshire's settlements
- Climate change opportunities to reduce greenhouse gas emissions and mitigate the consequences of a changing climate
- Providing new homes to complement economic growth and a growing population
- Planning for a more resilient community
- Safeguarding the environmental quality of the County whilst accommodating new growth, and
- Infrastructure investment to meet the needs of the growing population and economy.

- 2.11** The Chippenham Site Allocations Plan is concerned with determining where the levels of growth identified in the Wiltshire Core Strategy are to be delivered at Chippenham and faces these same key challenges.

- 2.12** The Chippenham Area Strategy section of the Core Strategy sets out the main specific issues that should be addressed in planning for the Chippenham Community Area, including objectives to prioritise new employment provision to help redress existing levels of net out-commuting, manage the delivery of housing development throughout the plan period to ensure a steady supply of new homes, and to enhance Chippenham's offer as a service centre. Key issues and considerations include recognising the River Avon as an important asset, recognising the ecological value of Birds Marsh Wood and the need for improvements in public transport connectivity and pedestrian and cycle links to key locations in the town.

7 Wiltshire Core Strategy Development Plan Document, January 2015
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/wiltshirecorestrategy.htm>

8 Wiltshire Core Strategy, January 2015, paragraph 2.6-2.18

The strategy for the Chippenham area

The strategy for Chippenham is based on delivering significant job growth, which will help to improve the self-containment of the town by providing more jobs for local people. To ensure employment is accessible to the local population a sustainable distribution and choice of employment sites will be provided at the town. They will form part of mixed use urban extensions, incorporating housing, that are well integrated with the town. Currently, the limited opportunities for the redevelopment of brownfield sites in Chippenham means that it is necessary to identify greenfield sites on the edge of town. The strategy will respond to the Community Area's location (in full or part) within a nationally designated landscape. In the Chippenham Community Area this includes the Cotswolds Area of Outstanding Natural Beauty. It will deliver, within the overall objective of conserving the designated landscape, a modest and sustainable level of development.

Strategically important mixed use sites for the town's expansion will be further identified in the Chippenham Site Allocations Development Plan Document

(Wiltshire Core Strategy, January 2015, paragraph 5.47 and 5.47a)

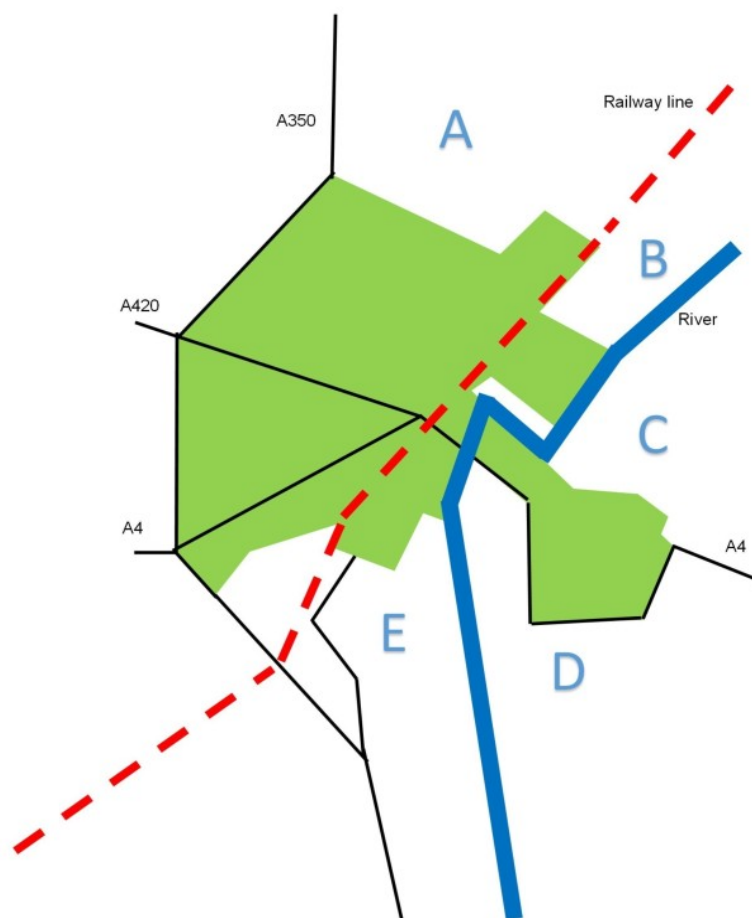
- 2.13** The Wiltshire Core Strategy identifies the overall level of housing and employment growth at the town but does not allocate strategic sites for development. Core Policy 10 establishes a need to identify at least a further 2,625 dwellings (once existing completions and commitments have been taken into account⁽⁹⁾) and approximately 26.5ha of land for employment development on land adjoining the built up area.
- 2.14** The role of this Chippenham Site Allocations Plan is to plan positively for the most appropriate and sustainable large mixed use land opportunities necessary to deliver at least this scale of growth. In this context there are a number of strategic areas where large mixed use sites could be located and these broad 'strategic areas' are identified in the Wiltshire Core Strategy, as illustrated in figure 2.2.
- 2.15** These broad 'strategic areas' for growth are indicated by barriers such as main roads, rivers and the main railway line. The A350 is one such barrier to development, but is also considered to be a clear and logical boundary to the town, which should not be breached unless other options are exhausted⁽¹⁰⁾. Hence no strategic areas, for the purpose of the CSA Plan, are shown west of the A350.

9 Housing Land Supply Statement, April 2014 (published July 2014)

10 Briefing Paper 2: Definition of Strategic Areas (updated January 2015) provides a more detailed explanation of how the strategic areas were defined <http://www.wiltshire.gov.uk/chippenham-briefing-note-2-definition-of-strategic-areas-updated-2015-january.pdf>

Figure 2.2 Chippenham Strategic Areas, Wiltshire Core Strategy

Chippenham Strategic Areas



Swindon and Wiltshire Local Economic Partnership

2.16 The Swindon and Wiltshire Local Economic Partnership (LEP) are seeking to capitalise on Wiltshire's pivotal location for growth⁽¹¹⁾. The location of Chippenham is recognised as presenting an opportunity for economic growth given its proximity to the M4 and location on the Great Western Railway. The Swindon and Wiltshire Strategic Economic Plan (SEP)⁽¹²⁾ prioritises investment in improvements to the A350 Corridor and includes support for growth in and around Chippenham.

2.17 In December 2014, the Swindon and Wiltshire LEP secured a £129 million 'Growth Deal' from the Government's Local Growth Fund to support economic growth in the area⁽¹³⁾. Swindon and Wiltshire LEP and Central Government have agreed to co-invest in nine identified jointly-agreed priorities including provisionally allocating funds to two projects that will directly affect Chippenham:

- Chippenham station hub - Redevelopment of Chippenham station including enhanced parking and retail offer and new railway crossing

11 Swindon and Wiltshire Local Enterprise Partnership Proposal 2011

12 Swindon and Wiltshire Strategic Economic Plan: Aligning Local Innovation with Government Ambition March 2014 Swindon and Wiltshire Local Enterprise Partnership <http://www.swlep.biz/docs/1>

13 Swindon and Wiltshire Strategic Economic Plan: Swindon and Wiltshire Secure £129 million Growth Deal, 19 December 2014 <http://www.swlep.biz/news/206>

- A350 Dualling Chippenham Bypass - Dualling the A350 north of Chippenham from Badger Roundabout to Chequers Junction.

Wiltshire and Swindon Local Nature Partnership (Link2Nature)

2.18 The Wiltshire and Swindon Local Nature Partnership (Link2Nature) involves a wide range of organisations linked to the natural environment. It works across a range for different sectors to recognise and promote the value of the natural environment. In preparing the plan, the Council has had regard to the main environmental priorities for Wiltshire, as identified in Link2Nature's Strategic Plan including biodiversity loss, water resource management, impacts from population growth, climate change, engaging public health through access to nature, sustainable economic growth and development, and engaging local people with their environment.

Wiltshire Community Plan

2.19 The Wiltshire Community Plan 2011-2026: People, Places and Promises⁽¹⁴⁾ has three overarching priorities:

- Creating an economy that is fit for the future
- Reducing disadvantage and inequalities
- Tackling the causes and effects of climate change.

2.20 Covering the same time period as the Wiltshire Core Strategy and the Chippenham Site Allocations Plan to 2026, it recognises the role of development in helping to deliver the promises of the community plan and to help define the sort of place Chippenham can be. It also recognises the opportunities in Chippenham to enhance sustainable transport modes and encourage more cycling and walking. Such opportunities to help deliver the promises of the Community Plan should be acknowledged in proposals of the plan.

Chippenham Vision

2.21 The Chippenham Vision is an initiative to help make Chippenham a great place to live, work and visit. It is a partnership of local authorities, organisations and groups; a framework for managing and delivering change/ regeneration/ benefits and a description of the future for Chippenham. Many elements of the Partnerships vision for Chippenham are relevant to the development of the CSA Plan.

2.22 A specific role of the Chippenham Vision was to develop a masterplan for the centre of Chippenham. Core Policy 9 of the Wiltshire Core Strategy (Chippenham Central Areas of Opportunity) identifies redevelopment opportunities in Chippenham town centre and the adjacent Langley Park area. Supported by Wiltshire Council, the Chippenham Vision partnership published and consulted on a draft Chippenham Central Area Masterplan to provide further detail and guidance on development to be brought forward in accordance with Core Policy 9. The Masterplan⁽¹⁵⁾ is due to be adopted by the council as a supplementary planning document (SPD) during 2015 to support the implementation of Core Policy 9 of the Wiltshire Core Strategy. It was originally envisaged that elements of this masterplan may need to be reflected in specific policies in the CSA Plan. However, the masterplan can be supported and delivered through Core Policy 9 of the WCS alone. Instead the proposals of the CSA Plan seek to deliver some of the wider aspirations of the Chippenham Vision, for example greater access to the river corridor and investment in employment opportunities.

14 Wiltshire Community Plan 2011-2026: People, Places and Promises

<http://www.wiltshire.gov.uk/communityandliving/communityplan/communityplanfaq.htm>

15 Chippenham Central Area Masterplan <http://www.thechippenhamvision.co.uk/documents.aspx>

Relationship with Neighbourhood Planning

2.23 Parish and Town Councils have the opportunity to prepare neighbourhood plans for their areas, which once 'made' (i.e. adopted by the local authority after a successful independent examination and community referendum) form part of the development plan. Neighbourhood plans can develop policies and proposals to address local place-based issues but are required to be in general conformity with higher level plans (including the Wiltshire Core Strategy). Neighbourhood plans may deal with non-strategic planning issues in accordance with the approach described in NPPF paragraph 185 and cannot be used to undermine the strategic policies for the local area. In January 2015 the parishes of Bremhill, Chippenham Without and Langley Burrell are actively preparing a neighbourhood plan.

Cross-boundary matters

2.24 The Plan is prepared under a legal 'duty to cooperate' requirement through the Localism Act 2011 which requires local authorities to work with neighbouring authorities and other prescribed bodies when preparing a development plan document. It places a legal duty on local planning authorities in England and public bodies to engage constructively, actively and on an ongoing basis to maximise the effectiveness of local plan preparation in the context of strategic matters. When preparing plans local authorities should also have regard to Local Enterprise Partnerships and Local Nature Partnerships in their area.

2.25 The Council engaged with neighbouring authorities and statutory consultees throughout the preparation of the WCS, which sets the framework for this Chippenham Site Allocations Plan. This engagement is documented in evidence to the WCS.⁽¹⁶⁾ The strategy for Chippenham within the WCS is based on delivering significant job growth, which will help to improve the self containment of the town by providing more jobs for local people and helping to redress the existing levels of out-commuting to settlements such as Bath, Bristol and Swindon.

2.26 How the outcomes from the duty to cooperate has informed the preparation of the Chippenham Site Allocations Plan is set out in a separate report⁽¹⁷⁾.

16 Statement on Duty to Cooperate, July 2012 and Factual addendum on Wiltshire Council's Statement on Duty to Cooperate. May 2013. There were also a series of Statements of Common Ground with each of the prescribed bodies as part of preparing for the examination of the WCS

17 Chippenham Site Allocations Plan: draft Statement on Duty to Cooperate, February 2015

3 Vision and objectives

A Vision for Chippenham

- 3.1** Wiltshire Council, as part of the Chippenham Vision, have worked together since 2010 to develop a strong, positive future for Chippenham⁽¹⁸⁾. The collaboration informed both the Wiltshire Core Strategy content for Chippenham and the Chippenham Central Area Master Plan.
- 3.2** The strategy for Chippenham, as explained in the Wiltshire Core Strategy⁽¹⁹⁾, is based on delivering significant job growth, which will help to improve the self-containment of the town by providing more jobs for local people. To ensure employment is accessible to the local population a suitable distribution and choice of employment sites should be provided at the town. Employment sites should form part of mixed use urban extensions, incorporating housing, that are well integrated with the town. As identified in the Core Strategy, currently, the limited opportunities for the redevelopment of brownfield sites in Chippenham means that it is necessary to identify greenfield sites on the edge of town. The Core Strategy establishes that the strategy for growth at Chippenham should focus on mixed use strategic sites (paragraph 5.54a). The WCS also recognises the need to improve public transport connectivity and pedestrian and cycle links; protect landscape character and biodiversity and recognises the role of the River Avon as an important asset running through the town.
- 3.3** All these issues are reflected in the Vision for Chippenham included in the draft Chippenham Central Area Masterplan.⁽²⁰⁾ For this reason it is proposed that the same vision is adopted for the Chippenham Site Allocation Plan to demonstrate support for a joint vision for the town.

18 Chippenham Visioning: ATLAS Report on the visioning event held on 23 September 2010 brings together previous work and summarises a workshop event to help develop a long term vision for the town
<http://www.wiltshire.gov.uk/chippenham-visioning-event-report-september-2010.pdf>

19 Wiltshire Core Strategy, January 2015, paragraphs 5.47 and 5.47a supported by the issues and consideration set out at paragraph 5.48

20 Chippenham Central Area Masterplan Page 18 <http://www.thechippenhamvision.co.uk/documents.aspx>.

Chippenham Vision

- Chippenham will strive to be as attractive as possible in terms of shopping and leisure provision and will emphasise its role as a Riverside Market town surrounded by beautiful countryside and attractive villages.
- Chippenham will recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature combined with the historic centre, the market, pleasant parks and open spaces; creating a thriving artery and distinctive identity for the town.
- Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities, the choice and quality of work, which are complimented by its programme of events, festivals and activities.
- Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafés and restaurants and leisure facilities which are complimented by its programme of events, festivals and activities.
- Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.
- Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport.

Objectives

- 3.4** Criteria in Core Policy 10 effectively set out a series of objectives to guide the provision of growth at the town. Through the objectives set out below, the CSA Plan seeks to deliver the changes anticipated in the WCS at paragraphs 5.49-5.52 within the Chippenham Area Strategy and help deliver the broader vision for Chippenham set out above..

Objective 1: delivering economic growth

- 3.5** As the Core Strategy acknowledges, new employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting. Land for new employment generating uses is allocated as an important element on each strategic site. Evidence Paper 1: Economy ⁽²¹⁾ recognises that there needs to be a range and choice of employment sites to provide the best possible prospects for employers to invest locally. Chippenham is a good location on both the M4/Great Western main line corridor and the A350 corridor. At the moment evidence shows there is a lack of available employment land and premises. Rectifying this position must be a priority if the vision is to provide a choice of quality work for young people and to reduce net out commuting. Part of the role of the Site Allocations Plan is to build upon the successful employment locations in Chippenham already protected for employment uses through Wiltshire Core Strategy Core Policy 35; deliver the opportunities for employment uses identified through the Chippenham Central Area masterplan and to identify new employment land to ensure that Chippenham can meet the needs of employers

21 Evidence Paper 1 Economy Interim Paper December 2014 <http://www.wiltshire.gov.uk/chippenham-evidence-paper-1-economy.pdf>

who require new premises for expansion but cannot find available land to achieve this. In particular, there is a shortage of employment land for B2 Industrial and B1 Light Industrial uses in Chippenham. Employment development should be promoted in advance of housing. Safeguarding the vitality of the town centre from competing peripheral retail development development should also be part of this objective.

Objective 2: providing housing supported by appropriate infrastructure

- 3.6** The provision of new housing in Chippenham has dwindled in the recent past partly due to the recession and the lack of available land as previous plan allocations have been built.⁽²²⁾ For this Plan there will be a mix of house types and locations (open market and affordable) delivered alongside supporting services and facilities. It is important that housing delivery is managed throughout the plan period to ensure that it takes place in step with the provision of new infrastructure. The Core Strategy already identifies a number of improvements needed in Chippenham which need to be provided alongside development. Sustainable construction and low-carbon energy will be integral to the development of all strategic sites
- 3.7** Evidence Paper 2 includes a specific statement on education⁽²³⁾. In relation to secondary schools there is some capacity over the early years of the plan period at all three secondary schools (Hardenhuish, Sheldon, Abbeyfield), with the most capacity at Abbeyfield School. However, this capacity will not accommodate all the planned growth anticipated in the plan period so it is essential that the plan identifies opportunities to respond to future need. In relation to primary education there is a desire to rationalise primary school provision to include more two form entry schools as this size has advantages in revenue funding, sustainability and in teaching and learning. The revenue funding advantages include being able to achieve significant economies of scale, being more able to employ specialist staff and having a larger base budget that is more able to cope with fluctuations in income that result from changing pupil numbers. The proposals of the plan should seek to enable this change.

Objective 3: improving connectivity and reducing traffic impacts

- 3.8** The scale and rate of growth that Chippenham will accommodate over the plan period will increase pressures on the road network. The A350 plays an important role both in supporting the town's economy but also a much wider area. Improvements are planned to improve how the A350 works and development at Chippenham must not undo these benefits. Congested road corridors and junctions within the town impede and can deter travel to the town's businesses, services and facilities. In particular, congestion in and around the town centre, as recognised by the Chippenham Vision, needs to be addressed as a part of planning for the town's growth. The location and development of strategic sites must at least prevent unacceptable traffic impacts, but it may also benefit how the local network functions by involving the provision of new road infrastructure.

Objective 4: improving access to sustainable transport

- 3.9** The need to improve access to sustainable transport is recognised in the Wiltshire Community Plan and in the Chippenham Vision. Public transport connectivity and pedestrian and cycling links to the town, town centre, railway station and Wiltshire College campus also needs to be improved including better integration of different modes. Evidence Paper 3: Transport

22 , Housing Land Supply Statement 2014 Table 1, Page 7, Wiltshire Council July 2014

<http://www.wiltshire.gov.uk/exam109-latest-housing-land-supply-statement-2014-final.pdf>

23 Evidence Paper 2: Housing and Community Facilities, Interim Paper Updated January 2015

<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>

and Accessibility⁽²⁴⁾ seeks to provide a balance of judgement against these wide ranging and often opposing issues and concerns (for example improved access to the primary road network to enable traffic to leave Chippenham without exacerbating existing areas of congestion whilst promoting alternatives to the private car). Development should seek to promote easier access to key services by non motorised transport, improve access to public transport, offer efficient access to the primary road network, particularly by HGV traffic, and avoid unnecessary traffic in the town centre. Seizing the opportunity to improve sustainable transport connectivity to the town centre though improving access to the River Avon corridor whilst respecting its character and value is a clear challenge for the Plan.

Objective 5: minimising landscape impact and protecting the natural, historic and built environment

- 3.10** The value of the River Avon through the town and the sensitivity of the landscape setting around Chippenham, particularly the town's relationship with surrounding villages, is repeatedly raised in consultations about Chippenham⁽²⁵⁾. The River Avon is an important asset for the town and the local environment, and should be better integrated with the town centre and urban extensions as part of a green infrastructure strategy, as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists. The Chippenham Vision recognises how this can become a defining and connecting feature within the town. There are also specific concerns about protecting the ecological value of the Birds Marsh Wood County Wildlife Site and Village Green and Birds Marsh Meadow County Wildlife Site. Evidence Paper 4: Landscape Assessment⁽²⁶⁾ and Evidence Paper 5: Biodiversity⁽²⁷⁾ recognises all these issues; issues which should also be recognised and protected.
- 3.11** The allocation and development of strategic sites will inevitably bring about fundamental change from rural to urban to areas around the town. The landscape surrounding Chippenham provides the setting to the settlement, defining its edges and also providing characteristic glimpses from the town out to the countryside. Development should seek to respect the important landscape features that make up this character and look to capitalise on opportunities to protect and enhance local biodiversity.

Objective 6: managing flood risk

- 3.12** All areas at risk of flooding should be avoided. Evidence Paper 6: Flood Risk and Surface Water Management⁽²⁸⁾ identified parts of Chippenham as flood risk areas although much of the most vulnerable areas are protected by flood defences and river management. Some parts of the Plan area are considered susceptible to groundwater flooding and increased discharges to aquifers through infiltration using Sustainable Urban Drainage Systems (SUDS) may lead to future groundwater flooding issues. There are two levels of assessment (Strategic Flood Risk Assessment (SFRA)), Levels One and Two, the second of which is more detailed

24 Evidence Paper 3: Transport and Accessibility Part 1, December 2014 and Part 2, January 2015
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>

25 Wiltshire 2026 Consultation Methodology and Output Report August 2010
http://www.wiltshire.gov.uk/wiltshire_2026_consultation_methodology_and_output_report_august_2010.Pdf Wiltshire 2026 Consultation Methodology and Output Report Appendices August 2010
http://www.wiltshire.gov.uk/wiltshire_2026_consultation_methodology_and_output_report_appendices_august_2010.pdf Chippenham Feedback Hullavington Village Hall July 2010 http://www.wiltshire.gov.uk/wiltshire_2026_feedback_chippenham.pdf Chippenham Workshop Report March 2011 Wiltshire Core Strategy Consultation Document Consultation Statement January 2012 Regulation 22(i)(c) Statement - Consultation Methodology and Output Report June 2012
<http://www.wiltshire.gov.uk/wiltshire-core-strategy-regulation-22-1-c-statement.pdf>

26 Landscape Assessment Interim Paper December 2014 <http://www.wiltshire.gov.uk/chippenham-evidence-paper-4-landscape-2.Pdf>
http://www.wiltshire.gov.uk/4646_chippenham-evidence-paper-4-landscape-figures.pdf
<http://www.wiltshire.gov.uk/chippenham-evidence-paper-4-landscape-appendices.pdf>

27 Biodiversity Interim Paper December 2014 <http://www.wiltshire.gov.uk/chippenham-evidence-paper-5-biodiversity.pdf>

28 Flood Risk and Surface Water Management Interim Paper December 2014
<http://www.wiltshire.gov.uk/chippenham-evidence-paper-6-flood-risk.pdf>

than the first. Both potentially have a part to play in planning future development. Generally, SFRA Level 1 establishes flood risk zones so that all new development can be guided to zone 1: the areas of least risk. An SFRA level 1 study involving Chippenham was carried out in 2007 and has been updated regularly since to take account of new legislative requirements and new information. The Environment Agency (EA) has recently confirmed that this remains a sound basis upon which to base site selection and to apply a sequential approach.

4 Development strategy

- 4.1** The approach to development at Chippenham is in the Wiltshire Core Strategy. At least 4,510 homes are to be delivered at Chippenham Town alongside approximately 26.5 ha of employment land by 2026.⁽²⁹⁾ Furthermore the strategic areas that may be assessed to deliver that growth have also been identified in the adopted Core Strategy together with a set of criteria to guide the choice of sites.
- 4.2** The approach adopted by the council in preparing this plan, therefore, was to establish a methodology for how the strategic areas identified in Figure 2.2 should be compared.

Updating the housing requirement

- 4.3** The data included in the Wiltshire Core Strategy identified that land for a further 2,625 new homes would be required at Chippenham to meet the at least 4,510 homes to be built by 2026⁽³⁰⁾. However, figures for housing supply are constantly changing, for example, since these were first published a further large site at Hunters Moon has been granted permission subject to the signing of a Section 106 Agreement. The latest housing land supply statement⁽³¹⁾ therefore indicates that the residual requirement at Chippenham is now at least 1,935 homes.
- 4.4** The housing commitments at April 2014 form part of the development strategy for Chippenham as it is assumed the housing arising from the commitments will be built within the plan period and will ensure the overall scale of growth proposed in the core strategy is achieved. Failure to deliver these commitments will result in an additional need for new sites. Housing delivery is monitored on an annual basis and will inform decisions on future planing applications. The commitments includes a further significant site at North Chippenham in addition to Hunters Moon. These are discussed further below.

North Chippenham

- 4.5** This site for 750 homes and 2.7 hectares of employment land (12/00560/OUT) was approved subject to the signing of a section 106 agreement in April 2014. The final determination of the planning application and future applications on the site will be made in accordance with the relevant policies within the Wiltshire Core Strategy as well as the infrastructure requirements for Chippenham as a whole, as identified within the Chippenham Site Allocations Plan and the Infrastructure Delivery Plan. This site will deliver:
- A link road between Malmesbury Road (A350) and Maud Heath Causeway which will become the first section of an eastern link road through to the A4
 - Provision for the long term protection and management of Birds Marsh Wood
 - Land for a one form entry primary school
 - Contributions to include: public open space, leisure provision, highway improvements and education contributions.

Hunters Moon

- 4.6** This site for 450 homes and 2.3 hectares of employment land (13/01747/FUL) has also been approved subject to the signing of a section 106 agreement. This site will deliver:

29 For further information see Briefing Note 5 - The Role of Strategic Sites, December 2014
<http://www.wiltshire.gov.uk/briefing-note-5-the-role-of-strategic-sites.pdf>

30 For further information see Briefing Note 3 - The Housing Requirement for Chippenham
<http://www.wiltshire.gov.uk/briefing-note-3-the-housing-requirement-for-chippenham.pdf>

31 Housing Land Supply Statement, April 2014, published July 2014

- Off-site highways works including to Pheasant roundabout;
- Provision of new bus to allow dedicated service to run through the site;
- The delivery of land for a primary school;
- New Hill Top Park of 4.5 hectares;
- Contributions to include: public open space, leisure provision, highway improvements and education contributions.

Table 4.1 Chippenham Housing Land Supply at April 2014

Core Strategy Requirement	Completions 2006-2014	Commitments April 2014	Residual Requirement
4510	995	1580	1935

Source: Wiltshire Housing Land Supply Statement April 2014 (July 2014).

* Figures rounded to the nearest 5

Updating the employment requirement

4.7 There is a requirement to provide approximately 26.5 hectares of employment land at Chippenham alongside housing as part of large mixed use sites. The current position is set out below. The commitments relate to the employment elements of the North Chippenham and Hunters Moon sites discussed above. The proposals are in outline. The final land developed for employment on each of these commitments will be determined through the development of masterplans and future detailed planning applications.

Table 4.2 Chippenham Employment Land Supply at April 2014

Core strategy employment land requirement	Completions 2006-2014	Employment commitments April 2014	Residual requirement
26.5 ha	0 ha	5.0 ha	21.5 ha

Establishing an evidence base

4.8 A significant amount of evidence had already been gathered about Chippenham to support the strategy in the Wiltshire Core Strategy. This has been reviewed and updated where necessary to support this plan. The site selection process⁽³²⁾ has used the following information:

- Evidence Paper 1: Economy
- Evidence Paper 2: Housing and Communities Facilities
- Evidence Paper 3: Transport and Accessibility Parts 1 and 2
- Evidence Paper 4: Landscape Assessment
- Evidence Paper 5: Biodiversity
- Evidence Paper 6: Flood Risk and Surface Water Management

32 The process and outcomes are explained in full in the Chippenham Site Allocations Plan: Site Selection Report, February 2015 <http://cms.wiltshire.gov.uk/ieListDocuments.aspx?CId=141&MIId=8631&Ver=4>

- Sustainability Appraisal Report Volumes 1 and 2

4.9 The methodology section below explains how the evidence relates to the Strategic Site Assessment Framework used to identify proposals at the town.

Methodology

4.10 The Wiltshire Core Strategy sets a minimum amount of additional housing and employment for Chippenham between 2006 and 2026. It also establishes a set of six criteria to guide Chippenham's expansion (the Core Policy 10 criteria). These form the central basis for selecting 'strategic sites'. A strategic site assessment framework was developed to define how the Core Policy 10 criteria are interpreted and was informed by comments from the community and other stakeholders. ⁽³³⁾

4.11 The WCS identifies, diagrammatically, a set of indicative strategic areas located east of the A350 as potential areas of future expansion for strategic mixed use sites. The 'strategic areas' are defined by barriers such as main roads, rivers and the main railway line. Land west of the A350 is not considered a reasonable alternative for the allocation of strategic sites. The Council's reasoning is set out in Briefing Paper 2, which explains the definition of strategic areas⁽³⁴⁾.

4.12 The strategic areas and options for strategic sites have been assessed using sustainability appraisal. Sustainability appraisal performs a similar task to the strategic site assessment framework and reports on likely environmental, social and economic effects of the options in order to inform decision making. This work has been carried out independently to the council.⁽³⁵⁾

4.13 Each of the strategic areas has been assessed to see how they perform against the criteria contained in the core strategy as well as the sustainability appraisal. This culminated in a preferred area being selected. The next stage was to generate a set of site options within the preferred area. Each site option had to be capable of delivery and of containing the individual infrastructure requirements necessary to support their development (like schools and open spaces), plus accommodating other place shaping or environmental constraints (such as important historic assets or landscape features). The performance of detailed site options was then also assessed against the criteria, evidence through the strategic site assessment framework, as well as sustainability appraisal and a preferred site option selected.

4.14 As the overall scale of development could not be achieved within the first preferred area, the two stage process was repeated. The next preferred area was selected in light of the proposals emerging from the previous preferred area, taking into account the scope for any links or combined effects between them. The process was then continued culminating in the selection of a third site option. The detailed process is explained in the report on the Site Selection Process.⁽³⁶⁾

4.15 As a result of this process the preferred options are as summarised below.

33 Chippenham Site Allocations Plan: Strategic Site Assessment Framework, December 2014
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamsiteassessmentmethodology.htm>

34 Briefing Note 2: Definition of Strategic Areas, Updated January 2015
<http://www.wiltshire.gov.uk/chippenham-briefing-note-2-definition-of-strategic-areas-updated-2015-january.pdf>

35 Chippenham Site Allocations Plan: Draft Sustainability Appraisal Report volumes 1 and 2, Atkins, February 2015
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamsustainabilityappraisal.htm>

36 Chippenham Site Allocations Plan: Site Selection Process, January 2015
<http://cms.wiltshire.gov.uk/ieListDocuments.aspx?CId=141&MId=8631&Ver=4>

The Proposals

- 4.16** The assessment of strategic areas is set out in detail in the Chippenham Site Allocations Plan: Site Selection Report (February 2015) which weighs up the most appropriate broad directions for Chippenham to expand. The result of the assessment has shown that immediately north and south of the town represent the first preferred strategic areas for growth (Areas A and E in Figure 2.2).
- 4.17** The Council is already disposed to grant consent for a significant development north of Chippenham, located in Area A (see above) for a mix of uses including up to 750 new homes (Land at North Chippenham 12/00560/OUT). This development would have access to the A350 and it would provide a road built to a distributor road standard offering the opportunity for it to have a wider role in the network. This road can also provide a clear visual and man-made boundary to the town. The evidence suggests that further development north would have detrimental landscape and ecological effects and fails to meet Criterion 5 (Landscape) of Core Policy 10 without offering significant benefit over and above the development already permitted.

The first preferred area

- 4.18** Within Area E, landscape impacts are acceptable and land for employment development is well located and can be brought forward relatively quickly. A strategic site is identified for approximately 1,000 new dwellings and 18ha land for employment at South West Chippenham. This is in the mid-range of site capacity options examined. The housing trajectory indicates that about 850 dwellings could be built in the remainder of the Plan period, looking to 2026 (see Table 6.1).

The second preferred area

- 4.19** The second preferred area is Area B north east of the town at Rawlings Green. While this area performs well against Core Policy 10 criteria 3 (road network) and 4 (accessibility), it is a prominent area where development may have a wide landscape impact. Detrimental effects would need to be mitigated by an appropriate design and layout. Within Area B a site option for a low density of development and extensive strategic landscaping is identified for development at Rawlings Green. This would be capable of accommodating up to 650 new dwellings and 5ha of land for employment generating uses. Up to 200 new homes could be accommodated before a new link road is needed to connect the site over a new railway bridge to the distributor road provided as part of the North Chippenham development in Area A. The preferred option is to continue this new road link through the site to Monkton Park, which would provide a new access route to the A350 for the north of the town avoiding the town centre. It will serve the development itself and relieve current congestion that might otherwise worsen unacceptably on routes into and out of the town centre.
- 4.20** These proposals (preferred Area E and second preferred Area B) mirror the locations selected previously as a part of preparing the Wiltshire Core Strategy. Together these sites provide land for approximately 1,650 new homes. The housing trajectory indicates that 1,500 of these homes can be built within the plan period which is less than the number needed to meet the housing requirements (see Table 6.1). A third preferred area is therefore required to ensure 1,936 homes can be delivered by 2026.

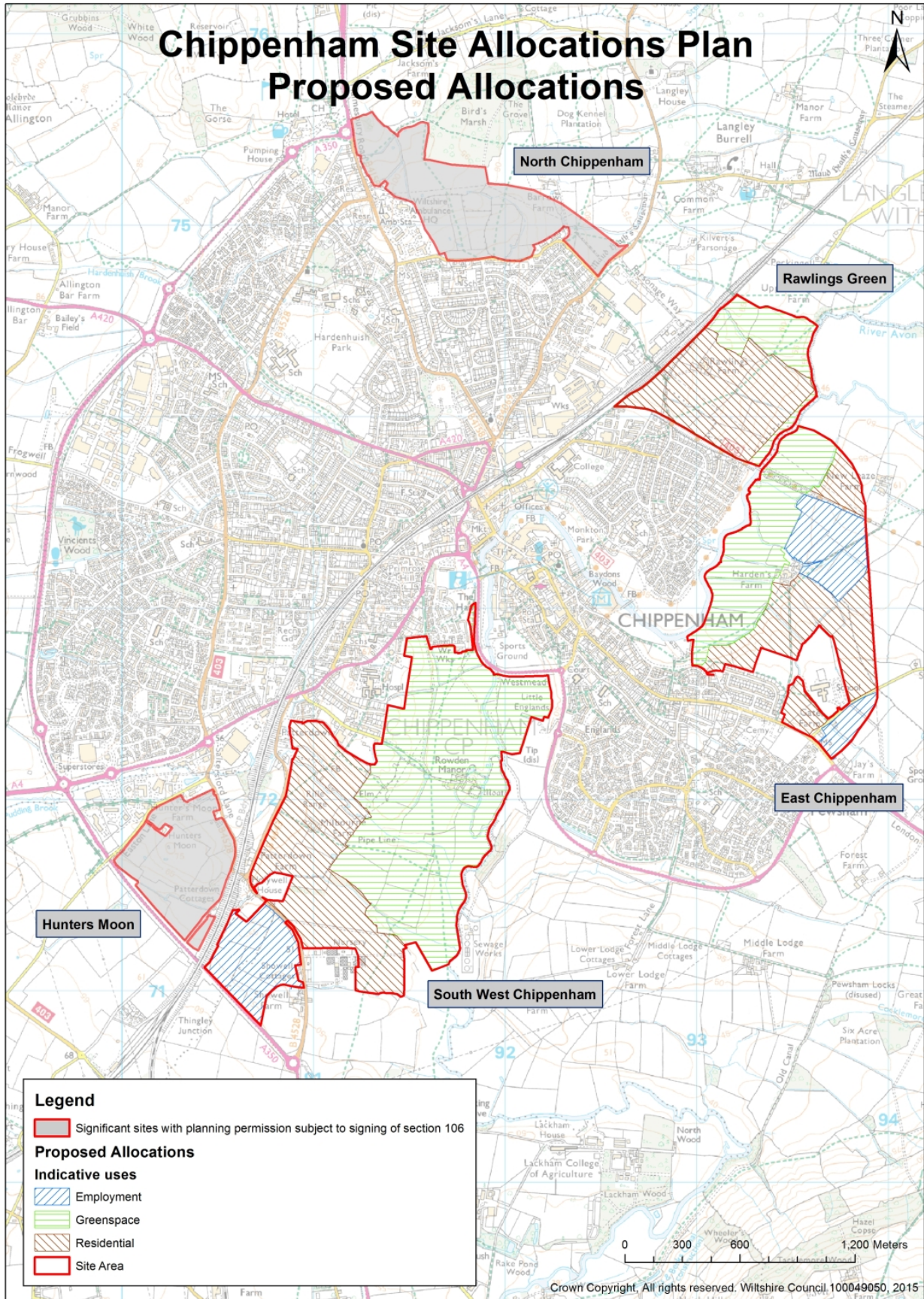
The third preferred area

- 4.21** Area C (as indicated on figure 2.2), east Chippenham, represents the third preferred area. This area, especially north of the cycleway, represents an area that is open and, like Rawlings Green, will have a wider landscape impact. In particular, considerable work will be needed

to avoid increased flood risks to the Town and elsewhere. Indeed development should reduce such risks. This area has no obvious features that form a logical natural boundary. The chosen site option creates a new potential boundary by taking a new distributor road to form a landscaped corridor that would provide visual containment following a similar approach used for the existing Pewsham area in the south of the Town and as proposed at North Chippenham. The site identified at East Chippenham can accommodate approximately 850 new dwellings and approximately 20ha of land for employment use, partly recognising this will contribute to meeting employment land needs beyond 2026. As a part of its development it will provide a distributor standard road crossing to the River Avon and complete an Eastern Link Road for the town connecting the A4 to the A350, mitigating much of the congestion that would otherwise occur.⁽³⁷⁾

- 4.22** The three sites to be allocated can accommodate a total of approximately 2,500 homes of which around 2,350 may be built within the plan period to 2026. The remainder will contribute to meeting housing requirements for the next plan period and reduce the potential for a fall off in housing supply while a new plan is emerging for the period beyond 2026. The amount of land allocated results in a scale of development that therefore exceeds the requirements set out in the Wiltshire Core Strategy. It is justified by the need to provide a flexible choice of deliverable sites in terms of a range of potential house builders and locations around the town. It also acknowledges that not all large strategic sites will be completed in the Plan period. A main justification is that by so doing the Plan provides a framework which will deliver road infrastructure necessary to support the Town's long term growth potential, safeguarding the role of the Town Centre and the functioning of the A350 in the County's economy by addressing the potential for congestion that is an inevitable by product of housing and employment development.
- 4.23** Each of the proposals involve the building of new roads in step with the additional development proposed in order to ensure there are no unacceptable traffic impacts and so that the wider benefits to the network are achieved as soon as possible. The proposals also include large new areas along the River Avon for country parks. These will provide easier and direct public access to the countryside for all residents and visitors. They will also include areas set aside to be managed to protect and improve their nature conservation value. As a substantial corridor of land it also provides opportunities for new and improved cycle and pedestrian links around the town, as well as to and from the town centre. These proposals go a substantial way to fulfilling a longstanding aspiration to capitalise on the River Avon as an asset to the town.
- 4.24** The proposals in the Chippenham Site Allocations Plan must be read in conjunction with the Wiltshire Core Strategy. Proposals for new development will be considered against all relevant policies, including those relating to place shaping and high quality design. As with all planning applications the general policies, for example affordable housing (Core Policy 45), sustainable construction (Core Policy 41), high quality design (Core Policy 57) in the adopted Wiltshire Core Strategy apply to the consideration of these sites. The developers of strategic sites will prepare Sustainable Energy Strategies setting out how proposals meet carbon reduction targets, and identifying how maximum targets can be achieved, particularly where lower cost solutions are viable (such as Combined Heat and Power).

Figure 4.1 Composite plan of Chippenham Strategic Site Allocations



Chippenham Settlement Boundary

4.25 The Chippenham settlement boundary, referred to as Limits of Development in Core Policy 2 of the Wiltshire Core Strategy, is an important element of the development strategy for Chippenham. It essentially relates to the built up area of the town and provides a planning policy boundary to define the edge of the countryside and the extent of the built up area. The boundary is important for the application of many core strategy policies. Development and advances in digital mapping since the settlement boundaries were originally drawn means that in some locations the boundary as currently drawn no longer accurately relates to the built up area of the town. As part of the preparation of the Chippenham Site Allocations Plan the settlement boundary for the town has been reviewed using the principles set out below.

4.26 Areas which have been included are:

- both built and extant reserved matters planning permissions for residential and employment uses for areas which are physically/functionally related to the settlement (subject to the exclusions below in paragraph 4.25)
- existing and extant planning permissions for community facilities, such as religious buildings, schools and community halls which are considered to be physically/functionally related to the settlement
- all uses and built development that is physically/functionally related to the settlement.

4.27 Areas which have been excluded are:

- curtilages of properties which have the capacity to extend the built form of the settlement
- recreational or amenity space at the edge of settlements which primarily relate to the countryside (in form or nature)
- isolated development which is physically or visually detached from the settlement (including farm buildings or agricultural buildings, renewable energy installations)
- Outline planning applications
- Proposed site allocations.

4.28 The justification for excluding outline planning applications and the proposed site allocations relate to the often general representation of land uses within these sites. For example, a strategic site allocation may include extensive areas of natural greenspace or country park to manage the transition from developed area to open countryside. Once such sites are developed the extensive areas of open space would be excluded from the settlement boundary following the principles above. Given that the settlement boundary infers a status which generally permits development within them, including such large areas of greenspace is inappropriate.

4.29 The revised settlement boundary for Chippenham is identified at Appendix 2 and presents a proposed change to the Wiltshire Policies Map.

4.30 A report on the consultation for the review of settlement boundaries which indicates where amendments have been made can be found on the [Chippenham community engagement webpage](#) ⁽³⁸⁾

38 The report has also been included as Annex E to the Chippenham Site Allocations Plan: Consultation Statement, February 2015

5 Site allocations

South West Chippenham

Policy CH 1

South West Chippenham

Approximately 171ha of land at South West Chippenham, as identified on the policies map, is proposed for a mixed use development to include the following:

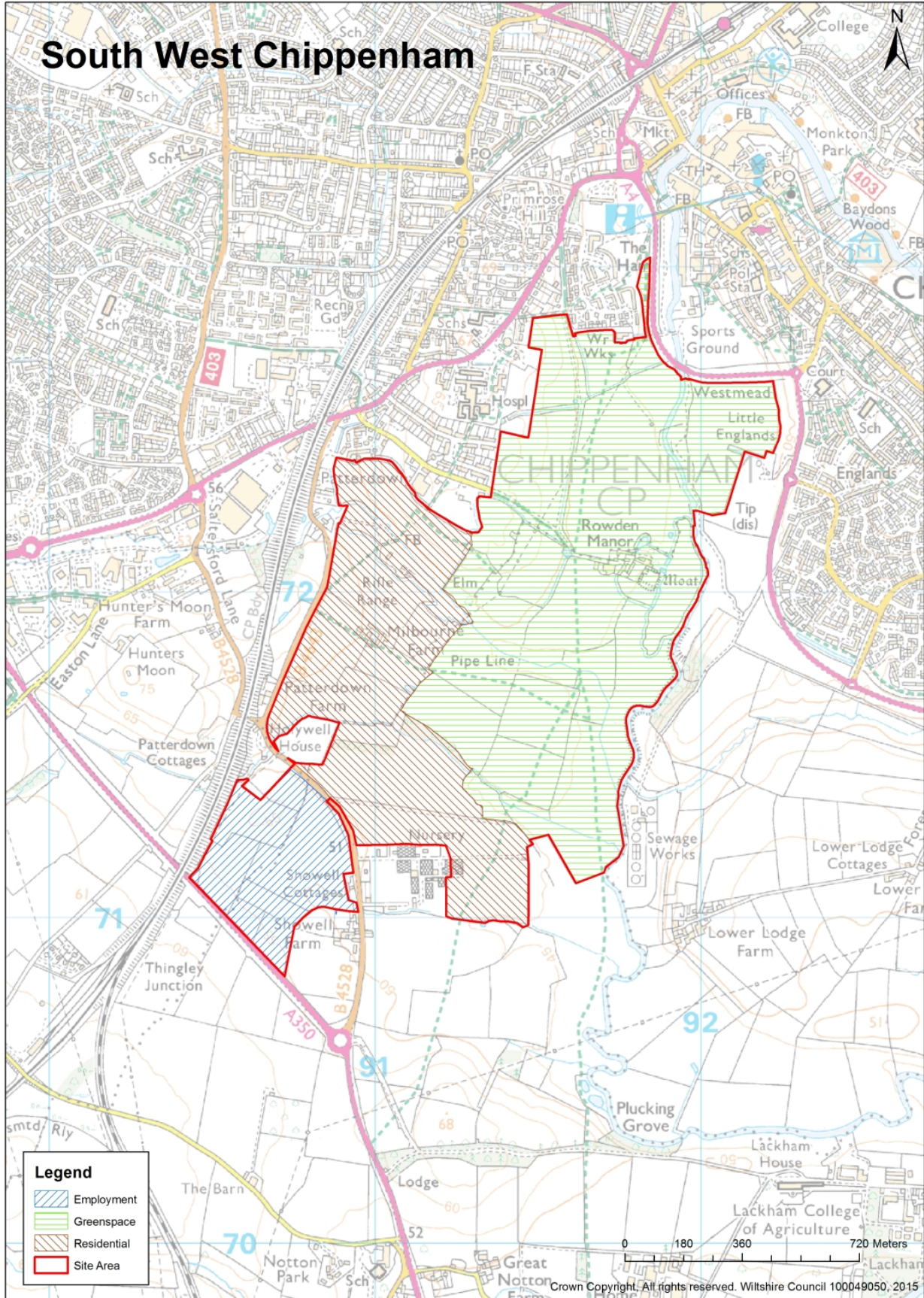
- 1,000 dwellings
- 18ha of land for employment (B1, B2, and B8 uses of the Use Classes Order)
- Land for a 2 Form Entry primary school
- A local centre
- 104ha as a riverside country park
- strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting
- no more than 800 homes to be completed before the Cocklebury Link Road (from the A350 to Cocklebury Lane) is open for use.

Development will be subject to the following requirements:

1. surface water management that achieves equivalent or less than current Greenfield rates of run-off
2. financial contributions toward provision of new schools
3. serviced land for employment is available for development before the completion of the 50th dwelling
4. a pedestrian and cycle route across the River Avon connecting to the town centre
5. a design and layout that preserves the importance and settings to designated heritage assets
6. Design and layout of development must not prohibit a potential future road connection to land to the east
7. measures to enhance the character of the Rowden conservation area

Development will take place in accordance with a masterplan for the site approved by the Council prior to commencement.

Figure 5.1 Indicative plan for the South West Chippenham strategic site allocation



- 5.1** The development of this area requires a comprehensive treatment to the western side of the River Avon valley south of Chippenham.
- 5.2** A key element of these proposals is the early release of serviced land for employment development for a range of uses. With easy access to the A350 and M4 premises within an attractive environment the area will accommodate existing local businesses looking to expand and attract inward investment from further afield. The Council with its partners will play a proactive role in partnership with developers in order to ensure development can take place, by marketing the site, brokering discussions with interested business and exploring other initiatives in collaboration with the Local Enterprise Partnership. Development of the site will deliver serviced land, with road access, utilities and communications infrastructure, as a part of a first phase of development.
- 5.3** The site divides into three distinctive areas that will each help to retain the mature network of hedgerows and trees which with areas of greenspace will provide linkages through development to the wider countryside and retain the distinctive enclosed mature setting to the landscape. Detailed design should recognise the generally higher level of the road to the town. It should maintain this to provide some separation from development in order to help retain the rural character of the approach to the town, affecting the road users perception, and maintaining some of the wider views of the rural landscape.
- 5.4** To help limit traffic impacts, housing development will commence adjacent to the B4528 between Showell Farm and Milbourne Farm toward the south of the allocation. Improvements will be necessary to the A350 junction alongside other off-site measures necessary to mitigate the impacts of development. This will help to alleviate impacts on the local road network around the town centre and the Lowden Hill area.
- 5.5** The proposals include provision of a large area of informal open space that includes the historic features and landscape setting to the Rowden Conservation Area. Enhancing the attractiveness and improving access to this area will realise this area's potential as an asset to the town for informal recreation and leisure. This includes interpretation of the Civil War battlefield and the buildings and setting to Rowden Manor.
- 5.6** Land will be reserved within the scheme for a two form entry primary school. The estimated needs generated by the development itself do not by themselves require two forms of entry but reserving land allows for future expansion likely beyond the plan period.
- 5.7** A footbridge should be located as sensitively as possible to avoid impact on riparian habitats and provide improved pedestrian and cycle links to the town centre avoiding busy roads. A riverside country park will be managed to promote good pedestrian and cycle access to and from the town centre.
- 5.8** The riverside park should be designed and considered as part of the development proposals, including ecological surveys and assessments, protection and retention of existing valuable habitats, creation and restoration of floodplain and riparian habitats, and provision of wildlife corridors across the site from east to west. The most obvious east to west connection corridors for wildlife are the Pudding Brook and the Holywell stream (watercourse running from Holywell House).
- 5.9** The Pudding Brook area should be protected from development. The brook should be retained and enhanced through appropriate management and include a footpath or cycleway to the green space in the east. The Holywell stream to the south of Milbourne Farm is also a locally significant ecological feature. This should be retained and enhanced as part of development.

An area in the northwestern part of the site around Patterdown should also be left undeveloped and incorporated into green space, enhanced for great crested newts through the creation of ponds and other wetland habitats, scrub and woodland.

- 5.10** Flood risk areas (zones 2 and 3) must remain undeveloped. This includes areas around smaller water courses within the site for which flood risk will also need to be assessed alongside the main river. Pudding Brook is one such area. Rates of surface water run off to the River must also remain at current levels or less in order to reduce the risk of flooding elsewhere. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures.

Rawlings Green

Policy CH 2

Rawlings Green

Approximately 50ha of land at Rawlings Green, as identified on the policies map, is proposed for a mixed use development to include the following:

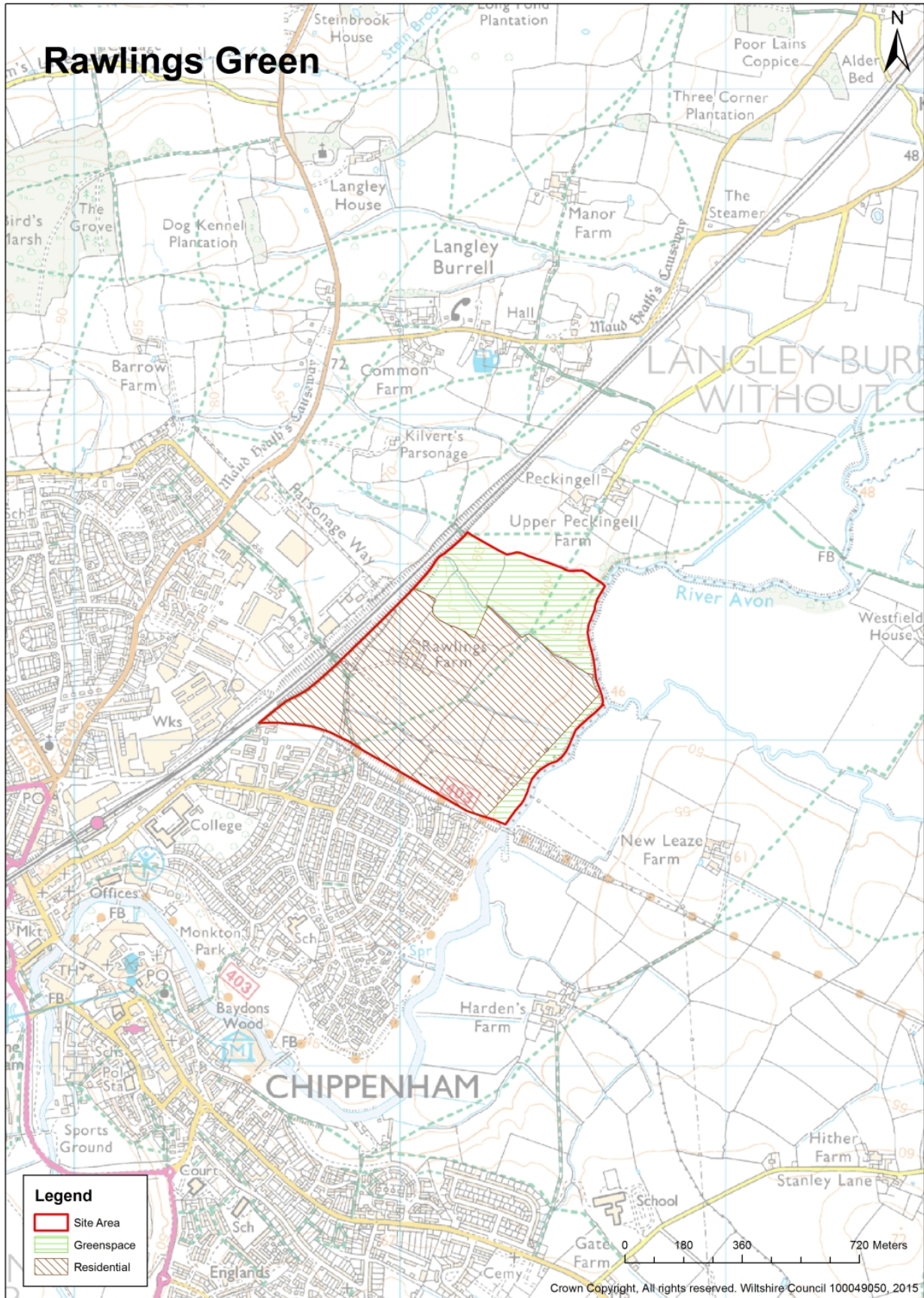
- 650 dwellings
- 5ha of land for employment generating uses (B1, B2, C2, D1 and D2 of the Use Classes Order)
- Land for a 2 Form Entry primary school
- Distributor standard road from the B4069 to the eastern boundary of the site, including connection over the main railway line, and a road from this distributor standard road to Darcy Close (Cocklebury Link Road)
- strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting
- a 10ha Country Park along the northern edge of new development linking to the existing recreation areas along the river to Monkton Park area.

Development will be subject to the following requirements:

1. surface water management that achieves equivalent or less than current Greenfield rates of run-off
2. the connection to Darcy Close and a road crossing of the railway to be open for use before the completion of the 200th dwelling
3. financial contributions toward provision of new schools
4. a low density design and layout that preserves the setting and importance of listed buildings on the site

All other aspects of development will take place in accordance with a masterplan for the site approved by the Council prior to commencement.

Figure 5.2 Indicative plan for the Rawlings Green strategic site allocation



- 5.11** The area slopes down to the River Avon. Flood risk areas (zones 2 and 3) must remain undeveloped. Rates of surface water run off to the River must also remain at current levels or less in order to reduce the risk of flooding elsewhere. Connection to the drainage network will also require enhancements off site. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures.
- 5.12** The site is prominent to a wide area. It forms a backdrop for westerly views from the River Avon floodplain, public rights of way, Tytherton Lucas and the Limestone Ridge. Development must avoid adversely affecting the rural and remote character immediately around the site and increasing the visual prominence and urban influence of Chippenham over a much wider area. A strategic landscape scheme should:
- Retain and reinforce planting along the edges of Chippenham (and along the North Wiltshire Rivers Route) to filter and reduce views of the urban edge from the wider countryside. Especially views from public rights of way close to Tytherton Lucas to help maintain the rural and remote character of this village;
 - Extend and manage linear woodlands and tree cover along the railway and towards the edge of the River Avon to help with screening, filtering and backgrounding of views towards existing (Chippenham) and proposed development;
 - Create bold landscape structure by reinforcing existing field boundaries with new hedgerow and tree planting and where possible creation of copses and linear woodlands. Development to be inserted within the bold landscape structure;
 - Seek opportunities to reinforce the riparian character along the River Avon and small tributaries flowing through the strategic area including retention/creation and future management of waterside meadows, pollarding willow trees, new areas of tree planting and multifunctional green links to new SuDS areas;
 - Development to be aligned to the grain of topography and existing contours through careful location of buildings and infrastructure avoiding unnecessary cut and fill earthwork operations;
 - Maintain the network of PRow, set within green corridors though the landscape to preserve the existing good links from Chippenham to the river and countryside to the east and to help integrate proposed development within the landscape;
 - Conserve and enhance the setting to the listed buildings at at Rawlings Farm; and Upper Peckingell Farm.
- 5.13** Development is envisaged within a strong landscape framework and the capacity of this site has been estimated using a low density of 30 dwellings per net hectare.
- 5.14** Large industrial buildings are unduly obtrusive because of the prominence of the site. The range of employment uses should therefore clearly exclude B8, warehousing and distribution uses that are likely to result in buildings on this scale. Removing B8 uses suggests a different style and scale of employment. Alongside this particular area's good location in relation to central Chippenham, there is therefore a different employment generating potential and a more flexible approach to provision and delivery alongside housing development.

- 5.15** A new railway bridge represents an opportunity to enhance the value of the railway line to flora and fauna. Tree and shrub planting should help to create woodland, hedgerows and scrub to create or extend new habitats including roosting bat and nesting bird features within the bridge itself. This will create a wooded corridor along the western boundary. Southern boundary woodland should be extended to re-connect habitats to this area so there is an uninterrupted corridor east and west.
- 5.16** Land will be reserved within the scheme for a two form entry primary school. The estimated needs generated by the development itself do not by themselves require two forms of entry but reserving land allows for future expansion likely beyond the plan period.
- 5.17** The site is reasonably well located in relation to the town centre and development should include measures to enable as many trips as possible to the town centre to take place on foot, cycling or by public transport. Open space will provide a connection to the river as a corridor for pedestrian and cycle access to the town centre. Nevertheless the site's location will inevitably place strains upon existing traffic corridors into and out of the existing built up area, parts of which are already congested. The completion of new traffic routes including a bridge over the railway will do much to address such problems and ultimately should improve existing conditions. This new road infrastructure structure therefore needs to be provided as soon as possible.
- 5.18** Traffic modelling shows there would be unacceptable harm if development of the site exceeded 200 dwellings without completion of road infrastructure. A precise point below the occupation of the 200th dwelling when road infrastructure must be fully delivered will be set as a condition of planning permission and will be agreed as a part of negotiations with a developer.

East Chippenham

Policy CH 3

East Chippenham

Approximately 91ha of land at East Chippenham, as identified on the policies map, is proposed for a mixed use development to include the following:

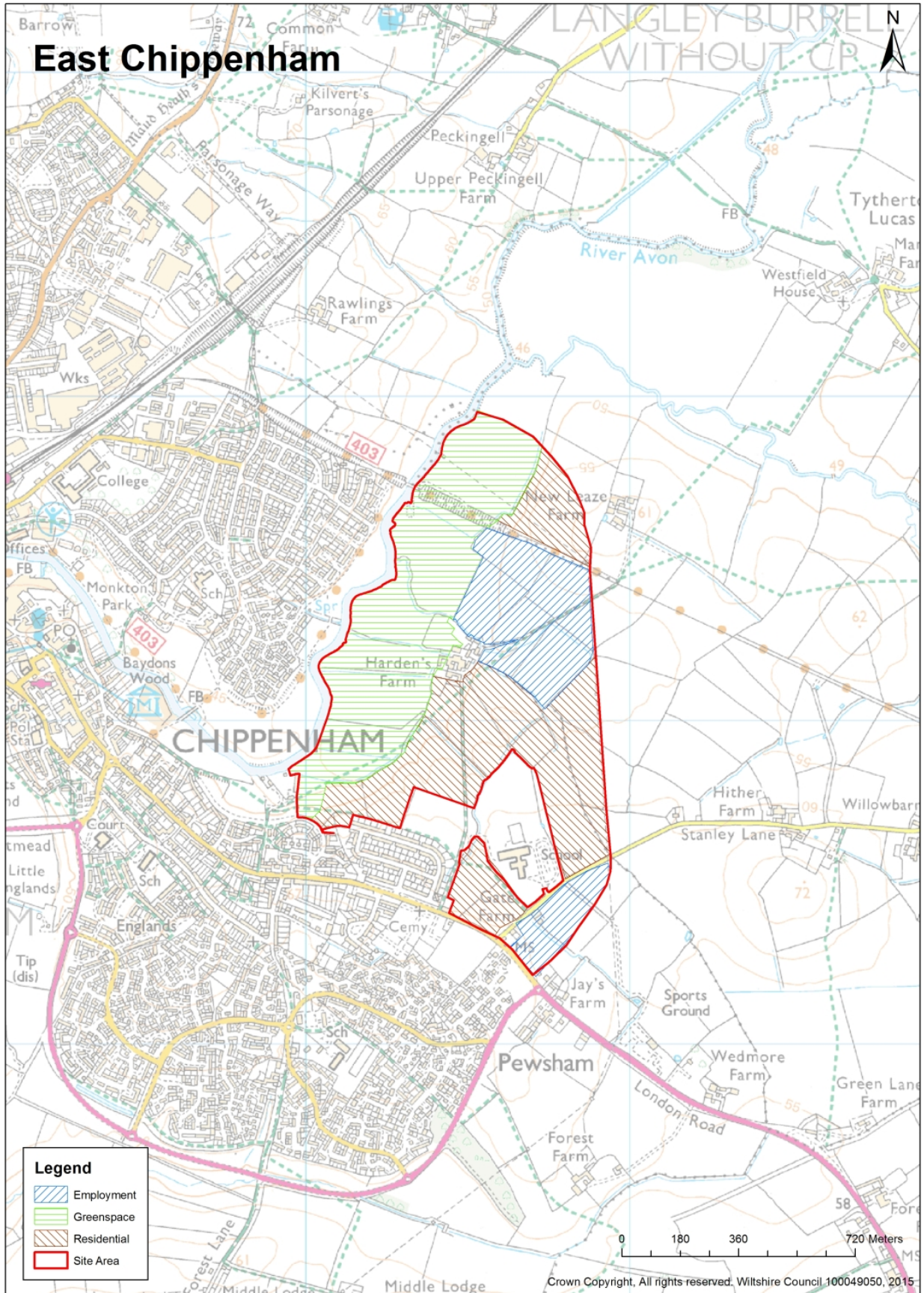
- 850 dwellings
- approximately 5ha of land for employment (B1 and B2 of the Use Classes Order) with a further 15ha safeguarded for employment development beyond 2026
- land for a 2 Form Entry primary school
- a local centre
- 2.5ha safeguarded for the expansion of Abbeyfield School
- distributor standard road from north-western boundary of the site to the A4, including connection over the River Avon (an Eastern Link Road)
- strategic landscaping and open space to retain and reinforce existing hedgerows, establish new areas of substantial planting and landscaping and to provide a visual boundary to the town along the route of the Eastern Link Road
- a 35ha Country Park along the western side of new development
- no more than 400 homes to be completed before the Cocklebury Link Road is open for use.

Development will be subject to the following requirements:

1. surface water management that can achieve less than current Greenfield rates of run-off and decreases flood risks
2. a road crossing of the River Avon open for use before the completion of the 400th dwelling
3. the Eastern Link Road open for use by completion of the 750th dwelling
4. serviced land for employment is available for development before the completion of the 50th dwelling
5. financial contributions toward provision of new schools
6. a design and layout that preserves the setting and importance of listed buildings on the site

All other aspects of development will take place in accordance with a masterplan for the site approved by the Council prior to commencement.

Figure 5.3 Indicative plan for the East Chippenham strategic site



- 5.19** A site is identified beyond the valley of the River Avon east of Chippenham. Flood risk areas (zones 2 and 3) that separate it from the town must remain undeveloped. This area plays an important role providing water storage that helps to protect the town from flooding. In recent times the town's protection has failed and development is a means to reduce risks for existing residents and business as well as protect the new uses that will occupy this site. Rates of surface water run off to the River must be less than current levels in order to reduce the risk of flooding elsewhere. Connection to the drainage network will also require enhancements off site. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures.
- 5.20** Two areas of land are proposed for employment generating uses. A smaller area will provide for needs within the Plan period to 2026 and a second larger area is safeguarded for development focussing on needs up to and beyond 2026. The timing of its development and attractiveness to the market will depend upon a road connection to the A350 and M4 via completion of that part of an Eastern Link Road.
- 5.21** The Council with its partners will play a proactive role in partnership with developers in order to ensure employment development can take place, by marketing the site, brokering discussions with interested business and exploring other initiatives in collaboration with the Local Enterprise Partnership. Development of the site will deliver serviced land, with road access, utilities and communications infrastructure. A southern area accessed via the A4 will be a first phase of development.
- 5.22** The site is in a landscape which is strongly associated with the River Avon. Its development also needs to provide a new rural edge to east Chippenham when viewed from surrounding footpaths in the landscape and from higher ground. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development and provide a strong visual boundary to the site. Development should avoid high ground, retain the rural approach along Stanley Lane and reinforce a wooded and riparian character along the Avon valley.
- 5.23** A strategic landscape scheme should:
- Reinforce planting along the existing edges of Chippenham and adjacent to the North Wiltshire Rivers Route to reduce the glimpses of the urban edge from the wider countryside and especially in views from public rights of way close to Tytherton Lucas to help reinforce its rural and remote character;
 - Extend and manage linear woodlands along the edge of the River Avon to help with screening, filtering and backgrounding of views towards existing (Chippenham) and proposed development;
 - Create bold landscape structure by reinforcing existing field boundaries with new hedgerow and tree planting and where possible creation copses and linear woodlands. Development to be inserted within the bold landscape structure;
 - Seek opportunities to reinforce the riparian character along the River Avon and River Marden including waterside meadows, areas of tree planting and areas for SuDS;
 - Maintain the network of Public Rights of Way, set within green corridors though the landscape to preserve the existing good links from Chippenham to the river and countryside to the east and to help integrate proposed development within the landscape;
 - Conserve and enhance the setting to the listed building at Harden's Farm; and
 - Conserve and enhance the setting (including mature trees) of New Leaze Farm located on higher ground.

- 5.24** Development is envisaged within a strong landscape framework. Land north of the North Wiltshire River Route is particularly sensitive in landscape terms and the capacity for developing in this area should be considered using a lower density of 30 dwellings per net hectare.
- 5.25** Development should include a hedgerow, woodland or tree-lined corridor from the stream adjacent to Abbeyfield School to the stream to the east near Hither Farm in order to restore ecological connectivity. It should also enhance the North Wiltshire Rivers Route for biodiversity gains through appropriate planting and management
- 5.26** The Riverside Park offers an opportunity to restore riparian and floodplain habitats, including the field boundary hedgerows, which appear to have been lost in most of the fields between Harden's Farm and the River Avon. All floodplain habitats should be restored and enhanced through appropriate management. Parts may have reduced public access in some more sensitive areas in order to safeguard protected species.
- 5.27** The River Avon (Bristol) County Wildlife Site must also be protected from development (and associated impacts such as pollution).
- 5.28** Land will be reserved within the scheme for a two form entry primary school. The estimated needs generated by the development itself do not by themselves require two forms of entry but reserving land allows for future expansion beyond the plan period. There is some capacity to accommodate additional students at Abbeyfield School, the nearest secondary school. This school may also need to expand in the future, in all likelihood beyond the plan period. To prevent losing this opportunity some land should therefore remain reserved to prevent the campus becoming restricted by new development.
- 5.29** The site is reasonably well located in relation to the town centre and development should include measures to enable as many trips as possible to the town centre to take place on foot, cycling or by public transport. The riverside park would be central to creating attractive routes for walkers and cyclists. The pedestrian and cycle network should also be improved, in particular to increase the accessibility of Abbeyfield School, Stanley Park and the riverside to the existing urban area.
- 5.30** Development is expected to commence from a southern access to the A4. This will inevitably put an additional burden on this corridor into the town. Completion of a Cocklebury Road link and an eastern link road around the town to the A350 north of the town will do much to tackle pressures from additional traffic. Transport assessments suggest that up to 400 new dwellings should be provided before the Cocklebury Road Link should be in place. A new bridge over the River Avon can then connect to this infrastructure and rates of development can then increase. An Eastern Link road to the A4 will be built in step with development and need to be in place by the completion of the 750th dwelling.
- 5.31** Evidence on the impacts of development of this site and elsewhere shows that new road infrastructure needs to be provided as soon as possible in order to prevent unacceptable impacts on the network. Consequently, to ensure timely delivery, a road bridge across the River Avon should in place by the occupation of the 400th dwelling and an eastern link road connecting to the A4 by the occupation of the 750th dwelling.

Chippenham Riverside - country parks.

Policy CH 4

Chippenham Riverside Country Parks

Land adjacent to and relating to the River Avon running through allocations at South West Chippenham, Rawlings Green and East Chippenham will be developed for use as country parks, to include the following uses:

- **informal open space**
- **extended existing and new rights of way**
- **areas for protection and enhancement of nature conservation interest**
- **sports pitches**
- **enhanced routes for cycling and walking to and from the town centre**

Development will be subject to the requirements that no new buildings or structures are built within flood risk areas.

The use of these areas will take place in accordance with a management plan approved by the Council.

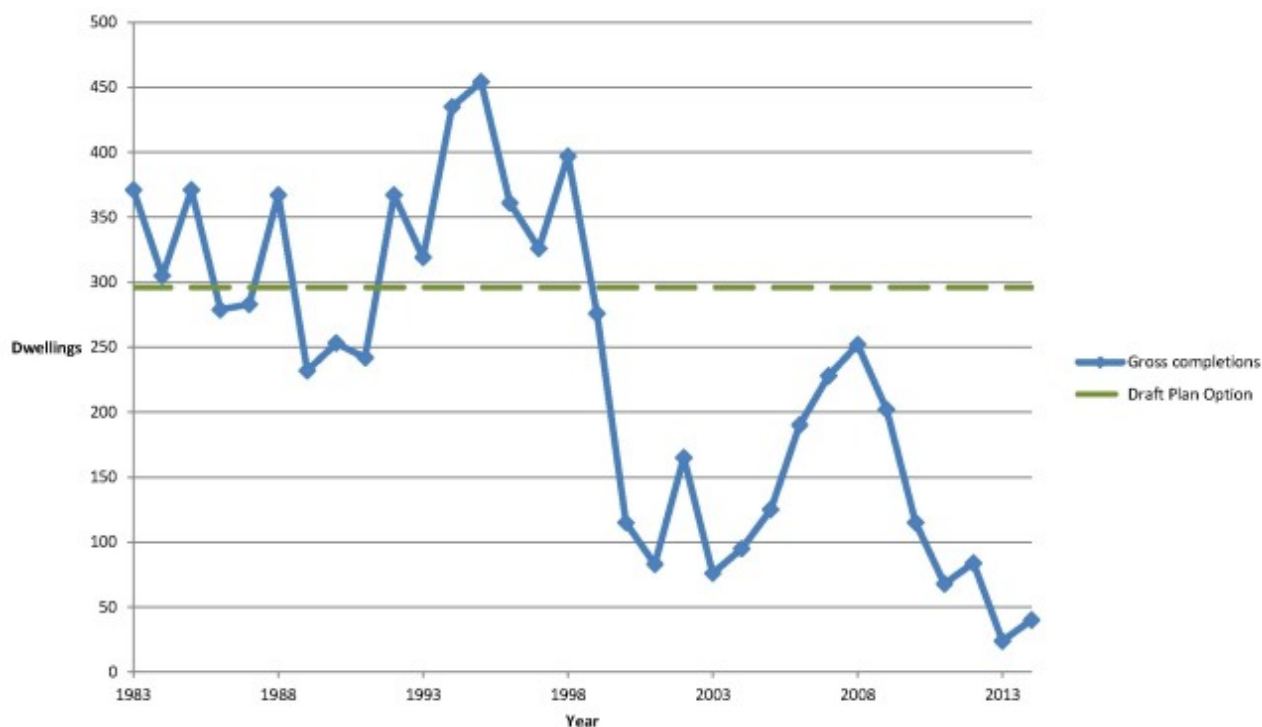
- 5.32** Proposals for strategic sites involve substantial new areas set aside for country parks which will help the strategic sites integrate with the town. The primary aim of these areas will be to improve public access to and enjoyment of the countryside. Existing assets and features will be enhanced, such as around the Rowden Conservation Area. There will be greater scope for new uses in other areas, for example for more formal use as sports pitches. Evidence also highlights the important nature conservation value of many of the features and habitats in these areas and their inclusion within a country park is one means to achieve their protection and enhancement in perpetuity. A key role will also be for these areas to provide improvements to the rights of way network through introducing new green corridors, especially to and from the town centre but also other destinations like Abbeyfield School. The great majority of the land identified lies within flood risk areas and is unsuited to sensitive uses or any new building.
- 5.33** In order to ensure these objectives are achieved in a complementary and comprehensive manner the management and use of new country parks will be directed by a management plan that will be approved by Wiltshire Council with the involvement of local stakeholders and land owners alongside specialist interests such as the Wiltshire Wildlife Trust. The precise boundaries for the country parks will be determined as part of the management plan process. Indicative areas are shown on Figures 5.1, 5.2 and 5.3 above. It is envisaged that the long term management of the country parks will be secured through planning obligations relating to individual sites.

6 Monitoring and Implementation

Housing delivery

6.1 Figure 6.1 below illustrates the decline in housing completions over recent years due, in part, to a lack of available sites in Chippenham and the downturn in the economy. The average gross completions over this period can be compared to the minimum housing requirement set in the Wiltshire Core Strategy and the preferred option put forward in this Chippenham Site Allocations Plan.

Figure 6.1 Chippenham housing completions 1983 - 2014 compared to average future anticipated completions based on proposed Plan option



6.2 The following table demonstrates the anticipated housing delivery trajectory for the three strategic site allocations identified in this Plan.

Table 6.1 Housing delivery trajectory for Chippenham site allocations

Year	Rawlings Green (Area B)	East Chippenham (Area C)	South West Chippenham (Area E)	Annual total	Cumulative total
2015				0	
2016				0	
2017	50			50	50
2018	80		75	155	205
2019	80		75	155	360

Year	Rawlings Green (Area B)	East Chippenham (Area C)	South West Chippenham (Area E)	Annual total	Cumulative total
2020 ⁽³⁹⁾	80	80	100	260	620
2021	80	100	100	280	900
2022	100	100	100	300	1200
2023	100	150	100	350	1550
2024	80	150	100	330	1880
2025		150	100	250	2130
2026 ⁽⁴⁰⁾		120	100	220	2350
2027			100	100	2450
2028			50	50	2500
TOTAL	650	850	1000		2500

6.3 The delivery of housing at each of the allocated sites will be monitored in the council's Housing Land Supply Statement.

Community Infrastructure Levy (CIL)

6.4 In June 2014, Wiltshire Council submitted a Community Infrastructure Levy (CIL) Draft Charging Schedule for independent examination⁽⁴¹⁾. CIL is a charge that local authorities in England can place on development in their area. The money generated through the levy will contribute towards the funding of infrastructure to support growth. From April 2015, the council will be restricted in its ability to pool infrastructure contributions from new development through the existing mechanism of Section 106 agreements.

6.5 The Draft Charging Schedule proposes differential charging rates based on the type and location⁽⁴²⁾ of development. The Draft Charging Schedule also proposes a reduced CIL rate for residential development within the strategically important sites as identified in the Wiltshire Core Strategy. This is due to the higher cost of delivering the critical on-site infrastructure needed to unlock the development potential of these strategically important mixed use sites. However, as a result of the removal of the Chippenham strategic sites formerly allocated in the Core Strategy, there would not be a reduced rate for the sites identified in this Chippenham Site Allocations Plan. As such, the council has proposed a change to the draft charging schedule through the CIL examination process so that the lower rates of CIL will apply to the allocations in the CSA Plan.

6.6 An independent examiner, appointed to review the CIL rates proposed in Wiltshire, in January 2015 held two days of hearing sessions to consider the Draft Charging Schedule (and subsequent modifications) published by Wiltshire Council. Once the examiners report has

39 Cocklebury link road delivered.

40 Full Eastern distributor road completed.

41 Wiltshire Community Infrastructure Levy

<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/communityinfrastructurelevy.htm>

42 See charging zone maps within the submitted Draft Charging Schedule.

been received, the council plans to adopt and formally implement the CIL charging schedule by April 2015. Planning applications determined after the published implementation date will, if approved, be liable to pay CIL.

Viability

6.7 For the CSA Plan to be found sound the proposed allocations within the Plan must be deliverable. Sites will only be delivered if they are viable. Paragraph 173 of the National Planning Policy Framework states:

'To ensure viability, the costs of any requirements likely to be applied to development, such as requirements for affordable housing, standards, infrastructure contributions or other requirements should, when taking account of the normal cost of development and mitigation, provide competitive returns to a willing land owner and willing developer to enable the development to be deliverable'.

6.8 The proposals in this plan include significant infrastructure costs, therefore, in December 2014, Wiltshire Council appointed consultants BNP Paribas to undertake an assessment of the viability of the proposed strategic site allocations.

6.9 The main objective of the study was to assess the viability and deliverability of the development proposed at each of the strategic sites under consideration in the council's preferred option for growth. Of particular importance was the need to establish that the level of development proposed at each strategic site allocation would be sufficient to provide the road infrastructure identified with it, alongside other necessary infrastructure and policy requirement. The study concluded that the proposed site allocations identified within CSA Plan are deliverable within the current policy context and on the basis of the general assumptions made in the report including in relation to land values and house prices⁽⁴³⁾.

Sites subject to Section 106 agreement

6.10 Planning applications determined by the local authority prior to the implementation of CIL cannot be charged this levy. The infrastructure needed to make the development of the North Chippenham and Hunters Moon sites acceptable will instead be secured via a Section 106 planning obligation agreement negotiated between the council and applicant.

6.11 The housing delivery trajectory for these sites is set out below.

Table 6.2 Housing delivery trajectory for North Chippenham and Hunter's Moon sites

Year	Land at North Chippenham (Area A)	Hunter's Moon
2015		
2016	50	104
2017	100	80
2018	100	80
2019	100	80

43 Chippenham Sites Allocations Plan: Strategic Site Viability Assessment, January 2015
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>

Year	Land at North Chippenham (Area A)	Hunter's Moon
2020 ⁽⁴⁴⁾	100	80
2021	100	26
2022	100	
2023	100	
2024		
2025		
2026 ⁽⁴⁵⁾		
2027		
2028		
2029		
TOTAL	750	450

Monitoring

- 6.12** The Council monitors the number of new homes built each year and surveys businesses. The developers of strategic sites also provide their estimates of how many dwellings they forecast being built each year. These forecasts are the basis for the housing trajectories given above. The Council's Infrastructure Delivery Plan co-ordinates investment in capital projects over the plan period and the operation of the community infrastructure levy involves assessing and prioritising projects according to local need.
- 6.13** The Plan proposals provide a clear framework for development to take place over the period to 2026. The Plan also co-ordinates the provision of new roads with the rate and scale of development in order to ensure that growth does not ever outpace the ability of the local network to absorb it. The selection of different locations provides the best prospects of growth progressing at the rates anticipated without a dependence upon just one or two sites. It should also encourage competition between developers and help to ensure a better choice of new homes. The proposals must also be treated with a degree of flexibility when individual planning applications are considered and if other material considerations arise.
- 6.14** The Plan's strategy will need to be reviewed should rates of development fall consistently short of the forecast rates and other measures to stimulate growth would not be effective. Annual monitoring should help to highlight any unforeseen barriers to development. As one potential obstacle, the Council will be proactive in helping to progress new roads to support growth but there may be other unforeseen factors. Serious mid to long term land banking by volume house builders will frustrate the Plan's strategy and undermine achieving Plan objectives. A particular cause for concern would be a failure to secure the availability of land for employment development. Circumstances such as these will prompt a review of relevant proposals or the entire Plan.

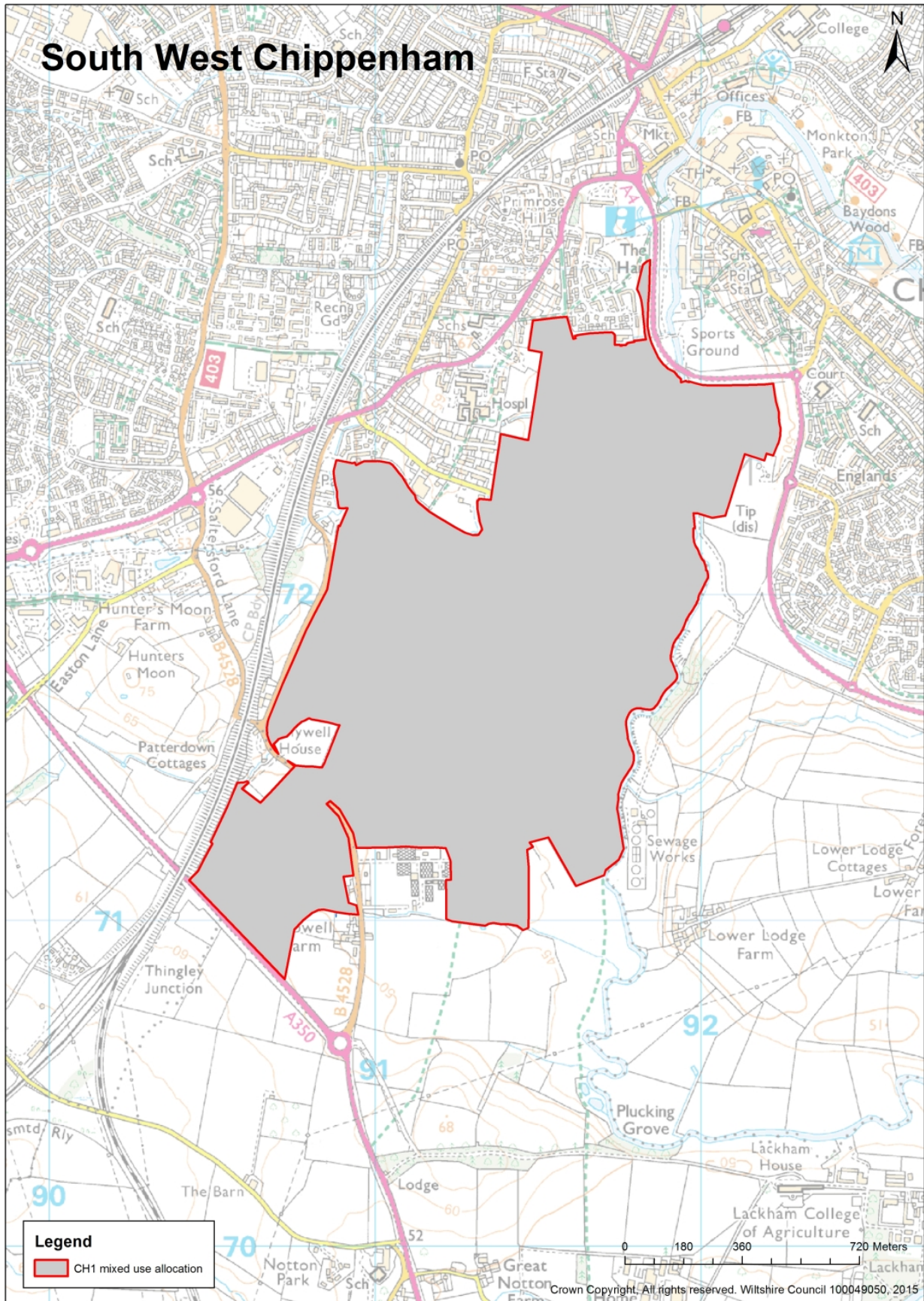
44 Cocklebury link road delivered.

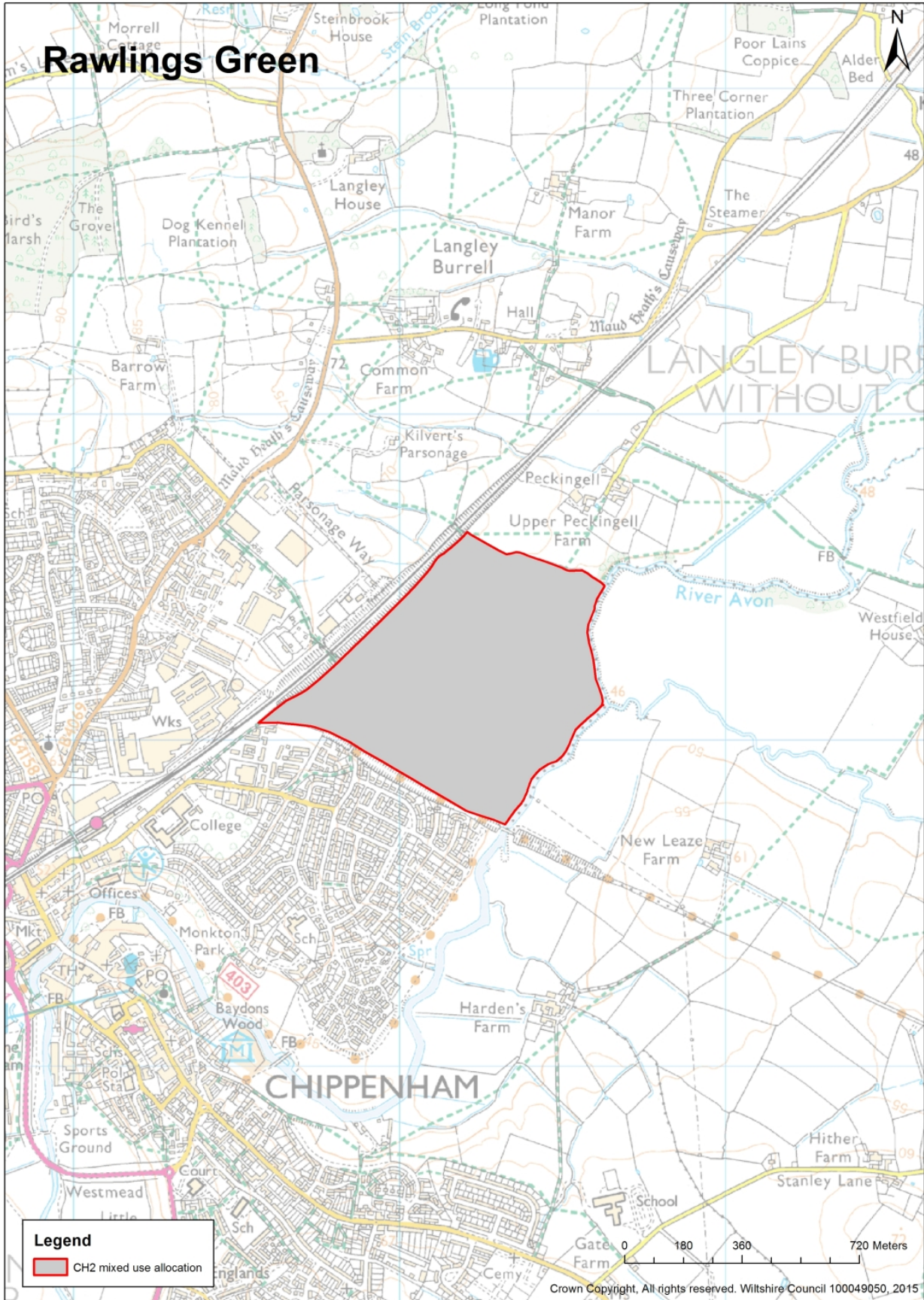
45 Full Eastern distributor road completed.

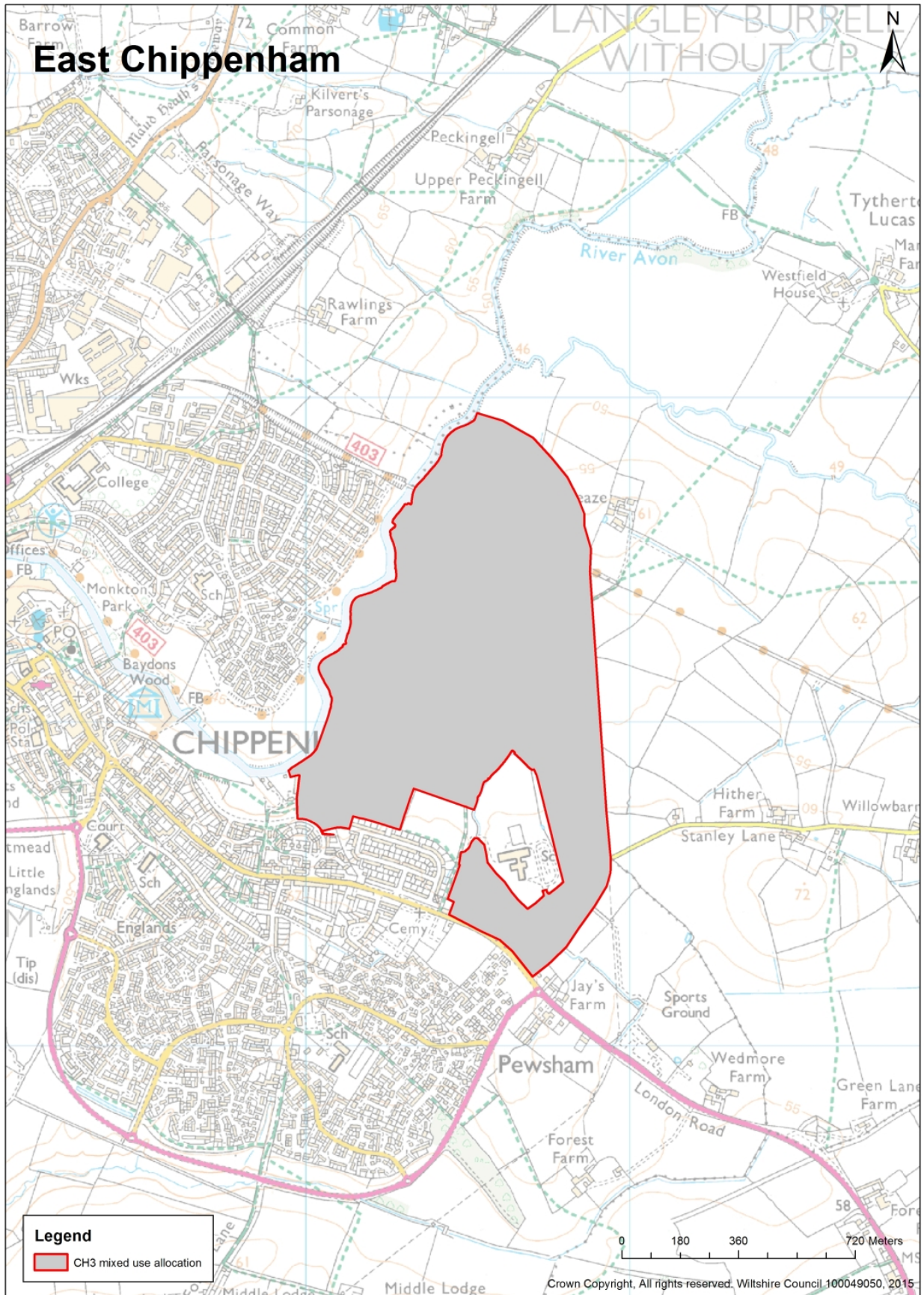
- 6.15** The Wiltshire Core Strategy sets a requirement for 'at least' 4,510 additional dwellings over the period 2006 and 2026. This raises concerns that development rates may far exceed what the community, local environment and infrastructure can support. Road infrastructure provision is directly linked to development as it progresses. The provision of schools and other facilities necessary to serve development will be determined through the individual master planning processes for each strategic site that will be considered in detail and in partnership with the local community involved. Insufficient provision of infrastructure may lead to unacceptable impacts on the environment and may amount to grounds for refusing planning applications that far exceed scales of development on strategic sites in the Plan, but if overall scales of development far exceed those forecast in the Plan the Council will also review all or relevant parts of the Plan.

7 Appendix 1

Appendix 1: Proposed Changes to the Wiltshire Policies Map - Site Allocations

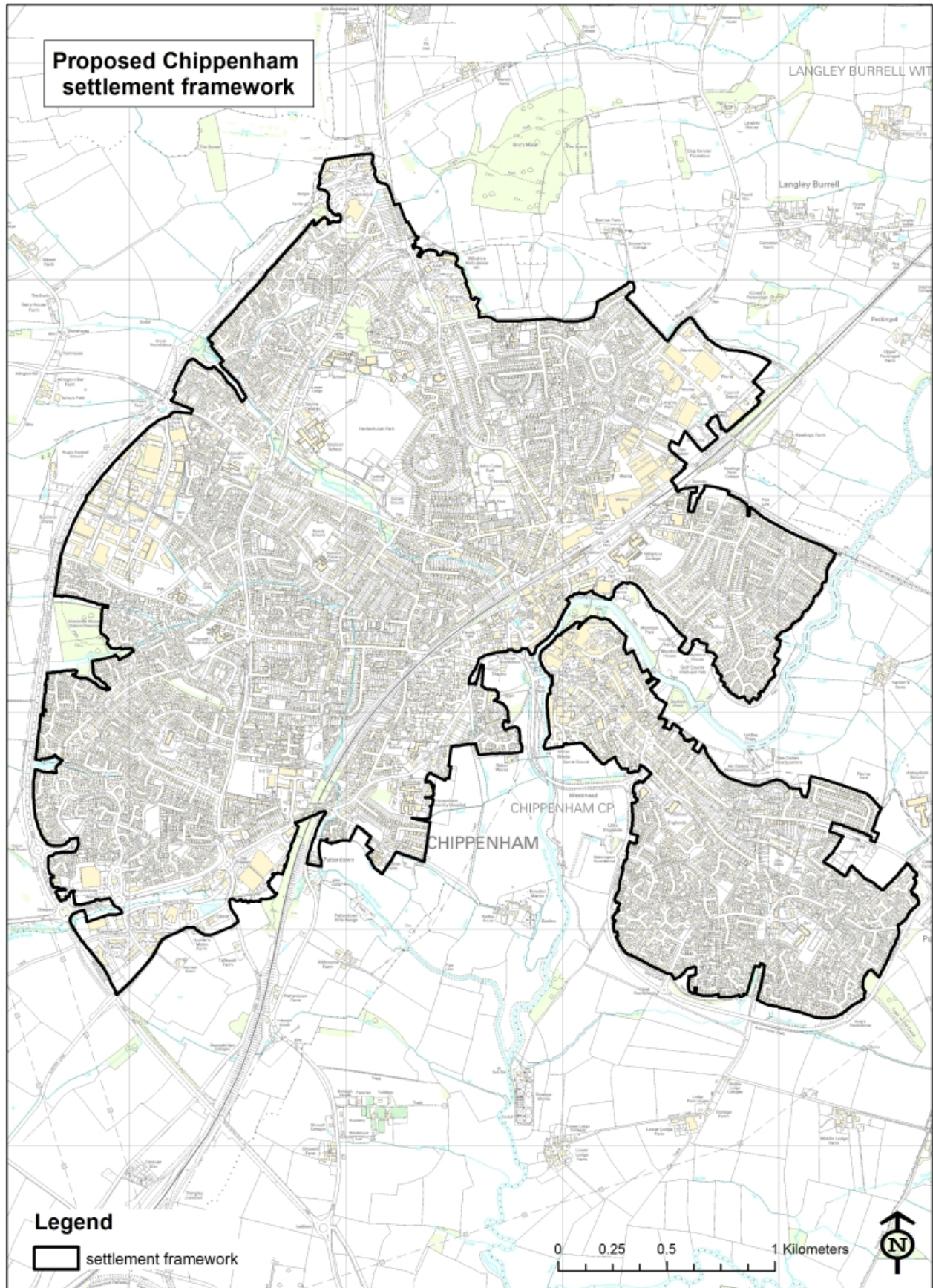






8 Appendix 2

Appendix 2: Proposed Changes to the Wiltshire Policies Map - Chippenham settlement framework



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Chippenham Site Allocations Plan, Pre-submission draft plan, February 2015

This document was published by the Spatial Planning team, Economic Development and Planning, Wiltshire Council.

For further information please visit the following website:

[www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/
chippenhamsiteallocationsplan.htm](http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan.htm)

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Chippenham Site Allocations Plan

Proposed Changes to Pre-Submission Draft Plan

July 2015

Chippenham Site Allocations Plan

Proposed Changes to Pre-Submission Draft Plan

Proposed change shows deleted text in ~~strike through~~ and new text in **bold**.

Table 1: Proposed Changes considered and agreed at Council meeting 14 July 2015

Change no	Page	Para	Reasons for proposed change	Proposed Change
CHAPTER 2				
1	8	2.6	<p>Improve context</p> <p>New text highlights important heritage assets forming a part of the context to the Plan</p>	<p>Insert additional paragraph 2.6a as follows:</p> <p>“The centre of Chippenham has a designated conservation area. The Chippenham Conservation Area Management Plan (Adopted April 2010 as Supplementary Planning Guidance) provides development guidelines, which include protecting the settings of these and other key assets within the town. The churches of St Andrew and St Paul have tall steeples and are prominent in views of the town. This prominence reflects a deliberate design intention, and the setting of these assets therefore includes the wider landscape in which they are experienced. There are a number of significant assets within the town including:</p> <ul style="list-style-type: none"> • Grade I listed The Ivy, The Yelde Hall and Sheldon Manor • Grade II* St Andrew’s Church, Hardenhuish House, St Paul’s Church and St Nicholas’s Church”
CHAPTER 3				
2	17	3.6	<p>Improves context</p> <p>Additional text clarifies the need that new improved infrastructure includes transport infrastructure encompassing the strategic road network</p>	<p>Amend paragraph 3.6 as follows:</p> <p>“It is important that housing delivery is managed throughout the plan period to ensure that it takes place in step with the provision of new infrastructure. As well as facilities forming a part of development, this may, for instance, include strategic highway improvements that may be required to accommodate the impact of growth. The Core Strategy already identifies a number of improvements needed in Chippenham which need to be provided alongside development including enhanced health and emergency services. This is also recognised in the Infrastructure Delivery Plan (September 2013) which identifies extended GP services as prioritised essential infrastructure.</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
				The NHS and GPs in Chippenham are working towards a detailed proposal for delivering these enhancements. Sustainable construction and low-carbon energy will be integral to the development of all strategic sites.”
3	17	3.7	Factual update Amended text reflects more precisely the Plan’s approach	Amend paragraph 3.7 as follows: “In relation to primary education there is a desire to rationalise primary school provision to include more two form entry schools as this size has advantages in revenue funding, sustainability and in teaching and learning. The revenue funding advantages include being able to achieve significant economies of scale, being more able to employ specialist staff and having a larger base budget that is more able to cope with fluctuations in income that result from changing pupil numbers. The proposals of the plan should seek to enable this change therefore focus on provision for two form entry primary schools as a part of the development of strategic sites.”
4	17	3.8	Improve context Additional text explains how this objective requires traffic impacts on the wider road network to be managed, in particular M4 junction 17.	Amend paragraph 3.8 as follows “Improvements are planned to improve how the A350 works and development at Chippenham must not undo these benefits. Congested road corridors and junctions within the town impede and can deter travel to the town’s businesses, services and facilities. In particular, congestion in and around the town centre, as recognised by the Chippenham Vision, needs to be addressed as a part of planning for the town’s growth. This also goes for management measures to prevent negative impacts on junction 17 of the M4 motorway. Joint working with Highways England helps to identify the cumulative impacts of growth on the strategic road network and will inform measures to improve junction 17.”
5	18	3.11	Improve clarity Amend the text to clarify that heritage assessment was a key part of this evidence alongside landscape impact.	Amend paragraph 3.11 as follows “The allocation and development of strategic sites will inevitably bring about fundamental change from rural to urban to areas around the town. The landscape surrounding Chippenham provides the setting to the settlement, defining its edges and also providing characteristic glimpses from the town out to the countryside. Evidence Paper 4: Landscape Assessment(26) also raised specific concerns about protecting the setting and historic value of the conservation areas and heritage assets within each

Change no	Page	Para	Reasons for proposed change	Proposed Change
				Strategic Area. Development should seek to respect the important landscape features that make up this character and look to capitalise on opportunities to protect and enhance local heritage assets as well as biodiversity.”
CHAPTER 4				
6	21	4.3	Improve clarity An additional sentence helps clarify how the scale of Greenfield land required has been estimated.	Amend paragraph 4.3 as follows “However, figures for housing supply are constantly changing, for example, since these were first published a further large site at Hunters Moon has been granted permission subject to the signing of a Section 106 Agreement. Figures also take account of brownfield sites identified in Core Policy 9 of the Wiltshire Core Strategy and the Chippenham Central Area Master Plan such as redevelopment proposals at Langley Park. The latest housing land supply statement therefore indicates that the residual requirement at Chippenham is now at least 1,935 homes.”
7	21	4.5	Factual update Removing the reference to school provision reflects revised requirements and the introduction of Community Infrastructure Levy.	Amend paragraph 4.5 as follows “This site will deliver: <ul style="list-style-type: none"> • A link road between Malmesbury Road (A350) and Maud Heath Causeway which will become the first section of an eastern link road through to the A4 • Provision for the long term protection and management of Birds Marsh Wood • Land for a one form entry primary school • Contributions to include: public open space, leisure provision, highway improvements and education contributions.”
8	22	4.6	Factual update Removing the reference to school provision reflects revised requirements and the introduction of Community Infrastructure Levy	Amend paragraph 4.6 as follows “This site will deliver: <ul style="list-style-type: none"> • Off-site highways works including to Pheasant roundabout; • Provision of new bus to allow dedicated service to run through the site; • The delivery of land for a primary school; • New Hill Top Park of 4.5 hectares; • Contributions to include: public open space, leisure provision, highway improvements and education contributions.”
9	25	4.21	Improve clarity	Amend paragraph 4.21 as follows

Change no	Page	Para	Reasons for proposed change	Proposed Change
			<p>The wording of the 5th sentence should be clarified to reflect the level of detail provided in the policy.</p>	<p>“This area has no obvious features that form a logical natural boundary. A chosen site option creates a new potential boundary by taking a new distributor road to form a corridor that would provide visual containment and an attractive edge to the town following a similar approach used for the existing Pewsham area in the south of the town and as proposed at North Chippenham.”</p>
10	25	4.24	<p>Improve clarity</p> <p>To clarify the relationship between policies CH1-3 and the role and purpose of master plans.</p>	<p>Insert sub heading after paragraph 4.23 Consideration of planning applications and new paragraph 4.24a after existing:</p> <p><u>Master plans</u></p> <p>The following proposals establish the principles of development at South West Chippenham, Rawlings Green and East Chippenham based on evidence prepared that is appropriate to plan making. Each policy also requires any application to be informed by a master plan which will reflect additional evidence prepared at a level of detail to support a planning application as well as the principles and requirements established in policies CH1, CH2 and CH3. Such evidence will include, but is not limited to a Landscape and Visual Impact Assessment, Heritage Assessment, Biodiversity Report, surface water management plan, Flood Risk Assessment and Highways Statement. Such new evidence can be used as a material consideration when considering a specific planning application. A master plan will refine and provide a more detailed distribution of land uses for each site than that shown in the indicative plans (figures 5.1-3). Further detailed landscape assessment may suggest boundaries that have a better visual impact. A minor variation in site boundaries from those on the policies map may therefore be justified on landscape grounds.</p> <p>Adopted standards for provision to meet leisure and recreation needs will be applied to each of the proposals. An audit of existing open space assets concludes that Chippenham does not have a shortage of outdoor sports provision. A shortage of amenity green space, parks and areas for informal recreation is addressed by provision for substantial open space by proposals contained in policy CH4.</p> <p>A master plan will also include an explanation and show the nature and location of</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
				surface water management measures.”
CHAPTER 5				
11	29	CH1	<p>Improve clarity</p> <p>Area depicted as a riverside park in the planning application 14/12118 and within the control of the developer is a smaller area of 78ha. Amend requirement to say approximately 100ha to reflect position emerging in relation to planning application 14/12118 and allowing also requirements which emerge in the management plan for CH4.</p>	<p>Amend bullet point 5 as follows:</p> <p>“104ha as a riverside country park” “Approximately 100ha as a riverside country park”</p>
12	29	CH1	<p>Factual update</p> <p>Amend text to reflect the introduction of Community Infrastructure Levy charge rates whilst ensuring necessary school capacity and site viability</p>	<p>Amend requirement (2) in policy CH1</p> <p>“2. financial contributions toward provision of new schools provision of sufficient school capacity to meet the need created by the development.”</p>
13	29	CH1	<p>Improve clarity</p>	<p>Amend requirement (3) in policy CH1</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
				“3. serviced land for employment is available for development before the completion occupation of the 50th dwelling”
14	29	CH1	<p>Improve clarity</p> <p>Amend text to reflect CH4. One of the purposes of the country park is to help integrate strategic sites with the town.</p>	<p>Amend requirement (4) in policy CH1</p> <p>“4. a pedestrian and cycle route across the River Avon connecting to the town centre Enhanced routes for cycling and walking to and from the town centre”</p>
15	29	CH1	<p>Improve clarity</p> <p>Provide wording to match statutory duty to have regard to the need to preserve or enhance designated conservation areas</p>	<p>Amend requirement (5) in policy CH1</p> <p>“5. a design and layout that preserves or enhances the importance and settings to designated heritage assets”</p>
16	29	CH1	<p>Improve clarity</p> <p>Each allocation policy refers to the need for a master plan to support any planning application. It aids the clarity of the plan to explain the relationship between the plans policies, the master plan process and the evidence necessary to support a planning application.</p>	<p>Amend final sentence of CH1 as follows:</p> <p>“Development will take place in accordance with a master plan for the site approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement.”</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
17	31	5.2	<p>Improve clarity</p> <p>Remove unnecessary wording.</p>	<p>Amend paragraph 5.2 as follows:</p> <p>“A key element of these proposals is the early release of serviced land for employment development for a range of uses. With easy access to the A350 and M4 premises within an attractive environment the area will accommodate existing local businesses looking to expand and attract inward investment from further afield. The Council with its partners will play a proactive role in partnership with developers in order to ensure development can take place, by marketing the site, brokering discussions with interested businesses and exploring other initiatives in collaboration with the Local Enterprise Partnership. Development of the site will deliver serviced land, with road access, utilities and communications infrastructure, as part of a first phase of development.</p>
18	31	5.3	<p>Factual update</p> <p>Additional wording highlights the need for master planning to address issues around the rifle range currently operating within the site.</p>	<p>Amend paragraph 5.3 as follows:</p> <p>The site divides into three distinctive areas that will each help to retain the mature network of hedgerows and trees which with areas of greenspace will provide linkages through development to the wider countryside and retain the distinctive enclosed mature setting to the landscape. Master plan work must address environmental issues around Patterdown Rifle Range operating within the allocation. Detailed design should also recognise the generally higher level of the road to the town.”</p>
19	31	5.4	<p>Improve clarity</p> <p>It is not necessary as it refers to the area that is highlighted for residential development in Fig 5.1.</p>	<p>Delete from paragraph 5.4 as follows:</p> <p>“To help limit traffic impacts, housing development will commence adjacent to the B4528 between Showell Farm and Milbourne Farm toward the south of the allocation.”</p>
20	31	5.5	<p>Improve clarity</p> <p>Additional text clarifies how new development should best preserve</p>	<p>Amend paragraph 5.5. as follows:</p> <p>“The proposals include provision of a large area of informal open space that includes the historic features assets and landscape setting to the Rowden Conservation Area. Development should be set back from the edge of Rowden Conservation Area.</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
			the importance of an important heritage asset	Layout and design must preserve the importance of agricultural land as a setting contributing to the significance of Rowden manor and farm. Enhancing the attractiveness and improving access to this area will realise this area’s potential as an asset to the town for informal recreation and leisure. This includes interpretation of the Civil War battlefield and the buildings and setting to Rowden Manor. These elements will be considered in detail as a part of a historic assessment of the site which will inform the master plan.”
21	31	5.7	Improve clarity The amended wording clarifies the extent of transport improvements required as a part of the development.	Amend paragraph 5.7 as follows: “ If a river footbridge is considered as part of the master plan process it should be located as sensitively as possible to avoid impact on riparian habitats and provide improved pedestrian and cycle links to the town centre avoiding busy roads.”
22	31	5.8	Improve context Additional text explains standards for additional open space and formal sports provision that will be required as a part of development	Additional sentence at the beginning of the paragraph 5.8 (See change 24 for footnote): “ Development plan policies¹ set out requirements for the additional open space and formal sports provision that will be necessary as a part of all new residential development.”
23	31	5.9	Improve clarity Not necessary. Area is within the flood plain Through the delivery of green infrastructure this land will perform a biodiversity and visual function in addition to flood risk management. Opportunities for biodiversity	Delete last sentence of paragraph 5.9: “ An area in the northwestern part of the site around Patterdown should also be left undeveloped and incorporated into green space, enhanced for great crested newts through the creation of ponds and other wetland habitats, scrub and woodland” ”

Change no	Page	Para	Reasons for proposed change	Proposed Change
			enhancement will be included in the management plan for the country parks.	
24	31	Footnote	Improve clarity To clarify current and emerging policy	New footnote (See changes 22, 33 and 45) “Policies CF2 and CF3 North Wiltshire Local Plan 2011-Adopted June 2006 are set to be replaced by a new policy resulting from a partial review of the Wiltshire Core Strategy.”
25	32	5.10	Improve clarity Additional text clarifies the most appropriate means to manage surface water and establishes the need to undertake water supply improvements as soon as possible.	Amend paragraph 5.10 as follows: “ pudding Brook is one such area. Any development impinging on designated groundwater Source Protection Zones must follow principles and practice necessary to safeguard them. Rates of surface water run off to the River must also remain at current levels or less in order to reduce the risk of flooding elsewhere. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. Any improvements to the water supply and foul drainage network should also be put in place at the earliest opportunity. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures. These must take account of ground conditions and ensure sufficient land is set aside at the master plan stage.”
26	32	CH2	The amended wording clarifies the timing and extent of road improvements required as a part of the development.	Amend bullet 4 of CH2 point as follows: “Distributor standard road That part of the Eastern Link Road from the B4069 Parsonage Way to the eastern boundary of the site, including connection over the main railway line-, and a road from this distributor standard road Eastern Link Road to Darcy Close (Cocklebury Link Road)”
27	32	CH2	Improve clarity The precise extent of country park will be determined through the master planning process. Inserting	Amend bullet 6 of CH2 as follows: “a an approximately 10ha Country Park along the northern edge of new development linking to the existing recreation areas along the river to Monkton Park area.”

Change no	Page	Para	Reasons for proposed change	Proposed Change
			'approximately' reflects this fact.	
28	32	CH2	<p>Improve clarity</p> <p>The amended wording clarifies the timing and extent of road improvements required as a part of the development.</p>	<p>Amend requirement (2) in policy CH2</p> <p>"2. the connection to Darcy Close and a road crossing of the railway to be open for use before the completion of the the Eastern Link Road, completing a link between Cocklebury Road and the B4069 to be open for use, prior to the occupation of more than 200th dwellings"</p>
29	32	CH2	<p>Factual update</p> <p>Amend text to reflect the introduction of Community Infrastructure Levy charge rates whilst ensuring necessary school capacity and site viability</p>	<p>Amend requirement (3) in policy CH2</p> <p>"2. Financial contributions toward provision of new schools provision of sufficient school capacity to meet the needs created by the development."</p>
30	32	CH2	<p>Improve clarity</p> <p>Each allocation policy refers to the need for a master plan to support any planning application. It aids the clarity of the plan to explain the relationship between the plans policies, the master plan process and the evidence necessary to support a planning</p>	<p>Amend final paragraph of policy CH2</p> <p>All other aspects of development will take place in accordance with a master plan for the site approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement."</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
			application.	
31	34	5.11	<p>Improve clarity</p> <p>Additional text clarifies the most appropriate means to manage surface water and establishes the need to undertake water supply improvements as soon as possible.</p>	<p>Amend paragraph 5.11 as follows</p> <p>“Connection to the drainage network will also require enhancements off site. Any improvements to the water supply and foul drainage network need to be put in place at the earliest opportunity. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures. These must take account of ground conditions and ensure sufficient land is set aside at the master plan stage.”</p>
32	35	5.16	<p>Factual update</p> <p>A revised rationale for this element of the scheme reflects new evidence on how best to provide local school capacity</p>	<p>Amend paragraph 5.16 as follows</p> <p>Land will be reserved within the scheme for a two form entry primary school. The estimated needs generated by the development itself do not by themselves require two forms of entry but reserving land allows for future expansion likely beyond the plan period. this school will also be necessary to meet needs generated by development at North Chippenham.”</p>
33	35	5.16	<p>Improve clarity</p> <p>Additional text explains standards for additional open space and formal sports provision that will be required as a part of development</p>	<p>Additional sentence to paragraph 5.16 as follows (See change 24 for footnote):</p> <p>“Development plan policies¹ set out requirements for the additional open space and formal sports provision that will be necessary as a part of all new residential development.”</p>
34	35	5.18	<p>Improve clarity</p> <p>Additional text clarifies responsibilities for</p>	<p>Additional sentence to paragraph 5.18 as follows:</p> <p>“Land will be reserved in the vicinity of the western site boundary to facilitate the construction by a third party of a road over river bridge to enable the Eastern Link</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
			delivering this part of an Eastern Link Road.	Road to be completed. Provision will be made within a legal obligation to ensure that the connection is deliverable by a third party without land ransom”
35	36	CH3	<p>Improve clarity</p> <p>The amended wording clarifies the timing and extent of road improvements required as a part of the development</p>	<p>Amend bullet 6 in policy CH3 as follows</p> <p>“ That part of the Eastern Link Road distributor standard road from between the north-western boundary side of the site to and the A4, including connection a bridge over the River Avon connecting with the Rawlings Green site distributor road. (an Eastern Link Road)”</p>
36	36	CH3	<p>Improve clarity</p> <p>The preparation of a master plan will determine the best visual treatment to the boundary of the site. This will include elements of strategic landscaping but will not necessarily be wholly carried forward in the manner expressed. More detailed design will establish the most appropriate treatment and attractive edge to the town as a part of a master plan for the site.</p>	<p>Amend bullet 7 in policy CH3 as follows</p> <p>“Strategic landscaping and open space to retain and reinforce existing hedgerows, establish new areas of substantial planting and landscaping, and to provide a visual boundary to the town along the route of the Eastern Link Road.”</p>
37	36	CH3	<p>Improve clarity</p>	<p>Amend bullet 8 in policy CH3 as follows</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
			The precise extent of country park will be determined through the master planning process. Inserting 'approximately' reflects this fact.	" a an approximately 35ha Country Park along the western side of new development."
38	36	CH3	Improve clarity The amended wording clarifies the timing and extent of road improvements required as a part of the development.	Amend bullet 9 in policy CH3 as follows "no more than 400 homes to be completed occupied before the Cocklebury Link Road is open for use."
39	36	CH3	Improve clarity The amended wording clarifies the timing and extent of road improvements required as a part of the development.	Amend requirement (2) in policy CH3 as follows "2. a road crossing of the River Avon open for use before the completion occupation of the 400 th dwelling"
40	36	CH3	Improve clarity The amended wording clarifies the timing and extent of road improvements required as a part of the development.	Amend requirement (3) in policy CH3 as follows "3. the Eastern Link Road open for use in its entirety between the A350 Malmesbury Road and the A4 by completion the occupation of the 750th dwelling"
41	36	CH3	Factual update Amend text to reflect the	Amend requirement (5) in policy CH3 as follows: Amend requirement (5) in policy CH3 as follows

Change no	Page	Para	Reasons for proposed change	Proposed Change
			introduction of Community Infrastructure Levy charge rates whilst ensuring necessary school capacity and site viability	“5. financial contributions toward provision of new schools provision of sufficient school capacity to meet the need created by the development.”
42	36	CH3	<p>Improve clarity</p> <p>Each allocation policy refers to the need for a master plan to support any planning application. It aids the clarity of the plan to explain the relationship between the plans policies, the master plan process and the evidence necessary to support a planning application.</p>	<p>Amend final paragraph in policy CH3 as follows:</p> <p>“Development will take place in accordance with a master plan for the site approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement.”</p>
43	37	Policies map and figure 5.3	<p>Factual update</p> <p>A small parcel of land at the end of Harden’s Mead provides an area for informal recreation to nearby residents. Currently shown within the allocation boundary, this land will be left unaffected by proposals</p>	<p>Amend Figure 5.3 and Appendix 1</p> <p>The boundary to CH3 should be re-aligned as shown in appendix 1, below</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
			for development and should therefore be excluded.	
44	38	5.19	<p>Improve clarity</p> <p>Additional text clarifies the most appropriate means to manage surface water and establishes the need to undertake water supply improvements as soon as possible.</p> <p>The amended wording clarifies the timing and extent of road improvements required as a part of the development.</p>	<p>Amend paragraph 5.19 as follows and new paragraph 5.19a</p> <p>Rates of surface water run off to the River must be less than current levels in order to reduce the risk of flooding elsewhere. Connection to the drainage network will also require enhancements off site. Any improvements to the water supply and foul drainage network need to be put in place at the earliest opportunity. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas. and a set of effective sustainable urban drainage measures. A sustainable urban drainage system will need to be designed and built to take into account 'clayey-loamey' ground conditions and sufficient land outside flood risk areas will need to be set aside at the master plan stage.</p> <p>Land will be reserved in the vicinity of the eastern site boundary to facilitate the construction by a third party of a road over river bridge to enable the Eastern Link Road to be completed. Provision will be made within a legal obligation to ensure that the connection is deliverable by a third party without land ransom."</p>
45	39	5.28	<p>Improve clarity</p> <p>Additional text explains standards for additional open space and formal sports provision that will be required as a part of development</p>	<p>Additional sentence at the beginning of the paragraph 5.28 (See change 24 for footnote)</p> <p>"Development plan policies¹ set out requirements for the additional open space and formal sports provision that will be necessary as a part of all new residential development."</p>
46	39	5.29	<p>Improve clarity</p> <p>The Chippenham-Calne (national cycle route) has a particular importance that needs</p>	<p>Amend paragraph 5.29 as follows:</p> <p>"The riverside park would be central to creating attractive routes for walkers and cyclists. The pedestrian and cycle network should also be improved through the enhancement of the existing and provision of new routes, to retain the attractiveness of the Chippenham- Calne cycleway and in particular specifically to increase the accessibility</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
			to be recognised in the detailed design and layout of the site.	of Abbeyfield School, Stanley Park and the riverside to the existing urban area.”
47	39	5.30	<p>Improve clarity</p> <p>The amended wording clarifies the timing and extent of road improvements required as a part of the development.</p>	<p>Amend paragraph 5.30 as follows</p> <p>“Development is expected to commence from a southern access to the A4. Evidence on the impacts of development of this site and elsewhere shows that new road infrastructure needs to be provided as soon as possible in order to prevent unacceptable impacts on the network. This will inevitably put an additional burden on this corridor into the town. Completion of a the Cocklebury Link Road link and an the Eastern Link Road around the town to the A350 north of the town will do much to tackle pressures from additional traffic. Transport assessments suggest that up to 400 new dwellings should can be provided before the Cocklebury Link Road Link should be is in place. A new bridge over the River Avon can then connect to the Rawlings Green part of this infrastructure and the rates and quantum of development can then increase. An Eastern Link Road to the A4 will be built in step with development and needs to be in place by the completion of the 750th dwelling.”</p>
48	39	5.31	<p>Improve clarity</p> <p>This paragraph largely duplicates the previous one and can be removed.</p>	<p>Delete paragraph 5.31</p> <p>“Evidence on the impacts of development of this site and elsewhere shows that new road infrastructure needs to be provided as soon as possible in order to prevent unacceptable impacts on the network. Consequently, to ensure timely delivery, a road bridge across the River Avon should in place by the occupation of the 400th dwelling and an eastern link road connecting to the A4 by the occupation of the 750th dwelling”</p>
49	40	5.33	<p>Improve clarity</p> <p>Amended text clarifies how the proposal will be taken forward through the planning process.</p>	<p>Amend paragraph 5.33 as follows</p> <p>“In order to ensure these objectives are achieved in a complementary and comprehensive manner the management and use of new country parks will be directed by a management plan that will be approved by Wiltshire Council with the involvement of local stakeholders and land owners alongside specialist interests such as the Wiltshire Wildlife Trust. The precise boundaries for the country parks will be determined as part of the management plan process. Master Plans for each strategic site proposal (CH1-3) will define the precise boundaries to country parks and will show pedestrian and cycle routes across them</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
				<p>necessary to connect the new development and necessary for it to proceed. Indicative areas are shown on Figures 5.1, 5.2 and 5.3 above It is envisaged that the long term management of the country parks will be secured through planning obligations relating to individual sites. Further work is being undertaken to develop the ownership, governance and detailed management of the Country Parks.”</p>
CHAPTER 6				
50	42	6.4 - 6.6	<p>Factual update</p> <p>Text amendments necessary with adoption of Community Infrastructure Levy</p>	<p>Amend paragraphs 6.4 – 6.6</p> <p>“In June May 2014 2015, Wiltshire Council submitted adopted a Community Infrastructure Levy (CIL) Draft Charging Schedule for independent examination Wiltshire Community Infrastructure Levy. CIL is a charge that local authorities in England can place on development in their area. The money generated through the levy will contributes towards the funding of infrastructure to support growth. From April 2015, The council will be is restricted in its ability to pool infrastructure contributions from new development through the existing mechanism of Section 106 agreements.</p> <p>The Draft Charging Schedule proposes has differential charging rates based on the type and location of development. The Draft Charging Schedule also proposes has a reduced CIL rate for residential development within the strategically important sites as identified in the Wiltshire Core Strategy. This is due to the higher cost of delivering the critical on-site infrastructure needed to unlock the development potential of these strategically important mixed use sites. However, as a result of the removal of the Chippenham strategic sites formerly allocated in the Core Strategy, there would is not be a reduced rate for the sites identified in this Chippenham Site Allocations Plan. To reflect the fact that the standard rate of CIL is to be charged for the strategic sites In Chippenham, the Council is seeking fewer off site funding contributions than usual because a much higher proportion of infrastructure investment will need to be sourced from the CIL. This avoids an unacceptable burden on developers but necessitates much closer collaboration and co-ordination around how CIL funds are used to support growth. As such, the council has proposed a change to the draft charging schedule through the CIL examination process so that the lower rates of CIL will apply to the allocations in the CSA Plan.</p> <p>An independent examiner, appointed to review the CIL rates proposed in Wiltshire, in</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
				<p>January 2015 held two days of hearing sessions to consider the Draft Charging Schedule (and subsequent modifications) published by Wiltshire Council. Once the examiners report has been received, the council plans to adopt and formally implement the CIL charging schedule by April 2015. Planning applications determined after the published implementation date will, if approved, be liable to pay CIL.”</p>
<p>NEW CHAPTER: 'GLOSSARY'</p>				
51			<p>Improve clarity</p> <p>Adding a glossary of terms removes scope for ambiguity.</p>	<p>Briefing Notes: A series of notes to provide background information on a number of recurring questions about the content of the plan and the process for preparing the plan</p> <p>Cocklebury Link Road: A road from Parsonage Way, over the railway line and via Darcy Close to Cocklebury Road that provides a second access to Monkton Park.</p> <p>Core Strategy: A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy.</p> <p>Eastern Link Road: A distributor standard road between the A350 Malmesbury Road and the A4</p> <p>Examination in Public (EiP) : An independent examination of draft plans.</p> <p>Evidence Papers: a set of documents that summarises the information described in the Strategic Site Assessment Framework. Separate evidence papers cover each of the Chippenham Core Strategy Criteria.</p> <p>Site Selection Report: A report explaining the Council’s choices of preferred areas and site options drawing on evidence guided by the Strategic Site Assessment Framework and Chippenham Core Strategy Criteria.</p> <p>Strategic sites: Major development that delivers a mix of uses, critically local</p>

Change no	Page	Para	Reasons for proposed change	Proposed Change
				<p>employment as well as homes, but also all the infrastructure (for example: primary schools, community facilities, formal and informal recreation facilities and often local shops and services) necessary to support the development of the site and wider impacts of significant growth (often funding contributions to facilities and infrastructure elsewhere made necessary by needs arising from development, for example, leisure facilities or bus services)</p> <p>Sustainability Appraisal (SA): An appraisal of the impacts of policies and proposals on economic, social and environmental issues.</p> <p>Strategic areas: The different broad directions for long term growth at Chippenham. Five areas have been identified for assessment. They are defined by significant obstacles to development such as transport corridors and the river and included on a diagram in suggested changes to the Wiltshire Core Strategy.</p> <p>Site options: detailed proposals for strategic sites. Located within a preferred area, their extent is shown on an ordnance survey base. These include an estimated number of new homes and the area that will be developed for new employment. The proposals also include specific requirements for new infrastructure necessary to serve the development and other requirements to ensure it takes an acceptable form.</p> <p>Preferred area: The strategic area (or areas) that perform best when considered by the strategic site assessment framework and sustainability appraisal.</p> <p>Strategic site assessment framework: How each of the six criteria set in the Wiltshire Core Strategy will be used to assess site options and strategic areas.</p> <p>The Chippenham ‘core strategy’ criteria (CP10 criteria): The six criteria setting out the principles guiding the selection of strategic sites around Chippenham, as established in Core Policy 10 (the Chippenham Area Strategy) of the Wiltshire Core Strategy.”</p>

Table 2: Proposed Changes for clarity and accuracy post Council meeting 14 July 2015

Change no	Page	Para	Reasons for proposed change	Proposed Change
52	4	1.6	<p>Improve clarity</p> <p>Extracting existing evidence on heritage assets in the published evidence base and presenting it as a single Evidence Paper</p>	<p>Add at the end of the bulleted list:</p> <p>“Evidence Paper 7 : Heritage Assets”</p>
53	10	Strategy box	<p>Improve accuracy</p> <p>Update reference to the Wiltshire Core Strategy to relate to the adopted Plan</p>	<p>Amend reference</p> <p>Wiltshire Core Strategy, adopted January 2015, paragraph 5.46 and 5.47 and 5.47a</p>

Appendix 1

Revised site boundary on Policies Map and Figure 5.3

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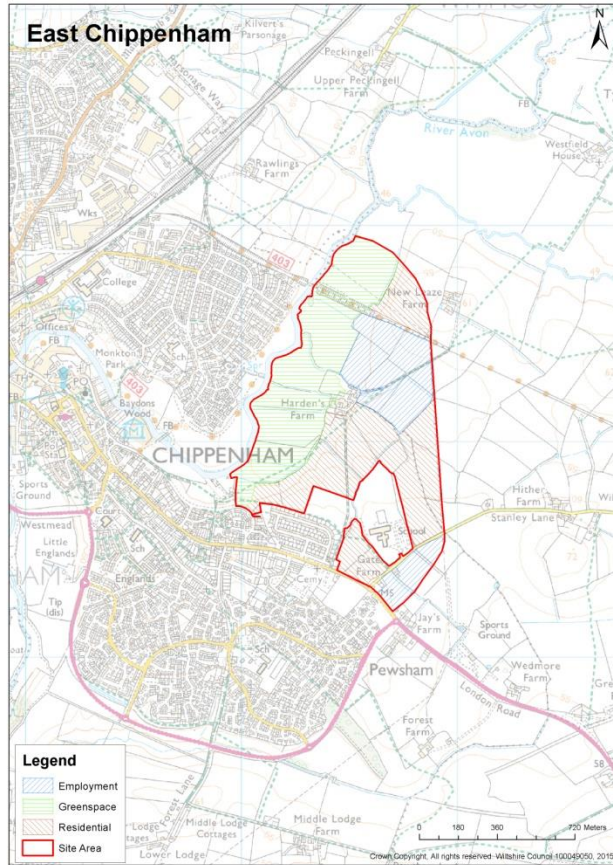


Figure 1: Revised figure 5.3

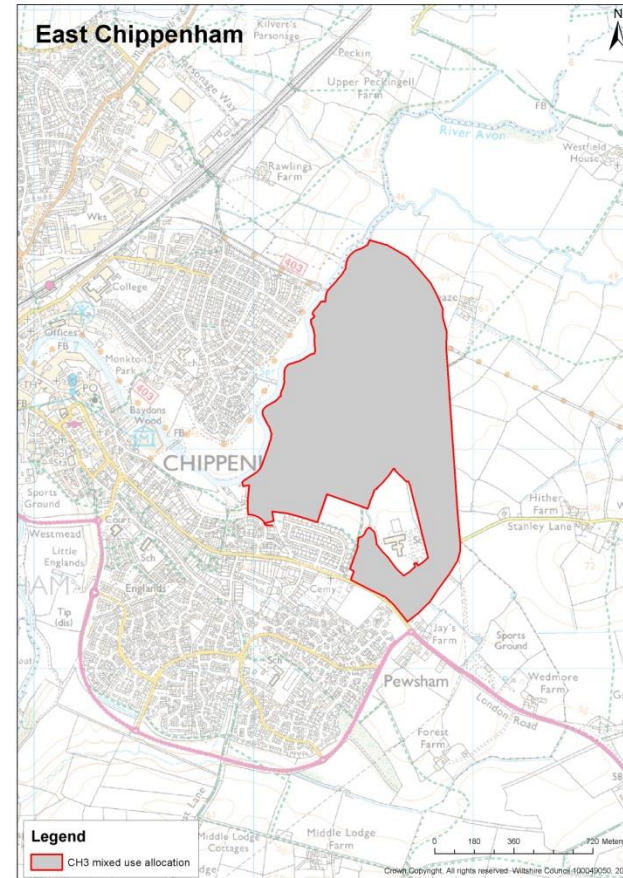


Figure 2: Revised Appendix 1 (Policies Map)

This document was published by the Spatial Planning team, Economic Development and Planning, Wiltshire Council.

For further information please visit the following website:

[www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/
chippenhamsiteallocationsplan.htm](http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan.htm)

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Chippenham Site Allocations Plan

Chippenham Site Allocations Plan: Site Selection Report

Council Version

April 2016

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Chippenham Site Allocations Plan: Site Selection Report

Council Version

April 2016

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Introduction & Background

Introduction

1. The Wiltshire Core Strategy (WCS)¹ requires that approximately 5,090 new homes should be provided in the Chippenham Community Area and that 'at least' 4,510 of these should be at Chippenham.
2. The policy goes on to require allocations for strategic sites to be identified in the Chippenham Site Allocations Development Plan Document (Chippenham Site Allocations Plan) to accommodate approximately 26.5ha of land for employment and at least 2,625 new homes.
3. The method employed to select sites in the submitted draft Chippenham Site Allocations Plan followed that set down in the Wiltshire Core Strategy. This approach followed a 'two stage approach' of determining preferred areas for the town's expansion and then appropriate sites within them. As a result of concerns expressed by the Inspector examining the soundness of the draft Plan, the Council is revisiting this approach².
4. This report replaces the Chippenham Site Selection Report published in February 2015 and presents the results of the schedule of work provided to the Inspector that involved the following:
 - a. a methodology which removes the two stage approach to site identification and replaces it with a parallel assessment of strategic areas and strategic sites that culminates in the comparison of alternative development strategies
 - b. a more straight forward employment-led approach that removes the ranking of criteria.
 - c. additional assessments of new strategic site options within all strategic areas and a review of existing and as well as additional sustainability appraisal;
5. The enhanced methodology employs ten distinct steps, as set out in **APPENDIX 1**. The structure of this report follows each of those steps culminating in the comparison of alternative development strategic and selection of a preferred development strategy³
6. Each chapter of this Site Selection Report will summarise the outcomes and conclusions from each step in the process. In general the detailed assessments are included in a separate Appendix. The assessments rely on existing published evidence and some new evidence to support the new process.

¹ CWCO/01 Wiltshire Core Strategy, Wiltshire Council, January 2015, Core Policy 10 'Spatial Strategy – Chippenham Area

² Letter from the Inspector to the Council, 16 and 30 November 2015 (EX/10, EX/11)

³ Letter from the Council to the Inspector, 4 December 2015 (EX/12)

The Wiltshire Core Strategy –policy context

Scale of development requirements (housing and employment)

7. The Wiltshire Core Strategy (WCS) requires a scale of development at Chippenham of at least 4,510 dwellings and approximately 26.5ha employment land over the plan period 2006 to 2026. A number of dwellings have been built since 2006 and there are planning permissions (including resolutions to grant planning permission) either awaiting commencement or under construction for a further amount.
8. Although Core Policy 10 of the WCS states that the Chippenham Site Allocations Plan should look to allocate strategic mixed use sites to accommodate 26.5ha of employment land and at least 2,625 dwellings this was based on the Housing Land Supply calculated at April 2013.
9. The situation when assessed in April 2014⁴ was included as the baseline data for housing and employment included in the draft Chippenham Site Allocations Plan and is set out in Table 1.1, below.

Table 1: Housing Land Supply, Chippenham Town, April 2014

Core Strategy Requirement 2006-2026	Completions 2006-2014	Commitments April 2014	Residual requirement
4,510	995	1,579	1,936

Table 2: Employment Land Supply, Chippenham Town, April 2014

Core strategy employment land requirement	Completions 2006-2014	Employment commitments April 2014	Residual requirement
26.5 ha	0 ha	5.0 ha	21.5 ha

10. As part of the review of the proposals of the Plan it is important to base requirements on the latest published date which rolls forward the base date of the Plan to April 2015. This is set out in Table 1.3, below. The supply of employment land has not changed since April 2014

Table 3: Housing Land Supply, Chippenham Town, April 2015⁵

Core Strategy	Completions	Commitments	Residual requirement
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⁴ CSHG/01 Housing Land Supply Statement (April 2014), Wiltshire Council, July 2014

⁵ CSH5/08 Housing Land Supply Statement, April 2015 (published September 2015) Figures are rounded to the nearest 5

Requirement 2006-2026	2006-2015	April 2015	
4,510	1015	2,730	1,780

11. The list of commitments includes the saved local plan allocations are at Foundry Lane (Langley Park) and Cocklebury Road and sites which were subject to section 106 Agreement at April 2015 (Hunters Moon and North Chippenham. North Chippenham has since been granted permission on 12 February 2016)

Delivery of Brownfield and Windfall sites

12. In Wiltshire windfall is defined as unallocated development on previously developed land excluding residential gardens, which is consistent with the definition in the NPPF. At the housing market area (HMA) level an allowance for windfall development is included in housing land supply calculations, based on historic rates of delivery from this source of supply for both large (10 dwellings or more) and small (fewer than 10 dwellings) windfall sites.
13. The reliance on large sites to calculate the windfall allowance for the purpose of housing land supply is appropriate because, although different settlements will deliver large windfall sites at different times during the plan period, in combination they provide consistent rates of delivery at the HMA level. However, at the local community level, such as Chippenham, the delivery of large windfall development is less reliable.
14. The strategy of the North Wiltshire District Local Plan focused on the delivery of previously developed land to meet the housing requirement for the plan period to 2011. This approach included the allocation of brownfield land to provide 576 homes at Chippenham. However, as at April 2015, only 258 homes have been built on those allocated sites, which is a significantly lower rate of delivery than anticipated. The only remaining saved brownfield allocation at Chippenham is Foundry Lane for 250 dwellings, and which is already accounted for in the latest residual housing requirement for the town. The principal issue here is that there is no certainty that such sites will be developed. For example, an analysis of windfall sites permitted compared to sites promoted in the Strategic Land Availability Assessment (SHLAA) suggests that only 7-8% of the brownfield site permissions for the period since 2009 were included in the SHLAA.
15. Paragraph 48 of the NPPF says:
'Local planning authorities may make an allowance for windfall sites in the five-year supply if they have compelling evidence that such sites have consistently become available in the local area and will continue to provide a reliable source of supply. Any allowance should be realistic having regard to the Strategic Housing Land Availability Assessment, historic windfall delivery rates and expected future trends, and should not include residential gardens.'
16. National policy indicates that it may be appropriate to include an allowance for windfall sites when calculating a 5 year supply of housing but does not indicate that it is necessary in terms of plan making.

17. Representations to the draft Chippenham Site Allocations Plan have questioned this approach believing that an allowance should be made for small windfall sites before considering specific strategic site allocations. A number of brownfield sites have been referred to as offering potential for housing within Chippenham, which are discussed briefly below.

Police Station

18. A small site which may be suitable for a range of land uses compatible to its central location.

Langley Park

19. A saved policy in the WCS, which anticipates 250 homes coming forward and is already included as a commitment in the housing land supply data. There are renewed discussions about the potential of the area for development to include a mix of land uses appropriate to a central location including some additional housing.

Middlefields School

20. Declared surplus to requirements by Wiltshire Council this is currently being promoted as a mixed use site and could include some housing.
21. Each site is suitable for a number of uses and there is no certainty about the level of housing that these sites would contribute towards supply. The 'at least' 4510 homes requirement provides the flexibility for some homes to be included in each site should this be the right approach. For small windfall sites the picture is generally more consistent at the local level. Based on historic delivery rates it can be assumed that a number of dwellings will be built within Chippenham on small windfall sites by redevelopment within the urban area. However, data shows this source of supply, to be quite modest and opportunities limited for Chippenham, despite the size of the settlement. Taking the historical rate of delivery on unallocated small brownfield sites that were permitted over the period 2009 to 2015 at Chippenham as an indication of future small site delivery at the town, indicates that approximately 160 homes could come forward, which is not significant.
22. The WCS states that "the limited opportunities for the redevelopment of brownfield sites in Chippenham mean that it is necessary to identify Greenfield sites on the edge of town." (paragraph 5.46, WCS). The Council considers that the above evidence reinforces this point and that, for Chippenham an additional allowance for brownfield land is not justified in this plan.
23. Given the unpredictability of this source of supply and the limited contributions historically developed at Chippenham no deduction has been made to the residual housing requirement to be identified through strategic site allocations. By seeking to meet the remainder to be identified to meet plan requirements, through the allocation of strategic sites on the edge of the town, the Chippenham Site Allocations Plan can better ensure a supply of deliverable land and the flexibility to meet demand.

The Core Policy¹⁰ Criteria

24. The WCS also establishes a set of six criteria to guide the town's expansion (Core Policy (CP) 10 criteria) as set out below:

1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience
2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them
3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre
4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment
5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside
6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere

25. These form the central basis for selecting 'strategic sites' expanding the town. A Strategic Site Assessment Framework⁶ has been developed to define how the CP10 criteria will be interpreted.

The Strategic Site Assessment Framework

26. Developed through consultation, the Chippenham Strategic Sites Assessment Framework (SSAF) sets out in more detail how each of these criteria are used. It lists elements by which an area or site should be assessed against each of the CP10 criteria, the rationale explaining why it is included and what evidence will be used to describe how well a site or area performs against that measure.
27. The Strategic Sites Assessment Framework will be the basis for the individual policy assessment of reasonable alternative strategic site options and is included at **APPENDIX 2** for information
28. A series of evidence papers describe the results of the evidence gathered in accordance with the Strategic Site Assessment Framework for each of the 'strategic areas' identified in the Core Strategy. Each provides evidence relevant to the six CP10 criteria.
29. The evidence papers therefore cover⁷:
- Evidence Paper 1: Economy

⁶ CEPS/18 Chippenham Strategic Site Assessment Framework, Wiltshire Council, December 2014

⁷

<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>

- Evidence Paper 2: Housing and Community Facilities
- Evidence Paper 3: Transport and Accessibility (Parts 1 and 2)
- Evidence Paper 4: Landscape Assessment
- Evidence Paper 5: Biodiversity
- Evidence Paper 6: Flood Risk and Surface Water Management
- Evidence Paper 7: Heritage Assets

30. As stated above specific new evidence has been prepared to support the revised methodology and includes:

- Amended and enhanced Sustainability Appraisal Report
- Addendum to Evidence Paper 3: Transport and Accessibility Part 1 – Strategic Site Options
- Addendum to Evidence Paper 3: Transport and Accessibility Part 2 – Alternative Development Strategies
- Addendum to Evidence Paper 2: Housing and Community Facilities – Air Quality
- Viability Assessment of Strategic Site Options
- Letter from Environment Agency regarding the latest information on flood risk.

Strategic areas

31. The WCS identifies, diagrammatically, a set of strategic areas east of the A350 as potential directions for future expansion. The 'strategic areas' are defined by barriers such as main roads, rivers and the main railway line. Strategic sites will be allocated in one or more of the strategic areas.

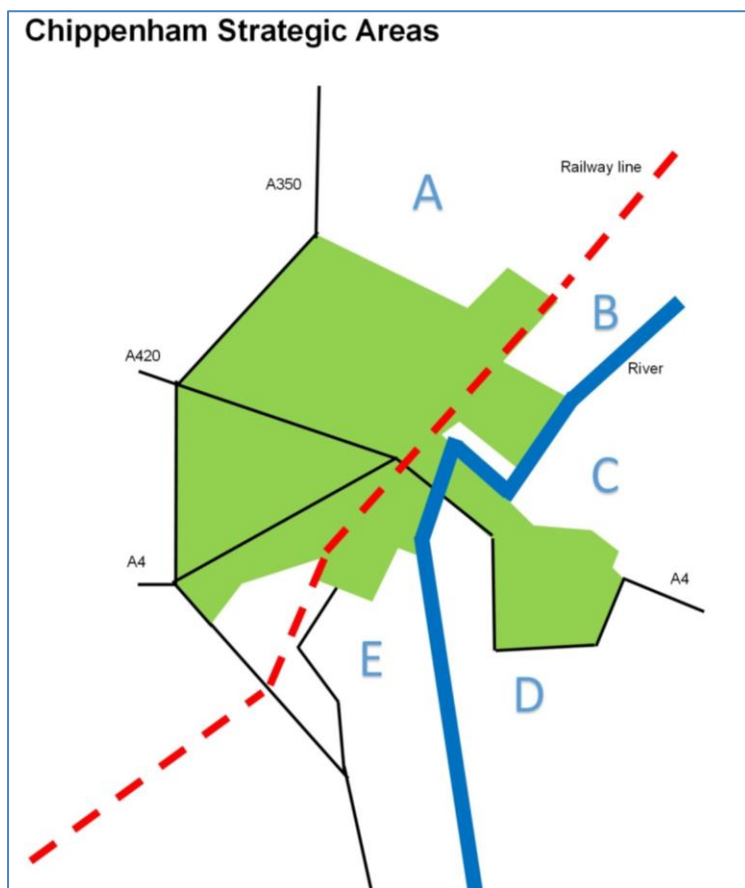


Figure 1: Chippenham Strategic Areas

32. The Core Strategy indicates that strategic sites will be east of Chippenham (strategic areas A – E, identified in the diagram above). Areas west of the Town have not been defined. The reasoning for this is set out in a briefing note explaining the selection of these strategic areas⁸

Planning Judgement

33. An approach to site selection must be transparent and rational. The Courts have considered criticism of approaches to plan making and have observed in one case that:
- “the necessary choices to be made are deeply enmeshed with issues of planning judgment, use of limited resources and the maintenance of a balance between the objective of putting a plan in place with reasonable speed (particularly a plan such as the Core Strategy, which has an important function to fulfil in helping to ensure that planning to meet social needs is balanced in a coherent strategic way against competing environmental interests) and the objective of gathering relevant evidence and giving careful and informed consideration to the issues to be determined” (Ashdown Forest Economic Development LLP and SoSCLG [2014] EWHC 406 Sales J)”

⁸ CEPS/13 Briefing note 2: Definition of the Chippenham Strategic Areas (Updated), Wiltshire Council, January 2015

34. The exercise of planning judgments is inevitable when selecting appropriate sites for development. In making such judgements the Council, as set out in sections 66 and 72 of the Listed Buildings and Conservations Area Act 1990, special attention is paid to the preservation of heritage assets. Judgements reported in this report are considered soundly based and on the evidence some sites are rejected and others taken forward. The approach is transparent and even-handed and consistent with the approach advocated in the Ashdown case.

Sustainability Appraisal and Strategic Environmental Assessment

35. Sustainability appraisal works alongside the Strategic Site Assessment Framework. Sustainability appraisal performs a similar task and reports on likely environmental, social and economic effects of the options in order to inform decision making. This work is being carried out independently to the council. A sustainability appraisal framework and a set of questions form the basis for reporting on each of the effects of the different options⁹ under consideration at each step: strategic areas, strategic site options and finally alternative and preferred development strategies.
36. The sustainability appraisal incorporates assessment and reporting on the environmental effects of different options as required by Strategic Environmental Assessment regulations¹⁰ for all plans and projects likely to have significant environmental effects.

⁹ CSUS/01 Wiltshire Housing Site Allocations DPD and Chippenham Site Allocations Plan Sustainability Appraisal/ Strategic Environmental Assessment Scoping Report, Atkins, August 2014

¹⁰ The Environmental Assessment of Plans and Programmes Regulations 2004

1. Step 1: Review Sustainability Appraisal of Strategic Areas

Objective: To improve the consistency and clarity of the Sustainability Appraisal of Strategic Areas A to E

Introduction

- 1.1 Each of the Strategic Areas has been assessed against the Sustainability Appraisal (SA) Objectives in the SA Framework (Table 6.1, SA Report¹¹). During the hearing sessions there was some concern about whether the assessments presented in Appendix 1 to the SA Report and summarised in Chapter 7 of the SA Report correctly reflected the evidence on which it relied.
- 1.2 There was no need to change the SA objectives. These remain the core objectives of the SA and derive from a scoping process involving public consultation. The previous appraisal of strategic areas has been reviewed for consistency and clarity. This included a review of decision aiding questions to ensure that they were appropriate to identify adverse impacts arising from development at Chippenham.
- 1.3 The SA identifies, for strategic areas, the likely significant effects of a large scale mixed use development, highlighting and explaining where the mitigation of impacts may be problematic.
- 1.4 In so doing, a context for carrying out this work is the requirements and safeguards derived from policies set out in the Wiltshire Core Strategy (WCS). Consistent with the National Planning Policy Framework, the WCS is the local expression of the sustainable development of the County.
- 1.5 No strategic areas are identified west of the A350. This choice is not considered to be a reasonable alternative location for a large mixed use site. A full explanation is provided in a separate briefing note, which comments that successive Strategic Housing Land Availability Assessments have shown overwhelming land owner and developer interest east of A350 and that options for development that involve breaching and building beside the A350 are much more difficult to achieve without compromising its strategic role. The A350 therefore represents a barrier to development and a logical boundary to the town.
- 1.6 The sustainability appraisal considers likely significant impacts from large scale mixed use development ('strategic sites') in the context of strategic areas A –E achieving an overall scale of development to be accommodated of at least 1,780 dwellings and 26ha of land for employment development (Use Classes B1, B2 and B8). This scale of residential development is in addition to land already committed at North Chippenham and Hunter's Moon. Strategic sites are required in addition to brownfield development and non-strategic sites for which an allowance has been made.

¹¹ CSUS/02 Sustainability Appraisal Report (February 2015) <http://www.wiltshire.gov.uk/chippenham-draft-sa-report.pdf>

- 1.7 Assessments of strategic areas considers potential for development both with and without possible link roads that connect the A4 and A350. This has a particular bearing on the likely impacts of development in Areas C and D. Land North of Chippenham (Area A) will be developed for up to 750 dwellings and includes a link road (a 7.3m local distributor road) and Area A has been assessed taking account of this proposal.
- 1.8 The SA objectives and summary findings from the report are set out below. The detailed considerations can be found in the Sustainability Appraisal Report : Sustainability Appraisal of Strategic Areas.

Summary of Sustainability Appraisal of Strategic Areas

- 1.9 The sustainability appraisal has identified a range of constraints and has come to the following conclusions about each area:

Area A

- 1.10 In terms of socio-economic SA objectives, Area A generally provides positive support for the housing and local economy SA objectives. There are, however, two constraints relating to inclusive and self-contained communities and promotion of sustainable travel choices. In particular, the constraints relate to non-motorised access to community facilities and the town centre but mitigation is considered achievable.
- 1.11 With regard to environmental SA objectives, the assessment results indicate marked constraints of problematic mitigation in relation to biodiversity and geological features and efficient use of land. Area A encompasses a number of important ecological resources, including two BAP priority habitats, Birds Marsh Wood County Wildlife Site as well as several protected species. The majority of land in the strategic area not covered by the approved application comprises BMV agricultural land, making mitigation through avoidance of BMV also problematic.
- 1.12 The eastern part of the strategic area is formed of land which contributes to the setting of a number of heritage assets and includes some landscapes with particular sensitivity. These constraints could be achievably mitigated through sensitive design, layout and landscaping which address the need to enhance or better reveal the settings of these assets. Other environmental constraints regarding water resources, air quality and environmental pollution and communities are also achievably mitigated. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.
- 1.13 Regarding sustainable transport, the Area is well situated in relation to the PRN with the A350 adjoining the western boundary of the Area, and affords good access to the existing principal employment site to the east. The Area has moderate non-motorised access to the town centre. Relative ease of access to the M4 corridor from this Area may encourage longer distance commuting and road transport focused employment development, which may result in lack of integration with the town centre. These factors combined indicate strong potential for marked reliance on motorised transport from development in the Area, with the risk of exacerbating

congestion and associated air quality and noise issues on the B4069 route to the east and the town centre. In order to alleviate congestion public transport improvements would have to bring about a substantial modal shift. This mitigation is considered achievable.

- 1.14 The best performing part of the Area comprises that already covered by the approved application. Improvement to the existing public transport network will be required as part of the approved application and there is potential for the approved application to extend existing bus routes to serve the area. The B4069 would serve the Area well as a future public transport corridor. Any development in the Area should also seek to appropriately integrate with the link road proposed in the approved application to support optimal access to the PRN, the town centre, existing employment sites and key facilities.

Area B

- 1.15 With regard to socio-economic SA objectives, Area B generally provides positive support for the housing and local economy SA objectives. There is, however, one constraint related to the promotion of sustainable travel choices to employment areas. Improvements to public transport network in Chippenham would be needed to support employment development at Area B. This mitigation is considered achievable.
- 1.16 The assessment results indicate that development in Area B is subject to a number of environmental constraints. The extent of BMV agricultural land, which is considered too extensive to adequately mitigate through avoidance, is deemed problematic. None of the other environmental constraints are deemed problematic to mitigate. Constraints in Area B concern biodiversity, efficient and effective use of water resources, mitigation of and vulnerability to climate change, heritage assets and the quality of urban and rural landscapes. Biodiversity constraints include the River Avon CWS which can be avoided. Mitigation of effects from development in an Outer SPZ is considered achievable, as are mitigation of impacts on and vulnerability to climate change through building design, carbon sequestration and reduced focus on the private vehicle. Constraints associated with heritage relate to land which contributes to the setting and character of Langley Burrell and Tytherton Lucas Conservation Areas and listed buildings at Rawlings Farm and Upper Peckingell Farm. Additionally visual effects of development in Area B on the rural landscape, particularly in terms of the setting of the village of Tytherton Lucas, are of problematic mitigation.
- 1.17 Regarding sustainable transport, the assessment for Area B indicates the northern and eastern parts of the Area are constrained in relation to the weak ease of access to community facilities and services but that these constraints would not be problematic to mitigate. The southern and western parts of the Area enjoy good access to the town centre and existing employment areas, in terms of non-motorised movement. However, access to the PRN is generally weak and would likely entail routing through the town centre, as well as increasing pressure on the already congested B4069. The approved application in Strategic Area A comprises a strategic link road which would improve access from Area B to the PRN.

- 1.18 The close proximity to the town centre as well as an existing principal employment site presents a strong opportunity in the south and west of the Area to encourage more compact development focused on non-motorised movement routes, with close attention to ecological and landscape integration. However, this would need to be supported by improved public transportation services using the B4069 corridor in order to avoid increases in vehicle traffic, as well as good quality well integrated employment opportunities and increased provision of community services. Improving access from this Area to Abbeyfield School would require a new river crossing.

Area C

- 1.19 Area C provides support for socio-economic SA objectives relating to housing and long-term sustainable economic growth. Additionally, a number of constraints are identified with regard to accessibility, including weak access by public transport and non-motorised modes to proposed employment development as well as access to community facilities and services but these are considered of achievable to mitigate.
- 1.20 The Area does not perform well in relation to the environmental SA objectives as it exhibits two constraints which might prove problematic to mitigate against (land efficiency and air quality and environmental pollution). The extent of BMV land in Area C makes strategic mixed-use development in this Area problematic to mitigate as BMV cannot be avoided. The main access to the PRN and the town centre is via the already congested A4. Environmental pollution is a constraint considered problematic to mitigate as development of Area C would increase air and noise pollution along the A4 into Chippenham. A large proportion of the central, northern and eastern parts of the Area is characterised by moderate to poor access to the town centre, existing employment areas and services, and public transport provision. Improved public transport provision on the A4, and fostering of close integration of non-motorised movement routes, development of the south western and southern parts of the Area offer the best mitigation for the environmental pollution issues identified but it is considered that this will not be sufficient to mitigate satisfactorily the significant adverse effects identified.
- 1.21 Other constraints in relation to the environmental SA objectives where mitigation is considered achievable include the River Avon CWS biodiversity feature and the outer SPZ which comprises much of the Area, the presence of Tytherton Lucas Conservation Area and impacts on and vulnerability to climate change. Development in subareas in proximity to the town centre could reduce dependency on cars and reduce emissions, and in doing so mitigating the latter constraint. However, this would encourage development in proximity to the River Avon Floodplain where land is vulnerable to flooding and this would have to be taken into account in development proposals. Mitigation of effects on Tytherton Lucas Conservation Area is achievable through avoidance of certain subareas, similarly avoidance of most visually prominent land would mitigate the constraint on the visual amenity and character of the rural landscape.

Area D

- 1.22 With regard to socio-economic SA objectives the Area provides positive support for the housing and local economy SA objectives, namely providing good quality affordable housing and encouraging long term sustainable growth. Otherwise there are constraints relating to the provision of high quality employment land with strong public transport and non-motorised access. Neither of these are considered problematic to mitigate.
- 1.23 Similar to Area C, assessment against environmental SA objectives indicates constraints deemed problematic to mitigate relating to efficient use of land, due to the extent of BMV land, and air quality and environmental pollution due to the northern part of the Area's proximity to the A4. Furthest overall from the town centre and existing employment sites, access to/from Area D is reliant on the already congested A4 which borders the north of the Area and this will exacerbate existing air quality and environmental pollution issues. Accessibility via public transport or non-motorised modes is considered generally weak over much of the Area, although the north east of the Area has good non-motorised access to Abbeyfields secondary school. Development of the northern part of the Area, in particular the north east, offers the best potential performance in terms of likely significant effects. However, this would require improvement to public transport services to reduce potential negative effects on the A4 corridor and town centre as well as low car ownership/car free type of development, but it is considered that this will not be sufficient to mitigate satisfactorily the significant adverse effects identified.
- 1.24 The assessment results indicate a number of constraints against environmental SA objectives deemed achievable to mitigate through avoidance. The Area is partially situated within a Minerals Safeguarding Area. There are a number of important biodiversity features in the Area, in particular associated with riparian and woodland habitats, the linear nature of which makes severance an issue. Bordered in the west and south by the River Avon, flood risk and drainage issues are constraints in these and adjacent parts of the Area. The more remote, rural landscape in the south of the Area, and the setting of some heritage assets in the northwest, pose constraints to development in these areas. Mitigation of adverse effects on the settings of Rowden Conservation Area is achievable through the introduction of buffer zones. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.

Area E

- 1.25 The assessment results indicate that development in Area E would support the socio-economic SA objectives relating to housing and providing for long-term sustainable growth. The results also indicate no constraints on the socio-economic objectives relating to sustainable transport choices for new employment land and providing high quality employment land.
- 1.26 Only one constraint deemed problematic to mitigate is identified through the assessment, this relates to the environmental SA objective: efficiency of land use.

- The extent of BMV land in the Area would prove problematic to mitigate through avoidance.
- 1.27 The assessment results indicate that remaining environmental SA objectives pose constraints deemed achievable to mitigate. Biodiversity features, including the River Avon CWS can be avoided by development in Area E, similarly there is sufficient Flood Zone 1 land in the Area for development to avoid Flood Zones 2 and 3, the Mineral Safeguarding Area can be avoided and mitigation of adverse effects on the settings of Rowden Conservation Area is achievable through the introduction of buffer zones. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.
- 1.28 The Area combines good access to the A350 in the southern part, and strong access to existing public transport corridors (B4643), the town centre and existing employment areas in the northern part. The majority of the Area has moderate to weak access by non-motorised modes of transport to secondary schools with the north of the area performing best. Identified air quality and environmental pollution issues are deemed achievable to mitigate.
- 1.29 There is a strong opportunity in the north of the Area to encourage more compact development focused on non-motorised movement routes which directly link into the nearby town centre, capitalising on the good network of existing PRoWs. Encouraging development of high quality employment opportunities, particularly less motorised transport focused businesses, with close integration with the public network, would help establish such an area as more self-contained and less reliant on highway linkages, helping to reduce traffic pressure on the A4, where bus services could be increased, and ameliorate associated congestion, air quality and noise issues. Compact, human-scale development, with a strong emphasis on low car or car free movement, in the northern part of Area E should also help facilitate sensitive approaches to the Rowden Conservation Area setting and context.

2. Step 2: Policy review Strategic Area Assessments

Objective: To present the existing policy analysis of strategic areas against the objectives of the Plan to clarify the differences between each.

Introduction

- 2.1 Informed by SA, step 2 presents the evidence of the most significant strengths, weaknesses, opportunities and threats for each strategic area (A to E).
- 2.2 This is done using the six criteria from Core Policy 10 of the Wiltshire Core Strategy (which are consistent with the Plan objectives) and evidence requirements set out in the Strategic Site Assessment Framework, this assessment reports under each criteria as follows:

Strength: There would be a benefit from developing here because...

Weakness: There would be harm from developing here because...

Opportunity: Developing here would offer the wider benefit of...

Threat: Developing here would risk the wider harm of...

- 2.3 An assessment had already been presented in the Site Selection Report , February 2015, in a narrative manner. This assessment replaces that work and reflects on amendments to the SA of Strategic Areas and presents the evidence in a manner which better highlights the differences between Strategic Areas.

- 2.4 Each criterion is considered in turn using the template below:

Criterion 1:	The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience									
Strategic Area	Strength		Opportunity		Threat		Weakness			
A	←						Description of strength - there would be a benefit from developing here because...			
B										
C			←				Source of evidence: Such as EP1-7 and Strategic Site Assessment Framework			
D										
E										

Figure 2.1: SWOT Template

- 2.5 The section does not conclude with a preference for one Strategic Area over another. No Strategic Area is removed from further consideration. The section:
- highlights likely characteristics of each area that influence site selection, culminating in a concise summary of each area's key distinguishing features; and
 - considers the interdependencies of strategic areas and how in combination they may deliver the objectives of the Plan culminating a set of development concepts.

- 2.6 The likely strengths and weaknesses of different potential combination(s) of Strategic Areas are considered to inform potential development concepts. Concepts take into consideration opportunities for strategic infrastructure suggested in existing evidence papers that could address problems facing the town. These then inform the development of alternative development strategies (see Step 6).

Summary of distinguishing strategic area characteristics

- 2.7 A high level analysis of each strategic area highlights the following key differences between the areas. The full assessment is contained at **APPENDIX 3**:
- A Well-related to the A350, scope for further development beyond that already committed is highly constrained by the need to protect Birds Marsh Wood and concerns about heritage impacts.
- B The most prominent of all the areas in the wider landscape. Particular characteristics are associated with its location; good access to the town centre, potential to provide a Cocklebury Link Road but close to already congested transport corridors. Concerns about heritage impacts
- C Area C is separated from the built up area by the River Avon. Development would need to avoid unacceptable visual impacts upon the character and setting to the villages of Tytherton Lucas and East Tytherton. A developable area abuts the most extensive tracts of land at flood risk, directly upstream of the town, but this also offers the possibility of reducing flood risk.
- D The most isolated area; by the River Avon but also from the main built up area of the town and distant to the centre. Visually prominent from surrounding high ground, development could make this edge of Chippenham considerably more notable in the surrounding countryside.
- E A main feature of this Area is Rowden Conservation Area. Well-related to the A350 it performs comparatively well in terms of transport and landscape impacts. The single area that can deliver attractive land for employment development early in the plan period.

Strategic area interdependencies

- 2.8 Transport assessment has analysed the interdependencies of strategic areas. It summarised the relationship of strategic areas using a 'dependency matrix'.
- 2.9 The matrix uses a three-point scale to identify the transport and accessibility dependencies which are likely to exist: little or no dependency (indicated by a '-' symbol); partial dependency; and high dependency.
- 2.10 Partial dependency implies that much of the Strategic Area is likely to be dependent on development taking place in another Strategic Area. High dependency implies that nearly all of the Strategic Area is likely to be dependent on development taking place elsewhere. Where little or no dependency is shown in Table 7-1 (indicated by a '-' symbol), this should only be taken as indicative.

Strategic Area Dependency Matrix

Strategic Area Y is...	Dependent On Strategic Area X (in transport and accessibility)					Dependency Summary for Strategic Area Y
	A	B	C	D	E	
A		-	-	-	-	-
B	Partially		-	-	-	Partial
C	Highly	Highly		-	-	High
D	-	-	-		Highly	High
E	-	-	-	-		-

The report comments on the table as follows:

“The peripheral (north-eastern) parts of Strategic Area B are likely to be dependent on development taking place in Strategic Area A, to provide a suitable highway connection to the A350 (the PRN). Without this connection, nearly all traffic to or from Strategic Area B would need to route via Cocklebury Road and the town centre in order to connect with the PRN;”

Most of Strategic Area C is likely to be dependent on development taking place in both Strategic Areas A and B. Again, this is to provide a suitable highway connection to the PRN via an eastern link road across the River Avon and railway line. Without this link road in place, nearly all traffic to or from Strategic Area C would need to route through or around Pewsham, and through Chippenham town centre. Although this dependency has been identified, it may be viable to develop limited southern parts of Strategic Area C as an extension to Pewsham; and

Most of Strategic Area D is likely to be dependent on development taking place within Strategic Area E, to provide a suitable highway connection (a southern link road) across the River Avon to the PRN at Lackham. Without this link road, nearly all traffic to or from Strategic Area D would need to route along the A4 around Pewsham, and through Chippenham town centre. As with Strategic Area C, it may be viable to develop limited parts of the area as an extension to Pewsham.”

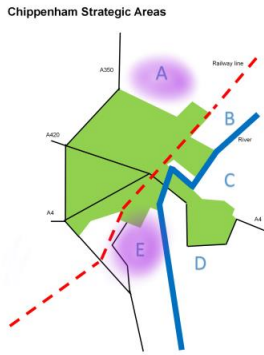
- 2.11 At this high level of assessment, it is only possible to note the need for the Plan to co-ordinate provision of road infra-structure involved in the development of strategic areas because they are, to some degree at least, dependent on other strategic areas. Likewise, the degree to which development is able to afford the necessary infrastructure and provide for all other costs including a proportion of affordable housing has not been determined.
- 2.12 Recognising the dependencies involved in the development of different strategic areas forms a basis for a choice of concepts for a future pattern for the town’s development.

Potential development concepts

- 2.13 A summary of strategic area characteristics shows that none of them contain constraints that exclude them from being an area of search for strategic sites. Although four areas contain flood zones 2 and 3, there is the ability to avoid these areas by solely using developable land in zone 1, in accordance with the sequential approach contained in the National Planning Policy Framework. This is a view supported by sustainability appraisal.
- 2.14 The amount of land potentially available in each of the areas suggested by Strategic Housing Land Availability Assessment viewed alongside the nature and number of constraints impinging upon them shows that no one area can accommodate all the development envisaged in the Plan period.
- 2.15 Even if it were not a necessity a choice of locations would help achieve anticipated rates of growth, bearing in mind national policy to significantly boost housing supply. Crucially a choice of locations would also provide a range of opportunities for business and be a good way to ensure the town capitalises on its locational advantages.
- 2.16 The longer term consequence of a choice of development strategy needs to be considered as a part of proposing a sustainable pattern of development. Meeting today's needs should not prejudice the ability of future of future generations to meet their needs.
- 2.17 Land requirements for development will need to be met in more than one strategic area. A central strategic question for the Plan is therefore what represents the most appropriate pattern of development.
- 2.18 The primary plan objective of the Plan is to deliver substantial job growth. Evidence also suggests that the current supply of land for potential business development is limited and that there is an immediate need for more to be made available. Areas A and E represent the possibility of more immediate access to the A350 in locations attractive to investment; an approach which very clearly accords with economic strategy for the County expressed by the Local Economic Partnership.
- 2.19 The WCS also requires that the Plan consider how a pattern of development may solve strategic infrastructure problems facing the town. Transport assessment shows that it will be difficult to accommodate the impact of the additional traffic arising from growth. In particular growth threatens to add to existing congestion around the town centre. Unmanaged, growth might well undermine a central objective of the WCS which is to deliver substantial job growth in large part by the regeneration of the town centre.
- 2.20 The scales of development involved as a part of strategic sites means they will each need more than one point of vehicle access. This is a particular issue for Strategic Areas B, C and D where access would also need to be achieved by new bridges; in the case of Area B, across the railway, Area D across the River Avon and Area C both the railway and River Avon. These elements involve added complexity and costs to a pattern of development in which they are involved.

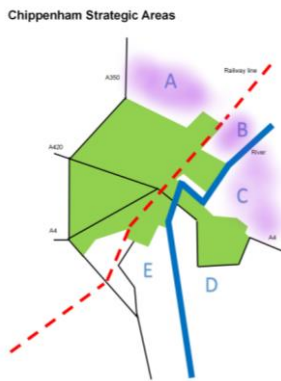
- 2.21 The two access points required for Areas C and D do however open the opportunity to eventually connect the A4 to the A350 with a new road, not to provide a bypass to the town, but to help manage the traffic generated by growth and prevent detriment to the regeneration prospects of the town centre.
- 2.22 Necessary to enable the development of Area B, access arrangements could also allow provision of a link road that can be used as a second access point to the Monkton Park area of the town, which forecasts say would benefit current traffic conditions.
- 2.23 Initial transport assessment has compared three overall development scenarios (1) a dispersed pattern (2); north/east focus; and (3) a southern focus. Scenario 2 includes an Eastern Link Road connecting the A4 and A350, scenario 3 a Southern Link Road, makes the same connection. This work concluded:
- “Scenario 1: A dispersed development scenario without full link roads is forecast to lead to the most congested conditions on the Chippenham highway network, using ‘average journey time’ and ‘time spent queuing’ as a proxies for congestion;*
- Scenario 2: A north/east development focus, with eastern link road, is forecast to lead to average journey times which are approximately 30-50% shorter than journey times under Scenario 1, or 15-20% shorter than under Scenario 3. Time spent queuing on approaches to The Bridge Centre is also forecast to be considerably lower than it is under both Scenarios 1 and 3; and*
- Scenario 3: A southern development focus, with southern link road, is forecast to lead to average journey times which are approximately 15-40% shorter (depending on the time of day) than journey times under Scenario 1. However, journey times under Scenario 3 are 20-25% longer than those under Scenario 2.”*
- 2.24 There are a number of different combinations of strategic areas that can be termed ‘development concepts’. They encompass those above and are summarised below. Each of these represents, in very broad terms, a different pattern for Chippenham’s long term growth, without considering sites in detail or what scale and rate of development they may each be capable of delivering.

Concept 1: Employment based (A and E)



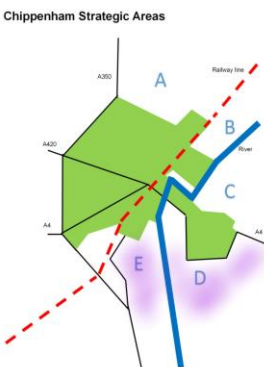
Why this combination? Areas adjoin the A350 and provide the best predictable journey times to the M4. They require the least road infrastructure investment and can therefore provide land needed urgently for employment reasonably quickly. Their locations are the most attractive in terms of wider market appeal to inward investment

Concept 2: An Eastern Link (B and C)



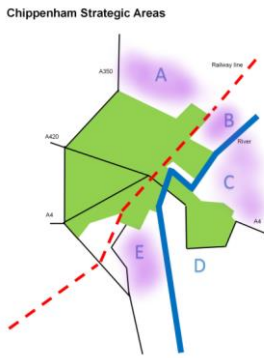
Why this combination? A northern arc of development can provide an eastern link road, described in transport evidence as the Eastern Link Road through Strategic Areas A, B and C is proposed as the key piece of transport infrastructure required to unlock the town's long term development potential. It links to road infrastructure already committed as a part of development in Area A

Concept 3: A Southern Link (D and E)



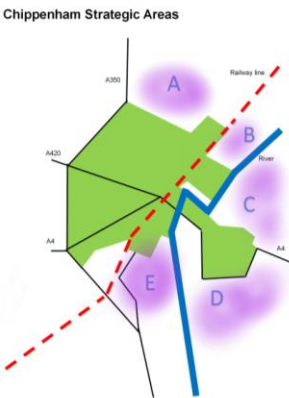
Why this combination? Area E provides more immediate land for employment development, unlike concept 2, and a Southern Link Road by connecting the A4 to A350 via Area D that offers traffic relief, but not as much as an eastern route. Its route however would not necessitate a crossing over the railway.

Concept 4: A mixed approach (B, C and E)



Why this combination? Area E provides for immediate land for employment development, as per concept 3, but also the greater benefits forecast from an Eastern Link Road, as per concept 2.

Concept 5: A dispersed approach (A-E)



Why this combination? Market-led, this pattern of development provides greater certainty over delivery and offers choice. It would also be likely to provide for employment development in Area E and/or A. It might however, preclude or substantially delay provision of a link road either south or east.

- 2.25 Each development concept has advantages and disadvantages. The concepts provide a tool for the Council to go on to select strategic site options that together combine to form more detailed alternative development strategies that it can then test thoroughly and compare fairly (See Step 6 below).

3. Step 3: Identify Strategic Site Options

Objective: To identify reasonable alternative strategic site options in all Strategic Areas (A to E)

Introduction and Background

- 3.1 The objective of Step 3 is to identify reasonable alternative strategic site options in all Strategic Areas (A to E). The additional work will ensure that all reasonable alternative strategic site options have been considered, in addition to those already examined in the previous Site Selection Report (February 2015) in Strategic Areas E, B and C. Identification of strategic site options is extended to include strategic site options in strategic areas A and D and, potentially, additional options in Strategic Areas E, B and C.
- 3.2 The methodology used to create strategic site options is explained below followed by the results of applying it to each strategic area. The objective has been to identify reasonable alternatives for assessment by both the sustainability appraisal and policy assessment to help inform the selection of a preferred development strategy for the Chippenham Site Allocation Plan (CSAP). It is not an objective to identify all possible alternative strategic site options.
- 3.3 The guiding principles are to identify those sites that appear to be 'available', 'suitable' and 'achievable' in accordance with the National Planning Policy Framework (NPPF)¹². Availability is led by evidence from the Strategic Housing Land Availability Assessment (SHLAA). As an example, a consideration with regard to 'suitability' could be evidence on landscape impact
- 3.4 'Achievability' is more difficult to assess at the outset of the process. The NPPF considers sites to be developable when they are in a suitable location, there is a reasonable prospect of delivery and could be viably delivered¹³. At this stage in the process 'achievable' is linked to whether there is a reasonable prospect of delivery. For example it may be possible to identify barriers to delivery such as ownership constraints.
- 3.5 The methodology, set out below, uses these principles to review the SHLAA sites and create reasonable alternative strategic site options. The Schedule of Work submitted to the Inspector envisaged taking reference from the Planning Advisory Service (PAS) strategic site toolkit¹⁴ to also inform the process. Instead direct support was sought from PAS to challenge and inform the process and has informed the methodology and approach explained below

¹² CNNP/01 NPPF Footnote 11 states: To be considered deliverable, sites should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years and in particular that development of the site is viable. Sites with planning permission should be considered deliverable until permission expires, unless there is clear evidence that schemes will not be implemented within five years, for example they will not be viable, there is no longer a demand for the type of units or sites have long term phasing plans.

¹³ CNNP/01 NPPF Footnote 12

¹⁴ PAS guidance: allocating sites <http://www.pas.gov.uk/pas/core/page.do?pagelId=469051#contents-3>

Methodology and Approach

What is a Strategic Site?

- 3.6 Briefing Note 5: The Role of Strategic Sites prepared to support the CSAP clarifies that:

“Strategic sites are major developments that deliver a mix of uses, critically, local employment as well as homes, but also infrastructure (for example: primary schools; community facilities; formal and informal recreation facilities; and often local shops and services). This infrastructure is necessary to support the development of the site and wider impacts of significant growth (often funding contributions to facilities and infrastructure elsewhere made necessary by needs arising from development, for example, leisure facilities or bus services).¹⁵”

- 3.7 In identifying reasonable strategic site options Step 3 seeks to identify appropriate site boundaries. The process also identifies a possible combination of areas for green space, employment land and residential development for each site to give an indication of a developable area, and thus potential site capacity particularly for employment and residential uses. Site options do not list the full range of different uses that may be possible within an option simply these key elements. Roads and where access to the site might be suitable are discussed alongside each option. The indicative areas are to inform the Step 4 (Sustainability Appraisal (SA)) and Step 5 (Policy) assessments that will follow. For example, understanding that areas at risk from flooding will be excluded from the developable area affects the assessment of SA objective 3 (Use and manage water resources in a sustainable manner).
- 3.8 Indicative areas are provided as a guide only. They are likely to be refined further as preparation of the Plan progresses (for example indicating areas required for new schools) to better inform successive steps in plan preparation culminating in specific proposals of the Plan. Thereafter, sites will be subject to master planning that will involve more detailed work as part of the planning application process that could introduce different ideas from these very first ones.

Strategic Housing Land Availability Assessment

- 3.9 The Council's assessment of land availability includes the Strategic Housing Land Availability Assessment (SHLAA), as set out in the National Planning Policy Framework¹⁶. This assessment identifies a future supply of land which may be suitable, available and achievable for housing and economic development uses.
- 3.10 As stated above, the SHLAA provides evidence of what land is being promoted at Chippenham and is therefore potentially available for development in each of the Strategic Areas. It identifies sites and broad locations with potential for development and provides a basic assessment of development potential and

¹⁵ CEPS/16 Briefing Note 5: The Role of Strategic Sites, paragraph 1.1
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamcommunityengagement.htm>

¹⁶ CNNP/01: National Planning Policy Framework

suitability. Paragraph 159 of the National Planning Policy Framework¹⁷ states that Local Authorities should:

“... prepare a Strategic Housing Land Availability Assessment to establish realistic assumptions about the availability, suitability and the likely economic viability of land to meet the identified need for housing over the plan period.”

- 3.11 The opportunity to submit land to the SHLAA was highlighted as part of the initial Regulation 18¹⁸ consultation on the Chippenham Site Allocations Plan in 2014 and has remained open for land to be added to the data base since. Mapping of submitted SHLAA sites is undertaken regularly, with the latest mapping completed in 2015 and includes all sites submitted in responses to the pre-submission consultation on the draft CSAP. Consequently, using the mapped SHLAA sites forms a comprehensive foundation for producing strategic site options.
- 3.12 Land parcels submitted for inclusion in the SHLAA range in size from several hundred hectares to single figures. As a consequence some strategic site options may involve a combination of separate land interests whilst others may need to be divided or reduced. Land submitted for consideration at Chippenham is shown below:

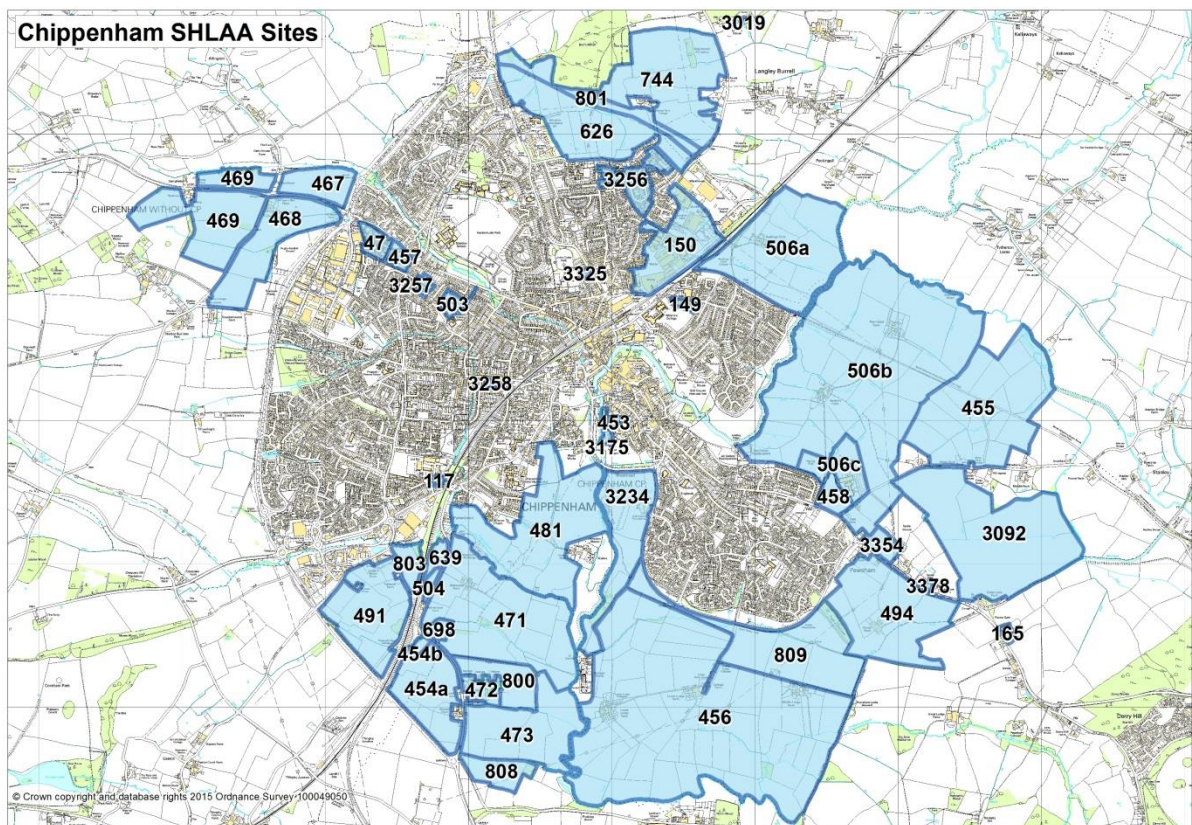


Figure 3.1: Submitted SHLAA sites in Chippenham

¹⁷ CNNP/01 National Planning Policy Framework

¹⁸ CCON/10 Chippenham Scope of the Plan Consultation Regulation 18 report

Creating individual strategic site options

- 3.13 Each strategic area has been considered individually resulting in a number of possible strategic site options representing one or more aggregations of SHLAA sites. The variety of SHLAA sites in each area generates different numbers of options depending upon how they may be amalgamated.
- 3.14 Land parcels submitted for inclusion in the SHLAA also range in size from more than a hundred hectares to single figures. As a consequence, to create realistic strategic site options some large SHLAA sites may need to be divided or reduced.
- 3.15 The basis for creating reasonable alternative strategic site options is as follows:

A. *Developable - land ownership*

As a minimum, a site option must be considered developable, in a suitable location for housing development and there should be a reasonable prospect that the site is available and could be viably developed¹⁹.

Single ownership of an option provides greater certainty in relation to deliverability whilst, in contrast, multiple site ownership may create barriers to delivery when, for example, agreements about ransoms and equalisation of value need to be achieved. Land ownership is therefore a factor in the creation of reasonable strategic site options. Consequently it would be preferable to identify site options with as few different owners as possible, unless the owners are all in agreement and willing to proceed.

Some sites are the subject of *current planning applications or submissions* as part of the CSAP process. Therefore in generating strategic site options consideration has been given to these proposals to reflect known aspirations and provide a clear and open assessment of each.

B. *Suitable - Natural and man-made features*

Some SHLAA sites are extremely large and ill defined. In these circumstances it may be necessary to redefine the site using natural and man-made features. An example would be to the south of Pewsham Way where particular landscape thresholds identified in Evidence Paper 4: Landscape Assessment could be breached which would otherwise rule out the site in its entirety. Features could include woodland, hedgerows, topography, roads and pylons.

¹⁹ CNNP/01 National Planning Policy Framework, footnote 12, DCLG, March 2012

C. Achievable - scale of development

The focus of the Chippenham Site Allocations Plan in accordance with Core Policy 10 (CP10) of the Wiltshire Core Strategy is to identify strategic mixed use sites for businesses, new homes and the infrastructure necessary to support them.

Strategic site options, therefore, need to be of sufficient scale to deliver development that is capable of being in accordance with the CP10 criteria. SHLAA sites judged not capable of delivering an appropriate scale of growth in isolation will be considered in combination with other adjacent SHLAA sites to create a strategic site option. Some combinations of SHLAA sites may also far exceed strategic requirements and prejudice development decisions best taken in future plan-making cycles.

3.16 Given the number of SHLAA sites in some strategic areas there are a multitude of different combinations of sites which could form a strategic site option. However, the objective is to identify reasonable alternatives not every alternative. To help focus on reasonable alternative site options, in addition to the three core objectives above (paragraph 3.15), a site should adhere to the following principles. These have been used as a guide to provide a logical sequence to the release of development and to help highlight site option choices:

- Development will proceed outwards from the existing urban edge
- Each strategic site option needs to be sufficiently different to enable a judgement to be made about its performance against the CP10 criteria. Ultimately the plan preparation process must make a judgement between strategic site options to inform the preparation of alternative development strategies it is therefore important that the key differences between options are clear at this stage. For example, a strategic site option only 100 homes different from another in predominately the same location is unlikely to identify any significant differences compared to site options that test how far a site extends into the open countryside.
- For each strategic site option a judgement has been made on the developable area to give an indication of the scale of development that could be achieved. The indicative plans exclude land which is liable to flood as greenspace. The approximate number of homes that can be delivered within the developable area will be based on the density assumptions included in the SHLAA i.e. 30 dwellings per hectare. This will enable all sites to be considered on a level basis. It is also a factor that will help determine whether a significant portion of an individual site can be deliverable within the Plan period and will not result in excessive levels of development beyond the Plan period. At this stage in the process this may lead to differences between the assumed housing numbers on site for the purpose of this assessment and numbers submitted as part of a planning application. Where assumptions for individual sites differ from a submitted application this is explained.

Employment Led Strategy

- 3.17 The strategy for Chippenham is employment led and so therefore the capacity for site options to deliver land for business development is a key consideration in the selection process. It is recognised in paragraph 6.46 of Evidence Paper 1²⁰ that the poor viability of commercial development in Wiltshire means only a limited supply of completed new build investment opportunities will be brought to the market over the next few years. Large mixed use schemes are sought through the allocation of strategic sites, in order to bring forward the required employment land to meet the needs of businesses²¹.
- 3.18 NPPF paragraph 21 highlights a role for Local Plans to identify strategic sites for local and inward investment. Planning Advisory Service (PAS) advice has noted that incorporating strategic sites within a local plan is intended to ensure that more certainty is given to the delivery of objectives and therefore the success of the Plan. PAS guidance notes on the inclusion of strategic sites in local plans suggests the decision about what classes as a strategic site should be based on the significance of the site to delivering the vision of the plan. There was no size or capacity threshold to determine whether a site should be included within the Wiltshire Core Strategy: inclusion was based on the significance of the site to the delivery of the overall strategy for Wiltshire in accordance with this advice.
- 3.19 The average size of employment allocation on allocated strategic sites in Wiltshire is 7.5ha. This is based on total area of land allocated for employment divided by the number of sites but they ranged in size from about 3 hectares to 15 hectares. This reflects the need to provide a variety of site locations and site size to cater for different business needs. Effectively the size of employment area as part of large strategic allocations in the Wiltshire Core Strategy was determined by the location, topography and the nature of businesses likely to be attracted to the area.
- 3.20 Bearing in mind the importance in terms of criteria 1 of CP10 and the need to help deliver substantial job growth, at this step in the site selection process options are developed so they are capable of providing a range of site options depending on location and topography. 5ha of land for employment development is seen to be a reasonable size to attract a range of business opportunities and has therefore been used as a guide but this is not always achievable.
- 3.21 In considering where the proposed employment land should be located within an individual site option, proximity to the principle road network has been a consideration. Generally existing field boundaries have been used to define the areas.

Exclusions

- 3.22 Each site is identified in the SHLAA by an individual reference number. Not all the land identified is considered suitable in particular for large scale mixed use development. The following SHLAA sites have been excluded from further consideration. These sites and the reasons why are listed below:

Sites west of the A350 - SHLAA sites 467, 468, 469

²⁰ CEPS/01 Evidence Paper 1: Employment

²¹ As described in paragraph 6.33 of CEPS/01

- 3.23 Briefing Note 2: Definition of Strategic Areas explains why land to the west of the A350 was not considered to be a realistic growth option based on an assessment of the areas historic, archaeological and landscape setting and the severance created by the role and function of the A350²². The Inspector agreed that not identifying strategic areas to the west of the A350 was “*a logical consequence of the appraisal at strategic level and there is no contrary evidence to suggest otherwise.*”²³

Sites within the existing built up area - SHLAA sites 47, 117, 149, 453, 457, 503, 150 (Langley Park).

- 3.24 ‘Non-strategic’ housing sites within the existing built up area of Chippenham can already be brought forward where they are in accordance with Wiltshire Core Strategy policies.)

Sites already committed and/or subject to signing of section 106 agreement - SHLAA sites 626, 801 (North Chippenham), 491, (Hunters Moon)

- 3.25 These sites will not be assessed as they can already come forward for development.

Sites detached from the built up area of Chippenham - SHLAA sites 165, 3378, 455, 3092

- 3.26 The Plan is considering sites adjacent to the continuous urban area of Chippenham. Most of the SHLAA sites on the edge of Chippenham are capable of becoming part of the continuous urban area of Chippenham in combination with other SHLAA sites. SHLAA sites 165 and 3378 are the clear exception. Sites 455 and 3092 could only become part of the continuous urban area for Chippenham following preceding large scale development, effectively ruling them out of consideration within this plan period to 2026. Including strategic site options of this size would prejudice decisions about development that would be better taken in future development plans for the area.

²²CEPS/13 Briefing Note 2: Definition of Chippenham Strategic Areas
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamcommunityengagement.htm>

²³ EX/01 Paragraph 4: Inspector’s Initial Appraisal (18.09.15)

Strategic site options

- 3.27 The Strategic Site Options Assessment assesses 22 sites across the 5 strategic areas, as set out in **Appendix 4**. The conclusions of the assessment are included below.

Strategic Area A

Conclusion

- 3.28 Strategic Area A only contains one strategic site option. The site is being actively promoted by a single developer. Consequently Strategic Site Option A1 will continue through to the next stage of assessment.

Accepted	Rejected
Strategic Site Option	Strategic Site Option
A1	

Strategic Area B

Conclusion

- 3.29 A review of Strategic Area B does not result in any additional site options. The original Strategic Site Option B2 is being rejected as it extends further past SHLAA site 506a. Strategic Site Option B1 is retained for the next stage of assessment

Accepted	Rejected	
Strategic Site Options	Strategic Site Options	Reason
B1		
	B2	Additional area is outside of the SHLAA causing issues with deliverability. Concerns relating to landscape impact.

Strategic Area C

Conclusion

- 3.30 The strategic site options in Strategic Area C use both natural features such as topography, rivers and field boundaries as well as man-made features such as pylons and the North Wiltshire Rivers Route to create boundaries. All land included in each option is being promoted for development and therefore both the original

options (Strategic Site Options C1 and C2) and the additional options (Strategic Site Options C3 and C4) will continue through to the next stage of assessment.

Accepted	Rejected	
Strategic Site Options	Strategic Site Options	Reason
C1		
C2		
C3		
C4		

Strategic Area D

Conclusion

- 3.31 Strategic site options within Area D have been created with regard to the topography of each site, natural and man-made features and are generally within the visual envelope of the existing urban area of Chippenham as identified in landscape evidence to the CSAP. Only a part of Strategic Site D1 (known as Forest Farm) is currently the subject of a planning application although the whole site is being promoted through the CSAP by Gleeson Developments Limited.
- 3.32 Strategic Site Option D2 does not appear a logical means to extend the urban area into the countryside. The length of boundary fronting countryside relative to its developable area would suggest it would be more difficult to design a satisfactory visual boundary to the town. It is not a site actively promoted for development, as yet at least. Option D2 does not seem a rational extension or a logical first step in developing a longer term pattern of development extending the urban area south east.
- 3.33 Strategic Site Option D5 includes a quantum of development of approximately 2100; in a single site this is 18% over the number of homes required in this plan period. A number of land ownerships are involved and there are concerns that a substantial part of the site could not be developed within the Plan period to 2026 (in excess of 200 homes a year would need to be delivered). Consequently this strategic site option is not considered to be a reasonable alternative.
- 3.34 Strategic Site Option D6 has been proposed to show a concept without regard to detailed consideration of a site boundary to reflect submitted comments on the CSAP. A more detailed boundary could be determined through more detail master planning, but based on the evidence on landscape and visual impact the result would in large part resemble Site Option D7. This uses more substantive features that can be a basis of a boundary: the lanes, topography and field enclosures.

Accepted	Rejected	
Strategic Site Options	Strategic Site Options	Reason
D1		
	D2	Does not represent a logical extension into the countryside
D3		
D4		
	D5	An extensive area of development which will exceed the housing requirement to be delivered within this plan period as well as representing a challenging annual delivery rate from a single site.
	D6	Does not have an appropriate boundary and resembles Option D3 and D7
D7		

Strategic Area E

Conclusion

- 3.35 To determine which sites to take forward for further analysis in Strategic Area E it is necessary to return to the principles established in paragraphs 1.15 and 1.16 above. It is recognised that a strategic site in multiple ownerships can be a barrier to delivery and sites that are excessive in size may not be delivered in the Plan period without prejudicing decisions for future plans. Site Options E6 and E7 would deliver the whole Plan requirement for housing and require the promoters of up to 10 SHLAA sites to cooperate in its coordinated delivery. Within the remaining time period of the Plan to 2026 this is not considered achievable. These site options have therefore not been taken forward.
- 3.36 There are similar concerns in relation to Site Options E3, E4, E5 and E8. The number of interests and the scale of development is large with all sites promoting more than 1000 homes with at least 5 different site promoters involved. These raise concerns about their achievability. It is important however, at this stage, that all SHLAA sites are considered as part of a reasonable site option to make sure the issues they raise are considered. Therefore E3 and E5 are taken forward for further assessment.
- 3.37 Site Option E3 tests the acceptable southern extension of development to the south of Chippenham and was one of the original site options tested to develop the submission draft Plan. (Rejected site option E7 also includes land to the south and conclusions in this respect could be transferred to this option should analysis need to be revisited).
- 3.38 The B4528 is considered to be a strong man made boundary to a potential urban extension to the south west of Chippenham. It is already a well used road. However, Site options E4 to E8 include this land. Using the principle that development should proceed from the urban edge outwards an option should be tested that includes sites in this location and others that will become part of the

town's visual envelope should other options such as E1 and E2 be taken forward. Therefore E5 is taken forward to test the capacity of all land within the envelope of the town to a level of development considered achievable within the Plan period.

Accepted	Rejected	
Strategic Site Options	Strategic Site Options	Reason
E1		
E2		
E3		
	E4	The potential advantages and disadvantages of option E4 will be considered as part of the smaller option E1 and larger option E5.
E5		
	E6	This is a large option and requires cooperation between 8 different SHLAA site promoters to bring the site forward. The complexity and size of the site has led the council to conclude that the strategic site option would not be achievable within the plan period.
	E7	This is the largest option and requires cooperation between 9 different SHLAA site promoters to bring the site forward. The complexity and size of the site has led the council to conclude that the strategic site option would not be achievable within the plan period.
E	E8	Minor variation to site option E5 and E3. Principles tested in these options

Next Steps

3.39 The following sites are being taken forward as reasonable alternative site options for further assessment in the sustainability appraisal (Step 4 of enhanced methodology) and policy assessment (Step 5 of enhanced methodology).

Strategic Site Option	Principles established in paragraphs 1.15 and 1.16 above				SHLAA site references	Comment
	Available	Suitable	Achievable	Development principles		
A1	✓	✓	✓	✓	744	Site being actively promoted by a developer
B1	✓	✓	✓	✓	506a	Site being actively promoted by a developer
B2	x	✓	x	✓	506a+	Additional land is not within the SHLAA and cannot be considered available and achievable
C1	✓	✓	✓	✓	506b (part), 458	Site (506b) being actively promoted by a developer, but more extensive options
C2	✓	✓	✓	✓	506(b), 458	Site being actively promoted by a developer
C3	✓	✓	✓	✓	506(b), 458	Site (506b) being actively promoted by a developer, but more extensive options
C4	✓	✓	✓	✓	506(b)	Site being actively promoted by a developer
D1	✓	✓	✓	✓	494	Site being actively promoted by a developer
D2	✓	✓	✓	x	809 (part)	Does not represent a logical extension into the countryside and does not adhere to development principles
D3	✓	✓	✓	✓	809,456 (part)	
D4	✓	✓	✓	✓	809,494	
D5	✓	✓	x	✓	809, 456 (part)	An extensive area of development which exceeds the housing requirement for the plan period and cannot be considered achievable

Strategic Site Option	Principles established in paragraphs 1.15 and 1.16 above				SHLAA site references	Comment
	Available	Suitable	Achievable	Development principles		
D6	✓	✗	✓	✗	809, 456 (part)	Does not have an appropriate boundary and cannot be considered suitable (also resembles other site options and does not adhere to development principles)
D7	✓	✓	✓	✓	456 (part)	
E1	✓	✓	✓	✓	454a,481, 471	Site being actively promoted by a developer, but more extensive options
E2	✓	✓	✓	✓	454a,481,471,800	Site being actively promoted by a developer
E3	✓	✓	✓	✓	454a,481, 471, 800,473, 808	Most of site being actively promoted by a developer. Tests the southern extremity of development in Strategic Area E.
E4	✓	✓	✓	✗	454a,481,471, 639, 504	Minor variation to E1. Principle of development to east of B4528 tested in site options E5.
E5	✓	✓	✓	✓	454a,481,471, 800, 639,698, 504,472	Site being actively promoted by developers. Tests the total capacity of land towards the existing urban edge of Chippenham.
E6	✓	✓	✗	✗	454a,481,471,800, 639, 504, 698, 472, 473	Not deliverable within the Plan period nor achievable due to complexity of contributors
E7	✓	✓	✗	✗	454a,481,471, 800, 698, 639, 504, 472, 473, 808	Not deliverable within the Plan period nor achievable due to complexity of contributors
E8	✓	✓	✓	✗	454a,481,471, 800, 698, 639, 504, 472	Minor variation to site option E5 and E3. Principles tested in these options.



Rejected site options

Site option promoted by a developer/landowner

4. Step 4: Sustainability Appraisal Strategic Site Options

Objective: To undertake Sustainability Appraisal of the reasonable alternative strategic site options in each Strategic Area.

Introduction

- 4.1 Chapter 8 of the submitted draft SA Report considered specific strategic site options only in strategic areas E, B and C. This step assesses all the potential strategic site options identified in step 3 on an equitable and transparent basis. Each site option has been assessed using an SA Framework. This contains a set of twelve sustainability objectives representing a range of environmental, social and economic aspects of sustainable development. A judgement is reached on each site option as to what significant effects under each objective are likely to occur as a result of their development. A set of decision aiding questions help ensure that assessment is made at an adequate level of detail, is consistent and conclusions are fully evidenced.
- 4.2 Evidence papers map constraints and information for these assessments. Further transport evidence provides further information on the attributes of each site option. A map of constraints impinging on the development of specific sites avoids wider area judgements being applied.
- 4.3 The detailed appraisal of all the site options is presented as 'Sustainability Appraisal Addendum 1 : Sustainability Appraisal of Strategic Site Options'. The appraisal concludes with recommendations for each strategic site option on what would be important from a sustainability perspective and should therefore influence the decision as to whether or not a site is taken forward. It suggests what mitigation measures may be necessary to ensure particular sustainability benefits are realised and identifies essential measures to ensure a development's acceptability. An outcome of the assessment is an:
- Identification of more sustainable (preferred) site options for consideration in the preferred development strategy;
 - Identification of less sustainable (not preferred) site options which should only be considered if more sustainable options are undeliverable; and
 - Identification of options which should not be given further consideration.

Summary of Results

- 4.4 Likely effects are measured through a scale from major positive to major adverse (green through to red) against each sustainability objective question. A summary of the results has been presented in a tabular form (see figure 4.1) with objectives split between environmental and socio-economic effects.
- 4.5 A number of common effects were identified across all sites. These were:
- moderate adverse effects (where mitigation is considered problematic) relating to the extent of best and most versatile agricultural land and greenfield land (SO2)

- minor adverse effects (where mitigation is considered achievable) in terms of risk of flooding associated with the site (SO5b)
- no effects on Air Quality Management Areas (SO4)
- minor beneficial effects in relation to reduction of deprivation in the surrounding areas (SO9)
- moderate beneficial effect in relation to the site's ability to harness renewable energy on-site (SO5a)

4.6 The following conclusions and recommendations were reached on individual site options:

“More sustainable options for development

4.7 Options B1, C1, C3, C4, D7, E1, E2, E3 and E5 are of relatively higher sustainability performance and are recommended for consideration in the development of the preferred development strategy.

4.8 However, significant sustainability issues associated with Options B1, C1, C3, C4, D7 and E3 (as identified in the discussion for each option) would need to be resolved prior to inclusion in the preferred development strategy.

Less sustainable options for development

4.9 Options D1, D3 and D4 are considered less sustainable than those identified above as they deliver the least beneficial effects compared to those in the more sustainable options. They should only be given further consideration in the preferred strategy if the options identified above are not deliverable.

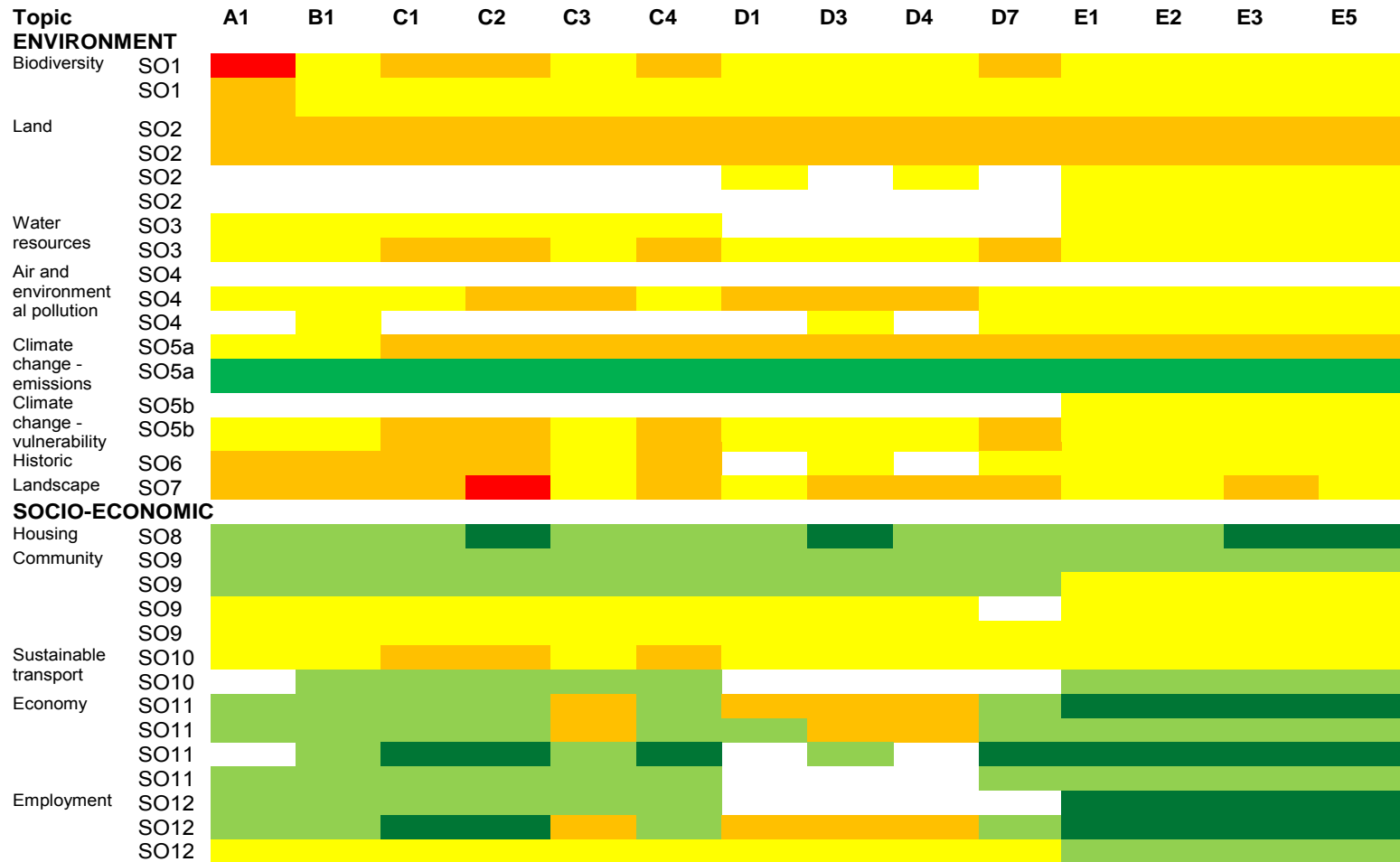
Options which should not be given further consideration

4.10 Option A1 due to the major adverse biodiversity effects (SO1) identified should not be given further consideration in the preferred strategy.

4.11 Option C2 due to the major adverse landscape effects (SO7) identified should not be given further consideration in the preferred strategy.”

Figure 4.1 Summary of Scores of Site Options Assessments

Site Options



5. Step 5: Policy review of strategic site options

Objective: To undertake a review of reasonable alternative strategic site options in each strategic area to highlight the strengths and weaknesses of each against existing plan objective.

Introduction

- 5.1 The Site Selection Report published in February 2015 included strategic site options in Areas E, B and C. This analysis has been extended (as explained in Chapter 3) to include strategic site options in each strategic.
- 5.2 Set out below is an policy assessment of each reasonable alternative strategic site option using the evidence base that was submitted with the Plan in July 2015 and new evidence created as part of the enhanced methodology discussed with the Inspector following the suspension of the hearings in November 2015 (paragraphs 29 and 30 of the Introduction lists this evidence)
- 5.3 The previous narrative assessment of each strategic site has been replaced with a more detailed SWOT analysis to highlight the strengths and weaknesses of each. The examination of each strategic site option against the Plan’s objectives will identify those sites with the most potential to support the employment led strategy for Chippenham established in the Core Strategy.
- 5.4 To inform the SWOT analysis of each strategic site on an equivalent basis the first stage assesses evidence on all the indicators listed in strategic site assessment framework (**APPENDIX 2**). To aid consistency with the assessments each indicator was ascribed a relative value, taken from existing evidence, against which to measure a site option. Examples are provided below with the full assessment criteria included at **APPENDIX 5**. This follows examples of good practice from other local authorities.²⁴

Indicator: Distance to railway station

Categorisation	Distance Banding
Strong	0m-1600m (up to approximately 1 mile)
Moderate	1600m-2400m (approximately 1 to 1.5 miles)
Weak	2400m-3200m (approximately 1.5 to 2 miles)

Source: Supplement to Transport and Accessibility Evidence: Part 1a – Strategic Site Options (CEPS/04a)

Indicator: Scale of development at which there will be potentially harmful encroachment on settings to settlements

Visual prominence judgment:

²⁴ For example Sustainability Appraisal and Site Selection Methodology, Sefton Local Plan, Sefton Borough Council, November 2014

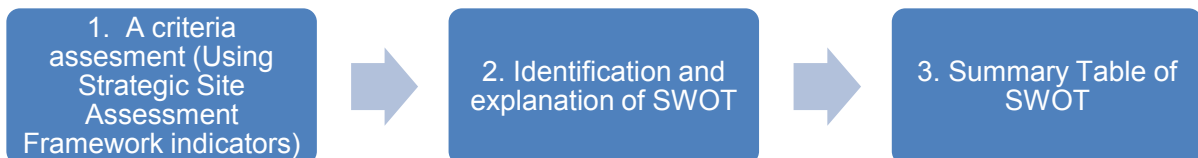
High/Moderate-high/Moderate-low/Low

Remoteness and tranquility judgment:

Remote/Peaceful/Some interruption/Not tranquil

Source: Appendix A Landscape Character Assessment (CEPS/06)

- 5.5 Once an initial assessment has been made the next stage was to draw out the strengths, weaknesses, threats and opportunities for each site within the SWOT framework. Site options can share several characteristics. So, generally, it is considered at this stage that each site option due to its scale is capable of providing a mix of house types including affordable housing. For those Strategic Areas that contain more than a single reasonable strategic site option, to help identify particular differences between site options within that strategic area a further stage in the assessment identifies any distinctive aspects of a site option compared to the other site options within that area.
- 5.6 The conclusions of these assessments will then be used to inform the development of reasonable alternative development strategies (Step 6) as will the conclusions of the Sustainability Appraisal of both the Strategic Areas and the Strategic Site Options.
- 5.7 For each strategic area there is, therefore:



- 5.8 Using the six criteria from the Wiltshire Core Strategy (which are consistent with the Plan objectives) and evidence requirements set out in the Strategic Site Assessment Framework, the assessment reports under each site option:
- Strength: There would be a benefit from developing here because...
 - Weakness: There would be harm from developing here because...
 - Opportunity: Developing here would offer the wider benefit of...
 - Threat: Developing here would risk the wider harm of...

5.9 The results for each site use the template for a summary SWOT table as shown below:

•	• Strategic Site option name							
• CP10 criteria	• Strength		• Opportunity		• Threat		• Weakness	
• 1. Economy	←		• Description of strength - there would be a benefit from developing here because...					•
• 2. Social			•	•	•	•	•	•
• 3. Road network		←	• Source of evidence: Such as EP1-7 and Strategic Site Assessment Framework					•
• 4. Accessibility			•	•	•	•	•	•
• 5. Environment			•	•	•	•	•	•
• 6. Flood risk			•	•	•	•	•	•

Figure 5.1: SWOT Template

Individual Strategic Site Option Assessments

- 5.10 Set out below are the conclusions of the SWOT assessments for each strategic site option. The detailed assessments are included in **APPENDIX 6**. For Strategic Areas C, D and E there is also a comparative summary assessment between strategic site options within each area.

Strategic Area A: Strategic Site Option A1

Economy

- 5.11 Although site A1 can physically accommodate employment land or premises and provides an attractive setting the site is reliant on the completion of the first section of an Eastern Link Road associated with the North Chippenham site to provide the link to the A350 and onto the PRN and, as a consequence, may not be a site that businesses will be immediately be attracted to nor available in the early parts of the Plan period. Parts of the site might have a poor relationship with existing residential properties and the proposals for the site only include B1 uses and therefore will not introduce choice to help support economic resilience. The site is being actively promoted by a developer.

- 5.12 The main strengths of this option are its potential for green energy and scope for a high quality design. The site does have the ability to provide informal and formal recreational facilities although there are relatively few opportunities to develop recreational potential.

Road network

- 5.13 This site has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non-motorised access to the town centre. Transport work concludes that A1 does not provide opportunities for wider transport improvements.

Accessibility

- 5.14 There is the opportunity to provide good connection to the A350 but such opportunities rely creating good connections to the North Chippenham site. Overall the site has moderate/poor opportunities to improve access to key facilities by non-motorised transport. It has a strong relationship with Hardenshuish and Sheldon Schools, however these schools do not have any capacity. There is moderate access to the Chippenham College campus on Cacklebury Road, the town centre and the Railway Station. The opportunity for

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development to deliver new attractive walking and cycling links, which are of use to existing communities, may be limited and the site is poorly served by public transport.

Environment

- 5.15 The site has a low development capacity, due to the importance of separation between Chippenham and Kington Langley and its attractive landscape character. Birds Marsh Wood CWS is an important ecology area and there is the potential for development at this site to have a cumulative effect upon Birds Marsh Wood when considered in combination with the permitted development at North Chippenham. The land around Langley House is particularly important and sensitive to development. There is a high potential for harm to heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods

Flood risk

- 5.16 The site is entirely in Flood Zone 1.

Conclusion in relation to Strategic Area A

- 5.17 There are significant concerns in relation to landscape, ecology and heritage in relation to Strategic Site Option A1. Furthermore, the opportunity to take advantage of the relative merits of the strategic area have been delivered through the North Chippenham planning permission. Strategic Site Option A1 does not exhibit the same benefits, does not provide any wider benefits in relation to the road network of Chippenham and it is reliant on the permitted site to improve access for both cars and pedestrians. On balance, therefore, it is considered that Strategic Site Option A1 does not sufficiently comply with the requirements of the Core Policy 10 criteria.

Strategic Area B: Strategic Site Option B1

Economy

- 5.18 The site is being actively promoted by the land owner and subject to a current planning application. The site also has excellent access to the railway station leading to good potential to contribute to wider economic growth although the landscape and heritage consideration associated with the site may mean the range of traditional employment uses may be limited. To a degree the site is reliant on completion of the first section of an Eastern Link Road. It also has a location, given its strong accessibility to these locations, that it can have a complementary commercial role to the town centre and railway station.

Social

- 5.19 The site has a network of PRow linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. There are potential pollution sources in Langley Park industrial area and the site has a large distance to travel to the waste water works, although the extent of these risks is unknown at the moment.

Road Network

- 5.20 Overall, this site has strong potential to offer wider transport benefits to the community as it has strong access to the town centre, particularly the railway station. New road infrastructure would be required if development takes place on this site. The infrastructure would take the form of a link road from Cocklebury Road across the railway bridge to Area A. Although the crossing point is in a cutting which will reduce the cost and scale of engineering works required, a new bridge would represent an additional cost to the development and could have consequential time implications on the delivery of the site. However, it does provide wider transport benefits in terms of introducing an alternative access to and from the Cocklebury Road/Station Hill area helping to divert some traffic away from the town centre. The site could also contribute to the provision of an Eastern Link Road, if required, which can further relieve congestion in the town.

Accessibility

- 5.21 The site has strong access to the town centre and performs particularly well for access to the railway station. The site has weak, very-weak access to the Primary Road Network and in proximity to the congested corridors to the north of the town centre. The impact of the Cocklebury Link Road will reduce the potential impact of development on existing congested corridors and better support public transport.
- 5.22 The site has a strong relationship with the railway station. It also has relatively strong or moderate access to public transport corridors and could provide some potential for improving public transport accessibility for existing residents. Furthermore it could provide some potential

for providing new attractive walking and cycling links that are of use to existing communities. It also has moderate accessibility to other amenities such as secondary schools and the college, however the nearest secondary schools do not have capacity.

Environment

- 5.23 The area has a high visual prominence with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site area (the area south of Peckingell Farm), is marginally less sensitive in landscape terms. The site consists of improved agricultural grassland with limited ecological value. There are heritage assets within and adjacent to the site which should be protected from development. Development would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages

Flood risk

- 5.24 Surface water from this area will be directed to the River Avon so the creation of large impervious areas here may lead to additional peak flows joining the river. The drainage effect on water levels downstream could be significant and so any developments would need to mimic the green field runoff state or preferably improve on it. In addition, new road and dedicated links across the river, if required, could if located outside flood zone 1 displace water, disrupt natural flows or involve the loss of existing flood storage.

Conclusion in relation to Strategic Area B

- 5.25 As with other strategic sites around Chippenham Strategic Site Option B1 presents threats in relation to the potential impact on the landscape and heritage assets within and adjacent to the site. However, the strategic site option also presents the opportunity to provide wider transport benefits through an alternative point of access and egress from the Cocklebury Road/Station Hill area and an employment location close to the town centre and railway station. Furthermore it can contribute to opportunities to improve the highway network at Chippenham. On balance from a policy perspective, it is an option which should be considered further as it supports an employment led strategy and other CP10 objectives.

Strategic Area C: Strategic Site Options C1, C2, C3 and C4

Economy

- 5.26 This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN which affects all of the site options. Access is currently via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Only sites which are able to improve access to the A350 are likely to become attractive to businesses as this will open up the site's development potential, so options C1, C2 and C4 are likely to outperform C3. However, the costs to development being dependant on extensive new road infrastructure could affect the viability of development in this strategic area.
- 5.27 Site option C4 is being actively promoted and subject to a planning application which suggests this site is potentially viable and deliverable in the short to medium term. The other site options are larger or smaller than the application and may have a slower speed of delivery.

Social

- 5.28 For all of the site options, the distance to waste water works would require a relatively long and expensive connection.
- 5.29 All site options have excellent proximity to Abbeyfield School where there is known capacity and a good relationship to Stanley Park. None of the sites have good access to the Community Hospital, although option C2 is potentially the worst due to its size. Also due to its size, site option C2 has potential to notionally deliver a new GP practice on site. The viability of strategic site options which could deliver an eastern link road (options C1, C2 and C4) may affect the delivery of affordable housing.

Road network

- 5.30 As stated above all strategic site options are located in an area which has very weak access to the primary road network although strategic site options C1, C2 and C4 do provide an opportunity to create a link to the A350 through Strategic Areas B then A. Such a road would reduce the potential impact of development on existing congested corridors. In the absence of any new link roads, development of in the Strategic Area would place significant pressure on the A4 corridor from Pewsham and through the town centre. Site option C3 has no potential to facilitate an eastern link road, potentially leading to unacceptable delays to the network.

Accessibility

- 5.31 All of the options have a very strong relationship with Abbeyfield school, however option C3 focuses more development land in the proximity of the school. All of the site options have land which is assessed as having strong to moderate access by non-motorised means of travel to the railway station, college and town centre; however access to these facilities is hindered by the opportunities to cross the River Avon. Transport evidence advises that Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities. Site option C3 has the most amount of land with strong access to public transport corridors with site option C2 performing the worst.

Environment

- 5.32 All site options, apart from site option C3, propose development that broaches the line of the North Wiltshire Rivers Way
- 5.33 Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. The options which broach the North Wiltshire Rivers Route (C1, C2 and C4) have a higher potential to reduce separation between Chippenham and Tytherton Lucas. It follows that the strategic site options which present the greatest scale of development and therefore encroach further into the landscape setting of Chippenham perform the worst in terms of potential landscape impact, with option C2 performing worst. Strategic site option C3 is bounded by the NWRR development and constrained to land in areas of higher development capacity.
- 5.34 Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is also affected by development in this Strategic Area. Land to the east of Strategic Area C is more ecologically valuable, so site options C2 and C4 which extend further east are likely to have a worse impact on designated ecological sites and/or protected species.

Flood risk

- 5.35 Drainage from all site options will be directed to the Rivers Avon or Marden. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field run off state or preferably improve it. There is a large amount of land classed as at risk of flooding within Strategic Area C although all options exclude this land from development, although the extent of land at risk of flooding may have a bearing on the potential for and design of SUDS. If a new road and dedicated links across the river occur (as per options C1, C2 and C4) and are located outside of flood zone 1, this may displace water, disrupt natural flows or involve the loss of existing flood storage. This is less likely to occur under site option C3 as this option cannot facilitate an eastern link road.

- 5.36 Due to the size and extent of site option C2 it borders both the River Avon and River Marden and consequently is likely to have the highest requirement for the management of flood risk of all the four site options.

Conclusion in relation to Strategic Area C

- 5.37 Essentially those strategic site options which extend furthest into the countryside around Chippenham present greater threats in terms of their impact on landscape, biodiversity and the potential to reduce the separation between Chippenham and Tytherton Lucas. Therefore in this respect strategic site options C2 and C4 are the least preferred from an environmental point of view. However, this needs to be balanced against the opportunity to provide better connections to this Strategic Area from the primary road network which would unlock a potentially new employment location for the town and reduce delays on existing congested transport corridors. On balance from a policy perspective, recognizing the potential opportunities provided by an Eastern Link Road, those options which could support an Eastern Link Road with relatively less environmental impact and therefore best support the objectives of the CP10 criteria should be considered further (strategic site options C1 and C4).

CP10 Criteria	C1	C2	C3	C4
	ECONOMY			
Strength		As this site option is the largest, it is most likely to have the critical mass needed to facilitate a link road and bridge	Proposes housing in the southern sector which may be more compatible with existing uses The option is likely to have low development costs, as it cannot facilitate an ELR	The site is being actively promoted by the land owner and subject to a planning application which means the site is likely to be viable and deliverable in the short to medium term.
Opportunity			This site has more land	

CP10 Criteria	C1	C2	C3	C4
			located against the A4 than the others in Strategic Area C	
Threat	A smaller site than C1 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term. However, it could introduce complications to equalisation discussions between landowners.	A larger site than C2 is being actively promoted by the land owner and subject to a planning application which means a larger site could be viable and deliverable in the short to medium term. However, it could introduce complications to equalisation discussions between landowners.	A larger site than C3 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term. However, it could introduce complications to equalisation discussions between landowners.	The option provides less employment area than others in Strategic Area C and may not be what businesses require.
Weakness	Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost	Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the	There would be no way to connect the development to Strategic Area B without an Eastern Link Road. Consequently access would have to be provided solely from the south of C3. This may not be attractive to businesses given the weak	Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time

CP10 Criteria	C1	C2	C3	C4
	<p>and time implications on the delivery of the site.</p> <p>Option C1 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p>	<p>delivery of the site.</p> <p>Option C2 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p>	<p>performance in terms of PRN access</p> <p>The lack of an employment area in the south limits choice for businesses compared to all other Area C options</p>	<p>implications on the delivery of the site.</p> <p>Option C4 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p>
	SOCIAL			
Strength				
Opportunity		<p>Has sufficient capacity (1,890 units) to notionally deliver a new GP practice on site.</p>		
Threat	<p>Potential for a threat to delivery of</p>	<p>Potential for a threat to delivery of affordable</p>		<p>Potential for a threat to delivery of affordable</p>

CP10 Criteria	C1	C2	C3	C4
	affordable housing, dependant on cost and requirement for an eastern link road and bridge.	housing, dependant on cost and requirement for an eastern link road and bridge.		housing, dependant on cost and requirement for an eastern link road and bridge.
Weakness		The site has the worst access to the Community Hospital having 80% (91 hectares) classed as 'Weak' or 'Very Weak' at more than 1.5 miles from the Hospital		
	ROAD NETWORK			
Strength		The majority (84%) of the site is over 1000m from congested corridors		
Opportunity	Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested	Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested corridors.		Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested corridors.

CP10 Criteria	C1	C2	C3	C4
	corridors.			
Threat	The opportunity to provide a link road may be tempered by the delay to development this may introduce	The opportunity to provide a link road may be tempered by the delay to development this may introduce		The opportunity to provide a link road may be tempered by the delay to development this may introduce
Weakness	<p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town</p>	<p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre</p>	<p>This option does not facilitate an eastern link road and therefore there is very little opportunity to improve access to the A350 through Strategic Areas B and A, or to reduce the potential impact of development on existing congested corridors potentially leading to unacceptable delays to the network.</p>	<p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre</p>

CP10 Criteria	C1	C2	C3	C4
	centre			
	ACCESSIBILITY			
Strength			The site option has more development concentrated around the school than other options	
Opportunity			Option C3 has the most amount of land with strong access to public transport corridors	
Threat				
Weakness		<p>Part of site option C2 extends beyond 1.5 miles away from the town centre and railway station into an area of weak access.</p> <p>41 hectares of the site is classed as "Weak" or "Very Weak" in terms of accessibility to public</p>	Part of site option C3 extends beyond 1.5 miles away from the railway station into an area of weak access.	

CP10 Criteria	C1	C2	C3	C4
		transport corridors		
	ENVIRONMENT			
Strength	Options C1 provides a clear distinct boundary as the development stops at the pylon line	The northern extent of the site is distinct as the development stops at the River Marden.	Options C3 provides a clear distinct boundary as the development stops at the pylon line and the NWRR The other options in Strategic Area C include land above the North Wiltshire Rivers Route which has a low development capacity, however option C3 does not. Option C3 constrains development to land in areas of higher development capacity.	Does not contain any land in the area of low development capacity south of Stanley Lane
Opportunity				
Threat		The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.		The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.

CP10 Criteria	C1	C2	C3	C4
Weakness	The site has small amounts of land in areas of low development capacity; above the North Wiltshire Rivers Route and south of Stanley Lane.	The site has large amounts of land in areas of low development capacity; a little to the south of Stanley Lane, and a significant amount above the North Wiltshire Rivers Route as it extends up to the River Marden Lane.	The site has very little land in an area of low development capacity, to the south of Stanley Lane.	The site has large amounts of land in areas of low development capacity above the North Wiltshire Rivers Route
	FLOOD RISK			
Strength				
Opportunity				
Threat	A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood	A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.		A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.

CP10 Criteria	C1	C2	C3	C4
	storage.			
Weakness		The site is bordered on two sides by water courses, incorporating more land at risk from flooding. Although no development would take place in these areas as they would be retained as green space.		

Strategic Area D: Strategic Site Options D1, D3, D4 and D7

Economy

- 5.38 None of the site options in Strategic Area D are an attractive location for employers as they are not connected to the A350 corridor (PRN) or other priority economic areas and would require commercial traffic to pass through the town centre to access the site placing pressure on the already congested A4 corridor and town centre as commercial vehicles access the site from the north. None of the areas benefit from association with existing, established strategic employment areas. Only strategic site options D3 and D7 are theoretically able to facilitate a Southern Link Road, to improve access to the A350 corridor. This dependency on the SLR introduces additional cost and possible delay to the delivery of jobs. However, there are land ownership constraints and a lack of developer interest that could lead to a slow speed of delivery for D3 and D7 and consequential delay to the provision of jobs.

Social

- 5.39 All strategic site options in Area D require relatively long connection to water supply (reservoir north of town) which is likely to be more expensive.
- 5.40 All sites options in Area D perform well in relation to proximity to Abbeyfield school although strategic site options D1 and D4 could be seen to be in the best locations in that regard. All sites have the scope to provide informal and formal recreation for both new and existing population. The threats posed by the sewerage treatment works and the refuse depot in relation to D3 and D7 could be overcome through mitigation. Development in all strategic site options will have an impact on Lodge Surgery which is already at capacity. The degree of impact will be dependent on the size of the site.

Road Network

- 5.41 All site options have weak potential to offer wider transport benefits to the community as the development of any of the sites would place significant pressure on the A4 corridor from Pewsham and through the town centre in the absence of any new link roads. Site options D3 and D7 provide the opportunity to create a southern link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors. Site option D1 is unlikely to provide any associated infrastructure which improves highway network resilience.

Accessibility

- 5.42 There is some potential to improve the local highway network, and bus service provision via Pewsham as all sites are well located to the A4. Exiting bus routes have recently been cancelled but additional development may create a more commercially viable proposition associated with the A4. The larger strategic site options (D3 and D4) have the most potential to generate a viable service

- 5.43 Site options D1 and D4 have a strong relationship to Abbeyfield school, however site options D3 and D7 perform better in regards to access to the town centre, railway station and existing employment areas. Nevertheless none of the site options have development land area within 1 mile of the station

Environment

- 5.44 Strategic Area D is within a former royal hunting forest, and Lodges within the strategic area reflect this historic function. Site options D3 and D7 are in close proximity to Rowden Conservation Area, whereas there is a potential impact on the visual relationship between the Bowood Estate and the edge of Chippenham from site options D1 and D4. The area is visually prominent from the A4 (Pewsham Way) and Naish Hill and there is concern that development will undermine the separation between Derry Hill, Naish Hill and Chippenham.
- 5.45 All site options could have an effect on features of ecological value, with site options D1 and D4 containing the Wiltshire and Berkshire Canal and site options D3 and D7 containing Mortimores Wood County Wildlife Site and the River Avon County Wildlife Site.

Flood risk

- 5.46 Area D is very flat compared to some other areas creating difficulties for drainage by gravity. Any development would drain directly to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effect on water levels downstream could be significant and so any developments would need to mimic the green field runoff state or preferably improve on it.
- 5.47 Site options D3 and D7 provide the opportunity for a southern link road, if new road and dedicated links across the river are required they could displace water, disrupt natural flows or involve the loss of existing flood storage, if located outside flood zone 1.

Conclusion in relation to Strategic Area D

- 5.48 Of all the Strategic Areas, the strategic site options in Area D present the greatest differences between sites. Strategic site options to the east (strategic site options D1 and D4) are relatively closer to Abbeyfield School and existing recreational areas but have the potential to reduce the separation between the edge of Chippenham and the Bowood Estate. Strategic site options to the west (strategic site options D3 and D7) have a better relationship with the town centre but potentially impact on setting of the Rowden Conservation Area. All locations will be prominent in the landscape and are poorly located in relation to the provision of employment land. However, these relative strengths and weaknesses need to be balanced against the opportunity to provide better connections to the primary road network which would potentially improve access to new employment land and potentially reduce delays on existing congested transport corridors. On balance from a policy perspective, recognizing the potential opportunities provided by a Southern Link Road, those options which could support a Southern Link Road with relatively less environmental impact should be considered further (strategic site options D3 and D7) as they best support the CP10 criteria.

CP10 Criteria	D1	D3	D4	D7
	ECONOMY			
Strength	Currently being promoted positively by developers			
Opportunity		A theoretical opportunity to connect to the A350 corridor in association with development in Area E		A theoretical opportunity to connect to the A350 corridor in association with development in Area E
Threat	This may not immediately be a site that businesses will be interested in.	The separate ownership of a strip of land alongside the A4 which would control access to the site should be seen as a risk to delivery.	This may not immediately be a site that businesses will be interested in. A section of the site is being promoted by a developer; a planning application has been submitted for Phase 1. However there is unknown willingness of land owner or developer for the other part of the site.	The separate ownership of a strip of land alongside the A4 which would control access to the site should be seen as a risk to delivery. This site relies on a Southern Link Road to connect it to the A350 to make it more attractive to businesses and could consequently be subject to high development costs. This dependency

CP10 Criteria	D1	D3	D4	D7
				Introduces possible delay to the delivery of jobs.
<p>Weakness</p>	<p>On its own, the site does not facilitate a Southern Link Road as additional land under separate ownership, not included in this option would be required in the future to complete the southern link road. Therefore no opportunity to create better relationship with the A350 corridor and thereby increase its attractiveness to employers.</p> <p>Smallest area proposed for employment development of all options and therefore the weakest in terms of providing additional choice for a variety of</p>	<p>The site is not currently being promoted actively by the land owner which could lead to a slow speed of delivery.</p> <p>This site relies on a Southern Link Road to connect it to the A350 to make it more attractive to businesses and could consequently be subject to high development costs. This dependency Introduces possible delay to the delivery of jobs.</p>	<p>On its own, the site does not facilitate a Southern Link Road as additional land under separate ownership, not included in this option, would be required to complete the southern link road in the future. Therefore no opportunity to create better relationship with the A350 corridor and thereby increase its attractiveness to employers.</p>	<p>The site is not currently being promoted actively by the land owner which could lead to a slow speed of delivery.</p> <p>This site relies on a Southern Link Road to connect it to the A350 to make it more attractive to businesses and could consequently be subject to high development costs. This dependency Introduces possible delay to the delivery of jobs.</p>

CP10 Criteria	D1	D3	D4	D7
	business uses			
	SOCIAL			
Strength	Proximity to Abbeyfield School where there is known capacity and good relationship with Stanley Park		Proximity to Abbeyfield School where there is known capacity and a good relationship to Stanley Park	
Opportunity	The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility. Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism.	The site provides the potential to enhance existing assets with the restoration of the Wiltshire and Berkshire Canal for leisure and tourism.	The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility. Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism	
Threat	One small site located along the southern edge of D1 identified as medium risk contaminated site.	Relationship to both the sewerage treatment works and the refuse disposal site is a potential threat. There may also be a threat to delivery of affordable housing dependant on cost	One small site located along the southern edge of the site identified as medium risk contaminated site.	Relationship to both the sewerage treatment works and the refuse disposal site is a potential threat. There may also be a threat to delivery of affordable

CP10 Criteria	D1	D3	D4	D7
		and requirement for a southern link road.		housing dependant on cost and requirement for a southern link road.
Weakness	A Government Pipelines and Storage System (GPSS) runs through the site. GPSS wayleaves are generally 6 metres wide (3 metres each side of the pipeline).		A Government Pipelines and Storage System (GPSS) runs through the site. GPSS wayleaves are generally 6 metres wide (3 metres each side of the pipeline).	
	ROAD NETWORK			
Strength				
Opportunity		Opportunity to create a southern link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors.		Opportunity to create a southern link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors.
Threat	Does not easily present	The opportunity to provide	Does not easily present	The opportunity to

CP10 Criteria	D1	D3	D4	D7
	wider transport opportunities for existing communities. Development at this site would also be unlikely to provide associated infrastructure which improves highway network resilience.	a link road may be tempered by the delay to development this may introduce.	wider transport opportunities for existing communities.	provide a link road may be tempered by the delay to development this may introduce.
Weakness	On its own, the site does not facilitate a Southern Link Road as additional land under separate ownership, would be required in the future to complete the southern link road.	Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors	On its own, the site does not facilitate a Southern Link Road as additional land under separate ownership, would be required in the future to complete the southern link road.	Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors
	ACCESSIBILITY			
Strength	Strong relationship with Abbeyfield school		Strong relationship with Abbeyfield school	
Opportunity	Poor opportunities to extend existing public transport routed on the	Poor opportunities to extend existing public transport routed on the A4	Poor opportunities to extend existing public transport routed on the A4 into the site,	Poor opportunities to extend existing public transport routed on the

CP10 Criteria	D1	D3	D4	D7
	<p>A4 into the site, although this site is well placed to benefit from any extended public transport that does occur..</p>	<p>into the site. Larger scale of development with multiple options for access to the A4 may provide opportunities to avoid an 'orbital' style service.</p>	<p>although this site is well placed to benefit from any extended public transport that does occur. Larger scale of development with multiple options for access to the A4 may provide opportunities to avoid an 'orbital' style service</p>	<p>A4 into the site</p>
Threat				
Weakness	<p>The site has a weak relationship with the town centre, rail station, and existing employment sites, it is also far from the A350.</p> <p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained.</p>		<p>The site has a weak relationship with the town centre, rail station, and existing employment sites, it is also far from the A350.</p>	<p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>

CP10 Criteria	D1	D3	D4	D7
	The medium to long term potential for public transport services is therefore questionable.			
	ENVIRONMENT			
Strength				
Opportunity	The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation. Potential for restoration of the Wiltshire and Berkshire Canal to improve ecological value.		The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation. Potential for restoration of the Wiltshire and Berkshire Canal to improve ecological value.	
Threat	Development could reduce the value of the ecological assets in this area, such as the	New road and dedicated links across the river if required could affect certain features of	Development could reduce the value of the ecological assets in this area, such as the Wiltshire and Berkshire	New road and dedicated links across the river if required could if affect certain features of

CP10 Criteria	D1	D3	D4	D7
	Wiltshire and Berkshire Canal.	ecological value such as Mortimores Wood County Wildlife Site, the River Avon County Wildlife Site and the disused canal and cycleway; it is also in close proximity to Rowden Conservation Area.	Canal.	ecological value such as Mortimores Wood County Wildlife Site and the River Avon County Wildlife Site; it is also in close proximity to Rowden Conservation Area.
Weakness	Potential impact on the visual relationship between the Bowood Estate and the edge of Chippenham.		Potential impact on the visual relationship between the Bowood Estate and the edge of Chippenham.	
	FLOOD RISK			
Strength	The site lies entirely in Flood Zone 1 – the area of least risk.	The majority of Site D3 is flood zone 1	The site lies entirely in Flood Zone 1 – the area of least risk.	The majority of Site D7 is flood zone 1
Opportunity				
Threat		New road and dedicated links across the river, if required, could if located outside flood zone 1		New road and dedicated links across the river, if required, could if located outside flood zone 1

CP10 Criteria	D1	D3	D4	D7
		displace water, disrupt natural flows or involve the loss of existing flood storage		displace water, disrupt natural flows or involve the loss of existing flood storage
Weakness				

Strategic Area E: Site Options E1, E2, E3 and E5

Economy

- 5.49 The strategic area is well placed in a strategic location with good access to the A350/PRN. All site options provide a large employment site which would facilitate a good introduction of choice and is deliverable in the short term. It has a strong fit with the economic assessment and has good potential to contribute to wider economic growth. Development in the strategic area would have an attractive environment with recreational opportunities possible for employees.
- 5.50 Site option E2 is being actively promoted and subject to a planning application which means the site is likely to be viable and deliverable in the short to medium term. The other site options which are larger may have a slower speed of delivery. This is especially pertinent for E5 as the nursery site is brownfield.

Social

- 5.51 The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley. The floodplain associated with the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.
- 5.52 The strategic area has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital, but does not have a good relationship with any secondary schools.
- 5.53 The distance from the strategic area to the water supply to the north of town requires a relatively long and expensive connection and may impact on the viability of this site.
- 5.54 Land contamination is thought to be low with the majority of land being farmland, although there are potential pollution sources at the sewage works and the railway line. Site option E1 is furthest from the sewage works, whereas options E2, E3 and E5 are within 350m. Option E5 includes the redevelopment of Showell Nurseries and may be at risk from contamination sources on site. Furthermore E5 includes SHLAA sites 639 and 504 which places residential development directly alongside the railway line which may experience higher levels of noise pollution.

Road network

- 5.55 Due to its location in regards to the A350, all sites perform well in terms of access to the PRN/A350. Site option E3 provides the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350 and performs particularly well in this regard.

- 5.56 The majority of the strategic area has moderate/strong links to the town centre by non-motorised modes of transport, however site option E3 has the greatest land area in the 'Weak' category. This proximity to the Town Centre means that there is a risk that development will add to the traffic passing through Chippenham and worsen congestion. Furthermore the northern part of the strategic area has large sections of land that are in close proximity to congested corridors, and development in this area may add to congestion.
- 5.57 All sites could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, although such a scheme may not be viable if option E1 is taken forward as it may not have sufficient critical mass.

Accessibility

- 5.58 The majority of the strategic area is assessed as being strong/moderate in terms of ease of access by non-motorised transport to the town centre and public transport corridors. Option E3 performs relatively weakest in terms of access to the town centre and public transport corridors because it extends further south away from the edge of Chippenham.
- 5.59 Ease of access to Chippenham's secondary schools and the railway station has been a weakness across all of the strategic area E options, however option E3 performs worst against both of these criterion.
- 5.60 Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham.

Environment

- 5.61 All site options encompass land within the Rowden Conservation Area which includes Rowden Manor and its setting. All of the site options encroach to the same extent, however an area of green space is included in all options in part to protect and preserve Rowden Manor and its setting.
- 5.62 The extent of the green space identified in all of the site options provide the opportunity to preserve the landscape characteristics in regards to the Rowden Conservation Area and associated river valley.
- 5.63 The site opens up opportunities to preserve and enhance ecological and heritage assets while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded. Site options E2 and E3 extend around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest. As option E5 redevelops the nurseries it is possible that additional research and mitigation would need to take place.

- 5.64 The site options progressively encroach further south, into the more remote and valued setting to the south of the strategic area, therefore in landscape terms E1 is strongest. Options E2 and E5 perform slightly worse and E3 extends furthest south and is weakest as it includes most development on land with a higher landscape quality.

Flood risk

- 5.65 The strategic area has areas at risk of flooding from the River Avon and several small tributary watercourses draining into the River Avon. All of the site options propose green space covering the areas at risk of flooding. Some of the area has a propensity to groundwater flooding. This may have a bearing on the design of SUDS. Site option E1 is likely to have the least management of flood risk.
- 5.66 Drainage from all site options will be directed to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.

CP10 Criteria	E1	E2	E3	E5
	ECONOMY			
Strength	Has the smallest amount of residential development with an undeveloped buffer retained between development and existing housing at Showell Nurseries	The site is being actively promoted by the land owner and subject to a planning application which means the site it likely to be viable and deliverable in the short to medium term.	The additional land in this site option is all within the area assessed as having strong access to the PRN.	
Opportunity				The site encompasses Showell Nurseries as part of the development, redevelopment of the nursery site may reduce potential conflict

CP10 Criteria	E1	E2	E3	E5
				between existing housing and new development.
Threat	<p>A larger site than E1 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term. However, as site E1 is smaller than the application it could introduce complications to equalisation discussions between landowners.</p>	<p>The site extends around Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.</p>	<p>The site completely encircles Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development,</p> <p>There is a submitted planning application within the strategic area which is smaller than site option E3, however it suggest the area is likely to be viable and deliverable in the short to medium term. However as site E3 is larger than the submitted application, the speed of delivery may be slower due to additional landowners becoming involved.</p> <p>E3 proposes a significant amount more residential</p>	<p>There is a submitted planning application within the strategic area which is smaller than site option E5, however it suggest the area is likely to be viable and deliverable in the short to medium term. However as site E5 is larger than the submitted application, the speed of delivery may be slower due to additional landowners becoming involved.</p> <p>The brownfield redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost and slow the speed of delivery for this option.</p>

CP10 Criteria	E1	E2	E3	E5
			development, which could essentially fulfil Chippenham's housing need to 2026. Relying on one site may be seen as a threat because of the time it would take to deliver and the limited choice it provides.	
Weakness			Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the railway station	
	SOCIAL			
Strength	In terms of noise, contamination and other pollution, as this site does not extend as far south as others, it does not pass close to the sewage treatment works and the			

CP10 Criteria	E1	E2	E3	E5
	southernmost residential development does not sit on the main A350 trunk road.			
Opportunity				
Threat	There are potential pollution sources at the sewage works and the railway line	There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works.	There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works.	There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works. The inclusion of SHLAA sites 639 & 504 places residential development in this area directly alongside the railway line by developing west of the B4643, development in this area would be at a higher susceptibility of higher levels of noise pollution. Furthermore, development of

CP10 Criteria	E1	E2	E3	E5
				brownfield land may be subject to contamination.
Weakness				
	ROAD NETWORK			
Strength	The site has moderate/strong links to the town centre by non-motorised modes of transport.	The site has moderate/strong links to the town centre by non-motorised modes of transport.	Strategic Site Option E3 provides the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350	The site has moderate/strong links to the town centre by non-motorised modes of transport.
Opportunity	The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however such a scheme may not be viable due to the smaller size of E1.	The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors,	The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors,	The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors,
Threat				

CP10 Criteria	E1	E2	E3	E5
Weakness			Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the town centre.	
	ACCESSIBILITY			
Strength				
Opportunity				
Threat				
Weakness	Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E1 is classified as 62% weak in terms of ease of access to Secondary Schools by non-motorised Modes of transport, at more than	Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E2 is classified as 68% weak in terms of ease of access to Secondary Schools by non-motorised Modes of transport, at more than 1.5	Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options, however option E3 performs worst in this regard. Site option E3 is classified as 73% weak in terms of ease of access to Secondary Schools by	Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E5 is classified as 68% weak in terms of ease of access to Secondary Schools by non-motorised Modes of

CP10 Criteria	E1	E2	E3	E5
	<p>1.5 miles from a secondary school</p> <p>The site has weak access for residents to the railway station</p>	<p>miles from a secondary school.</p> <p>The site has weak access for residents to the railway station. Relatively more residents are assessed as having weak access to the railway station than in E1.</p>	<p>non-motorised Modes of transport, at more than 1.5 miles from a secondary school.</p> <p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the railway station.</p> <p>Option E3 performs relatively weakest in Strategic Area E in terms of access to the town centre and public transport corridors.</p>	<p>transport at more than 1.5 miles from a secondary school.</p> <p>The site has weak access for residents to the railway station. Relatively more residents are assessed as having weak access to the railway station than in E1.</p>
	ENVIRONMENT			
Strength	<p>E1 does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south</p>	<p>E2 does not significantly encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching</p>		<p>E5 does not significantly encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development</p>

CP10 Criteria	E1	E2	E3	E5
	would do.	further south would do.		stretching further south would do..
Opportunity		The site extends around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest.	The site extends around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest.	
Threat			The development within E3 could detrimentally impact upon the environment in the south of the area, while also impacting upon the distinctive visual quality of the limestone ridge to the southeast.	With development proposed in the Showell Farm Nursery area within E5 (SHLAA site 472), it is possible that additional research and mitigation would need to take place due to the archaeological interests identified in the Showell Farm Nursery area.
Weakness			This strategic site extends around 850m further south than E1. The southern part of the strategic area has a higher landscape quality	

CP10 Criteria	E1	E2	E3	E5
			than the northern part and therefore option E3 is encroaching upon the more remote and attractive landscape to the south of the strategic area.	
	FLOOD RISK			
Strength	E1 has the smallest region that adjoins the River Avon floodplain and hence will have the lowest requirement for the management of flood risk of all the four site options in that regard.			
Opportunity				
Threat				
Weakness				

Conclusion in relation to Strategic Area E

- 5.67 The relative merits of the strategic site options in Strategic Area E generally reflect the outward extent of development proposed. For example, strategic site option E3 extends development furthest south and is the least preferred option in relation landscape impact encroaching on more remote and attractive environments and contains the largest amount of land in a location with weak access to the town centre, railway centre and leisure facilities. All strategic site options have excellent access to the primary road network and in particular the economic corridor of the A350 and do not have any major infrastructure requirements which could delay the delivery of homes and jobs. All strategic site options could have an impact on the Rowden Conservation Area but have extensive areas of green space to enable appropriate mitigation to be considered. On balance from a policy perspective, options that do not encroach too far into the countryside around Chippenham and make the best use of available land should be considered further (strategic site options E1, E2, and E5).

6. Step 6: Identify reasonable Alternative Development Strategies

Objective: To develop alternative development strategies from the Sustainability Appraisal and policy assessment of alternative strategic site options informed by the Sustainability Appraisal and policy review of Strategic Areas that could, in different ways, deliver the objectives of the Plan and the scale of growth proposed in the Wiltshire Core Strategy

Introduction

- 6.1 The SA assessment and policy assessment of each strategic area (Steps 1 and 2) introduced different concepts for alternative patterns of long term development for Chippenham. Individual strategic site options (Steps 3 to 5) have been assessed looking at likely significant social, economic and environmental effects from development (sustainability appraisal – step 4) and their individual strengths, opportunities, threats and weakness (step 5).
- 6.2 This next step, step 6, draws together this information in order to formulate alternative sets of proposals, combining different site options that might best meet strategic requirements for employment and housing development over the plan period and deliver the objectives of the Plan. It culminates in producing alternative development strategies that can be compared with each other.

a) Land requirements

- 6.3 Each alternative development strategy must be developed to provide the ‘at least’ strategic requirements for housing and employment at Chippenham as set out in Core Policy 10 of the Wiltshire Core Strategy.
- 6.4 The Core Strategy establishes indicative scales of the development for both housing and employment over the plan period 2006-2026. These are ‘at least’ 4510 dwellings and 26.5ha²⁵. Requirements for the remainder of the plan period have been updated to account for development and commitments since 2006 as follows:

²⁵ This is explained further in the Introduction and Background section of the Site Selection Report, May 2016

Table 6.1: CSAP strategic land requirements 2006 – 2026

	Core Strategy Requirement 2006-2026	Completions 2006-2015	Commitments April 2015	Residual requirement
Dwellings ²⁶	4,510	1,015	1,715	1,780
Employment land (ha.)	26.5		5.00	21.5

b) Strategic Site Option Assessments (Steps 4 and 5)

- 6.5 As explained in Chapter 3 of this report a number of strategic site options have been identified based on information contained in the strategic housing land availability assessment. Each of these sites has been assessed using Sustainability Appraisal (summarised in Chapter 4: Step 4) and the six criteria set out in Core Policy 10 of the Wiltshire Core Strategy in terms of strengths, weaknesses, opportunities and threats (summarised in Chapter 5: Step 5).
- 6.6 Sustainability appraisal indicates quite similar social and economic benefits arising from the development of strategic sites no matter where they are located. The appraisal, however, also identifies some likely significant adverse effects that would be problematic to overcome. These adverse effects constrain the suitability of some site options.
- 6.7 Against objectives of the Plan the evidence most often shows site options performing well against some objectives and less well against others. Some site options do not perform so well in terms of readily providing land well-suited to providing for business and jobs. Since a primary objective of the plan this is also a significant constraint on the suitability of a site.

Reasonable Alternative Development Concepts

- 6.8 Earlier steps in plan preparation assessed the broad strategic areas identified around Chippenham by the Wiltshire Core Strategy. As well as assessing each one's potential to accommodate large scale mixed use development, this work also looked at how the combination of different strategic areas might combine to provide different patterns of development (summarised in Chapter 2: Step 2).
- 6.9 Those development concepts form the basis for developing alternative development strategies. In terms of the consideration of sites to be included in the alternative development strategies there are two conditions which may result in a site not being taken further forward at this stage:
- conclusions from either the sustainability appraisal or policy analysis that a strategic site option is highly unlikely to deliver sustainability objectives or policy objectives
 - the degree to which a site option can be a component of one or more development concepts that can be taken forward to form a strategy. If an option does not support or 'fit' any development strategy it may be a reason for rejecting it from further assessment.
- 6.10 A strategic site option may be in more than one development strategy.
- 6.11 Step 2 (Chapter 2) identified five possible development concepts. The five concepts represent, in very broad terms, different patterns for Chippenham's long term growth,

²⁶ Housing Land Supply Statement, April 2015 (CHSG/08)

without considering in detail what individual or in combination opportunities there may be, what constraints exist and how each may be capable of delivery.

- 6.12 Three of the possible development concepts also involve the delivery of a link road connection between the A4 and A350; not a by-pass, in the sense of taking existing through traffic out of the town, but primarily a link to gain access to a site and which is necessary to maintain the effectiveness of the town's local road network, to support the impact of development and so help protect the town and vitality and viability of the town centre in particular.
- 6.13 The concepts (illustrated in Chapter 2: Step 2) are:
- 1) the A350 corridor (strategic areas A and E)
 - 2) an eastern link road (strategic areas B and C)
 - 3) a southern link road (strategic areas D and E)
 - 4) a mixed strategy (strategic areas B,C and E)
 - 5) a dispersed strategy (all strategic areas)
- 6.14 Based on early traffic modelling of different scenarios²⁷, some of these development concepts involve Chippenham's growth linked to new roads that might help to address pressures from growth on the transport network. Growth without such mitigation could worsen congestion so much as to harm the vitality of the town centre and the town's resilience as whole, undermining its potential to provide for substantial economic development and job creation.
- 6.15 The different development scenarios tested in the transport evidence was responding to the Wiltshire Core Strategy requirement at Core Policy 10, criterion 3 that development :
'Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing transport impacts, including impacts affecting the attractiveness of the town centre'.
- 6.16 The National Planning Policy Framework recognises that building a strong, responsive and competitive economy, does not only involve ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; but also by identifying and coordinating development requirements, including the provision of infrastructure²⁸.

Developing Reasonable Alternative Development Strategies

- 6.17 Step 6 is divided into three main tasks to:
- come to a conclusion on each **strategic site options suitability** for development as part of a reasonable alternative development strategy,
 - combine suitable site options into **Alternative Development Strategies** based on the development concepts. Each development strategy must, for instance, at least provide sufficient land to meet strategic requirements for employment and housing development set out in Table 6.1; and then

²⁷ Transport and Accessibility Assessment Part 1, October 2014, paragraph 7.9, CEPS/04

²⁸ National Planning Policy Framework, paragraph 7 (CNNP/01)

- set out the evidence for **achieving and delivering** each Alternative Development Strategies describing the evidence as to the degree and manner to which they are achievable.
- 6.18 The conclusions on the suitability of an individual site option does not rely on the simple fact that a site has been promoted for development in the SHLAA but has been informed by the SA and policy review of each site to determine their potential to deliver sustainable growth and the objectives of the Plan.

Site Option Suitability

- 6.19 This section summarises the key findings about each strategic site option from the assessments that have been undertaken (Steps 1-2 and Steps 4-5) and makes a judgment as to whether each one should or should not be taken forward in one or other alternative development strategies.
- 6.20 The evaluations included in each table have been informed by
- the sustainability appraisal of
 - strategic areas (Chapter 1: Step 1)
 - and strategic site options (Chapter 4: Step 4)
 - Results set out in detail in Parts 1 and 2 of the Sustainability Appraisal.
 - the policy assessments of
 - strategic areas (Chapter 2: Step 2)
 - and strategic site options (Chapter 5: Step 5)
 - The results are set out in more detail in Appendix 3 and Appendix 6 to this document.
- 6.21 A summary table for each site option highlights the differences between sites. All sites are considered to be capable of delivering a range of social and economic benefits. For example all strategic site options are capable of providing a mix of housing which could be seen as a strength but this is not highlighted in the tables below as it is the differences between how and where those homes will be provided that is crucial to the judgements on which sites to take forward. Each summary therefore reports the likely significant adverse effects of development of a site option that have been recorded by sustainability appraisal. It identifies the differences and does not reiterate those aspects which are common to all.
- 6.22 Based on performance against sustainability objectives, the sustainability appraisal also recommends site options that are:
- More sustainable options for development
 - Less sustainable options for development
 - Options which should not be given further consideration
- 6.23 Consideration of site options is as follows:

More sustainable options for development

Options B1, C1, C3, C4, D7, E1, E2, E3 and E5 are of relatively higher sustainability performance and are recommended for consideration in the development of the preferred development strategy.

However, significant sustainability issues associated with Options B1, C1, C3, C4, D7 and E3 (as identified in the discussion for each option) would need to be resolved prior to inclusion in the preferred development strategy.

Less sustainable options for development

Options D1, D3 and D4 are considered less sustainable than those identified above as they deliver the least beneficial effects compared to those in the more sustainable options. They should only be given further consideration in the preferred strategy if the options identified above are not deliverable.

Options which should not be given further consideration

Option A1 due to the major adverse biodiversity effects identified should not be given further consideration in the preferred strategy.

Option C2 due to the major adverse landscape effects identified should not be given further consideration in the preferred strategy.

- 6.24 A policy assessment considers how the development of each site option will perform against the Core Policy 10 criteria, whether an objective is a strength or weakness of the site and what opportunities and threats there are to achieving an objective or meeting a CP10 criterion. In some cases a CP10 criteria may be repeated where a situation may be considered both a weakness and an opportunity. For example, sites in Strategic Area C are weak in terms of delivering employment land but there is an opportunity to improve the location's attractiveness through delivery of an Eastern Link Road. Another example can be found in Strategic Area E where the potential impact on the Rowden Conservation Area relevant to all options can be seen as a threat but could also provide the opportunity to improve access to and understanding of this heritage asset.
- 6.25 A further judgement is added as to whether a site option may take forward one or other of the development concepts developed from considering broad strategic areas and a wider pattern of development.
- 6.26 Based on the information gathered under both sustainability appraisal and a policy assessment a site option may be rejected. Where it is, the reason is given in as a conclusion.
- 6.27 The Core Policy 10 criteria are numbered as follows.

Core Policy 10 Criteria/CSAP objective

- ① Delivering economic growth
- ② Providing housing supported by appropriate infrastructure
- ③ Improving connectivity and reducing traffic impacts
- ④ Improving access to sustainable transport
- ⑤ minimising landscape impact and protecting the natural, historic and built environment
- ⑥ Managing flood risk

Strategic Site Option A1

		Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment (Performance against CP10 criteria 1-6) ① to ⑥				Step 6 : Identification of Alternative Development Strategies			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason rejected	Alternative Development Concepts
A1 Page 177	Well related to A350. Significant landscape, heritage and biodiversity constraints.	Option which should not be given further consideration MAJOR Biodiversity MODERATE Land Heritage Landscape		②	⑤ ⑥	① ③ ④	?	<input type="checkbox"/>	Major adverse effects where mitigation not possible and moderate impacts difficult to mitigate. Low employment potential and poor fit with development strategies	

		MINOR Water resources Air quality Climate change								
--	--	---	--	--	--	--	--	--	--	--

- | | |
|--|--|
| <ul style="list-style-type: none"> ❶ Delivering economic growth ❷ Providing housing supported by appropriate infrastructure ❸ Improving connectivity and reducing traffic impacts | <ul style="list-style-type: none"> ❹ Improving access to sustainable transport ❺ minimising landscape impact and protecting the natural, historic and built environment ❻ Managing flood risk |
|--|--|

Strategic Site Options B1

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
B1	Well related to the town centre. Landscape and heritage constraints.	More sustainable option for development								
Page 179		MODERATE								
		Land	① ②				✓	✓		ELR
		Heritage	④	③	⑤	③				Mixed Strategy
		Landscape								
		MINOR								
		Biodiversity								
		Water resources								



- ❶ Delivering economic growth
- ❷ Providing housing supported by appropriate infrastructure
- ❸ Improving connectivity and reducing traffic impacts
- ❹ Improving access to sustainable transport
- ❺ minimising landscape impact and protecting the natural, historic and built environment
- ❻ Managing flood risk

Strategic Area C: Strategic Site Options C1, C2, C3, C4

		Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
C1	Separated from the built up area by the River Avon. Landscape and heritage constraints. most extensive tracts of land at flood risk	More sustainable option for development								
		MODERATE Biodiversity Heritage Landscape Climate change MINOR Water resources Land	2 4	3 1	5	3 1	✓	✓		ELR Mixed Strategy

Steps 1 and 2		Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
		Air quality								
C2 Page 182	Separated from the built up area by the River Avon. Landscape and heritage constraints. most extensive tracts of land at flood risk	Option which should not be given further consideration MAJOR Landscape MODERATE Biodiversity Heritage Climate change	② ④	③ ①	⑤	③ ① ⑥	✓	☐	Major adverse effect where mitigation not possible and moderate impacts difficult to mitigate. Although fits with ELR strategy there are other options which support this strategy with reduced environmental	

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
Page 183		Air quality MINOR Water resources Land							impact.	
	C3	Separated from the built up area by the River Avon. Landscape and heritage constraints. most extensive tracts of land at flood risk	More sustainable option for development MODERATE Climate change Air quality	2 4		5	5 1	?	☐	Constraining development to the south of the North Wiltshire Rivers Route removes opportunity for ELR and introduction of an attractive employment

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
Page 184		MINOR Biodiversity Heritage Landscape Water resources Land							location	
	C4	Separated from the built up area by the River Avon. Landscape and heritage constraints. most extensive tracts of land at flood risk	More sustainable option for development MODERATE Biodiversity Heritage	2 4	3 1	5	3 1	✓	✓	

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
Page 185		Landscape Climate change MINOR Water resources Land Air quality								

- | | |
|--|--|
| <ul style="list-style-type: none"> ❶ Delivering economic growth ❷ Providing housing supported by appropriate infrastructure ❸ Improving connectivity and reducing traffic impacts | <ul style="list-style-type: none"> ❹ Improving access to sustainable transport ❺ minimising landscape impact and protecting the natural, historic and built environment ❻ Managing flood risk |
|--|--|

Strategic Area D: Strategic Site Options D1, D3, D4, D7

Strategic Site Option	Strategic Area Sustainability Issues	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
			Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
D1	Poorly related to A350 and town centre. Visually prominent from surrounding high ground	Less sustainable options for development MODERATE Air quality Climate change Land Economy Employment MINOR Biodiversity	②	② ⑤		① ③ ④	<input type="checkbox"/>	<input type="checkbox"/>	Limited support for an employment led strategy, multiple weaknesses in relation to policy requirements and poor fit with development strategies	

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
		Water resources Landscape								
D3 Page 187	Poorly related to A350 and town centre. Visually prominent from surrounding high ground	Less sustainable options for development MODERATE Air quality Climate change Land Economy Landscape		1 2 3	5 2 4		✓	☐	As with other strategic site options in Strategic Area D there is limited support for an employment led strategy. It is similar in its affects as Strategic Site Option D7 which provides the benefits of access to the	

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
Page 188		MINOR Biodiversity Water resources Heritage							A350 as part of a smaller site. D3 should be considered as part of a longer term plan as it cannot be developed without preceding investment in infrastructure .	
D4	Poorly related to A350 and town centre. Visually prominent from surrounding high ground	Less sustainable options for development MODERATE	2	3 2 5	5	1 3 4	□	□	Limited support for an employment led strategy, multiple weaknesses	

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
Page 189		Air quality Climate change Land Employment Landscape MINOR Biodiversity Water resources							in relation to policy requirements and poor fit with development strategies	
D7	Poorly related to A350 and town centre. Visually prominent from surrounding	More sustainable option for development		① ③	① ② ④ ⑤		✓	✓		SLR

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
Page 190	high ground.	MODERATE Climate change Land Landscape Biodiversity Heritage MINOR Air quality Water resources								

- ❶ Delivering economic growth
- ❷ Providing housing supported by appropriate infrastructure

- ❹ Improving access to sustainable transport
- ❺ minimising landscape impact and protecting the natural, historic and built environment

⑤ Improving connectivity and reducing traffic impacts

⑥ Managing flood risk

Steps 1 and 2		Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6				
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept	
E2 Page 193	Well-related to the A350 for employment delivery. Limited transport and landscape impacts. Heritage constraints	More sustainable option for development									
		MODERATE									
		Land	① ③								
				③ ⑤				✓	✓		Mixed Strategy
		MINOR	④								
		Biodiversity									
		Water resources									
		Air quality									
		Heritage									
Community											

Steps 1 and 2		Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
E3	Well-related to the A350 for employment delivery. Limited transport and landscape impacts. Heritage constraints	More sustainable option for development								
		MODERATE Land Landscape MINOR Biodiversity Water resources Air quality Heritage Community	1 3	3 5	5 2	4	✓	<input type="checkbox"/>	Extends development furthest south and is the least preferred option in relation landscape impact encroaching on more remote and attractive environments and contains the largest amount of land in a location with weak access to the town centre,	

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
									railway centre and leisure facilities	
E5 Page 195	Well-related to the A350 for employment delivery. Limited transport and landscape impacts. Heritage constraints	More sustainable option for development MODERATE Land MINOR Biodiversity Water resources Air quality	1 3 4	3 5	2 5		✓	✓		SLR

	Steps 1 and 2	Step 4 : Sustainability Appraisal	Step 5: SWOT Assessment				Step 6			
Strategic Site Option	Strategic Area Sustainability Issues	Adverse environmental effects on ..	Strength	Opportunity	Threat	Weakness	Fit with Development Concepts	Rejected or Accepted	Reason	Alternative Development Concept
		Heritage Community Landscape								

- | | | | | | | | | | | | |
|---|----------------------------|---|---|---|---|---|---|---|--|---|---------------------|
| ❶ | Delivering economic growth | ❷ | Providing housing supported by appropriate infrastructure | ❸ | Improving connectivity and reducing traffic impacts | ❹ | Improving access to sustainable transport | ❺ | minimising landscape impact and protecting the natural, historic and built environment | ❻ | Managing flood risk |
|---|----------------------------|---|---|---|---|---|---|---|--|---|---------------------|

Conclusion

- 6.28 Comparing the extent of adverse impacts for each strategic site option identified in the SA and clustering the strengths and weakness each site has in relation to the CP10 criteria begins to give a picture of the stronger and weaker strategic site options. The assessment of site options suitability indicates that strategic site options A1, C2, C3, D1, D3, D4 and E3 are not suited to be taken forward as potential component parts of alternative development strategies.
- 6.29 For site options A1 and C2 the Sustainability Appraisal has identified a major adverse effect which is not possible to mitigate. Significant harm to biodiversity interests resulting from development in Site Option A1 cannot be adequately mitigated and may well be avoided through the locating development on an alternative site with less harmful impacts. The same circumstance affects site option C2 but in terms of the harmful visual impact of development. As the Sustainability Appraisal suggests, other locations, therefore provide sites more suited to growth without major adverse impact and should be preferred.

Strategic Site Option A1 – SA conclusions

- 6.30 *‘The assessment results for this option identify the presence of one major adverse effect (with mitigation not considered possible). This relates to environmental objective SO1 and arises out of the cumulative effects the adjacent permitted development site and Option A1 would have on the Birds Marsh Wood County Wildlife Site (CWS). The green space proposed at Option A1 would not provide sufficient mitigation to adequately prevent harm to the CWS. As a result of this important issue, it is recommended that this site should not be taken forward’.* (paragraph 1.2.1, Part 2 SA)

Strategic Site Option C2 – SA conclusions

- 6.31 *Option C2 represents a large site option. The greater scale of development results in major adverse effects in terms of visual impacts upon the landscape character of a wide area. The large proportion of development proposed in the sensitive Marden Valley also suggests that mitigation cannot be achieved when so much development will affect the whole landscape character of the valley and the extent of development also encroaches into the setting of Tytherton Lucas Conservation Area (SO7). As a result of these important issues, it is recommended that this site option should not be taken forward.* (paragraph 1.5.1, Part 2 SA)
- 6.32 Site options A1, C3, D1 and D4 are particularly not suited to supporting an employment led strategy given their existing relationship with the existing highway network and strategic employment sites. Opportunities to improve the attractiveness of these locations for business are extremely limited. For example strategic site options D1 and D4 would not benefit from the improved location that can be achieved through the completion of a Southern Link Road without being combined with other strategic site options to create a much larger development. There are more appropriate locations within Strategic Area D.

Strategic Site Options D1 and D4 – Policy assessment conclusions in relation to economy and transport

- 6.33 This site is not located in the A350 corridor. Access is via the A4, and through the town centre. Development places significant pressure on the A4 corridor. Individually they do not facilitate a Southern Link Road and so there is no opportunity to create better relationship with the A350 corridor and thereby increase its attractiveness to employers.
- 6.34 These sites overall have weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. On their own these sites do not provide the opportunity to create a southern link road to improve access to the A350 and reduce the potential impact of development on existing congested corridors.
- 6.35 Strategic site option D3 does facilitate the possibility of a Southern Link Road but the opportunity to capitalise on the potential to provide this road is better represented by strategic site option D7 because of the scale of growth proposed. In combination with the development in Strategic Area E needed to facilitate the southern link road the SLR strategy would be proposing close to 3000 homes which is well in excess of the residual plan requirement if Strategic Site Option D3 were taken forward.

Strategic Site Option E3 – Policy assessment conclusion

- 6.36 Extends development furthest south and is the least preferred option in relation landscape impact encroaching on more remote and attractive environments and contains the largest amount of land in a location with weak access to the town centre, railway centre and leisure facilities
- 6.37 Strategic site option E3 would also involve a scale of development that would concentrate land supply on one location to the detriment of housing choice and prospects for achieving rates of development sought to meet indicative requirements.

Alternative Development Strategies

- 6.38 Table 6.2 below summarises the conclusions of the assessments, highlighting site options that are suited to being taken forward as potential component parts of alternative development strategies.

Table 6.2: Strategic site options taken forward

Site	Fit with development concept	Accepted or Rejected	Development Concept
A1	?	<input type="checkbox"/>	
B1	<input type="checkbox"/>	<input type="checkbox"/>	ELR Mixed Strategy Dispersed

Site	Fit with development concept	Accepted or Rejected	Development Concept
C1	<input type="checkbox"/>	<input type="checkbox"/>	ELR Mixed Strategy Dispersed
C2	<input type="checkbox"/>	<input type="checkbox"/>	
C3	?	<input type="checkbox"/>	
C4	<input type="checkbox"/>	<input type="checkbox"/>	ELR Dispersed
D1	<input type="checkbox"/>	<input type="checkbox"/>	
D3	<input type="checkbox"/>	<input type="checkbox"/>	
D4	<input type="checkbox"/>	<input type="checkbox"/>	
D7	<input type="checkbox"/>	<input type="checkbox"/>	SLR
E1	<input type="checkbox"/>	<input type="checkbox"/>	SLR Dispersed
E2	<input type="checkbox"/>	<input type="checkbox"/>	Mixed Strategy Dispersed
E3	<input type="checkbox"/>	<input type="checkbox"/>	
E5	<input type="checkbox"/>	<input type="checkbox"/>	SLR Dispersed

6.39 Having regard to the concepts outlined in Step 2 earlier, the strategic site options taken forward would produce the following scales of development against each of the development concepts:

A350 Corridor

6.40 Rejection of site option A1, primarily on environmental grounds, removes the possibility of a pattern of development following the A350 corridor concept in so far as providing a choice of sites in both strategic areas A and E together. The most

appropriate location for further employment development associated with the A350 corridor has already been permitted as part of the North Chippenham planning application.

- 6.41 Possible site options in Area E could approach strategic requirements for residential development in terms of scale on its own. However, it is unlikely that such a focus on one major extension would deliver the rate of housing development necessary over remaining years of the plan period to deliver the core strategy requirements by 2026. Especially as the larger a site involves more individual land owners. One extension would also not have the benefit of a marked choice of locations for home buyers.
- 6.42 None of the original strategic site options in Strategic Area E indicated additional land for business over and above that envisaged at Showell Farm. It would not seem likely that there would be adequate provision for the scale, rate and choice of employment development sought over the plan period if a strategy focuses on a single urban extension. An A350 corridor concept is therefore not judged to be a reasonable alternative development strategy.

An Eastern Link Road

- 6.43 Strategic Site Options B1 and C4 provide for the scale of housing development required over the plan period. The choice of site options in different locations offers the prospect of delivering multiple outlets which also enhances the likelihood of delivering the strategic housing requirements over the plan period.
- 6.44 These site options, however, (as presented in Appendix 4 - Identification of alternative strategic site options) do not provide for the scale of employment development sought. If the scale of employment land could be increased in one or other site then this concept need not be abandoned.
- 6.45 The visual prominence of site option B1, does not recommend the option for a significantly greater scale of employment development than considered thus far when compared to the larger area of land proposed in strategic site option C4. This site provides greater scope, borne out by the fact that other site options under consideration in Strategic Area C provide significantly more land for employment development. An Eastern Link Road Strategy is therefore judged to be a reasonable alternative development strategy.
- 6.46 The strategy relies on linking to the development committed at North Chippenham and therefore the co-ordination of three main areas for development and a number of land owning interest. It involves the provision of big ticket items notably in the form of river and railway bridges that are necessary to support the development involved.
- 6.47 Assessments indicate a number of environmental considerations which must be addressed when considering this option, notably development avoiding adverse effects on the River Avon and the particular potential for harmful impacts on the wider landscape from development in the Marden Valley and to heritage assets.

Southern Link Road

- 6.48 Site options D7 and E5 exceed strategic land requirements for both new dwellings and land for employment development. Site option E5 includes land parcels that would be enveloped as the urban area extends southwards. The approach responds to the recommendation of SA for a more compact development pattern. Site option E5 would however provide a more coherent and logical approach to development, recognising the wider implications of extending the urban area. A larger allocation is therefore justifiable
- 6.49 The overall scale of development, however, exceeds indicative requirements. One developer interest predominates in strategic area E and less land could be allocated in Area E based on the proposition of this 'main site'. No developer is yet promoting site option D7 and there are several land ownership obstacles to resolve as well as the need to undertake much more detailed investigations of the site. Assuring a selection of different developers within strategic area E improves possibilities for supply achieving the rates of house building sought as a plan objective.
- 6.50 Although one developer interest predominates and smaller sites toward the periphery might complicate delivery, this does not seem to represent an insuperable barrier.
- 6.51 Site option D7 has potential land ownership risks to delivery. Whilst the majority of the land holding is in one ownership other parties hold land at the River Avon necessary to provide a link road bridge. Site option D7 would need to extend to the bank of the River Avon. There is also a third ownership in a similar controlling position with respect to an access on to Pewsham Way.
- 6.52 Again, there are clear risks to delivery, this time focussed largely on land in Area D, because of the dependence of land on the co-ordination of a number of land owners. Also there are exceptional costs around bridging the River Avon.
- 6.53 Notable environmental considerations are the need to preserve the character and setting of Rowden conservation area and listed buildings. Development must also avoid adverse effects on the River Avon. However, the Southern Link Road strategy is judged to be a reasonable alternative development strategy even though the scale of growth proposed would exceed the minimum housing land requirements. The scale of growth is to support necessary infrastructure.

Mixed Strategy

- 6.54 Site options E2, B1 and C1 represented the pattern of development proposed in this concept and taken forward in the submitted plan. These proposals exceed strategic land requirements although some land would be expected to be delivered after the plan period or specifically reserved for use beyond 2026.
- 6.55 The submitted plan strategy proposes development in strategic area E, because this provides immediate employment land, while at the same time planning to deliver an Eastern Link Road (through sites B1 and C1) justified as the means to manage the impacts of growth and deliver a key item of road infrastructure to support the town's growth as a whole.
- 6.56 The submitted plan strategy would tackle most of the environmental considerations of both southern and eastern link strategies. It would carry the delivery risks surrounding provision of an Eastern Link Road. Assessments indicate a number of

environmental considerations which must be addressed when considering this option, notably development avoiding adverse effects on the River Avon and the particular potential for harmful impacts on the wider landscape from development in the Marden Valley and to heritage assets. Notable environmental considerations also include the need to preserve the character and setting of Rowden conservation area and listed buildings.

- 6.57 A less ambitious mixed strategy would be to include allocated sites to deliver the plan requirements for both housing and employment land which do not prevent the longer term expansion of Chippenham (effectively paving the way for future growth). This would mean deferring proposals east of the River Avon for a decision to be considered in the next plan period. Whilst site option C1 seeks to minimise development and adverse impacts from development on the Marden Valley, it contemplates development in this area nonetheless alongside the construction of a link road and river bridge.
- 6.58 A strategy involving site option E5, as described above, and B1 would also deliver the scale of development needed over the plan period with potentially less risk.
- 6.59 It is therefore considered that there are two reasonable alternative development strategies which could be referred to as mixed strategies. These are the submitted plan strategy (strategic site options E2, B1 and C1) and a mixed strategy (strategic site options E5 and B1).

Dispersed Strategy

- 6.60 A dispersed strategy envisaged development in all the strategic areas, according to all the developers' individual plans. There are several planning applications currently being promoted. Two involve site options A1 and D1. Each of these has been rejected as a conclusion of site assessment. This removes the need to consider a dispersed strategy because other site options are considered as part of other alternative development strategies.

Conclusion – Selected Alternative Development Strategies.

- 6.61 Four alternative development strategies can, in principle, meet strategic land requirements, based on the following site options

Table 6.2: Reasonable Alternative Development Strategies taken forward

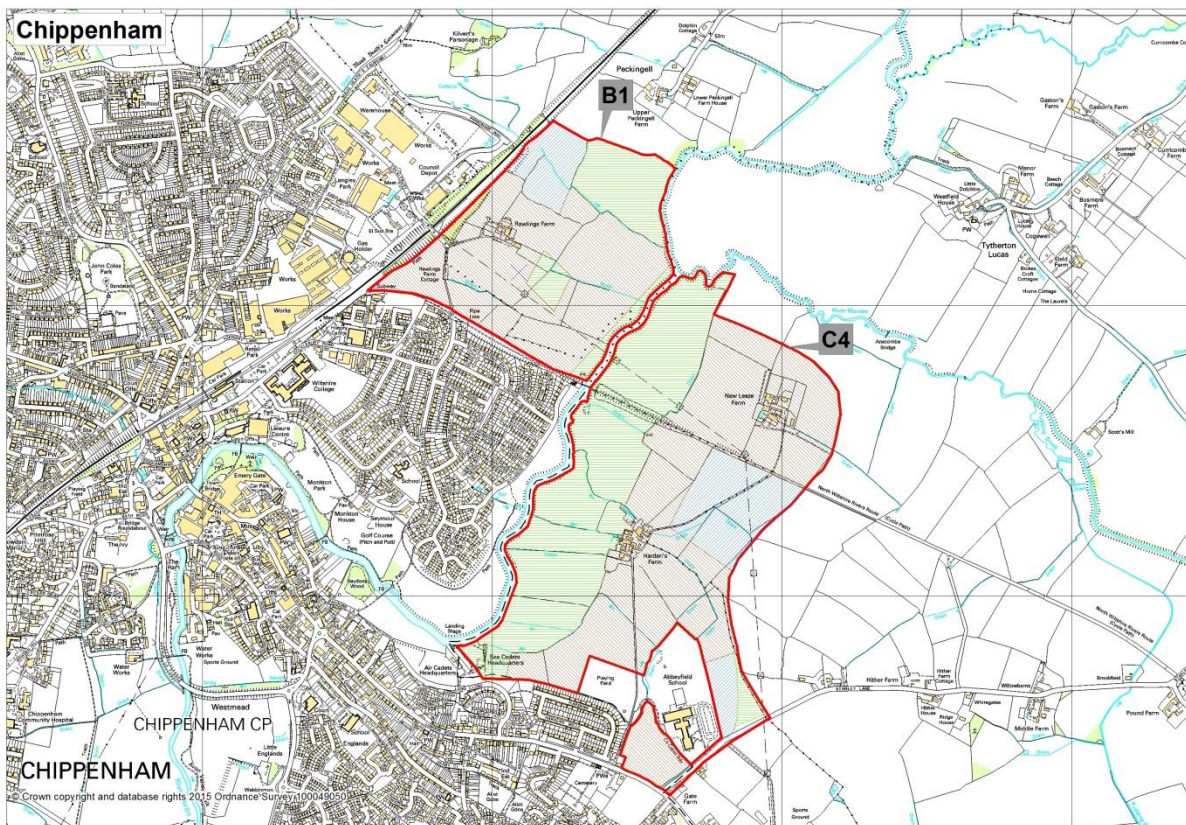
Strategy Name	Site Option	Employment (ha)	Housing
An Eastern Link Road	B1 and C4	21.00	2000
Southern Link Road	D7 and E5	28.60	2450
Submitted Plan	B1, C1 and E2	28.10 (+15 post 2026)	2500
Mixed	B1 and E5	23.00	2050

- 6.62 Each of these strategies has been worked up in more detail, explained and shown below. In terms of the scales of growth proposed the Eastern Link Road Strategy and the Mixed Strategy are similar and are more closely aligned to the 'at least'

development requirements of the Wiltshire Core Strategy (about 5% contingency over the core strategy housing requirement).

- 6.63 The Submitted Strategy and the Southern Link Road Strategy are more ambitious and seek to provide longer term settlement resilience for Chippenham though the delivery of new infrastructure (about 16% contingency over the core strategy housing requirement). They remain reasonable alternatives because it is important to test the potential social and economic benefits of a larger scale of growth against the potential environmental harm in order to understand how best to promote sustainable development at Chippenham.
- 6.64 The scale of development provided by a Southern Link Road strategy recognises the uncertainty and greater time that might be needed to deliver a site option that has so far not been promoted for development, site option D7. It balances this factor by improving prospects for supply in strategic area E.
- 6.65 The scale of development provided by the Submitted Plan is an employment-led strategy justified by aiming to achieve social and economic benefits as soon as possible; by providing employment land for immediate needs and by ensuring a continuity of supply for the future as well as resulting in an Eastern Link Road built by 2026.
- 6.66 Supporting evidence for each alternative includes understanding traffic impacts, viability assessment and an assessment of risks to delivery associated with each development strategy. Each alternative strategy can therefore be tested as to whether it has a reasonable prospect of delivery.

An Eastern Link Strategy



Allocations

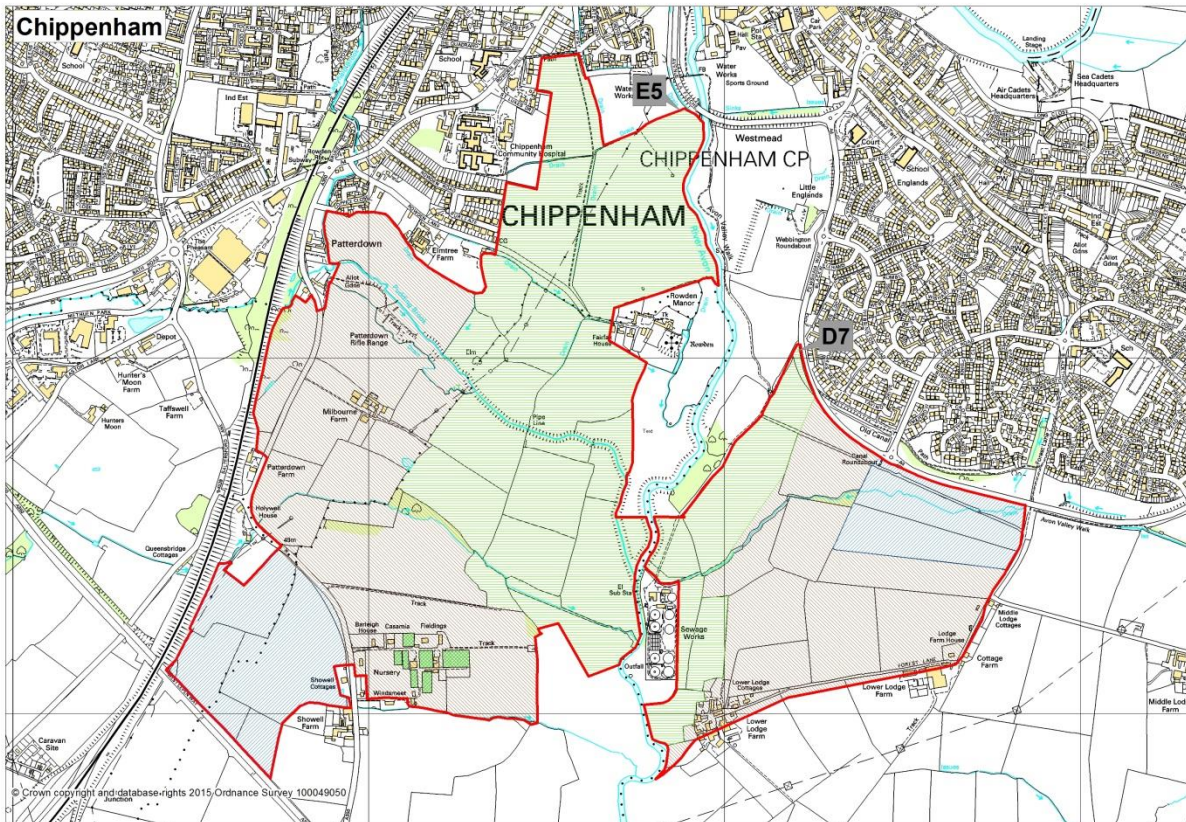
- 6.67 The Eastern Link Strategy is based around the delivery of two new allocated sites; strategic site options C4 and B1 alongside development already permitted at North Chippenham.
- 6.68 Site options B1 and C4 are each being promoted for development by their respective landowners and are subject to current planning applications. Together they are proposing up to 2,200 dwellings and approximately 15ha of land for employment development.
- 6.69 Assessments of site options C highlight the landscape sensitivity of land north of the North Wiltshire Rivers Way in terms of its visual prominence in the wider landscape and degree of intrusion into a rural area; visual impact, noise and light pollution are areas of concern. Evidence suggests that where development does take place it should be designed within a strong landscape framework and at a lower density. It would also seem appropriate to avoid locating employment uses in this area if there are better opportunities within the site.
- 6.70 Whilst the site options meet the scale of land for housing required over the plan period, the scale of employment land promoted in planning applications, however, is 6ha less than the amount required. Other site options in strategic area C show that there are possibilities for a greater scale of employment development and that additional employment land can therefore be indicated south of the North Wiltshire Rivers Way.
- 6.71 To compensate for the loss of land to employment uses, other land for residential development can be added to the site, at Landers Field. This site constitutes additional land that would be enveloped within the urban area as a result of developing site option C4. The site has already been included as a part of other site options.
- 6.72 The strategy proposals therefore take a conservative view of development densities on site options B1 and the area north of the North Wiltshire Rivers Way and require layout and design to be set within a strong landscape framework
- 6.73 Site option B1 represents, according to the results of the landscape assessment, the most prominent location for development in the vicinity of the town. To counteract visual, light and noise pollution, development should take place at a lower density throughout the site and within a strong strategic landscape framework. An additional area of indicative green space is proposed on the northern side as a main individual component of such a framework providing a substantial northern boundary to the site in order to create an acceptable impact.
- 6.74 Landscape impact also constrains the type of employment premises the site should accommodate. The site's location in reasonable proximity to the town centre suggests that a more flexible range of employment uses would be appropriate if they complement and do not serve to undermine the vitality and viability of the town centre. In these circumstances it might not be appropriate to indicate an area of land but require that a total of 5ha of land be provided for employment development but allow for it, if necessary, to be dispersed around the development.

- 6.75 Taking account of these design elements and an increase in the proposed amount of employment land, the scale of residential development provided by this strategy is much less than scales currently envisaged by developers.
- 6.76 As indicated in the transport evidence²⁹, site option B1 will require two access points one from Monkton Park and a second via a link over the railway from Parsonage Way, and ultimately a connection to development permitted at North Chippenham. Without mitigation in the form of an Eastern Link Road connecting the A4 to the A350, relying on development of site option B1, all development of site option C4 would need to be served by the A4.
- 6.77 Development would need to be supported by two new primary schools, one on each site. The development of site B1 could also accommodate growth in primary pupil numbers at North Chippenham. Land would be reserved within site C4 to allow for the future expansion of Abbey field School.
- 6.78 The proposals deliver 56.4ha of land for green space that would constitute a riverside park realising a long term ambition to make greater use of the potential of this corridor for informal recreation, new cycle and footpaths

Site	Employment (ha)	Residential (dwellings)	Green space (ha)	Infrastructure requirements Other comments
Rawlings Green (B1)	5	650	17	Cocklebury Link Road 1 2FE Primary School Housing numbers reduced form 730 indicated in the original strategic site option to respond to landscape and heritage constraints
East Chippenham (C4)	16	1350	39.4	Eastern Link Road (including River Avon bridge) 1 2FE Primary School 2.5ha land reserved for the expansion of Abbeyfield School Employment land increased from 10.08 hectares indicated in the original strategic site option and housing numbers increased to reflect higher densities and the inclusion of Landers Field.
TOTAL	21	2000	56.4	

²⁹ Supplement to Transport and Accessibility Evidence: Part 1a: Strategic Site Options

A Southern Link Road Strategy



Allocations

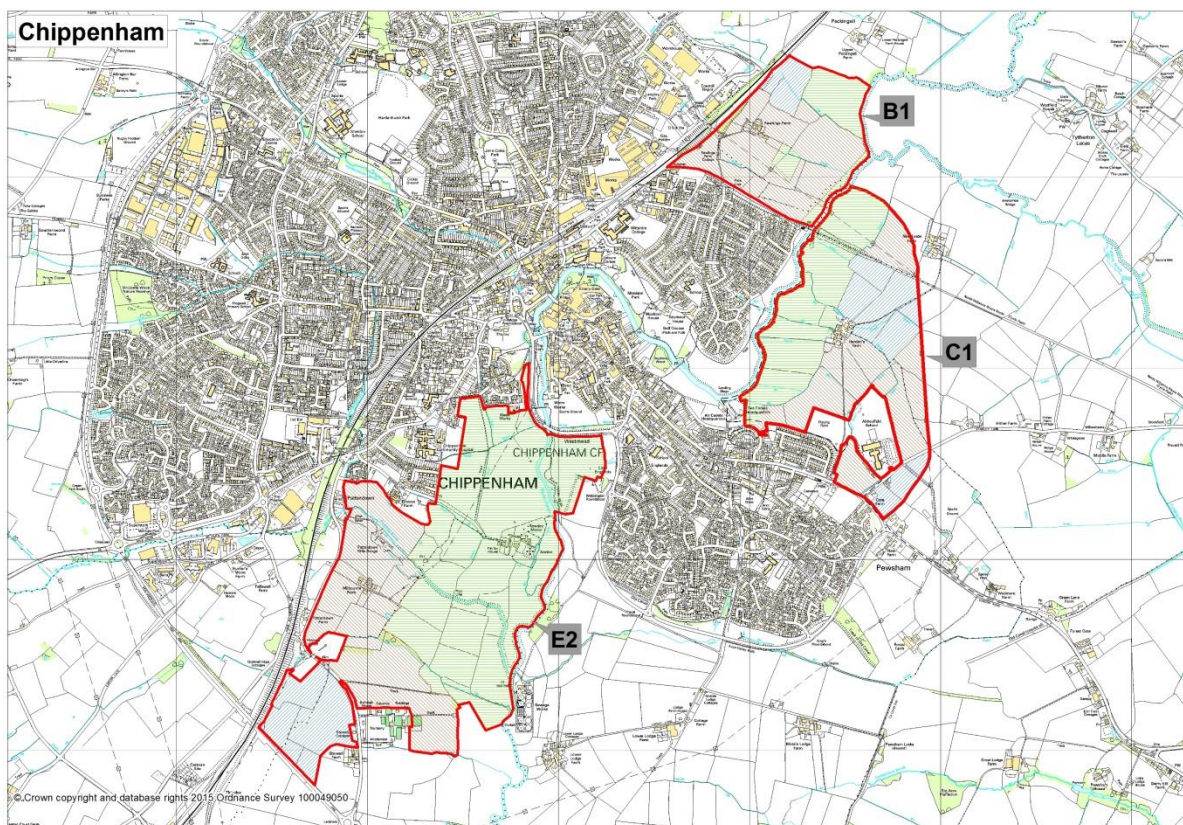
- 6.79 A Southern Link Road strategy is based on allocating strategic site options E5 and D7.
- 6.80 Site option E5 represents the largest of all the site options being taken forward and requires a range of new facilities to serve it. Proposals will need to include provision for a 2 form entry school and a local centre providing for shops and services to the neighbourhood.
- 6.81 The E5 site would involve building out from the edge of Chippenham and the main area divides into a number of sub areas
- west of the B4528
 - east of the B4528
 - Showell Nurseries
- 6.82 Each would be able to take access from the B4528 and be delineated by existing features such as Pudding Brook. This would support the aim of compact development sought by sustainability appraisal as well as help create interest and appropriate scale local environments. It is anticipated that the whole of strategic site option E5 will not be delivered within the plan period.
- 6.83 Traffic mitigation in relation to site option E5 would be in the form of improvements to the existing highway network and enabling the unfettered access from the B4528 to land to the east over the river. Whilst access to strategic site option D7 would be

from Pewsham Way, traffic mitigation would include the delivery of a southern link connecting the A4 at Pewsham to the A350.

- 6.84 A single developer interest predominates on a 'main site' and further sites will be developed that involve land parcels enveloped as the urban area extends. This includes the redevelopment of the nursery. A master plan solely for the main site will be sufficient to lead development of the whole allocation. The size, character and location of further sites does not merit one comprehensive master plan. This might delay delivery unnecessarily. Further sites can be developed independently provided, functionally, they demonstrate that they integrate with the main site in terms of meeting local community needs and traffic management
- 6.85 Extensions to each site would require additional green space, reflecting flood risk and also their position in relation to the Rowden Conservation Area and setting to listed buildings such as Rowden Manor.
- 6.86 The proposals deliver 90ha of land for green space that would constitute a riverside park realising a long term ambition to make greater use of the potential of this corridor for informal recreation, new cycle and footpaths.
- 6.87 Development would need to be supported by two new primary schools, one on each site.

Site	Employment (ha)	Residential (dwellings)	Green space (ha)	Infrastructure requirements
South of Pewsham (D7)	10.5	1050	15.5	1 2FE Primary School Southern Link Road (inc R Avon bridge) Housing numbers increased form 805 indicated in the original strategic site option to reflect higher net density.
South West Chippenham (E5)	18.1	1400	75.4	1 2FE Primary School Southern Link Road
TOTAL	28.6	2450	90.9	

Submitted Plan



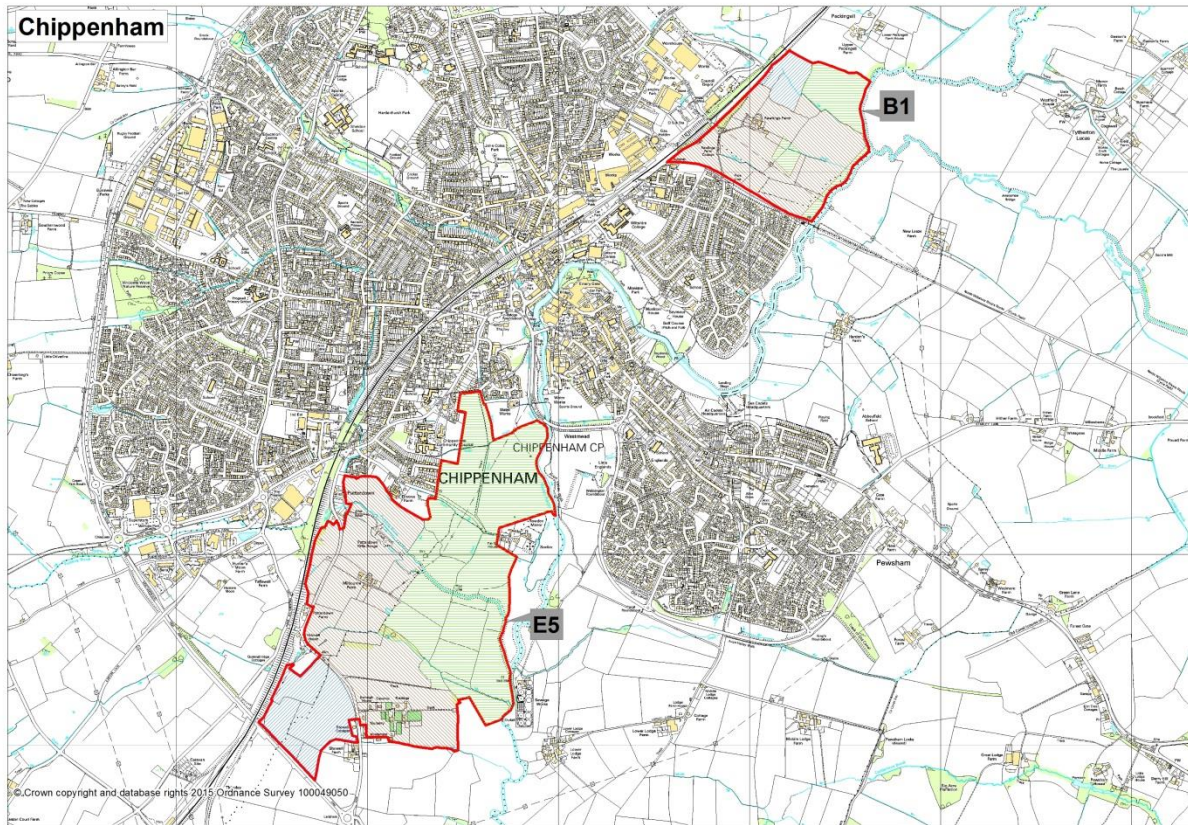
Allocations

- 6.88 The submitted Plan proposals are based on site options B1, C1 and E2.
- 6.89 Each of these site options are the subject of current planning applications, although a greater amount of development is being promoted in strategic area C.
- 6.90 Site option B1 in this strategy duplicates proposals in both the Eastern Link and Mixed Strategy. As for the Eastern Link Road strategy, the development of site option B1 would provide a link road from development at North Chippenham to Cocklebury Road.
- 6.91 Option C1 proposes limited development within the Marden Valley north of the North Wiltshire Rivers Way. 5ha of employment land is allocated during the plan period with a further 15 ha reserved for future employment development based on the potential accessibility and attractiveness of this location once an eastern link road is completed to the A350 corridor.
- 6.92 Option E2 reflects the extent of land promoted by current developers with the aim of providing a less complex and more certain, speedier route for delivery. This choice balances the more complex delivery issues that need to be managed with regard to site options B1 and C1. Similar to site option E5, however, it is not anticipated that the entire site will be completed within the plan period. Site option E2 should not prejudice provision of a link road to the south and east connecting to the A4, but it would not be necessary to safeguard land through the development plan, in so far as allocating land, until such a proposal, if justified, became more certain.

- 6.93 Development would need to be supported by three new primary schools, one on each site and local centres in both South West and East Chippenham sites. Land would be reserved for the expansion of Abbeyfield School.
- 6.94 The proposals deliver 155 ha of land for green space that would constitute a riverside park realising a long term ambition to make greater use of the potential of this corridor for informal recreation, new cycle and footpaths.
- 6.95 Notable environmental considerations include the need to preserve the character and setting of Rowden and Tytherton Lucas conservation areas and other heritage assets prevalent on each proposed allocation.

Site	Employment (ha)	Residential (dwellings)	Green space (ha)	Infrastructure requirements
Rawlings Green (B1)	5	650	17	Cocklebury Link Road 1 2FE Primary School Housing numbers reduced form 730 indicated in the original strategic site option to respond to landscape and heritage constraints
East Chippenham (C1)	20	850	35	Eastern Link Road (including River Avon bridge) 1 2FE Primary School 2.5ha land reserved for the expansion of Abbeyfield School Housing numbers increased from 775 indicated in the original strategic site option to reflect submitted plan.
South West Chippenham (E2)	18	1000	103	1 2FE Primary School Housing numbers reduced form 1140 indicated in the original strategic site option to respond to heritage constraints
TOTAL	43	2500	155	

Mixed Strategy



Allocations

- 6.96 A Mixed Strategy represents a less ambitious version of the submitted plan, recognising the greater potential for development south of Chippenham is based site options B1 and E5.
- 6.97 Proposals for each site duplicate those for each site option in other strategies. It would be necessary to ensure neither site option prejudiced provision of a link road either to the south or east connecting to the A4, but it would not be necessary to safeguard land through the development plan, in so far as allocating land, until proposals for one or other became more certain.
- 6.98 Development would need to be supported by two new primary schools, one on each site.
- 6.99 The proposals deliver 92.4 ha of land for green space that would constitute a riverside park realising a long term ambition to make greater use of the potential of this corridor for informal recreation, new cycle ways and footpaths.

Site	Employment (ha)	Residential (dwellings)	Green space (ha)	Infrastructure requirements
Rawlings Green (B1)	5	650	17	Cocklebury Link Road (...) 1 2FE Primary School Housing numbers reduced form 730

				indicated in the original strategic site option to respond to landscape and heritage constraints
South West Chippenham (E5)	18	1400	75.4	1 2FE Primary School
TOTAL	23	2050	92.4	

Next steps

Strategy name	Dwellings	Employment (ha)	Green space
Eastern Link Road	2000	21.0	56.4
Southern Link Road	2450	28.6	90.9
Submitted Plan	2500	43.1	155
Mixed	2050	23.1	92.4

- 6.100 Each of the strategies listed above will be tested through Sustainability Assessment supported by additional evidence in relation to the transport impacts of each³⁰, an understanding of viability³¹ and an understanding of the risks to delivery associated with each strategy.
- 6.101 The National Planning Policy Framework asks that plan preparation requires careful attention to viability and costs. Plans should be deliverable. Therefore, the sites and the scale of development identified in the plan should not be subject to such a scale of obligations and policy burdens that their ability to be developed viably is threatened. Each alternative strategy involves significant infrastructure costs, including, in several cases, 'big ticket' items such as road and rail bridges. These elements must be deliverable alongside policy objectives, such as delivering affordable housing. (This is considered as part of Step 8: Selecting a preferred development strategy.)
- 6.102 Some strategies also depend for their delivery on the coordination of different land owners. A lack of co-ordination might lead to different impacts or completely prevent a strategy from being delivered at all. Such aspects need to be considered and risks like these addressed; looking at their likelihood, significance and what measures or contingencies might avoid, reduce or mitigate their impacts.
- 6.103 To develop a preferred strategy there will need to be an understanding of the risks associated with the delivery of each site. There is a straightforward, comparative risk assessment of each alternative development strategy and this is appendix 7. Findings are considered as part of Step 8: Identifying a preferred development strategy. Risks can include:

³⁰ Addendum to Evidence Paper 3: Transport and Accessibility Part 2a – Alternative Development Strategies (CEPS/05a)

³¹ Viability Assessment of Strategic Site Options

- Lack of agreement between land owners
- Ransom and co-ordination issues
- Cost of delivery of individual infrastructure projects
- Development left incomplete without road link
- Development cannot fund road and other infrastructure
- Surface water management issues
- SUDS do not decrease flood risk and possibly increase it)
- Landscape impacts are detrimental

7. Step 7 Sustainability Appraisal of Reasonable Alternative Development Strategies

Objective: To identify a development strategy that promotes the most sustainable pattern of development at Chippenham.

Introduction

- 7.1 Previous steps led to the formulation of four alternative development strategies (see previous chapter 6). Supporting a selection of sites and infrastructure proposals, the appraisal has had regard to viability and risk assessments of each strategy.
- 7.2 Sustainability Appraisal considers each of the alternatives using a set of sustainability objectives (SOs) and a framework using decision aiding questions to assess likely significant effects of each strategy under each objective.
- 7.3 The likely significant effects of each reasonable alternative development strategy are presented in full in part two of the addendums to the submitted draft sustainability appraisal.
- 7.4 The appraisal results in a set of judgments about each strategy and recommends a strategy to take forward based on achieving sustainability benefits across the spectrum of economic, social and environmental impacts than others. It also suggests amendments and additional areas for mitigation.

Summary of Conclusions

- 7.5 Likely effects are measured through a scale from major positive to major adverse (green through to red) against each sustainability objective question. They are presented in a summary table as reproduced as table 1 below.
- 7.6 The objectives are divided between socio-economic and environmental. As might be expected, broadly speaking, more positive effects are reported under socio-economic objectives and more negative effects under the environmental ones.
- 7.7 The appraisal concludes by saying:
“On the basis of the comparative assessments undertaken for the alternative strategies in the previous section, the following conclusions can be reached:
- 7.8 An analysis of the results (in table 1.7 – reproduced as figure 1 below) indicates that all alternative strategies present a mix of often common beneficial and adverse effects of varying scales and there is no single strategy that stands out as preferred for all three dimensions of sustainable development (environment, social and economic) simultaneously. For each strategy beneficial effects are more noticeable against socio-economic objectives whereas adverse effects are more prominent for the environmental objectives. The identification of preferred strategy(ies) is therefore reliant on finding the strategy(ies) that provides the best balance between environmental and socio-economic objectives.
- 7.9 It should be noted that the approach taken in order to identify the preferred strategy has been to focus on significant effects being predicted. These are moderate effects of problematic mitigation represented by orange cells in Table 1.7 (which should be minimised in a preferred strategy) and moderate and strong beneficial effects

represented by darker green cells in Table 1.7 (which should be maximised in a preferred strategy). This approach addresses the risk of placing more weight on some SA objectives than others because they have a higher number of criteria (e.g. SO2 Land has four criteria whereas SO8 Housing has only one) and focusses on the sustainability matters that are of strategic importance.

Commonalities between strategies

- 7.10 All alternative strategies are predicted to have moderate adverse effects of problematic mitigation for Greenfield and BMV land (SO2), due to the permanent loss of substantial quantities of BMV agricultural land as insufficient non-BMV land exists within each development strategy to deliver the scale of development proposed. This loss is considered inevitable.
- 7.11 All alternative strategies are predicted to have moderate adverse effects of problematic mitigation concerning the generation of increased carbon dioxide emissions (SO5a) from large scale development and vehicle emissions. This increase is considered inevitable given the large scale of development being proposed.
- 7.12 All alternative strategies are predicted to have equal potential for the generation of renewable energy (SO5a). All development sites proposed in the strategies hold the potential to support the delivery of on-site renewable or very low carbon generation. This could offset to some extent the predicted significant increase in carbon dioxide emissions but not sufficiently to reduce its significance.
- 7.13 All alternative strategies are assessed to have moderate effects deemed problematic to mitigate in terms of effects on heritage (SO6) and landscape character and visual amenity (SO7). Parts of the proposed development for all strategies would occur within lands which contribute to the open setting of nearby Conservation Area(s) and/or lands and listed buildings which are of an elevated nature and visually prominent and/or which contribute to the visual separation of Pewsham and Naish Hill.
- 7.14 All alternative strategies are predicted to share minor adverse effects regarding access by sustainable transport to proposed residential and employment areas (SO10, SO12). Improvements to public transport and non-motorised access would be required for the four strategies. These improvements are considered achievable.
- 7.15 All alternative strategies share minor adverse effects for water resources (SO3 Management measures would be needed to ensure greenfield rates of runoff or better and buffer zones between developable areas and small water courses such as Pudding Brook would be required. This is considered achievable.
- 7.16 All alternative strategies share minor adverse effects on air and environmental pollution (SO4). This is primarily due to a balance of beneficial and adverse effects being predicted as a result of the new link roads proposed in the various alternatives which will divert traffic from current hotspots, but the level of development proposed is expected to lead to a net increase in vehicles using the local roads resulting in minor adverse effects on air quality.
- 7.17 All alternative strategies share minor adverse effects for climate change vulnerability (SO5b) as development would largely be located in Flood Zone 1 in all

alternative strategies although, for some strategies, development near Pudding Brook would need to avoid Flood Zones 2 and 3 and river crossings would need to ensure floodwaters are not impeded. This is considered achievable.

Differences between strategies

- 7.18 All but the Mixed Strategy alternative are predicted to have moderate adverse effects with mitigation considered problematic associated with designated and undesignated sites of biodiversity and geological value (SO1). This relates primarily to the provision of a bridge crossing the River Avon and dissecting the River Avon County Wildlife Site for the other three strategies. While the design and alignment of the bridge can somehow reduce adverse effects on biodiversity, adequate mitigation of effects could be problematic because of the loss of the wildlife site habitats.
- 7.19 From an assessment perspective, prediction of minor adverse effects indicate that mitigation is possible and resulting effects will be minor (not significant), thus not a cause of concern. No effects being predicted aren't a cause of concern either. On the other hand, moderate adverse effects indicate that mitigation is problematic and might actually not work resulting in the occurrence of undesirable significant adverse effects. On this basis, the least number of moderate adverse effects a strategy presents the more preferred it becomes from a sustainability perspective.
- 7.20 The Mixed Strategy alternative demonstrates the least number of effects deemed problematic to mitigate against environmental objectives and as such is considered the preferred alternative from an environmental sustainability perspective.
- 7.21 From an assessment perspective and has highlighted earlier, prediction of moderate or major beneficial effects indicates that a strategy would have significant positive effects which are welcomed from a sustainability perspective.
- 7.22 The Submitted Strategy alternative provides the most major positive effects for socio-economic objectives (SO8, SO11 and SO12). This is due to the provision of a substantial quantum of dwellings (2500) and employment land (43.1 ha) and the provision of infrastructure that will help promote economic growth. It includes land with strong access to the PRN and a choice of locations in close proximity to Principal Employment Areas and existing employment areas. The quantum of employment land is approximately twice as much as for the other three strategies, as the strategy safeguards approximately 21.5 ha of employment land for the future in locations that are likely to become attractive to business in the next plan period. Without this additional employment land, the socio-economic benefits arising from the Submitted Strategy are comparable to those for the other strategies. The inclusion of this additional land and provision of dwellings above the residual requirement in the plan would result in additional Greenfield/BMV site development that may not be necessary at this stage to fulfil the development need at Chippenham. In addition, the river crossing associated with link road is the main cause for moderate adverse effects being identified for the biodiversity objective.
- 7.23 It should be noted that the fulfilment of the minimum residual housing and employment requirements (1780 dwellings and 21.5ha of employment land,) is understood as representing the development need for Chippenham.

- 7.24 On this basis, the ELR Strategy would deliver the least socio-economic benefits due to the quantum of employment land being proposed being smaller (21ha) than the minimum residual requirement (21.5 ha) and therefore its full potential has not been fulfilled through the proposed strategy. Although this shortfall could be addressed if this Strategy was to be taken forward, the ELR Strategy provides a choice of employment locations but relies on the provision of the ELR to bring land forward with strong access to the PRN. The river crossing associated with link road in the ELR Strategy is the main cause for moderate adverse effects being identified for the biodiversity objective.
- 7.25 The SLR Strategy and the Mixed Strategy provide very similar levels of socio-economic benefits across the socio-economic objectives, with the difference that the SLR Strategy provides major beneficial benefits for affordable housing (SO8) and for provision of infrastructure that will help promote economic growth (SO11) as opposed to moderate beneficial effects being identified for the Mixed Strategy. This is due to the larger quantum of dwellings and the link road proposed for the SLR Strategy. Both strategies include employment land with strong access to the PRN and a choice of locations but the SLR strategy relies on the provision of the SLR to improve access to the PRN for the delivery of all employment land. The river crossing associated with link road in the SLR Strategy is the main cause for moderate adverse effects being identified for the biodiversity objective and the provision of dwellings above the residual requirement associated with the SLR would result in additional Greenfield/BMV agricultural land being developed which may not be needed at this stage to fulfil development need in Chippenham. The Mixed Strategy doesn't present such issues.
- 7.26 Taking into account performance across the environmental and socio-economic objectives in order to find the preferred strategy together with the fulfilment of the minimum residual housing and employment requirements, it is considered that the Mixed Strategy is the alternative with the best sustainability performance and it is recommended as the preferred alternative. However, this would require satisfactory solution of the heritage and landscape adverse effects identified prior to taking this alternative forward"

Topic		Eastern Link Road	Southern Link Road	Submitted	Mixed
ENVIRONMENT					
Biodiversity	SO1				
	SO1				
Land	SO2				
	SO2				
	SO2				
	SO2				
Water resources	SO3				
	SO3				
Air and environmental pollution	SO4				
	SO4				
	SO4				
Climate change - emissions	SO5a				
	SO5a				
Climate change - vulnerability	SO5b				
SO5b					
Historic	SO6				
Landscape	SO7				
SOCIO-ECONOMIC					
Housing	SO8				
Community	SO9				
	SO9				
	SO9				
	SO9				
Sustainable transport	SO10				
	SO10				
Economy	SO11				
	SO11				
	SO11				
	SO11				
Employment	SO12				
	SO12				
	SO12				

Figure 7.1: Summary of Alternative Development Strategies Assessments Scores

Next Steps

- 7.27 The alternative development strategies will be compared on an equitable basis using a similar SWOT framework to the one used in Step 2. This will be informed by these Sustainability Appraisal results.
- 7.28 Selection of a preferred development strategy will have the goal of achieving social, economic and environmental benefits together. Reflecting an employment-led strategy, the selection of a preferred strategy will consider the alternative with the greatest net support for economic growth and settlement resilience.

8. Step 8: Selection of a preferred development strategy

Objective: to identify a preferred development strategy that delivers the Plan’s objectives informed by sustainability appraisal

Introduction

8.1 Previous steps have assessed a number of site options and broad strategic areas culminating in a set of four alternative development strategies for Chippenham named:

- An eastern link road
- A southern link road
- Submitted plan
- Mixed

8.2 The rationale and justification for these strategies is explained in step 6. Each strategy combines the following site options and delivers different scale of development:

Strategy name	Dwellings	Employment (ha)	Green space
Eastern Link Road Sites B1 and C4	2000	21.0	56.4
Southern Link Road Sites D7 and E5	2450	28.6	90.9
Submitted Plan Sites B1, C1 and E2	2500	43.1	155.0
Mixed Sites B1 and E5	2050	23.1	92.4

8.3 This step brings together the conclusions and recommendations of the Sustainability Appraisal of Alternative Development Strategies and the conclusions of a policy assessment of the alternative strategies which are compared on an equitable basis. As in previous steps the policy assessment is done using a similar SWOT framework to the one used in Step 2 and 5. The review also draws on the conclusions of a Risk Assessment carried out to inform the selection of a preferred alternative development strategy.

8.4 The central purpose of this step is to select a preferred development strategy with the goal of achieving social, economic and environmental benefits together. Reflecting the need for an employment-led strategy, the selection of a preferred strategy is however based on choosing the alternative with the greatest net support for economic growth and settlement resilience when compared to the potential for harm against Core Policy 10 criteria 2 to 6. Once the outcomes of the SA and SWOT analysis have been identified, the second half of this step identifies a

selected alternative development strategy and develops this into the preferred strategy for the Plan. This involves looking in more detail at the selected strategy, the recommendations of the SA and the sites proposed. It falls into two parts:

8.5 **Context and requirements** summarising how the Preferred Strategy needs to take account of:

- site constraints
- risks to delivery
- plan objectives
- the vision for Chippenham; and
- national planning policy

8.6 **Content:** the rationale for the content of the Preferred Strategy including how proposals are justified, meet Plan objectives and are consistent with the National Planning Policy Framework;

- meeting plan objectives;
- addressing site constraints; and
- delivery

Part 1: review summary and conclusions of SA and policy assessments

Summary and conclusions of SA

8.7 Considered in more detail in Chapter 7, Step 7, Sustainability Appraisal has reported the likely significant effects of each reasonable alternative development strategy and recommends the mixed strategy, based on achieving sustainability benefits across the spectrum of economic, social and environmental impacts. As well as advising on the likely significant effects of the mixed strategy the assessment also recommends several amendments or additional mitigations that might be attached to the delivery of the strategy to ensure a strategy's acceptability or realise particular sustainability benefits.

It concludes:

8.8 *"Taking into account performance across the environmental and socio-economic objectives in order to find the preferred strategy together with the fulfilment of the minimum residual housing and employment requirements, it is considered that the Mixed Strategy is the alternative with the best sustainability performance and it is recommended as the preferred alternative. However, this would require satisfactory solution of the heritage and landscape adverse effects identified prior to taking this alternative forward."*

Summary of SWOT assessment

8.9 Each of the alternative strategies is assessed against each one of the criteria contained in Core Policy 10. These are set out below with a comment on each to illustrate where there is potential for harm

Core Policy 10 Criteria	
Criteria	Possible harm
❶ The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience	The strategy fails deliver substantial new jobs and land for business development
❷ The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them	Lack of infrastructure, a poor mix of homes including affordable housing
❸ Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre	Poor traffic impacts on the local network, harm to the vitality and viability of the town centre because of congestion and little wider transport benefit
❹ Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment	Poor access to every day destinations by alternatives to the private car
❺ Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside	Poor impacts on the landscape, substantial harm to heritage assets and biodiversity
❻ Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere	Increase flood risk

8.10 Sustainability Appraisal recommends the mixed strategy over the alternatives. A detailed SWOT assessment has assessed each of the alternative strategies. The results are sets out in **APPENDIX 8** and summarised below under each criteria.

8.11 ***1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience***

8.12 The Eastern Link Road (ELR) Strategy has the weakest opportunities to ensure the delivery of a choice of premises for employment. The amount of land to be provided is less than the residual requirement. Although this could potentially be remedied by a layout for site option C4 corresponding to site option C1, the scale of employment provision for which this site option is being promoted is even less than is being suggested by this strategy. It would also create pressures for a higher density of

housing in order to achieve indicative requirements. The need for the most extensive new road infrastructure may have significant cost and time implications for the delivery of land. There would also be a delay to the delivery of employment land attractive to business pending the completion of the ELR when land is required as soon as possible.

- 8.13 The Southern Link Road (SLR) Strategy has moderate opportunities to ensure the delivery of a choice of premises for employment. 18ha of land could be provided without the delivery of significant infrastructure. The opportunity to provide for additional employment land would be improved with the completion of the SLR but, similar to the ELR strategy, this would involve a delay when there are more urgent needs for employment land.
- 8.14 The Submitted and Mixed Strategies both have good potential to ensure the delivery of a choice of premises for employment. They offer different locations matching different business needs of business from more traditional industrial uses that can be accommodated in SW Chippenham, as with the SLR strategy, but also edge of town centre business uses as at site option B1. They can do so relatively quickly and both strategies will provide more than the residual requirement, although the Submitted Strategy will provide more employment land and opportunities for a choice of employment premises over the longer term.
- 8.15 The timing and choice of sites is a strength of the Mixed and Submitted strategies. The delay and uncertainty around employment provision in ELR and SLR strategies are a weakness.
- 8.16 ***2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them***
- 8.17 The overall amount of housing to be provided by each strategy exceeds the residual requirement and there is potential to provide a mix of house types for both market and affordable housing. The Eastern Link Road (ELR), Southern Link Road (SLR), and Submitted strategies all provide the opportunity to create or contribute towards a link road which will improve access to the A350 from the east of Chippenham and reduce the potential impact of development on existing congested corridors. However, the need for a link road may result in a delay to development in Sites B1, C1 and D7. i.e. only a limited number of homes and jobs can be created until a new link road is available. It may also affect the delivery of affordable housing on those sites. Sites E2 and E5 which are identified in the SLR, Submitted or Mixed Strategies are able to be delivered without a new link road enabling housing and jobs to be delivered early. The SLR Strategy includes Site D7 which currently is not being promoted and combined with the need for infrastructure is likely to lead to a low speed of delivery of the housing and facilities in this location. The Mixed Strategy includes Site E5 and B1 which enable housing to be delivered early. The Submitted Strategy 8 by also including Site C1 enables some housing to be delivered early and the eastern link road to be delivered in full to address congestion issues in the town.
- 8.18 The deliverability of land for housing development in SW Chippenham is a strength shared by the all the strategies except the ELR strategy. There are threats to the

delivery of housing arising from the added complexity of the significant infrastructure that this strategy needs in place which might delay development or create pressures to reduce proportions of affordable housing.

- 8.19 **3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre**
- 8.20 The Eastern Link Road Strategy and Submitted Strategy both provide the opportunity to create or contribute towards a link road which will improve access to the A350 from the east of Chippenham and reduce the potential impact of development on existing congested corridors. The Mixed Strategy performs slightly weaker as an opportunity because although it may contribute towards the production of an Eastern Link Road, it will not be provided in full.
- 8.21 Transport evidence indicates that the Eastern Link Road strategy provides greater benefit to the existing community than the Southern Link Road strategy.³² The Southern Link Road Strategy is predicted to potentially result in some poor traffic impacts in the local network and is therefore a threat.
- 8.22 **4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment**
- 8.23 All four strategies have a good relationship with the town centre and provide opportunities to improve access to key facilities by non-motorised transport. The Eastern Link Road Strategy, Submitted Strategy and Mixed Strategy all include Site Option B1 which in particular has a strong relationship with the railway station, college and leisure centre. The Southern Link Road Strategy, Submitted Strategy and Mixed Strategy all include sites which have weaker links with the railway station, college and leisure centre, however, there is potential for improved new walking and cycling links. The Eastern Link Road Strategy and Submitted Strategy both include an eastern link road which once completed could also improve access to the railway by car and/or public transport from the eastern side of Chippenham. However, the Eastern Link Road Strategy and Submitted Strategy sites options in strategic areas B and C are not particularly close to any existing GP surgeries, whereas the Southern Link Road, Submitted and Mixed strategies include site options that are nearer to the Community Hospital which is the location where there is a preference to provide additional capacity to relieve pressure on individual GPs surgeries. Access to secondary schools from site options in strategic area E are a weakness affecting Submitted, Mixed and SLR strategies, however site options E2 and E5 in terms of accessibility are assessed as good overall when considered alongside other destinations such as the town centre and railway station.
- 8.24 Each of the strategies present opportunities under this criterion to improve access to every day destinations by alternatives to the private car.

³² Supplement to Evidence Paper 3: Transport and Accessibility: Part 2a – Assessment of alternative development strategies Table 4-1 (CEPS/05a)

- 8.25 ***5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside***
- 8.26 All alternative strategies will have some landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, although they do provide opportunities to improve biodiversity and access and enjoyment of the countryside. The Eastern Link Road Strategy includes Sites B1 and C4. Site B1 has a high visual prominence and the site is likely to be sensitive to encroachment from the town. It also contains Rawlings Farm which is a heritage asset. However potential mitigation exists in the form of lower density of development and prevention of intrusive large buildings on the site. Site C4 has several areas which have moderate to low development capacity. The reasons for the moderate to low development capacity is the fact that land north of the North Wiltshire Rivers Route is located on higher ground that is more visually prominent, is land that maintains separation between Chippenham and Tytherton Lucas and constitutes the relatively remote and tranquil area around the River Marden and land associated with the floodplain of the River Avon. Together these impacts are difficult to mitigate. The area of land in the vicinity of Harden's Mead is marginally less sensitive being located on lower ground next to the eastern edge of Chippenham, but does contain Hardens Farmhouse which is a heritage asset. Sites B1 and C4 both contain certain features of ecological value including the River Avon County Wildlife Site where there is potential for mitigation.
- 8.27 The Southern Link Road Strategy contains certain features of ecological value such as Mortimores Wood County Wildlife Site and the River Avon County Wildlife Site as well as Rowden Manor and Rowden Conservation Area. There is potential for mitigation in relation to each aspect which means there are areas within site options in strategic areas E and D that will have moderate but also low development capacity.
- 8.28 The Submitted Strategy contains site options E2, B1 and C1. The majority of development in C1 is proposed south of the North Wiltshire Rivers Route in the vicinity of Harden's Mead which is considered to be marginally less sensitive for development being located on lower ground next to the eastern edge of Chippenham, although it does contain Harden Farmhouse which is a heritage asset. Site B1 has a high visual prominence and the site is likely to be sensitive to encroachment from the town. It also contains Rawlings Farmhouse which is a heritage asset. However potential mitigation exists in the form of lower density of development and prevention of intrusive large buildings on the site. Site E5 contains certain features of ecological value including the River Avon County Wildlife Site as well as the Rowden Conservation Area where there is potential for mitigation.
- 8.29 The Mixed Strategy contains site options E5 and B1. Site B1 has a high visual prominence and the site is likely to be sensitive to encroachment from the town. It also contains Rawlings Farm which is heritage asset. However potential mitigation exists in the form of lower density of development and prevention of intrusive large buildings on the site. Site E5 contains certain features of ecological value including

the River Avon County Wildlife Site as well as Rowden Manor and Rowden Conservation Area where there is potential for mitigation.

- 8.30 All the strategies involve possibilities threatening poor impacts on the quality of the landscape, heritage and biodiversity assets.
- 8.31 **6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere**
- 8.32 All land proposed for development is within zone 1. All strategies would include sustainable drainage measures to at least replicate greenfield rates of surface water discharge. None of the strategies would therefore increase peak flows on the River Avon and increase the risk of flooding elsewhere. All strategies contain some land classified as floodplain (zones 2 and 3) associated with the River Avon. This provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.
- 8.33 By development taking place outside flood zones and through the use of sustainable drainage measures, each of the alternative strategies is considered capable of avoiding an increase in flood risk and providing opportunities to better manage surface water.

Selecting a Preferred Strategy

- 8.34 The selection of a preferred alternative development strategy is informed by both the conclusions of the sustainability appraisal (SA) and the policy assessment. As stated above the SA concludes that the mixed strategy is preferred. The SA conclusions are reflected in the discussion below.
- 8.35 The comparison of the alternatives based on the policy assessment set out above can be summarised as follows. With criteria 1, that relates to economic growth and resilience highlighted in green, each alternative strategy has the six criteria reported by whether they represent a strength, opportunity, threat or weakness.

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)				
	Strength	Opportunity	Threat	Weakness
Eastern Link Road		③ ④ ⑥	② ⑤	①
Southern Link Road	②	④ ⑥	③ ⑤	①
Submitted	① ②	③ ④ ⑥	⑤	
Mixed	① ②	③ ④ ⑥	⑤	

Core Policy 10 Criteria/CSAP objective

- ① Delivering economic growth
- ② Providing housing supported by appropriate infrastructure
- ③ Improving connectivity and reducing traffic impacts
- ④ Improving access to sustainable transport
- ⑤ Minimising landscape impact and protecting the natural, historic and built environment
- ⑥ Managing flood risk

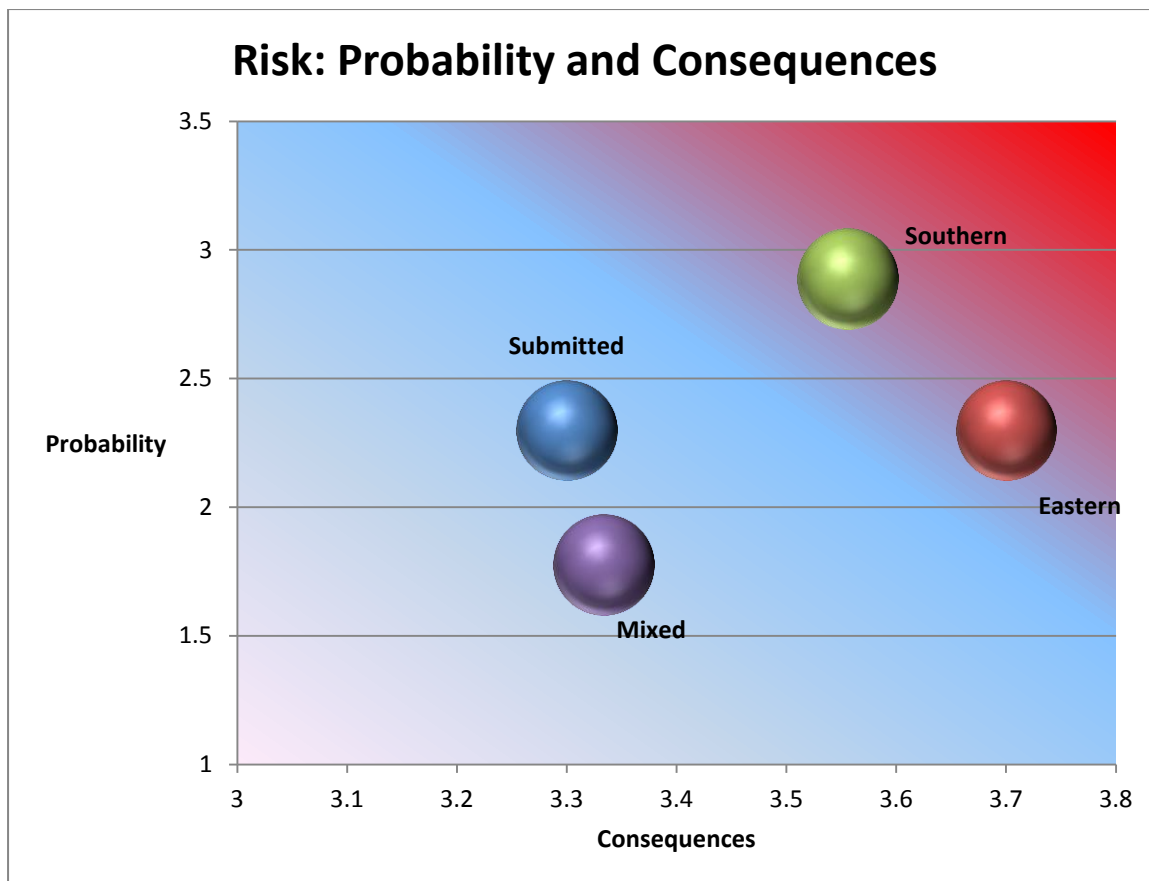
8.36 The submitted strategy along with the mixed strategy has economic growth and greater resilience as a strength (criterion 1). Prospects for economic growth are seen as a weakness of both Eastern and Southern Link Road strategies.

8.37 Mixed and submitted strategies also stand apart from these latter two by having fewer weakness and threats overall. On this basis a choice of preferred strategy appears to be between Mixed and Submitted Strategies. Sustainability appraisal prefers the Mixed Strategy.³³ It states:

8.38 *“Taking into account performance across the environmental and socio-economic objectives in order to find the preferred strategy together with the fulfilment of the minimum residual housing and employment requirements, it is considered that the Mixed Strategy is the alternative with the best sustainability performance and it is recommended as the preferred alternative. However, this would require satisfactory solution of the heritage and landscape adverse effects identified prior to taking this alternative forward.”*

8.39 To inform the selection of a preferred development strategy a risk assessment was also carried out to understand the different risks posed by each alternative development strategy being considered. The conclusion of the exercise is illustrated in Chart 1, below. The detailed assessment is found at **APPENDIX 7**. The specific risks in relation to each strategy are discussed further below in the context of each alternative development strategy.

³³ CSUS/11 Addendum 2 of the Draft Revised Sustainability Appraisal Report.



8.40 In addition an independent viability assessment has assessed the ability of each of the site options within each alternative development strategy to judge whether they are capable of development whilst funding infrastructure requirements and levels of affordable housing sought by the Wiltshire Core Strategy³⁴. Again the conclusions are reflected in the discussion below.

Southern link road strategy

8.41 Sustainability appraisal considers the socio-economic benefits of the Southern Link Road strategy equivalent to the mixed strategy with additional major benefits in terms of housing and the provision of infrastructure that would support economic growth. The moderate adverse effects of dissecting the River Avon CWS are however considered problematic to mitigate.

8.42 Viability assessment shows each of the strategic site options within the southern link road strategy to be viable at target levels of affordable housing provision. Risk assessment, however, shows this strategy to involve the most risk of the alternatives.

8.43 By comparison to the stronger two strategies the SWOT analysis indicates that a Southern Link Road strategy is weak in terms of economic growth because of

³⁴ Chippenham Strategic Site Viability Assessment, BNP Paribas (April 2016)

uncertainty about the scale and timing by which employment land can be provided. Whilst the bulk of the land required during the plan period can be provided at site option E5 (18ha), land east of the river (D7) is currently not being promoted other than through the SHLAA. It is therefore more difficult to rely on site option D7 to deliver land for business development to the scale required or at the speed it is needed. Traffic evidence³⁵ shows that a southern link road (SLR) does not provide equivalent benefits to an eastern alternative. Most crucially an SLR will lead to a conflict of heavy traffic flows at the southern end of the A350 Chippenham bypass³⁶. The connection to the M4 corridor provided by the A350 is one of the town's main attractions for business investment and interrupting its functioning would therefore directly undermine an employment led strategy for the town. **This strategy is therefore rejected.**

Eastern Link Road strategy

- 8.44 Sustainability appraisal concludes that the Eastern Link Road (ELR) Strategy would deliver the least socio-economic benefits due to the quantum of employment land being proposed. Its full potential has not been fulfilled through the proposed strategy. Although this shortfall could be addressed if this Strategy was to be taken forward, the ELR Strategy provides a choice of employment locations but relies on the provision of the ELR to bring land forward with strong access to the Primary Road Network. The moderate adverse effects of dissecting the River Avon CWS are however considered problematic to mitigate.
- 8.45 Viability assessment shows each of the strategic site options within the Eastern Link Road strategy are viable at target levels of affordable housing provision. Risk assessment shows the strategy has risks akin to the Submitted Strategy but involving potentially more serious consequences because of the total reliance on a completed Eastern Link Road to deliver accessible employment land and deliver the quantum of homes required.
- 8.46 The SWOT analysis indicates that an Eastern Link Road (ELR) strategy is highly unlikely to meet local needs for employment land. Land supply for business growth is only likely to substantially materialise toward the end of the plan period when it is needed now due. This is due to the dependence for its delivery on the ELR. Traffic evidence shows benefits to the ELR that are both substantial and long term that would support economic growth. For the great majority of the plan period, however, potential for economic growth would be served by a limited scale of development at site option B1 and the possibility of some land served by the A4 within site option C4. Scope for greater provision in site option C4 would only be likely to attract significant interest once an ELR completes a link to the A350 late in the plan period. At present, developers promoting this option also seem to recognise limited potential for employment uses on the site. Land at site option B1 provides for a particular range of employment- generating uses. For environmental reasons

³⁵ Supplementary Evidence to Transport and Accessibility Evidence : Part 2a Assessment of Alternative development Strategies (CEPS/05a)

³⁶ Supplementary Evidence to Transport and Accessibility Evidence : Part 2a Assessment of Alternative development Strategies (CEPS/05a)

identified in sustainability appraisal, large commercial buildings are unacceptable³⁷. The supply of land for economic development under this strategy is therefore limited in scale, timescales are protracted and scope to meet in full the range of investment needs is limited. As a strategy it therefore fails to provide an employment-led solution to the town's future. **This strategy is therefore rejected**

- 8.47 National Planning Policy Framework requires that employment land is provided in the right places at the right times and neither Eastern nor Southern Link Strategies meet this requirement³⁸.
- 8.48 In contrast, the SWOT assessment of the alternative strategies not only shows that the Submitted and Mixed alternative development strategies perform better than the others, it also reports them as very similar in terms of the Core Policy 10 criteria. A more detailed consideration of these two options is therefore needed.

Mixed versus Submitted Strategies

- 8.49 As recognised by sustainability appraisal the submitted strategy provides the most social and economic benefits of the two strategies mainly as it proposes a greater scale of development. The sustainability appraisal however recommends:
- 8.50 *'Taking into account performance across the environmental and socio-economic objectives in order to find the preferred strategy together with the fulfilment of the minimum residual housing and employment requirements (1780 dwellings and 21.5ha of employment land) which is understood as representing development need, it is considered that the Mixed Strategy is the alternative with the best sustainability performance and it is recommended as the preferred alternative³⁹'.*
- 8.51 Overall, the differences between the two strategies, as far as environmental effects, appear as relatively marginal and most potentially adverse effects from either strategy are seen as capable of mitigation. It is therefore important to consider which of these two alternative development strategies on balance, and informed by SA, best delivers development that implements the Core Policy 10 criteria and the objectives of the CSAP.
- 8.52 There is a fundamental choice between the two strategies that can be characterised by asking whether it is justified to take some decisions now that will affect the next plan period in order to create greater settlement resilience and secure social and economic benefits as a result of the development (the Submitted Strategy); or whether decisions made now should be about delivering the homes and jobs needed now without prejudicing the longer term development needs at Chippenham (the Mixed Strategy).

Employment land supply

³⁷ CSUS/11 Draft Revised Sustainability Appraisal Report

³⁸ National Planning Policy Framework (NPPF), paragraph 7, DCLG, (March 2012)

³⁹ CSUS/11 Draft Revised Sustainability Appraisal Report

- 8.53 The need to address economic needs and to support growth would suggest the former. In recent years local economic growth has been stymied by a lack of greenfield sites. This has caused uncertainty over new investment and for existing jobs. As well as holding back prospects for the future, local businesses have lacked the space in Chippenham to consider expansion and, in some cases, have looked to move away⁴⁰.
- 8.54 Land for employment development at South West Chippenham features in both the mixed and submitted strategies. It represents the first major land release for business development for a number of years but it is also vitally important to the town's future growth that recent circumstance of no land available to business does not repeat itself. This is all too possible if the strategy simply plans for requirements over the relatively few years remaining to 2026, the end of the current local plan period.
- 8.55 More precisely, the proposition is whether or not to identify now a second business park location. The need is for serviced land that can be made available for a variety of users grouped together economically. This need is highly unlikely to change over the next ten years or more and is highly unlikely to be provided on an independent speculative basis. Available land in this form and scale cannot be delivered by other means in the Chippenham area other than in conjunction with residential development and other uses as part of a strategic site⁴¹. The Swindon and Wiltshire Economic Plan highlights the locational factor of proximity to the A350 and M4 corridor as a main determinant of attractiveness to investment⁴².
- 8.56 A second business park is provided in the Submitted Strategy within site option C1 that meets each of these criteria. There is more than a reasonable prospect of development taking place but only once an Eastern Link Road creates a direct connection to the A350. The assessment of site options evidences a lack of suitable alternatives. The Submitted Strategy provides for an important continuity of land supply beyond 2026 and there is a good case for safeguarding a greater amount of land for employment development than proposed in the Wiltshire Core Strategy.
- 8.57 Both strategies include site option B1 which includes employment land that capitalises on the site's relative proximity to the town centre to provide opportunities for employment generating uses that could benefit from this location.

Impact on town centre viability and vitality

- 8.58 The Submitted Strategy results in an ELR linking the A4 to the A350. This is a key difference between the two strategies. The evidence shows that without this, traffic flow in the central area under the mixed strategy increases by 1%. With an ELR and other junction improvements traffic flows within Chippenham town centre would

⁴⁰ Examples include Herman Miller who moved their factory on the A4 to Melksham and DTRBMS who have moved from Bumpers Farm in Chippenham to Trowbridge both because of a lack of available land in Chippenham in the last few years.

⁴¹ Briefing Note 5: Role of Strategic Sites (CEPS/16)

⁴² Swindon and Wiltshire Economic Plan (CECON/01)

reduce by approximately 13%.⁴³ Relieving congestion within the town centre supports a key economic objective of the strategy by making investment in the town more attractive, supporting central area regeneration and the vitality and viability of the town centre as whole.

- 8.59 The mixed strategy does not include a completed ELR but does include the delivery of the Cocklebury Link Road which will provide some traffic relief particularly by providing an alternative egress from the Cocklebury Road/Station Hill area. The evidence indicates that with this and other junction improvements traffic flows within Chippenham central area would reduce by approximately 6%.¹¹

Environmental Impacts

- 8.60 Achieving a secure land supply for economic growth alongside road infrastructure that directly supports economic regeneration are, together, highly persuasive factors in favour of following a longer term Submitted Strategy. Sustainability appraisal however highlights the significant adverse effects likely to arise from dissecting the River Avon CWS as a part of proposals⁴⁴. NPPF asks Councils to minimise impacts on biodiversity⁴⁵. Sustainability appraisal concludes that these impacts will be problematic to mitigate.
- 8.61 Whilst overall, sustainability appraisal considers the likely significant effects of both strategies will have effects capable of mitigation, site option C1 is identified as having particular adverse effects that are also problematic to mitigate. In particular, assessments highlight impacts on the attractiveness of the Marden Valley north of the North Wiltshire Rivers Way and possible harm to the character of the Tytherton Lucas Conservation area. Even were housing and employment development removed from these more sensitive areas, the strategy still involves the intrusion of a new road and the traffic that brings.
- 8.62 These environmental consequences of a Submitted Strategy need to be balanced against the economic benefits of the Submitted Strategy compared to the Mixed strategy. Especially as the scale of these environmental consequences are directly related to the scale of development proposed compared to the housing and employment land requirements for Chippenham set out in the Wiltshire Core Strategy.

Housing delivery

- 8.63 The submitted strategy proposes to allocate land that can accommodate approximately 2,500 homes. The mixed strategy proposes 2,050. Both can be compared to an indicative requirement for 'at least 1,780 dwellings' over the remainder of the plan period.

⁴³ Supplement to Transport and Accessibility Evidence Paper: Part 2a: Assessment of Alternative Development Strategies Table 4-1, page 23

⁴⁴ Add reference to statement in the SA – awaiting published version

⁴⁵ National Planning Policy Framework (NPPF), paragraph 117, DCLG, (March 2012)

- 8.64 The National Planning Policy Framework (NPPF) asks that Councils demonstrate there is five years' supply of deliverable land for house building⁴⁶. A large bank of land helps to ensure there is scope and flexibility to bring forward supply over the plan period. Being in the second half of the current local plan period, it is also justified to plan for larger scale over a longer time period in order to ensure a continuity of supply. To differing degrees both strategies provide this.
- 8.65 The NPPF looks for plans to boost significantly the supply of housing⁴⁷. More than half way through the plan period, rates of house building in Chippenham have met less than a quarter of the local requirement⁴⁸. This has undoubtedly compounded problems supplying affordable homes. Boosting the supply of land for house building in Chippenham will be a major step toward meeting targets for the provision of affordable housing that, locally, are not yet near being achieved.
- 8.66 The Submitted Strategy has a larger scale of housing development than the Mixed Strategy and provides an additional choice of locations for the house buyer. This will also provide for a greater number of house builders and so improve the range and choice of house types on offer. A larger number of house builders and an additional location should allow the Submitted Strategy to achieve higher rates of development, sooner and make it more likely to deliver the scale of growth required by the Wiltshire Core Strategy. A larger number of affordable homes can then be built as a part of higher rates of development. This result will support objectives of the Plan and Core Strategy to meet targets for affordable housing provision. A larger rate and scale of development, as provided by the Submitted Strategy can therefore provide for a wider choice of homes and help Chippenham to become a more attractive place to live for a greater range of people. A Submitted Strategy can therefore be argued as performing better than the Mixed Strategy in terms of promoting a more resilient local economy.
- 8.67 On the other hand, it can also be claimed that a Mixed Strategy provides a generous supply of land for housing development. It is more closely allied to levels of growth indicated in the Wiltshire Core Strategy and is therefore more in step with the scales of population growth on which infrastructure providers have until now been planning for services and facilities.
- 8.68 It can also be argued that a Mixed Strategy is also closely aligned to the levels of housing development that a Submitted Strategy will actually provide in the Plan period. There appear to be no significant complications to the delivery of the different land parcels in South West Chippenham in terms of infrastructure provision. The particular complexities around the delivery of strategic site options in C1 may well lead to significant construction commencing only in several years time. As a result levels of housing completions for Mixed and Submitted Strategies could be broadly similar in the Plan period. The additional benefit of strategic site option C1 is possibly more accurately described as offering a choice of locations and, by these means, the possibility of achieving higher rates of house building, but only late in the plan period. This benefit then has to be balanced against the range of

⁴⁶ National Planning Policy Framework (NPPF), paragraph 47, DCLG, (March 2012)

⁴⁷ National Planning Policy Framework (NPPF), paragraph 7, DCLG, (March 2012)

⁴⁸ Housing Land Supply Statement, Wiltshire Council, (April 2015), Appendix 6 (CHSG/08)

house builders that might also operate to deliver site option E5 and the possibility of some, if not all, commencing as soon or sooner than strategic site option C1.

- 8.69 Additionally, strategic site option C1 is assessed as falling slightly short in its capacity to deliver policy compliant levels of affordable housing and its viability can be viewed as marginal. Given the central position of this strategic site option to the delivery of the ELR and Submitted Strategy this is a significant finding.
- 8.70 The development of brownfield land is a priority over greenfield. The Wiltshire Core Strategy notes there are limited opportunities for brownfield development within the existing urban area⁴⁹. However, by its nature, such windfall development is difficult to predict. Whilst land requirements take account of current brownfield land opportunities for redevelopment and there is no 'windfall allowance', there must always be the possibility that more land becomes available. This conclusion makes the Submitted Strategy more vulnerable than the Mixed Strategy to the possibility that it will lead to the premature loss of countryside by allocating site option C1. This could be a particularly serious flaw to a strategy that involves the significant step of developing a large amount into open countryside east of the River Avon. There are therefore important qualifications to the arguments for a scale of housing allocation that is a main part of the Submitted Strategy. These might suggest the Mixed Strategy is a more realistic and sensible course.

Risk Assessment

- 8.71 Risk assessment (see Chart 1 and APPENDIX 7) shows that the Mixed Strategy involves less probability of delivery being jeopardised than the Submitted Strategy. A Mixed Strategy, however, has a slightly more severe set of consequences should risks affect it. This is due to the risk of it failing to meet targets for affordable housing provision arising from the strategy's reliance on two sites, as opposed to the Submitted Strategy which proposes three, but mainly from having a lower overall scale of development. The deliverability of strategic site option C1 (see above) also needs to be drawn into the balance, however, possibly negating the advantage of the Submitted Strategy on this aspect.
- 8.72 Viability assessment shows strategic site option E5, E2 and B1 to be viable at target levels of affordable housing provision
- 8.73 Risks around the delivery of the Submitted Strategy revolve around development lacking co-ordination and failing to achieve agreement amongst land owners and developers. This affects the Submitted Strategy because of the number of interests involved in three sites and their interdependence'; in particular of two sites in the east.
- 8.74 Site option B1 occurs in both strategies and is an example. Development involves third party land and their owners' agreement to provide both vehicular accesses to the site. Roads provided by the development however are also essential to the development of site options east of the river in strategic area C and specifically strategic site option C1 of the Submitted Strategy. Even if no land is allocated in strategic area C in the current plan period, as in the Mixed Strategy, there will be speculation that it may be developed at some point in the future. There is therefore

⁴⁹ Wiltshire Core Strategy, paragraph 5.46, Wiltshire Council, (Jan 2015)

an added level of complexity to determining land values, ransoms and the master planning of site option B1, whatever strategy is preferred.

- 8.75 Successful development of site option B1, in either strategy, would ideally be based on a clear decision for or against some future development in strategic area C. But to decide firmly against development would close down options prejudging how future needs are met: to leave the situation undecided creates uncertainty. On the other hand accepting it is the appropriate next step for the town's growth, as evidence suggests, provides certainty and scope for co-ordinating delivery. Despite the greater risks of delay involved with the Submitted Strategy choosing a Mixed Strategy does not go very far in avoiding them. The 'Statement on Highway Network Resilience at Chippenham' has considered the complexity of interests in relation to either a southern or eastern link road and has recommended that should either become a proposal of the Plan a 'Delivery Group' should be established to reduce the risks of a delay to the delivery of development.
- 8.76 Evidence from a viability assessment⁵⁰ of each site suggests that site option C1 may narrowly fall short of being capable of meeting a policy compliant level of affordable housing. Evidence now shows that the owners of East Chippenham consider a larger amount of development is necessary to ensure that the site is clearly viable⁵¹. As well as the need to coordinate the delivery of infrastructure and negotiate land values with several different land interests, this still makes the Submitted Strategy a riskier proposition compared to the Mixed Strategy; potentially a level of risk that would undermine the effectiveness of the Plan should it follow this course.
- 8.77 A vehicle to lead and build a common approach to the development of site options B1 and C1 would go a considerable way to reducing such risks but its effectiveness depends on support and cooperation from the parties involved. Respective land owners have each submitted applications independent of each other. Together, whilst the application for site option B1 indicates land will be reserved within the site for the construction of the ELR and road bridge across the River Avon, neither current applications show a design for the bridge, concerted mitigation to avoid harm to the River Avon CWS, an integrated approach to strategic landscaping or manage surface water. To minimise the risk of not compromising the long term growth for the town land may be safeguarded within site options B1 and E5 in the Mixed Strategy so as not to preclude future provision for a possible ELR or SLR. Whilst this could complicate land negotiations it cannot be considered that it is an insurmountable barrier to the development of site options B1 and E5.

Conclusion

- 8.78 A slightly longer term view is justified and a large scale of land allocation appropriate because the Plan is being developed toward the latter end of its plan period. Both strategies select large sites that may inevitably involve development

⁵⁰ Chippenham Strategic Site Viability Assessment, BNP Paribas (April 2016)

⁵¹ Evidence statement on behalf of Chippenham 2020 LLP (M1/2a), paragraph 3.3, CSJ Planning (Oct 2015)

taking place beyond the Plan period. Consideration of two or more large mixed use sites will also have a range of impacts on the remainder of the town. It is sensible to look longer term at how they can best act in combination to mitigate harm and deliver the infrastructure necessary to do so. This cannot be contemplated so easily planning to a relatively short time horizon. Both Mixed and Submitted strategies therefore look beyond the plan period.

- 8.79 The master planning and development of large mixed use sites are capable of adapting to changing needs in the course of their development. There also appears little in either strategy to profoundly prejudice a capacity to meet future needs should they change.
- 8.80 The SWOT assessment concluded that Mixed and Submitted Plan strategies were broadly similar in their strengths, weaknesses, threats and opportunities. A closer analysis summarises the key differences between the two.

Step 8 Submitted compared to Mixed Strategies Key differences against CP10 criteria 1-6)				
	Strength	Opportunity	Threat	Weakness
Submitted	<p>① Provides continuity of employment land supply</p> <p>Safeguards the regeneration of the central area and the vitality of the town centre by new roads that can help prevent the adverse effects of added congestion arising from the scale of growth envisaged in the Wiltshire Core Strategy</p> <p>② Provides for a scale of development that might possibly better help to deliver housing requirements in the Wiltshire Core Strategy</p>	<p>③ Delivers wider network benefits that mitigates the adverse impacts on the local road network arising from the town's growth</p> <p>Provides for longer term network resilience</p> <p>④ Capitalises on opportunities to improve sustainable access to facilities and services such as Abbeyfield School and via an enhanced river corridor improves connectivity to the wider countryside</p>	<p>⑤ Potential for harm to sensitive areas of landscape, biodiversity and significance of heritage assets east of River Avon</p>	
	① ②	③ ④ ⑥	⑤	
Mixed	① ②	③ ④ ⑥	⑤	

8.81 The main difference between Mixed and Submitted Strategies is the allocation of site option C1 for development. The central question is therefore whether the advantages of allocating land east of Chippenham that are summarised above outweigh the likely harm.

8.82 **①** Safeguarding land for employment in this area is a benefit, but not allocating site option C1 does not prevent firm proposals for economic development being

formulated at a later date; likewise provision for an Eastern Link Road. Such proposals could be made with a clearer understanding of costs and scheme viability and greater certainty over the levels of affordable housing that a site can contribute.

- 8.83 **2** At this stage, based on the evidence, it is difficult to conclude that proposals for site option C1 can easily be implemented such as they make a significant contribution to local needs in the Plan period. Viability assessment casts doubt on the ability of the site to easily meet a policy compliant level of affordable housing. Likewise, the amount of new housing it might contribute within the plan period cannot be relied upon to be significant when considerable further work seems to be necessary to ensure the comprehensive development of the site. Allocating site option C1 is not essential to the provision of a deliverable supply of land for housing development over the plan period. It is only likely to make a significant difference to building rates and choice of housing toward the end of the plan period. The economic benefits in terms of housing are therefore not profound.
- 8.84 **1** and **3** Not allocating site option C1 would give no certain basis for an Eastern Link Road, which the evidence shows to be a significant benefit in highway terms. Nevertheless a Mixed Strategy can preserve the possibility of providing such a link. Uncertainty over accessibility and attractiveness of the town centre may suppress investment in the town, but this factor has to be set alongside the far more obvious stimulus of the growth in catchment spending that would result from planned levels of development. The impact of a 1% increase in town centre traffic forecast to arise from a Mixed Strategy is not an unacceptable impact. In this respect, at worst, a Mixed Strategy can be seen as simply delaying possible future benefits or first positive steps toward them..
- 8.85 **5** Significant effects from the Submitted Strategy have been assessed by sustainability appraisal as well as SWOT assessment and overall shows only marginal overall differences between mixed and submitted strategies. SA identifies that both strategies involve a number of likely heritage and landscape adverse effects that would need to be addressed for either one to be taken forward. This should however not mask the likely adverse effects that would be problematic to mitigate arising from the landscape impact of development east of the River Avon, especially into the Marden Valley, and from dissecting the River Avon County Wildlife Site. In addition, there are issues to resolve to retain the significance of heritage assets within and beyond site option C1.
- 8.86 Risk assessment marks the Submitted Strategy as quite clearly carrying a greater amount of risk than the Mixed Strategy. To a degree this is inevitable for a larger and more ambitious form and scale of development, but there are important elements to the submitted strategy that require cooperation and collaboration between land owners and developers and from the stage reached already in the plan period, it is difficult to envisage these being satisfactorily resolved soon to provide a good level of confidence. In short, it is not possible to conclude safely that a Plan based on the submitted strategy can be delivered and the Plan effective and sound.

Sustainability appraisal concludes that:

8.87 *‘Taking into account performance across the environmental and socio-economic objectives in order to find the preferred strategy together with the fulfilment of the minimum residual housing and employment requirements, it is considered that the Mixed Strategy is the alternative with the best sustainability performance and it is recommended as the preferred alternative. However, this would require satisfactory solution of the heritage and landscape adverse effects identified prior to taking this alternative forward’;*

8.88 The Submitted Strategy therefore does not provide the net benefits in terms of economic development sufficient to justify departing from the recommendation of a Mixed Strategy provided as a conclusion of sustainability appraisal. **The Submitted Strategy is therefore rejected.**

A mixed strategy provides:

- Sufficient land for employment development to meet strategic requirements that is well located and readily available. This is the central feature to an employment-led strategy.
 - A sustainable supply of deliverable land for housing development up to the plan period that can make a substantial contribution to meeting needs for affordable housing, improving the attractiveness of Chippenham as a place to live and supporting its resilience
 - A CLR that mitigates the adverse impacts on the local road network arising from the town’s growth whilst maintaining the important economic role of the A350 corridor
- 8.89 Risk assessment shows the strategy carrying the least risk and viability assessment that site options can deliver appropriate levels of affordable housing alongside the infrastructure necessary to support them.

Part 2: Developing the Preferred Strategy

8.90 The above SWOT assessment, following sustainability appraisal of four alternative development strategies, has identified the 'Mixed' strategy as the most appropriate. This section takes forward that selection toward a preferred strategy as follows:

8.91 **Context and requirements** summarising how the Preferred Strategy needs to take account of:

- site constraints
- risks to delivery
- plan objectives
- the vision for Chippenham; and
- national planning policy

8.92 **Content:** the rationale for the content of the Preferred Strategy including how proposals are justified, meet Plan objectives and are consistent with the National Planning Policy Framework;

- meeting plan objectives;
- addressing site constraints; and
- delivery

Context and requirements

Site Constraints

8.93 Assessments of strategic areas and site options have identified a number of constraints and potential obstacles to their development. These considerations require mitigation to ensure that development is acceptable and sites deliverable. They may also lead to some amendment to the proposals for each site that have been contemplated so far. Some of the most important identified by sustainability appraisal⁵² are:

Site Option B1: Rawlings Green	
Landscape	The visual impact of development due to the prominence of the site in the wider landscape needs to be minimised. In particular, measures need to retain the sense of remoteness and separation of Langley Burrell from the expansion of Chippenham.
Traffic	Pressures on already congested routes before the completion of a Cocklebury Link Road should be minimised in order to alleviate impacts on the road network and address potential air quality issues.
Heritage	The significance of Rawlings Farm, a grade 2 listed building, should not be harmed. The importance should not be reduced of the settings to the

⁵² CSUS/11 Draft Revised Sustainability Appraisal Report

	significance of Langley Burrell and Tytherton Lucas Conservation Areas.
Surface water	Surface water management measures should ensure existing greenfield rates of surface water run-off are achieved to reduce the risk of groundwater flooding onsite and minimise increases to peak flows on the River Avon downstream, particularly Chippenham Town Centre.

Site Option E5: South West Chippenham	
Heritage	<p>The significance of Rowden Manor and associated buildings, a grade 2 star listed building, should not be harmed.</p> <p>The importance should not be reduced of the setting to the significance of Rowden Manor Conservation Area.</p>
Surface Water	Surface water management measures should ensure existing greenfield rates of surface water run-off are achieved to reduce the risk of groundwater flooding onsite and minimise increases to peak flows on the River Avon downstream, particularly Chippenham Town Centre.

8.94 The sustainability appraisal identifies a number of other factors that it suggests need to be mitigated to prevent relatively minor adverse effects. Some of these are common to more than one site; for example, the need to protect the value of the River Avon Valley County Wildlife site. The sustainability appraisal also identifies site specific measures that will need to be incorporated within a set of development proposals. These elements would be considered as part of developing master plans for each site and would be subject to further more detailed site surveys and assessments as part of the design process leading to the submission of a planning application.

8.95 Proposals of the Plan will require any application to be informed by a master plan which will reflect additional evidence prepared at a level of detail to support a planning application as well as the principles and requirements established in policies. Policies of the Plan can include requirements to satisfactorily resolve key constraints like those in the tables above, that ultimately are central to whether planning permission should or should not be granted.

Risks to delivery

8.96 A risk assessment accompanied each of the alternative strategies formulated at step 6. (Attached at **APPENDIX 7**) It identified a number of risks to the delivery of the Mixed Strategy. The most significant risks can be considered under three headings:

Landscape and visual impacts

- 8.97 A significant expansion of Chippenham breaches clear visual and physical boundaries to the town at site option B1 (Rawlings Green). For the purposes of plan making, the evidence suggests that the site is capable of acceptable development so long as these adverse effects are mitigated. The risk is that further detailed work on this site involves reductions in the developable area to the degree that plan objectives cannot be realised.
- 8.98 Proposals of the Plan will need to be framed to address these risks directly and build in contingencies that allow for comprehensive mitigation.

Road infrastructure

- 8.99 The development of Rawlings Green requires two vehicle access points in order to safely, in traffic terms, deliver the total scale of development expected of the site. Each access requires the co-operation of third party land owners to achieve their construction. Land owners have indicated they are willing to collaborate on all of them. Viability assessment indicates the site is capable of funding necessary infrastructure, including new roads, and meet policy compliant levels of affordable housing.
- 8.100 The risks are that the objectives of the Plan will not be reached because road infrastructure is not provided at the right time or cannot be afforded (see below) to achieve one or more of the connections needed to deliver the strategy. The Plan needs to recognise these obstacles and whether delays may materialise in case contingencies are needed.

Viability

- 8.101 Viability assessment⁵³ of each site has shown that, for the purposes of plan making, each of the sites is capable of delivering target proportions of affordable housing. Each site, however, as might be expected for the scale of schemes proposed, involves significant infrastructure costs. Viability assessment has included quite pessimistic scenarios and concluded development viable with policy compliant levels of affordable housing. More detailed work may nevertheless reveal costs exceed current estimates. It may also reveal costs are less.
- 8.102 However, the main risks are likely to involve the expectations of third party landowners at Rawlings Green, how much they see their land as ransom, alongside the costs of providing infrastructure at the times required. It is understood that agreement has been reached between Network Rail and the land owner of Rawlings Green. Remaining risks largely involve the connection to Cocklebury Road and the delivery of access to the A350 via development at North Chippenham.
- 8.103 The possible consequence of risk to the viability of a site are unlikely to remove altogether the incentive for land owners and developers to develop, but could result in both pressures to reduce levels of affordable housing and delay.

Meeting Plan objectives

⁵³ Chippenham Strategic Site Viability Assessment, BNP Paribas, (April 2016)

- 8.104 Both of the sites individually, and together as the mixed strategy, have been assessed according to their strengths, weaknesses, opportunities and threats against the six criteria of Core Policy 10 of the Wiltshire Core Strategy. These criteria correspond to the Plan's objectives and themselves derive from the many issues affecting Chippenham's future identified through the preparation of the Core Strategy⁵⁴.
- 8.105 Specific to Chippenham, Core Policy 10 applies alongside Core Policy 9 (Chippenham Central Areas of Opportunity) of the Core Strategy. This policy provides a comprehensive framework for the regeneration of the town's central area. Together the two policies reflect the town's status as a Principal Settlement where development needs are focussed for housing and for the provision of significant job growth, which will help to improve the self-containment of the town by providing more jobs for local people.
- 8.106 An 'employment-led strategy' for the town envisages job growth from opportunities identified within the central area and by new sites for business development forming a part of new strategic sites; site option E5 (South West Chippenham) and Rawlings Green. The Plan's preferred strategy is one part of the strategy set out in the Wiltshire Core Strategy for Chippenham. It must work in tandem by complementing proposals for the central area and the priority for brownfield sites that this takes forward. It must not work against this key aspect of the overall strategy for the town.

Vision for Chippenham

- 8.107 The Vision for Chippenham, prepared by a partnership of local authorities, organisations and groups provides a framework for managing and delivering change/ regeneration/ benefits and a description of the future for Chippenham. Many elements of the Partnerships vision for Chippenham are relevant to the development of a detailed strategy. Amongst other elements it proposes that:
- 8.108 *"The River Avon as the town's defining and connecting feature combined with the historic centre, the market, pleasant parks and open spaces; creating a thriving artery and distinctive identity for the town.*
- 8.109 *Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafés and restaurants and leisure facilities which are complimented by its programme of events, festivals and activities.*
- 8.110 *Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.*
- 8.111 *Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport⁵⁵"*

⁵⁴ Wiltshire Core Strategy, paragraph 5.48, Wiltshire Council, (Jan 2015)

⁵⁵ Chippenham Visioning: ATLAS Report on the visioning event held on 23rd September 2010

- 8.112 Development proposals of the preferred strategy are capable of delivering important elements of the vision, as a necessary part of their development. A detailed strategy needs to ensure these aspects are progressed for the wider benefit of the community. Proposals should therefore deliver employment land that can strengthen the town's offer, sites incorporating large extents of the River Avon Valley should ensure this connecting feature is realised as a thriving artery giving the town a stronger identity. One of the main challenges of developing a strategy is for development not to add to congestion in and around the town centre when the scale of development proposed represents such a significant source of additional traffic growth.

National Planning Policy

- 8.113 The National Planning Policy Framework (NPPF) has at its heart a presumption in favour of sustainable development. The Council should positively seek opportunities to meet the development needs of their area and a detailed strategy must deliver the sustainable development of the area.
- 8.114 NPPF describes an economic role for the Plan as contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure.
- 8.115 A key part of business infrastructure is the efficiency of the local transport network. Chippenham in particular, as its vision encapsulates, has potential to improve its economic base on the advantages of its excellent links. One of the strengths of the Rawlings Green proposal is the proximity of new business and homes to the railway station. Road connections to the A350 and M4 are a main factor to achieving the plan's objectives for employment led growth.
- 8.116 In developing a preferred strategy, Chippenham finds itself without a ready supply of land for new businesses moving into the area or to accommodate those businesses of its own that are looking to expand. Without land available they might therefore look to relocate away from the area altogether. A key task for the preferred strategy is therefore to provide land for business development that is available as immediately as possible. NPPF asks for land to be identified at the right time and in the right places to secure economic growth.
- 8.117 Housing is a national priority; presented in the NPPF by the planning system being used to boost significantly the supply of housing. Rates of house building in Chippenham have declined dramatically since 2006, the beginning of the Wiltshire Core Strategy plan period, and there is a real prospect of the town failing to meet the needs of the area. A large factor in the decline of house building has been the lack of land available for development. The Wiltshire Core Strategy plan period, to 2026, is now half way through and less than a quarter of the minimum requirement has been built. There is therefore a compelling argument to provide a generous supply of land for housing development.

- 8.118 The Wiltshire Core Strategy sets a scale of housing development as 'at least 4510' dwellings over the plan period; a level constrained by what was considered an achievable, and possibly conservative estimate, for uplift over the remainder of the plan period. The mixed strategy allocates land that, if it were all built would exceed 4510 dwellings over the plan period.
- 8.119 The NPPF requires local authorities to ensure a supply of land for housing development that is deliverable. Deliverable land is defined as sites that should be available now, offer a suitable location for development, and be achievable with a realistic prospect that housing will be delivered on the site within five years and in particular that development of the site is viable. A detailed preferred strategy must plan for a scale of land release that can offer a continuity of supply to housebuilders. There are however a number of constraints and risks attached to the delivery of sites (see above) that may delay construction on all or parts of sites, preventing them from being deliverable as soon as might otherwise be desired. Other land may be less constrained and developed more quickly and more easily. A detailed preferred strategy, to be consistent with national policy, must manage the release of housing land to support a continuous deliverable supply of land within the housing market area (HMA) over the plan period. Chippenham as a Principal Settlement in the HMA has a key role to play.
- 8.120 A sufficient amount of land for housing development will not by itself ensure that rates of house building are restored to a level that meets needs. A choice of deliverable sites provides the best prospects for achieving the scale of development that is needed in the plan period. A choice of sites and a number of house builders will also provide competition and a better choice to the house buyer. A goal of national planning policy is to deliver a wide choice of high quality homes.
- 8.121 The Plan must set out the justification for the number of homes proposed. A detailed strategy must include a framework that manages the release of site allocations in a manner that reconciles conflicting considerations. Against the benefits of boosting significantly housing, ensuring continuity of supply and choice of land for house building, is the possibility of harm that might come from over provision for housing, such as growth running ahead of the capacity of local infrastructure to support population growth.

Content of a preferred strategy

- 8.122 Assessment of the mixed strategy has identified several areas where proposals can be amended in order to reduce harmful impacts of development. The areas can be considered under three topics.

Meeting Plan Objectives

An Employment-led strategy

- 8.123 The strategy for Chippenham is to provide for substantial job growth. Core Policy 9 provides a framework for the regeneration of the central area of the town and by so doing provides the basis for creating a large number of jobs in and around the town centre. The preferred strategy identifies two strategic sites to meet the employment needs of the town; one at South West Chippenham and another at Rawlings Green. Together these sites provide for 23ha of land for employment development to be delivered within the Plan period.
- 8.124 The Swindon Wiltshire Local Economic Partnership (LEP) identifies the A350 corridor as a main focus for growth⁵⁶; Chippenham particularly so because of its location in that corridor. LEP led investment has already carried out improvements to the A350 around the town, to benefit not just of the town but the corridor as a whole and its economic prospects. It is also working to develop a hub for mixed use development around the town's railway station, forming part of the central area's regeneration.
- 8.125 The Vision for Chippenham already envisages how the town may take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. In this vision, the town will strengthen its offer and role as a business location ensuring people can live and work locally.
- 8.126 Thus proposals of the Plan will complement a wider employment led strategy that supports a variety of businesses in a variety of locations in and around the town. Proposals for South West Chippenham and Rawlings Green, providing greenfield sites for new and relocating business development, are therefore wholly consistent with policy contained in the National Planning Policy Framework to provide the right sites in the right places at the right time. Maintaining the variety of strands in the supply of opportunities for economic growth is essential to achieving a greater resilience to economic cycles. The more sustainable growth that results provides a more certain environment for wider investment in the town and in the town centre for retail, leisure and other services that can help achieve a far greater degree of self-containment, allowing Chippenham to retain the spending power it builds.
- 8.127 In recent years local economic growth has been stymied by a lack of greenfield sites⁵⁷. This has caused uncertainty over new investment and for existing jobs. As well as holding back prospects for the future, local businesses have literally lacked the space in Chippenham to consider expansion and, in some cases, have looked

⁵⁶ 'Aligning Local Innovation With Government Ambition', Strategic Economic Plan, paragraph 4.35, Swindon and Wiltshire Local Enterprise Partnership (Mar 2014)

⁵⁷ Evidence Paper 1: Economy Interim Paper, Wiltshire Council, (Dec 2014)

to move away. Development of South West Chippenham provides the most immediate remedy to this situation possible. Its location adjacent to the A350, yet directly related to the urban area, provides the most attractive location that Chippenham can offer. It provides a substantial amount of land that can offer serviced land to a number of potential users.

Meeting needs for housing

- 8.128 The National Planning Policy Framework looks for plans to boost significantly the supply of housing⁵⁸. More than half way through the plan period, rates of house building in Chippenham have met less than a quarter of the local requirement. This has undoubtedly compounded problems supplying adequate amounts of affordable homes. Boosting the supply of land for house building in Chippenham will be a major step toward meeting targets for the provision of affordable housing that, locally, are not yet near being achieved.
- 8.129 The preferred strategy proposes to allocate land that can accommodate approximately 2,050 against an indicative requirement for 'at least' 1,780 dwellings over the remainder of the plan period. This is justified, as set out below.
- 8.130 NPPF asks that Councils demonstrate there is five years' supply of deliverable land for house building. A larger bank of land helps to ensure there is scope and flexibility to bring forward supply over the plan period.
- 8.131 The Wiltshire Core Strategy, to avoid unrealistic development requirements, recognised the uncertainty around what can be done in the remainder of the plan period to substantially increase rates of housing building by phrasing its indicative requirements as 'at least' 4,510 dwellings. It can be argued that the floor level is, by implication, below what might be considered local need.
- 8.132 Being in the second half of the current local plan period, it is also justified to plan for larger scale over a longer time period in order to ensure a continuity of supply. The Core Strategy identifies strategic sites on greenfield land as the means to provide a predominant proportion of the town's new housing. Inevitably this tends to involve large sites, over a long period of time that may then be developed beyond the plan period.
- 8.133 South West Chippenham and Rawlings Green represent the most appropriate locations for development compared to some others. The two areas amount to a large amount of allocated land but are necessary to complement and work in tandem to sustain the step change in housing provision being sought at a national and local level.
- 8.134 A large scale of housing development provides an additional choice of locations for the house buyer. It will also provide for a greater number of house builders to improve the range and choice of house types on offer.
- 8.135 A larger number of house builders will allow the town to achieve higher rates of development, sooner, equivalent to historic levels, than if there were just two or less locations. This may well relieve the cumulative pressures from house builders for

⁵⁸ National Planning Policy Framework (NPPF), paragraph 47, DCLG, (Mar 2012)

development at settlements that are not suited to such growth, preventing the harm that might otherwise result.

- 8.136 A larger number of affordable homes can be built as a part of higher rates of development. This result will support objectives of the Plan and Core Strategy to meet targets for affordable housing provision.

Addressing site constraints

Landscape and visual impacts

- 8.137 Rawlings Green is prominent in the wider landscape. The evidence recommends a number of measures that would mitigate possible harmful visual effects from urban development on the attractiveness of the rural landscape and that can preserve the significance of conservation areas by avoiding potential for harm to their settings.
- 8.138 Proposals for development at Rawlings Green require a strong landscape framework. Substantial landscaping is needed to the east and north. Although essentially a matter for more detailed master planning of the site it is clear at this stage that further landscaping will be needed within the development. A lower density of development and a scale of development less than first estimated at step 3 should therefore be considered.
- 8.139 New buildings on the site should also tend toward a domestic scale and avoid bulky individual buildings that could well be an incongruent visual intrusion. The form of permissible employment uses is modified to reflect this approach. B8 uses, that involve warehousing and distribution uses are therefore not proposed.
- 8.140 Transport and accessibility evidence indicates that this area, compared to others, has greater accessibility to the town centre. This suggests, subject to following a sequential approach, that the area may be suited to some town centre uses⁵⁹ that cannot be accommodated within the town centre or other uses that may involve a benefit from being in reasonable proximity to the town centre. Proposals for the site can therefore recognise this potential by introducing a slightly wider range of potential employment provision than the other sites⁶⁰. This wider scope also therefore provides for different building forms that can be smaller in scale and bulk and with less visual impact. Proposals can provide for buildings that are of a more domestic scale and character that are therefore much more capable of being situated within a mix of uses, not restricted to being situated for instance within an industrial estate or business park setting.

Heritage assets – protecting their significance

- 8.141 The evidence identifies several heritage assets within each of the sites forming the preferred strategy. It outlines their significance and where their significance may be harmed by development within their setting. Great weight has been attached to their conservation when considering the impact of a proposed development on their significance. It has been concluded that less than substantial harm will result.

⁵⁹ National Planning Policy Framework, Glossary, DCLG (Mar 2012) (CNPP/01)

⁶⁰ Chippenham Site Allocations Plan: Pre-Submission Draft Plan, paragraph 5.14, Wiltshire Council (Feb 2015) (CSAP/01)

- 8.142 Specific proposals of the Plan, nevertheless, must look not only to ensure as a minimum that less than substantial harm results but also seek to avoid all harm reflecting the Council's statutory duties to have special regard to the desirability of preserving listed buildings or their settings and special attention to the desirability of preserving or enhancing the character or appearance of a designated conservation area.
- 8.143 The significance of heritage assets is a matter highlighted in the results of sustainability appraisal. Planning policy wording needs to make particular reference to the heritage assets found within each site and that may be affected beyond the site. Proposed modifications already make specific reference to the need for detailed heritage assessments of each site in order to understand, amongst other things, the significance of assets. Further proposed modifications will identify the particular known assets that should be subject to assessment and that require particular protection.

Traffic impacts

- 8.144 Traffic modelling evidence has assessed the impact of development proposals without mitigation. Without mitigation congestion in the town centre and elsewhere will increase.
- 8.145 The same modelling evidence also helps to indicate threshold points by when mitigation measures need to be in place before there is the potential for unacceptable traffic impacts upon the local network. Development proposals are therefore linked to threshold scales of development by when particular measures will need to be provided. These thresholds involved proposals for SW Chippenham. Previously it was considered that if all of the site was developed without completion of the CLR there would be unacceptable traffic impacts on the local network. Further detailed work has developed local mitigation to remove this constraint.
- 8.146 At Rawlings Green, there must be completion of a link between Cocklebury Road and the B4069 to be open for use, prior to the occupation of the 200th dwellings (the Cocklebury Link Road).
- 8.147 This requirement provides a milestone for the co-ordination of development that require closer collaboration between land owners and prospective land owners.

Delivery

- 8.148 The juxtaposition of 'big ticket' costly items of infrastructure alongside a priority to provide affordable housing inevitably raises concern over whether both can be afforded. Viability assessment shows that each of the sites within the strategy are capable of providing policy compliant levels of affordable housing whilst supporting the necessary infrastructure to enable their development.
- 8.149 An assessment identified a range of risks that might affect delivery of the mixed strategy. They need to be removed or the likelihood and consequences of them occurring managed to a minimum. A risk register summarises risks to delivery, measures to mitigate them and who is responsible for each of the actions necessary. The risk register forms a part of the monitoring framework to the Plan.

- 8.150 Planning controls alone are effective up to a certain point as a means of delivery. A development plan can set out development proposals as the basis for the equalisation of land values where appropriate. Proposals can require a number of mitigation measures and also set trigger points to ensure their timely delivery. A plan can set out infrastructure requirements and burdens on the developer and land owner in respect of Community Infrastructure Levy and possible funding contributions as planning obligations. The Plan can ensure that, as far as possible at such a high level planning stage, the scale and form of development can support developer profits, infrastructure costs and appropriate levels of affordable housing. Master planning and the consideration of individual planning applications take forward principles and requirements of the plan.

South West Chippenham

- 8.151 Proposals for SW Chippenham have been progressed over a number of years already by one set of developers and land owners. Their interests account for the vast majority of land allocated and can be termed the 'main site'. Here constraints and costs have been examined in some detail. The main site is being relied upon as a chief contribution to the immediate supply of deliverable land necessary to meet national planning policy requirements.
- 8.152 Some land neighbouring the proposal will eventually be enveloped as the main site is implemented. They are termed as 'further sites'. These additional, more ad hoc parcels of land, should not create delay or uncertainty. Equally, permission for the main site will not prejudice these additional sites from coming forward. Further sites would attach to the main proposals following the lead and pattern provided by the main one. Separate proposals for SW Chippenham can therefore proceed solely through the planning process with relatively little complication, resulting in deliverable land for both housing and employment.
- 8.153 The policies map should be amended to show the main and further sites as well as land allocated for mixed use and green space.

Rawlings Green

- 8.154 Master planning is underway and although inevitably there are a number of issues, notably about the protection of heritage assets and the mitigation of visual impacts on the countryside, none of these considerations appear at all insurmountable.
- 8.155 A central consideration is the delivery of a Cocklebury Link Road. Rawlings Green is of a scale that it is necessary for it to have at least two different points of access.
- 8.156 It would not be acceptable for Rawlings Green to have one point of access to serve 650 dwellings. Neither, given its scale and location, would it be acceptable for it to be served by just two independent accesses. Development of the site requires construction of a link road from Cocklebury Road via Darcy Close to Parsonage Way and the B4069.
- 8.157 The overall result is a Cocklebury Link Road. This is necessary for development to be acceptable in highway terms and is directly related to the development and appropriate in scale and kind. Construction would be an express part of any development scheme permitted and built by the site's developers. The same

approach forms part of the consent granted to development at North Chippenham that will complete a link from Parsonage Way to the A350. Construction will progress a distributor standard road in stages as development proceeds.

- 8.158 Agreement are understood to be in place to deliver an access over the railway and along Parsonage Way. The Council (as land owner) supports providing land to deliver the second access to Cocklebury Road. Current planning applications apply for consent for detailed schemes for each. The policies map may be amended to show the CLR and therefore indicate safeguarding of the land needed.
- 8.159 Key risks around access, identified in the assessment are therefore being tackled directly.

9. Step 9: Sustainability Appraisal of Preferred Development Strategy

Objective: To ensure the preferred development strategy delivers the Plan's objectives informed by Sustainability Appraisal

Introduction

- 9.1 Step 8, selecting a preferred strategy, culminated in a set of proposed modifications to the Plan. The preferred strategy, in the form of revised plan proposals, has then been subject to Sustainability Appraisal to assess whether further refinements may be necessary to ensure the Plan delivers the sustainability benefits and mitigation that are sought.
- 9.2 This Appraisal considers:
- further changes in development components:
 - the removal of components / statements that are not environmentally sustainable:
 - the addition of new components / statements;
 - including 'protective' statements requirements to substitute or offset for certain types of impacts, for instance, through projects that replace any benefits lost; and/or
 - requirements in terms of reference for Environmental Impact Assessment and master plans for plan proposals, with detail on aspects of such as further landscape or traffic assessment
- 9.3 The results of the detailed assessment are set out in an updated note on proposed modifications attached to the draft revised sustainability appraisal. A first stage considered the changes to establish their implications with reference to the results in the SA Report of the Pre-Submission Draft Plan and July 2015 Sustainability Appraisal Note. Where changes were considered to materially change a policy, a revision of the previous SA assessment has been undertaken and further assessments undertaken as necessary.
- 9.4 Proposals for East Chippenham have been removed from the Plan. Sustainability appraisal has reported the likely effects of alternative development strategies that include these proposals and those that do not, including the selected one taken forward as the preferred strategy (See Chapter 7). This step carries out further assessments for all the policies that will be contained in the preferred strategy. The Sustainability Appraisal Note also reviews the combined effects of those policies.

Summary of recommendations and further amendments to draft proposed modifications

- 9.5 The appraisal of the preferred strategy draft modifications has made the following additional recommendations suggesting amendments to the Plan's policies. The following table records each one and the response to it.

Policy	Sustainability Objective	SA Note Recommendation	Response	Further Amendment
CH1	2	<p>The policy should indicate that:</p> <ul style="list-style-type: none"> - land contamination surveys will be carried out at Showell Nursery and Chippenham Shooting Range prior to development taking place. - design and layout of development must not result in the sterilisation of viable mineral resources. 	<p>Wiltshire Core Strategy (WCS) (Core Policy 56) and Development Management Minerals Plan policies (MDC4 address these aspects</p> <p>These are detailed aspects that are dealt with at master plan and planning application stages.</p>	
	5a	<p>The policy should indicate that the proposed development will be required to consider the provision of on-site renewable or very low carbon energy generation.</p>	<p>WCS Core Policy 41 already addresses this aspect</p>	
	5b	<p>A buffer zone between Pudding Brook and development should be provided as part of development.</p>	<p>Reference to identifying precise boundaries to flood zones is already referred to, but need for a particular reference is accepted</p>	<p>Amend first sentence of paragraph 5.9 as follows:</p> <p>“The precise flood zone boundaries to the Pudding Brook will need to be defined and protected from development.”</p>
	9	<p>The proposed policy should require that existing PRoWs are considered and incorporated in the development where feasible. Where loss or alteration is unavoidable alternative routes should be provided.</p>	<p>WCS Core Policy 60 already addresses this aspect</p> <p>These are detailed aspects that are dealt with at master plan and planning application stages</p>	

Policy	Sustainability Objective	SA Note Recommendation	Response	Further Amendment
	12	The policy should recognise the need to improve the connections between the employment areas being created and Methuen Business Park	Reference to this opportunity should be highlighted in the supporting text	Add additional sentence to the end of paragraph 5.7 as follows: “Opportunities should also be explored to improve connections from the site to the Methuen Business Park”
CH2	2	The policy should indicate that: - the loss of soil resources can be mitigated by re-using as much of the surplus resources on-site for amenity spaces and disposing any surplus soils thereafter in a sustainable manner (i.e. as close to the site as possible and to an afteruse appropriate to the soil's quality).	This is a detailed aspects dealt with at master plan and planning application stages.	
	7	The policy should require that proposals for the CLR should demonstrate how the design of the route minimises the visual impact and effects to local amenity.	Reference to this aspect should be highlighted in the supporting text	Add additional sentence to paragraph 5.17 as follows: “Road proposals should demonstrate how the design of the route minimises visual impact and effects on local amenity.”
CH4	1	Paragraph 5.30 of the Plan indicates that further work is being undertaken to develop the ownership, governance and detailed management of the country parks. It is recommended that the Council considers other sources of funding, apart from planning obligations relating to	The Council is considering other funding streams as part of the work mentioned.	

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Policy	Sustainability Objective	SA Note Recommendation	Response	Further Amendment
		individual sites, in order to ensure the long term management of the country parks.		

9.6 Further amendments to the Plan therefore form part of the draft proposed modifications as set out in Step 10.

10. Step 10: Proposed Modifications to the Plan and Revised Evidence

- 10.1 The conclusion to the review has resulted in a list of proposed modifications to the submitted Plan.
- 10.2 Undertaking the review has involved additional and revised evidence. Many of the assessments form appendices to this report and are therefore listed on the contents page.
- 10.3 Work has also been commissioned to provide independent and specialist input and this is published separately on the Council's website. These reports are:

Sustainability Appraisal

- Sustainability Appraisal Non-Technical Summary
- Sustainability Appraisal Methodology
- Sustainability Appraisal Review of SA of strategic areas (Step 1)
- Addendum 1 - Assessment of Strategic Site Options (Step 4)
- Addendum 2 - Assessment of Alternative Development Strategies (Step 7)
- Proposed changes to Pre-submission Plan: Sustainability Appraisal Note (Step 9)

Revised Transport and Accessibility evidence

- Chippenham Site Allocations Plan: Supplementary Transport & Accessibility Evidence: Part 1a - Assessing Strategic Site Options (Steps 4 and 5)
- Chippenham Site Allocations Plan: Supplementary Transport & Accessibility Evidence: Part 2a - Assessing Alternative Development Strategies (Steps 7 and 8)
- Improving Highway Network Resilience at Chippenham
- Viability Assessment
- Chippenham Site Allocations Plan: Site Viability Assessment

Chippenham Site Allocations Plan Site Selection Report

Council Version

April 2016

This document was published by the Spatial Planning team, Economic Development and Planning, Wiltshire Council.

For further information please visit the following website:

[www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/
chippenhamsiteallocationsplan.htm](http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan.htm)

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Chippenham Site Allocations Plan

Chippenham Site Allocations Plan: Site Selection Report Appendices

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**Chippenham Site Allocations Plan:
Site Selection Report
Appendices**

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Appendix 1

Chippenham Site Allocations Plan: Schedule of Work in Relation to Sustainability Appraisal and Site Selection Report

Introduction

The Inspector examining the soundness of the draft Chippenham Site Allocations Plan raised concerns about the adequacy of the Site Selection Report and Sustainability Appraisal prepared to support the Plan's preparation. In accordance with Examining Local Plans Procedural Practice this paper sets out a schedule of work the Council is proposing to carry out to address the concerns identified by the Inspector specifically in relation to these two pieces of evidence. This Appendix should be read together with the Council's letter of response to the Inspector, which refers to a Position Statement that will be prepared responding to the Inspector's concerns in relation to the proposed Eastern Link Road. Appendix 2 sets out the timeline for this work.

The proposed further work focuses on an enhanced methodology, which removes the two stage approach and replaces it with a parallel assessment of Strategic Areas and Strategic Sites that culminates in the comparison of alternative development strategies. The methodology revisits the Sustainability Appraisal and the Site Selection Process and the outputs will include:

- A revised Site Selection Report that recognises the importance of the Core Policy 10 criteria, which are reflected within the Plan objectives, as part of a more straight forward employment-led approach by removing the explicit ranking of criteria. This 'employment-led approach' will ensure the Plan provides a good choice of sites for a range of business as soon as possible, supports the vitality and viability of the town centre and supports settlement self-containment;
- An amended Sustainability Appraisal, which introduces additional assessments of new strategic site options within all Strategic Areas; and
- Proposed modifications to the Plan resulting from the work including setting out measures to monitor and minimise risks to ensure the 'smooth and co-ordinated' delivery of the preferred strategy and associated infrastructure.

The background and context for the proposed enhanced methodology is provided in summary below following which the enhanced methodology is set out in steps.

Background and Context

The strategy for Chippenham, as set out in the Wiltshire Core Strategy "is based on delivering significant job growth, which will help to improve the self-containment of the town" and include the provision of new employment sites as part of mixed use sustainable urban extensions at the town (paragraph 5.46). The Wiltshire Core Strategy sets a minimum amount of additional housing and employment for Chippenham between 2006 and 2026. It also establishes a set of six criteria to guide Chippenham's expansion, as set out in Core Policy 10. They are translated into the six objectives for the Plan and form the central basis for selecting 'Strategic Sites'. A Strategic Site

Assessment Framework was developed to define how the Core Policy 10 criteria are interpreted and was informed by comments from the community and other stakeholders¹.

The Wiltshire Core Strategy identifies, diagrammatically, a set of indicative Strategic Areas located east of the A350 as potential areas of future expansion for strategic mixed use sites to be identified in accordance with Core Policy 10. The 'Strategic Areas' are defined by barriers such as main roads, rivers and the main railway line. Land west of the A350 is not considered a reasonable alternative for the allocation of strategic sites. The Council's reasoning is set out in Briefing Paper 2, which explains the definition of strategic areas².

The proposed enhanced methodology seeks to add to the Site Selection Process, as set out in the Site Selection Report, and Sustainability Appraisal (SA) process to present an equitable assessment of all reasonable alternatives within the parameters set by: the overall scale of growth included within the Wiltshire Core Strategy; the Strategic Areas identified as A to E³; the definition of what a strategic site is⁴, and the agreed Strategic Sites Assessment Framework⁵.

Enhanced methodology

Step 1: Review Sustainability Appraisal of Strategic Areas

Objective: To improve the consistency and clarity of the Sustainability Appraisal of Strategic Areas A to E

Each of the Strategic Areas has been assessed against the Sustainability Appraisal (SA) objectives in the SA Framework (Table 6.1, SA Report⁶). During the hearing sessions there was some concern about whether the assessments presented in Appendix 1 to the SA Report and summarised in Chapter 7 of the SA Report correctly reflected the evidence on which it relied. The first step is, therefore, to review this work for consistency and clarity.

This work will include a review of decision aiding questions in the SA Framework to establish whether they are appropriate to identify the impacts arising from development at Chippenham. No change to the SA objectives is proposed. These remain the core objectives of the SA.

¹ Chippenham Strategic Sites Assessment Framework:
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamsiteselectionmethodology.htm>

² Briefing Note 2: Definition of the Chippenham Strategic Areas (Jan 2015)
<http://www.wiltshire.gov.uk/chippenham-briefing-note-2-definition-of-strategic-areas-updated-2015-january.pdf>

³ Wiltshire Core Strategy (January 2015) Figure after paragraph 5.56:
<http://www.wiltshire.gov.uk/corestrategydocument?directory=Adoption/Figures%20within%20the%20Core%20Strategy&fileref=29>

⁴ Briefing Note 5: The Role of Strategic Sites <http://www.wiltshire.gov.uk/briefing-note-5-the-role-of-strategic-sites.pdf>

⁵ Strategic Sites Assessment Framework <http://www.wiltshire.gov.uk/chippenham-strategic-sites-assessment-framework-final-2.pdf>

⁶ Sustainability Appraisal Report (February 2015) <http://www.wiltshire.gov.uk/chippenham-draft-sa-report.pdf>

The SA will continue to identify, for strategic areas, the likely significant effects of a large scale mixed use development, highlighting and explaining where the mitigation of impacts may be problematic.

Step 2: Policy review Strategic Area Assessments

Objective: To present the existing policy analysis of strategic areas against the objectives of the Plan to clarify the differences between each.

Informed by SA, the revised site selection report will present the evidence of the most significant strengths, weaknesses, opportunities and threats for each strategic area (A to E) that the evidence presents.

Using the six criteria from the Wiltshire Core Strategy (which are consistent with the Plan objectives) and evidence requirements set out in the Strategic Site Assessment Framework, the assessment will report under each objective as follows:

- Strength: There would be a benefit from developing here because...
- Weakness: There would be harm from developing here because...
- Opportunity: Developing here would offer the wider benefit of...
- Threat: Developing here would risk the wider harm of...

3.6 Much of this assessment is already presented in the Site Selection Report in Section 1 in a narrative manner. The revisions to this will reflect any amendments to the SA of Strategic Areas and present the evidence in a manner which will better highlight the differences between Strategic Areas.

Although this analysis may suggest some preference for one Strategic Area over another no Strategic Area will be removed from further consideration.

As part of the review there will be consideration of the opportunities the Strategic Areas present in combination with other Strategic Areas to help deliver the objectives of the Plan. The likely strengths and weaknesses of the combination(s) of Strategic Areas (potential development concepts) will be summarised and any theoretical interdependencies between Strategic Areas identified. This work will inform the development of alternative development strategies (see Step 6).

Step 3: Identify Strategic Site Options

Objective: To identify reasonable alternative strategic site options in all Strategic Areas (A to E).

The Inspector is concerned that some locations have not been evaluated in the same detail as others before being rejected. This proposed approach ensures that all locations promoted for development continue to be assessed.

Additional work will ensure that all reasonable alternative strategic site options have been considered in addition to those already examined in the Site Selection Report in Strategic Areas E, B and C in Sections 1, 2 and 3. Identification of strategic site options will be extended to include strategic site options in strategic areas A and D and, potentially, additional options in Strategic Areas E, B and C. In generating the strategic site options the comments received on the Plan in relation to alternative site options will be considered.

The Strategic Housing Land Availability Assessment (SHLAA) provides evidence of what land is being promoted or may be available for development in each of the Strategic Areas. Guided by the Planning Advisory Service strategic site toolkit and the objectives of the Plan, the Council will develop from these individual SHLAA sites additional strategic sites options.

Land parcels submitted for inclusion in the SHLAA range in size from several hundred hectares to single figures. As a consequence some strategic site options may involve a combination of separate land interest whilst others may need to be divided or reduced. The Council's reasoning for the development of each strategic site option will be set out. The outcome from this work will be used in Step 4.

Step 4: Sustainability Appraisal of Strategic Site Options

Objective: To undertake Sustainability Appraisal of the reasonable alternative strategic site options in each Strategic Area

Chapter 8 of the SA Report considered strategic site options in Areas E, B and C. This work will extend this assessment to include potential strategic site options in Areas A and D and, potentially introduce new strategic site options in Areas E, B and C. Considering all locations promotes consideration of strategic sites on an equitable and transparent basis.

Evidence papers map constraints or map information in their assessments. This information will be combined and the SA will refer to a map of constraints impinging on development around the town. This will guard against wider area judgements being applied to specific sites within an area.

Each site option will be assessed using the SA Framework. As stated above, decision aiding questions will have been reviewed to ensure that there is a sufficiently detailed assessment and conclusions are fully evidenced.

The appraisal will conclude with recommendations for each strategic site option on what would be important from a sustainability perspective and should therefore influence the decision as to whether or not a site is taken forward (and, if it is, the conditions or mitigation that might be attached to development). It will suggest what mitigation measures would be necessary to ensure particular sustainability benefits are realised or identify essential measures to ensure a development's acceptability. The appraisal may suggest that a strategic site option is not taken forward; in which circumstance it will set out its reasons.

Step 5: Policy review of Strategic Site Options

Objective: To undertake a review of reasonable alternative strategic site options in each strategic area to highlight the strengths and weaknesses of each against existing Plan Objective.

The Site Selection Report includes strategic site options in Areas E, B and C in Sections 1, 2 and 3. This analysis will be extended to include strategic site options in each strategic area and potential additional options in Strategic Areas E, B and C.

The existing narrative assessment of each strategic site will be replaced, using the same evidence base, with a more detailed SWOT analysis to highlight the strengths and weaknesses of each. The examination of each strategic site option against the Plan's objectives will identify those sites with the most potential to support the employment led strategy for Chippenham established in the Core Strategy.

Step 6: Identify Reasonable Alternative Development Strategies

Objective: To develop from the Sustainability Appraisal and policy review of Strategic Areas alternative development strategies that could, in different ways, deliver the objectives of the Plan and the scale of growth proposed in the Wiltshire Core Strategy.

The SA assessment and policy assessment of each strategic area (Steps 1 and 2) and different strategic site options (Steps 3 to 5) will be used to identify alternative development strategies in Step 6. These alternative development strategies will comprise one or more identified sites and supporting infrastructure requirements.

A site may fit with more than one development strategy. If a site does not support or 'fit' any development strategy it may at this stage be rejected from further assessment. If this is the case the revised Site Selection Report informed by the SA, will set out the Council's reasoning.

The alternative development strategies will be led by the evidence. Alternative development strategies already presented in evidence to the examination that could be considered at this stage are:

- The current plan proposals
- A strategy with a southern focus
- A strategy with an eastern focus

Each alternative development strategy will be developed to provide the 'at least' strategic requirements for housing and employment at Chippenham as set out in Core Policy 10 of the Wiltshire Core Strategy. Supporting evidence for each alternative will involve understanding traffic impacts, viability assessment and an assessment of risks to delivery associated with each development strategy. Each reasonable alternative strategy can therefore be tested as to whether it has a reasonable prospect of delivery.

Step 7: Sustainability Appraisal of Reasonable Alternative Development Strategies

Objective: To identify a development strategy that promotes the most sustainable pattern of development at Chippenham.

Sustainability Appraisal will report the like significant effects of each reasonable alternative development strategy and recommend one strategy based on achieving sustainability benefits across the spectrum of economic, social and environmental impacts. It may also suggest amendments and additional mitigation measures. It will provide reasons for rejecting the other strategies under consideration.

Step 8: Selection of a preferred development strategy

Objective: To identify a preferred development strategy that delivers the Plan's objectives informed by Sustainability Appraisal.

The alternative development strategies will be compared on an equitable basis using a similar SWOT framework to the one used in Step 2. This will be informed by Sustainability Appraisal.

Selection of a preferred development strategy will have the goal of achieving social, economic and environmental benefits together. Reflecting an employment-led strategy, the selection of a preferred strategy will however be based on choosing the alternative with the greatest net

support for economic growth and settlement resilience when compared to the potential for harm against Core Policy 10 criteria 2 to 6. Harm can be considered to include:

- lack of infrastructure, a poor mix of homes including affordable housing
- poor traffic impacts on the local network, harm to the vitality and viability of the town centre because of congestion and little wider transport benefit
- poor access to every day destinations by alternatives to the private car
- poor impacts on the landscape, substantial harm to heritage assets and biodiversity
- increasing flood risk

Using the SWOT framework, the revised Site Selection Report will set out the justification for the chosen strategy and for not taking forward the development strategies it rejects. This will be informed by the risk analysis in Step 6.

Proposed modifications to the Plan to support the preferred development strategy and its delivery, arising from the work, will be set out.

Step 9: Sustainability Appraisal of preferred development strategy

Objective: To ensure the preferred development strategy delivers the Plan's objectives informed by Sustainability Appraisal.

The preferred strategy, in the form of plan proposals (draft policies), will be subject to Sustainability Appraisal as appropriate and may result in further refinements to the draft Plan. This Appraisal may suggest:

- further changes in development components:
- the removal of components / statements that are not environmentally sustainable:
- the addition of new components / statements;
- including 'protective' statements requirements to substitute or offset for certain types of impacts, for instance, through projects that replace any benefits lost; and/or
- requirements in terms of reference for Environmental Impact Assessment and master plans for plan proposals, with detail on aspects of such as further landscape or traffic assessment

Step 10: Proposed Modifications to the Plan Proposals and revised evidence

At the conclusion of the review the following will be made available for consultation:

- An amended Sustainability Appraisal with addendum to present additional appraisals in relation to the new strategic site options and new reasonable alternative development strategies;
- A revised Site Selection Report, informed by Sustainability Appraisal, which presents the evidence as a series of SWOT analysis to highlight the strengths and weaknesses of each alternative considered against the objectives of the Plan (Core Policy 10 criteria);
- Proposed modifications to the Plan to support the preferred development strategy, its implementation and delivery. This may include an extended section in the Plan on implementation and delivery in Chapter 6.

- Revised Transport and Accessibility evidence and Viability Appraisal evidence to support the consideration of alternative development strategies.

Appendix 2

Chippenham Site Allocations Plan: Chippenham Strategic Sites Assessment Framework

Introduction

- 1.1. Core Policy 10, The Spatial Strategy: Chippenham Community Area, of the Wiltshire Core Strategy introduces six criteria to guide the selection of strategic sites at Chippenham and a diagram of strategic areas. The criteria are the basis for deciding the most appropriate directions for growth by first selecting preferred strategic areas and then the detailed selection of the most appropriate development sites within them.
- 1.2. The purpose of the Chippenham Strategic Sites Assessment Framework is to set out in more detail how each of the criteria will be used. It lists a set of indicators by which an area or site should be measured, the rationale explaining why it is included and what evidence will be used to describe how well a site or area performs against that measure.
- 1.3. The indicators will therefore be used in the first instance to assess the relative merits of strategic areas A to E as shown on the Strategic Chippenham diagram included in the Wiltshire Core Strategy. Thereafter they will be used to assess individual sites within a preferred area. A summary of the strategic site selection methodology can be seen on the Council's website⁷.
- 1.4. This is a final version of the framework methodology. Prior to 2014 there had been considerable public consultation about Chippenham's future as part of preparing the Wiltshire Core Strategy. Comments submitted at that stage informed the initial draft framework. This initial draft was further developed after input from community and developer meetings in April 2014 and revised in light of comments from attendees. In June 2014, the Council ran an informal public consultation on a consultation draft version of the Chippenham Strategic Sites Assessment Framework, and discussed this at a Chippenham Area Board public meeting at the Neeld Hall on 16 June 2014. As detailed in the Strategic Sites Assessment Framework consultation report, 32 responses were received during the consultation period and some of these have resulted in minor amendments to this final version of the Strategic Sites Assessment Framework⁸.

⁷Briefing Note 1: Chippenham Strategic Site Selection Methodology available at <http://www.wiltshire.gov.uk/briefing-note-1-chippenham-strategic-site-selection-methodology.pdf>

⁸ Reports of the early consultation events in 2010 and 2011, a report on the Neeld Hall event in June 2014 and a full report of consultation responses on the draft Strategic Site Assessment Framework can be found on the following web page:

The Strategic Site Assessment Framework

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Distance to M4/profile prominence	Attractiveness to business achieved by perception that premises are easily accessible to M4 or marketed as in the M4 corridor	Range of minimum and maximum vehicle times and judgement on reliability of journey of times. Measurement of distance from site to M4 junction.
Distance to railway station	Attractiveness to business achieved by perception that premises are easily accessible to London and Bristol. The importance of Chippenham's excellent access to a mainline railway line was emphasised at both the community and developer meetings held in April 2014.	Range of minimum and maximum times for each mode and judgement on the quality of the links by cycle and foot. Measurement of distance from site to Chippenham railway station.
Fit with economic assessment	Scope to provide office and industrial premises that are in demand (B1 sequential test). There is a need for sites to be flexible to respond to the needs of the market.	Description of marketing potential to different business sectors. Sectors weighted in importance according to Local Economic Partnership (LEP) strategy.
Contribution to wider economic growth	New development and infrastructure can benefit wider economic growth. New development may improve the attractiveness or accessibility to existing business areas or increase the potential for other employment development elsewhere.	Description of the potential and means to connect to other existing or potentially new business developments.
Development costs	Potential to provide competitively priced premises is helped by sites having low development costs	Identification of potential exceptional development costs, ease of connection to existing physical infrastructure
Speed of delivery	The potential to provide premises quickly provides a competitive advantage and will help to attract business development. The developer meeting highlighted the importance of willing landowners that have a commitment to deliver proposals.	Estimate of time taken to build and bring to the market Landowner engagement – proof and commitment to deliver.

Environmental attractiveness	A distinctive environment provides a sense of quality, status and increased attractiveness to investors that may also appeal to higher value business	Assessment of potential landscape quality and setting.
Ability to meet ICT needs	The capacity to easily provide up-to-date ICT connectivity is a pre-requisite for modern business	Anticipated download speeds with and without infrastructure investment
Relationship with existing residential development	Proximity of housing can make a site less attractive and affect the competitiveness of the site for certain uses	Identification of areas where there would need to be a close juxtaposition of housing and employment uses and therefore potential conflicts
Introduction of choice	Providing a choice of locations which support different types of business can help support economic resilience	Assessment of the scope to provide more than one locations for new business development and to provide for a variety of business uses.
Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Recreation potential	Scope for informal and formal recreation for both the new and existing population, to provide opportunities for healthy lifestyles	Assessment of recreation potential; identifying possible corridors, parks, gardens and sites/areas suitable for formal sports from natural features and topography. Identification of existing recreational assets and description of role and importance and the scope to protect and enhance them.
Environmental attractiveness	Scope to provide interest and use existing features to create a visually attractive environment. Scope to realise a high quality urban design.	Identifying potentially attractive or distinctive features and assets, identifying them and their location and explaining how they could be used in urban design. For site selection (<u>not</u> strategic areas): Conceptual master plans to identify the potential form and qualities of urban design and assessment of potential impacts on the overall character of Chippenham.
Noise, contamination and other pollution (including	Avoiding harm and nuisance that reduces quality of life within an area or neighbouring areas.	Identification of potential sources of harm, assessing their extent and significance, describing the scope for

smell and air pollution)		mitigation
Exceptional development costs	Exceptional development costs will reduce the scope for investment in other areas of a scheme (for instance proportion of affordable housing) that an area may deliver	Identification of the costs of important infrastructure and identifying any technical or complex issues that would require an expensive solution then assessing their potential impact upon an area or site's viability.
Impacts upon nearby schools	Additional pupil numbers will need to be accommodated. The ease with which they can be accommodated will influence the quality of education.	Forecast pupil numbers and information on local school capacity
Impacts upon health facilities	Additional population may impact on capacity of existing GPs and dental surgeries.	Identification of additional demand, the need for additional facilities and the ability to provide them
Impacts on leisure facilities	Additional population will generate demand for leisure opportunities. The ease with which they can be accommodated will influence the quality of leisure facilities and their use.	Forecast impacts upon existing leisure facilities, anticipated need for expanded capacity and the ability to provide it.
Potential for green energy	Large scale development should realise the potential scale of development to produce low carbon energy solutions in accordance with core strategy core policy 41	An assessment of the scope for renewable energy solutions and low carbon solutions.
Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Time and distance to A350	Easy access for trips beyond Chippenham avoids traffic increasing on unsuitable roads and helps to maintain the quality of local environments. Proximity to the primary route network has been identified as being advantageous to employment uses.	Queue lengths are typically used as an indicator of travel time. Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility "heat maps" will be used to address this indicator. This was supported by attendees at the developer forum as a viable method.
Adding traffic to town centre streets	Traffic generation should avoid adding burdens to the central gyratory system which already detracts from the accessibility and attractiveness of the town centre.	
Time and distance to town centre (Neeld Hall)	Easy access to the town centre encourages alternative forms of transport	
Impact on queue lengths	Traffic generation should avoid exacerbating existing	A 'heat map' is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility

and critical junctions	bottlenecks at critical junctions	is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area. Identification of critical junctions and modelling effects on traffic flows
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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment

<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	Development should provide the most means possible to achieve a modal shift to alternatives the private car in order to achieve objectives such as CO2 emissions, healthy life choices and equal access to facilities. The indicators identified here are in line with the key facilities identified in the community and developer meetings.	Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility “heat maps” will be used to address this indicator. A ‘heat map’ is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area
Time taken, safety and quality of travel to railway station		
Time taken, safety and quality of travel to secondary schools		
Time taken, safety and quality of travel to College		
Access to the existing public transport, footpath and cycle network		
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	Where access to main facilities by an alternative to the car can be introduced early in the development process it is more likely to encourage alternative forms of transport	

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside

<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Capacity to preserve or enhance landscape characteristics	Quality of the environment will be improved by integrating distinctive features, but development might destroy others and reduce visual or other interests. Proposed mitigation measures should be taken into account.	Features and characteristics identified by type, location and significance. Advice on how they may protect or integrate into a built environment and provide wider benefits.
Scale of development at which there will be potentially harmful encroachment on settings to settlements	Views into and out of settlements contribute to a distinctive identity and/or valued characteristic of a community. They should be safeguarded and will limit capacity for development	Identification of important public viewpoints into and out of Chippenham and surrounding settlements. Boundaries to acceptable urbanisation that are necessary to safeguard important views and the settings or separate identity of a community
Impacts on designated ecological sites and/or protected species	To achieve an overall objective to enhance local biodiversity requires an understanding of the site's existing ecological interest assets and their value.	Identification of biodiversity characteristics and important habitats, plus advice on how they should be protected and whether and how they may be enhanced, including their long term management
Impacts on heritage assets, their setting and archaeological potential	Quality of the environment will be distinctive by enhancing assets, but development might harm others.	Features and characteristics identified by type, location and significance. Advice on how they may be protected or integrated into a built environment.
Opportunity to repair urban fringe and approaches to Chippenham	New development may improve the character and setting to Chippenham where the current visual impact is unattractive.	Identification of areas where the form of the urban fringe is visually unattractive or detracts from the character and setting to the town. Specification of the scope for new development to address and improve upon such areas.
Connectivity to public rights of way through and into the countryside	Development may provide public health improvements by better access to the countryside.	Identification of rights of way network, assessment of quality and importance. Identification of opportunities for improvements.
Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Amount of flood zone 1,2 and 3	To prevent and aim to reduce flood risks	Reliable mapping of flood zones and identification of surface water management requirements

Appendix 3:

Step 2: Policy Review of Strategic Areas (detailed assessments)

Criterion 1: The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience

Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 1.

<i>Indicator</i>	<i>Rationale</i>
Distance to M4/profile prominence	Attractiveness to business achieved by perception that premises are easily accessible to M4 or marketed as in the M4 corridor
Distance to railway station	Attractiveness to business achieved by perception that premises are easily accessible to London and Bristol. The importance of Chippenham's excellent access to a mainline railway line was emphasised at both the community and developer meetings held in April 2014.
Fit with economic assessment	Scope to provide office and industrial premises that are in demand (B1 sequential test). There is a need for sites to be flexible to respond to the needs of the market.
Contribution to wider economic growth	New development and infrastructure can benefit wider economic growth. New development may improve the attractiveness or accessibility to existing business areas or increase the potential for other employment development elsewhere.
Development costs	Potential to provide competitively priced premises is helped by sites having low development costs
Speed of delivery	The potential to provide premises quickly provides a competitive advantage and will help to attract business development. The developer meeting highlighted the importance of willing landowners that have a commitment to deliver proposals.
Environmental attractiveness	A distinctive environment provides a sense of quality, status and increased attractiveness to investors that may also appeal to higher value business
Ability to meet ICT needs	The capacity to easily provide up-to-date ICT connectivity is a pre-requisite for modern business
Relationship with existing residential development	Proximity of housing can make a site less attractive and affect the competitiveness of the site for certain uses
Introduction of choice	Providing a choice of locations which support different types of business can help support economic resilience

Evidence Paper 1 "Economy" is the main source of evidence and for signposting to other relevant resources.

SWOT assessment

Assessment brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

Criterion 1	The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience							
Strategic Area	Strength		Opportunity		Threat		Weakness	
A	Capitalises on road infrastructure (link road to A350) provided by committed development, limiting costs and improving the capacity to fund an acceptable form of development (Development costs)		Proximity to A350 and M4 provides a good profile to attract inward investment (Distance to M4/Prominence) (Fit with economic assessment)	EP1	Congestion or delay until a link road to the A350 is completed	EP3		
B			Proximity to town centre and railway station can attract business (Distance to railway station)	EP3	Congestion or delay until a link road to the A350 is completed Likely to depend on development taking place in Area A	EP1 EP3	Visual impact of large industrial units limits	E
C					Congestion or delay until a link road to the A350 is completed Likely to depend on development taking place in Area A and B	EP1 EP3	Poorly related to A350 unless and until connected by link road Deliverable beyond the Plan period	E

D					<p>Congestion or delay until a link road to the A350 is completed.</p> <p>Likely to depend on development taking place in Area E</p>	<p>EP1 EP3</p>	<p>Poorly related to A350 unless and until connected by link road</p> <p>Poorly related to much of the resident workforce and town centre</p> <p>Deliverable later or beyond the Plan period</p>	E E
E	<p>Capitalises on road infrastructure (link road to A350) provided by committed development, limiting costs and improving the capacity to fund an acceptable form of development</p> <p>(Development costs)</p> <p>Deliverable early in the Plan period</p> <p>(Speed of delivery)</p>	EP1	<p>Proximity to A350 and M4 provides a good profile to attract inward investment</p>	EP1				

Conclusion

With the likely exception of Area B, all the areas appear capable of providing a range of B1, B2 and B8 employment uses. Prominence on the A350 marks out areas A and E from the others. There are also differences in speed of delivery. Although Area A also has the benefit of being able to capitalise on committed development providing a link road, Area E is the single area most certain to provide both land reasonably quickly that is also attractive land to inward investment. In this criterion in isolation, it is therefore difficult to envisage a development strategy that does not involve Area E given the urgent need to provide land for business and new jobs as part of an employment-led strategy for the town.

Criterion 2: The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them

Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 2.

<i>Indicator</i>	<i>Rationale</i>
Recreation potential	Scope for informal and formal recreation for both the new and existing population, to provide opportunities for healthy lifestyles
Environmental attractiveness	Scope to provide interest and use existing features to create a visually attractive environment. Scope to realise a high quality urban design.
Noise, contamination and other pollution (including smell and air pollution)	Avoiding harm and nuisance that reduces quality of life within an area or neighbouring areas.
Exceptional development costs	Exceptional development costs will reduce the scope for investment in other areas of a scheme (for instance proportion of affordable housing) that an area may deliver
Impacts upon nearby schools	Additional pupil numbers will need to be accommodated. The ease with which they can be accommodated will influence the quality of education.
Impacts upon health facilities	Additional population may impact on capacity of existing GPs and dental surgeries.
Impacts on leisure facilities	Additional population will generate demand for leisure opportunities. The ease with which they can be accommodated will influence the quality of leisure facilities and their use.
Potential for green energy	Large scale development should realise the potential scale of development to produce low carbon energy solutions in accordance with core strategy core policy 41

Evidence Paper 2 "Housing and Community Facilities" is the main source of evidence and for signposting to other relevant resources.

SWOT Assessment

Assessment brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

Criterion 2	The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them
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Strategic Area	Strength		Opportunity		Threat		Weakness	
A	<p>Capitalises on road infrastructure (link road to A350) provided by committed development, limiting costs and improving the capacity to fund an acceptable form of development</p> <p>(Exceptional development costs)</p>				<p>Compensation and mitigation measures to protect Birds Marsh Wood represent an abnormal cost, although likely to be much less significant than road or much other infrastructure</p> <p>(Exceptional development costs)</p>			
B			<p>Proximity to town centre reduces necessity to provide some services and facilities locally, reducing costs</p> <p>(Exceptional development costs)</p>		<p>Provision of a railway bridge represents an abnormal cost potentially reducing the capacity to fund an acceptable form of development alongside other supporting infrastructure requirements</p> <p>(Exceptional development costs)</p>			
C			<p>The area can deliver significant areas of formal and informal open space for the wider benefit of the town</p>		<p>Provision of river crossing represents an abnormal cost potentially reducing the capacity to fund an acceptable form of development alongside other supporting infrastructure requirements</p>			

				(Exceptional development costs)		
D			The area can deliver significant areas of formal and informal open space for the wider benefit of the town, although less well-located and much smaller in scale than other areas (Recreation potential)	Provision of a river crossing would represent an exceptional cost potentially reducing the capacity to fund an acceptable form of development alongside other supporting infrastructure requirement (Exceptional development costs)		A Sewage Treatment Works within the area is a source of smell pollution within its vicinity. (Noise, contamination and other pollution (including smell and air pollution))
E			The area can deliver significant areas of formal and informal open space for the wider benefit of the town (Recreation potential)			Land within Area E is safeguarded against development in order to protect known mineral reserves Patterdown rifle range within the area is a source of noise pollution in its vicinity. (Noise, contamination and other pollution (including smell and air pollution))

Conclusion

Some areas provide scope for informal and formal recreation, but exceptional development costs feature most out of the Strategic Site Assessment Framework indicators. Some development without the need for second access points would be possible in each of the strategic areas but beyond certain levels of development, Areas B, C and D could each require building new road bridges to achieve an appropriate second access.

The assessment does not assume that public funding will be made available for such work. These 'big ticket' items would need to be provided by a developer without compromising the ability to meet other infrastructure costs generated by development as well as a proportion of affordable housing. Avoiding such an issue, Area E has the least constraints and the best prospects. Area A, however, is in a broadly similar position with abnormal costs at a lesser level associated with measures to protect Birds Marsh Wood, assuming effective measures can be achieved. Areas D and E each contain potential sources of pollution that might be avoided altogether or, if not, capable of mitigation, for which a cost would be involved.

Criterion 3: Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre

Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 3.

Time and distance to A350	Easy access for trips beyond Chippenham avoids traffic increasing on unsuitable roads and helps to maintain the quality of local environments. Proximity to the primary route network has been identified as being advantageous to employment uses.
Adding traffic to town centre streets	Traffic generation should avoid adding burdens to the central gyratory system which already detracts from the accessibility and attractiveness of the town centre.
Time and distance to town centre (Neeld Hall)	Easy access to the town centre encourages alternative forms of transport
Impact on queue lengths and critical junctions	Traffic generation should avoid exacerbating existing bottlenecks at critical junctions

Evidence Paper 3: "Transport and Accessibility" is the main source of evidence. Theme 2 considers potential access to the primary route network and network impacts. Theme 3 assesses wider transport benefits for the existing community.

SWOT Assessment

Assessment involves all the indicators and brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

Criterion 3	Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre						
Strategic Area	Strength		Opportunity		Threat		Weakness
A	Strong or moderate potential for suitable access to the area from the highway network, minimising the potential		A high or medium likelihood that development would offer wider transport and				

	for compromising highway network functionality		accessibility opportunities to those living in existing communities across Chippenham				
B			The Area can deliver a new road and rail crossing as the main part of a Cocklebury Link road and potentially a key link for an A350-A4 eastern link road that would connect Areas A and C		Relatively close proximity to known congested road corridors suggests the potential for unacceptable traffic impacts upon the existing road network		
C			The area can deliver a new river crossing as part of an A350-A4 link road connecting development permitted in Areas A and B and once completed, the performs well in terms of overall highway access and network impacts High potential to provide new attractive walking and cycling links that help to increase the use of these active modes among existing residents		Without an eastern link road in place, nearly all traffic to or from Area C would need to route through or around Pewsham, and through Chippenham town centre.		
D			The area can deliver a new river crossing as part of an A350-A4 link road		Without a southern link road in place, nearly all traffic to or from Area D		Potential benefits for existing communities are considered to be more

			connecting development in Area E		would need to route through or around Pewsham, and through Chippenham town centre.		limited than for the other areas	
E	Strong or moderate potential for suitable access to the area from the highway network, minimising the potential for compromising highway network functionality		High potential to improve public transport access for existing Chippenham residents to employment, health, education and retail facilities.					

Conclusion

Areas A and E perform best in terms of the impacts of development on the highway network. Other Areas can be characterised in terms of potential benefits if development can provide new road links but harm if they do not. More detailed assessment of alternative development strategies would need to include gauging levels of harm and benefit of both southern and eastern link roads, but a high level assessment, comparing a southern focus for development compared to an eastern one, shows that an eastern route provides the most benefits measured by forecast average journey times (See below paragraph **Error! Reference source not found.**). Development in Area D has more limited potential benefit compared to other areas in terms of wider transport benefits.

Criterion 4: Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment

Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 4.

<i>Indicator</i>	<i>Rationale</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	Development should provide the most means possible to achieve a modal shift to alternatives the private car in order to achieve objectives such as CO2 emissions, healthy life choices and equal access to facilities. The indicators identified here are in line with the key facilities identified in the community and developer meetings.
Time taken, safety and quality of travel to railway station	
Time taken, safety and quality of travel to secondary schools	
Time taken, safety and quality of travel to College	
Access to the existing public transport, footpath and cycle network	Where access to main facilities by an alternative to the car is already in place it is more likely to encourage alternative forms of transport
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	Where access to main facilities by an alternative to the car can be introduced early in the development process it is more likely to encourage alternative forms of transport

Evidence Paper 3: "Transport and Accessibility" is the main source of evidence. Theme 1 considers accessibility by alternatives to the private car. The assessment includes ease of access to key services by walking and cycling alongside potential for access by public transport. Additional destinations therefore include the community hospital and main employment areas. Their inclusion is necessary for the Plan to be consistent with national policy as well as local requirements, for example the advice in the National Planning Policy Framework to ensure an integrated approach to considering the location of housing, economic uses and community facilities and services⁹.

SWOT Assessment

Assessment involves all the indicators and brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

⁹ National Planning Policy Framework, DCLG, (Mar 2012), Paragraph 70

Criterion 4	Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment							
Strategic Area	Strength		Opportunity		Threat		Weakness	
A	Potential for walking and cycling access to: <ul style="list-style-type: none"> • The town centre • Railway station • Employment areas 		Strong or moderate potential for easy access to the area from public transport networks				Weak in terms of walking and cycling access to Community Hospital	
B	Potential for walking and cycling access to: <ul style="list-style-type: none"> • The town centre • Railway station • Employment areas 		Strong or moderate potential for easy access to the area from public transport networks				Weak in terms of walking and cycling access to the Community Hospital	
C	Potential for walking and cycling access to: <ul style="list-style-type: none"> • Secondary Schools 		A high potential to provide new attractive walking and cycling links around the town, such as to Abbeyfield School and sports facilities, that will be of use to existing residents				Weak in terms of walking and cycling access to: <ul style="list-style-type: none"> • Community Hospital • Employment areas • Town centre 	
D							Weak in terms of walking and cycling access to: <ul style="list-style-type: none"> • The town centre 	

							<ul style="list-style-type: none"> • Railway station • Community Hospital • Employment areas
E	Potential for walking and cycling access to <ul style="list-style-type: none"> • Community Hospital • Town centre 		Strong or moderate potential for easy access to the area from public transport networks				Weak in terms of access to secondary schools

Conclusions

Enhancing public transport needs the agreement of operators. There can, however, be greater certainty with respect to cycling and walking.

Area D is different to all other areas because of its weakness against this criterion. Area D, like Area C, also has more limited potential for easy access from public transport networks. walking and cycling and lack of potential for access The distribution of destinations around the town results each area. Areas A and B have the best accessibility by walking and cycling for the destinations assessed.

Criterion 5: Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside

Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 5.

<i>Indicator</i>	<i>Rationale</i>
Capacity to preserve or enhance landscape characteristics	Quality of the environment will be improved by integrating distinctive features, but development might destroy others and reduce visual or other interests. Proposed mitigation measures should be taken into account.
Scale of development at which there will be potentially harmful encroachment on settings to settlements	Views into and out of settlements contribute to a distinctive identity and/or valued characteristic of a community. They should be safeguarded and will limit capacity for development
Impacts on designated ecological sites and/or protected species	To achieve an overall objective to enhance local biodiversity requires an understanding of the site's existing ecological interest assets and their value.
Impacts on heritage assets, their setting and archaeological potential	Quality of the environment will be distinctive by enhancing assets, but development might harm others.
Opportunity to repair urban fringe and approaches to Chippenham	New development may improve the character and setting to Chippenham where the current visual impact is unattractive.
Connectivity to public rights of way through and into the countryside	Development may provide public health improvements by better access to the countryside.

Evidence is drawn from three evidence papers 4,5 and 7: "Landscape Assessment", "Biodiversity" and "Heritage".

SWOT Assessment

Assessment brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

Criterion 5	Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside
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Strategic Area	Strength		Opportunity		Threat		Weakness	
A			<p>Reinforcing woodland along the edges of development particularly along the approach into Chippenham along Maud Heath's Causeway would help to soften existing harsh urban edges and provide a transition between the new urban edge and wider countryside and also help to reinforce separation between Kington Langley and Langley Burrell with Chippenham.</p>		<p>Encroachment into the countryside separating Langley Burrell and Kington Langley village from Chippenham jeopardising their separate identities.</p> <p>Potential harm to listed buildings. High potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.</p>		<p>Further encroachment will impinge upon Birds Marsh Wood harming its value. The cumulative harm of further development in this area is not possible to mitigate.</p>	
B					<p>Development would extend the urban edge of the town into countryside in a way that is potentially the most visible over the widest area.</p> <p>Potential harm to listed buildings. High potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.</p>		<p>The Area is the most prominent in the wider landscape. The impact of development would be difficult to mitigate because of the area's raised position</p>	
C			<p>The urban edge of Pewsham and Hardens Mead is a hard and</p>		<p>Development in this Area has the potential to reduce</p>		<p>Development would be visually prominent from</p>	

			<p>prominent edge on higher ground. New development along this edge could help to provide and improved urban edge provided it was accompanied by a landscape framework</p>	<p>separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character.</p> <p>High potential for heritage assets with archaeological interest dating from the prehistoric and medieval periods.</p>	<p>surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside</p>	
D				<p>Development in this Area has the potential to reduce separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill) and the area is visually prominent from the A4 (Pewsham Way) and Naish Hill which would reduce its remote and tranquil character.</p> <p>High potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park</p>	<p>Development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p> <p>The existing landscaped edge to Pewsham and approach along Pewsham Way (A4) are of a high quality. There are limited opportunities for improvement and development would undermine the existing urban fringe.</p>	
E			<p>Potential to secure long term positive management of heritage assets and protect their setting.</p>	<p>Possible harm to Rowden Manor grade II* listed building and scheduled monument, the land around</p>	<p>Development could screen views towards the roofline/skyline of the historic core of</p>	

				<p>these assets is also designated a conservation area.</p> <p>High potential for heritage assets with archaeological interest dating from the Roman period in the vicinity of Showell Farm Nurseries and from the medieval period in the vicinity of Rowden Farm.</p>	<p>Chippenham and in the northern part development would affect views from parts of Pewsham and Pewsham Way</p>
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Conclusion

The impact of large scale mixed use development will have a significant impact upon the landscape in each of the strategic areas. Development would create a new urban edge to the town. Area B is the most prominent. At other locations Area D would potentially breach an established landscaped edge, whereas development at Areas A and C provide opportunities to some degree to improve the quality of the current edge to the town.

Several of the areas have important assets that need to continue to be protected. Birds Marsh Wood appears the most threatened and vulnerable should there be further development in Area A. Assessment of site options will establish whether there may be a threat of substantial harm to particular heritage assets, but it is clear at this stage that there is scope for development to take place in Area E without substantial harm to Rowden Manor and the associated conservation area.

Criterion 6: Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere

Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 6.

<i>Indicator</i>	<i>Rationale</i>
Amount of flood zone 1,2 and 3	To prevent and aim to reduce flood risks

SWOT Assessment

Assessment brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

Criterion 6:	Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere							
Strategic Area	Strength		Opportunity		Threat		Weakness	
A	Entirely with flood zone 1 without abutting other flood risk zones though upstream of existing built up area.				Potential issues achieving good drainage.			
B					A developable area abuts Zones 2 and 3 and is upstream of existing built up area.			
C			Potential to reduce flood risk using drainage measures.		A developable area abuts zones 2 and 3 and river crossing(s) may constrict flows, and is also upstream			

				of built up area.		
D				A developable area abuts zones 2 and 3 and river crossing(s) may constrict flows, but is downstream of built up area.		It is also flat with reduced scope for gravity led drainage.
E				A developable area abuts zones 2 and 3. It is downstream of existing built up area but tributary watercourses impinge on developable area.		It is also flat with reduced scope for gravity led drainage.

Conclusion

Area A would be preferred of all the strategic areas in terms of flood risk zoning, but nevertheless development would need to overcome particular surface water management problems. There is sufficient developable land within flood zone 1 within each strategic area to accommodate large scale mixed use development. The evidence distinguishes between areas upstream and downstream of the Chippenham built up area so therefore prefers Areas E and D. Area C whilst containing the most flood water storage area also has the potential to provide measures that could reduce the flood risks facing the town.

Appendix 4:

Strategic Site Options Assessment

Strategic Area A

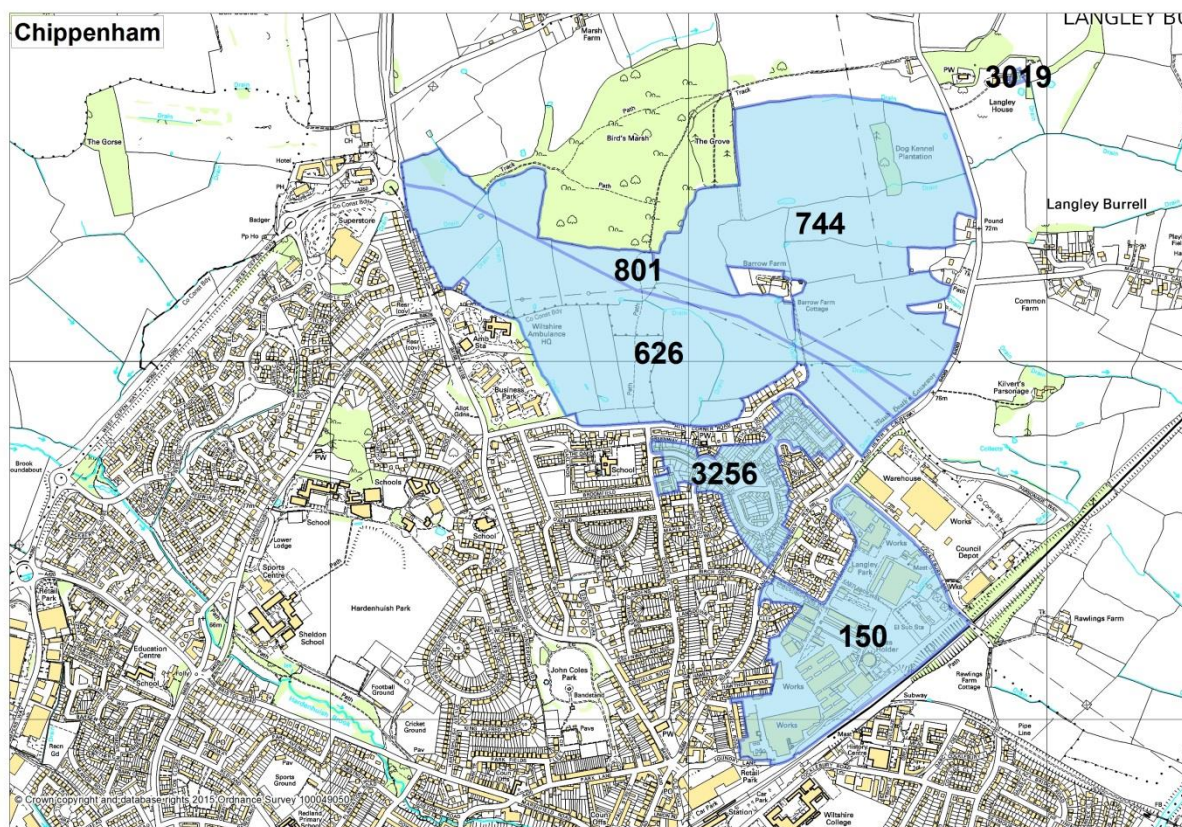


Figure 1.2: Submitted SHLAA sites in Strategic Area A

As set out above sites with planning permission¹⁰ (626, 801) and sites within the built area (3256, 3325, 150¹¹) are not considered further.

An application for planning permission for ‘Land to the north of Barrow Farm’ has been submitted for SHLAA site 74412. The indicative layout submitted by the developer for the site was broadly duplicated to produce Strategic Site Option A1 as green space was proposed to the north and west of the site. This green space provides a buffer for Birds Marsh Wood and is intended to mitigate the potential for landscape and visual impacts identified in Evidence Paper 4. The option proposed by the developers does not propose 5 hectares of employment land. In accordance with the principles established in paragraphs 1.17-1.19 in relation to employment land, above, the area of employment land included in Strategic Site Option A1 has been slightly increased from that submitted to provide additional employment capacity to better accord with an employment led strategy. The strategic site option layout is only indicative and the site is of a sufficient size to facilitate additional employment land if required. This has a consequential effect on the number of

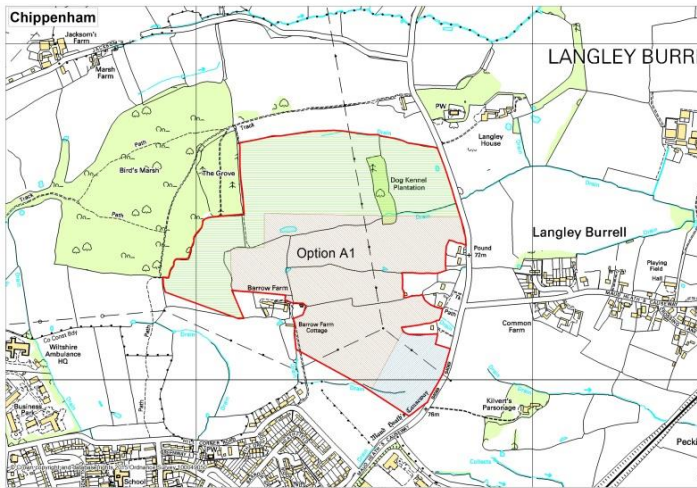
¹⁰ CHSG/03 Planning application N/12/00560/OUT, North Chippenham, A mixed use scheme comprising up to 750 dwellings and approximately 2.7ha of land for employment development (B1, B2, and B8) permitted February 2016.

¹¹ Langley Park, included as part of Core Policy 9 of the Wiltshire Core Strategy

¹² CHSG/06 Planning application 14/10433/OUT, Barrow Farm, November 2014 Outstanding appeal against non-determination of the application

homes proposed which reduces from 500 in the planning application to 460 in the strategic site option. The illustrative layout below also includes the illustrative layout for the North Chippenham planning permission to understand the relationship between the two areas and shows a means to access the site.

Figure 1.3: Strategic Site Option A1



	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
A1	44.21	3.6	460

Conclusion

Strategic Area A only contains one strategic site option. The site is being actively promoted by a single developer. Consequently Strategic Site Option A1 will continue through to the next stage of assessment.

<p>Accepted Strategic Site Option A1</p>	<p>Rejected Strategic Site Option</p>
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Strategic Area B

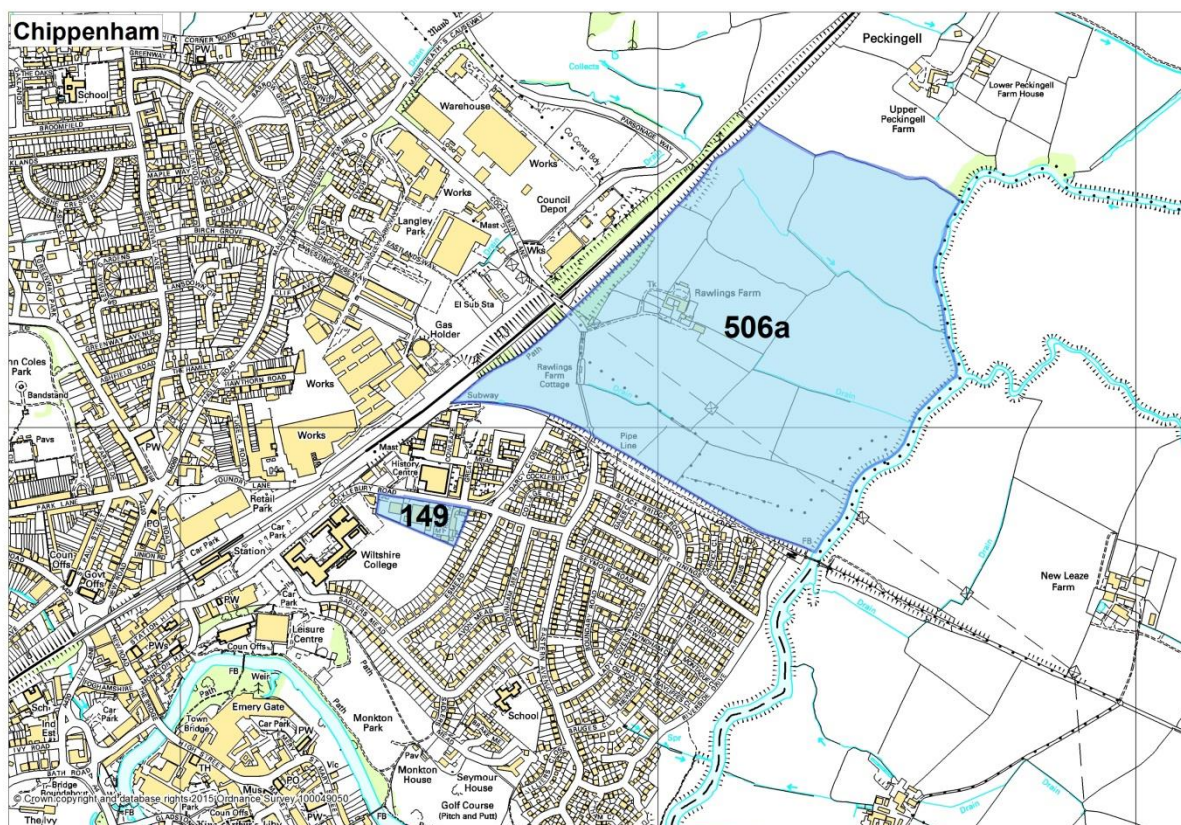


Figure 1.4: Submitted SHLAA sites in Strategic Area B

As set out above sites within the built area (149) are not considered further. Site 506a is the sole SHLAA site available for consideration as a strategic site option. The site amounts to 44.2 hectares of land.

The previous 2015 Site Selection Report¹³ identified two strategic site options within Strategic Area B using the available evidence to produce boundaries. Paragraph 10.1 of the previous Site Selection Report advises “*the most important constraint to development within Area B is its visual prominence*” and development must “*avoid adversely affecting the rural and remote character immediately around the area and increasing the visual prominence and urban influence of Chippenham over a much wider area*”.

The first (Strategic Site Option B1), see Figure 1.5, below, uses a belt of mature hedgerow running east west, south of Peckingell Farm to bound the option to the north, which is equivalent to the SHLAA site 506a. An application for ‘Rawlings Green’ has been submitted for SHLAA site 506a¹⁴ and shows means to achieve vehicle access. The application anticipates 700 homes on the site whereas the Strategic Site option when standard densities are applied anticipates 730 dwellings. The illustrative layout for the strategic site option also includes a specific area of employment land.

The second option (Strategic Site Option B2), see Figure 1.6 below, encompasses land further north and is consequently larger than SHLAA site 506a. Land north of the hedgerow is

¹³ CSAP/03 Chippenham Site Selection Report (February 2015)

¹⁴ Planning application 15/12351/OUT, Rawlings Farm, January 2016

sensitive and difficult to mitigate although landscape evidence shows that an area alongside the railway is less prominent and impacts on the landscape could be limited with mitigation¹⁵. It is also a consideration that the landowner of the additional land is unknown as the area has not been submitted to the SHLAA for consideration which could affect the deliverability of the option.



Figure 1.5: Strategic Site Option B1

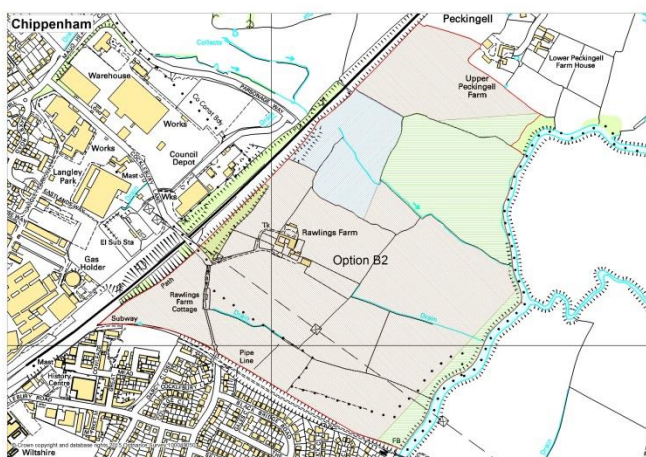


Figure 1.6: Strategic Site Option B2

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
B1	51	5	730
B2	58	5	900

Conclusion

A review of Strategic Area B does not result in any additional site options. The original Strategic Site Option B2 is being rejected as it extends further past SHLAA site 506a. Strategic Site Option B1 is retained for the next stage of assessment

¹⁵ Paragraph 10.2 of CSAP/03 Site Selection Report

Accepted Strategic Site Options B1	Rejected Strategic Site Options B2	Reason
	B2	Additional area is outside of the SHLAA causing issues with deliverability. Concerns relating to landscape impact.

Strategic Area C

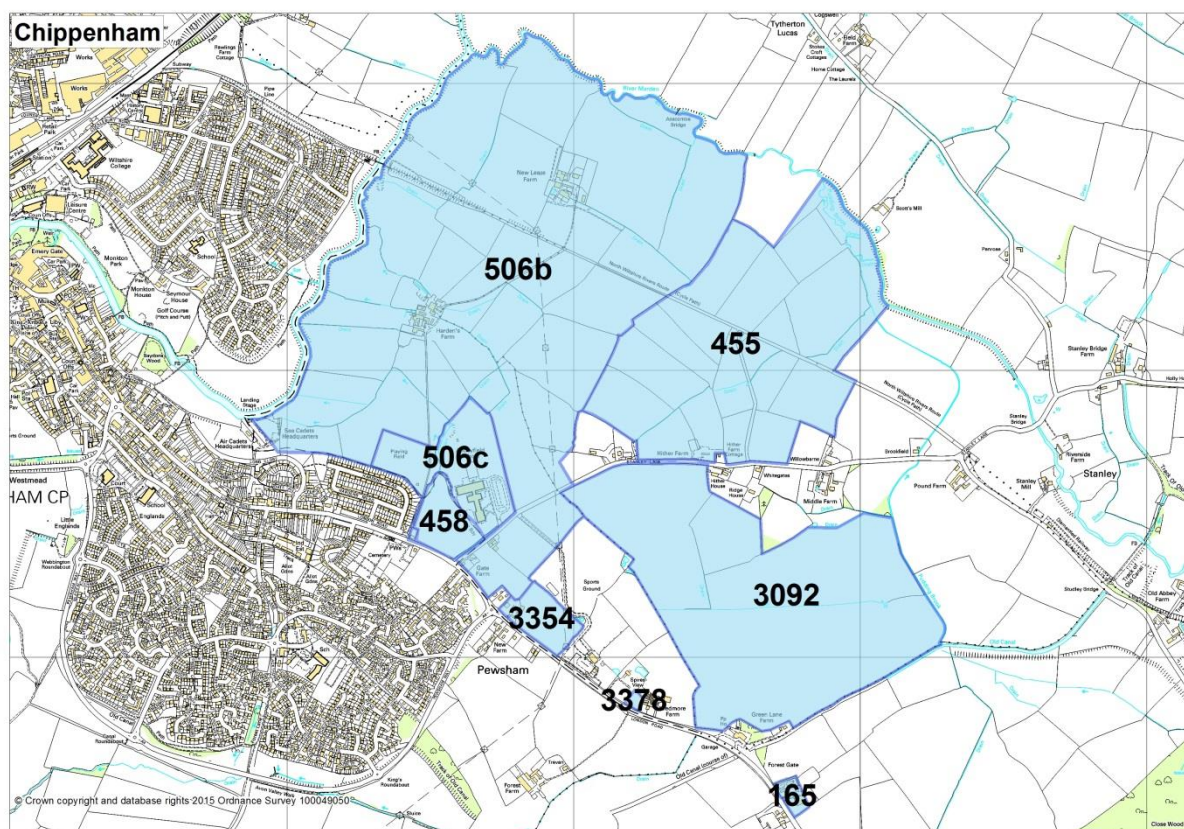


Figure 1.7: Submitted SHLAA sites in Strategic Area C

As set out above sites detached from the built up area (165, 455, 3092, 3378) are not considered further.

SHLAA Site 506c relates to Abbeyfield School which has been identified as the secondary school in Chippenham most able to accommodate additional capacity to respond to the increased demand generated by the scale of growth proposed in the Wiltshire Core Strategy for Chippenham¹⁶. As a consequence it is not considered a suitable site for

¹⁶ CEPS/03 Evidence Paper 2: Housing and Community Infrastructure Education Addendum

alternative forms of development and not included in the strategic site options developed below.

SHLAA site 458 (Landers Field) is somewhat detached from the larger Strategic Area C options in Area C effectively already being enveloped by Abbeyfield School. With the prospect of the expansion of Abbeyfield school to accommodate the growing school age population as a consequence of development proposed in the CSAP this sense of already being part of the built up area is likely to be strengthened. It has the potential to accommodate 100 homes and could be included within neighbouring SHLAA sites.

A starting point for the development of strategic site options in Area C are the two options previously considered as part of the 2015 Site Selection Report (Figures 3.8 and 3.9, below). Paragraph 17.2 of the previous 2015 Site Selection Report explains:

“Landscape assessment evidence indicates that the most sensitive parts of this Area are north from the North Wiltshire Rivers Route to the River Marden and land approaching Chippenham south of Stanley Lane. In general the area does not have any strong features or characteristics that can form the basis for visual boundaries to contain a potential strategic site. Site options are instead defined by new components created as a part of development.”

The same report therefore envisaged a first option, Strategic Site Option C1, which comprises parts of submitted SHLAA site 506b and site 458 that:

“...takes the route of overhead national grid power lines that run north south over much of this Area as a basis for a potential site boundary¹⁷. These lines provide a sensible corridor for a new distributor standard road that would ultimately form an eastern link road. Such a road corridor, reinforced by planting and landscape works, would form a boundary to the town in similar fashion to the treatment of the A4 diversion around Pewsham.”¹⁸

A second option, Strategic Site Option C2 proposes one large area that corresponds to the pattern of land holdings and the extent of land promoted by prospective developers in SHLAA sites 506b and 458. Whilst the scale of development being promoted by prospective developers exceeds the total Plan requirement (in excess of 2000 homes on the site) the site was included as a reasonable alternative in the February 2015 Site Selection Report. At this stage the number of homes anticipated for the strategic site is 1890 only slightly above the residual housing requirement for Chippenham (+6%) which could raise concerns that a substantial part of the site could not be developed within the Plan period to 2026. However, a more conservative estimate of potential land uses, for instance a more generous employment land provision would envisage a much lower scale of development.

The 2015 Site Selection Report explained that both Options C1 and C2 include an indicative area for employment development adjacent to the A4 which should be brought forward during the Plan period and a further area for employment potential beyond 2026 in a location

¹⁷ CEPS/08 Paragraph 6.34 Landscape Assessment first suggests this alignment following the overhead power lines in Strategic Area C

¹⁸ CSAP/03 Paragraph 17.2 Site Selection Report February 2015

immediately south of the North Wiltshire Rivers Route which benefits from some immediate screening¹⁹.

The scale of development involved with each option would require two points of access.

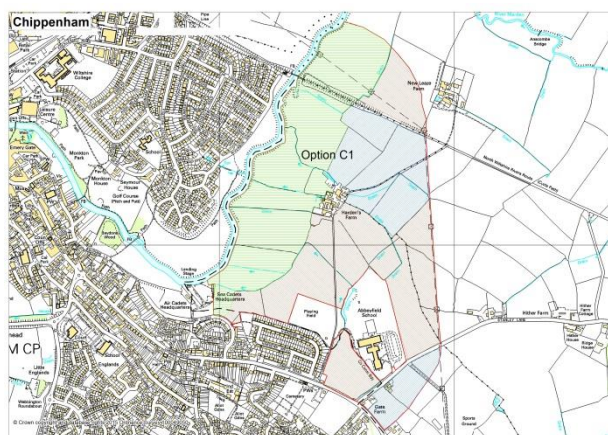


Figure 1.8: Strategic Site Option C1

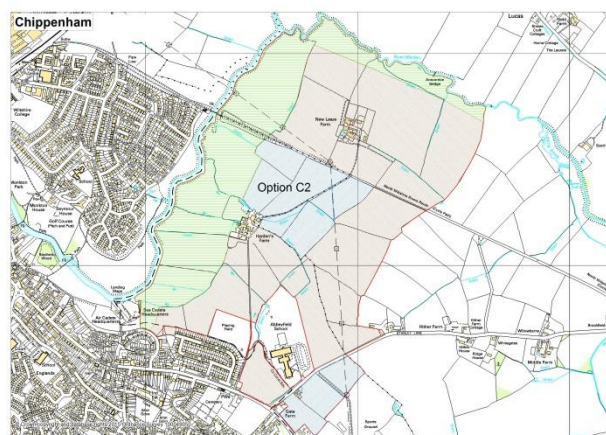


Figure 1.9: Strategic Site Option C2

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
C1	91	20	775	C2	159	25	1890

A third Strategic Site Option C3 (see Figure 3.10, below) has been generated which focuses development to the south of the North Wiltshire Rivers Route. Landscape evidence indicates that land to the north of the North Wiltshire Rivers Route is more sensitive in landscape terms²⁰ to development so in Option C3, the eastern boundary follows the line of the pylons, but instead of extending north of the North Wiltshire Rivers Route, the cycle path becomes the northern boundary. The strategic site option includes SHLAA sites 458 and 3354 together with parts of 506b.

¹⁹ CSAP/03 Paragraph 17.9 Site Selection Report February 2015

²⁰ CEPS/06-08 Evidence Paper 4: Chippenham Landscape Setting Assessment. Available at: <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>

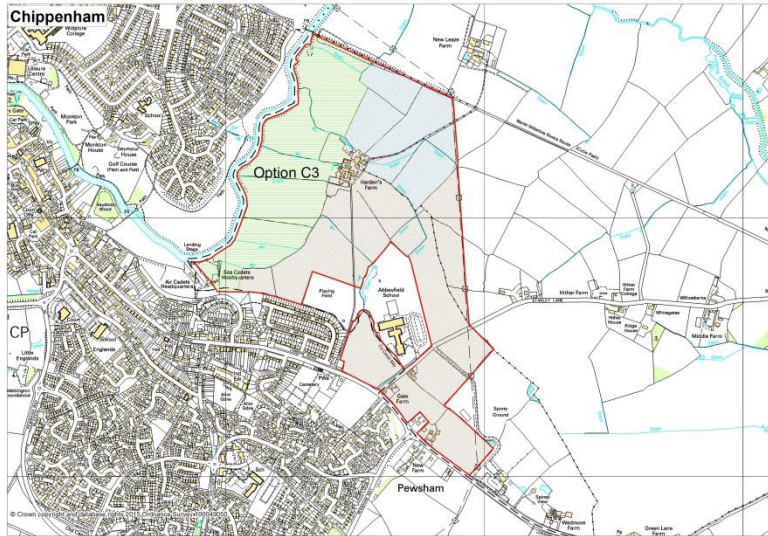


Figure 1.10: Strategic Site Option C3

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
C3	86.1	15.3	940

A fourth Strategic Site Option, C4 is based on the indicative East Chippenham masterplan submitted as part of planning application 15/12363/OUT promoted by Chippenham 2020. It provides an alternative route for the Eastern Link Road and includes more land north of the North Wiltshire Rivers Route (Figure 3.11, below). The planning application envisages that 1,500 homes will be built and approximately 5 hectares of employment land. These estimates have been amended for the purpose of the strategic site option to reflect the average density of 30 dwellings per hectare and increase the employment land provision to better reflect the employment led strategy.

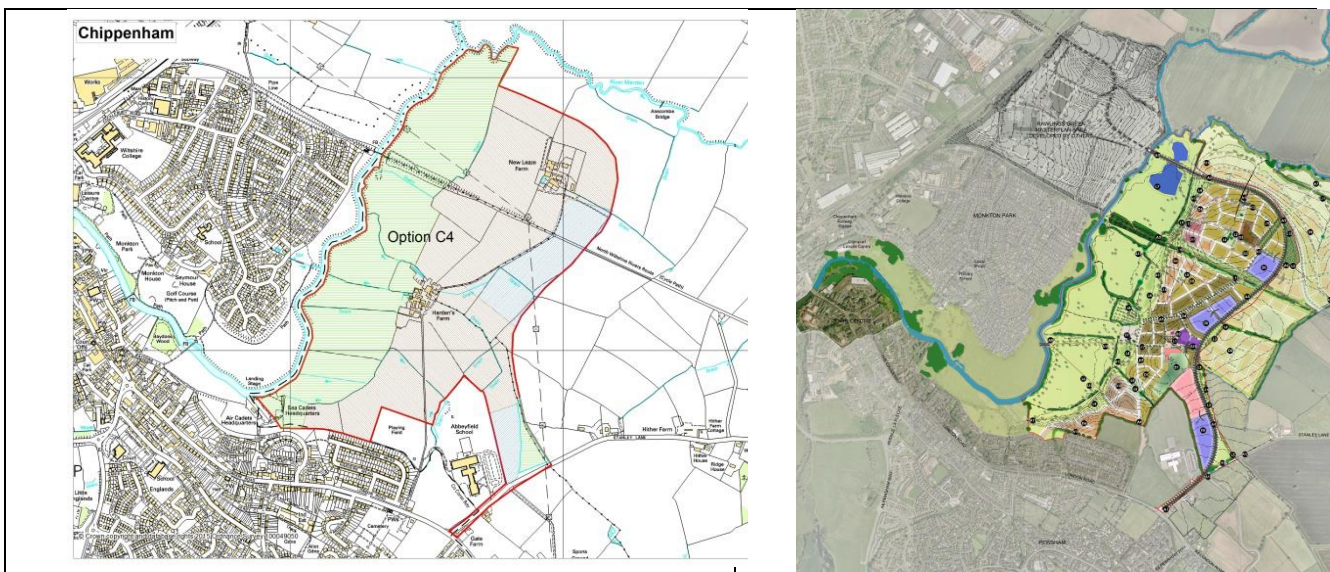


Figure 1.11: Strategic Site Option C4	
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	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
C4	104.2	10.08	1105

Conclusion

The strategic site options in Strategic Area C use both natural features such as topography, rivers and field boundaries as well as man-made features such as pylons and the North Wiltshire Rivers Route to create boundaries. All land included in each option is being promoted for development and therefore both the original options (Strategic Site Options C1 and C2) and the additional options (Strategic Site Options C3 and C4) will continue through to the next stage of assessment.

Accepted Strategic Site Options	Rejected Strategic Site Options	Reason
C1		
C2		
C3		
C4		

Strategic Area D

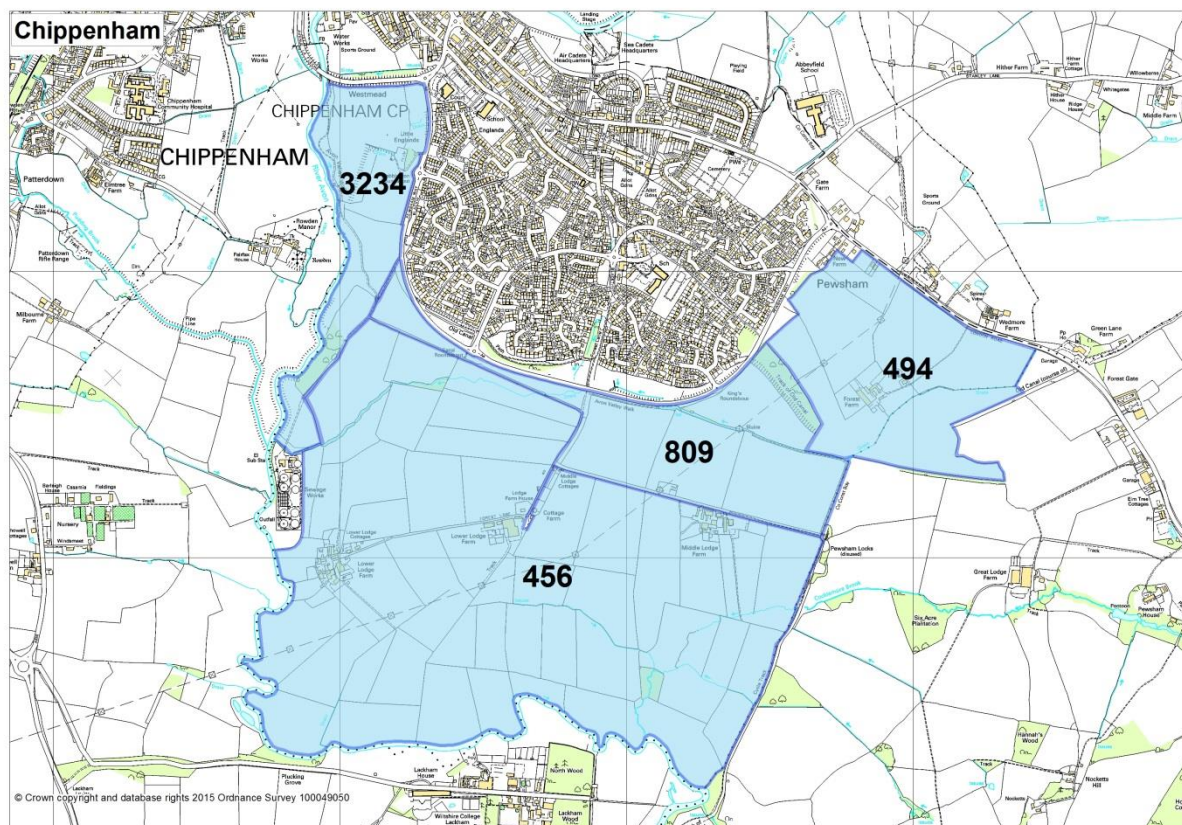


Figure 1.12: Submitted SHLAA sites in Strategic Area D

Land available in Strategic Area D is divided amongst three relatively large land holdings (Sites 456, 494, 809). SHLAA site 3234 is partly within the Rowden Conservation Area and a large proportion is within an area at risk from flooding or steeply sloping.

Each of the larger sites are large enough to be considered individually, although SHLAA site 456 is deprived of access to Pewsham Way by SHLAA site 809. These SHLAA sites adjoin each other and this creates scope to amalgamate them using different combinations. No strategic site options were considered in Area D in the February 2015 Site Selection Report.

The first proposed Strategic Site Option D1 consists purely of SHLAA site 494 which is being promoted by a single developer (Gleeson Developments Limited). A planning application has been submitted for a first phase of 200 dwellings²¹. An indicative master plan for the entire SHLAA site was submitted as part of the examination of the Chippenham Site Allocations Plan²². The indicative layout in Figure 1.13, below, broadly reproduces the master plan submitted but increases the amount of employment land proposed to introduce a mix of uses better suited to a strategic site and that recognises the

²¹ Planning Application 15/11153/OUT Forest Farm November 2015 described as Mixed Use Development Including the Construction of up to 200 Dwellings Including Affordable Housing, B1 Employment

²² OS/3: Statement on behalf of Gleeson Strategic Land. Available on: http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenham_examiation.htm

employment led strategy for the overall plan. The amount of employment land remains below 5ha but reflects the general approach in the developers masterplan. The landscape evidence paper shows that the topography of the site is such that the eastern edge of the site is outside of Chippenham’s visual envelope²³ and consequently green space has been placed here to protect a wider landscape character. Access would need to be gained to the site from the A4 (London Road).

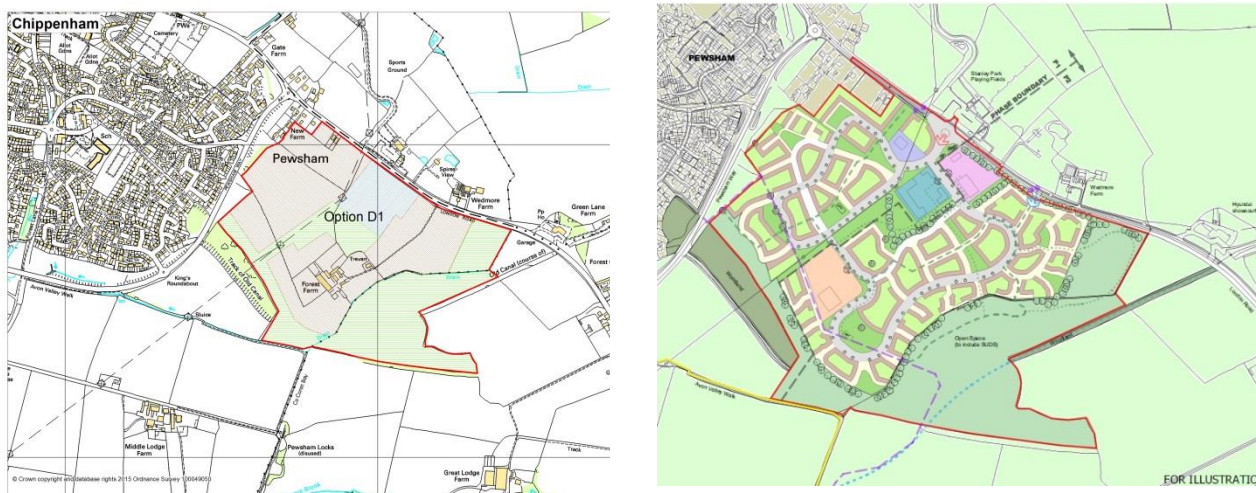


Figure 1.13: Strategic Site Option D1

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D1	42.93	3.3	480

3.1 Strategic Site Option D2 is composed of SHLAA site 809. The long thin section of the SHLAA site along the side of Pewsham Way has been removed from the site option. Due to its shape it would not seem feasible or economic for development. There are opportunities for access to the site from the A4 (Pewsham Way). Although the site is included in the SHLAA the site is not being actively pursued at the moment and no indicative master plan is available. The indicative layout shown in Figure 1.14 has been developed based on site characteristics and includes employment land with access from the A4. The old canal route runs alongside the northern and eastern boundaries of the site which would seem to create the basis for one visual boundary. Green space is suggested to protect the route of the old canal, which would also limit the extension of development into more exposed countryside to the east which is more detached from the existing built up area²⁴. The landscape evidence paper shows that the topography of the site is such that the eastern edge of the site is outside of Chippenham’s visual envelope and consequently green space has been placed here to protect a wider landscape character.

²³ CEPS/06-08 Evidence Paper 4 : Chippenham Landscape Setting Assessment

²⁴ CEPS/06-08 Evidence Paper 4: Chippenham Landscape Setting Assessment

<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>

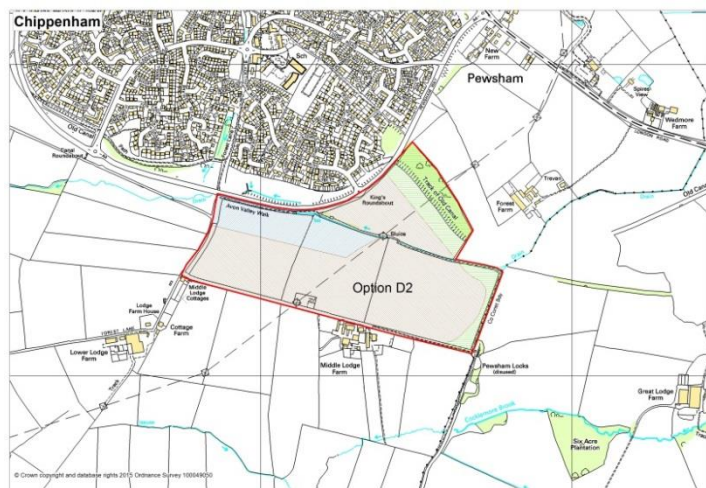


Figure 1.14: Strategic Site Option D2

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D2	36.76	5.2	550

Strategic Site Option D3 is a combination of SHLAA sites 809 and 456. A single employment site is identified (rather than the two separate sites identified in D2 and D7) to provide a single employment destination as close as possible to the town centre, along the A4 (Pewsham Way), from which access would need to be gained. A stream runs through part of the area indicated for employment development. Employment land has been increased to accommodate appropriate treatment of the stream and to recognise this is a larger mixed use scheme. This scale of development is likely to require more than one point of access. Should a Southern Link Road become a consideration the western boundary of the site would need to be extended to the River Avon to enable the site to be joined to development in Area E.

In a similar manner to Strategic Site Option D2, green space is included around the eastern edge of the site to protect the route of the old canal and contain the site within the visual envelope of the town²⁵.

The landscape evidence suggests that SHLAA site 456 contains a logical boundary which follows the topography of the area and does not allow development to breach a higher ridge or 'dome' peaking east to west south of Pewsham. Beyond this point development could extend into more exposed countryside more detached from the existing built up area. Consequently the southern boundary of the strategic site option has been reduced to reflect this. The indicative layout in Figure 1.15, below, also shows green space to the west of the site as this section is part of the Rowden Park Conservation Area and a green buffer area has been put around the Sewage Treatment Works for odour reasons.

²⁵ CEPS/06-08 Evidence Paper 4: Chippenham Landscape Setting Assessment
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>

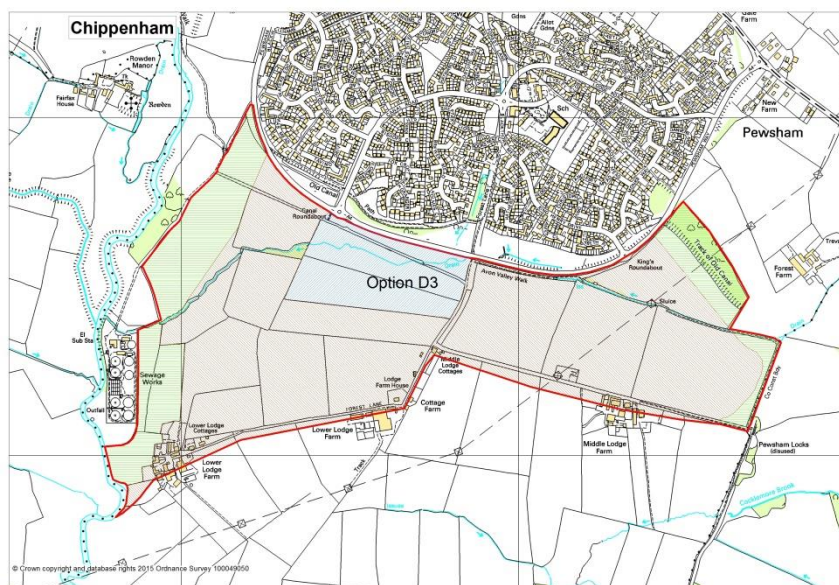


Figure 1.15: Strategic Site Option D3

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D3	100.98	10.7	1520

Combining options D1 and D2 creates Strategic Site Option D4 (see Figure 1.16, below). The illustrative masterplan in Figure 1.13 above provides the layout for the northern section and the green space from Strategic Site Option D2 is replicated to protect the route of the old canal and the visual envelope of Chippenham. Two separate employment sites are retained to enable a choice of location which in combination provide 8.7 hectares of employment land. As the option includes SHLAA sites 494 and 809, access can be gained from the A4, either at Pewsham Way or London Road.

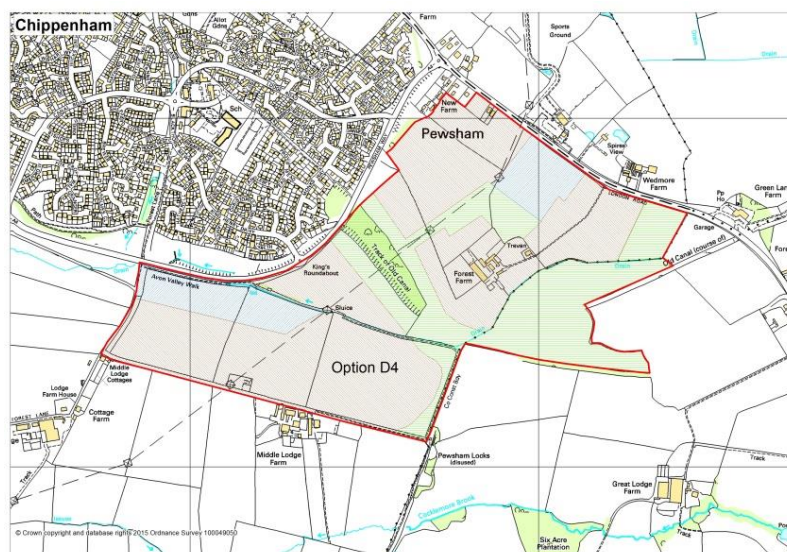


Figure 1.16: Strategic Site Option D4

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D4	79.77	8.5	1035

Strategic Site Option D5 is the largest option in the strategic area (see Figure 1.17, below). It combines SHLAA sites 809, 456 and 494; essentially Strategic Site Options D1 and D3 together. The site layout of D1 is replicated identically as it follows the indicative master plan submitted by the developers of the site. The site layout of the remaining area is similar to that which was described in D3 in order to follow the logical topography of the area and protect the canal route and Rowden Conservation Area as well as including a green buffer area around the Sewage Treatment Works for odour reasons. Employment land is provided in two locations to provide choice potentially attractive to different forms of employment development.

The site is adjacent to and could be accessed from a large stretch of the A4 from Pewsham Way to London Road. Should a Southern Link Road become a consideration the western boundary of the site would need to be extended to the River Avon so the site is capable of connecting to development in Area E.

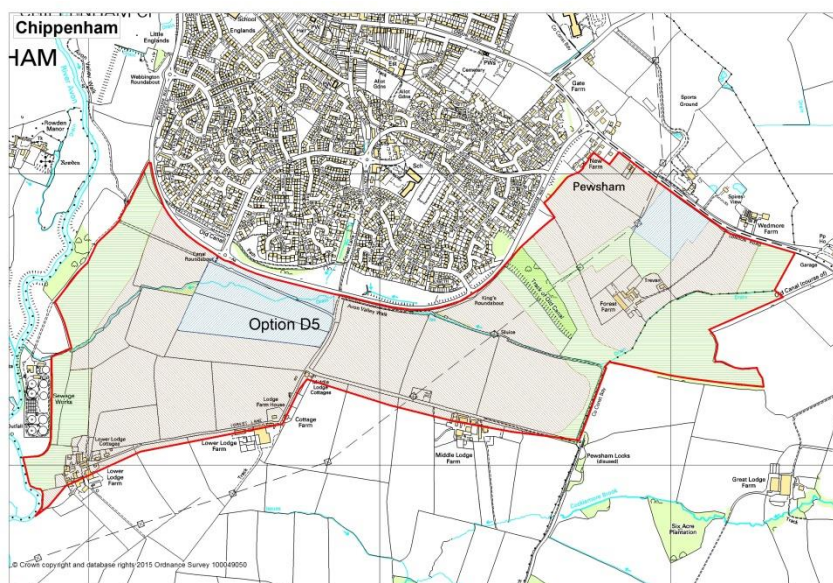


Figure 1.17: Strategic Site Option D5

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D5	143.7	14	2115

The site outline for Strategic Site Option D6 (see Figure 1.18) was proposed in representations²⁶ made to the Pre-Submission version of the Chippenham Site Allocations Plan on behalf of CAUSE2015. It includes part of SHLAA sites 809 and 456. CAUSE2015 intended that the southern boundary be the route for a Southern Link Road, however it does not extend to the River Avon. In a similar manner to Strategic Site Option D3, a strip at the north-west section of the site has been allocated as green space due to Rowden Conservation Area and a green buffer area has been identified around the Sewage Treatment Works for odour reasons. Employment land has been placed against Pewsham Way to benefit from direct access from the A4.

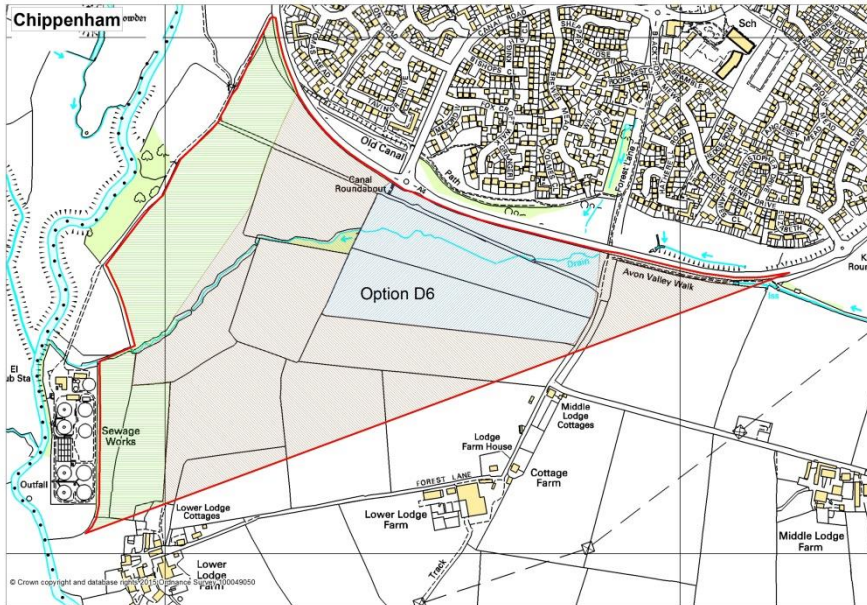


Figure 1.18: Strategic Site Option D6

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D6	50.96	10.5	545

Strategic Site Option D7 (Figure 1.19) involves only the western part of Strategic Site Option D3. The northern section of the site, adjacent to Pewsham Way, is part of SHLAA site 809 and is required to be part of the strategic site option in order to provide access to SHLAA site 456. The site can be accessed from a large stretch of the A4 (Pewsham Way) and the scale of development may require more than one point of access. Should a Southern Link Road become a consideration the western boundary of the site would need to be extended to the River Avon so the site is capable of connecting to development in Area E.

²⁶ Comments 546 & 547 (Mrs Helen Stuckey on behalf of CAUSE2015)
http://consult.wiltshire.gov.uk/portal/spatial_planning/chippenham_sites_dpd/pre-submission/chipp_presub_plan?tab=list

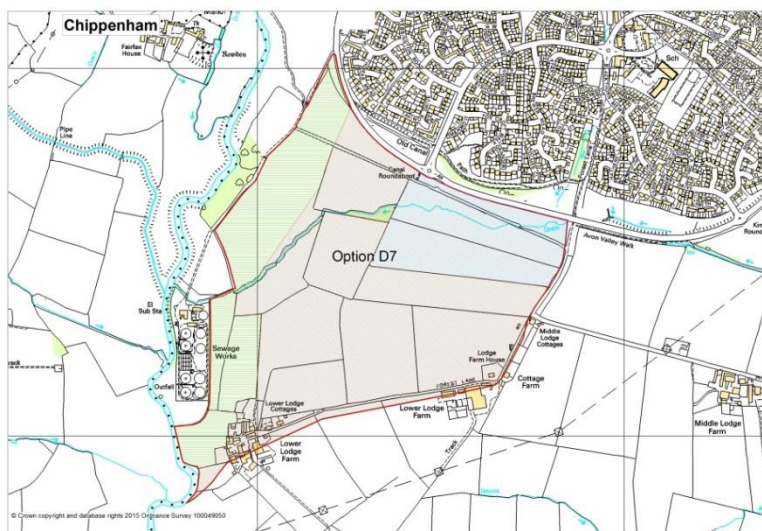


Figure 1.19: Strategic Site Option D7

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D7	61.8	10.7	805

Conclusion

Strategic site options within Area D have been created with regard to the topography of each site, natural and man-made features and are generally within the visual envelope of the existing urban area of Chippenham as identified in landscape evidence to the CSAP. Only a part of Strategic Site D1 (known as Forest Farm) is currently the subject of a planning application although the whole site is being promoted through the CSAP by Gleeson Developments Limited.

Strategic Site Option D2 does not appear a logical means to extend the urban area into the countryside. The length of boundary fronting countryside relative to its developable area would suggest it would be more difficult to design a satisfactory visual boundary to the town. It is not a site actively promoted for development, as yet at least. Option D2 does not seem a rational extension or a logical first step in developing a longer term pattern of development extending the urban area south east.

Strategic Site Option D5 includes a quantum of development of approximately 2100; in a single site this is 18% over the number of homes required in this plan period. A number of land ownerships are involved and there are concerns that a substantial part of the site could not be developed within the Plan period to 2026 (in excess of 200 homes a year would need to be delivered). Consequently this strategic site option is not considered to be a reasonable alternative.

Strategic Site Option D6 has been proposed to show a concept without regard to detailed consideration of a site boundary to reflect submitted comments on the CSAP. A more detailed boundary could be determined through more detail master planning, but based on the evidence on landscape and visual impact the result would in large part resemble

Site Option D7. This uses more substantive features that can be a basis of a boundary: the lanes, topography and field enclosures.

Accepted Strategic Site Options	Rejected Strategic Site Options	Reason
D1	D2	Does not represent a logical extension into the countryside
D3	D5	An extensive area of development which will exceed the housing requirement to be delivered within this plan period as well as representing a challenging annual delivery rate from a single site.
D4	D6	Does not have an appropriate boundary and resembles Option D3 and D7
D7		

Strategic Area E

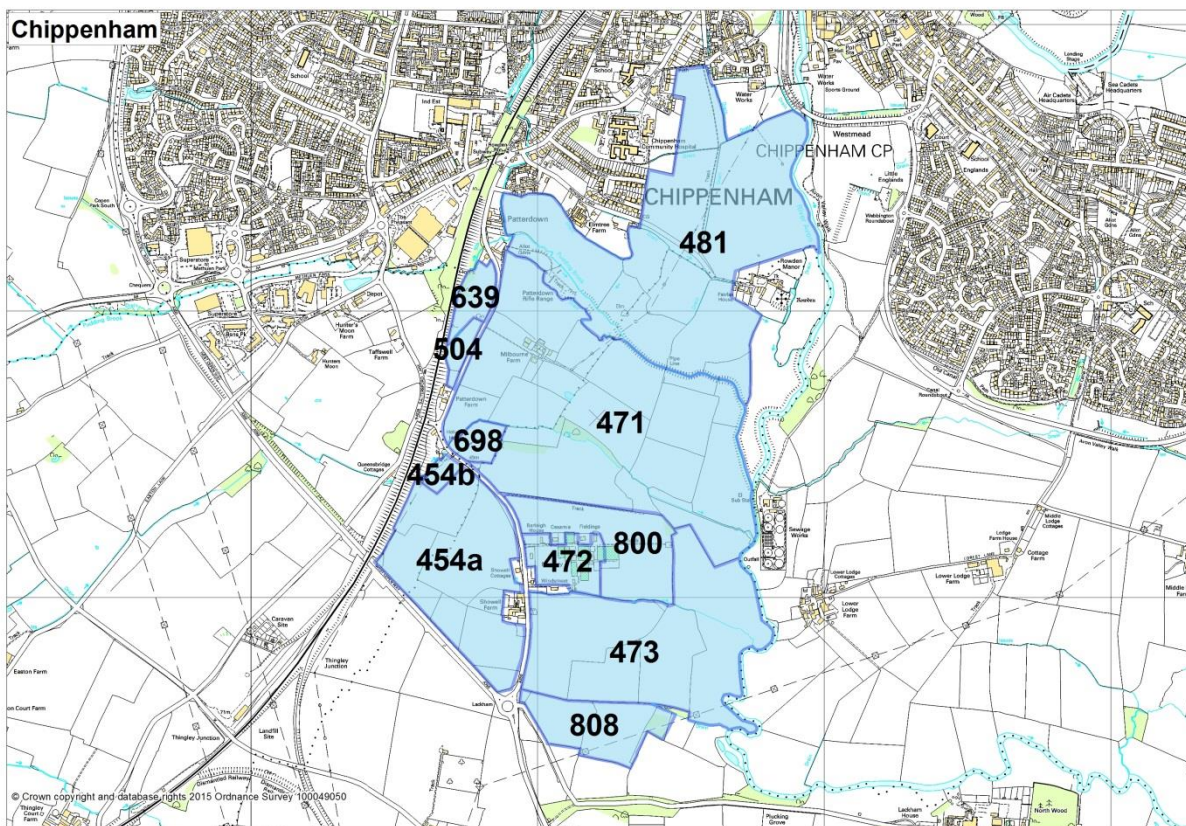


Figure 1.20: Submitted SHLAA sites in Strategic Area E

There is the potential for many different strategic site options within Strategic Area E due to the multitude of SHLAA sites and their potential combinations. Strategic Area E has the greatest number of individual land parcels identified in the SHLAA and therefore the greatest number of potential site permutations. SHLAA sites in the Strategic Area include 481, 471, 639, 504, 698, 800, 454a, 454b, 472, 473 and 808.

Most of all the strategic areas, the creation of individual strategic site options in Area E needs to adhere to the basic development principles described in paragraph 1.16 above in relation to development proceeding out from the urban edge and in relation to the need for comparative difference between sites to enable the assessment process to deliver clear preferences. The impact of multiple ownerships is also a consideration first discussed in paragraph 1.15 above as is the need to ensure that each site can be substantially developed within the Plan period.

There is already active developer interest in Strategic Area E. Two planning applications which in combination are based on the previous Strategic Site Option E2 (see Figure 1.21, below) are currently under consideration. The first is Rowden Park²⁷ which takes into account the residential land and Country Park land (SHLAA sites 471, 481, 800). The second application is for Land at Showell Farm²⁸ (SHLAA site 454a) which incorporates land for employment development. Strategic Option E2 closely relates to these applications however the number of homes anticipated in the Strategic Site Option is 1140 homes compared to the 1000 promoted in the application using the average density of 30 dwellings per hectare.



Figure 3.21: Rowden Park and Showell Farm Planning Applications

²⁷ CHSG/05 Planning Application 14/12118/OUT Rowden Park December 2014

²⁸ Planning Application N/13/00308/OUT Land at Showell Farm February 2013

In representation to the emerging CSAP developers are also promoting sites to the west of the B4528 and the railway land (SHLAA sites 504 and 639), at the Showell Nurseries (SHLAA site 472) and adjacent to Lackham Roundabout on the A350 (SHLAA sites 473 and 808)²⁹. Land is therefore readily available.

A common theme throughout all of the options in Strategic Area E is the inclusion of green space covering the areas at risk of flooding. In developing the options there was then consideration of how far south the site could extend (for example sites 4723 and 808) and of the opportunities for small sites to be enveloped by development should larger individual SHLAA sites be taken forward (for example land to the West of the B4528 and the railway land, sites 504 and 639).

The original Strategic Site Options E1 – E3 contained in the 2015 Site Selection Report have been retained (see Figures 1.22, 1.23, 1.24 below). The previous site selection report therefore commented that possible strategic site options revolved around how far south it is appropriate to propose a strategic site³⁰ and focused on the southerly extent of a site.

Since those considerations land to the west of the B4528 and land at Showell Nurseries have been further promoted as available. Taking the principle that land should be developed from the edge of the urban area outwards consideration of these additional sites has led to the creation of strategic site options E4 (Figure 1.25), E5 (Figure 1.26) and E8 (Figure 1.29).

For completeness initial options were also created to test the maximum capacity of sites developed further south (enhanced options E3 effectively). These are referred to as Strategic Site Options E6 (Figure 1.27) and E7 (Figure 1.28)

This exercise illustrated that there are multiple permutations of different strategic site options within Strategic Area E; key variables in their creation being the extent of development to the south and the number of different land interests.

Although new strategic site options have been produced the indicative layout of the area has not been changed from the original strategic site options. Due to the flood zone areas, the areas of green space are relatively fixed. In addition, the area bounded by the B4528, A350 and main railway line offers a logical boundary for an employment area well related to the primary road network and with relatively easily created access. This component is retained in each strategic site options as the only reasonable location.

²⁹ Page 204, Rep 258 of CCON/04 Comment Schedule.

³⁰ CSAP/03 Paragraph 7.2, 7.3 Chippenham Site Selection Report, February 2015

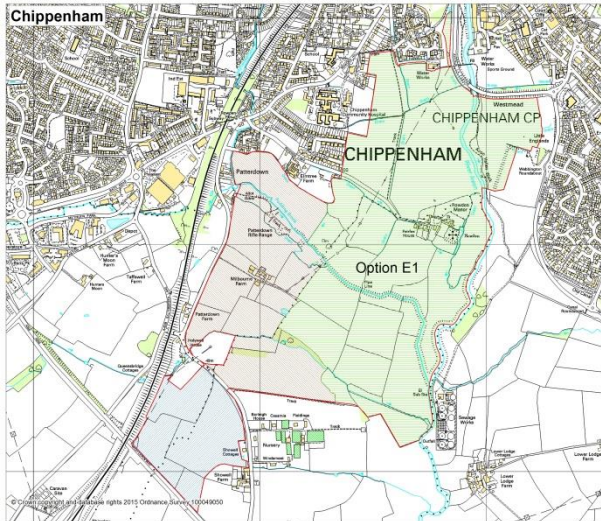


Figure 1.22: Strategic Site Option E1

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
E1	163	18.1	905	E2

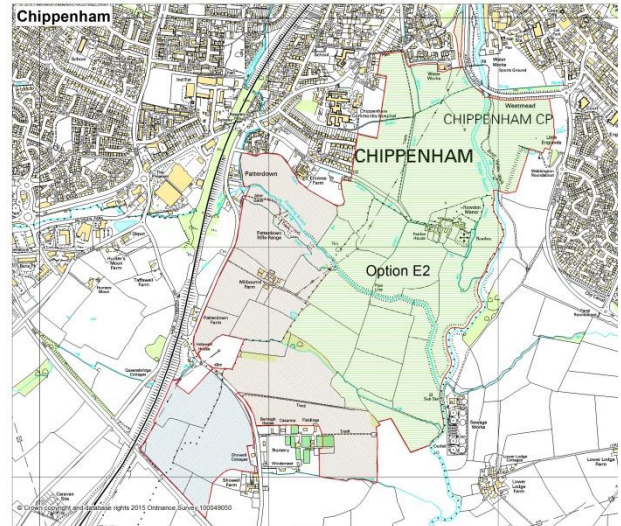


Figure 1.23: Strategic Site Option E2

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
	174	18.1	1140	

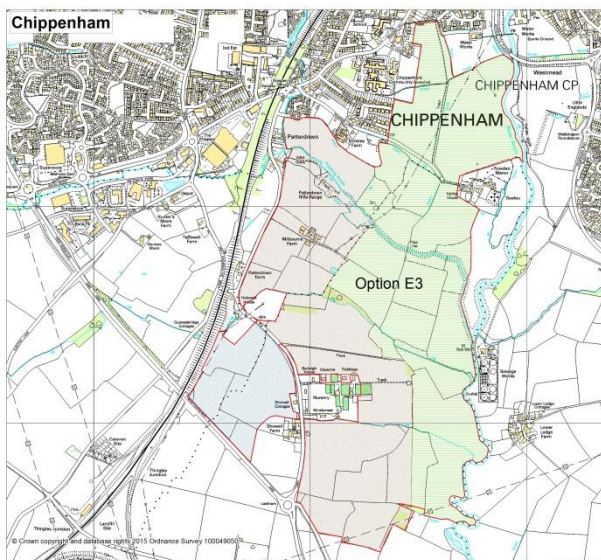


Figure 1.24: Strategic Site Option E3

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
E3	189	18.1	1720	E4

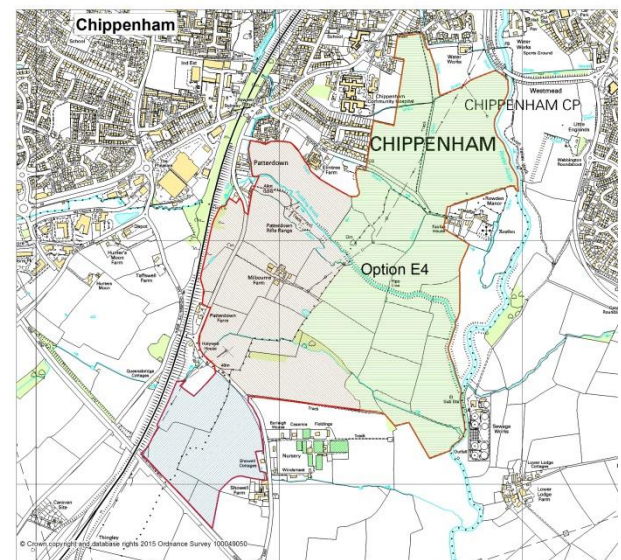


Figure 1.25: Strategic Site Option E4

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
	141.2	18.1	1035	

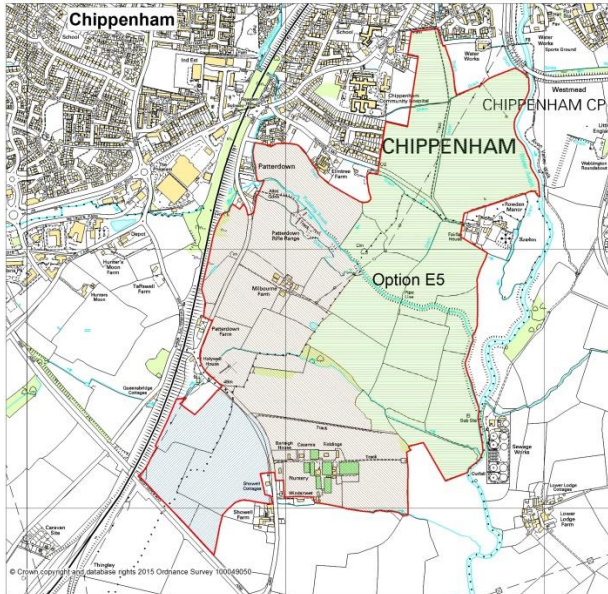


Figure 1.26: Strategic Site Option E5

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
E5	157.9	18.1	1390

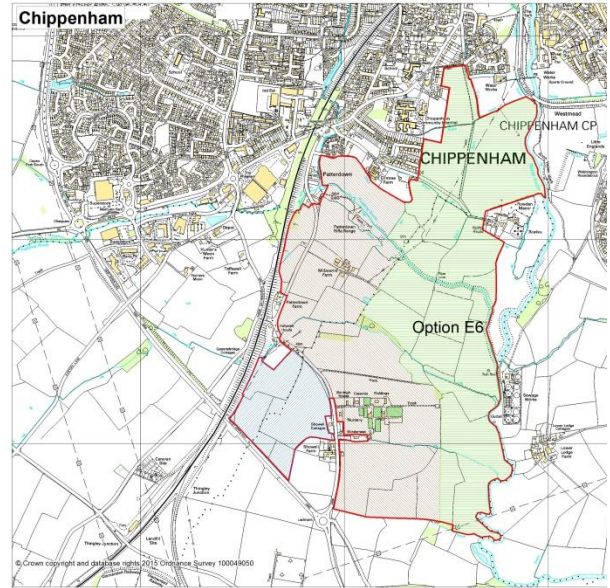


Figure 1.27: Strategic Site Option E6

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
E6	192.7	18.1	1785

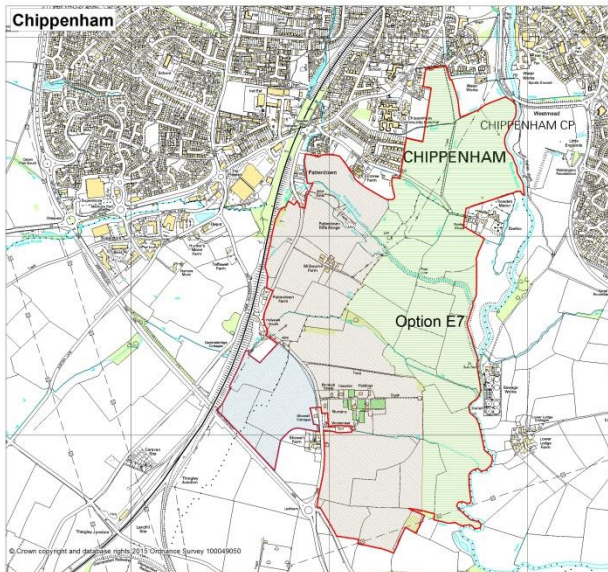


Figure 1.28: Strategic Site Option E7

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
E7	200.9	18.1	1970

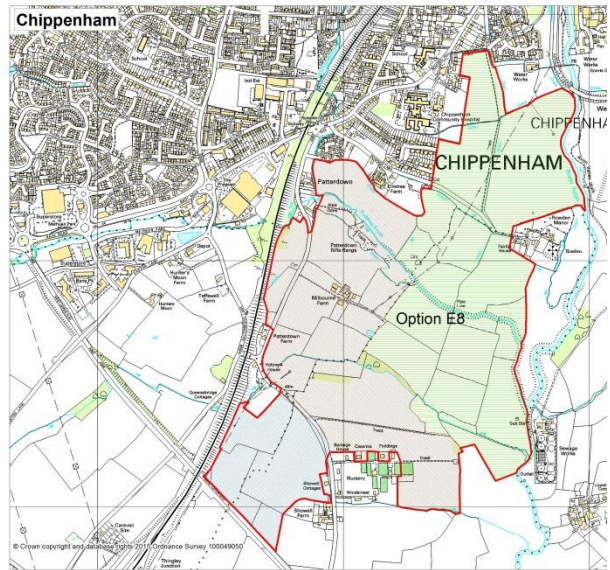


Figure 1.29: Strategic Site Option E8

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
E8	153.4	18.1	1290

Conclusion

To determine which sites to take forward for further analysis in Strategic Area E it is necessary to return to the principles established in paragraphs 1.15 and 1.16 above. It is recognised that a strategic site in multiple ownerships can be a barrier to delivery and sites that are excessive in size may not be delivered in the Plan period without prejudicing decisions for future plans. Site Options E6 and E7 would deliver the whole Plan requirement for housing and require the promoters of up to 10 SHLAA sites to cooperate in its coordinated delivery. Within the remaining time period of the Plan to 2026 this is not considered achievable. These site options have therefore not been taken forward.

There are similar concerns in relation to Site Options E3, E4, E5 and E8. The number of interests and the scale of development is large with all sites promoting more than 1000 homes with at least 5 different site promoters involved. These raise concerns about their achievability. It is important however, at this stage, that all SHLAA sites are considered as part of a reasonable site option to make sure the issues they raise are considered. Therefore E3 and E5 are taken forward for further assessment.

Site Option E3 tests the acceptable southern extension of development to the south of Chippenham and was one of the original site options tested to develop the submission draft Plan. (Rejected site option E7 also includes land to the south and conclusions in this respect could be transferred to this option should analysis need to be revisited).

The B4528 is considered to be a strong man made boundary to a potential urban extension to the south west of Chippenham. It is already a well used road. However, Site options E4 to E8 include this land. Using the principle that development should proceed from the urban edge outwards an option should be tested that includes sites in this location and others that will become part of the town's visual envelope should other options such as E1 and E2 be taken forward. Therefore E5 is taken forward to test the capacity of all land within the envelope of the town to a level of development considered achievable within the Plan period.

Accepted	Rejected	
Strategic Site Options	Strategic Site Options	Reason
E1		
E2		
E3		
	E4	The potential advantages and disadvantages of option E4 will be considered as part of the smaller option E1 and larger option E5.
E5		
	E6	This is a large option and requires cooperation between 8 different SHLAA site promoters to bring the site forward. The complexity and size of the site has led the council to conclude that the strategic site option would not be achievable within the plan period.
	E7	This is the largest option and requires cooperation

		<p>between 9 different SHLAA site promoters to bring the site forward. The complexity and size of the site has led the council to conclude that the strategic site option would not be achievable within the plan period.</p>
<p>E</p>	<p>E8</p>	<p>Minor variation to site option E5 and E3. Principles tested in these options</p>

Appendix 5:

Policy Review of Strategic Site Options Criteria

Introduction

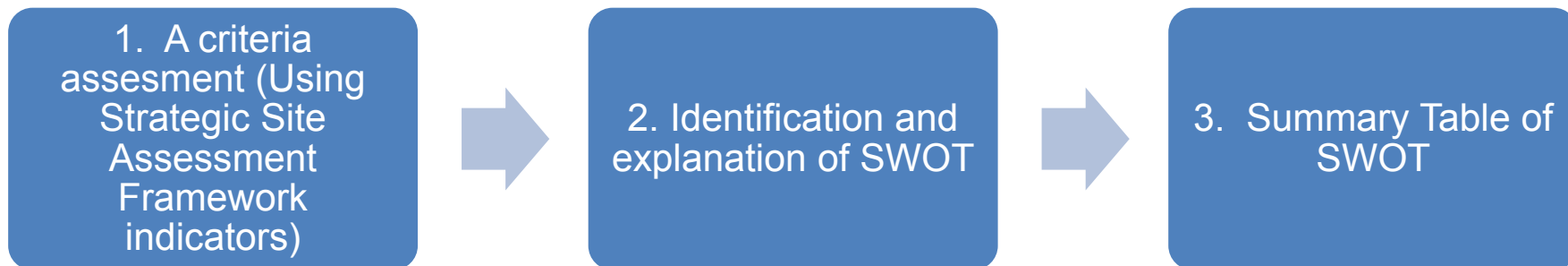
Objective: To undertake a review of reasonable alternative strategic site options in each strategic area to highlight the strengths and weaknesses of each against existing plan objective.

A detailed SWOT analysis culminates in highlighting the strengths and weaknesses of each site option. The examination of each strategic site option against the Plan's Objectives identifies those sites with the most potential to support the employment led strategy for Chippenham established in the Core Strategy.

The analysis of strategic site options in Areas E, B and C has been extended to include strategic site options in each strategic area and additional options in Strategic Areas E, B and C. The results of the assessment then inform step 6.

A first stage assesses evidence on all the indicators listed in strategic site assessment framework. To help identify particular differences between site options, a second stage in the assessment identifies any distinctive aspects of a site option compared to the other site options within its strategic area. Strengths, weaknesses, threats and opportunities are identified as a conclusion for each the criteria in turn under each site. A table for each site summarises the SWOT of each site as an overall conclusion.

For each strategic site there is:



Criteria assesment and detailed explanation of each site's SWOT (steps 1 and 2) is contained in a number of tables for each site as appendices.

Using the six criteria from the Wiltshire Core Strategy (which are consistent with the Plan objectives) and evidence requirements set out in the Strategic Site Assessment Framework, the assessment reports under each site option:

- Strength: There would be a benefit from developing here because...
- Weakness: There would be harm from developing here because...
- Opportunity: Developing here would offer the wider benefit of...
- Threat: Developing here would risk the wider harm of...

The results for each site use the template for a summary SWOT table as shown below:

	Strategic Site option name							
CP10 criteria	Strength		Opportunity		Threat		Weakness	
1. Economy	←		Description of strength - there would be a benefit from developing here because...					
2. Social								
3. Road network		←	Source of evidence: Such as EP1-7 and Strategic Site Assessment Framework					
4. Accessibility								
5. Environment								
6. Flood risk								

Figure 1: SWOT Template

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Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience															
Indicator	Rationale	Evidence requirement	A: Assessment		B: Comparison within Strategic Area (As 'A' column unless stated)										
Distance to M4/profile prominence	Attractiveness to business achieved by perception that premises are easily accessible to M4 or marketed as in the M4 corridor	Range of minimum and maximum vehicle times and judgement on reliability of journey of times. Measurement of distance from site to M4 junction.	<table border="1"> <thead> <tr> <th>Categorisation</th> <th>Total distance from PRN</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1000m</td> </tr> <tr> <td>Moderate</td> <td>1000m-2000m</td> </tr> <tr> <td>Weak</td> <td>2000m-2500m</td> </tr> <tr> <td>Very weak</td> <td>2500m+</td> </tr> </tbody> </table> <p>Table 4.3 EP3 p30 plus CEPS/04a.</p> <p>Reliability – judgement on number of junctions involved: Reliable/Less reliable</p>		Categorisation	Total distance from PRN	Strong	0m-1000m	Moderate	1000m-2000m	Weak	2000m-2500m	Very weak	2500m+	
Categorisation	Total distance from PRN														
Strong	0m-1000m														
Moderate	1000m-2000m														
Weak	2000m-2500m														
Very weak	2500m+														
Distance to railway station	Attractiveness to business achieved by perception that premises are easily accessible to London and Bristol. The importance of Chippenham's excellent access to a mainline railway line was emphasised at both the community and developer meetings held in April 2014.	Range of minimum and maximum times for each mode and judgement on the quality of the links by cycle and foot. Measurement of distance from site to Chippenham railway station.	<table border="1"> <thead> <tr> <th>Categorisation</th> <th>Distance Banding</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1600m (up to approximately 1 mile)</td> </tr> <tr> <td>Moderate</td> <td>1600m-2400m</td> </tr> <tr> <td>Weak</td> <td>2400m-3200m</td> </tr> </tbody> </table> <p>Heat maps to be supplied by Atkins. Distance banding from access to town centre table 3-1 plus CEPS/04a.</p>		Categorisation	Distance Banding	Strong	0m-1600m (up to approximately 1 mile)	Moderate	1600m-2400m	Weak	2400m-3200m			
Categorisation	Distance Banding														
Strong	0m-1600m (up to approximately 1 mile)														
Moderate	1600m-2400m														
Weak	2400m-3200m														
Fit with economic assessment	Scope to provide office and industrial premises that are in	Description of marketing potential	Strong, moderate or weak												

	demand (B1 sequential test). There is a need for sites to be flexible to respond to the needs of the market.	to different business sectors. Sectors weighted in importance according to Local Economic Partnership (LEP) strategy.	Narrative fit with strategy Flexibility Need for design and build sites and move-on premises. There is a shortage of employment land for B2 Industrial and B1 Light Industrial uses in Chippenham.	
Contribution to wider economic growth	New development and infrastructure can benefit wider economic growth. New development may improve the attractiveness or accessibility to existing business areas or increase the potential for other employment development elsewhere.	Description of the potential and means to connect to other existing or potentially new business developments.	Strong, moderate or weak Proximity to existing PEAs Other wider economic growth benefits	
Development costs	Potential to provide competitively priced premises is helped by sites having low development costs	Identification of potential exceptional development costs, ease of connection to existing physical infrastructure	High, average or low Describe exceptional development costs	
Speed of delivery	The potential to provide premises quickly provides a competitive advantage and will help to attract business development. The developer meeting highlighted the importance of willing landowners that have a commitment to deliver proposals.	Estimate of time taken to build and bring to the market Landowner engagement – proof and commitment to deliver.	High, Low, Unknown Location re: road network Willingness of land owner or developer (status of SHLAA evidence) Good, Poor, Unknown Low – more than two years from now Where evidenced - HLSS trajectory	

<p>Environmental attractiveness</p>	<p>A distinctive environment provides a sense of quality, status and increased attractiveness to investors that may also appeal to higher value business</p>	<p>Assessment of potential landscape quality and setting.</p>	<p>TEP attractiveness for business recorded in A3 Area proformas Reference to aspects or features that provide a distinctive quality = Good All other reference = Mixed</p>	
<p>Ability to meet ICT needs</p>	<p>The capacity to easily provide up-to-date ICT connectivity is a pre-requisite for modern business</p>	<p>Anticipated download speeds with and without infrastructure investment</p>	<p>Known, unknown All sites are likely to be unknown</p>	
<p>Relationship with existing residential development</p>	<p>Proximity of housing can make a site less attractive and affect the competitiveness of the site for certain uses</p>	<p>Identification of areas where there would need to be a close juxtaposition of housing and employment uses and therefore potential conflicts</p>	<p>Distance to significant existing residential development: Good, moderate, poor</p>	
<p>Introduction of choice</p>	<p>Providing a choice of locations which support different types of business can help support economic resilience</p>	<p>Assessment of the scope to provide more than one locations for new business development and to provide for a variety of business uses.</p>	<p>Identify a distinctive USP for a location and what this may add. Yes or No</p>	

Each site will have a description of its employment potential.

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them				
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>		
Recreation potential	Scope for informal and formal recreation for both the new and existing population, to provide opportunities for healthy lifestyles	<p>Assessment of recreation potential; identifying possible corridors, parks, gardens and sites/areas suitable for formal sports from natural features and topography.</p> <p>Identification of existing recreational assets and description of role and importance and the scope to protect and enhance them.</p>	<p>Substantial opportunities = Strong One opportunity referenced = Average Little or no opportunities = Weak</p> <p>TEP Recreation potential recorded in A3 Area proformas. Identify added opportunities.</p> <p>Opportunity = ability to enhance existing asset. Use indicative maps to identify new features</p>	
Environmental attractiveness	Scope to provide interest and use existing features to create a visually attractive environment. Scope to realise a high quality urban design.	<p>Identifying potentially attractive or distinctive features and assets, identifying them and their location and explaining how they could be used in urban design.</p> <p>For site selection (not strategic areas):</p>	<p>Ability to provide a variety of high quality settings = Strong Adverse effect on landscape qualities to be safeguarded = Weak</p> <p>All others = moderate</p> <p>TEP Attractiveness for housing recorded in A3 Area proformas. Identify reason for quality settings and form of adverse effects.</p> <p>Use indicative maps to identify new</p>	

		Conceptual master plans to identify the potential form and qualities of urban design and assessment of potential impacts on the overall character of Chippenham.	features	
Noise, contamination and other pollution (including smell and air pollution)	Avoiding harm and nuisance that reduces quality of life within an area or neighbouring areas.	Identification of potential sources of harm, assessing their extent and significance, describing the scope for mitigation	Possible, unlikely or unknown Identification of pollution sources that may impinge upon residential area of site See constraints maps for issues such as land contamination and proximity to industrial areas and	
Exceptional development costs	Exceptional development costs will reduce the scope for investment in other areas of a scheme (for instance proportion of affordable housing) that an area may deliver	Identification of the costs of important infrastructure and identifying any technical or complex issues that would require an expensive solution then assessing their potential impact upon an area or site's viability.	High, average or low Identification of exceptional item or element of a scheme (See criterion 1) = high Uses existing infrastructure (not leisure, health or schools – as these are considered below) = low All others = average	
Impacts upon nearby schools	Additional pupil numbers will need to be accommodated. The ease with which they can be accommodated will influence the quality of education.	Forecast pupil numbers and information on local school capacity	Good, mixed, poor Use evidence in EP2 addendum. Currently capacity in existing and nearby schools = good	Also, is the site of a scale to provide for additional facilities?

			<p>Some capacity but additional school required = mixed</p> <p>No capacity and school needs to be provided as soon as possible = poor</p>	
Impacts upon health facilities	Additional population may impact on capacity of existing GPs and dental surgeries.	Identification of additional demand, the need for additional facilities and the ability to provide them	<p>Good, mixed, poor</p> <p>Evidence needed of nearest GP surgery (within 1600m) and capacity</p> <p>Use evidence in EP2 addendum and work around SoCG.</p> <p>Currently capacity in existing and nearby GPs = good</p> <p>Some capacity but additional GP services required = mixed</p> <p>No capacity and additional GP services needs to be provided as soon as possible = poor</p> <p>Identification of potential linkages or on site resource using EP2 evidence paper description pp 60-66</p>	Also, is the site of a scale to provide for additional facilities?
Impacts on leisure facilities	Additional population will generate demand for leisure opportunities. The ease with which they can be accommodated will influence the quality of leisure facilities	Forecast impacts upon existing leisure facilities, anticipated need for expanded capacity and the ability to provide it.	<p>Strong or weak</p> <p>Within 1600m of sports and leisure facility capable of expansion – Strong</p> <p>Everything else – Weak</p> <p>All sites are likely to provide for needs they</p>	Is the site of a scale to provide for additional facilities?

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	and their use.		<p>generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community.</p> <p>Identification of potential linkages or on site resource using EP2 evidence paper description pp 66-74</p>	
Potential for green energy	Large scale development should realise the potential scale of development to produce low carbon energy solutions in accordance with core strategy core policy 41	An assessment of the scope for renewable energy solutions and low carbon solutions.	<p>Strong, moderate, weak</p> <p>Identification of potential linkages or on site resource using EP2 evidence paper description pp 74-79</p>	Is the site of a scale to provide for green energy initiatives?

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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre														
Indicator	Rationale	Evidence requirement												
Time and distance to A350	Easy access for trips beyond Chippenham avoids traffic increasing on unsuitable roads and helps to maintain the quality of local environments. Proximity to the primary route network has been identified as being advantageous to employment uses.	Queue lengths are typically used as an indicator of travel time. Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility “heat maps” will be used to address this indicator. This was supported by attendees at the developer forum as a viable method.	<table border="1"> <thead> <tr> <th>Categorisation</th> <th>Total distance from PRN</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1000m</td> </tr> <tr> <td>Moderate</td> <td>1000m-2000m</td> </tr> <tr> <td>Weak</td> <td>2000m-2500m</td> </tr> <tr> <td>Very weak</td> <td>2500m+</td> </tr> </tbody> </table>	Categorisation	Total distance from PRN	Strong	0m-1000m	Moderate	1000m-2000m	Weak	2000m-2500m	Very weak	2500m+	EP3 table 4-3 plus CEPS/04a.
Categorisation	Total distance from PRN													
Strong	0m-1000m													
Moderate	1000m-2000m													
Weak	2000m-2500m													
Very weak	2500m+													
Adding traffic to town centre streets	Traffic generation should avoid adding burdens to the central gyratory system which already detracts from the accessibility and attractiveness of the town centre.		<table border="1"> <thead> <tr> <th>Categorisation</th> <th>Distance from the most congested corridors¹³</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>1500m+</td> </tr> <tr> <td>Moderate</td> <td>1000m-1500m</td> </tr> <tr> <td>Weak</td> <td>500m-1000m</td> </tr> <tr> <td>Very weak</td> <td>0m-500m</td> </tr> </tbody> </table>	Categorisation	Distance from the most congested corridors ¹³	Strong	1500m+	Moderate	1000m-1500m	Weak	500m-1000m	Very weak	0m-500m	Scale of development will influence traffic impacts
Categorisation	Distance from the most congested corridors ¹³													
Strong	1500m+													
Moderate	1000m-1500m													
Weak	500m-1000m													
Very weak	0m-500m													
Time and distance to town centre (Neeld Hall)	Easy access to the town centre encourages alternative forms of transport	A ‘heat map’ is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility	<table border="1"> <thead> <tr> <th>Categorisation</th> <th>Distance Banding</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1600m (up to approximately 1 mile)</td> </tr> <tr> <td>Moderate</td> <td>1600m-2400m (approximately 1 to 1.5 miles)</td> </tr> <tr> <td>Weak</td> <td>2400m-3200m (approximately 1.5 to 2 miles)</td> </tr> </tbody> </table>	Categorisation	Distance Banding	Strong	0m-1600m (up to approximately 1 mile)	Moderate	1600m-2400m (approximately 1 to 1.5 miles)	Weak	2400m-3200m (approximately 1.5 to 2 miles)	Table 3-1 EP3 p14 plus CEPS/04a.		
Categorisation	Distance Banding													
Strong	0m-1600m (up to approximately 1 mile)													
Moderate	1600m-2400m (approximately 1 to 1.5 miles)													
Weak	2400m-3200m (approximately 1.5 to 2 miles)													

<p>Impact on queue lengths and critical junctions</p>	<p>Traffic generation should avoid exacerbating existing bottlenecks at critical junctions</p>	<p>is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area.</p> <p>Identification of critical junctions and modelling effects on traffic flows</p>	<p>Categorisation</p> <p>Strong Moderate Weak Very weak</p> <p>Distance from the most congested corridors¹³ 1500m+ 1000m-1500m 500m-1000m 0m-500m</p> <p>Network impacts table 4-1 plus CEPS/04a.</p>	<p>Scale of development will influence traffic impacts</p>
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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment												
Indicator	Rationale	Evidence requirement										
Time taken, safety and quality of travel to town centre (Neeld Hall)	Development should provide the most means possible to achieve a modal shift to alternatives the private car in order to achieve objectives such as CO2 emissions, healthy life choices and equal access to facilities. The indicators identified here are in line with the key facilities identified in the community and developer meetings.	Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility “heat maps” will be used to address this indicator. A ‘heat map’ is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area	<p>Strong, moderate, weak or very weak.</p> <p>Table 3-1 EP3 p14 plus CEPS/04a.</p> <table border="1"> <thead> <tr> <th>Categorisation</th> <th>Distance Banding</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1600m (up to approximately 1 mile)</td> </tr> <tr> <td>Moderate</td> <td>1600m-2400m (approximately 1 to 1.5 miles)</td> </tr> <tr> <td>Weak</td> <td>2400m-3200m (approximately 1.5 to 2 miles)</td> </tr> </tbody> </table>	Categorisation	Distance Banding	Strong	0m-1600m (up to approximately 1 mile)	Moderate	1600m-2400m (approximately 1 to 1.5 miles)	Weak	2400m-3200m (approximately 1.5 to 2 miles)	
Categorisation				Distance Banding								
Strong				0m-1600m (up to approximately 1 mile)								
Moderate				1600m-2400m (approximately 1 to 1.5 miles)								
Weak				2400m-3200m (approximately 1.5 to 2 miles)								
Time taken, safety and quality of travel to railway station												
Time taken, safety and quality of travel to secondary schools												
Time taken, safety and quality of travel to College												
Access to the existing public	Where access to main facilities by an alternative to the car is		<p>CEPS/04a.</p> <table border="1"> <thead> <tr> <th>Categorisation</th> <th>Distance Banding</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1600m (up to</td> </tr> <tr> <td>Moderate</td> <td>1600m-2400m</td> </tr> <tr> <td>Weak</td> <td>2400m-3200m</td> </tr> </tbody> </table> <p>Table 3-3 EP3 p16 plus CEPS/04a.</p> <p>No information provided by Atkins.</p> <p>Access to public transport:</p>	Categorisation	Distance Banding	Strong	0m-1600m (up to	Moderate	1600m-2400m	Weak	2400m-3200m	
Categorisation	Distance Banding											
Strong	0m-1600m (up to											
Moderate	1600m-2400m											
Weak	2400m-3200m											

<p>transport, footpath and cycle network</p>	<p>already in place it is more likely to encourage alternative forms of transport</p>		<table border="1" data-bbox="1265 193 1796 373"> <thead> <tr> <th>Categorisation</th> <th>Distance Banding</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-400m (approximately)</td> </tr> <tr> <td>Moderate</td> <td>400m-1200m (up to</td> </tr> <tr> <td>Weak</td> <td>1200m-1600m (up to</td> </tr> </tbody> </table> <p>Table 3-9 EP3 p21 plus CEPS/04a.</p> <p>Also identify links to cycle and PROW network, with a judgement on quality and usefulness.</p>	Categorisation	Distance Banding	Strong	0m-400m (approximately)	Moderate	400m-1200m (up to	Weak	1200m-1600m (up to	
Categorisation	Distance Banding											
Strong	0m-400m (approximately)											
Moderate	400m-1200m (up to											
Weak	1200m-1600m (up to											
<p>Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Where access to main facilities by an alternative to the car can be introduced early in the development process it is more likely to encourage alternative forms of transport</p>		<p>High, Medium or Low</p> <p>See discussion in EP3 paras 5.10 – 5.18. pp 36-7 plus CEPS/04a.</p> <p>Identify specific opportunities where possible with judgement on prospects of realising potential.</p>	<p>Scale of development will influence degree to which additional public transport can be provided.</p>								

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside				
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	Quality of the environment will be improved by integrating distinctive features, but development might destroy others and reduce visual or other interests. Proposed mitigation measures should be taken into account.	Features and characteristics identified by type, location and significance. Advice on how they may protect or integrate into a built environment and provide wider benefits.	<p>CEPS/06:</p> <p>Landscape character (attractiveness) judgement: Highly attractive/Attractive/Pleasant/Commonplace</p> <p>Representativeness/ consistency with wider character judgement: Highly consistent/Mostly consistent/Some key characteristics present/Not representative of wider character</p> <p>Development capacity: high, moderate-high, moderate-low, low</p>	CEPS/06 figures: where development can be more readily accommodated with mitigation (' high ' or ' moderate-high ' development capacity), areas where development may be able to be accommodated with mitigation (' moderate-low ' development capacity) and areas where development would be more difficult to accommodate with mitigation (' low ' development capacity).
Scale of development at which there will be potentially harmful encroachment on settings to settlements	Views into and out of settlements contribute to a distinctive identity and/or valued characteristic of a community. They should be safeguarded and will limit capacity for development	<p>Identification of important public viewpoints into and out of Chippenham and surrounding settlements.</p> <p>Boundaries to acceptable urbanisation that are</p>	<p>CEPS/06:</p> <p>Visual prominence judgement: High/Moderate-high/Moderate-low/Low</p> <p>Remoteness and tranquillity judgement: Remote/Peaceful/Some interruption/Not tranquil</p> <p>strong sense of separation/</p>	As A.

		necessary to safeguard important views and the settings or separate identity of a community	sensitive to encroachment from the town/ potential to increase the sense of separation	
Impacts on designated ecological sites and/or protected species	To achieve an overall objective to enhance local biodiversity requires an understanding of the site's existing ecological interest assets and their value.	Identification of biodiversity characteristics and important habitats, plus advice on how they should be protected and whether and how they may be enhanced, including their long term management	CEPS/09: significant ecological value/ increased ecological value/ less ecologically diverse Includes important ecology areas to be retained, protected, enhanced/ecology areas which present an opportunity for improvement	As A.
Impacts on heritage assets, their setting and archaeological potential	Quality of the environment will be distinctive by enhancing assets, but development might harm others.	Features and characteristics identified by type, location and significance. Advice on how they may be protected or integrated into a built environment.	CEPS/06: Particular special qualities to be safeguarded? Likely effect of development: High/moderate/low potential for heritage assets with archaeological interest mitigation of effects on heritage assets with archaeological interest achievable? CEPS/11: overall high/moderate/low risk to the known historic environment	As A.
Opportunity to repair urban fringe and	New development may improve the character and setting to	Identification of areas where the	Nature of the urban edge judgement: No visible urban edge/Soft well vegetated urban edge limited views of principally	As A.

<p>approaches to Chippenham</p>	<p>Chippenham where the current visual impact is unattractive.</p>	<p>form of the urban fringe is visually unattractive or detracts from the character and setting to the town. Specification of the scope for new development to address and improve upon such areas.</p>	<p>rooflines/Partially visible urban edge/Hard urban edge with no screening</p> <p>Settlement setting and views of settlement judgement: Highly attractive features or views/Some attractive features or views/Few attractive features or views/No attractive features or views</p> <p>Limited opportunities for improvement/development could help provide an improved urban edge</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Development may provide public health improvements by better access to the countryside.</p>	<p>Identification of rights of way network, assessment of quality and importance. Identification of opportunities for improvements.</p>	<p>Public accessibility: Many public views/Some public views/Very limited public views/No public views</p> <p>Multiple connections = Strong Few connections = Average Partial or no connections = Weak</p>	<p>As A</p>

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere				
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>		
Amount of flood zone 1,2 and 3	To prevent and aim to reduce flood risks	Reliable mapping of flood zones and identification of surface water management requirements	Amount of flood zone 2 and 3 area Describe worst case scenario if there is a worse than 1:100 flood incident Describe scope to minimise vulnerability and increase resilience to flood risk	

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Appendix 6:

Policy Review of Strategic Site Options

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STRATEGIC AREA A

Strategic Site Option A1: Summary SWOT

Strategic Site Option A1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>The site is being promoted by a developer and a planning application has been submitted.</p> <p>The existing mature features such as hedgerows, trees and woodland provides an attractive setting for recreational facilities for employees to utilise during breaks.</p>		<p>The site will not introduce choice and enable a range of locations to support different types of business to help support economic resilience.</p> <p>Parts of the site might have a poor relationship with existing residential properties.</p>	<p>The site is reliant on the completion of the link road associated with the North Chippenham site to provide the link to the A350 and onto the PRN. It would not therefore, provide employment land early in the Plan period.</p>
2. Social	<p>There is some potential for green energy, particularly wind related schemes.</p>	<p>Connections between the edge of Chippenham and Bird's Marsh Wood provide the opportunity for recreational facilities associated with the woodland and links to the wider countryside, to the Stein Brook river valley and to the estate landscape associated with Langley House, although there are relatively few opportunities due to the ecological sensitivity.</p>	<p>Traffic noise from A350 and B4069 roads and new distributor link road will have potential impacts on Langley Burrell and Chippenham.</p>	<p>The site does not have a positive impact on schools, leisure facilities and health facilities,.</p> <p>Site A1 is close to Sheldon and Hardenhuish Schools which are at capacity. Access to Abbeyfield school where there is capacity is poor and involves going through the town centre without a completed Eastern Link Road.</p>

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	Strategic Site Option A1			
CP10 criteria	Strength	Opportunity	Threat	Weakness
3. Road network			<p>Site A1 is near to some of the most congested corridors to the north of the town centre.</p> <p>Opportunities for pedestrian and public transportation connections to the permitted north Chippenham site adjacent have not been identified.</p>	<p>Access to the PRN weak, although once the road connection between the A350 and Mauds Heath Causeway is constructed as part of the North Chippenham permission, the access will improve.</p>
4. Accessibility	<p>It has a strong relationship with Hardenshuish and Sheldon Schools, however these schools do not have any capacity.</p>	<p>There is moderate access to the Chippenham College campus on Cocklebury Road, the town centre and the Railway Station.</p>		<p>The opportunity for development to deliver new attractive walking and cycling links, which are of use to existing communities, may be limited because existing trip generators and trip attractors are primarily located to the south and south-west of Strategic Area A.</p> <p>The site is poorly served by public transport with limited potential to extend existing bus services to access the site.</p>
5. Environment			<p>The northern part of the area which encompasses the site is classed as an area where development would be more difficult to accommodate with mitigation. The site is likely to be</p>	<p>The land around Langley House is particularly important and sensitive to development.</p>

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	Strategic Site Option A1			
CP10 criteria	Strength	Opportunity	Threat	Weakness
			<p>sensitive to encroachment from the town. .</p> <p>The site has a low development capacity, due to the importance of separation between Chippenham and Kington Langley and its attractive landscape character.</p> <p>Birds Marsh Wood CWS is an important ecology area and there is the potential for development at this site to have a cumulative effect upon Birds Marsh Wood when considered in combination with the permitted development at North Chippenham.</p> <p>There is a high potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.</p>	
6. Flood risk	Low risk of flooding, with the entire site located in Flood Zone 1.		The drainage of this area may be problematic. The area is flat so making it difficult to have the falls necessary for drainage by gravity	

Strategic Site Option A1: Detailed Analysis

As there is only one site option in strategic area A there is a single detailed analysis for the site. The summary SWOT analysis is included in Chapter 5.

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Individual Site Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	The majority of the site is categorised as having moderate (1000m – 2000m) potential access to the PRN Table 4-2 CEPS/04a page 19	Only one strategic option in Area A.
Distance to railway station	The site is entirely within 1.5miles of the railway station with the majority assessed as having strong access (less than 1 mile) with the remainder having moderate access to the railway station by non-motorised modes. Table 3-2 CEPS/04a page 11	
Fit with economic assessment	Weak fit with economic assessment There is a shortage of employment land for B1 Office and Light Industrial and B2 Industrial CEPS/01 Paragraph 6.44 Page 25. The planning application (14/10433/OUT) submitted for the site includes up to 4000m2 of Employment (B1) located in the south eastern part of the site. The proposed Phase 1 B1 use has scope to contribute to addressing some of this demand. However, the site is reliant on the completion of the link road associated with the North Chippenham site to provide the link to the A350 and onto the PRN. Therefore this site is considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4.	
Contribution to wider economic growth	This site is not located in the A350 corridor and improved access to the PRN is reliant on the completion of the link road associated with North Chippenham site. This may not be a site that businesses will be immediately be interested in.	
Development costs	Average development costs.	

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	Distance from the strategic area to the waste water works and gas mains would require relatively long and expensive connections (though nothing to preclude this happening). There is an overhead National Grid Electricity Transmission Line in the vicinity of the site.	
Speed of delivery	Unknown. Some access to the site could use existing infrastructure, with further development taking place in the later stages once the new road connection included as part of the North Chippenham planning application (page 47 of CEPS/02) is constructed to provide the site with access to the A350. Furthermore the site is being actively promoted and is subject to a planning application.	
Environmental attractiveness	Good environmental attractiveness for businesses. The site has intermittent views out towards the adjacent small and wooded Stein Brook river valley. The existing mature features such as hedgerows, trees and woodland provide a setting and existing framework to enhance linkages with the wider countryside. Provides an attractive setting for recreational facilities for employees to utilise during breaks. (page 53-54 CEPS/06).	
Ability to meet ICT needs	EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.	
Relationship with existing residential development	The relationship with existing residential development is considered to be moderate. Planning application (14/10433/OUT) proposes employment next to the school and separate from the proposed housing. The link road is also located between the employment and housing associated with the new North Chippenham site. However, along Maud Heath's Causeway there is the potential for greater inter-visibility between Chippenham and Langley Burrell through development up to the edge of the road.	
Introduction of choice	The site will not introduce choice and enable a choice of locations to support different types of business to help support economic resilience. The planning application for the site proposes B1 uses only.	
Overall judgment in relation to CP10 Criterion 1		
The site is being actively promoted by the land owner and subject to a planning application.		
Although the site can physically accommodate employment land or premises and provides an attractive setting for recreational facilities for employees to utilise during breaks, the site is reliant on the completion of the link road associated with the North Chippenham site to provide the link to the A350 and onto the PRN and may not		

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be a site that businesses will be immediately be interested in. Parts of the site might have a poor relationship with existing residential properties and the proposals for the site only include B1 uses and therefore will not introduce choice to help support economic resilience.

The site has a poor fit with economic led strategy because of potential delay to delivery which is dependent on new link road to the A350 as part of the North Chippenham site and limited land available.

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>The scope to provide informal and formal recreation is considered to be strong.</p> <p>Connections between the edge of Chippenham and Bird's Marsh Wood present the opportunity for providing recreational facilities associated with the woodland and links to the wider countryside, to the Stein Brook river valley and to the estate landscape associated with Langley House. EP4 Proforma A1</p> <p>The eastern section of strategic area A is a small area of land with relatively few opportunities to develop recreational potential. The main potential would be along existing public rights of way through retaining routes and improving access to provide linkages to Langley Burrell from Chippenham and also on to link with the route over the railway and out towards Tytherton Lucas and the River Avon. EP2 Area A Page 18</p> <p>The planning application submitted for the site includes children's play areas, amenity green spaces and green corridors.</p>	
Environmental attractiveness	<p>The scope to realise a high quality urban design is considered to be strong.</p> <p>Rural aspect to the north of the area and prominent woodlands as well as distinctive long views across Chippenham towards hills beyond could provide attractive vistas along streets and for outlook and aspect for properties. Retention of hedgerows and distinctive hedgerow oak trees and mature woodland would provide a mature setting to development. These can be incorporated into any designs to provide green linkages between Chippenham and the wider countryside through new development areas.</p>	

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	EP4 Area A1 Proforma	
Noise, contamination and other pollution (including smell and air pollution)	<p>The potential for noise and contamination is considered to be possible.</p> <p>Traffic noise evident within area from A350 and B4069 roads which contain proposed site. New distributor link road will add traffic noise. Potential impacts on Langley Burrell, in addition to Chippenham, to consider. EP2 Site A Page 33</p> <p>No sites of potential land contamination have been identified in this Area. Constraints Map Sites of Contamination</p>	
Exceptional development costs	<p>Average development costs.</p> <p>Distance from the strategic area to the waste water works and gas mains would require relatively long and expensive connections (though nothing to preclude this happening). There is an overhead National Grid Electricity Transmission Line in the vicinity of the site. However site is located nearer the water supply (reservoir north of the town).</p> <p>New road connection included in planning application which has been permitted between A350 and Mauds Heath Causeway. (page 47 of CEPS/02)</p>	
Impacts upon nearby schools	<p>The impact on nearby schools is considered to be Mixed i.e. There may be some capacity but additional school is required.</p> <p>EP2 Addendum Page 5 Paragraph 2.1 considered Strategic Area A as a whole and stated that currently there is the equivalent of two classes of capacity at the nearest school St Pauls which could accommodate up to 60 children. The remaining demand would then need to be met from the delivery of new school provision. The outline permission recently granted for the nearby North Chippenham site includes land and funding for a 1FE Primary school. Any further development in Strategic Area A (i.e. at site A1) would also require additional primary school capacity.</p> <p>The Council's preferred approach is for larger, more sustainable primary schools, in new buildings. Consequently the Council will wish to continue about the possibility of working collaboratively with other developers in the vicinity in order to secure a larger single site and financial contributions from developers to deliver a single larger primary school (min 2FE 420 places) able to serve the whole new community. Any time delay in the delivery of a joint primary school to serve a larger community would need to be closely managed to ensure the most appropriate transitional or temporary solution is provided until the permanent school is operational.</p>	

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	<p>Secondary School Provision – Page 59 of CEPS/02 advises that Abbeyfield school has capacity and is described as the preferred secondary school option. Site A1 is closer to Sheldon and Hardenhuish Schools which do not currently have capacity. There is only space forecasted to be available is at Abbeyfield School and proposed/approved housing already takes up all the spare places available, creating a substantial deficit. Further modelling is needed to see what scale of additional accommodation would be required. Contributions will be needed towards the expansion of Abbeyfield School from all the strategic/large sites coming forward in the Chippenham area. EP2 Addendum Page 7 Paragraph 3.4 & Page 9 of the Committee Report into Barrow Farm</p>	
<p>Impacts upon health facilities</p>	<p>The impact on health facilities is considered to be poor.</p> <p>The nearest doctor's surgeries to the site, providing NHS primary care services, are the Hathaway Surgery, and the Hathaway Medical Centre Constraints Map Community Facilities</p> <p>Hathaway Surgery has potential capacity to expand into currently unfunded floor space but this is insufficient to meet the total future demand. However, according to the SOCG with NHS England and Chippenham GPs, the preferred option is to redevelop Chippenham Community Hospital site in order to enable a significant redesign of service delivery across Chippenham as a whole. This would include the transfer of some primary care services from existing GPs to a shared Primary Care Service on site, freeing up capacity in existing GPs.</p> <p>SOCG between Wiltshire Council, NHS & GPS Page 10</p>	
<p>Impacts on leisure facilities</p>	<p>The impact on leisure facilities is considered to be weak.</p> <p>Located relatively close to Sheldon Sports Hall. EP2 Page 73</p>	
<p>Potential for green energy</p>	<p>Moderate potential for green energy as very viable wind speed of 6.5-7.2 m/s, but no hydro production opportunities identified on page 79 of CEPS/02.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. No exceptional development costs have been identified for this site. The main strengths of this</p>		

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option are its potential for green energy and scope for a high quality design. The site does have the ability to provide informal and formal recreational facilities although there are relatively few opportunities to develop recreational potential.

The site does not have a positive impact on schools, leisure facilities and health facilities, and there is the potential for exceptional development costs. In addition the site could be subject to noise pollution from the A350 and B4069, with the new distributor link road adding to traffic noise.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>Paragraph 4.17 of CEPS/04 states that Strategic Area A performs best (alongside Strategic Area E) in this assessment with 94% (80ha) being classified as either strong or moderate.</p> <p>Table 4-2 on p19 of CEPS/04a shows that the majority of strategic site option A1 has a moderate (1000m-2000m) potential access to the PRN, with a small amount further than 2000m. Once the road connection between the A350 and Mauds Heath Causeway is constructed as part of the North Chippenham permission, the access will improve if the road link is utilised. The planning application only has one access point (to Mauds Heath Causeway), with a further emergency access point onto the B4096 and does not include access onto the North Chippenham link road.</p> <p>Without the link to the adjacent North Chippenham site access to the A350 is poor.</p>	
Adding traffic to town centre streets	<p>Site A1 contains land considered to have moderate-weak highway impact i.e. it is between 500-1500m from the most congested corridors to the north of the town centre.</p> <p>Site Option A1 has no development land within 500 metres of a congested corridor.</p> <p>Table 4-1 and Paragraph 4.5 Page 18 CEPS/04a</p>	
Time and distance to town centre (Neeld Hall)	<p>Site A1 has moderate access to the town centre i.e. approximately 1-1.5miles.</p> <p>Strategic Site Option A1 has no development land area within 1 mile</p> <p>Table 3-1 and Paragraph 3.6 CEPS/04a Page 10</p>	
Impact on queue lengths and critical junctions	<p>Site A1 contains land considered to have moderate-weak highway impact i.e. it is between 500-1500m from the most congested corridors to the north of the town centre.</p> <p>Site Option A1 has no development land within 500 metres of a congested corridor.</p> <p>Table 4-1 and Paragraph 4.5 Page 18 CEPS/04a</p>	

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Overall judgement in relation to CP10 Criterion 3
This site has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. There is the opportunity to have a good connection to the A350, once this connection is available. There could be opportunities for pedestrian and public transportation connections to the permitted north Chippenham site adjacent. Further transport work concludes that A1 is not so good for wider transport opportunities.

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	Site A1 has moderate access to the town centre i.e. approximately 1-1.5miles. Strategic Site Option A1 has no development land area within 1 mile Table 3-1 and Paragraph 3.6 CEPS/04a Page 10	
Time taken, safety and quality of travel to railway station	The site is entirely within 1.5miles of the railway station with the majority assessed as having strong access (less than 1 mile) with the remainder having moderate access to the railway station by non-motorised modes. Table 3-2 CEPS/04a page 11	
Time taken, safety and quality of travel to secondary schools	Figure 3-3 & Table 3-3 of CEPS/04a shows that A1 has strong to moderate ease of access to secondary schools, calculated as between 0-2400m distant. Site A1 is closer to Sheldon and Hardenhuish Schools which do not currently have capacity. Page 59 of CEPS/02 advises that Abbeyfield school has capacity and is described as the preferred secondary school option.	
Time taken, safety and quality of travel to College	Site A1 has strong/moderate access to Chippenham College campus on Cocklebury Road i.e. Between 0-2400m. Table 3-2 CEPS/04a page 11	
Access to the existing public transport, footpath and cycle network	The site has moderate access to public transport corridors i.e. between 400m to 1200m (Table 3-6 CEPS/04a p15). However the site is poorly served by public transport, with no daily services within 400m of the site (para 3.11 CEPS/04a), with only the 95 service, once in each direction along the B4069, on three days of the week. Further transport work advises that A1 is not so good for wider transport opportunities. The site has some links to PROW and cycle network, enabling access to the town centre. Constraints Map PROW	
Opportunity to create	EP3 Paragraphs 5.16 & 5.17 advise that the area may also provide some potential for improving	

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<p>extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>public transport accessibility for existing residents, as it is located in close proximity to the B4069 corridor between Chippenham town centre and Lyneham / Royal Wootton Bassett / Swindon. This is not currently a key bus corridor, although as developments increase in both Chippenham and Swindon, so the potential to use this corridor for bus services may increase.</p> <p>The opportunity for development to deliver new attractive walking and cycling links, which are of use to existing communities, may be limited. This is because existing trip generators and trip attractors are primarily located to the south and south-west of Strategic Area A. Nevertheless, limited opportunities may exist to increase walking and cycling among existing Chippenham residents if the Strategic Areas can sustain new services to which residents could walk or cycle. EP3 Paragraph 5.11 Page 36</p> <p>However Strategic Site Option A1 is a much smaller area to the original Strategic Area A and would be unlikely to provide associated infrastructure which improves highway network resilience for existing Chippenham residents and businesses. Para 5.3 CEPS/04a</p>	
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate/poor opportunities to improve access to key facilities by non-motorised transport. It has a strong relationship with Hardenshuish and Sheldon Schools, however these schools do not have any capacity. There is moderate access to the Chippenham College campus on Cocklebury Road, the town centre and the Railway Station. The opportunity for development to deliver new attractive walking and cycling links, which are of use to existing communities, may be limited and the site is poorly served by public transport.</p>		

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Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>The northern part of the site is classed as an area where development would be more difficult to accommodate with mitigation, the southern area is where development can be more readily accommodated with mitigation (drawing number D4646.015E).</p> <p>There is a low development capacity in the area east and north of Bird's Marsh, due to the importance of separation between Chippenham and Kington Langley and its attractive landscape character. However the area south of Bird's Marsh has been ascribed a moderate-high development capacity. This is because the area is less sensitive being located to the edge of Chippenham and if developed would not contribute to inter-visibility between Chippenham and Kington Langley.</p> <p>Careful design would need to incorporate field patterns, mature hedgerows, trees and woodland and retain separation between settlements (page 51 CEPS/06).</p>	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>The area has a moderate-low visual prominence. Currently this boundary to Chippenham has a soft well vegetated urban edge with limited views, principally of rooflines with a strong sense of separation. The site is likely to be sensitive to encroachment from the town</p> <p>Beyond the ridgeline around Bird's Marsh Wood there is potential for inter-visibility between Chippenham and Kington Langley. The presence of development on this high ground would reduce the sense of separation of Kington Langley and Chippenham and alter the low key rural approach along Maud Heath's Causeway. Woodland and lines of mature trees along hedgerow boundaries is a key feature on the ridge that would require safeguarding to ensure the separation between the settlements is retained. In addition along Maud Heath's Causeway there is the potential for greater inter-visibility between Chippenham and Langley Burrell through development up to the edge of the road. Careful placement of tree planting and lower building density with a wooded backdrop to integrate with individual properties along this road would help to mitigate the potential loss of separation between Langley Burrell and Chippenham.</p>	
Impacts on designated ecological sites and/or protected species	<p>Moderate impacts on designated ecological sites and/or protected species. Birds Marsh Wood CWS is an important ecology area. CEPS/09 advises that additional woodland should be created to increase the extent of Birds Marsh Wood CWS to provide woodland buffer planting to the south and east of the site. The evidence also identifies many opportunity areas within the site such as Green Corridors and a linear corridor through the centre of site to connect hedgerows and ponds around Barrow Farm, including a possible old orchard (priority habitat).</p> <p>In addition, there is the potential for a cumulative effect with further development in this area, particularly upon Birds Marsh Wood. The land around Langley House is particularly important and</p>	

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	sensitive to development.	
Impacts on heritage assets, their setting and archaeological potential	<p>The landscape assessment report concluded that there was a high potential within Strategic Area A1 for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods. These assets are likely to range in heritage significance, but the Roman settlement, medieval settlement and Bronze Age barrow are potentially of high heritage significance, equivalent to a scheduled monument. (para 4.4 CEPS/11) However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p> <p>Overall there is a high risk of unknown archaeology on the site, although deep ploughing in some fields may lessen this risk to some extent. In addition it was stated that there is overall moderate risk to the known historic environment so long as measures are taken to lessen the impact of development upon the setting of Langley Burrell and Kington Langley Conservation Areas and historic houses and farmsteads. (para 4.6 CEPS/11)</p> <p>Further detailed consideration as part of the planning application process concluded that development in A1 would harm the setting of existing heritage assets because the rural character of the area would be removed, the agricultural land that many of the heritage assets were constructed to be associated with will be lost and the peaceful setting urbanised. This rural environment was described extensively in Kilvert's Diaries and much of this character can still be seen today. Removal of hedgerows and historic footpaths, together with expansion of the road would add to the harm caused due to the destruction of this countryside setting. (Officer report, N14.10433.OUT)</p>	
Opportunity to repair urban fringe and approaches to Chippenham	<p>Moderate opportunity to repair urban fringe and approaches to Chippenham. Currently there is a moderate-low visual prominence.</p> <p>Development which helps to reinforce woodland along the edges of development particularly along the approach into Chippenham along Maud Heath's Causeway would help to soften existing harsh urban edges and provide a transition between the new urban edge and wider countryside and also help to reinforce separation between Kington Langley and Langley Burrell with Chippenham.</p> <p>The urban edge is categorised as "soft well vegetated urban edge limited views of principal rooflines" There are some attractive features or views. EP4 Proforma Area A</p>	
Connectivity to public rights of way through and into the countryside	Site A1 has multiple connections to public rights of way and is categorised as strong. Constraints Map Open Space	

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Overall judgement in relation to CP10 Criterion 5
 The northern part of the area which encompasses the site is classed as an area where development would be more difficult to accommodate with mitigation. The site is likely to be sensitive to encroachment from the town. .

The site has a low development capacity, due to the importance of separation between Chippenham and Kington Langley and its attractive landscape character. Birds Marsh Wood CWS is an important ecology area and there is the potential for development at this site to have a cumulative effect upon Birds Marsh Wood when considered in combination with the permitted development at North Chippenham.

The land around Langley House is particularly important and sensitive to development. There is a high potential for harm to heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	The site is entirely in Flood Zone 1. The drainage of this area may be problematic. The area is flat so making it difficult to have the falls necessary for drainage by gravity. A great deal of surface water is currently sent to a "sinkhole" where it passes through the clay strata. The area is at the fringes of the town's drainage network. As pipe work travels away from this lowest point, its size decreases as it spreads and therefore capacity can be limited. EP6 Paragraph 4.1-4.3 Page 11.	

STRATEGIC AREA B

Strategic Site Option B1: Summary SWOT

Strategic Site option B1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>The site is being promoted by a developer and a planning application has been submitted.</p> <p>The site has excellent access to the railway station leading to good potential to contribute to wider economic growth.</p> <p>The rural aspect and views would provide an attractive setting to the development.</p>	<p>A new employment location close to the railway station and town centre.</p>	<p>New road infrastructure would be required if development takes place on this site. The infrastructure would take the form of a railway bridge to Area A, and the production of a link to Cocklebury Road. The implementation of this infrastructure could be costly and have implications on the delivery of the site.</p>	<p>Business premises development in this area could include large buildings and car parking which would be difficult to adequately screen and consequently would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.</p>
2. Social	<p>The site has a network of PRow linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. The site is also relatively close to Abbeyfield Secondary School.</p>		<p>There are potential pollution sources in Langley Park industrial area and the site has a large distance to travel to the waste water works, although the extent of these risks is unknown at the moment.</p>	<p>The site is not close to any of the existing GP Surgeries.</p>

Strategic Site option B1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
3. Road network	There is strong access to the town centre, particularly the railway station.	<p>The site could contribute towards the production of an Eastern Link Road (ELR) which could reduce the potential impact of development on existing congested corridors, but this additional infrastructure is not paramount to the delivery of this site.</p> <p>New road infrastructure would also create a new link to Cocklebury Road via a crossing of the railway to Parsonage Way which would introduce an alternative access to and from the Cocklebury Road/Station Hill area which is currently a large cul-de-sac forcing all traffic into and out of the areas via Station Hill. This infrastructure is essential to the delivery of the site</p>	The opportunity to provide a link road may be tempered by the delay to development this may introduce and reduce the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an Cocklebury Link Road may raise questions of viability.	The site has a weak-very weak categorisation against distance from the Primary Road Network. The site is also located close to congested corridors to the north of the town centre.
4. Accessibility	The site has a strong relationship with the railway station. It also has relatively strong or moderate access to public transport corridors and could provide some potential for improving public transport			

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	Strategic Site option B1			
CP10 criteria	Strength	Opportunity	Threat	Weakness
	accessibility for existing residents. Furthermore it could provide some potential for providing new attractive walking and cycling links that are of use to existing communities. It also has moderate accessibility to other amenities such as secondary schools and the college			
5. Environment	The site consists of improved agricultural grassland with limited ecological value. There is also strong connectivity to public rights of way through and into the countryside with some public views.	The site area (the area south of Peckingell Farm), is marginally less sensitive in landscape terms.	The area has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site has moderate-low development capacity. Potential impact on setting of heritage assets within and adjacent to the site is a concern.	
6. Flood risk	There is a small amount of flood zone 2 and 3 to the east of the site. However there is a developable area protected		Drainage from this area will be directed to the River Avon so the creation of large impervious areas here will lead to additional	

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Strategic Site option B1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
	<p>from the River Avon and River Marden by being on higher ground. There would be limited fluvial flooding on the western bank side due to the natural lie of the land.</p>		<p>peak flows joining the river and therefore additional flows arriving at the radial gate weir in Chippenham centre.</p> <p>If an Eastern link Road is to be provided through the site there would need to be a new road and dedicated links across the river which could if located outside flood zone 1 displace water, disrupt natural flows or involve the loss of existing flood storage</p>	

Strategic Site Option B1: Detailed Analysis

As there is only one site option in strategic area B there is a single detailed analysis for the site. The summary SWOT analysis is included in Chapter 5.

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	Figure 4-2 & Table 4-2 on p19 of CEPS/04a show that B1 has a weak-very weak categorisation against distance from the Primary Road Network (over 2000m from the PRN). The site could contribute towards the production of an Eastern Link Road (ELR).	
Distance to railway station	The entire strategic site option is categorised as having strong ease of access to the railway station by non-motorised modes. Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the railway station Table 3-2 and para 3.7 CEPS/04a page 11	
Fit with economic assessment	Employment land at this site is considered to be deliverable for a mix of B1/B2/B8 uses in the later stages of the LDF providing an Eastern Distributor Road is created to open up the land. Currently access to and from the site is along a single track route between Langley Park and Parsonage Industrial Estate that crosses the railway. Alternative methods of linking to strategic routes are being investigated, including an Eastern Distributor Road. Integral to the site would also be a link road from Cocklebury Road across the railway line to Parsonage Way which would improve connectivity to existing employment locations. Wiltshire Council Highways indicate that some employment space could come forward close to the town centre utilising existing infrastructure. (page 17 CEPS/01) The site is assessed as having a moderate/high fit with economic assessment due to its attractiveness in the long term, coupled with the ability to utilise existing infrastructure in the short term which gives it flexibility. In addition the sites proximity to the station is a strength from an economic point of view.	
Contribution to wider economic growth	Strong contribution to wider economic growth. The site is approximately adjacent to the existing Langley Park PEA. In addition the sites proximity to the town centre and railway station could contribute to other wider economic growth benefits.	
Development costs	Transport evidence suggests that only 200 homes can be occupied without the introduction of a railway bridge to Area A and thereafter Parsonage Way. A new bridge could be costly and have consequential time implications on the delivery of the site if works are not delivered early (page 47 of CEPS/02)	

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<p>Speed of delivery</p>	<p>As new road infrastructure is needed to gain access to the site it is considered that there will be a moderate speed of delivery. Page 17 of CEPS/01 advises that some employment space could come forward close to the town centre utilising existing infrastructure, with further development taking place in the later stages of the LDF providing a Cocklebury Link Road is created to open up the land.</p> <p>Furthermore the site is being actively promoted and is subject to a planning application.</p>	
<p>Environmental attractiveness</p>	<p>Mixed environmental attractiveness. There is a lack of access to A or B roads from this strategic area and the existing roads are narrow and rural in character which may deter businesses, so extensive new road infrastructure would be required. The rural aspect and views would provide an attractive setting to the development. However this type of development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers due to the landform. This would result in increased urban influences on the surrounding landscape. (page 63 CEPS/06)</p> <p>The site would be attractive to distribution businesses providing a suitable link can be developed with the A350 and M4. Sites closer to the town centre would be suitable for B1 uses. (page 17 CEPS/01)</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
<p>Relationship with existing residential development</p>	<p>The majority of the site is likely to have a good relationship with existing residential development as it is bounded to the west by the railway line and to the south by the old railway line, now the North Wiltshire Rivers Route cycle path, both of which provide screening.</p> <p>A small portion of the site, comprised of the south west corner is not well screened from existing residential development to the south.</p> <p>The listed building; Rawlings Farm is located in the site and it is important to retain the setting around listed buildings. In addition, drawing number D4646.017E in the landscape evidence shows that part of the site could be visible from Tytherton Lucas. CEPS.06 advises that development in this strategic area would be prominent from the wider area and given the sloping landform difficult to screen or fully mitigate. Rooflines would remain visible and would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages. Consequently the overall relationship with existing residential development is assessed as moderate/poor.</p>	
<p>Introduction of choice</p>	<p>The area of the site closest to the town centre would be suitable for B1 uses. The proximity to town centre and railway station provides a distinctive USP for the location which is likely to attract business (page 17 CEPS/01)</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p>		

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Although Area B is distant from the economic corridor of the A350 the sites proximity to the town centre and railway station provides a distinctive USP for this location which is also close to the established principal employment area at Langley Park. There is a lack of access to A or B roads to and from this site so extensive new road infrastructure would be required for development to take place.. The infrastructure would take the form of a link road from Cocklebury Road across the railway bridge to Area A.. The implementation of this infrastructure could have significant cost and time implications on the delivery of the site. However employment land at this site is considered to be deliverable for a mix of B1/B2/B8 uses in the later stages of the Plan provided the Cocklebury Link road is created to open up the land.

Development of business premises in this area could include large buildings and car parking which would be difficult to adequately screen and consequently would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.

The site is being actively promoted by the land owner and subject to a planning application.

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	There is strong recreation potential for the site as there is a network of PRoW linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route (long distance footpath and cycleway). These form potential linkages and green fingers that could be retained to provide future green spaces and links to the wider countryside. (Page 63 from CEPS/06)	
Environmental attractiveness	The landscape evidence advises that the rural aspect and views across the River Avon floodplain would be attractive features for new development and could be utilised in housing layouts. Existing linear woodland and mature hedgerows and trees would provide a mature setting to development. However the overall environmental attractiveness for housing is assessed as moderate as an extensive new road infrastructure would be required to access the development. Access is currently only via pedestrian bridges across the railway and a small rural road accessing Peckingell from Kellaways to the north. Housing development would also have a significant effect on qualities to be safeguarded referred to above. (Page 63 from CEPS/06)	
Noise, contamination and other pollution	There are possible pollution sources adjacent to the site in the vicinity of Langley Park industrial area, with sites of high and medium potential contamination present. However this is unlikely to impinge on the	

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(including smell and air pollution)	residential area of site as the areas of potential contamination are separated from the site by the railway.	
Exceptional development costs	Distance from the strategic area to the waste water works would require a relatively long and expensive connection. Overland electricity lines cross the area. Only limited development acceptable without introduction of a railway bridge to Area A. Although the crossing point is in a cutting which will reduce the cost and scale of engineering works required, a new bridge would represent an additional cost to the development. (page 47 of CEPS/02)	
Impacts upon nearby schools	Mixed impacts upon nearby schools. Page 58 CEPS/02 states that development in the area might be accommodated by an extension to the existing nearby primary school. Monkton Park Primary School has only a few surplus places and its site is small, though a small extension may be possible. However, promoters of the site within this area have confirmed that the development could provide a new 1FE primary school In addition the area is in relatively close proximity to Abbeyfield Secondary School, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02. However it may rely on a link road, therefore it needs to be clarified that there is a route from the area to the school without needing to go into the town centre and out again.	
Impacts upon health facilities	Poor impacts on health facilities. The site is not close to any of the existing GP Surgeries (Figure 6 CEPS/02). In addition, Figure 3-4 & Table 3-4 of CEPS/04a shows that the site has moderate to weak ease of access to the hospital by non-motorised modes (between 1-2 miles).	
Impacts on leisure facilities	B1 is likely to have strong impacts on leisure facilities as it is located relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. In addition promoters of the site propose a new local centre to serve the new development. There is also the opportunity to provide new formal sports pitches as part of the development. (page 73 of CEPS/02)	
Potential for green energy	Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02. The developers at site are further assessing potential for green energy All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity	
Overall judgement in relation to CP10 Criterion 2		
Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable		

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housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the railway represent additional costs to the development which could affect the proportions of affordable housing provided. The strengths of the site is the network of PRoW linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. The site is also relatively close to Abbeyfield Secondary School although this connection would benefit from additional links over the River Avon.

There are several risks for this site, relating to the potential pollution sources in Langley Park industrial area and the distance to the waste water works, although the extent of these risks is unknown at the moment. Further risks relate to the provision of appropriate levels of affordable housing as the production of a new bridge would have significant cost and time implications on the delivery of the site. Furthermore the site is not close to any of the existing GP Surgeries.

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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>Figure 4-2 & Table 4-2 on p19 of CEPS/04a show that B1 has a weak-very weak categorisation against distance from the Primary Road Network (over 2000m from the PRN).</p> <p>This would be improved by the road infrastructure needed for the development to gain access to the site (ie a crossing of the railway) which would connect to the northern section of an Eastern Link Road though the north Chippenham site. The site could contribute towards the production of an Eastern Link Road (ELR).</p>	
Adding traffic to town centre streets	<p>Table 4-1 of CEPS/04a shows that site option B1 performs less well in this assessment; only 49% classed as moderate because of its proximity to congested corridors to the north of the town centre, with the remainder assessed as being weak.</p> <p>This would be improved by the road infrastructure needed for the development to gain access to the site (ie an extension to Cocklebury Road through the site and crossing of the railway) which would connect to the northern section of an Eastern Link Road though the north Chippenham site. The Cocklebury Road/Station Hill area is currently a large cul-de-sac. Infrastructure provided to access the site would provide an alternative access/egress from this area and thereby help to divert some traffic away from the town centre.</p>	
Time and distance to town centre (Neeld Hall)	<p>The majority of strategic site option B1 is categorised as having strong ease of access to the town centre by non-motorised modes, although some of the site has moderate access. Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the town centre. Table 3-1 and para 3.6 CEPS/04a page 10</p>	
Impact on queue lengths and critical junctions	<p>Table 4-1 of CEPS/04a shows that site option B1 performs less well in this assessment; only 49% classed as moderate because of its proximity to congested corridors to the north of the town centre, with the remainder assessed as being weak.</p> <p>This would be improved by the road infrastructure needed for the development to gain access to the site (ie an extension to Cocklebury Road through the site and crossing of the railway) which would connect to the northern section of an Eastern Link Road though the north Chippenham site. The Cocklebury Road/Station Hill area is currently a large cul-de-sac. Infrastructure provided to access the site would provide an alternative access/egress from this area and thereby help to divert some traffic away from the town centre.</p> <p>The site also provides an opportunity to create an Eastern Link Road from the A4 (Pewsham) to the A350 (Malmesbury Road roundabout).</p>	

Overall judgement in relation to CP10 Criterion 3

Overall, this site has strong potential to offer wider transport benefits to the community as it has strong access to the town centre, particularly the railway station and through access roads required to develop the site will remove an existing cul-de-sac along Cocklebury Road which is seen as creating congestion at Station Road. The site is however assigned a weak-very weak categorisation against distance from the Primary Road Network (although this would improve once the access roads create an egress from the site to the proposed distributor road to the north of Chippenham to be delivered as part of the North Chippenham permission). The site is located close to congested corridors to the north of the town centre. Transport work advises that the site is generally good for sustainable access and wider opportunities.

Furthermore, the site could provide the opportunity for an Eastern Link Road (ELR) which could reduce the potential impact of development on existing congested corridors, but this additional infrastructure is not paramount to the delivery of this site and could only be delivered once the Cocklebury Link Road is in place (section from Darcy Close across the railway to Parsonage Way).

The opportunity to provide a link road may be tempered by the delay to development this may introduce i.e. limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an Cocklebury Link Road may raise questions of viability.

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	The majority of strategic site option B1 is categorised as having strong ease of access to the town centre by non-motorised modes, although some of the site has moderate access. Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the town centre. Table 3-1 and para 3.6 CEPS/04a page 10	
Time taken, safety and quality of travel to railway station	The entire strategic site option is categorised as having strong ease of access to the railway station by non-motorised modes. Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the railway station Table 3-2 and para 3.7 CEPS/04a page 11	
Time taken, safety and quality of travel to secondary schools	Figure 3-3 & Table 3-3 of CEPS/04a shows that B1 has strong to moderate ease of access to secondary schools, calculated as between 0-2400m distant. However it may rely on a link road between Area B and C, therefore it needs to be clarified that there is a route from the area to the school without needing to go into the town centre and out again.	
Time taken, safety and quality of travel to College	Strategic site option B1 has strong access to Chippenham College campus on Cocklebury Road i.e. less than 1 mile. Table 3-2 CEPS/04a page 11	
Access to the existing public transport, footpath and cycle network	<p>Paragraph 3.24 of CEPS/04 states that Strategic Area B performs as one of the best for this criterion, having relatively strong or moderate access to public transport corridors. Table 3-6 of CEPS/04a shows that the site has 85% of its area with moderate potential for Access by Public Transport, with the remaining 6 hectares with weak access. Strategic Site Option B1 has no land within 400 metres (1/4 mile) of a main bus corridor (para 3.11 CEPS/04a). However transport work advises that site B1 is generally good for sustainable access and wider opportunities (Table 5-1 CEPS/04a).</p> <p>There is also a network of PRoW linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route (long distance footpath and cycleway).</p>	
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to	Medium opportunity to create extensions to the existing public transport, footpath and cycle network. CEPS/04 advises that Strategic Area B is likely to provide some potential for providing new attractive walking and cycling links that are of use to existing communities (paragraph 5.12), as the southern part of the Strategic Area is located between Monkton Park (residential, employment and education) and Langley Park / Parsonage Way (residential and employment).	

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<p>town centre etc</p>	<p>Paragraph 5.16 advises that the area may also provide some potential for improving public transport accessibility for existing residents, as it is located in close proximity to the B4069 corridor between Chippenham town centre and Lyneham / Royal Wootton Bassett / Swindon. This is not currently a key bus corridor, although as developments increase in both Chippenham and Swindon, so the potential to use this corridor for bus services may increase. Development within Strategic Area B might also improve the viability of the town bus service which serves Monkton Park, as a relatively short extension to this service would also allow it to serve the potential demand at Strategic Area B.</p> <p>Further transport work advises that site B1 is generally good for sustainable access and wider opportunities</p>	
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has strong opportunities to improve access to key facilities by non-motorised transport. The site has a strong relationship with the railway station. It also has relatively strong or moderate access to public transport corridors and could provide some potential for improving public transport accessibility for existing residents. Furthermore it could provide some potential for providing new attractive walking and cycling links that are of use to existing communities. It also has moderate accessibility to other amenities such as secondary schools and the college.</p>		

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Capacity to preserve or enhance landscape characteristics	<p>Page 64 of CEPS/06 shows that the site is within an area classed as of moderate-low development capacity. The evidence advises that the site area (the area south of Peckingell Farm) is marginally less sensitive, being located next to the edge of Chippenham.</p> <p>This is a visually prominent landscape on higher ground than the adjacent River Avon floodplain. It currently retains a rural character and is important in providing a rural setting to Chippenham. Most of the edge of Chippenham is not visible in the wider landscape or restricted to a small group of rooflines nestled within trees. This helps to reinforce the rural and remote character of this countryside and effective settlement edge. Development in this strategic area would be prominent from the wider area and given the sloping landform difficult to screen or fully mitigate. Rooflines would remain visible and would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.</p> <p>The site is currently assessed as attractive and mostly consistent which may be affected by development unless mitigated.</p>	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>The area has a high visual prominence. Currently this boundary to Chippenham has a soft well vegetated urban edge with limited views, principally of rooflines. The site is likely to be sensitive to encroachment from the town</p> <p>The land forms a rural backdrop to westerly views and currently the nearest outlying settlement, Tytherton Lucas has a rural and remote character. Development on this strategic area, which would be difficult to mitigate, would increase urban influences and reduce the sense of separation, tranquillity and remote character present in the village, the surrounding PRoW network and rural lanes.</p> <p>There is also currently a strong sense of separation between the edge of Chippenham and PRoW within the strategic area that would be affected if the land was developed. Along these routes even if carefully designed the views would become contained and channelled by development which would lessen their rural character and distinctiveness and overall value. (Page 62-63 of CEPS/06)</p>	
Impacts on designated ecological sites and/or	Moderate impacts on designated ecological sites and/or protected species. CEPS/09 identifies the River Avon County Wildlife Site as a significant ecological feature forming the eastern side of the area and there	

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<p>protected species</p>	<p>are records of European Otter on the river. As part of this, an approximately 100m buffer alongside River Avon CWS is classed as an opportunity area.</p> <p>Habitats features linking east to west between the River Avon and the railway line to Strategic Area A are also considered an important feature, with the railway line embankment an opportunity area.</p> <p>The site forms the southern part of the area around Rawlings Farm, which generally comprises improved agricultural grassland, which has limited ecological value. Woodlands and other important features described above should be retained and enhanced, but overall this part is less sensitive than the northern section around Peckingell Farm. (page 6-7 CEPS/09)</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>The Landscape Setting Assessment report (CEPS/11) concluded that there was a high potential within Strategic Area B for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods (para 4.9). However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p> <p>Overall the WCS Historic Assessment suggests there is a moderate risk to the known historic environment so long as measures are taken to lessen the impact of development upon the setting and medieval archaeology of Rawlings Farm, as well as of the setting of Langley Burrell and Tytherton Lucas Conservation Areas and other historic houses and farmsteads within the vicinity (para 4.12)</p>	
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>Page 62 of CEPS/06 advises that the urban edge in this area is classed as soft, well vegetated with limited views. Consequently there are limited opportunities for improvement.</p> <p>The urban edge of Chippenham is generally contained by woodland along the disused railway which effectively screens Riverside Drive and Monkton Park from countryside views north and east. This containment is reinforced by landform with development located on lower ground than the surrounding landscape. The employment area at Parsonage Way has mature boundaries reinforced by linear woodland belts along the Great Western railway that helps to reduce visibility of the buildings. This limits views to typically the roofline of individual buildings often only visible when in close proximity.</p> <p>Development of this strategic area would make the urban edge of Chippenham more prominent in the wider landscape. The rural character of views from the east and north (to some degree) towards this area would be affected and there would be an increasing influence on rural and remote villages and properties. It would be difficult to mitigate the landscape and visual effects of development in this strategic area. (page 63)</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Strong connectivity to public rights of way through and into the countryside with some public views and a network of PRoW linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route (long distance footpath and cycleway) (page 63 CEPS/06).</p>	

Overall judgement in relation to CP10 Criterion 5

The site forms the southern part of the strategic area around Rawlings Farm, which generally comprises improved agricultural grassland with limited ecological value. There is also strong connectivity to public rights of way through and into the countryside with some public views and a network of PRow linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route.

The area has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site has moderate-low development capacity; nevertheless the site area (the area south of Peckingell Farm), is marginally less sensitive. There are also concerns about the potential impact on heritage assets within and adjacent to the site.

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Small amount of flood zone 2 and 3 to the east of the site. There is a developable area protected from the River Avon and River Marden by being on higher ground. There would be limited fluvial flooding on the western bank side due to the natural lie of the land.</p> <p>Drainage from this area will be directed to the River Avon so the creation of large impervious areas here will lead to additional peak flows joining the river and therefore additional flows arriving at the radial gate weir in Chippenham centre. This would add to high flood risk at the radial gate. (paragraphs 4.5-4.6 in CEPS/10)</p> <p>New road and dedicated links across the river, if required, could if located outside flood zone 1 displace water, disrupt natural flows or involve the loss of existing flood storage</p>	

Strategic Site Option C1: Summary SWOT

Strategic Site option C1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy			<p>A larger site than C1 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term.</p> <p>Access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure.</p>	<p>A remote Strategic Area with limited existing road infrastructure and very weak access to the PRN.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site.</p> <p>Option C1 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p>
2. Social	<p>Excellent proximity to Abbeyfield School where there is known capacity and good relationship to Stanley Park</p>		<p>Distance to waste water works would require a relatively long and expensive connection.</p> <p>Potential for a threat to delivery of affordable housing, dependant on cost and requirement for an eastern link road and bridge.</p>	<p>The site does not have good access to the Community Hospital.</p>

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<p>3. Road network</p>		<p>Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested corridors.</p>	<p>The opportunity to provide a link road may be tempered by the delay to development this may introduce</p>	<p>The site option is located in an area which has very weak access to the primary road network</p> <p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre</p>
<p>4. Accessibility</p>	<p>Very strong relationship with Abbeyfield school</p> <p>The site has strong to moderate access by non-motorised means of travel to the railway station, college and town centre; however access to these facilities is hindered by the River Avon.</p>	<p>Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities</p>		<p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>
<p>5. Environment</p>	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p>		<p>Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character. In addition development would be visually</p>	<p>The site has small amounts of land in areas of low development capacity; above the North Wiltshire Rivers Route and south of Stanley Lane.</p> <p>Harden's Farmhouse has 18th century origins. The land that</p>

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			prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.	surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site
6. Flood risk			A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.	76 ha of Strategic Area C falls into FZ 2 or 3. However C1 and indeed all options within Strategic Area C exclude this land from development. However it may have a bearing on the potential for and design of SUDS.

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Strategic Site Option C1: Detailed Policy Analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The site is +2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak in terms of potential access to the PRN. Table 4.2 CEPS/04a p19</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>Option C1 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR). If delivered accessibility to the PRN would improve compared to now.</p> <p>The number of junctions involved in the case of the southern employment area would be higher as it is assumed that some traffic would go via the A4 and around the town centre even with ELR delivered. The northern employment area is dependent on the ELR delivery hence linked with delivery of Areas A and B.</p> <p>Note that a planning application has been approved which includes the northern section of an ELR between A350 at the Malmesbury Road roundabout and Maud Heaths Causeway. An application has been submitted for Areas B which includes a railway crossing and Cocklebury link road and does not prejudice a link further south to continue the ELR. This demonstrates that there are willing developers to deliver the early sections of the ELR. The application process is ongoing.</p>	<p>All ELR linked options are heavily dependent on Area A and B delivery.</p> <p>C1 performs better than C3 in terms of the northern allocation's performance in PRN accessibility as ELR theoretically possible under this option. C3 would be dependent on single access from the south and of limited scale to minimise town centre traffic effects.</p> <p>The southern employment land area performs poorly in terms of PRN access and therefore purely in accessibility terms this option performs poorer than C3 but similar to C2. However C1, C2 and C4 could benefit from ELR which would improve accessibility to M4 north/eastbound around Chippenham.</p> <p>C4 performs poorer in terms of distance to M4 given the more easterly location of the employment area (north) at this stage but this would change if</p>

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		ELR was implemented.
Distance to railway station	Strategic Area C shows strong/moderate access to the railway station for site option Area C1 (Table 3-2 CEPS/04a). However this ignores physical or natural barriers such as the River Avon so without an ELR, access would be less reliable.	Site options C1 and C4 are assessed as being entirely within 1.5 miles from the railway station (strong/moderate access) whereas part of options C2 and C3 have weak access.
Fit with economic assessment	<p>WEAK fit overall as Area C as a whole is dependent on road infrastructure.</p> <p>The LEP's focus is on the A350 which bypasses Chippenham to the west and north. Area C lies to the south east of the town and all options have very weak access to the A350 as currently (with no ELR) traffic would use the A4 to access the A350 and vice versa (Figure 4-2 & Table 4-2 CEPS/04a). This would prove unattractive to businesses.</p> <p>Area C is dependent upon either the Cocklebury link Rd or the railway crossing and a river crossing being provided to improve its relationship with both the PRN and PEAs (EP1 para 6.27). If the river crossing is not deliverable, access would have to be provided from the A4 to the south. If an ELR was built it would link Area C eastbound with the A350 and M4 to the north, but it is entirely dependent on Area A and B delivery.</p> <p>The site is unlikely to come forward in the next 5 years as new access has to be created over the railway and river Avon to improve accessibility to new employment areas ie to remove need to travel through the town centre. Other sites are better positioned (Figure 2 CEPS/01)</p>	At face value all options suffer from poor A350 accessibility due to the location of this strategic area. Access could be provided from the A4 to the south, however this is less reliable. Without an ELR, all options perform poorly in terms of PRN access, however the provision of this is dependent upon the delivery of strategic areas A and B and road infrastructure. The ELR link is deliverable under C1, C2 and C4. Option C3 does not facilitate an ELR.
Contribution to wider economic growth	<p>C1 currently has overall a MODERATE contribution to wider economic growth. Site C1 has a strong-moderate proximity to existing PEAs which lie to the north and would be linked through ELR. Additional southern employment land area would be relatively isolated compared to northern area which is closer to existing PEAs.</p> <p>If sites within Strategic Areas A and B are not allocated and/or delivered, access would have to be provided solely from the south of C1 to reach the northern employment area. This may not be attractive to businesses given the weak performance in terms of PRN access and the distance to travel across town and into the site.</p> <p>The dependency of the option on other sites in order to improve the attractiveness of this location to business, and the consequential delay there would be to opening up the site (especially the northern employment land area) means that contributions to wider economic growth are likely to be towards the end of the Plan period which is not consistent with the overall objective for Chippenham for an economic</p>	<p>The weakness of Area C in terms of A350 access and fit with the economic assessment is noted above. Options C1, C2 and C4 are dependent on ELR delivery in Area A and B. The southern EL options under C1, C2 and C4 perform poorly in terms of proximity to existing PEAs.</p> <p>C1 (and C2 and C4) perform poorer compared to C3 as the southern EL area's link with</p>

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	<p>led strategy.</p>	<p>PEAs is poor. On the other hand additional employment land per se may increase its attractiveness especially when connected to M4 via ELR. As both C1 and C2 allocate the same parcels of land for EL in the northern and southern sector they perform similarly. C4 has a smaller allocation which may not be what businesses require.</p>
<p>Development costs</p>	<p>Likely to be high development costs Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02). Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery. C1, C2 and C4 could deliver ELR link which constitutes an exceptional development cost. C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry high development costs in terms of road access.</p>
<p>Speed of delivery</p>	<p>Development in this location is demonstrated to be possible in principle as planning application for Option C4 has been submitted. Deliverability of C1 ultimately dependent on developer commitment, policy formulation, submission or amendment of planning application, and agreement over S106 contributions. However, there is likely to be a maximum amount of development permissible before new infrastructure is provided elsewhere to alleviate traffic congestion e.g. though Cocklebury Link Road and railway crossing discussed above (Table 3-2 CEPS/05).</p> <p>If Areas A and B are not allocated/delivered and/or southern section of the ELR link is not delivered, separate access would have to be provided from the south to reach the northern employment land area which may not be attractive to businesses as it further increases journey times to the PRN and town centre.</p> <p>Overall this dependency on supporting infrastructure in Strategic Areas A and B coming forward could affect the speed of delivery of the site and push its completion beyond the Plan period.</p>	<p>There is a current application in relation to C4 and site promoters have expressed their support for C1, the proposed allocation, in representations.</p> <p>In terms of speed of delivery options C1, C2 and C4 perform poorly as it is likely that supporting transport infrastructure will need needed in Area A and B would have to</p>

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	<p>LOW – as the strategic site options completion is likely to be dependent on supporting infrastructure elsewhere in Chippenham.</p>	<p>be permitted and delivered first in order to enable the ELR coming forward; A reduced C3 may be possible under this option but would result in a smaller allocation which maybe within the delivery thresholds established through the transport evidence.</p>
<p>Environmental attractiveness</p>	<p>This is a remote Strategic Area with limited existing road infrastructure. The southernmost part of the strategic area has the best potential links to the A4 (London Road). Through the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. The rural aspect and views towards the River Avon and River Marden would provide an attractive setting for business. However this type of development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers without altering the generally open character of the landscape. This would result in increased urban influences on the surrounding landscape (page 69 CEPS/06).</p> <p>The landscape has a predominantly rural character particularly either side of Stanley Lane which is the proposed Employment Land allocation under this option. Overall the landscape is considered 'attractive' in the LA (page 68 CEPS/06).</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
<p>Relationship with existing residential development</p>	<p><u>Northern Employment Land</u></p> <p>Nearest housing development at Pewsham would not be affected visually as EL site located to the north and separated by new housing at Abbeyfield. Traffic likely to use new road required to serve the development but again this would divert traffic onto the ELR and Cocklebury Link Road. Potential conflict with new residential development within C1 but mitigation could be agreed through scheme design and setting of conditions.</p> <p><u>Southern Employment Land</u></p> <p>Visually the EL would be close to the existing housing developments at Pewsham and adj. London Rd. Traffic from/to this EL area would use A4/London Road.</p>	<p>Similar to C3 the northern employment land area would be bordered on two sides by housing development which may require additional mitigation and reduce developable employment land.</p> <p>The southern EL would be in direct proximity to existing housing developments at Pewsham and so it would conflict with that use. In which</p>

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		<p>case it performs poorer compared to C3 which proposes additional housing.</p> <p>C4 would perform better compared to C1 as the southern employment and area would be isolated from existing residential development.</p> <p>C2 performs similar to C1 in this sector given the almost identical employment allocation at Stanley Lane.</p>
<p>Introduction of choice</p>	<p>The allocation proposes two areas of employment land which could provide additional choice for businesses. However the poor performance in terms of accessibility and effects on landscape (especially in the southern EL) may cancel this advantage out.</p> <p>The site will also offer a new employment destination in the town to the east of Chippenham. At the moment the main employment sites are associated with the A350.</p>	<p>C1 performs as C2 whereas C3 proposes housing in the southern sector which may be more compatible with existing uses.</p> <p>C4 provides additional choice but the allocation is smaller than under C1 and C2 which may not be what businesses require.</p>
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN. The southernmost part of the strategic area has the best potential links to the A4 (London Road). The access to the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Development on this site without new road infrastructure and an ELR would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site. Option C1 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p> <p>There is a submitted planning application within the strategic area which is larger than site option C1, however it suggest the area is likely to be viable and</p>		

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deliverable in the short to medium term. Furthermore the completion of the site is likely to be dependent on supporting infrastructure elsewhere in Chippenham potentially introducing delays.

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>		
Recreation potential	<p>STRONG recreation potential</p> <p>The presence of a number of rivers and watercourses through the landscape including the River Avon, River Marden and Pudding Brook with their associated floodplain that could form distinctive naturalistic green fingers through any new development and would link into the centre of Chippenham along the existing green corridor along the River Avon (Monkton Park). Also the North Wiltshire Rivers Route would provide an attractive long distance route for walking and cycling for residents or workers and direct links to Chippenham Railway Station and Monkton Park (page 69 CEPS/06)</p>	
Environmental attractiveness	<p>Overall moderate environmental attractiveness with a strong ability to provide a variety of high quality settings</p> <p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>The rural aspect and views across tree lined watercourses with a backdrop of the wooded limestone ridge would provide attractive aspects for housing. Hedgerows and trees where present would be important to provide a mature setting to development. This is an open landscape and careful design of any development would be required to ensure that residential development does not increase the prominence of the eastern edge of Chippenham, especially along local rolling ridges viewed from distance. However, access to the area is currently very limited so any proposed development would need to be supported by extensive new road infrastructure. (page 69 CEPS/06)</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is a small pocket of medium land contamination in the south west of the site. This would fall into the proposed country park.</p>	Land contamination is not an issue under all options.

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<p>Exceptional development costs</p>	<p>Likely to be high development costs</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Overhead power lines cross the site.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery. C1, C2 and C4 could deliver ELR link which constitutes an exceptional development costs. C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry exceptional development costs.</p>
<p>Impacts upon nearby schools</p>	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest primary school is King's Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59</p> <p>Closest secondary school is Abbeyfield School at which there are available places and is described as the preferred secondary school option in page 59 of CEPS/02, Abbeyfield School is easily accessible however safe access would need to be demonstrated. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p> <p>For every 100 houses that are occupied there will be the need to provide 22 new secondary school places based on the Council's current policy and as reflected within the paragraph 7, page 45, Wiltshire Infrastructure Delivery Plan 2011- 2026.</p>	
<p>Impacts upon health facilities</p>	<p>Mixed impacts upon health facilities</p> <p>Lodge Surgery is the nearest to this strategic site option. The surgery is currently at capacity. (ref EP2 and SOCG with GPs) There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site C1.</p> <p>The current preference is to provide additional capacity at the Community Hospital to relive pressure on individual GPs. However the site option has no development land within 1 mile of the Community</p>	<p>All options within area C will have an impact on the local surgery. C2 is the only option within Area C that has the critical mass to support a new surgery within the development. For other options the option of providing</p>

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	Hospital and the majority is classed as having weak access to the hospital.	additional capacity at the Community Hospital will need to be explored. All options have predominantly weak access to the hospital.
Impacts on leisure facilities	<p>Strong impacts on leisure facilities</p> <p>All sites including C1 are likely to provide for needs they generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community. Area C is located relatively close to the Olympiad Leisure Centre (if accessed over a new bridge), the primary indoor leisure facility in Chippenham. In addition the site is also located in close proximity to Stanley Park. Promoters of the site propose a new River Sports Hub and cricket pitch, close to Abbeyfield School (EP2 p.73).</p>	
Potential for green energy	<p>Moderate potential for green energy</p> <p>Wind turbines are subject to many constraints; however the 2011 Camco report identified four potential sites to the east (near strategic areas C). All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity. A further mapping of 11Kv (lower voltage lines) may be advisable. Biomass opportunities are consistently good across the board.</p> <p>There is reference to hydro opportunities in EP2 and Partly 6.2-6.4 m/s wind speed: MARGINAL/VIABLE</p>	The potential is there for all options so all options perform equally. However C2 and C4 occupy more land in the east which may enable provision of renewable installations whereas C1 and C3 stop at the pylon line. C3 would need to be appraised through Energy Strategy but road transport is sufficient
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the River Avon represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites good relationship to Stanley Park. The risk of noise, contamination and other pollution is considered to be low. The site does not have good access to the Community Hospital, although this is replicated across all options in the strategic area.</p> <p>There is a potential risk for this site in the distance to the waste water works which would require a relatively long and expensive connection, although similar risks exist in other strategic areas. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of an eastern link road. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the impact on congested corridors.</p>		

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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>		
Time and distance to A350	<p>The Site Option C1 has very weak access to the PRN (Table 4-2 CEPS/04a).</p> <p>C1 is dependent on the delivery of Strategic Area A & B to reduce journey times to A350 via an ELR. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>EP3 Paragraph 4.13 and Figure 4-1</p>	<p>All 4 options score poorly in terms of PRN access the only difference is that under C1 and C3 less households and businesses would suffer from poor access to the PRN compared to C2 and C4 (high growth) which would weigh against C2 and C4.</p> <p>Again this could be mitigated through development of Area A & B and provision of ELR link towards M4 and town centre via Cocklebury Link.</p> <p>C3 does not have the critical mass to deliver the ELR and consequently performs worst.</p>
Adding traffic to town centre streets	<p>Site option C1 performs particularly well with regard to potential highway network impacts, with 67% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Scale of development will influence traffic impacts.</p> <p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Again, the provision of ELR under C1, C2 and C4 could mitigate but options delivery would be dependent on Areas A and B coming forward.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>

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<p>Time and distance to town centre (Neeld Hall)</p>	<p>Strategic Area C actually provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. C1 is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Site option C1 performs particularly well with regard to potential highway network impacts, with 67% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors. Overall the options which deliver the ELR (C1, C2 and C4) perform better as critical junctions around the south and west of the town would be relieved from northbound and town centre traffic as Cocklebury Link could provide second alternative road access to the town centre from the east. However the production of the ELR is dependent on Strategic Areas A and B coming forward.</p> <p>However, the scale of development will still influence traffic impacts; C1, C2 and C3 in particular may have some impacts on the A4 sections to the south of Chippenham if the area around Stanley Lane were to be developed.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>

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	<p>Overall judgement in relation to CP10 Criterion 3</p> <p>The site is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel, however access is hindered by the River Avon. The majority of the site is over 1000m from congested corridors, although without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>The site option is located in an area which has very weak access to the primary road network. There is the opportunity to create an ELR to improve access to the A350 through Strategic Areas B and A to reduce the potential impact of development on existing congested corridors. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area C. Transport work suggests that there is a threshold of 400 dwellings which can be built without unacceptable delays to the network. Some other sites in Strategic Area C do not offer the opportunity for a link road which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an eastern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area C which provide an opportunity for a link road.</p>
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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator		
Time taken, safety and quality of travel to town centre (Neeld Hall)	<p>Strategic Area C actually provides the most hectares of land classified as strong or moderate; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14.</p> <p>C1 is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon</p>	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Time taken, safety and quality of travel to railway station	<p>The site option has 26% of its area assessed as having strong non-motorised access to the railway station, with the remaining 74% assessed as moderate. The entire site is within 1.5miles of the railway station. CEPS04a,Table 3-2</p> <p>It needs to be noted that the accessibility heat mapping ignores physical or natural barriers such as the River Avon.</p>	All sites contain the area closest to the railway station, although C2 and C3 extend beyond 1.5miles into an area of weak access so perform worst.
Time taken, safety and quality of travel to secondary schools	All site options in Strategic Area C have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Para 3.8 CEPS/04a	Overall, all options have strong access to Abbeyfield School which is the preferred secondary school option.

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	Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02	<p>Housing development under C2 and C4 occupies a much larger area making journeys to Abbeyfield longer from the farthest areas of the development.</p> <p>C3 concentrates development around the south of the area with good access to Abbeyfield</p>
Time taken, safety and quality of travel to College	The Chippenham College campus on Cocklebury Road is in the Town Centre and the site has strong –moderate access to the town centre (Table 3-1 & Figure 3-1 of CEPS/04a)	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Access to the existing public transport, footpath and cycle network	<p>Public transport accessibility data suggest that connectivity decreases the further land is away from the A4. C1 performs strong-moderate (approx. 3/4 mile or 15 minute walk) in terms of accessibility to PT corridors (bar its northernmost area over the Sustrans route which is assessed as weak) Table 3-6 CEPS/04a.</p> <p>Although C1 has areas of land alongside the A4 corridor which are classed as strong for public transport access, bespoke subsidised services may be required to serve the northern parts of that are beyond a reasonable walking distance from the A4 / London Road.</p>	Option C3 performs better than C1, C2 and C4.
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	<p>Medium opportunities to create extensions to the existing public transport network.</p> <p>Strategic Area C is likely to present the greatest potential for providing new walking and cycling links that are of use to existing communities, as there are existing trip attractors and generators either side of the Strategic Area that are currently not well connected. Potential exists to increase walking and cycling trips between the Monkton Park / Langley Park / Parsonage Way area (residential, employment and education) and the north-eastern part of Pewsham (residential and secondary education) via Strategic Area C.</p> <p>However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of this area would probably need to be served by development specific or ‘orbital’ type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services in Strategic Areas C and D is therefore questionable. CEPS/04 paras 5.13 – 5.18. pp 36-7.</p>	<p>Scale of development will influence degree to which additional public transport can be provided. Options C2 and C4, as higher growth options, have greater potential for additional services but this has to be evidenced.</p> <p>All options have potential for walking and cycling trips to increase towards Langley Park, Monkton Park, Parsonage Way and Pewsham.</p>

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	<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate/strong opportunities to improve access to key facilities by non-motorised transport. The site has a very strong relationship with Abbeyfield school although the other sites within Strategic Area C have a similar relationship. The site has strong to moderate access by non-motorised means of travel to the town centre, college and railway station; however access to these facilities is hindered by the River Avon.</p> <p>There are medium opportunities to create extensions to the existing public transport network as Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities. However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited in the medium to long term, due to the likelihood they will require an ongoing subsidy.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.</p>
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Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.</p> <p>The area of land in the vicinity of Harden’s Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham.</p> <p>The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent.</p> <p>The area of land north of the North Wiltshire Rivers Route has been ascribed a low development</p>	<p>Purely in landscape terms there is only the land around Harden’s Mead which can be considered of moderate-high development capacity which highlights the sensitivity of this strategic area in landscape terms.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. Option C1 performs slightly worse than C3 as additional land to the north of the Sustrans route would be developed which has low capacity for development in landscape terms and reduce the separation of</p>

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	<p>capacity to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden.</p> <p>The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill.</p> <p>The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity. Page 70 CEPS/06</p>	<p>Chippenham and Tytherton Lucas.</p> <p>Options C2 and C4 have the worst capacity to preserve the landscape characteristics as they occupy more land to the north of the North Wiltshire Rivers route and beyond the pylon line.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Moderate-high Visual prominence judgement</p> <p>This Strategic Area is generally flat with long views possible across the landscape. It is also visually prominent from the limestone ridge at Wick Hill, Bencroft Hill and Derry Hill. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape. Page 69 CEPS/06</p>	<p>Development to the north of the North Wiltshire Rivers route has low capacity for development in landscape terms and is likely to reduce the separation of Chippenham and Tytherton Lucas. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Option C3 performs best as it does not broach the North Wiltshire Rivers route. C1 has a small amount of development above the NWRR whereas C2 and C4 occupy more land to the north of the NWRR and beyond the pylon line.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Option C1 performs well as generally, apart from the floodplain and associated grazing marsh, hedgerows, woodlands and the rivers route cycleway, the majority of this area is less ecologically diverse due to the dominance of agriculturally improved fields (however, evidence is lacking of any</p>	<p>Land to the east has increased ecological value. Option C2 has the most land</p>

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	<p>semi-improved or unimproved grasslands, which would be more ecologically important) and a lower number of hedgerows and hedgerow trees. However, habitat connectivity is still vital and there are several corridors that would need to be retained to ensure that fragmentation is not increased.</p> <p>Further east, there is a dominance of mature deciduous woodland and several County Wildlife Sites. The eastern side of Area C has increased ecological value and should not be allocated for development. (page 8 CEPS/09)</p> <p>Further work is needed to assess this area's value potentially to protected species and priority habitats, particularly species-rich grasslands.</p> <p>Proposed bridge over the River Avon associated with the ELR would have an impact on the River Avon County Wildlife Site</p>	<p>to the east and is likely to have the worst impact on designated ecological sites and/or protected species. Option C4 has land to the north of the North Wiltshire Rivers route and to the east of the pylon line. Options C1 and C3 do not go further east than the pylons and perform best.</p> <p>Strategic site options that include bridge over the River Avon will have an impact on the Rver Avon County Wildlife site. C3 is therefore better in this regard.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. The conservation area is designated for the special architectural and historic interest, in this case a small rural village with a number of historic buildings, set in agricultural land.</p> <p>Strategic Area C includes two grade II listed buildings. The open agricultural land of Strategic Area C contributes to the significance of one of these assets (Harden's Farmhouse). However, the primary reason for designation for the asset derives from its architectural heritage interest and that is not vulnerable to adjacent development. The harm to heritage significance would result from a loss of appreciation and understanding of the landscape setting and context to these buildings</p> <p>Strategic Area C has a high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods. The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains</p> <p>The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C1 performs</p>	<p>All options include land which contains heritage assets such as Harden's Farmhouse and may influence the setting of a Conservation Area. There is high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods</p> <p>Harden's Farm remains the preferred area for development in terms of capacity from a landscape perspective but the asset would be affected by loss of appreciation and understanding of the landscape setting and</p>

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	<p>reasonably well as it restricts development outside the pylon line apart from its northern end. However the importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. (paras 4.15-4.19 CEPS/11)</p>	<p>context to these buildings under all options. The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs best followed by C1, C4 and C2.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The urban edge of Pewsham and Hardens Mead is a hard and prominent edge on high ground which falls to the north towards the River Avon. There is very little planting along this edge which means it is prominent in views from the adjacent footpaths and from the North Wiltshire Rivers Route. In addition it is visible from Tytherton Lucas. Development along this edge could help to provide an improved urban edge provided it was accompanied by a landscape framework which enhanced riparian tree cover and provided areas of woodland that could help to create a softer and greener edge to Chippenham when viewed from the wider landscape to the north and east. The remainder of the urban edge is generally softened by the combination of hedgerows and trees within adjacent farmland and this characteristic is important to safeguard. Page 69 CEPS/06</p> <p>Options C1 provides a clear distinct boundary as the development stops up at the pylon line but it encroaches into the area to the north of the Sustrans route which separates Chippenham from Tytherton Lucas.</p>	<p>Options C1 and C3 provide a clearer distinct boundary as the development stops up at the pylon line and the North Wiltshire Rivers route. C1 extends beyond the NWR route and therefore the ranking would be C3, C1, C4, C2.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. Footpath to Monkton park and Sustrans Route 1 intersect in site C1. (page 74 CEPS/06).</p>	<p>.</p>
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p> <p>The development capacity varies across the site. The centre of the site around Harden’s Mead has been ascribed a moderate-high development capacity and the area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity. The site also has small amounts of land</p>		

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in areas of low development capacity; specifically all of the land above the North Wiltshire Rivers Route and south of Stanley Lane.

Harden’s Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.

Option C1 encroaches into the area to the north of the North Wiltshire Rivers Route which separates Chippenham from Tytherton Lucas. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.

Bridge over the River Avon to support an ELR will impact on the River Avon County Wildlife Site.

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
Indicator		
Amount of flood zone 1,2 and 3	<p>WEAK</p> <p>On balance area C appears the least attractive for development in terms of flood risk and surface water management compared to the others because of the degree to which flooding is an issue to tackle and the extent of flood risk land. (EP6 para. 4.17).</p> <p>76 ha of Strategic Area C falls into FZ 2 or 3. However C1 and indeed all options within Strategic Area C exclude this land from development (land at risk of flooding is proposed as a country park).</p> <p>New road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage</p> <p>Area C is the source of surface water that, to some degree, flows immediately through the town. It is essential that these flows do not increase and add to flood risks within the built up area. A first step in a risk based approach is to direct development to flood zone 1, areas of least risk.</p> <p>In general, a reasonable next step is to direct development to areas where the impacts of flooding, should it happen, in terms of risk to lives and property, are less harmful; in other words in areas downstream of the built up area. Therefore Areas E and D are preferable on this account</p> <p>25-50% of Strategic Area C is susceptible to ground water flooding</p>	<p>All development options propose a country park in the FZ. No development is proposed in the FZ under each option.</p> <p>In general terms the more development the more land will lose its permeability and increase surface water run off which has to be managed.</p> <p>Consequently C3 performs best followed by C1, C4 and C2 but higher capital receipts from high growth options may enable provision of more extensive flood defence/alleviation schemes which could have wider benefits. No information available however to what extent this is feasible or viable.</p>

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	<p>Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>SFRA Level 2 equivalent assessment required at application stage plus exceptions test.</p> <p>Developers promoting sites within strategic areas C or D, where bridges across the river Avon form a part of their scheme, must demonstrate the development will be safe for its lifetime without increasing flood risk elsewhere</p>	
<p>Overall judgement in relation to CP10 Criterion 6</p> <p>Although there is a large amount of land at risk from flooding within Strategic Area C, site option C1 proposes that all flood risk land is allocated as green space, this is the same across all options in Strategic Area C. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>Appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.</p>		

Strategic Site Option C2: Summary SWOT

Strategic Site option C2				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	As this site option is the largest, it is most likely to have the critical mass needed to facilitate a link road and bridge		A smaller site than C2 is being actively promoted by the land owner and subject to a planning application which means a larger site could be viable and deliverable in the short to medium term. Access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure.	<p>A remote Strategic Area with limited existing road infrastructure and very weak access to the PRN.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site.</p> <p>Option C2 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p>
2. Social	Excellent proximity to Abbeyfield School where there is known capacity and good relationship to Stanley Park	Has sufficient capacity (1,890 units) to notionally deliver a new GP practice on site.	<p>Distance to waste water works would require a relatively long and expensive connection.</p> <p>Potential for a threat to delivery of affordable housing, dependant on cost and requirement for an eastern link road and bridge.</p>	The site has the worst access to the Community Hospital having 80% (91 hectares) classed as 'Weak' or 'Very Weak' at more than 1.5 miles from the Hospital

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<p>3. Road network</p>	<p>The majority (84%) of the site is over 1000m from congested corridors</p>	<p>Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested corridors.</p>	<p>The opportunity to provide a link road may be tempered by the delay to development this may introduce</p>	<p>The site option is located in an area which has very weak access to the primary road network</p> <p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre</p>
<p>4. Accessibility</p>	<p>Very strong relationship with Abbeyfield school</p> <p>The majority of the site has strong to moderate access by non-motorised means of travel to the town centre, railway station and college; however access to these facilities is hindered by the River Avon.</p>	<p>Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities</p>		<p>Part of site option C2 extends beyond 1.5 miles away from the town centre and railway station into an area of weak access.</p> <p>41 hectares of the site is classed as “Weak” or “Very Weak” in terms of accessibility to public transport corridors</p> <p>Extended public transport routes would probably need to be served by development specific or ‘orbital’ type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore</p>

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				questionable.
5. Environment	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p>		<p>Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p> <p>The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.</p> <p>The largest of the sites in Area C, C2 has the greatest potential impact on landscape of the River Marden Valley</p>	<p>The site has large amounts of land in areas of low development capacity; a little to the south of Stanley Lane, and a significant amount above the North Wiltshire Rivers Route as it extends up to the River Marden</p> <p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.</p> <p>A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p>
6. Flood risk			<p>A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.</p>	<p>76 ha of Strategic Area C falls into FZ 2 or 3. However C2 and indeed all options within Strategic Area C exclude this land from development. However it may have a bearing on the potential for and design of SUDS.</p> <p>The site is bordered on two sides by water courses,</p>

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				incorporating more land at risk from flooding. Although no development would take place in these areas as they would be retained as green space.
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Strategic Site Option C2: Detailed Policy Analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The entire site is over 2500m from the nearest access point on the Primary Route Network (PRN) Table 4.2 CEPS/04a p19</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. CEPS/04 Paragraph 4.13 and Figure 4-1</p> <p>Option C2 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR). If delivered accessibility to the PRN would improve compared to now.</p> <p>The number of junctions involved in the case of the southern employment area would be higher as it is assumed that some traffic would go via the A4 and around the town centre even with ELR delivered. The northern employment area is dependent on the ELR delivery hence linked with delivery of Areas A and B.</p>	<p>All ELR linked options are heavily dependent on Area A and B delivery.</p> <p>C2 performs better than C3 in terms of the northern allocation's performance in PRN accessibility as ELR theoretically possible under this option. C3 would be dependent on single access from the south and of limited scale to minimise town centre traffic effects.</p> <p>The southern employment land area performs poorly in terms of PRN access and therefore purely in accessibility terms this option performs poorer than C3. However C1, C2 and C4 could benefit from ELR which would improve accessibility to M4 north/eastbound around Chippenham.</p> <p>C4 performs poorer in terms of distance to M4 given the more easterly location of the employment area (north) at this stage but this would change if ELR was implemented.</p>
Distance to railway station	<p>Strategic Area C shows largely strong/moderate access to the railway station for all areas within site option Area C2 (Table 3-2 CEPS/04a). However this ignores physical or natural barriers such as the River Avon so without an ELR, access would be less reliable.</p>	<p>Site options C1 and C4 are assessed as being entirely within 1.5 miles from the railway station (strong/moderate access) whereas part of options C2</p>

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		and C3 have weak access.
Fit with economic assessment	<p>WEAK fit overall as Area C as a whole is dependent on road infrastructure.</p> <p>The LEP's focus is on the A350 which bypasses Chippenham to the west and north. Area C lies to the south east of the town and all options have very weak access to the A350 as currently (with no ELR) traffic would use the A4 to access the A350 and vice versa (Figure 4-2 & Table 4-2 CEPS/04a). This would prove unattractive to businesses.</p> <p>Area C is dependent upon either the Cocklebury link Rd or the railway crossing and a river crossing being provided to improve its relationship with both the PRN and PEAs (EP1 para 6.27). If the river crossing is not deliverable, access would have to be provided from the A4 to the south. If an ELR was built it would link Area C eastbound with the A350 and M4 to the north but it is entirely dependent on Area A and B delivery.</p> <p>The site is unlikely to come forward in the next 5 years as new access has to be created over the railway. Other sites are better positioned (Figure 2 CEPS/01).</p>	<p>At face value all options suffer from poor A350 accessibility due to the location of this strategic area. Access could be provided from the A4 to the south, however this is less reliable. Without an ELR all options perform poorly in terms of PRN access. However the provision of this is dependent upon the delivery of strategic areas A and B and road infrastructure. The ELR link is deliverable under C1, C2 and C4. Option C3 does not facilitate an ELR.</p>
Contribution to wider economic growth	<p>C2 currently has overall a MODERATE contribution to wider economic growth. Site C2 has a strong-moderate proximity to existing PEAs which lie to the north and would be linked through an ELR. Additional southern employment land area would be relatively isolated compared to northern area which is closer to existing PEAs.</p> <p>If sites within Strategic Areas A and B are not allocated and/or delivered, access would have to be provided solely from the south of C2 to reach the northern employment area. This may not be attractive to businesses given the weak performance in terms of PRN access and the distance to travel across town and into the site.</p> <p>The dependency of the option on other sites in order to improve the attractiveness of this location to business, and the consequential delay there would be to opening up the site (especially the northern employment land area) means that contributions to wider economic growth are likely to be towards the end of the Plan period which is not consistent with the overall objective for Chippenham for an economic led strategy.</p>	<p>The weakness of Area C in terms of A350 access and fit with the economic assessment is noted above. Options C1, C2 and C4 are dependent on ELR delivery in Area A and B. The southern EL options under C1, C2 and C4 perform poorly in terms of proximity to existing PEAs. C2 (and C1 and C4) perform poorer compared to C3 as southern EL area's link with PEAs is poor. On the other hand additional employment land per se may increase its attractiveness especially when connected to M4 via ELR. As both C1 and C2 allocate the same parcels of land for EL in the northern and southern sector they perform similarly. C4 has a smaller allocation which may not be attractive to business.</p>

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<p>Development costs</p>	<p>Likely to be high development costs. –</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery. C1, C2 and C4 could deliver ELR link which constitutes an exceptional development cost. C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry high development costs in terms of road access.</p>
<p>Speed of delivery</p>	<p>Development in this location is demonstrated to be possible in principle as planning application for Option C4 has been submitted. Possibility of delivering C2 is not proven as there is no developer commitment. As site C2 is larger than the application it could introduce complications to equalisation discussions between landowners.</p> <p>However, there is likely to be a maximum amount of development permissible before new infrastructure is provided elsewhere to alleviate traffic congestion e.g. though Cocklebury Link Road and railway crossing discussed above (Table 3-2 CEPS/05).</p> <p>If Areas A and B are not allocated/delivered and/or southern section of the ELR link is not delivered, separate access would have to be provided from the south to reach the northern employment land area which may not be attractive to businesses as it further increases journey times to the PRN and town centre.</p> <p>Overall this dependency on supporting infrastructure in Strategic Areas A and B coming forward could affect the speed of delivery of the site and push its completion beyond the Plan period.</p> <p>LOW – as the strategic site options completion is likely to be dependent on supporting infrastructure elsewhere in Chippenham.</p>	<p>There is a current application in relation to C4 and site promoters have expressed their support for C1, the proposed allocation in representations</p> <p>In terms of speed of delivery options C1, C2 and C4 perform poorly as it is likely that supporting transport infrastructure needed in relation to strategic areas Area A and B would have to be permitted and delivered first in order to enable the ELR coming forward and provide the connectivity to the PRN.</p>
<p>Environmental attractiveness</p>	<p>This is a remote Strategic Area with limited existing road infrastructure. The southernmost part of the strategic area has the best potential links to the A4 (London Road). Through the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. The rural aspect and views towards the River Avon and River Marden would provide an attractive setting for business. However this type of</p>	

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	<p>development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers without altering the generally open character of the landscape. This would result in increased urban influences on the surrounding landscape (page 69 CEPS/06).</p> <p>The landscape has a predominantly rural character particularly either side of Stanley Lane which is the proposed EL allocation under this option. Overall the landscape is considered 'attractive' in the LA (page 68 CEPS/06).</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
Relationship with existing residential development	<p><u>Northern EL</u></p> <p>Nearest housing development at Pewsham would not be affected visually as EL site located to the north and separated by new housing at Abbeyfield. Traffic likely to use new road required to serve the development but again this would divert traffic onto the ELR and Cocklebury Link Road. Potential conflict with new residential development within C2 but mitigation could be agreed through scheme design and setting of conditions.</p> <p><u>Southern EL</u></p> <p>Visually the EL would be close to the existing housing developments at Pewsham and adj. London Rd. Traffic from/to this EL area would use A4/London Road.</p>	<p>Similar to C3 the northern employment land area would be bordered on two sides by housing development which may require additional mitigation and reduce developable employment land.</p> <p>The southern EL would be in direct proximity to existing housing developments at Pewsham and so it would conflict with that use. In which case it performs poorer compared to C3 which proposes additional housing.</p> <p>C4 would perform better compared to C2 as the southern employment land area would be isolated from existing residential development.</p> <p>C2 performs similar to C1 in this sector given the almost identical employment allocation at Stanley Lane.</p>
Introduction of choice	<p>The allocation proposes two areas of employment land which could provide additional choice for businesses. However the poor performance in terms of accessibility and effects on landscape (especially in the southern EL) may cancel this advantage out.</p> <p>The site will also offer a new employment destination in the town to the east of Chippenham. At the moment the main employment sites are associated with the A350.</p>	<p>C2 performs as C1 whereas C3 proposes housing in the southern sector which may be more compatible with existing uses.</p> <p>C4 provides additional choice but the</p>

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		allocation is smaller than under C1 and C2 which may not be what businesses require.
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN. The southernmost part of the strategic area has the best potential links to the A4 (London Road). The access to the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Development on this site without new road infrastructure and an ELR would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site. As this site option is the largest, it is most likely to have the critical mass needed to facilitate a link road and bridge. Option C2 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p> <p>There is a submitted planning application within the strategic area which is smaller than site option C2, however it suggest the area is likely to be viable and deliverable in the short to medium term. Furthermore the completion of the site is likely to be dependent on supporting infrastructure elsewhere in Chippenham potentially introducing delays.</p>		

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>		
Recreation potential	<p>Strong recreation potential.</p> <p>The presence of a number of rivers and watercourses through the landscape including the River Avon, River Marden and Pudding Brook with their associated floodplain that could form distinctive naturalistic green fingers through any new development and would link into the centre of Chippenham along the existing green corridor along the River Avon (Monkton Park). Also the North Wiltshire Rivers Route would provide an attractive long distance route for walking and cycling for residents or workers and direct links to Chippenham Railway Station and Monkton Park (page 69 CEPS/06).</p>	
Environmental attractiveness	<p>Overall moderate environmental attractiveness with a strong ability to provide a variety of high quality settings.</p> <p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North</p>	

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	<p>Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>The rural aspect and views across tree lined watercourses with a backdrop of the wooded limestone ridge would provide attractive aspects for housing. Hedgerows and trees where present would be important to provide a mature setting to development. This is an open landscape and careful design of any development would be required to ensure that residential development does not increase the prominence of the eastern edge of Chippenham, especially along local rolling ridges viewed from distance. However, access to the area is currently very limited so any proposed development would need to be supported by extensive new road infrastructure (page 69 CEPS/06).</p>	
<p>Noise, contamination and other pollution (including smell and air pollution)</p>	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is a small pocket of medium land contamination in the south west of the site. This would fall into the proposed country park.</p>	<p>Land contamination is no issue under all options.</p>
<p>Exceptional development costs</p>	<p>Likely to be high development costs</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery C1, C2 and C4 could deliver ELR link which constitutes an exceptional development costs. C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry exceptional development costs.</p>
<p>Impacts upon nearby schools</p>	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest primary school is King's Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59</p> <p>Closest secondary school is Abbeyfield School at which there are available places and is described as the preferred secondary school option in page 59 of CEPS/02. Abbeyfield School is easily accessible however safe access would need to be demonstrated. It is estimated that additional accommodation</p>	

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	<p>will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p> <p>For every 100 houses that are occupied there will be the need to provide 22 new secondary school places based on the Council's current policy and as reflected within the paragraph 7, page 45, Wiltshire Infrastructure Delivery Plan 2011- 2026.</p>	
Impacts upon health facilities	<p>Mixed impacts upon health facilities</p> <p>Lodge Surgery is the nearest to this strategic site option. The surgery is currently at capacity (CSOCC/14). There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by large population increases as a result of development of site C2. The current preference is to provide additional capacity at the Community Hospital to relieve pressure on individual GPs.</p> <p>However the site option has no development land within 1 mile of the Community Hospital and the majority is classed as having weak access to the hospital. Strategic Site Option C2 performs worst of options in Strategic Area C having 80% (91 hectares) classed as 'Weak' or 'Very Weak' at more than 1.5 miles from the Community Hospital (Table 3-4 CEPS/04a).</p>	<p>C2 (1,890 units) could notionally deliver a new practice on site and is the only option within area C that has the critical mass to support a new surgery.</p> <p>For other options the option of providing additional capacity at the Community Hospital will need to be explored. All options have predominantly weak access to the hospital.</p>
Impacts on leisure facilities	<p>Strong impacts on leisure facilities</p> <p>All sites including C2 are likely to provide for needs they generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community. Area C is located relatively close to the Olympiad Leisure Centre (if accessed over a new bridge), the primary indoor leisure facility in Chippenham. Promoters of the site propose a new River Sports Hub and cricket pitch, close to Abbeyfield School (EP2 p.73).</p>	
Potential for green energy	<p>Moderate potential for green energy</p> <p>Wind turbines are subject to many constraints; however the 2011 Camco report identified four potential sites to the east (near strategic areas C). All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity. A further mapping of 11Kv (lower voltage lines) may be advisable. Biomass opportunities are consistently good across the board.</p> <p>There is reference to hydro opportunities in EP2 and Partly 6.2-6.4 m/s wind speed: MARGINAL/VIABLE</p>	<p>The potential is there for all options so all options perform equally. However C2 and C4 occupy more land in the east which may enable provision of renewable installations whereas C1 and C3 stop at the pylon line. C3 would need to be appraised through Energy Strategy but road transport is sufficient</p>
Overall judgement in relation to CP10 Criterion 2		

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Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the railway represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites good relationship to Stanley Park. The risk of noise, contamination and other pollution is considered to be low.

The site does not have good access to the Community Hospital, although this is replicated across all options in the strategic area. However Strategic Site Option C2 performs worst having 80% (91 hectares) classed as 'Weak' or 'Very Weak' at more than 1.5 miles from the Community Hospital. Site option C2 is the largest option in Strategic Area C as has sufficient capacity (1,890 units) to notionally deliver a new practice on site. It is the only option within area C that has the critical mass to support a new surgery.

There is a potential risk for this site in the distance to the waste water works which would require a relatively long and expensive connection, although similar risks exist in other strategic areas. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of an eastern link road. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the impact on congested corridors.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre

<i>Indicator</i>		
Time and distance to A350	<p>The Site Option C2 has very weak access to the PRN (Table 4-2 CEPS/04a).</p> <p>C2 is dependent on the delivery of Strategic Area A & B to reduce journey times to A350 via an ELR. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p>	<p>All 4 options score poorly in terms of PRN access the only difference is that under C1 and C3 less households and businesses would suffer from poor access to the PRN compared to C2 and C4 (high growth) which would weigh against C2 and C4.</p> <p>Again this could be mitigated through development of Area A & B and provision of ELR link towards M4 and town centre via Cocklebury Link.</p> <p>C3 does not have the critical mass to deliver the ELR and consequently performs worst.</p>

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<p>Adding traffic to town centre streets</p>	<p>Site option C2 performs particularly well with regard to potential highway network impacts, with 84% of the Strategic Area being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a).</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Scale of development will influence traffic impacts. All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Again, the provision of ELR under C1, C2 and C4 could mitigate but options delivery would be dependent on Areas A and B coming forward. Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>
<p>Time and distance to town centre (Neeld Hall)</p>	<p>Strategic Area C provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. C2 performs largely moderately in terms of access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). Although it is important to note that strategic option C2 performs worst in Strategic Area C as 5 hectares of land is over 1.5 miles from the town centre and consequently classed as having weak access. This measurement ignores physical or natural barriers such as the River Avon.</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Site option C2 performs particularly well with regard to potential highway network impacts, with 84% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C (particularly relevant for site option C2), and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Overall the options which deliver the ELR (C1, C2 and C4) perform better as critical junctions around the south and west of the town would be relieved</p>

		<p>from northbound and town centre traffic as Cocklebury Link could provide second alternative road access to the town centre from the east. However the production of the ELR is dependent on Strategic Areas A and B coming forward.</p> <p>However, the scale of development will still influence traffic impacts; C1, C2 and C3 in particular may have some impacts on the A4 sections to the south of Chippenham if the area around Stanley Lane were to be developed.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>The site is largely within 1.5 miles of the town centre although it also extends beyond 1.5 miles into an area of weak access to the town centre by non-motorised means of travel; however the assessment does not take into account that access is hindered by the River Avon. The option performs particularly well with regard to potential highway network impacts, with the majority (84%) of the site over 1000m from congested corridors, although without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>The site option is located in an area which has very weak access to the primary road network. There is the opportunity to create an ELR to improve access to the A350 through Strategic Areas B and A to reduce the potential impact of development on existing congested corridors. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area C. Transport work suggests that there is a threshold of 400 dwellings which can be built without unacceptable delays to the network. Some other sites in Strategic Area C do not offer the opportunity for a link road which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an eastern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area C which provide an opportunity for a link road.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>		
Time taken, safety and quality of travel to town centre (Neeld Hall)	Strategic Area C provides the most hectares of land classified as strong or moderate; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. C2 performs largely moderately in terms of access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Time taken, safety and quality of travel to railway station	The site option has 85% of its area assessed as having moderate non-motorised access to the railway station, with 13% assessed as strong and the remaining 2% weak. CEPS04a, Table 3-2 It needs to be noted that the accessibility heat mapping ignores physical or natural barriers such as the River Avon	All sites contain the area closest to the railway station, although C2 and C3 extend beyond 1.5miles into an area of weak access so perform worst.
Time taken, safety and quality of travel to secondary schools	All site options in Strategic Area C have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Para 3.8 CEPS/04a Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02	Overall, all options have strong access to Abbeyfield School which is the preferred secondary school option. Housing development under C2 and C4 occupies a much larger area making journeys to Abbeyfield longer from the farthest areas of the development. C3 concentrates development around the south of the area with good access to Abbeyfield.

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<p>Time taken, safety and quality of travel to College</p>	<p>The Chippenham College campus on Cocklebury Road is in the Town Centre and the site has strong –moderate access to the town centre (Table 3-1 & Figure 3-1 of CEPS/04a)</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Access to the existing public transport, footpath and cycle network</p>	<p>Public transport accessibility data suggest that connectivity decreases the further land is away from the A4. C2 performs worst out of the Area C sites with 41 hectares of the site being classed as “Weak” or “Very Weak” (over 1200m) in terms of accessibility to PT corridors</p> <p>Although C2 has areas of land alongside the A4 corridor which are classed as strong for public transport access, bespoke subsidised services may be required to serve the northern parts of that are beyond a reasonable walking distance from the A4 / London Road.</p>	<p>C3 performs better than C1, C4 and C2.</p>
<p>Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Medium opportunities to create extensions to the existing public transport network.</p> <p>Strategic Area C is likely to present the greatest potential for providing new walking and cycling links that are of use to existing communities, as there are existing trip attractors and generators either side of the Strategic Area that are currently not well connected. Potential exists to increase walking and cycling trips between the Monkton Park / Langley Park / Parsonage Way area (residential, employment and education) and the north-eastern part of Pewsham (residential and secondary education) via Strategic Area C.</p> <p>However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of this area would probably need to be served by development specific or ‘orbital’ type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services in Strategic Areas C and D is therefore questionable. CEPS/04 paras 5.13 – 5.18. pp 36-7.</p>	<p>Scale of development will influence degree to which additional public transport can be provided. Options C2 and C4, as higher growth options, have greater potential for additional services but this has to be evidenced.</p> <p>All options have potential for walking and cycling trips to increase towards Langley Park, Monkton Park, Parsonage Way and Pewsham.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate/strong opportunities to improve access to key facilities by non-motorised transport. The site has a very strong relationship with Abbeyfield school although the other sites within Strategic Area C have a similar relationship. The site has strong to moderate access by non-</p>		

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motorised means of travel to the college, railway station and town centre; however access to these facilities is hindered by the River Avon. In addition, part of site option C2 extends beyond 1.5miles away from the town centre and railway station into an area of weak access, so performs worst of the options in Strategic Area C in this regard.

There are medium opportunities to create extensions to the existing public transport network as Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities. However, option C2 performs worst out of the Strategic Area C sites with 41 hectares of the site being classed as “Weak” or “Very Weak” (over 1200m) in terms of accessibility to public transport corridors. In addition, the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited in the medium to long term, due to the likelihood they will require an ongoing subsidy.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
Indicator	A: Compared to all sites	B: Within Strategic Area
Capacity to preserve or enhance landscape characteristics	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.</p> <p>The area of land in the vicinity of Harden’s Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham.</p> <p>The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low</p>	<p>Purely in landscape terms there is only the land around Harden’s Mead which can be considered of moderate-high development capacity which highlights the sensitivity of this strategic area in landscape terms.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. Option C2 performs worse than other strategic site in Area C as additional land to the north of the sustrans route and east of the pylons would be developed which has low capacity for development in landscape terms and reduce the separation of Chippenham and Tytherton Lucas.</p>

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	<p>development capacity as it is located on higher ground that is more visually prominent.</p> <p>The area of land north of the North Wiltshire Rivers Route has been ascribed a low development capacity to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden. Site option C2 extends above the North Wiltshire Rivers Route, right up to the River Marden consequently a large amount of development is proposed in an area described as having a low development capacity.</p> <p>The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill.</p> <p>The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity. Page 70 CEPS/06</p>	<p>Options C2 and C4 have the worst capacity to preserve the landscape characteristics as they occupy more land to the north of the North Wiltshire Rivers route and beyond the pylon line.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Moderate-high Visual prominence judgement</p> <p>This Strategic Area is generally flat with long views possible across the landscape. It is also visually prominent from the limestone ridge at Wick Hill, Bencroft Hill and Derry Hill. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape. Page 69 CEPS/06</p>	<p>Development to the north of the North Wiltshire Rivers route has low capacity for development in landscape terms and is likely to reduce the separation of Chippenham and Tytherton Lucas. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Option C3 performs best as it does not broach the North Wiltshire Rivers route. C1 has a small amount of development above the NWRR whereas C2 and C4 occupy more land to the north of the NWRR and beyond the pylon line.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Generally, apart from the floodplain and associated grazing marsh, hedgerows, woodlands and the rivers route cycleway, the majority of this area is less ecologically diverse due to the dominance of agriculturally improved fields (however, evidence is lacking of any semi-improved or unimproved grasslands, which would be more ecologically important) and a lower number of hedgerows and hedgerow trees. However, habitat connectivity is still vital and there are several corridors that would need to be retained to ensure that fragmentation is not increased.</p>	<p>Land to the east has increased ecological value. Option C2 has the most land to the east and is likely to have the worst impact on designated ecological sites and/or protected species. Option C4 has land to the north of the North Wiltshire Rivers route and</p>

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	<p>Further east, there is a dominance of mature deciduous woodland and several County Wildlife Sites. The eastern side of this area has increased ecological value and should not be allocated for development. (page 8 CEPS/09)</p> <p>The area to the north of the River Marden is less disturbed and comprises mainly cattle grazed pasture, which has significant ecological value, particularly with regard to the likely use by Greater horseshoe bats.</p> <p>However land to the north of the river is not proposed as a candidate option.</p> <p>Further work is needed to assess this area's value potentially to protected species and priority habitats, particularly species-rich grasslands.</p> <p>A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p>	<p>to the east of the pylon line. Options C1 and C3 do not go further east than the pylons and perform best.</p> <p>Options which involve a road crossing over the River Avon will have an impact on the River Avon County Wildlife Site.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area The conservation area is designated for the special architectural and historic interest, in this case a small rural village with a number of historic buildings, set in agricultural land.</p> <p>Strategic Area C includes two grade II listed buildings. Strategic Area C contributes to the significance of one of these assets (Harden's Farmhouse). However, the primary reason for designation for the asset derives from its architectural heritage interest and that is not vulnerable to adjacent development. The harm to heritage significance would result from a loss of appreciation and understanding of the landscape setting and context to these buildings</p> <p>Strategic Area C has a high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods. The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains</p> <p>The importance of heritage aspects is noted through the need to demonstrably give "considerable importance and weight" to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than</p>	<p>All options include land which contains heritage assets such as Harden's Farmhouse and may influence the setting of a Conservation Area. There is high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods</p> <p>Harden's Farm remains the preferred area for development in terms of capacity from a landscape perspective but the asset would be affected by loss of appreciation and understanding of the landscape setting and context to these buildings under all options. The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs best followed by C1, C4 and C2.</p>

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	substantial harm to heritage assets has been identified. (paras 4.15-4.19 CEPS/11)	The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified.
Opportunity to repair urban fringe and approaches to Chippenham	<p>The urban edge of Pewsham and Hardens Mead is a hard and prominent edge on high ground which falls to the north towards the River Avon. There is very little planting along this edge which means it is prominent in views from the adjacent footpaths and from the North Wiltshire Rivers Route. In addition it is visible from Tytherton Lucas. Development along this edge could help to provide an improved urban edge provided it was accompanied by a landscape framework which enhanced riparian tree cover and provided areas of woodland that could help to create a softer and greener edge to Chippenham when viewed from the wider landscape to the north and east. The remainder of the urban edge is generally softened by the combination of hedgerows and trees within adjacent farmland and this characteristic is important to safeguard. Page 69 CEPS/06</p> <p>The site extends above the North Wiltshire Rivers Route, up to the River Marden which provides a good well vegetated northern boundary, however the eastern boundary follows field boundaries and is mostly bounded by hedgerow and trees.</p>	Options C1 and C3 provide a clearer distinct boundary as the development stops up at the pylon line and the North Wiltshire Rivers route. Whereas C2 (and C4) extend beyond both. C1 extends beyond the NWR route and therefore the ranking would be C3, C1, C4, C2.
Connectivity to public rights of way through and into the countryside	Average connectivity to public rights of way through and into the countryside with some public views. Footpath to Monkton park and Sustrans Route 1 intersect in site C2. (page 74 CEPS/06).	As A – this applies to all 4 options.
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.</p> <p>The development capacity varies across the site. The centre of the site around Harden’s Mead has been ascribed a moderate-high development capacity and the area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity. The site also has a large amount of land in areas of low development capacity; a little to the south of Stanley Lane, and a significant amount above the North Wiltshire Rivers Route as it extends up to the River Marden.</p>		

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Harden’s Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.

Option C2 extends into the area to the north of the North Wiltshire Rivers Route up to the River Marden, an area of land which separates Chippenham from Tytherton Lucas. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.

A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere

<i>Indicator</i>		
Amount of flood zone 1,2 and 3	<p>WEAK On balance area C appears the least attractive for development in terms of flood risk and surface water management compared to the others because of the degree to which flooding is an issue to tackle and the extent of flood risk land. (EP6 para. 4.17).</p> <p>76 ha of Strategic Area C falls into FZ 2 or 3. However all options within Strategic Area C exclude this land from development (land at risk of flooding is proposed as a country park).</p> <p>Area C would ultimately require bridges over the River Avon, and introduce potential obstacles into flood risk areas that also need to be carefully considered.</p> <p>Area C is the source of surface water that, to some degree, flows immediately through the town. It is essential that these flows do not increase and add to flood risks within the built up area. A first step in a risk based approach is to direct development to flood zone 1, areas of least risk.</p> <p>In general, a reasonable next step is to direct development to areas where the impacts of flooding, should it happen, in terms of risk to lives and property, are less harmful; in other words in areas downstream of the built up area. Therefore Areas E and D are preferable on this account</p> <p>25-50% of Strategic Area C is susceptible to ground water flooding. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>SFRA Level 2 equivalent assessment required at application stage plus exceptions test.</p>	<p>All development options propose a country park in the FZ. No development is proposed in the FZ under each option.</p> <p>In general terms the more development the more land will lose its permeability and increase surface water run off which has to be managed.</p> <p>Consequently C3 performs best followed by C1, C4 and C2 but higher capital receipts from high growth options may enable provision of more extensive flood defence/alleviation schemes which could have wider benefits. No information available however to what extent this is feasible or viable.</p>

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	<p>Developers promoting sites within strategic areas C or D, where bridges cross the river Avon form a part of their scheme, must demonstrate the development will be safe for its lifetime without increasing flood risk elsewhere</p> <p>The site option extends northwards up to the River Marden meaning that it is bordered on two sides by areas at risk of flooding, although development is protected by areas of green space.</p>	
<p>Overall judgement in relation to CP10 Criterion 6</p> <p>Although there is a large amount of land at risk from flooding within Strategic Area C, site option C2 proposes that all flood risk land is allocated as green space, this is the same across all options in Strategic Area C. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it. The option is bordered on two sides by water courses.</p> <p>Appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.</p>		

Strategic Site Option C3: Summary SWOT

Strategic Site option C3				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>Proposes housing in the southern sector which may be more compatible with existing uses</p> <p>The option is likely to have low development costs, as it cannot facilitate an ELR</p>	<p>This site has more land located against the A4 than the others in Strategic Area C</p>	<p>A larger site than C3 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term. However, it could introduce complications to equalisation discussions between landowners.</p> <p>Access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure.</p>	<p>A remote Strategic Area with limited existing road infrastructure and very weak access to the PRN.</p> <p>There would be no way to connect the development to Strategic Area B with an Eastern Link Road. Consequently access would have to be provided solely from the south of C3. This may not be attractive to businesses given the weak performance in terms of PRN access</p> <p>The lack of an employment area to the south of the site limits choice for businesses compared to all other Area C options</p>
2. Social	<p>Excellent proximity to Abbeyfield School where there is known capacity and good relationship to Stanley Park</p>		<p>Distance to waste water works would require a relatively long and expensive connection.</p>	<p>The site does not have good access to the Community Hospital.</p>
3. Road network			<p>Increased traffic though the town centre and limited opportunities</p>	<p>The site option is located in an area which has very weak access to the</p>

			to reduce its impact.	primary road network This option does not facilitate an eastern link road and therefore there is very little opportunity to improve access to the A350 through Strategic Areas B and A, or to reduce the potential impact of development on existing congested corridors potentially leading to unacceptable delays to the network.
4. Accessibility	<p>Very strong relationship with Abbeyfield school, with more development concentrated around the school</p> <p>The site has strong to moderate access by non-motorised means of travel to the railway station, college and town centre; however access to these facilities is hindered by the River Avon.</p>	<p>Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities</p> <p>Option C3 has the most amount of land with strong access to public transport corridors</p>		<p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p> <p>Part of site option C3 extends beyond 1.5 miles away from the railway station into an area of weak access.</p>
5. Environment	<p>Options C3 provides a clear distinct boundary as the development stops at the NWRR</p> <p>Strategic Area C has an attractive landscape character.</p>		<p>Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character, although to a</p>	<p>The site has very little land in an area of low development capacity, to the south of Stanley Lane.</p> <p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed</p>

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	<p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p> <p>The other options in Strategic Area C include land above the North Wiltshire Rivers Route which has a low development capacity, however option C3 does not. Option C3 constrains development to land in areas of higher development capacity.</p>		<p>lesser extent than other strategic site options in Area C. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p>	<p>building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.</p>
<p>6. Flood risk</p>				<p>76 ha of Strategic Area C falls into FZ 2 or 3. However C3 and indeed all options within Strategic Area C exclude this land from development. However it may have a bearing on the potential for and design of SUDS.</p>

Strategic Site Option C3: Detailed Policy Analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The site is +2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as VERY WEAK (Table 4-2 CEPS/04a)</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>Option C3 does not include any land above the North Wiltshire Rivers Route so there would be no way to connect the development to Strategic Area B with an Eastern Link Road. So far 400 dwellings at C3 are deemed possible before the Cocklebury Link road is complete (over the railway). Once the River Avon crossing is in place C3 can increase occupation of homes up to 749 homes. Anymore and the full eastern link road has to be open for use, which is not possible under this option.</p>	<p>All ELR linked options are heavily dependent on Area A and B delivery.</p> <p>C1, C2 and C4 perform better as they could link the EL area(s) with the PRN around East Chippenham via ELR. C3 is dependent on a single access from the south and of limited scale to minimise town centre traffic effects.</p> <p>C4 performs poorer in terms of distance to M4 given the more easterly location of the employment area (north) at this stage but this would change if ELR was implemented.</p>
Distance to railway station	Strategic Area C shows strong/moderate access to the railway station for site option Area C3 (Table 3-2 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.	Site options C1 and C4 are assessed as being entirely within 1.5 miles from the railway station (strong/moderate access) whereas part of options C2 and C3 have weak access.
Fit with economic assessment	<p>WEAK fit overall as Area C as a whole is dependent on road infrastructure.</p> <p>The LEP's focus is on the A350 which bypasses Chippenham to the west and north. Area C lies to the south east of the town and all options have very poor access to the A350 as currently (with no</p>	At face value all options suffer from poor A350 accessibility due to the location of this strategic area. Access could be provided

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	<p>ELR) traffic would use the A4 to access the A350 and vice versa (Figure 4-2 & Table 4-2 CEPS/04a).</p> <p>Option C3 does not include any land above the North Wiltshire Rivers Route so there would be no way to connect the development to Strategic Area B with an Eastern Link Road. As an ELR is not possible under this option there is no way to improve the sites relationship with the PRN or PEAs (EP1 para 6.27). As the river crossing is not deliverable, access would have to be provided from the A4 to the south. This would prove unattractive to the LEP and businesses. If an ELR was built it would link Area C eastbound with the A350 and M4 to the north but it is entirely dependent on Area A and B delivery.</p>	<p>from the A4 to the south, however this is less reliable. Without an ELR, all options perform poorly in terms of PRN access, however the provision of this is dependent upon the delivery of strategic areas A and B and road infrastructure. The ELR link is deliverable under C1, C2 and C4. Option C3 does not facilitate an ELR.</p> <p>As C3 only has 1 EL area it performs better purely on a heat map basis as the other option's southern EL area's accessibility of the town centre is weak.</p>
<p>Contribution to wider economic growth</p>	<p>C3 currently has an overall moderate-weak contribution to wider economic growth. Site C3 has a strong-moderate proximity to existing PEAs which lie to the north although this is modelled without considering the river as a barrier.</p> <p>As the site option does not facilitate an ELR access would have to be provided solely from the south of C3 to reach the northern EL. This may not be attractive to businesses given the weak performance in terms of PRN access.</p>	<p>The weakness of Area C in terms of A350 access and fit with the economic assessment is noted above. Options C1, C2 and C4 are entirely dependent on ELR delivery in Area A and B; which is not possible for option C3</p> <p>The southern EL options under C1, C2 and C4 perform poorly in terms of proximity to existing PEAs.</p> <p>C2 (and C1 and C4) perform poorer compared to C3 as southern EL area's link with PEAs is poor. On the other hand additional employment land may increase the site options attractiveness especially when</p>

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		connected to M4 via ELR. As both C1 and C2 allocate the same parcels of land for EL in the northern and southern sector they perform similarly. C4 has a smaller allocation which may not be what businesses require.
Development costs	<p>Likely to be low development costs</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p>	<p>Options performance depends on ELR delivery. C2, C1 and C4 could deliver ELR link which constitutes an exceptional development cost.</p> <p>On that basis all options except C3 carry exceptional development costs in terms of road access.</p>
Speed of delivery	<p>Development in this location is demonstrated to be possible in principle as planning application for Option C4 has been submitted. Possibility of delivering C3 is not proven as there is no developer commitment. As site C3 is smaller than the application it could introduce complications to equalisation discussions between landowners.</p> <p>However, there is likely to be a maximum amount of development permissible before new infrastructure is provided elsewhere to alleviate traffic congestion e.g. though Cocklebury Link Road and railway crossing (Table 3-2 CEPS/05)</p> <p>Separate access would have to be provided from the south to reach the northern employment land area which may not be attractive to businesses as it further increases journey times to the PRN and town centre.</p> <p>Overall this dependency on supporting infrastructure in Strategic Areas A and B coming forward could affect the speed of delivery of the site and push its completion beyond the Plan period.</p> <p>There is likely to be a slow/medium speed of delivery as the strategic site options completion is likely to be dependent on supporting infrastructure elsewhere in Chippenham, although this is likely to be less than other options in Strategic Area C as those would provide a full ELR.</p>	<p>There is a current application in relation to C4 and site promoters have expressed their support for C1, the proposed allocation, in representations.</p> <p>In terms of speed of delivery options C1, C2 and C4 perform poorly as it is likely that supporting transport infrastructure will need needed in Area A and B would have to be permitted and delivered first in order to enable the ELR coming forward; A reduced C3 may be possible under this option but would result in a smaller allocation which maybe within the delivery thresholds established through the transport evidence.</p>

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<p>Environmental attractiveness</p>	<p>This is a remote Strategic Area with limited existing road infrastructure. The southernmost part of the strategic area has the best potential links to the A4 (London Road). Through the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. The rural aspect and views towards the River Avon and River Marden would provide an attractive setting for business. However this type of development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers without altering the generally open character of the landscape. This would result in increased urban influences on the surrounding landscape. (page 69 CEPS/06).</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
<p>Relationship with existing residential development</p>	<p>Nearest housing development at Pewsham would not be affected visually as EL site located to the north and separated by new housing at Abbeyfield. Traffic likely to use new road required to serve the development but again this would divert traffic onto the ELR and Cocklebury Link Road. Potential conflict with new residential development within C3 but mitigation could be agreed through scheme design and setting of conditions.</p>	<p>Similar to C1, C3's northern EL area would be bordered on two sides by housing development which may require additional mitigation and reduce developable EL.</p> <p>C1 and C2's southern EL would be in proximity to existing housing developments at Pewsham and so it would conflict with that use. In which case it scores poorer compared to C3 which proposes additional housing. C2 scores similar to C1 in this sector given the almost identical employment allocation at Stanley Lane.</p> <p>C4 would score better compared to C2 as the southern EL would be isolated from existing residential development.</p>
<p>Introduction of choice</p>	<p>The allocation proposes just one area of employment land which limits choice for businesses compared to other options. With C3 not reaching the ELR capacity the site also has poor accessibility to businesses.</p>	<p>C1 performs as C2 whereas C3 proposes housing in the southern sector which may be</p>

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	<p>However the site will offer a new employment destination in the town to the east of Chippenham. At the moment the main employment sites are associated with the A350.</p>	<p>more compatible with existing uses, however the lack of an employment area in the south limits choice for businesses compared to all other Area C options. .</p> <p>C4 provides additional choice but the allocation in smaller than under C1 and C2 which may not be what businesses require.</p>
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN. The southernmost part of the strategic area has the best potential links to the A4 (London Road) and this site has more land located against the A4 than the others in Strategic Area C. The access to the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre as there is no opportunity to create new road infrastructure and an ELR.</p> <p>Option C3 does not include any land above the North Wiltshire Rivers Route so there would be no way to connect the development to Strategic Area B with an Eastern Link Road. Consequently access would have to be provided solely from the south of C3. This may not be attractive to businesses given the weak performance in terms of PRN access. However, this means the option is likely to have low development costs, as it cannot facilitate an ELR.</p> <p>There is a submitted planning application within the strategic area which is larger than site option C3, however it suggest the area is likely to be viable and deliverable in the short to medium term. However as site C3 is smaller than the application it could introduce complications to equalisation discussions between landowners.</p> <p>C3 proposes housing in the southern sector which may be more compatible with existing uses, however the lack of an employment area in the south limits choice for businesses compared to all other Area C options.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>		
Recreation potential	<p>STRONG recreation potential.</p> <p>The presence of a number of rivers and watercourses through the landscape including the River Avon, River Marden and Pudding Brook with their associated floodplain that could form distinctive naturalistic green fingers through any new development and would link into the centre of Chippenham along the existing green corridor along the River Avon (Monkton Park). Also the North Wiltshire Rivers Route would provide an attractive long distance route for walking and cycling for residents or workers and direct links to Chippenham Railway Station and Monkton Park(page 69 CEPS/06)</p>	
Environmental attractiveness	<p>Overall moderate environmental attractiveness with a strong ability to provide a variety of high quality settings</p> <p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>The rural aspect and views across tree lined watercourses with a backdrop of the wooded limestone ridge would provide attractive aspects for housing. Hedgerows and trees where present would be important to provide a mature setting to development. This is an open landscape and careful design of any development would be required to ensure that residential development does not increase the prominence of the eastern edge of Chippenham, especially along local rolling ridges viewed from distance. However, access to the area is currently very limited so any proposed development would need to be supported by extensive new road infrastructure. (page 69 CEPS/06)</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is a small pocket of medium land contamination in the south west of the site. This would fall into the proposed country park.</p>	Land contamination is not an issue under all options.
Exceptional development costs	<p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02). Transport work advises that without an Eastern Link Road and</p>	Options performance depends on ELR delivery. C1, C2 and C4 could deliver ELR link which constitutes an exceptional development costs. C3 doesn't provide the evidence that it could. However alternative

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	<p>Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). Therefore it is possible that C3 may be able to come forward without the exceptional development costs associated with the ELR.</p>	<p>development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry exceptional development costs.</p>
<p>Impacts upon nearby schools</p>	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest primary school is King’s Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59</p> <p>Closest secondary school is Abbeyfield School at which there are available places and is described as the preferred secondary school option in page 59 of CEPS/02, Abbeyfield School is easily accessible however safe access would need to be demonstrated. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p> <p>For every 100 houses that are occupied there will be the need to provide 22 new secondary school places based on the Council’s current policy and as reflected within the paragraph 7, page 45, Wiltshire Infrastructure Delivery Plan 2011- 2026.</p>	
<p>Impacts upon health facilities</p>	<p>Mixed impacts upon health facilities</p> <p>Lodge Surgery is the nearest to this strategic site option. The surgery is currently at capacity. (ref EP2 and SOCG with GPs) There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site C3. The current preference is to provide additional capacity at the Community Hospital to relive pressure on individual GPs. However the site option has no development land within 1 mile of the Community Hospital and the majority is classed as having weak access to the hospital.</p>	<p>C3 may not have the critical mass to negotiate provision of a new GP surgery through S106 on site. C3 (and C1) would pay CIL to extend existing surgeries or contribute to consolidation proposals considered by the NHS Trust.</p> <p>C2 (1,890 units) could notionally deliver a new practice on site. C4 is also below threshold of 1,700 which would require additional places elsewhere as above, which could prove more difficult given the numbers (1,105).</p>

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		All options have predominantly weak access to the hospital.
Impacts on leisure facilities	<p>Strong impacts on leisure facilities</p> <p>All sites including C3 are likely to provide for needs they generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community. Area C is located relatively close to the Olympiad Leisure Centre (if accessed over a new bridge), the primary indoor leisure facility in Chippenham. In addition the site is also located in close proximity to Stanley Park. Promoters of the site propose a new River Sports Hub and cricket pitch, close to Abbeyfield School (EP2 p.73).</p>	
Potential for green energy	<p>Moderate potential for green energy</p> <p>Wind turbines are subject to many constraints; however the 2011 Camco report identified four potential sites to the east (near strategic areas C). All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity. A further mapping of 11Kv (lower voltage lines) may be advisable. Biomass opportunities are consistently good across the board.</p> <p>There is reference to hydro opportunities in EP2 and Partly 6.2-6.4 m/s wind speed: MARGINAL/VIABLE</p>	The potential is there for all options so all options perform equally. However C2 and C4 occupy more land in the east which may enable provision of renewable installations whereas C1 and C3 stop up at the pylon line. C3 would need to be appraised through Energy Strategy but road transport is sufficient (for Area C3 new road infrastructure is a pre-requisite anyway).
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are exceptional development costs that could affect the viability of the site. No exceptional development costs have been identified. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites good relationship to Stanley Park. The risk of noise, contamination and other pollution is considered to be low. The site does not have good access to the Community Hospital, although this is replicated across all options in the strategic area.</p> <p>There is a potential risk for this site in the distance to the waste water works which would require a relatively long and expensive connection, although similar risks exist in other strategic areas. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of an eastern link road. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the impact on congested corridors.</p> <p>The site does not facilitate an ELR therefore it does not carry exceptional development costs.</p>		



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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>		
Time and distance to A350	<p>The Site Option C3 has very weak access to the PRN (Table 4-2 CEPS/04a).</p> <p>Other Area C options are dependent on the delivery of Strategic Area A & B to reduce journey times to A350 via an ELR. In the absence of any new link roads, development of those sites would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>Option C3 does not include any land above the North Wiltshire Rivers Route so there would be no way to connect the development to Strategic Area B with an Eastern Link Road.</p>	<p>All 4 options score poorly in terms of PRN access the only difference is that under C1 and C3 less households and businesses would suffer from poor access to the PRN compared to C2 and C4 (high growth) which would weigh against C2 and C4.</p> <p>Again this could be mitigated through development of Area A & B and provision of ELR link towards M4 and town centre via Cocklebury Link.</p> <p>C3 does not facilitate an ELR and consequently performs worst.</p>
Adding traffic to town centre streets	<p>Site option C3, in percentage terms, does not perform as strongly as others in Area C with regard to potential highway network impacts, however 67% of the site is still classed as moderate (i.e. up to 1500m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B to produce an eastern link road. This option does not facilitate an ELR and therefore the entirety of the site could not be built out otherwise increased delays are forecast. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p> <p>Scale of development will influence traffic impacts. All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Again, the provision of ELR under C1, C2 and C4 could mitigate but options delivery would be dependent on Areas A and B coming forward.</p>

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<p>Time and distance to town centre (Neeld Hall)</p>	<p>Strategic Area C actually provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. C3 is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Site option C3, in percentage terms, does not perform as strongly as others in Area C with regard to potential highway network impacts, however 67% of the site is still classed as moderate (i.e. up to 1500m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However all sites contain the area closest to congested corridors with the larger options (C2 and C4) having more land in areas further from the town centre and congested corridors. It should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B to produce an eastern link road. This option does not facilitate an ELR and therefore the entirety of the site could not be built out otherwise increased delays are forecast. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors. Overall the options which deliver the ELR (C1, C2 and C4) perform better as critical junctions around the south and west of the town would be relieved from northbound and town centre traffic as Cocklebury Link could provide second alternative road access to the town centre from the east. However the production of the ELR is dependent on Strategic Areas A and B coming forward.</p> <p>However, the scale of development will still influence traffic impacts; C1, C2 and C3 in particular may have some impacts on the A4 sections to the south of Chippenham if the area around Stanley Lane were to be developed.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>

Overall judgement in relation to CP10 Criterion 3

The site is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel, however access is hindered by the River Avon. The majority of the site is over 1000m from congested corridors, although additional development is proposed adjacent to the A4 and all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.

The site option is located in an area which has very weak access to the primary road network. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area C. However this option does not facilitate an eastern link road and therefore there is very little opportunity to improve access to the A350 through Strategic Areas B and A, or to reduce the potential impact of development on existing congested corridors potentially leading to unacceptable delays to the network.

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>		
Time taken, safety and quality of travel to town centre (Neeld Hall)	<p>Strategic Area C actually provides the most hectares of land classified as strong or moderate; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14.</p> <p>C3 is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon</p>	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Time taken, safety and quality of travel to railway station	<p>The site option has 25% of its area assessed as having strong non-motorised access to the railway station, with 71% assessed as moderate and this site has the largest amount assessed as weak within Area C, 3%. However, 96% of the entire site is within 1.5miles of the railway station. CEPS/04a, Table 3-2.</p> <p>It needs to be noted that the accessibility heat mapping ignores physical or natural barriers such as the River Avon.</p>	All sites contain the area closest to the railway station, although C2 and C3 extend beyond 1.5miles into an area of weak access so perform worst.
Time taken, safety and quality of travel to secondary schools	<p>All site options in Strategic Area C have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Para 3.8 CEPS/04a</p> <p>Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02</p>	<p>Overall, all options have strong access to Abbeyfield School which is the preferred secondary school option.</p> <p>Housing development under C2 and C4 occupies a much larger area making journeys to Abbeyfield longer from the farthest areas of the development.</p> <p>C3 concentrates development around the south of the area with good access to Abbeyfield</p>
Time taken, safety and quality of travel	The Chippenham College campus on Cocklebury Road is in the Town Centre and the site has strong – moderate access to the town centre (Table 3-1 & Figure 3-1 of CEPS/04a)	All sites contain the area closest to the town centre, although C2

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to College		extends beyond 1.5miles into an area of weak access so performs worst
Access to the existing public transport, footpath and cycle network	<p>Public transport accessibility data suggest that connectivity decreases the further land is away from the A4. C3 performs the strongest of all the Area C sites, scoring strong(approx. 1/4 mile or 5 minute walk) -moderate (approx. 3/4 mile or 15 minute walk) in terms of accessibility to PT corridors. Table 3-6 CEPS/04a.</p> <p>Although C3 has areas of land alongside the A4 corridor which are classed as strong for public transport access, bespoke subsidised services may be required to serve the northern parts of that area beyond a reasonable walking distance from the A4 / London Road.</p>	Option C3 performs better than C1, C2 and C4.
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	<p>Medium opportunities to create extensions to the existing public transport network.</p> <p>Strategic Area C is likely to present the greatest potential for providing new walking and cycling links that are of use to existing communities, as there are existing trip attractors and generators either side of the Strategic Area that are currently not well connected. Potential exists to increase walking and cycling trips between the Monkton Park / Langley Park / Parsonage Way area (residential, employment and education) and the north-eastern part of Pewsham (residential and secondary education) via Strategic Area C. Scale of development will influence degree to which additional public transport can be provided. On that basis the least potential exist at C3 to provide a bus service.</p> <p>However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of this area would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services in Strategic Areas C and D is therefore questionable. CEPS/04 paras 5.13 – 5.18. pp 36-7.</p>	<p>Scale of development will influence degree to which additional public transport can be provided. On that basis the least potential exist at C3 to provide a bus service.</p> <p>Options C2 and C4, as higher growth options, may have greater potential for additional services but this has to be evidenced.</p> <p>All options have potential for walking and cycling trips to increase towards Langley Park, Monkton Park, Parsonage Way and Pewsham.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate/strong opportunities to improve access to key facilities by non-motorised transport. The site has a very strong relationship with Abbeyfield school, with more development concentrated around the school, although the other sites within Strategic Area C have a similar relationship. The site has strong to moderate access by non-motorised means of travel to the town centre, college and railway station; however access to</p>		

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these facilities is hindered by the River Avon. In addition, part of site option C3 extends beyond 1.5miles away from the railway station into an area of weak access, so performs worst of the options in Strategic Area C in this regard.

There are medium opportunities to create extensions to the existing public transport network as Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities; option C3 has the most amount of land with strong access to public transport corridors. However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited in the medium to long term, due to the likelihood they will require an ongoing subsidy.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.

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Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.</p> <p>The area of land in the vicinity of Harden’s Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham.</p> <p>The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent.</p> <p>The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill.</p> <p>The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity.</p> <p>The option does not broach the North Wiltshire Rivers Route above which has a low development capacity, consequently this option outperforms the other options in Strategic Area C as it proposes development in areas with a higher development capacity.</p>	<p>Purely in landscape terms there is only the land around Harden’s Mead which can be considered of moderate-high development capacity which highlights the sensitivity of this strategic area in landscape terms.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. Option C1 contains additional land to the north of the Sustrans route would be developed which has low capacity for development in landscape terms and reduce the separation of Chippenham and Tytherton Lucas.</p> <p>C2 and C4 occupy land to the north of the Sustrans route and beyond the pylon line.</p>
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>Moderate-high visual prominence judgement</p> <p>This Strategic Area is generally flat with long views possible across the landscape. It is also visually prominent from the limestone ridge at Wick Hill, Bencroft Hill and Derry Hill. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil</p>	<p>Development to the north of the North Wiltshire Rivers route has low capacity for development in landscape terms and is likely to reduce the separation of Chippenham and Tytherton Lucas. In addition development would be visually prominent from surrounding high</p>

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	<p>character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape. Page 69 CEPS/06</p>	<p>ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Option C3 performs best as it does not broach the North Wiltshire Rivers route. C1 has a small amount of development above the NWRR whereas C2 and C4 occupy more land to the north of the NWRR and beyond the pylon line.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Option C3 performs well as generally, apart from the floodplain and associated grazing marsh, hedgerows, woodlands and the rivers route cycleway, the majority of this area is less ecologically diverse due to the dominance of agriculturally improved fields (however, evidence is lacking of any semi-improved or unimproved grasslands, which would be more ecologically important) and a lower number of hedgerows and hedgerow trees. However, habitat connectivity is still vital and there are several corridors that would need to be retained to ensure that fragmentation is not increased.</p> <p>Further east, there is a dominance of mature deciduous woodland and several County Wildlife Sites. The eastern side of this area has increased ecological value and should not be allocated for development.</p> <p>The area to the north of the River Marden is less disturbed and comprises mainly cattle grazed pasture, which has significant ecological value, particularly with regard to the likely use by Greater horseshoe bats.</p> <p>However land to the north of the river is not proposed as a candidate option.</p> <p>Further work is needed to assess this area's value potentially to protected species and priority habitats, particularly species-rich grasslands.</p>	<p>Land to the east has increased ecological value. Option C2 has the most land to the east and is likely to have the worst impact on designated ecological sites and/or protected species. Option C4 has land to the north of the North Wiltshire Rivers route and to the east of the pylon line. Therefore options C1 and C3 perform best as they do not go further east than the pylons.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. The conservation area is designated for the special architectural and historic interest, in this case a small rural village with a number of historic buildings, set in agricultural land.</p> <p>Strategic Area C includes two grade II listed buildings. The open agricultural land of Strategic Area C contributes to the significance of one of these assets (Harden's Farmhouse). However, the primary reason for designation for the asset derives from its architectural heritage interest and that is not vulnerable to adjacent development. The harm to heritage significance would result from a loss of</p>	<p>All options include land which contains heritage assets such as Harden's Farmhouse and may influence the setting of a Conservation Area. There is high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods</p> <p>Harden's Farm remains the preferred</p>

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	<p>appreciation and understanding of the landscape setting and context to these buildings</p> <p>Strategic Area C has a high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods. The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains</p> <p>The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs comparably well as it restricts development largely within the pylon line and within the North Wiltshire Rivers route. The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. (paras 4.15-4.19 CEPS/11)</p>	<p>area for development in terms of capacity from a landscape perspective but the asset would be affected by loss of appreciation and understanding of the landscape setting and context to these buildings under all options. The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs best followed by C1, C4 and C2.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The urban edge of Pewsham and Hardens Mead is a hard and prominent edge on high ground which falls to the north towards the River Avon. There is very little planting along this edge which means it is prominent in views from the adjacent footpaths and from the North Wiltshire Rivers Route. In addition it is visible from Tytherton Lucas. Development along this edge could help to provide an improved urban edge provided it was accompanied by a landscape framework which enhanced riparian tree cover and provided areas of woodland that could help to create a softer and greener edge to Chippenham when viewed from the wider landscape to the north and east. The remainder of the urban edge is generally softened by the combination of hedgerows and trees within adjacent farmland and this characteristic is important to safeguard</p> <p>Page 69 CEPS/06</p> <p>Options C3 provides a clear distinct boundary as the development stops up at the pylon line and the North Wiltshire Rivers route.</p>	<p>Options C1 and C3 provide a clearer distinct boundary as the development stops up at the pylon line and the North Wiltshire Rivers route (C3). Whereas C2 (and C4) extend beyond both. C1 extends beyond the North Wiltshire Rivers route and therefore the ranking would be C3, C1, C4, C2.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. Footpath to Monkton park and Sustrans Route 1 runs along the northern edge of site C3. (page 74 CEPS/06).</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p> <p>The development capacity varies across the site. The centre of the site around Harden’s Mead has been ascribed a moderate-high development capacity and the area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity. The site also has a small amount of land in areas of low</p>		

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development capacity to the south of Stanley Lane. The other options in Strategic Area C include land above the North Wiltshire Rivers Route which has a low development capacity, however option C3 does not. Option C3 constrains development to land in areas of higher development capacity.

Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.

Option C3 provides a clear distinct boundary as the development stops at the pylon line and does not encroach into the area to the north of the North Wiltshire Rivers Route which separates Chippenham from Tytherton Lucas. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
Indicator		
Amount of flood zone 1,2 and 3	<p>WEAK</p> <p>On balance area C appears the least attractive for development in terms of flood risk and surface water management compared to the others because of the degree to which flooding is an issue to tackle and the extent of flood risk land. (EP6 para. 4.17).</p> <p>76 ha of Strategic Area C falls into FZ 2 or 3. However all options within Strategic Area C exclude this land from development (land at risk of flooding is proposed as a country park).</p> <p>New road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage</p> <p>Area C is the source of surface water that, to some degree, flows immediately through the town. It is essential that these flows do not increase and add to flood risks within the built up area. A first step in a risk based approach is to direct development to flood zone 1, areas of least risk.</p> <p>In general, a reasonable next step is to direct development to areas where the impacts of flooding, should it happen, in terms of risk to lives and property, are less harmful; in other words in areas downstream of the built up area. Therefore Areas E and D are preferable on this account</p> <p>25-50% of Strategic Area C is susceptible to ground water flooding. Water management by SUDS, is necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>Area C3, due to it being the site offering the lowest levels of development, carries with it the lowest impact in terms of flood risk and the need to manage and mitigate any impacts.</p> <p>SFRA Level 2 equivalent assessment required at application stage plus exceptions test.</p> <p>Developers promoting sites within strategic areas C or D, where bridges across the river Avon form a part of their scheme, must demonstrate the development will be safe for its lifetime without increasing flood risk elsewhere</p>	<p>All development options propose a country park in the FZ. No development is proposed in the FZ under each option.</p> <p>In general terms the more development the more land will lose its permeability and increase surface water run off which has to be managed.</p> <p>Consequently C3 performs best followed by C1, C4 and C2 but higher capital receipts from high growth options may enable provision of more extensive flood defence/alleviation schemes which could have wider benefits. No information available however to what extent this is feasible or viable.</p>
Overall judgement in relation to CP10 Criterion 6		

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Although there is a large amount of land at risk from flooding within Strategic Area C, site option C3 proposes that all flood risk land is allocated as green space, this is the same across all options in Strategic Area C. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it. The option is bordered on two sides by water courses.

Strategic Site Option C4: Summary SWOT

Strategic Site option C4				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	The site is being actively promoted by the land owner and subject to a planning application.		<p>Access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure.</p> <p>The option provides less employment area than others in Strategic Area C and may not be what businesses require.</p>	<p>A remote Strategic Area with limited existing road infrastructure and very weak access to the PRN.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site.</p> <p>Option C4 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p>
2. Social	Excellent proximity to Abbeyfield School where there is known capacity and good relationship to Stanley Park		<p>Distance to waste water works would require a relatively long and expensive connection.</p> <p>Potential for a threat to delivery of affordable housing, dependant on cost and requirement for an eastern link road and bridge.</p>	The site does not have good access to the Community Hospital.

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<p>3. Road network</p>		<p>Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested corridors.</p>	<p>The opportunity to provide a link road may be tempered by the delay to development this may introduce</p>	<p>The site option is located in an area which has very weak access to the primary road network</p> <p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre</p>
<p>4. Accessibility</p>	<p>Very strong relationship with Abbeyfield school</p> <p>The site has strong to moderate access by non-motorised means of travel to the railway station, college and town centre; however access to these facilities is hindered by the River Avon.</p>	<p>Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities</p>		<p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>
<p>5. Environment</p>	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p>		<p>Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character. In addition development would be visually</p>	<p>The site has large amounts of land in areas of low development capacity above the North Wiltshire Rivers Route</p> <p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed</p>

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	Does not contain any land in the area of low development capacity south of Stanley Lane		<p>prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p> <p>The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.</p>	<p>building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p>
6. Flood risk			<p>A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.</p>	<p>76 ha of Strategic Area C falls into FZ 2 or 3. However C1 and indeed all options within Strategic Area C exclude this land from development. However it may have a bearing on the potential for and design of SUDS.</p>

Strategic Site Option C4: Detailed Policy Analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The site is +2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as VERY WEAK (Table 4-2 CEPS/04a)</p> <p>Option C4 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR). If delivered accessibility to the PRN would improve compared to now.</p> <p>The number of junctions involved in the case of the southern employment area would be higher as it is assumed that some traffic would go via the A4 and around the town centre even with ELR delivered. The northern employment area is dependent on the ELR delivery hence linked with delivery of Areas A and B.</p>	<p>All ELR linked options are heavily dependent on Area A and B delivery.</p> <p>C4 performs better than C3 in terms of the northern allocation's performance in PRN accessibility as ELR theoretically possible under this option. C3 would be dependent on single access from the south and of limited scale to minimise town centre traffic effects.</p> <p>The southern EL area performs poorly in terms of PRN access and therefore purely in accessibility terms C4 performs poorer than C3 but similar to C1 and C2. However C1, C2 and C4 could benefit from ELR which would improve accessibility to M4 eastbound around Chippenham.</p> <p>C4 performs poorer in terms of distance to M4 given the more easterly location of the employment area (north) at this stage but this would change if ELR was implemented.</p>
Distance to railway station	<p>Strategic Area C shows strong/moderate access to the railway station for site option Area C1 (Table 3-2 CEPS/04a)</p> <p>However this ignores physical or natural barriers such as the River Avon so without an ELR, access would be less reliable.</p>	<p>Site options C1 and C4 are assessed as being entirely within 1.5 miles from the railway station (strong/moderate access) whereas part of options C2 and C3 have weak access.</p>

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<p>Fit with economic assessment</p>	<p>WEAK fit overall as Area C as a whole is dependent on road infrastructure.</p> <p>The LEP's focus is on the A350 which bypasses Chippenham to the west and north. Area C lies to the south east of the town and all options have very weak access to the A350 as currently (with no ELR) traffic would use the A4 to access the A350 and vice versa (Figure 4-2 & Table 4-2 CEPS/04a). This would prove unattractive to businesses.</p> <p>Area C is dependent upon either the Cocklebury link Rd or the railway crossing and a river crossing being provided to improve its relationship with both the PRN and PEAs (EP1 para 6.27). If the river crossing is not deliverable, access would have to be provided from the A4 to the south. If an ELR was built it would link Area C eastbound with the A350 and M4 to the north but it is entirely dependent on Area A and B delivery.</p> <p>The site is unlikely to come forward in the next 5 years as new access has to be created over the railway. Other sites are better positioned (Figure 2 CEPS/01).</p>	<p>At face value all options suffer from poor A350 accessibility due to the location of this strategic area. Access could be provided from the A4 to the south, however this is less reliable. Without an ELR, all options perform poorly in terms of PRN access, however the provision of this is dependent upon the delivery of strategic areas A and B and road infrastructure. The ELR link is deliverable under C1, C2 and C4. Option C3 does not facilitate an ELR.</p>
<p>Contribution to wider economic growth</p>	<p>C4 currently has overall a moderate contribution to wider economic growth. Site C4 has a strong-moderate proximity to existing PEAs which lie to the north and would be linked through ELR. Additional southern EL area would be relatively isolated compared to northern area which is closer to existing PEAs.</p> <p>If sites within Strategic Area's A and B Area A and B are not allocated and/or delivered access would have to be provided solely from the south of C4 to reach the northern EL. This may not be attractive to businesses given the weak performance in terms of PRN access and the distance to travel across town and into the site.</p> <p>The dependency of the option on other sites in order to improve the attractiveness of this location to business and the consequential delay there would be to opening up the site (especially the northern employment land area) means that contributions to wider economic growth are likely to be towards the end of the Plan period which is not consistent with the overall objective for Chippenham for an economic led strategy.</p>	<p>The weakness of Area C in terms of A350 access and fit with the economic assessment is noted above. Options C1, C2 and C4 are dependent on ELR delivery in Area A and B. The southern EL options under C1, C2 and C4 perform poorly in terms of proximity to existing PEAs.</p> <p>C4 (and C1 and C2) perform poorer compared to C3 as southern EL area's link with PEAs is poor. On the other hand additional employment land per se may increase its attractiveness especially when connected to M4 via ELR. As both C1 and C2 allocate the same parcels of land for EL in the northern and southern sector they perform similarly. C4 has a smaller allocation in the south which may not be what businesses require.</p>

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<p>Development costs</p>	<p>Likely to be high development costs.</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery. C4, C1 and C2 could deliver ELR link which constitutes an exceptional development cost.</p> <p>C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified. On that basis all options except C3 carry exceptional development costs in terms of road access.</p>
<p>Speed of delivery</p>	<p>Development in this location is demonstrated to be possible in principle as planning application for Option C4 has been submitted. Deliverability of C4 ultimately dependent on developer commitment, policy formulation, planning application determination and agreement over S106 contributions.</p> <p>However, there is likely to be a maximum amount of development permissible before new infrastructure is provided elsewhere to alleviate traffic congestion e.g. though Cocklebury Link Road and railway crossing discussed above (Table 3-2 CEPS/05)</p> <p>If Areas A and B are not allocated/delivered and/or southern section of the ELR link is not delivered, separate access would have to be provided from the south to reach the northern employment land area which may not be attractive to businesses as it further increases journey times to the PRN and town centre.</p> <p>Overall this dependency on supporting infrastructure in Strategic Areas A and B coming forward could affect the speed of delivery of the site and push its completion beyond the Plan period.</p> <p>LOW – as the strategic site options completion is likely to be dependent on supporting infrastructure elsewhere in Chippenham.</p>	<p>In terms of speed of delivery options C1, C2 and C4 perform poorly as it is likely that supporting transport infrastructure will need needed in Area A and B would have to be permitted and delivered first in order to enable the ELR coming forward; A reduced C3 may be possible under this option but would result in a smaller allocation which maybe within the delivery thresholds established through the transport evidence.</p>
<p>Environmental attractiveness</p>	<p>This is a remote Strategic Area with limited existing road infrastructure. The southernmost part of the strategic area has the best potential links to the A4 (London Road). Through the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. The rural aspect and views towards the River Avon and River Marden would provide an attractive setting for business. However this type of development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers without altering the generally open character of the landscape. This</p>	

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	<p>would result in increased urban influences on the surrounding landscape (page 69 CEPS/06).</p> <p>The landscape has a predominantly rural character particularly either side of Stanley Lane which is the proposed EL allocation under this option. Overall the landscape is considered 'attractive' in the LA (page 68 CEPS/06).</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
Relationship with existing residential development	<p><u>Northern EL</u></p> <p>Nearest housing development at Pewsham would not be affected visually as EL site located to the north and separated by new housing at Abbeyfield. Traffic likely to use new road required to serve the development but again this would divert traffic onto the ELR and Cocklebury Link Road. Potential conflict with new residential development within C4 but mitigation could be agreed through scheme design and setting of conditions.</p> <p><u>Southern EL</u></p> <p>Visually the EL would be isolated from the existing housing developments at Pewsham and adj. London Rd. However some traffic from/to this EL area may use A4/London Road.</p>	<p>C4's northern EL area would be bordered by housing development on the north western side which may require additional mitigation and reduce developable EL.</p> <p>The southern EL would be isolated from existing housing developments at Pewsham and so it would not conflict with that use. In which case it scores better than C1 and C2 but poorer compared with C3 which proposes additional housing.</p> <p>C4 would score better compared to C2 and C1 as the southern EL would be isolated from existing residential development.</p> <p>C2 scores similar to C1 in this sector given the almost identical employment allocation at Stanley Lane.</p>
Introduction of choice	<p>The allocation proposes two areas of employment land which could provide additional choice for businesses. However the poor performance in terms of accessibility and effects on landscape (especially in the southern EL) may cancel this advantage out.</p> <p>Business community to confirm if C4 southern EL is commercially attractive given its small size.</p> <p>The site will also offer a new employment destination in the town to the east of Chippenham. At the</p>	<p>C4 provides additional choice but the allocation is smaller than under C1 and C2 which may not be what businesses require.</p> <p>C2 performs as C1 whereas C3 proposes housing in the southern</p>

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	<p>moment the main employment sites are associated with the A350.</p>	<p>sector which may be more compatible with existing uses.</p>
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN. The southernmost part of the strategic area has the best potential links to the A4 (London Road), although this site option focuses development in the northern part of the site. The access to the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Development on this site without new road infrastructure and an ELR would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site. Option C4 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p> <p>There is a submitted planning application which matches site option C4, which suggests the area is likely to be viable and deliverable in the short to medium term. However the completion of the site is likely to be dependent on supporting infrastructure elsewhere in Chippenham potentially introducing delays.</p> <p>The option provides less employment area than others in Strategic Area C and may not be what businesses require.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>		
Recreation potential	<p>STRONG recreation potential.</p> <p>The presence of a number of rivers and watercourses through the landscape including the River Avon, River Marden and Pudding Brook with their associated floodplain that could form distinctive naturalistic green fingers through any new development and would link into the centre of Chippenham along the existing green corridor along the River Avon (Monkton Park). Also the North Wiltshire Rivers Route would provide an attractive long distance route for walking and cycling for residents or workers and direct links to Chippenham Railway Station and Monkton Park (page 69 CEPS/06)</p>	
Environmental attractiveness	<p>Overall moderate environmental attractiveness with a strong ability to provide a variety of high quality settings.</p> <p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>The rural aspect and views across tree lined watercourses with a backdrop of the wooded limestone ridge would provide attractive aspects for housing. Hedgerows and trees where present would be important to provide a mature setting to development. This is an open landscape and careful design of any development would be required to ensure that residential development does not increase the prominence of the eastern edge of Chippenham, especially along local rolling ridges viewed from distance. However, access to the area is currently very limited so any proposed development would need to be supported by extensive new road infrastructure (page 69 CEPS/06).</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is a small pocket of medium land contamination in the south west of the site. This would fall into the proposed country park.</p>	Land contamination is no issue under all options.
Exceptional development costs	<p>Likely to be high development costs</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect</p>	<p>Options performance depends on ELR delivery. C4, C1 and C2 could deliver ELR link which constitutes an exceptional development costs.</p> <p>C3 doesn't provide the evidence that it</p>

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	<p>to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry exceptional development costs.</p>
<p>Impacts upon nearby schools</p>	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest primary school is King's Lodge Community School, Pewsham. This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59</p> <p>Closest secondary school is Abbeyfield School at which there are available places and is described as the preferred secondary school option in page 59 of CEPS/02, Abbeyfield School is easily accessible however safe access would need to be demonstrated. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p> <p>For every 100 houses that are occupied there will be the need to provide 22 new secondary school places based on the Council's current policy and as reflected within the paragraph 7, page 45, Wiltshire Infrastructure Delivery Plan 2011- 2026.</p>	
<p>Impacts upon health facilities</p>	<p>Mixed impacts upon health facilities</p> <p>Lodge Surgery is the nearest to this strategic site option. The surgery is currently at capacity (CSOCG/14). There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site C1.</p> <p>The current preference is to provide additional capacity at the Community Hospital to relive pressure on individual GPs. However the site option has no development land within 1 mile of the Community Hospital and the majority is classed as having weak access to the hospital.</p>	<p>C4 (1,105 units) may not deliver a new practice on site as the threshold for that is 1,700.</p> <p>C1 may not have the critical mass to negotiate provision of a new GP surgery through S106 on site rather than CIL. C1 and C3 would have to provide funding (through CIL) to extend existing surgeries or contribute</p>

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		to consolidation proposals considered by the NHS Trust. All options have predominantly weak access to the hospital.
Impacts on leisure facilities	Strong impacts on leisure facilities All sites including C4 are likely to provide for needs they generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community. Area C is located relatively close to the Olympiad Leisure Centre (if accessed over a new bridge), the primary indoor leisure facility in Chippenham. In addition the site is also located in close proximity to Stanley Park. Promoters of the site propose a new River Sports Hub and cricket pitch, close to Abbeyfield School (EP2 p.73).	
Potential for green energy	Moderate potential for green energy Wind turbines are subject to many constraints; however the 2011 Camco report identified four potential sites to the east (near strategic areas C). All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity. A further mapping of 11Kv (lower voltage lines) may be advisable. Biomass opportunities are consistently good across the board. There is reference to hydro opportunities in EP2 and Partly 6.2-6.4 m/s wind speed: MARGINAL/VIABLE	The potential is there for all options so all options perform equally. However C2 and C4 occupy more land in the east which may enable provision of renewable installations whereas C1 and C3 stop at the pylon line.
Overall judgement in relation to CP10 Criterion 2		
<p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the railway represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites good relationship to Stanley Park. The risk of noise, contamination and other pollution is considered to be low. The site does not have good access to the Community Hospital, although this is replicated across all options in the strategic area.</p> <p>There is a potential risk for this site in the distance to the waste water works which would require a relatively long and expensive connection, although similar risks exist in other strategic areas. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of an eastern link road. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the impact on congested corridors.</p>		

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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>		
Time and distance to A350	<p>The Site Option C4 has very weak access to the PRN (Table 4-2 CEPS/04a).</p> <p>C4 is dependent on the delivery of Strategic Area A & B to reduce journey times to A350 via an ELR. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>EP3 Paragraph 4.13 and Figure 4-1</p>	<p>All 4 options score poorly in terms of PRN access the only difference is that under C1 and C3 less households and businesses would suffer from poor access to the PRN compared to C4 and C2 (high growth) which would weigh against C2 and C4.</p> <p>Again this could be mitigated through development of Area A & B and provision of ELR link towards M4 and town centre via Cocklebury Link.</p> <p>C3 does not have the critical mass to deliver the ELR and consequently performs worst.</p>
Adding traffic to town centre streets	<p>Site option C4 performs well with regard to potential highway network impacts, with 76% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>Strategic Area C performs particularly well with regard to potential highway network impacts, with 85% of the Strategic Area being classed as either strong or moderate. However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Scale of development will influence traffic impacts.</p> <p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Again, the provision of ELR under C1, C2 and C4 could mitigate but options delivery would be dependent on Areas A and B coming forward.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>

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<p>Time and distance to town centre (Neeld Hall)</p>	<p>Strategic Area C actually provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre Table 3-1 EP3 p14.</p> <p>C4 is entirely within 1.5 miles of the town centre, with 31% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Site option C4 performs well with regard to potential highway network impacts, with 76% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Overall the options which deliver the ELR (C1, C2 & C4) perform better as critical junctions around the south and west of the town would be relieved from northbound and town centre traffic as Cocklebury Link could provide second alternative road access to the town centre from the east. A However the production of the ELR is dependent on Strategic Areas A and B coming forward.</p> <p>However, the scale of development will still influence traffic impacts .C1, C2 and C3 in particular may have some impacts on the A4 sections to the south of Chippenham if the area around Stanley Lane were to be developed.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional</p>

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		pressure placed on the A4.
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>The site is entirely within 1.5 miles of the town centre, with 31% of the site assessed as having strong access to the town centre by non-motorised means of travel, however access is hindered by the River Avon. The majority of the site is over 1000m from congested corridors, although without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>The site option is located in an area which has very weak access to the primary road network. There is the opportunity to create an ELR to improve access to the A350 through Strategic Areas B and A to reduce the potential impact of development on existing congested corridors. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area C. Transport work suggests that there is a threshold of 400 dwellings which can be built without unacceptable delays to the network. Some other sites in Strategic Area C do not offer the opportunity for a link road which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an eastern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area C which provide an opportunity for a link road.</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator		
Time taken, safety and quality of travel to town centre (Neeld Hall)	Strategic Area C actually provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. However this ignores physical or natural barriers such as the River Avon	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst
Time taken, safety and quality of travel to railway station	The site option has 25% of its area assessed as having strong non-motorised access to the railway station, with the remaining 75% assessed as moderate. The entire site is within 1.5miles of the railway station. CEPS04a, Table 3-2 It needs to be noted that the accessibility heat mapping ignores physical or natural barriers such as the River Avon.	All sites contain the area closest to the railway station, although C2 and C3 extend beyond 1.5miles into an area of weak access so perform worst.
Time taken, safety and quality of travel to secondary schools	All site options in Strategic Area C have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Para 3.8 CEPS/04a Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02	Overall, all options have strong access to Abbeyfield School which is the preferred secondary school option. Housing development under C2 and

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		<p>C4 occupies a much larger area making journeys to Abbeyfield longer from the farthest areas of the development.</p> <p>C3 concentrates development around the south of the area with good access to Abbeyfield</p>
Time taken, safety and quality of travel to College	The Chippenham College campus on Cocklebury Road is in the Town Centre and the site has strong – moderate access to the town centre (Table 3-1 & Figure 3-1 of CEPS/04a)	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Access to the existing public transport, footpath and cycle network	<p>Public transport accessibility data suggest that connectivity decreases the further land is away from the A4. C4 performs strong-moderate (approx. 3/4 mile or 15 minute walk) in terms of accessibility to PT corridors (bar its northernmost area over the Sustrans route which is assessed as weak) Table 3-6 CEPS/04a</p> <p>Although C4 has no areas of land directly alongside the A4 corridor which are classed as strong for public transport access, bespoke subsidised services may be required to serve the northern parts of that area which are beyond a reasonable walking distance from the A4 / London Road.</p>	Option C3 performs better than C1, C2 and C4.
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	<p>Medium opportunities to create extensions to the existing public transport network.</p> <p>Strategic Area C is likely to present the greatest potential for providing new walking and cycling links that are of use to existing communities, as there are existing trip attractors and generators either side of the Strategic Area that are currently not well connected. Potential exists to increase walking and cycling trips between the Monkton Park / Langley Park / Parsonage Way area (residential, employment and education) and the north-eastern part of Pewsham (residential and secondary education) via Strategic Area C.</p> <p>However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of this area would probably need to be served by development specific or ‘orbital’ type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services in Strategic Areas C and D is therefore questionable. CEPS/04 paras 5.13 – 5.18. pp 36-7.</p>	<p>Scale of development will influence degree to which additional public transport can be provided. Options C2 and C4, as higher growth options, have greater potential for additional services but this has to be evidenced.</p> <p>All options have potential for walking and cycling trips to increase towards Langley Park, Monkton Park, Parsonage Way and Pewsham.</p>

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Overall judgement in relation to CP10 Criterion 4

Overall the site has moderate/strong opportunities to improve access to key facilities by non-motorised transport. The site has a very strong relationship with Abbeyfield school although the other sites within Strategic Area C have a similar relationship. The site has strong to moderate access by non-motorised means of travel to the town centre, college and railway station, however access to these facilities is hindered by the River Avon.

There are medium opportunities to create extensions to the existing public transport network as Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities. However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited in the medium to long term, due to the likelihood they will require an ongoing subsidy.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.</p> <p>The area of land in the vicinity of Harden’s Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham. The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent.</p> <p>The area of land north of the North Wiltshire Rivers Route has been ascribed a low development capacity to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden. Site option C4 extends substantially above the North Wiltshire</p>	<p>Purely in landscape terms there is only the land around Harden’s Mead which can be considered of moderate-high development capacity which highlights the sensitivity of this strategic area in landscape terms.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. Option C4 performs slightly worse than C3 as additional land to the north of the sustrans route and east of the pylons would be developed which has low capacity for development in landscape terms and reduce separation of Chippenham and Tytherton Lucas. Options C2 and C4 have the worst capacity to preserve the landscape characteristics as they occupy more land to the north of the North Wiltshire</p>

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	<p>Rivers Route, consequently a large amount of development is proposed in an area described as having a low development capacity.</p> <p>The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity.</p> <p>Option C4 occupies no land south of Stanley Lane which has low capacity. Page 70 CEPS/06</p>	<p>Rivers route and beyond the pylon line.</p> <p>Option C4 occupies no land south of Stanley Lane which in this instance makes it perform better than C1, C2 and C3.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Moderate-high visual prominence judgement</p> <p>This Strategic Area is generally flat with long views possible across the landscape. It is also visually prominent from the limestone ridge at Wick Hill, Bencroft Hill and Derry Hill. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape. Page 69 CEPS/06</p>	<p>Development to the north of the North Wiltshire Rivers route and east of the pylons would be developed which has low capacity for development in landscape terms and is likely to reduce the separation of Chippenham and Tytherton Lucas. It would also mean extending the developed area beyond a key man-made feature.</p> <p>In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. C1 has a small amount of development above the NWRR whereas C2 and C4 occupy more land to the north of the NWRR and beyond the pylon line.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Option C4 performs well as generally, apart from the floodplain and associated grazing marsh, hedgerows, woodlands and the rivers route cycleway, the majority of this area is less ecologically diverse due to the dominance of agriculturally improved fields (however, evidence is lacking of any semi-improved or unimproved grasslands, which would be more ecologically important) and a lower number of hedgerows and hedgerow trees. However, habitat connectivity is still vital and there are several corridors that would need to be retained to ensure that fragmentation is not increased.</p>	<p>Land to the east has increased ecological value. Option C2 has the most land to the east and is likely to have the worst impact on designated ecological sites and/or protected species. Option C4 has land to the north of the North Wiltshire Rivers route and to the east of the pylon line.</p>

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	<p>Further east, there is a dominance of mature deciduous woodland and several County Wildlife Sites. The eastern side of this area has increased ecological value and should not be allocated for development. (page 8 CEPS/09)</p> <p>The area to the north of the River Marden is less disturbed and comprises mainly cattle grazed pasture, which has significant ecological value, particularly with regard to the likely use by Greater horseshoe bats.</p> <p>A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p> <p>Further work is needed to assess this area's value potentially to protected species and priority habitats, particularly species-rich grasslands.</p>	<p>Options C1 and C3 do not go further east than the pylons and perform best.</p> <p>Options which involve a road crossing the River Avon have an impact on the River Avon County Wildlife Site</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. The conservation area is designated for the special architectural and historic interest, in this case a small rural village with a number of historic buildings, set in agricultural land.</p> <p>Strategic Area C includes two grade II listed buildings. The open agricultural land of Strategic Area C contributes to the significance of one of these assets (Harden's Farmhouse). However, the primary reason for designation for the asset derives from its architectural heritage interest and that is not vulnerable to adjacent development. The harm to heritage significance would result from a loss of appreciation and understanding of the landscape setting and context to these buildings</p> <p>Strategic Area C has a high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods. The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains</p> <p>The importance of heritage aspects is noted through the need to demonstrably give "considerable importance and weight" to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. (paras 4.15-4.19 CEPS/11)</p>	<p>All options include land which contains heritage assets such as Harden's Farmhouse and may influence the setting of a Conservation Area. There is high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods</p> <p>Harden's Farm remains the preferred area for development in terms of capacity from a landscape perspective but the asset would be affected by loss of appreciation and understanding of the landscape setting and context to these buildings under all options. The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs best followed by C1, C4 and C2.</p>
<p>Opportunity to repair urban fringe and</p>	<p>The urban edge of Pewsham and Hardens Mead is a hard and prominent edge on high ground which falls to the north towards the River Avon. There is very little planting along this edge which means it is</p>	<p>Options C1 and C3 provide a clearer distinct boundary as the development</p>

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<p>approaches to Chippenham</p>	<p>prominent in views from the adjacent footpaths and from the North Wiltshire Rivers Route. In addition it is visible from Tytherton Lucas. Development along this edge could help to provide an improved urban edge provided it was accompanied by a landscape framework which enhanced riparian tree cover and provided areas of woodland that could help to create a softer and greener edge to Chippenham when viewed from the wider landscape to the north and east. The remainder of the urban edge is generally softened by the combination of hedgerows and trees within adjacent farmland and this characteristic is important to safeguard Page 69 CEPS/06</p>	<p>stops up at the pylon line and the North Wiltshire Rivers route. Whereas C2 and C4 extend beyond both. C1 extends beyond the NWR route and therefore the ranking would be C3, C1, C4, C2.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. Footpath to Monkton park and Sustrans Route 1 intersect in site C4. (page 74 CEPS/06).</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.</p> <p>The development capacity varies across the site. The centre of the site around Harden’s Mead has been ascribed a moderate-high development capacity and the area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity. The site also has a large amount of land in areas of low development capacity above the North Wiltshire Rivers Route. The option does not contain any land in the area of low development capacity south of Stanley Lane which the other options in Strategic Area C do.</p> <p>Harden’s Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.</p> <p>Option C4 does not provides a clear and distinct boundary as the development broaches the pylon line and extends into the area to the north of the North Wiltshire Rivers Route, an area of land which separates Chippenham from Tytherton Lucas. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p>		

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<p>Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere</p>		
<p><i>Indicator</i></p>		
<p>Amount of flood zone 1,2 and 3</p>	<p>WEAK On balance area C appears the least attractive for development in terms of flood risk and surface water management compared to the others because of the degree to which flooding is an issue to</p>	<p>All development options propose a country park in the FZ. No development is proposed in the FZ</p>

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	<p>tackle and the extent of flood risk land. (EP6 para. 4.17).</p> <p>76 ha of Strategic Area C falls into FZ 2 or 3. However all options within Strategic Area C exclude this land from development (land at risk of flooding is proposed as a country park).</p> <p>New road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage Area C is the source of surface water that, to some degree, flows immediately through the town. It is essential that these flows do not increase and add to flood risks within the built up area. A first step in a risk based approach is to direct development to flood zone 1, areas of least risk.</p> <p>In general, a reasonable next step is to direct development to areas where the impacts of flooding, should it happen, in terms of risk to lives and property, are less harmful; in other words in areas downstream of the built up area. Therefore Areas E and D are preferable on this account</p> <p>25-50% of Strategic Area C is susceptible to ground water flooding.</p> <p>Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least the green field runoff state or preferably improves it.</p> <p>SFRA Level 2 equivalent assessment required at application stage plus exceptions test.</p> <p>Developers promoting sites within strategic areas C or D, where bridges across the River Avon form a part of their scheme, must demonstrate the development will be safe for its lifetime without increasing flood risk elsewhere.</p>	<p>under each option.</p> <p>In general terms the more development the more land will lose its permeability and increase surface water run off which has to be managed.</p> <p>Consequently C3 performs best followed by C1, C4 and C2 but higher capital receipts from high growth options may enable provision of more extensive flood defence/alleviation schemes which could have wider benefits. No information available however to what extent this is feasible or viable.</p>
<p>Overall judgement in relation to CP10 Criterion 6</p> <p>Although there is a large amount of land at risk from flooding within Strategic Area C, site option C1 proposes that all flood risk land is allocated as green space, this is the same across all options in Strategic Area C. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>Appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.</p>		

STRATEGIC AREA D

Strategic Site Option D1: Summary SWOT

Strategic Site option name D1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	The site is being promoted by a developer and a planning application has been submitted.		This may not immediately be a site that businesses will be attracted to.	<p>This site is not located in the A350 corridor. Access is via the A4, and through the town centre. Development places significant pressure on the A4 corridor.</p> <p>On its own, the site does not facilitate a Southern Link Road as</p> <p>No opportunity to create better relationship with the A350 corridor (e.g. through a Southern Link Road, and thereby increase its attractiveness to employers.</p> <p>Smallest area proposed for employment development of all options and therefore the weakest in terms of providing additional choice for a variety of business uses</p> <p>Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would</p>

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				have a greater adverse effect on qualities to be safeguarded than housing development.
2. Social	Proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park	The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility. Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism	One small site located along the southern edge of D1 identified as medium risk contaminated site.	A Government Pipelines and Storage System (GPSS) runs through the site. GPSS wayleaves are generally 6 metres wide (3 metres each side of the pipeline).
3. Road network			Does not easily present wider transport opportunities for existing communities. Development at this site would also be unlikely to provide associated infrastructure which improves highway network resilience.	On its own, the site does not overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. On its own this site does not provide the opportunity to create a southern link road to improve access to the A350 and reduce the potential impact of development on existing congested corridors.
4. Accessibility	Strong relationship with Abbeyfield school	There are poor opportunities to extend existing public transport routed on the A4 into the site, although this site is well placed to benefit from any extended public transport that does occur..		The site has a weak relationship with the town centre, rail station, and existing employment sites, it is also far from the A350. Extended public transport routes would probably need to be served by development specific or 'orbital'

				type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.
5. Environment		<p>The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation.</p> <p>Potential for restoration of the Wiltshire and Berkshire Canal to improve ecological value.</p>	Development could reduce the value of the ecological assets in this area, such as the Wiltshire and Berkshire Canal.	<p>There is concern that development will undermine the separation between Derry Hill, Naish Hill and Chippenham. There are limited opportunities for improvement and development of the site would undermine the existing fringe and approach.</p> <p>The area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>Potential impact on the visual relationship between the Bowood Estate and the edge of Chippenham.</p>
6. Flood risk	Low risk of flooding, with the entire site located in Flood Zone 1.			

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Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The entire site is over 2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak. Table 4-2 CEPS/04a p19</p> <p>Development at this location would place significant pressure on the A4 corridor from Pewsham and through the town centre EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site alone does not facilitate a Southern Link Road, which means compared to options which do, the journey time to the primary road network is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p> <p>Site categorised as strong-moderate from most congested corridors (between 1000-1500m from network congestion points in the town centre). Strategic Site Option D1 is the most distant, with no development land within 1000 metres of a congested corridor. CEPS/04a Paragraph 4.5 & Table 4-1 page 18</p>	<p>This site performs worse than other sites in Area D because it is furthest from the A350 corridor and the M4.</p> <p>With a southern link road, Sites D3 and D7 are closer to the PRN and would perform better as businesses would perceive them to be more easily accessible to and from the M4.</p> <p>Overall this site performs the same as Site D4, but is worse than Sites D3 and D7.</p>
Distance to railway station	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance. (Table 3-2 CEPS/04a)</p> <p>Strategic Site Option D1 has over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station). Specifically 95% (24ha) is over 1.5miles and is classed as weak non-motorised access to the railway station. (para 3.7 and Table 3-2 CEPS/04a)</p>	<p>This site is furthest from the railway station. Sites D3 and D7 are closer to and have stronger links to the town centre/railway station.</p> <p>Overall this site performs the same as D4, but is worse than Sites D3 and D7.</p>
Fit with economic assessment	<p>The scope to provide office and industrial premises that are in demand is considered to be weak because the site is remote from the A350 corridor (a LEP priority) and unrelated to other known employment locations.</p> <p>The site was not considered within the Workspace and Employment Land Review 2011.</p> <p>According to developer submissions for the CSAP, the entire site can provide up to 1ha employment</p>	<p>All sites within Strategic Area D perform similarly. However there is the potential for a southern link road in options D3 and D7 so these could fit best against economic assessment.</p>

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	<p>land. The Planning application submitted recently for Phase 1 includes 1ha B1 use land accessible from the A4 (15/11153/OUT). This site is located on the eastern side of Chippenham, accessible from the A4.</p> <p>There is a shortage of employment land for B1 Office and Light Industrial and B2 Industrial EP3 Paragraph 6.44 Page 25.</p> <p>The proposed Phase 1 B1 use has scope to contribute to addressing some of this demand. Development of the remainder of the site will provide the opportunity to provide additional B1/B2 employment land.</p>	
Contribution to wider economic growth	<p>The contribution to wider economic growth is considered to be weak. The need to establish a new employment location away from the A350 corridor (the existing focus of employment sites) unrelated to an existing PEAs generates concerns about whether the site could contribute to the wider economic growth of the town.</p> <p>The indicative layout of the site shows an employment site of 3.3ha which is likely to provide a limited variety of employment opportunities, although the planning application submitted shows 1ha of employment land.</p>	This is a small site in comparison to others. All other D sites have the potential to provide at least 10ha employment.
Development costs	<p>A Greenfield Site, accessible from the A4 is likely to have average development costs. This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive.</p> <p>GPSS underground pipelines also cross the northern part of the site, for which wayleaves are generally 6 metres wide. (page 47 CEPS/02)</p>	Similar position for Site D4. However, Sites D4 and D7 could have higher development costs due to potential requirement for SLR and because it could include a SLR unlike Sites D1 and D3 which spatially do not allow for a SLR.
Speed of delivery	<p>The speed of delivery is unknown.</p> <p>A developer is promoting this site and a planning application has been submitted for the northern part of the site nearest to the A4 (15/11153/OUT). The masterplan for the entire site includes 1ha employment land. However, the site has not been appraised as part of Workspace and Employment Land Review 2011. Therefore market impressions of the site are unknown and this may have an effect on the time it takes to build and bring the site to market.</p>	This site performs better than Sites D3 and D7 because it has developer interest and a planning application has been submitted for part of the site. Sites D3 and D7 have a lower speed of delivery. Site D4 includes this site and additional land under the control of different landowner.

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<p>Environmental attractiveness</p>	<p>Environment attractiveness for business is considered to be moderate.</p> <p>The proximity of Pewsham Way (A4) would be attractive for new businesses as it has convenient access to the local road network. However, development for business could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way.</p> <p>EP4 Strategic Area D Proforma</p>	<p>This position is the same for all sites.</p>
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	<p>This position applies to all sites in Area D.</p>
<p>Relationship with existing residential development</p>	<p>The masterplan shows an employment site surrounded on three sides by new residential development. This is more likely to be suited to B1 uses rather than B2 and B8.</p> <p>The site is likely to have a good relationship with existing housing.</p>	<p>This position applies to all sites in Area D.</p>
<p>Introduction of choice</p>	<p>In the context of the overall amount of employment land required at Chippenham by the WCS it is unlikely the site will introduce choice and enable a choice of locations to support different types of business to help support economic resilience, for example, it is distant from the town centre and therefore not an immediate office location, it is distant from the A350 and therefore not an immediate distribution or large scale manufacturing location. The indicative site plan, based on the application submitted for the site, will only provide 3.3ha of employment land. Although the planning application submitted only includes 1ha employment</p>	<p>Other sites also have no distinctive USP.</p>
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>The site has very weak access to the Primary Route Network (PRN) and is in a location that would create pressure on existing congested corridors. On its own, the site does not facilitate a Southern Link Road.</p> <p>Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. This is a similar result to other sites within the strategic area.</p> <p>The site is greenfield and is accessible from the A4; consequently it is likely to have average development costs.</p> <p>The site is being actively promoted by the land owner and subject to a planning application for the northern part of the site. However, delivery of the employment land may be difficult to bring forward in this detached location.</p> <p>On balance the economic potential of the site is a significant weakness given the employment led strategy for Chippenham.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Recreation potential	<p>The scope to provide informal and formal recreation space is considered to be strong.</p> <p>The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility. Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism. EP4 Proforma Area D</p> <p>Site is located near to Stanley Sports Ground (opposite side of A4) and Monkton Park. There is the opportunity for a country park and recreational space nearby. Although the site is located furthest from the town centre and the country park. EP2 Table 4.1</p>	All sites have the scope to provide informal and formal recreation for both new and existing population.
Environmental attractiveness	<p>The scope to provide interest and use existing features is considered to be moderate.</p> <p>The undulating landform is an attractive feature for housing development as it could enable the capture of a variety of views from properties and the street and pedestrian network towards the Limestone Ridge.</p> <p>Retention of the mature field boundaries and vegetation could help create provide a high quality setting for development and provide some distinctive character areas. However development could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. EP4 Proforma Area D</p>	Similar position for all sites in Area D.
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is one small site located along the southern edge of D1 identified as medium risk contaminated site. Unlikely to be so significant so as to reduce quality of life. Constraints Map Sites of Potential Contamination</p>	All the sites either have some form of noise, contamination or other pollution. Sites D3 and D7 include land located nearer to the Sewage Works and Refuse Deposal and so are at a higher

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	No specific noise issues identified. EP2 Page 33	risk than other sites within the strategic area.
Exceptional development costs	There is medium risk of exception development costs. The GPSS pipeline runs through the site. GPSS (wayleaves are generally 6 metres wide). The distance from the strategic area to the water supply (reservoir north of town) would require a relatively long and expensive connection. Overland electricity lines cross the area. EP2 Page 52	The position is similar for all sites in Area D. However, Sites D3 and D7 not affected by the GPSS.
Impacts upon nearby schools	The impact upon nearby schools is considered to be mixed. The nearest school is King's Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE. Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59 The closest secondary school is Abbeyfield School at which there are available places. The school is located on the opposite side of A4 and is easily accessible. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6	Position for all sites in Area D is similar.
Impacts upon health facilities	The impact upon health facilities is considered to be Poor. Nearest GP Surgery is Lodge Surgery, Pewsham. Constraints Map Community Facilities There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site D1. However, according to the SOCG with NHS England and Chippenham GPs (CSOCG/14), the preferred option is to redevelop Chippenham Community Hospital site in order to enable a significant redesign of service delivery across Chippenham as a whole. This would include the transfer of some primary care services from existing GPs to a shared Primary Care Service on site, freeing up capacity in existing GPs.	Similar position for other GPs in the town. Therefore the similar position for all sites in Area D. D7 performs slightly stronger than other options due to its closer proximity to the hospital.
Impacts on leisure facilities	Impact on leisure facilities is considered to be strong. The site is within 1600m of Stanley Park and Chippenham Town Council are keen to further develop	This site is closest to Stanley Park. Site D7 includes land which is furthest from Stanley Park.

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	Stanley Park Paragraph 11.5 EP2.	
Potential for green energy	Moderate potential for green energy as opportunity for hydro production and very viable wind speed identified on page 79 of CEPS/02.	Similar position for all sites In Area D. All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity
Overall judgement in relation to CP10 Criterion 2		
<p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines that cross the site represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites relationship to Stanley Park.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 2. There is a medium contamination risk from one small site located along the southern edge of D1 and the GPSS pipeline runs through the site.</p>		
Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>The entire site is over 2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak. Table 4-2 CEPS/04a p19</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The location of D1 means that a SLR to improve the location in terms of time and distance to the A350 is not a possibility.</p>	This site performs worst when compared with D3 and D7 because it is furthest from the PRN. Whilst D3 and D7 both contain land which is located nearer to the PRN, their accessibility relies on a Southern Link Road to connect the site to the A350 and solely, site D1 does not facilitate a SLR.
Adding traffic to town	Strategic Site Option D1 has moderate to strong network impacts due to the distance of the site to	Site D4 is similar to Site D1.

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<p>centre streets</p>	<p>congested corridors. Strategic Site Option D1 is the most distant, with no development land within 1000 metres of a congested corridor (CEPS/04a Paragraph 4.5 & Table 4-1 page 18).</p> <p>However, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre as it is not possible to create a Southern Link Road using just this option. EP3 Paragraph 4.13 and Figure 4-1</p>	<p>Sites D3 and D7 perform worst as they contain areas that are closer to congested corridors.</p>
<p>Time and distance to town centre (Need Hall)</p>	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak.</p> <p>Strategic Site Option D1 has no development land area within 1 mile and the majority of land (56% or 14ha) within the 1.5 to 2 miles ('Weak') category Para 3.6 and Table 3-1 CEPS/04a page 10</p>	<p>Site D4 is similar. Sites D3 and D7 both perform better as they contain some land which is nearer to the town centre.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Strategic Site Option D1 has moderate to strong network impacts due to the distance of the site to congested corridors. Strategic Site Option D1 is the most distant, with no development land within 1000 metres of a congested corridor (CEPS/04a Paragraph 4.5 & Table 4-1 page 18).</p> <p>However, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre as it is not possible to create a Southern Link Road using just this option. EP3 Paragraph 4.13 and Figure 4-1</p> <p>Development at this site would also be unlikely to provide associated infrastructure which improves highway network resilience. In particular Strategic Site Option D1 would be unlikely to be located on any potential future Southern Link Road alignment. CEPS/04a Paragraph 5.3</p>	<p>All sites in Area D place significant pressure on the A4, although the options which could facilitate a SLR perform better.</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Strategic Site D1 is not in a location to facilitate an Southern Link Road. Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. On its own this site does not provide the opportunity to create a southern link road to improve access to the A350 and reduce the potential impact of development on existing congested corridors. Other sites in Area D offer the opportunity to link to the A350.</p> <p>Further transport work concludes that as a strategic site option it does not easily present wider transport opportunities for existing communities. Development at this site would also be unlikely to provide associated infrastructure which improves highway network resilience. For wider highway opportunities for example, options D3-D7 would be better as they would allow for a southern link road.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	Access to the town centre by non-motorised means of travel is classified as moderate/weak. Strategic Site Option D1 has no development land area within 1 mile and the majority of land (56% or 14ha) within the 1.5 to 2 miles ('Weak') category Para 3.6 and Table 3-1 CEPS/04a page 10	Sites D3 & D7 perform slightly better as they include land which is nearer to the Neeld Hall.
Time taken, safety and quality of travel to railway station	Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance. (Table 3-2 CEPS/04a) Strategic Site Option D1 has over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station). Specifically 95% (24ha) is over 1.5miles and is classed as weak non-motorised access to the railway station. (para 3.7 and Table 3-2 CEPS/04a)	Sites D3 & D7 perform slightly better as they include land which is nearer to the railway station.
Time taken, safety and quality of travel to secondary schools	The site is very close to Abbeyfield School with 100% of development land area within 1 mile of Abbeyfield Secondary School (para 3.8 and Table 3-3 CEPS/04a) Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02.	This site performs better than Sites D3 and D7 which both include land further away from Abbeyfield School.
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	Sites D3 & D7 perform slightly better as they include land which is nearer to the Wiltshire College Cocklebury Lane Site.
Access to the existing public transport, footpath and cycle network	Site D1 is located immediately adjacent to London Road; the A4 corridor and therefore the majority of the site is considered to have strong access to public transport corridors. Table 3-6 CEPS/04a Page 15. The PROW network is easily accessible from the site. The Cycle Network is located further away from the site. Constraints Map Public Rights of Way	This site performs better than Sites D3 and D7. Site D7 performs worst because it has weaker access to public transport corridors.
Opportunity to create extensions to the existing public transport, footpath and	The opportunity to deliver new attractive walking and cycling links of use to the existing community are limited, although the existing trip generators and trip attractors are primarily located near to Site D1 (i.e. A4 corridor). Limited opportunities may exist to increase walking and cycling among existing residents if Site D1 can sustain new services to which residents could walk or cycle.	The opportunity for development within Sites D4, D3, D7, to deliver new attractive walking and cycling links, which are of

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<p>cycle network that improves access to town centre etc</p>	<p>EP3 Paragraph 5.11 Page 36.</p> <p>The ability for Site D1 to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of the area would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>	<p>use to existing communities may also be limited.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate opportunities to improve access to key facilities by non-motorised transport. As already recognised it has a strong relationship with Abbeyfield school although other sites within Area D would have a closer relationship with the town centre and railway station. There would be opportunities to extend existing public transport routed on the A4 into the site but this is a feature common with all strategic site options in Area D, although this site is well placed to benefit from any extended public transport that does occur.</p> <p>Site D1 comes out as the weakest strategic site within Strategic Area D. While it has some isolated strengths (proximity to key bus corridor and access to secondary schools) it is generally weaker overall. Key issues are its distance from the town centre, rail station, and existing employment sites, as well as its distance from the A350.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.</p>		

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<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>The landscape character is classified as being attractive, whilst the development capacity of the area is considered to be moderate-low.</p> <p>The area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill), it is mostly consistent with wider landscape character and the area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>Scope for mitigation: Extend block of woodland near Forest Farm to the southeast Maintain green buffer along London Road approach and enhance with tree planting</p>	

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	Retain green buffer fronting Pewsham Way near Lodge Road and to the historic line of the Wiltshire and Berkshire Canal. EP4 Proforma A	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	The visual prominence of the area is considered to be Moderate-high, whilst the tranquility of the area has been categorised as Peaceful. The presence of development on the higher ground of Area D would reduce the sense of separation between Pewsham and the Limestone Ridge and the rural character of the approach along Pewsham Way. Due to the nature of the local topography, there would be the risk that development of Area D for housing or business would result in a similar adverse effect already caused by Pewsham, where the housing development is highly visible from southern directions. EP4 Proforma A	
Impacts on designated ecological sites and/or protected species	The northern boundary is defined by the A4 (Pewsham Way). The eastern site boundary is defined by the Wilts and Berks canal (now partly restored) and cycleway with mature trees on both sides of the canal. This forms an important linear corridor of wetland habitats linking the River Avon with several other small linear features in the landscape to the north. Willow pollards alongside the canal may provide suitable roosting for bats, while a population of Great crested newt is known to be breeding in the canal. Habitat links to the north-eastern part of the site into Area C are important. EP5 Page 8-9	The River Avon CWS defines the western boundary for Sites D3 and D7. The southern half of this area is low-lying land that is associated with the floodplain of the River Avon and is potentially ecologically valuable.
Impacts on heritage assets, their setting and archaeological potential	There are no designated heritage assets within this site. However, it does have a high potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest). The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains. The Landscape Setting Assessment highlights the Lodges within the strategic area as a special quality to be safeguarded, as Strategic Area D is within a former royal hunting forest, and Lodges within the strategic area reflect this historic function. The forest is, however, not well preserved having been enclosed for agricultural land. EP4 Appendix A & EP7 Paragraph 4.20-4.24	Sites D3, D4 and D7 also function as agricultural land although historically the land was part of a royal hunting forest (or deer park), known as Pewsham Forest. A small isolated remnant remains as 'Mortimores Wood' at the north west corner of D3 and D7. Rowden conservation area associated with Rowden Manor also extends into D3 and D7.

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<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The existing landscaped edge to Pewsham and approach along Pewsham Way are of a high quality, categorised as “soft well vegetated urban edge, limited views of principal rooflines”. There are limited opportunities for improvement and development of the site would undermine the existing fringe and approach. EP4 Proforma Area D</p>	<p>The position is the same for Sites D3, D4 and D7.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>This site has few PROW connections and is categorised as average. A Type 4 footpath runs through the middle of the site into the town centre via the Pewsham estate and in the opposite direction towards Derry Hill. Constraints Map Open Space</p>	<p>Sites D3, D4 and D7 also have few connections.</p>
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation.</p> <p>The area includes attractive landscape and the site has moderate to low development capacity. There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham. There are limited opportunities for improvement and development of the site is likely to undermine the existing fringe and approach.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 5,</p>		

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<p>Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere</p>		
<p><i>Indicator</i></p>	<p><i>A: Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As ‘A’ column unless stated)</i></p>
<p>Amount of flood zone 1,2 and 3</p>	<p>The site lies entirely in Flood Zone 1 – the area of least risk. EP6 Figure 1 Page 6</p> <p>The site has <25% susceptibility to groundwater flooding. EP6 Figure 2 Page 9</p> <p>Any development would drain directly to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effect on water levels downstream could be significant and so any developments would need to mimic the green field runoff state or preferably improve on it.</p>	<p>Site D3 includes some land located within the River Avon Corridor and Flood Zone 2 and 3. The majority of Site D3 is flood zone 1 and Site D4 is identical to Site D1 because it is also entirely within Flood Zone 1. Area D is very flat compared to</p>

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	EP6	<p>some other areas creating difficulties for drainage by gravity.</p> <p>If a new link road incorporating a river crossing is included in any proposals will have to satisfy the exception test in accordance with NPPF paragraph 102</p>
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Strategic Site Option D3: Summary SWOT

	Strategic Site option name D3			
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy			This site relies on a Southern Link Road in association with Strategic Area E to improve access to the primary road network and thereby its attractiveness to employers. Consequently the site could be subject to high development costs	In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor. Furthermore as the site is not currently being promoted actively by the land owner there is likely to be a low speed of delivery. Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development.
2. Social	Proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park, although there are other options within Strategic Area D which have a better relationship to both of these facilities	The site provides the potential to enhance existing assets with the restoration of the Wiltshire and Berkshire Canal for leisure and tourism.	Relationship to both the sewerage treatment works and the refuse disposal site is a potential threat. There may also be a threat to delivery of affordable housing dependant on cost and requirement for a southern link road.	
3. Road network		Opportunity to create a southern	The opportunity to provide a link	Without the inclusion of a southern

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		link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors.	road may be tempered by the delay to development this may introduce.	link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors
4. Accessibility		There are weak opportunities to extend existing public transport routed on the A4 into the site		
5. Environment			If required, a new road and dedicated links across the river could affect certain features of ecological value such as Mortimores Wood County Wildlife Site, the River Avon County Wildlife Site and the disused canal and cycleway; it is also in close proximity to Rowden Conservation Area.	There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham.
6. Flood risk	Low risk of flooding, with very small amounts of the site within flood zone 2 and 3		If required, a new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.	

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Strategic Site Option D3: Detailed policy analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
Indicator	A: Assessment	B: Comparison within Strategic

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		<i>Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The site is assessed as partially moderate, with some areas of weak and some of very weak potential access to the Primary Route Network (PRN). Table 4-2 CEPS/04a p19</p> <p>This relies on a Southern Link Road to connect the site to the A350. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site without a SLR is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p> <p>The majority of the site is assessed as weak proximity to congested corridors (between 500m and 1000m) although there are areas categorised as very weak to strong in distance from most congested corridors. CEPS/04a Table 4-1</p>	Overall, this site option performs significantly better than D1 and D4 and slightly better than D7.
Distance to railway station	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance. (Table 3-2 CEPS/04a)</p> <p>Strategic Site Option D1 has over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station). Specifically 67% (54ha) is over 1.5miles and is classed as weak non-motorised access to the railway station. (para 3.7 and Table 3-2 CEPS/04a)</p>	This site option matches D7 for proximity to the railway station, however there is more area in the moderate section as well. However the worst section of the site is the same as the best of options D1 and D4.
Fit with economic assessment	<p>The site was not considered within the Workspace and Employment Land Review 2011.</p> <p>Employment land in Area D including this site is considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4. Currently access to and from the site is via the A4 which also provides the link with the A350 and M4. It is currently assessed as having a moderate fit with economic assessment as there is a need for a more direct link e.g. a southern distributor road and including a river crossing and this option can provide a SLR</p>	All sites within Strategic Area D perform similarly. However there is the potential for a southern link road in options D3 and D7 so these could fit best against economic assessment.
Contribution to wider economic growth	<p>Weak proximity to existing PEAs, however moderate potential to offer wider economic growth benefits by providing an area for PEA as no others in area.</p> <p>There is a moderate contribution to wider economic growth as the indicative layout of the site shows an employment site of 10ha which could provide a choice of employment opportunities.</p>	Options D3, D4 and D7 all have approximately 10ha of employment land so perform better than D1.
Development costs	A Greenfield Site, accessible from the A4 is likely to have average development costs. However the	Option D3 could include a SLR

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	<p>site could have high development costs due to potential requirement for SLR. This site requires relatively long connection to water supply (reservoir north of town) which is likely to be more expensive.</p>	<p>which means development costs are likely to be higher than for Options D1 and D4 which spatially do not allow for a SLR. Should perform better than D7 due to less issue with ransom strip.</p>
Speed of delivery	<p>Unknown willingness of land owner or developer; site not available at present as in multiple or unknown ownership (Wiltshire SHLAA Appendix 3 for Chippenham community area)</p> <p>Likely to have a low speed of delivery</p>	<p>Option D3 is likely to have a lower speed of delivery than Option D1 which is being actively promoted and has a planning application submitted.</p>
Environmental attractiveness	<p>Environment attractiveness for business is considered to be moderate. The proximity of Pewsham Way (A4) would be attractive for new businesses with convenient access to the local road network. However, development of Area D for business could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. It is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. page 75 of CEPS/06.</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
Relationship with existing residential development	<p>The employment section of the site is bounded by A4 to the north and the residential development above the A4 is well screened by greenery. Consequently the site is likely to have a good relationship with existing residential development.</p>	
Introduction of choice	<p>No distinctive USP for the site.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This site relies on a Southern Link Road to connect it to the A350 and could consequently be subject to high development costs. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor. Employment land in Area D including this site is considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4.</p> <p>The existing residential development above the A4 is well screened by greenery. However development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. This is a similar result to other sites within the strategic area.</p> <p>The site is not currently being promoted actively by the land owner therefore it is likely there will be a low speed of delivery.</p>		

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On balance the economic potential of the site is a weakness given the employment led strategy for Chippenham. This weakness could be exacerbated by the potential delay to bringing attractive land for employment forward being dependant on the inclusion of a southern link road. The opportunity to deliver a southern link road is considered further in relation to criterion 3.

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>The A3 proformas in CEPS/06 reference strong recreation potential on page 75. Relevant to the site is the Avon Valley Walk routed to the north of Area D and then along the Old Canal and an additional footpath loop along the northern side of the River Avon to the south of Area D.</p> <p>The site also has the ability to enhance existing assets with the restoration of the Wiltshire and Berkshire Canal for leisure and tourism listed as an added opportunity.</p>	The larger area captures more recreational potential and as the site encompasses the canal it performs more strongly than options which do not.
Environmental attractiveness	<p>The scope to provide interest and use existing features is considered to be moderate.</p> <p>The undulating landform is an attractive feature for housing development as it could enable the capture of a variety of views from properties and the street and pedestrian network towards the Limestone Ridge.</p> <p>Retention of the mature field boundaries and vegetation could help create provide a high quality setting for development and provide some distinctive character areas.</p> <p>However, development of Area D for housing could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way.</p> <p>A3 Area proformas on page 75 of CEPS/06</p>	
Noise, contamination and other pollution (including smell and air pollution)	There is considered to be moderate risk of noise, contamination and other pollution. There are two possible pollution sources which are located just outside the site boundary. The first is the Sewage Works and the other Refuse Disposal. As both are buffered by green space it is uncertain whether they will impinge upon residential area of site.	Option D3, along with D7, are closest to the potential pollution source and so are at a higher risk than other options within the strategic area.
Exceptional development costs	Distance from the strategic area to the water supply (reservoir north of town) would require a relatively long and expensive connection. Overland electricity lines cross the area. Part of the area is within a minerals safeguarding zone. The site could have high development costs due to potential requirement for SLR, which would also include the requirement for a bridge between this area and strategic area E, which has implications for cost and time. Page 52 CEPS/02	Option D3 could include a SLR which means development costs are likely to be higher than for Options D1 and D4 which spatially do not allow for a SLR. A GPSS pipeline runs through the D1 & D4
Impacts upon nearby schools	<p>Mixed impacts upon nearby schools. Development in area likely to require a new primary school (depending on size and capacity of Charter and King's Lodge sites).</p> <p>However the site is fairly close to Abbeyfield School, which is described as the preferred secondary</p>	Within Strategic Area D, option D3 is second furthest from Abbeyfield School.

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	<p>school option in page 59 of CEPS/02. Table 3-3 of CEPS/04a shows that the site has strong – moderate ease of access to secondary schools. However CEPS/02 advises that some safe travel routes would need to be devised to be confident that secondary pupils could access the school.</p>	
Impacts upon health facilities	<p>Mixed impacts on health facilities. Lodge Surgery is located in Pewsham and is accessible to the site, however it is at or near capacity and so additional GP services needs to be provided as soon as possible. GP SoCG. Figure 3-4 & Table 3-6 shows that the site has strong – weak ease of access by non-motorised modes to the hospital, although the route to the hospital currently goes into the town centre and back out again. Rowden Surgery is located alongside the hospital and could also be accessed from D3. However this is also at capacity. GP SoCG.</p>	<p>None of the sites in the strategic area can easily access a GP surgery with capacity, however D3 performs slightly stronger than other options due to its closer proximity to the hospital, although not as strong as D7 which is classed as strong-moderate ease of access to the hospital.</p>
Impacts on leisure facilities	<p>Strong impacts on leisure facilities. The site is within 1600m of Stanley Park and Chippenham Town Council are keen to further develop Stanley Park Paragraph 11.5 in CEPS/02</p>	<p>D3 is not as close to Stanley Park as D1 and D4, but closer than D7.</p>
Potential for green energy	<p>Moderate potential for green energy as opportunity for hydro production and very viable wind speed identified on page 84 of CEPS/02. All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the River Avon to create an SLR represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the relationship to Stanley Park; although there are other options within Strategic Area D which have a better relationship to both of these facilities.</p> <p>The site provides the potential to enhance existing assets with the restoration of the Wiltshire and Berkshire Canal for leisure and tourism, which is not possible for site D7.</p> <p>There is a potential risk for this site in its relationship to both the sewerage treatment works and the water supply although the extent of these risks is unknown at the moment. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of a southern link road in association with development in Area E. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the southern link road to ameliorate the impact on congested corridors.</p> <p>Against this criterion, the proximity to the sewerage treatment works and the relative distance from Abbeyfield School means the option is less attractive than those located to the east of the strategic area.</p>		

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The opportunity to deliver a southern link road is considered further in relation to criterion 3.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>The site is assessed as partially moderate, with some areas of weak and some of very weak potential access to the Primary Route Network (PRN). Table 4-2 CEPS/04a p19</p> <p>This relies on a Southern Link Road to connect the site to the A350. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site without a SLR is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p>	Compared to other options within the strategic area this option scores comparatively well for access to the PRN although D7 does not include any areas of very weak potential access.
Adding traffic to town centre streets	<p>The majority of the site is assessed as weak proximity to congested corridors (between 500m and 1000m) although there are areas categorised as very weak to strong in distance from most congested corridors. (CEPS/04a Table 4-1)</p> <p>In the absence of new link roads Strategic Area D would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	Part of the site is located close to the congested corridors and consequently scores poorly, however it performs better than D7 as some of the area is classed as moderate.
Time and distance to town centre (Neeld Hall)	<p>In terms of non-motorised access to the town centre the location of the majority of the site is within the area classified as moderate (1-1.5 miles), although there are areas of weak access (14%) and areas of strong access (2%). Table 3-1 of CEPS/04a</p>	
Impact on queue lengths and critical junctions	<p>The majority of the site is assessed as weak proximity to congested corridors (between 500m and 1000m) although there are areas categorised as very weak to strong in distance from most congested corridors. (CEPS/04a Table 4-1)</p> <p>In the absence of new link roads Strategic Area D would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	Part of the site is located close to the congested corridors and consequently scores poorly, however it performs better than D7 as some of the area is classed as moderate.

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<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate to very weak non-motorised access to the town centre. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area D.</p> <p>Further transport work advises that the site demonstrates just one of the three transport attributes. It is likely to present wider transport opportunities for existing communities, but it is not particularly good for sustainable access or highway access.</p> <p>There is the opportunity within this option to create a southern link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors. Some other sites in Strategic Area D do not offer this opportunity which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for a southern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area D which provide an opportunity for a link road.</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	In terms of non-motorised access to the town centre the location of the majority of the site is within the area classified as moderate (1-1.5 miles), although there are areas of weak access (14%) and areas of strong access (2%). Table 3-1 of CEPS/04a	This site option performs better than D1 and D4 and similarly to D7.
Time taken, safety and quality of travel to railway station	Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance. (Table 3-2 CEPS/04a) Strategic Site Option D1 has over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station). Specifically 67% (54ha) is over 1.5miles and is classed as weak non-motorised access to the railway station. (para 3.7 and Table 3-2 CEPS/04a)	Due to proximity to the town centre this site option has the best result in the strategic area in relation to distance from the railway station, although none of strategic area D performs strongly in this regard. However, this site option performs better than D1 and D4 and similarly to D7.
Time taken, safety and	The site is close to Abbeyfield School, which is described as the preferred secondary school option in	

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<p>quality of travel to secondary schools</p>	<p>page 59 of CEPS/02. Table 3-3 of CEPS/04a shows that the site has strong – moderate ease of access to secondary schools. However CEPS/02 advises that some safe travel routes would need to be devised to be confident that secondary pupils could access the school.</p>	
<p>Time taken, safety and quality of travel to College</p>	<p>This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a</p>	<p>Within Strategic Area D, site D3 performs second most strongly after D7 against this objective.</p>
<p>Access to the existing public transport, footpath and cycle network</p>	<p>Site D3 is within the area, classed as having moderate/weak access to the existing public transport, i.e. outside of reasonable access to commercially viable public transport corridors (Table 3-6 CEPS/04a). Strategic Site Option D3 has no land within 400 metres (1/4 mile) of a main bus corridor. (para 3.11 CEPS/04a)</p> <p>Although Strategic Area D has areas of land alongside the A4 corridor which is classed as strong for public transport access, bespoke subsidised services may be required to serve the other parts of the strategic area that are beyond a reasonable walking distance from the A4 / London Road.</p> <p>The site has a bridleway along its eastern boundary leading up to Pewsham Way. There is also a footpath to the north of Pewsham Way which leads into Chippenham Town Centre.</p>	<p>Performs less well than option D1 and D3 which are adjacent to London Road and public transport corridors, but better than D7.</p>
<p>Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Low opportunities to create extensions to the existing public transport, footpath and cycle network. CEPS/04 suggests that the entire strategic area has a limited ability to deliver new attractive walking and cycling links (paragraph 5.11) or improved public transport accessibility (paragraph 5.15). This is because these areas would probably need to be served by development specific or 'orbital' type services which require ongoing subsidy in order for them to be sustained. In addition existing trip generators and trip attractors are primarily located to the north of Strategic Area E.</p>	
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate opportunities to improve access to key facilities by non-motorised transport. As already recognised, it has a strong relationship with Abbeyfield school although other sites within Area D would have a closer relationship and this site is in that part of Area D that has the best relationship with the town centre and railway station,. There would be weak opportunities to extend existing public transport routed on the A4 into the site, this is a feature consistent across all strategic site options in Area D, however Site D3 is highlighted as performing particularly poorly.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.</p>		

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves

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biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Capacity to preserve or enhance landscape characteristics	<p>CEPS/06 drawing number D4646.019E shows that the site is within an area classed as of moderate-low development capacity. The site is currently assessed as attractive and mostly consistent which may be affected by development unless mitigated.</p> <p>The area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill), it is mostly consistent with wider landscape character and the area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p>	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>The area contributes to a strong sense of separation and has a moderate-high visual prominence. Page 76 of CEPS/06 advises that the strategic area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill). The area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>The presence of development on the higher ground of Area D would reduce the sense of separation between Pewsham and the Limestone Ridge and the rural character of the approach along Pewsham Way. Therefore, development of Area D for housing could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. Due to the nature of the local topography, there would be the risk that development of Area D for housing or business would result in a similar adverse effect already caused by Pewsham, where the housing development is highly visible from southern directions.</p>	
Impacts on designated ecological sites and/or protected species	<p>Moderate impacts on designated ecological sites and/or protected species. CEPS/09 identifies the River Avon County Wildlife Site and its associated floodplain and the disused canal and cycleway as important ecology features. The Wilts and Berks canal (now partly restored) and cycleway with mature trees on both sides of the canal forms an important linear corridor of wetland habitats linking the River Avon with several other small linear features in the landscape to the north.</p> <p>The river corridor is also a significant ecological feature opportunity area. Mortimore's Wood CWS (Woodland Trust) is located adjacent to the River Avon and forms an important part of a developing woodland corridor adjacent to the river. These areas are areas of green space within the option.</p> <p>The evidence paper goes on to conclude that the higher-lying land is not as constrained and could be developed sensitively to take account of important habitats and habitat connectivity.</p>	Performs worst in strategic area as the site includes potential impacts on biodiversity towards the River Avon as well as that at the disused canal and cycleway.
Impacts on heritage assets, their setting	Para 4.20 of CEPS/11 advises there are no designated heritage assets within the approximate Strategic Area D. However, the site is adjacent to Rowden Conservation Area.	Sites D1, D4 and D7 also function as agricultural land

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<p>and archaeological potential</p>	<p>In addition there is a high potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest) (para 4.22) although mitigation of effects on heritage assets with archaeological interest is achievable either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p>	<p>although historically the land was part of a royal hunting forest (or deer park) known as Pewsham Forest.</p> <p>A small isolated remnant remains as 'Mortimores Wood' at the north west corner of D3 and D7. Rowden conservation area associated with Rowden Manor extends into D3 and D7 so these options perform less well under this criterion.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The site provides limited opportunities for improvement. Page 75 of CEPS/06 concludes that the existing landscaped edge to Pewsham and approach along Pewsham Way are of a high quality. There are limited opportunities for improvement and the development of Area D would undermine the existing fringe and approach.</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views (page 74 CEPS/06).</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>The site has certain features of ecological value such as Mortimores Wood County Wildlife Site, the River Avon County Wildlife Site and the disused canal and cycleway; it is also in close proximity to Rowden Conservation Area. The area includes attractive landscape and the site has moderate to low development capacity, however there is potential for mitigation in relation to each aspect.</p> <p>There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 5. However, due to its larger coverage there are more potential impacts on biodiversity in this option than the others.</p>		

<p>Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere</p>		
<p>Indicator</p>	<p>A: Assessment</p>	<p>B: Comparison within Strategic Area (As 'A' column unless stated)</p>

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<p>Amount of flood zone 1,2 and 3</p>	<p>Low risk of flooding, with very small amounts of the site within flood zone 2 and 3. However appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town. New road and dedicated links across the river for pedestrians and cyclists would be necessary to properly connect potential development. Such new structures outside flood zone 1 may displace water, disrupt natural flows or involve the loss of existing flood storage. None of these aspects involve insurmountable problems but do add a further level of complication (para 4.28 CEPS/10).</p>	
<p>Overall judgement in relation to CP10 Criterion 6</p> <p>Low risk of flooding. However appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.</p>		

Strategic Site Option D4: Summary SWOT

	Strategic Site option name D4			
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy			<p>This may not immediately be a site that businesses will be interested in.</p> <p>A section of the site is being promoted by a developer; a planning application has been submitted for Phase 1 and known interest in the remainder of the land part of Option D1 However there is unknown willingness of land owner or developer for the other part of the site. Consequently the site is likely to have a medium/low speed of delivery.</p>	<p>This site is not located in the A350 corridor. Access is via the A4, and through the town centre. Development places significant pressure on the A4 corridor as commercial vehicles access the site from the north.</p> <p>No opportunity to create better relationship with the A350 corridor on its own and increase the sites attractiveness to employers. Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development.</p>
2. Social	Proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park	<p>The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility.</p> <p>Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism</p>	One small site located along the southern edge of D1 identified as medium risk contaminated site.	A Government Pipelines and Storage System (GPSS) runs through the site. GPSS wayleaves are generally 6 metres wide (3 metres each side of the pipeline).

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3. Road network			Does not easily present wider transport opportunities for existing communities.	On its own, the site does not facilitate a Southern Link Road as additional land under separate ownership, would be required in the future to complete the southern link road.
4. Accessibility	Strong relationship with Abbeyfield school	There are poor opportunities to extend existing public transport routed on the A4 into the site, although this site is well placed to benefit from any extended public transport that does occur.		<p>The site has a weak relationship with the town centre, rail station, and existing employment sites, it is also far from the A350.</p> <p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>
5. Environment		<p>The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation.</p> <p>Potential for restoration of the Wiltshire and Berkshire Canal to improve ecological value.</p>	Development could reduce the value of the ecological assets in this area, such as the Wiltshire and Berkshire Canal.	<p>There is concern that development will undermine the separation between Derry Hill, Naish Hill and Chippenham. There are limited opportunities for improvement and development of the site would undermine the existing fringe and approach.</p> <p>The area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>Potential impact on the visual relationship between the Bowood Estate and the edge of</p>

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				Chippenham.
6. Flood risk	Low risk of flooding, with the entire site located in Flood Zone 1.			

Strategic Site Option D4 Detailed policy analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The majority of the site is over 2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak, although a small amount (4%) is classed as weak. Table 4-2 CEPS/04a p19</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site alone does not facilitate a Southern Link Road which means compared to options which do, the journey time to the primary road network is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p> <p>Site categorised as strong-moderate from most congested corridors (between 1000-1500m from network congestion points in the town centre. Strategic Site Option D4 has no development land within 500 metres of a congested corridor CEPS/04a Paragraph 4.5</p>	<p>This site performs slightly better than D1 because it includes some land which is nearer the A350 corridor and the M4.</p> <p>However, with a southern link road, Sites D3 and D7 are closer to the PRN and would perform better as businesses would perceive them to be more easily accessible to and from the M4.</p> <p>Overall this site performs the same as Site D1, but is worse than Sites D3 and D7.</p>
Distance to railway station	<p>Access to the railway station by non-motorised means of travel is classified as moderate-weak i.e. between 1 and 2 miles. The majority of the site (95%) is within the area classed as having weak access to the railway station. CEPS/04a Table 3-2</p>	<p>This site is furthest from the railway station. Sites D3 and D7 are closer to and have stronger links to the town centre/railway station.</p> <p>Overall this site performs the same as D1, but is worse than Sites D3 and D7.</p>
Fit with economic assessment	<p>The scope to provide office and industrial premises that are in demand is considered to be weak. The site was not considered within the Workspace and Employment Land Review 2011.</p> <p>The indicative plans suggest the site can provide up to 8.5ha employment land. The Planning</p>	<p>All sites within Strategic Area D perform similarly. However there is the potential for a southern link road in options</p>

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	<p>application submitted recently for Phase 1 includes 3.3ha B1 use land accessible from the A4 (15/11153/OUT). This site is located on the eastern side of Chippenham, accessible from the A4. However there is no opportunity for a Southern Link Road if this option is taken forward by itself.</p> <p>EP3 identifies a shortage of employment land for B1 Office and Light Industrial and B2 Industrial () proposed employment land could contribute to addressing some of this demand.</p>	<p>D3 and D7 so these could fit best against economic assessment.</p>
Contribution to wider economic growth	<p>The contribution to wider economic growth is considered to be weak. The need to establish a new employment location away from the A350 corridor (the existing focus of employment sites) unrelated to an existing PEAs generates concerns about whether the site could contribute to the wider economic growth of the town.</p> <p>The indicative layout of the site shows an employment site of 8.5ha over two sites which could provide a choice of employment opportunities.</p>	<p>All sites have the potential to provide at least 10ha employment.</p>
Development costs	<p>A Greenfield Site, accessible from the A4 is likely to have average development costs. This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive.</p> <p>GPSS underground pipelines also cross the northern part of the site, for which wayleaves are generally 6 metres wide. (page 47 CEPS/02)</p>	<p>Similar position for Sites D3 and D1. However, Site D7 could have higher development costs due to potential requirement for SLR and because it could include a SLR unlike Sites D1, D3 and D4 which spatially do not allow for a SLR.</p>
Speed of delivery	<p>The speed of delivery is unknown.</p> <p>A developer is promoting part of this site and a planning application has been submitted for the northern part of the site nearest to the A4 (15/11153/OUT). However there is unknown willingness of land owner or developer for the wider. Consequently the site is likely to have a medium/low speed of delivery.</p> <p>The masterplan for the entire site includes 8.5ha employment land. However, the site has not been appraised as part of Workspace and Employment Land Review 2011. Therefore market impressions of the site are unknown and this may have an effect on the time it takes to build and bring the site to market.</p>	<p>This site performs better than Sites D3 and D7 because it has developer interest and a planning application has been submitted for part of the site. Sites D3 and D7 have a lower speed of delivery. Site D4 includes this site and additional land under the control of different landowner.</p>
Environmental attractiveness	<p>Environment attractiveness for business is considered to be moderate.</p> <p>The proximity of Pewsham Way (A4) would be attractive for new businesses with convenient access</p>	<p>This position is the same for all sites.</p>

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	to the local road network. However, development for business could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. EP4 Strategic Area D Proforma	
Ability to meet ICT needs	EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.	This position applies to all sites in Area D.
Relationship with existing residential development	The masterplan shows an employment site surrounded on three sides by new residential development. This is more likely to be suited to B1 uses rather than B2 and B8. The site is likely to have a good relationship with existing housing.	This position applies to all sites in Area D.
Introduction of choice	It is unlikely the site will introduce choice and enable a choice of locations to support different types of business to help support economic resilience. The site will only provide 8.5ha employment land. The location of the site away from the A350 and M4 corridor is unlikely to appeal to businesses unless a new southern link road were to be provided.	Other sites also have no distinctive USP.
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>The site has very weak access to the Primary Route Network (PRN) and is in a location that would create pressure on existing congested corridors. On its own, the site does not facilitate a Southern Link Road.</p> <p>Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. This is a similar result to other sites within the strategic area.</p> <p>The site is greenfield and is accessible from the A4; consequently it is likely to have average development costs.</p> <p>As part of the site is not currently being promoted actively by the land owner there is likely to be a low speed of delivery.</p> <p>On balance the economic potential of the site is a significant weakness given the employment led strategy for Chippenham.</p>		

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within</i>

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		<i>Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>The scope to provide informal and formal recreation space is considered to be strong.</p> <p>The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility. Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism. EP4 Proforma Area D</p> <p>Site is located near to Stanley Sports Ground (opposite side of A4). Monkton Park. There is the opportunity for a country park and recreational space nearby. Although the site is located furthest from the town centre and the country park. EP2 Table 4.1</p>	All sites have the scope to provide informal and formal recreation for both new and existing population.
Environmental attractiveness	<p>The scope to provide interest and use existing features is considered to be moderate.</p> <p>The undulating landform is an attractive feature for housing development as it could enable the capture of a variety of views from properties and the street and pedestrian network towards the Limestone Ridge.</p> <p>Retention of the mature field boundaries and vegetation could help create provide a high quality setting for development and provide some distinctive character areas. However development could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. EP4 Proforma Area D</p>	Similar position for all sites in Area D.
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is one small site located along the southern edge of D1 identified as medium risk contaminated site. Unlikely to be so significant so as to reduce quality of life. Constraints Map Sites of Potential Contamination</p> <p>No specific noise issues identified. EP2 Page 33</p>	All the sites either have some form of noise, contamination or other pollution. Sites D3 and D7 include land located nearer to the Sewage Works and Refuse Deposal and so are at a higher risk than other sites within the strategic area.
Exceptional	There is medium risk of exception development costs.	The position is similar for all

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development costs	<p>The GPSS pipeline runs through the site. GPSS (wayleaves are generally 6 metres wide). The distance from the strategic area to the water supply (reservoir north of town) would require a relatively long and expensive connection. Overland electricity lines cross the area. EP2 Page 52</p>	<p>sites in Area D. However, Sites D3 and D7 not affected by the GPSS.</p>
Impacts upon nearby schools	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest school is King’s Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions.</p> <p>Evidence Paper 2 Page 59</p> <p>The closest secondary school is Abbeyfield School at which there are available places. The school is located on the opposite side of A4 and is easily accessible. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p>	<p>Position for all sites in Area D is similar.</p>
Impacts upon health facilities	<p>The impact upon health facilities is considered to be Poor.</p> <p>Nearest GP Surgery is Lodge Surgery, Pewsham. Constraints Map Community Facilities</p> <p>There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site D1.</p>	<p>Similar position for other GPs in the town. Therefore the similar position for all sites in Area D. D7 performs slightly stronger than other options due to its closer proximity to the hospital.</p>
Impacts on leisure facilities	<p>Impact on leisure facilities is considered to be strong.</p> <p>The site is within 1600m of Stanley Park and Chippenham Town Council are keen to further develop Stanley Park Paragraph 11.5 EP2.</p>	<p>This site is closest to Stanley Park. Site D7 includes land which is furthest from Stanley Park.</p>
Potential for green energy	<p>Moderate potential for green energy as opportunity for hydro production and very viable wind speed identified on page 79 of CEPS/02.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity</p>	<p>Similar position for all sites In Area D.</p>

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Overall judgement in relation to CP10 Criterion 2

Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines that cross the site represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites relationship to Stanley Park.

There is a medium contamination risk from one small site located along the southern edge of D4 and the GPSS pipeline runs through the site.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time and distance to A350	<p>The M4 is accessed via the A350 (PRN). The majority of the site is over 2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak, although a small amount (4%) is classed as weak. Table 4-2 CEPS/04a p19</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site alone does not facilitate a Southern Link Road which means compared to options which do, the journey time to the primary road network is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p>	<p>This site performs worst when compared with D3 and D7 because it is furthest from the PRN. Whilst D3 and D7 both contain land which is located nearer to the PRN, their accessibility relies on a Southern Link Road to connect the site to the A350 and solely, site D4 does not facilitate a SLR.</p>
Adding traffic to town centre streets	<p>Site has moderate to strong network impacts due to the distance of the site to congested corridors. Strategic Site Option D4 is categorised as strong-moderate from most congested corridors (between 1000-1500m from network congestion points in the town centre). Strategic Site Option D4 has no development land within 500 metres of a congested corridor CEPS/04a Paragraph 4.5</p>	<p>Site D1 is similar. Sites D3 and D7 perform worst as they contain areas that are closer to congested corridors.</p>
Time and distance to	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e.</p>	<p>Site D1 is similar.</p>

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town centre (Neeld Hall)	<p>between 1 and 2 miles distance.</p> <p>Strategic Site Option D4 has no development land area within 1 mile, and has 24 hectares within the 1.5 to 2 miles ('Weak') category Table 3-1 CEPS/04a</p>	Sites D3 and D7 both perform better as they contain some land which is nearer to the town centre.
Impact on queue lengths and critical junctions	<p>Site has moderate to strong network impacts due to the distance of the site to congested corridors. Strategic Site Option D4 is categorised as strong-moderate from most congested corridors (between 1000-1500m from network congestion points in the town centre). Strategic Site Option D4 has no development land within 500 metres of a congested corridor CEPS/04a Paragraph 4.5</p> <p>However, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre as it is not possible to create a Southern Link Road using just this option, EP3 Paragraph 4.13 and Figure 4-1</p>	All sites in Area D place significant pressure on the A4, although the options which could facilitate a SLR perform better.
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. On its own this site provides the opportunity to provide part of a southern link road, but additional land is required to create a southern link road which links with the A350. Only once a link road reaches the A350 will it reduce the potential impact of development on existing congested corridors. Other sites in Area D offer the opportunity to link to the A350.</p> <p>Further transport work concludes that as a strategic site option it does not easily present wider transport opportunities for existing communities. For wider highway opportunities for example, options D3-D7 would be better as they would allow for a southern link road.</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance.</p> <p>Strategic Site Option D4 has no development land area within 1 mile, and has 24 hectares within the 1.5 to 2 miles ('Weak') category Table 3-1 CEPS/04a</p>	Sites D3 & D7 perform slightly better as they include land which is nearer to the Neeld Hall.

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<p>Time taken, safety and quality of travel to railway station</p>	<p>Access to the railway station by non-motorised means of travel is classified as moderate-weak i.e. between 1 and 2 miles. The majority of the site (95%) is within the area classed as having weak access to the railway station. CEPS/04a Table 3-2</p>	<p>Sites D3 & D7 performs slightly better as they include land which is nearer to the railway station.</p>
<p>Time taken, safety and quality of travel to secondary schools</p>	<p>The site is very close to Abbeyfield School with 100% of development land area within 1 mile of Abbeyfield Secondary School (para 3.8 and Table 3-3 CEPS/04a) Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02.</p>	<p>This site performs better than Sites D3 and D7 which both include land further away from Abbeyfield School.</p>
<p>Time taken, safety and quality of travel to College</p>	<p>This site has moderate/weak access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles. Table 3-2 CEPS/04a</p>	<p>Sites D3 & D7 perform slightly better as they include land which is nearer to the Wiltshire College Cocklebury Lane Site.</p>
<p>Access to the existing public transport, footpath and cycle network</p>	<p>Site D1 is located immediately adjacent to London Road; the A4 corridor and therefore is considered to have strong/moderate access to public transport corridors. However, bespoke subsidised services may be required to serve the other parts of the strategic area that are beyond a reasonable walking distance from the A4 / London Road. Table 3-6 CEPS/04a and Paragraph 3.25 Page 22 CEPS/04. The PROW network is easily accessible from the site. The Cycle Network is located further away from the site. Constraints Map Public Rights of Way</p>	<p>This site performs better than Sites D3 and D7. Site D7 performs worst because it has weaker access to public transport corridors.</p>
<p>Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>The opportunity to deliver new attractive walking and cycling links of use to the existing community are limited, although the existing trip generators and trip attractors are primarily located near to the site (i.e. A4 corridor). CEPS/04 suggests that the entire strategic area has a limited ability to deliver new attractive walking and cycling links (paragraph 5.11) or improved public transport accessibility (paragraph 5.15). Limited opportunities may exist to increase walking and cycling among existing residents if the site can sustain new services to which residents could walk or cycle. EP3 Paragraph 5.11 Page 36. The ability for Site D4 to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of the area would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>	<p>The opportunity for development within Sites D1, D3, D7, to deliver new attractive walking and cycling links, which are of use to existing communities may also be limited.</p>

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Overall judgement in relation to CP10 Criterion 4

Overall the site has moderate opportunities to improve access to key facilities by non-motorised transport. As already recognised it has a strong relationship with Abbeyfield school although other sites within Area D would have a closer relationship with the town centre and railway station. There are weak opportunities to extend existing public transport routed on the A4 into the site but this is a feature common with all strategic site options in Area D, although this site is well placed to benefit from any extended public transport that does occur.

Site D4 has some isolated strengths (proximity to key bus corridor and access to secondary schools) however it is generally weaker overall. Key issues are its distance from the town centre, rail station, and existing employment sites, as well as its distance from the A350.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Capacity to preserve or enhance landscape characteristics	<p>The landscape character is classified as being attractive, whilst the development capacity of the area is considered to be moderate-low.</p> <p>The area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill), it is mostly consistent with wider landscape character and the area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>Scope for mitigation: Extend block of woodland near Forest Farm to the southeast Maintain green buffer along London Road approach and enhance with tree planting Retain green buffer fronting Pewsham Way near Lodge Road and to the historic line of the Wiltshire and Berkshire Canal. EP4 Proforma A</p>	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>The visual prominence of the area is considered to be Moderate-high, whilst the tranquility of the area has been categorised as Peaceful.</p> <p>The presence of development on the higher ground of Area D would reduce the sense of separation between Pewsham and the Limestone Ridge and the rural character of the approach along Pewsham</p>	.

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	<p>Way. Due to the nature of the local topography, there would be the risk that development of Area D for housing or business would result in a similar adverse effect already caused by Pewsham, where the housing development is highly visible from southern directions.</p> <p>EP4 Proforma A</p>	
<p>Impacts on designated ecological sites and/or protected species</p>	<p>The northern boundary is defined by the A4 (Pewsham Way). The Wilts and Berks canal (now partly restored) and cycleway with mature trees on both sides of the canal is within the site. The canal forms an important linear corridor of wetland habitats linking the River Avon with several other small linear features in the landscape to the north. Willow pollards alongside the canal may provide suitable roosting for bats, while a population of Great crested newt is known to be breeding in the canal. Habitat links to the north-eastern part of the site into Area C are important.</p> <p>EP5 Page 8-9</p>	<p>The River Avon CWS defines the western boundary for Sites D3 and D7. The southern half of this area is low-lying land that is associated with the floodplain of the River Avon and is potentially ecologically valuable.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>There are no designated heritage assets within this site. However, it does have a high potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest).</p> <p>The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p> <p>The Landscape Setting Assessment highlights the Lodges within the strategic area as a special quality to be safeguarded, as Strategic Area D is within a former royal hunting forest, and Lodges within the strategic area reflect this historic function. The forest is, however, not well preserved having been enclosed for agricultural land.</p> <p>EP4 Appendix A & EP7 Paragraph 4.20-4.24</p>	<p>Sites D1, D3 and D7 also function as agricultural land although historically the land was part of a royal hunting forest (or deer park), known as Pewsham Forest. A small isolated remnant remains as 'Mortimores Wood' at the north west corner of D3 and D7. Rowden conservation area associated with Rowden Manor also extends into D3 and D7.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The existing landscaped edge to Pewsham and approach along Pewsham Way are of a high quality categorised as "soft well vegetated urban edge, limited views of principal rooflines". There are limited opportunities for improvement and development of the site would undermine the existing fringe and approach.</p> <p>EP4 Proforma Area D</p>	<p>The position is the same for Sites D1, D3, and D7.</p>
<p>Connectivity to public</p>	<p>This site has few PROW connections and is categorised as average. A Type 4 footpath runs through</p>	<p>Sites D1, D3 and D7 also</p>

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rights of way through and into the countryside	the middle of the site into the town centre via the Pewsham estate and in the opposite direction towards Derry Hill. Constraints Map Open Space	have few connections.
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation.</p> <p>The area includes attractive landscape and the site has moderate to low development capacity.</p> <p>There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham. There are limited opportunities for improvement and development of the site is likely to undermine the existing fringe and approach.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 5, although within Strategic Area D; the site is furthest from Rowden Conservation Area.</p>		

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>The site lies entirely in Flood Zone 1 – the area of least risk. EP6 Figure 1 Page 6</p> <p>The site has <25% susceptibility to groundwater flooding. EP6 Figure 2 Page 9</p> <p>Any development would drain directly to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effect on water levels downstream could be significant and so any developments would need to mimic the green field runoff state or preferably improve on it. EP6</p>	<p>Site D3 includes some land located within the River Avon Corridor and Flood Zone 2 and 3. The majority of Site D3 is flood zone 1 and Site D1 is identical to Site D4 because it is also entirely within Flood Zone 1.</p> <p>Area D is very flat compared to some other areas creating difficulties for drainage by</p>

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		<p>gravity.</p> <p>If a new link road incorporating a river crossing is included in any proposals will have to satisfy the exception test in accordance with NPPF paragraph 102.</p>
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Strategic Site Option D7: Summary SWOT

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Strategic Site option D7				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy			<p>This site relies on a Southern Link Road in association with Strategic Area E to improve access to the primary road network and thereby its attractiveness to employers. Consequently the site could be subject to high development costs</p> <p>The separate ownership of a strip of land alongside the A4 which would control access to the site should be seen as a significant risk to delivery</p>	<p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor. Furthermore as the site is not currently being promoted actively by the land owner there is likely to be a low speed of delivery</p> <p>Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development.</p>
2. Social	Proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park, although there are other options within Strategic Area D which have a better relationship to both of these facilities		Relationship to both the sewerage treatment works and the refuse disposal site is a potential threat. There may also be a threat to delivery of affordable housing dependant on cost and requirement for a southern link road.	
3. Road network		Opportunity to create a southern link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on	The opportunity to provide a link road may be tempered by the delay to development this may introduce	Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested

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		existing congested corridors.		corridors
4. Accessibility		There are poor opportunities to extend existing public transport routed on the A4 into the site		Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.
5. Environment			If required, a new road and dedicated links across the river could affect certain features of ecological value such as Mortimores Wood County Wildlife Site and the River Avon County Wildlife Site; it is also in close proximity to Rowden Conservation Area.	There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham.
6. Flood risk	Low risk of flooding, with very small amounts of the site within flood zone 2 and 3		If required, a new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.	

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Strategic Site Option D7 Detailed policy analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience

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<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The majority of the site is assessed as of moderate potential access to the Primary Route Network (PRN) with the remainder being assessed as having weak access to the PRN. Table 4-2 CEPS/04a p19</p> <p>To improve the relationship to the A350/M4 the site is well located to provide an element of a Southern Link Road. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site without a SLR is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p> <p>The majority of the site is categorised as weak-very weak in distance from most congested corridors (between 0-1000m from network congestion points in the town centre). Although a small amount (5%) is of moderate proximity to congested corridors. Table 4-1 CEPS/04a</p>	<p>Compared to other options within the strategic area this option scores comparatively well for access to the PRN, but due to proximity to the town centre it has the worst result in the strategic area in relation to distance from congested corridors.</p> <p>Overall, this site option performs better than D1 and D4 and similarly to D3.</p>
Distance to railway station	<p>The majority of the site is categorised as having moderate ease of access to the town centre by non-motorised modes, although 47% is classed as weak.</p> <p>Strategic Site Option D7 has no development land area within 1 mile of the station Table 3-2 and para 3.7 CEPS/04a</p>	<p>Due to proximity to the town centre this site option has the best result in the strategic area in relation to distance from the railway station.</p> <p>Overall, this site option performs better than D1 and D4 and similarly to D3.</p>
Fit with economic assessment	<p>The site was not considered within the Workspace and Employment Land Review 2011.</p> <p>Employment land in Area D including this site is considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4. Currently access to and from the site is via the A4 which also provides the link with the A350 and M4. It is currently assessed as having a moderate fit with economic assessment as there is a need for a more direct link e.g. a southern distributor road and including a river crossing and this option can provide a SLR.</p>	<p>All sites within Strategic Area D perform similarly. However there is the potential for a southern link road in options D3 and D7 so these could fit best against economic assessment.</p>
Contribution to wider	Weak proximity to existing PEAs, however moderate potential to offer wider economic growth benefits	Options D3, D4 and D7 all

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economic growth	<p>by providing an area for PEA as no others in area.</p> <p>There is a moderate contribution to wider economic growth as the indicative layout of the site shows an employment site of 10ha which could provide a choice of employment opportunities.</p>	<p>have approximately 10ha of employment land so perform better than D1.</p>
Development costs	<p>A Greenfield Site, accessible from the A4 is likely to have average development costs. However the site could have high development costs due to potential requirement for SLR.</p> <p>This site requires relatively long connection to water supply (reservoir north of town) which is likely to be more expensive.</p> <p>Importantly the strip of land adjacent to the A4 is in a separate ownership to the main part of the site which introduces the issue of 'ransom'. Unlocking the development value of the land could involve protracted discussions and affect the overall viability of the site.</p> <p>Page 47 CEPS/02</p>	<p>Option D7 could include a SLR which means development costs are likely to be higher than for Options D1 and D4 which spatially do not allow for a SLR.</p>
Speed of delivery	<p>Unknown willingness of land owner or developer; site not available at present as in multiple or unknown ownership (Wiltshire SHLAA Appendix 3 for Chippenham community area)</p> <p>Likely to have a low speed of delivery</p> <p>Importantly the strip of land adjacent to the A4 is in a separate ownership to the main part of the site which introduces the issue of 'ransom'.</p> <p>Speed of delivery may also be affected should a Southern Link Road be part of the proposal as there are additional land ownerships to be identified and river crossing to be built.</p>	<p>Option D7 will have a lower speed of delivery than Option D1 which is being actively promoted and has a planning application submitted. In addition, a strip of land alongside Pewsham Way controlling access to D7 is owned by a different landowner who is unlikely to be willing to let go of the land under these conditions.</p>
Environmental attractiveness	<p>Environment attractiveness for business is considered to be moderate.</p> <p>The proximity of Pewsham Way (A4) would be attractive for new businesses with convenient access to the local road network. However, development of Area D for business could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. It is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development.</p> <p>page 75 of CEPS/06</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	

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Relationship with existing residential development	The employment section of the site is bounded by A4 to the north and the residential development above the A4 is well screened by greenery. Consequently the site is likely to have a good relationship with existing residential development.	
Introduction of choice	No distinctive USP for the site.	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site has moderate/average potential to ensure the delivery of a choice of premises or land for employment. The site can physically accommodate employment land or premises without prejudice to existing residential properties given the separation provided by the A4 and due to the fact that the existing residential development above the A4 is well screened by greenery. However development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. This is a similar result to other sites within the strategic area.</p> <p>The site is in a location that would create pressure on existing congested corridors and relies on the provision of a southern link road to improve access to the primary road network and could consequently be subject to high development costs.</p> <p>The site is considered to be deliverable later or beyond the plan period due to the current lack of developer interest, the need for infrastructure to access the site and the opportunity provide a suitable link with the A350 and M4 to mitigate the anticipated impact on the local road network. The separate ownership of a strip of land alongside the A4 which would control access to the site should be seen as a significant risk to delivery. Similarly land in separate ownership alongside the river could present a further ransom to gain access to the site via a southern link road.</p> <p>On balance the economic potential of the site is a weakness given the employment led strategy for Chippenham. This weakness could be exacerbated by the potential delay to bringing attractive land for employment forward being dependant on the inclusion of a southern link road. The opportunity to deliver a southern link road is considered further in relation to criterion 3.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	There is moderate recreation potential with one relevant opportunity recorded in the A3 Area proformas on page 75 of CEPS/06. Relevant to the site is the Avon Valley Walk routed to the north of Area D and then along the Old Canal and an additional footpath loop along the northern side of the River Avon to the south of Area D.	
Environmental attractiveness	<p>The scope to provide interest and use existing features is considered to be moderate.</p> <p>The undulating landform is an attractive feature for housing development as it could enable the capture of a variety of views from properties and the street and pedestrian network towards the Limestone Ridge.</p> <p>Retention of the mature field boundaries and vegetation could help create provide a high quality setting for development and provide some distinctive character areas.</p> <p>However, development of Area D for housing could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way.</p> <p>A3 Area proformas on page 75 of CEPS/06</p>	
Noise, contamination and other pollution (including smell and air pollution)	There is considered to be moderate risk of noise, contamination and other pollution. There are two possible pollution sources which are located just outside the site boundary. The first is the Sewage Works and the other Refuse Disposal. As both are buffered by green space it is uncertain whether they will impinge upon residential area of site.	Option D7, along with D3, are closest to the potential pollution source and so are at a higher risk than other options within the strategic area.
Exceptional development costs	Distance from the strategic area to the water supply (reservoir north of town) would require a relatively long and expensive connection. Overland electricity lines cross the area. Part of the area is within a minerals safeguarding zone. The site could have high development costs due to requirement for SLR, which would also include the requirement for a bridge between this area and strategic area E, which has implications for cost and time. Page 52 CEPS/02	Option D7 could include a SLR which means development costs are likely to be higher than for Options D1 and D4 which spatially do not allow for a SLR.
Impacts upon nearby schools	<p>Mixed impacts upon nearby schools. Development in area likely to require a new primary school (depending on size and capacity of Charter and King's Lodge sites).</p> <p>However the site is fairly close to Abbeyfield School, which is the preferred secondary school option.</p>	Within Strategic Area D, option D7 is furthest from Abbeyfield School and has the lowest rating for

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	<p>Page 59 CEPS/02 Figure 3-3 of CEPS/04 shows that the site has strong – moderate ease of access to secondary schools. However CEPS/02 advises that some safe travel routes would need to be devised to be confident that secondary pupils could access the school.</p>	<p>this criterion.</p>
<p>Impacts upon health facilities</p>	<p>Mixed impacts on health facilities. Lodge Surgery is located in Pewsham and is accessible to the site, however it is at or near capacity and so additional GP services needs to be provided as soon as possible. (GP SoCG CSOCCG/14). Figure 3-4 & Table 3-6 shows that the site has strong – moderate ease of access by non-motorised modes to the hospital, although the route to the hospital currently goes into the town centre and back out again. Rowden Surgery is located alongside the hospital and could also be accessed from D7. However this is also at capacity. (GP SoCG CSOCCG/14).</p>	<p>None of the sites in the strategic area can easily access a GP surgery with capacity, however D7 performs slightly stronger than other options due to its closer proximity to the hospital.</p>
<p>Impacts on leisure facilities</p>	<p>Strong impacts on leisure facilities. The site is within 1600m of Stanley Park and Chippenham Town Council are keen to further develop Stanley Park Paragraph 11.5 in CEPS/02</p>	<p>D7 is furthest away from Stanley Park</p>
<p>Potential for green energy</p>	<p>Moderate potential for green energy as opportunity for hydro production and very viable wind speed identified on page 84 of CEPS/02. All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the River Avon to create an SLR represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park although there are other options within Strategic Area D which have a better relationship to both of these facilities.</p> <p>There is a potential risk for this site in its relationship to both the sewerage treatment works and the water supply, although the extent of these risks is unknown at the moment. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of a southern link road in association with development in Area E. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the southern link road to ameliorate the impact on congested corridors.</p> <p>Against this criterion, the proximity to the sewerage treatment works and the relative distance from Abbeyfield School means the option is less attractive than those located to the east of the strategic area.</p>		

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The opportunity to deliver a southern link road is considered further in relation to criterion 3.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>The majority of the site is assessed as of moderate potential access to the Primary Route Network (PRN) with the remainder being assessed as having weak access to the PRN. Table 4-2 CEPS/04a p19</p> <p>To improve the relationship to the A350/M4 the site is well located to provide an element of a Southern Link Road and would be necessary to enable development. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13</p> <p>The site without a SLR is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p>	<p>Compared to other options within the strategic area this option scores comparatively well for access to the PRN Overall, this site option performs better than D1 and D4 and similarly to D3.</p>
Adding traffic to town centre streets	<p>The majority of the site is categorised as weak-very weak in distance from most congested corridors (between 0-1000m from network congestion points in the town centre) so the site is close to congested corridors. However a small amount (5%) is of moderate proximity to congested corridors. Table 4-1 CEPS/04a</p> <p>In the absence of new link roads traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13</p>	<p>Due to proximity to the town centre it has the worst result in the strategic area in relation to distance from congested corridors.</p>
Time and distance to town centre (Neeld Hall)	<p>In terms of non-motorised access to the town centre the majority of the site is within the area classified as moderate, with small amounts of strong access (4%) and weak access (1%) to the town centre. Table 3-1 of CEPS/04a</p>	

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<p>Impact on queue lengths and critical junctions</p>	<p>The majority of the site is categorised as weak-very weak in distance from most congested corridors (between 0-1000m from network congestion points in the town centre) so the site is close to congested corridors. However a small amount (5%) is of moderate proximity to congested corridors. Table 4-1 CEPS/04a</p> <p>In the absence of new link roads traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13</p>	<p>Due to proximity to the town centre it has the worst result in the strategic area in relation to distance from congested corridors.</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>A southern Link Road is required under this strategic site option to enable development. Without the inclusion of a southern link road this site, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non-motorised access to the town centre. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area D.</p> <p>Further transport work advises that the site demonstrates just one of the three transport attributes. It is likely to present wider transport opportunities for existing communities, but it is not particularly good for sustainable access or highway access.</p> <p>Creating a southern link road will improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors. Other sites in Strategic Area D do not offer this opportunity which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for a southern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area D which provide an opportunity for a link road.</p>		

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<p>Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment</p>		
<p>Indicator</p>	<p>A: Individual assessment</p>	<p>B: Comparison within Strategic Area (As 'A' column unless stated)</p>
<p>Time taken, safety and</p>	<p>In terms of non-motorised access to the town centre the majority of the site is within the area</p>	<p>This site option performs</p>

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quality of travel to town centre (Neeld Hall)	classified as moderate, with small amounts of strong access (4%) and weak access (1%) to the town centre. Table 3-1 of CEPS/04a	better than D1 and D4 and similarly to D3.
Time taken, safety and quality of travel to railway station	The majority of the site is categorised as having moderate ease of access to the town centre by non-motorised modes, although 47% is classed as weak. Strategic Site Option D7 has no development land area within 1 mile of the station Table 3-2 and para 3.7 CEPS/04a	Due to proximity to the town centre this site option has the best result in the strategic area in relation to distance from the railway station although none of strategic area D performs strongly in this regard. However, this site option performs better than D1 and D4 and similarly to D3.
Time taken, safety and quality of travel to secondary schools	The site is close to Abbeyfield School, which is described as the preferred secondary school option in page 59 of CEPS/02. Table 3-3 of CEPS/04a shows that the site has strong – moderate ease of access to secondary schools. However CEPS/02 advises that some safe travel routes would need to be devised to be confident that secondary pupils could access the school.	D7 is the furthest from Abbeyfield school of all the Strategic Area D options.
Time taken, safety and quality of travel to College	This site has moderate/weak access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles. Table 3-2 CEPS/04a	Within Strategic Area D, site D7 performs most strongly against this objective.
Access to the existing public transport, footpath and cycle network	Site D7 is within this area, classed as weak or very weak access to the existing public transport, i.e. outside of reasonable access to commercially viable public transport corridors (Figure 3-6 CEPS/04). The site is beyond 400 metres from any main bus corridor (Table 3-6 & para 3.11 CEPS/04a). Although Strategic Area D has areas of land alongside the A4 corridor which is classed as strong for public transport access, bespoke subsidised services may be required to serve the other parts of the strategic area that are beyond a reasonable walking distance from the A4 / London Road. The site has a bridleway along its eastern boundary leading up to Pewsham Way. There is also a footpath to the north of Pewsham Way which leads into Chippenham Town Centre.	Performs less well than option D1 and D3 which are adjacent to London Road and public transport corridors.
Opportunity to create	Low opportunities to create extensions to the existing public transport, footpath and cycle network.	

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<p>extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>CEPS/04 suggests that the entire strategic area has a limited ability to deliver new attractive walking and cycling links (paragraph 5.11) or improved public transport accessibility (paragraph 5.15). This is because these areas would probably need to be served by development specific or 'orbital' type services which require ongoing subsidy in order for them to be sustained. In addition existing trip generators and trip attractors are primarily located to the north of Strategic Area D.</p>	
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate opportunities to improve access to key facilities by non-motorised transport. As already recognised, it has a strong relationship with Abbeyfield school although other sites within Area D would have a closer relationship. The site is in that part of Area D which has the best relationship with the town centre and railway station. There are weak opportunities to extend existing public transport routed on the A4 into the site, this is a feature comment with all strategic site options in Area D, however Site D7 is highlighted as performing particularly poorly.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.</p>		

<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>CEPS/06 drawing number D4646.019E shows that the site is within an area classed as of moderate-low development capacity. The site is currently assessed as attractive and mostly consistent which may be affected by development unless mitigated.</p> <p>The area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill), it is mostly consistent with wider landscape character although the area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p>	
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>The site contributes to a strong sense of separation and has a moderate-high visual prominence. Page 76 of CEPS/06 advises that the strategic area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill). The area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>The presence of development on the higher ground of Area D would reduce the sense of separation between Pewsham and the Limestone Ridge and the rural character of the approach along Pewsham Way. Therefore, development of Area D for housing could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural</p>	

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	character of the south eastern approach to Chippenham using Pewsham Way. Due to the nature of the local topography, there would be the risk that development of Area D for housing or business would result in a similar adverse effect already caused by Pewsham, where the housing development is highly visible from southern directions.	
Impacts on designated ecological sites and/or protected species	Low impacts on designated ecological sites and/or protected species. CEPS/09 identifies the River Avon County Wildlife Site and its associated floodplain as an important ecology feature. The river corridor is also a significant ecological feature opportunity area. Mortimores Wood CWS (Woodland Trust) is located adjacent to the River Avon and forms an important part of a developing woodland corridor adjacent to the river. These areas are areas of green space within the option. The evidence paper goes on to conclude that the higher-lying land is not as constrained and could be developed sensitively to take account of important habitats and habitat connectivity.	
Impacts on heritage assets, their setting and archaeological potential	Para 4.20 of CEPS/11 advises there are no designated heritage assets within the approximate Strategic Area D. However, the site is adjacent to Rowden Conservation Area. In addition there is a high potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest) (para 4.22) although mitigation of effects on heritage assets with archaeological interest is achievable either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.	Sites D1, D3 and D4 also function as agricultural land although historically the land was part of a royal hunting forest (or deer park) known as Pewsham Forest. A small isolated remnant remains as 'Mortimores Wood' at the north west corner of D3 and D7. Rowden conservation area associated with Rowden Manor extends into D3 and D7 so these options perform less well under this criterion.
Opportunity to repair urban fringe and approaches to Chippenham	The site provides limited opportunities for improvement. Page 75 of CEPS/06 concludes that the existing landscaped edge to Pewsham and approach along Pewsham Way are of a high quality. There are limited opportunities for improvement and the development of Area D would undermine the existing fringe and approach.	
Connectivity to public rights of way through and into the countryside	Average connectivity to public rights of way through and into the countryside with some public views (page 74 CEPS/06).	
Overall judgement in relation to CP10 Criterion 5		

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Although the site has certain features of ecological value such as Mortimores Wood CWS and the River Avon County Wildlife site, it is close proximity to Rowden Conservation Area and it includes attractive landscape there is potential for mitigation in relation to each aspect which means the site has moderate to low development capacity.

There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 5.

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	Low risk of flooding, with very small amounts of the site within flood zone 2 and 3. However appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town. New road and dedicated links across the river for pedestrians and cyclists would be necessary to properly connect potential development. Such new structures outside flood zone 1 may displace water, disrupt natural flows or involve the loss of existing flood storage. None of these aspects involve insurmountable problems but do add a further level of complication (para 4.28 CEPS/10).	
Overall judgement in relation to CP10 Criterion 6		
Low risk of flooding. However appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.		

STRATEGIC AREA E

Strategic Site Option E1: Summary SWOT

Strategic Site option name E1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>Close proximity/good access to the A350/PRN</p> <p>It has a strong fit with the economic assessment.</p> <p>The attractive environment and views would provide an appealing setting to the development with recreational opportunities possible for employees.</p> <p>The site is positioned in a strategic location mainly away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion.</p> <p>Has the smallest amount of residential development with an undeveloped buffer retained between development and existing housing at Showell Nurseries</p>	<p>Showell Farm employment area is near to the existing PEA of Methuen Park. This along with its good links to the wider PRN has good potential to contribute to wider economic growth.</p> <p>It provides a large employment site which would facilitate a good introduction of choice.</p>	<p>A larger site than E1 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term.</p>	<p>The site has weak access for residents to the railway station</p>
2. Social	<p>In terms of noise, contamination and other</p>	<p>The floodplain associated with the river Avon provides a</p>	<p>The distance from the strategic area to the water supply to the</p>	<p>The site does not have a good relationship with any secondary</p>

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	<p>pollution, as this site does not extend as far south as others, it does not pass close to the sewage treatment works and the southernmost residential development does not sit on the main A350 trunk road. Land contamination is thought to be low with the majority of land being farmland.</p> <p>The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>The site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital.</p>	<p>suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.</p>	<p>north of town requires a relatively long and expensive connection and may impact on the viability of this site.</p> <p>There are potential pollution sources at the sewage works and the railway line</p>	<p>schools.</p>
3. Road network	<p>Due to its location in regards to the A350, this site performs well in terms of access to the PRN/A350.</p> <p>The site has moderate/strong links to the town centre by non-motorised modes of transport.</p>	<p>The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however such a scheme may not be viable due to the smaller size of E1.</p>	<p>Proximity to the Town Centre means that there is a risk that the site will add to the traffic passing through Chippenham and worsen congestion.</p>	<p>The site has sections of land that are in close proximity to congested corridors, and hence may add to congestion.</p>
4. Accessibility	<p>The majority of the site is assessed as being strong/moderate in terms of ease of access by non-motorised transport to the town</p>	<p>Potential to extend the existing public footpaths leading to the centre of Chippenham from the south western approach to the town centre, while the increased</p>		<p>Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E1 is classified as 62% weak in terms of</p>

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	centre and public transport corridors.	demand may also lead the way in regards to improving the commercial viability of improving public transport links.		ease of access to Secondary Schools by non-motorised Modes of transport, at more than 1.5 miles from a secondary school The site has weak access for residents to the railway station
5. Environment	E1 does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south would do.	The site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham. The site opens up opportunities to preserve ecological, archaeological and heritage assets through the conservation area being retained while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.	Impact on heritage assets and the setting of the conservation area.	
6. Flood risk	E1 has the smallest region that adjoins the River Avon floodplain and hence will have the least management of flood risk of all the three site options		Drainage from this area will be directed to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage	Some of the site has the propensity to groundwater flooding, although much of the affected area is close to the river Avon and identified as greenspace. However it may have

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	in that regard.		effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.	a bearing on the potential for and design of SUDS. The site includes several small tributary watercourses draining to the river Avon which reduce the amount of developable land.
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Strategic Site Option E1 Detailed policy analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E1 has more than one third of its development land within 1000 metres of the PRN. The majority of the site has moderate access to the PRN. The site is on the whole strong (0m-1000m) and moderate (1000m-2000m) with the only weak areas being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a p19 The employment section of the site is located directly off of the A350, which could be attractive economically. Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental impact upon Chippenham's existing highway network. CEPS04 Paragraph 4.21.	All options perform strongly.
Distance to railway station	The site option has 49% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 51% assessed as weak. CEPS/04a, Table 3-2 Strategic Site Option E1 has no development land area within 1 mile of the station Para 3.7 CEPS/04a	Other strategic areas perform better in this regard. However option E1 performs best within Strategic Area E, followed by E2 and E5. Option E3 has the most amount of

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		land with weak access.
Fit with economic assessment	<p>Strong New employment land is required at Chippenham in order to meet the needs of businesses wishing to expand or to relocate to the area. There is a shortage of employment land for B2 Industrial and B1 light industrial uses in Chippenham. CEPS/01, Pg 25.</p> <p>Planning application Showell Farm: N/13/00308/OUT highlights that the employment area within strategic area E has the potential to accommodate 50,000sqm employment development which incorporates class B1(b), class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) uses. Therefore this site could provide a mix of employment opportunities, which could help address some of the demand issues highlighted above.</p> <p>Furthermore, the land at Showell Farm, indicative employment area of Area E, is considered to be deliverable in the short term. CEPS/01 Pg 25.</p>	Indicative Employment area is the same across all three area E options.
Contribution to wider economic growth	<p>Strong Employment land in Chippenham is required as businesses advise that they do not have sufficient space to grow, and their growth plans could be constrained by the lack of employment land available. CEPS/01, Paragraph 6.17</p> <p>This site has good access to the Primary Route Network as it adjoins the A350. It is also close to the nearby Principle Employment Area of Methuen Park. These good links could contribute to wider economic growth. Planning application at Showell farm highlights how the site can also accommodate car parking which CEPS/01 Paragraph 6.17 highlights as an important criteria underpinning the choice of new businesses.</p>	
Development costs	<p>Considered as Average</p> <p>A Greenfield Site, accessible from the A4 is likely to have average development costs. This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive.</p> <p>GPSS underground pipelines cross the northern part of the site, which is to remain as greenspace. Part of the area is within a minerals safeguarding zone (though considered that it is not capable of being worked as a viable mineral extraction operation).</p> <p>A bridge may be required between this site and strategic area D, which would have implications for cost and time of delivery in Strategic Area D but this site would safeguard the future connection so no major infrastructure delays.</p>	E5 could have higher development costs than E1, E2 and E3 due to redeveloping Showell Nurseries, a brownfield site.

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<p>Speed of delivery</p>	<p>Considered as Moderate. The site is a greenfield site, although there is some existing development, for example Milbourne Farm is included in the central region of the residential land which may delay development.</p> <p>A planning application has been submitted for Showell Farm and demonstrates the willingness of the developer to bring this site forward for employment. Therefore anticipate delivery in the short term.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25. The southern employment extent of the site is accessible from the A350 and the north/western residential extent of site is accessible off road linking Rowden Hill and A350. The good accessibility of the site could help the speed of delivery.</p> <p>Good location in regards to road network</p>	<p>Site E2 corresponds with the submitted planning application and consequently performs best against this criterion as no major barriers to delivery anticipated..</p>
<p>Environmental attractiveness</p>	<p>The sites proximity to the A350 to the south would be attractive for businesses providing good access to the road network.</p> <p>A large section of this site is taken up by Rowden conservation area, although the indicative site layouts retain the conservation area as green space. The conservation of this area and its setting will have to be taken into consideration.</p> <p>While the north of the site has good access to the town centre and associated amenities, the indicative map places the employment land to the south. The proximity to the PRN is attractive from a business point of view, but it may restrict employee's ease of access to the town centre/travel in from the town centre. However the established natural environment setting is attractive for new businesses with recreation potential for employees during the day. CEPS/06, Pg 59.</p>	<p>Larger development sites may have greater impact on the conservation area and its setting.</p>
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown</p>	
<p>Relationship with existing residential development</p>	<p>Distance to significant existing residential development: Moderate The majority of the employment site is likely to have a good relationship with existing residential development as it is bounded by roads and the railway line, although there are some existing dwellings to the north and south which include the listed buildings of Showell Farm. There is currently no screening between the proposed employment area and Showell Farm which may lead to a poor relationship as it is important to retain the setting around listed buildings. In addition, the eastern edge of the site is not well screened from Showell Nurseries</p> <p>On the sites eastern edge it is surrounded by Rowden conservation area and thus will not be near existing residential development. The northern tip of the residential site borders the newly built</p>	<p>All sites have the same employment area, however the residential area varies in size.</p> <p>Site option E1 has the smallest residential area so is likely to have the best relationship with existing housing. Site</p>

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	<p>Coppice Close housing.</p> <p>Development in the northern part of Area E would affect views from parts of Pewsham and Pewsham Way, all site options include development in the northern part of Strategic Area E. CEPS/06, Pg 59. Site option E1 has the smallest amount of residential development with an undeveloped buffer retained between development and existing housing at Showell Nurseries</p>	<p>option E2 is adjacent to Showell Nurseries, site option E3 encircles and E5 encompasses Showell Nurseries so the options have a progressively worse relationship with existing housing.</p>
<p>Introduction of choice</p>	<p>The site option includes a large amount of employment land in a strategic location which provides the potential for the introduction of choice. The planning application for Showell Farm (N/13/00308/OUT) outlines plans for 50,000sqm employment development incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) uses Including Means of Access, Car Parking, Servicing, Associated Landscaping & Works</p> <p>The site has a good strategic location in terms of motor vehicle access which is likely to attract businesses.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site has good potential to ensure the delivery of a good mix of premises or land for employment. The employment area has been identified as being deliverable in the short term and with its good location in regards to an existing PEA and its potential in terms of its strategic location, it has the capacity to contribute to wider economic growth. It has a strong fit with the economic assessment and it is a large employment site which would provide a good introduction of choice.</p> <p>The site has a direct link to the A350 and the wider PRN. It is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.</p> <p>Site option E1 has the smallest amount of residential development with an undeveloped buffer retained between development and existing housing at Showell Nurseries</p> <p>There is a submitted planning application within the strategic area which is larger than site option E1, however it suggest the area is likely to be viable and deliverable in the short to medium term. However as site E1 is smaller than the application it could introduce complications to equalisation discussions between landowners.</p> <p>The site has strong economic potential.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>Average recreation potential</p> <p>Rowden Conservation Area to the north/east of the site would provide an extensive region of green space providing recreational opportunities along with the river corridor of the Avon eg though better interpretation of the listed buildings and conservation area.</p> <p>As per a strategic site of this size on a greenfield site, other recreational opportunities would be possible, as is highlighted in the Rowden Park planning application (which is however reflecting a site larger than this one) where they have included the provision of Public Open Space Including Riverside Park and Allotments.</p> <p>Recreation potential is highlighted within CEPS/06 on page 80, describing how the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also the potential for the pedestrian and cycle route that links Chippenham and Lacock on the west of the River Avon.</p>	
Environmental attractiveness	<p>Moderate environmental attractiveness.</p> <p>Where housing is concerned, the undulating landform is an attractive feature, as it could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley. The wooded limestone ridge could provide an attractive backdrop while if the mature field boundaries were maintained with the vegetation and tributaries to the River Avon could help provide a high quality setting for development.</p> <p>CEPS/06, page 80.</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>There is a moderate risk of noise, contamination and other pollution.</p> <p>There is a sewage treatment works to the east of the site across the River Avon, however there is a substantial buffer of green space between the works and any residential development. Possible extending of the greenspace on the indicative layout if it is found that a larger buffer is required around the sewage treatment works to the south west of the strategic site. However due to the river Avon floodplain, the nearest residence is likely to be at least 500m away.</p> <p>CEPS/02, Pg 31</p> <p>The most likely sources of noise pollution are the Great Western Mainline Railway to the west, the A350 to the South-West, and to a lesser extent the B4528/B4643 as it passes between the potential employment and residential areas of the site.</p> <p>CEPS/02, Pg 31</p> <p>Where land contamination is concerned, as the majority of the land is farmland, land quality issues are unlikely to produce any threat to development.</p> <p>CEPS/02, Pg 31</p>	<p>Benefits of the site not extending as far south as other options include the fact that this means they do not pass as close to the sewage treatment works and the southernmost residential development does not sit right on the main A350 trunk road.</p>

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<p>Exceptional development costs</p>	<p>The site is likely to have average development costs. It is a greenfield site and it is accessible from the B4528/B4643 in a number of locations. Distance from the strategic area to the water supply to the north of town would require a relatively long and expensive connection. Overland electricity lines cross the area. GPSS (Government pipeline and storage system) underground pipelines cross the area. A bridge may be required between this area and strategic area D, which has cost and time implications, however this additional infrastructure is not required for the delivery of the site. CEPS/02, Pg 48.</p>	
<p>Impacts upon nearby schools</p>	<p>Mixed impacts on nearby schools. There is some capacity but an additional school is required CEPS/03 outlines how there is a certain level of spare capacity within Chippenham's Primary Schools. CEPS/03 advises that 1000 additional dwelling would see around 310 additional primary aged children arrive on the site, consequently a new primary school would be required to meet the additional capacity created by this strategic site option. Site Option E1 has no development land within 1 mile of a secondary school (para 3.8 CEPS/04a). Generally the strategic area has moderate to weak non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.</p>	
<p>Impacts upon health facilities</p>	<p>There are mixed impacts on health facilities, there is some capacity but additional GP services will be required. Area E performs strongly in terms of distance to health facilities due to its proximity to Chippenham Community Hospital and associated Rowden GP surgery. There is an identified need for a new/extended GP surgery. CEPS/02 Pg 66 Within the SOCG between Wiltshire Council and NHS England and Chippenham GPs, it has been highlighted that any new residential development should be delivered alongside new extended or additional healthcare facilities to mitigate the impact of population growth on the existing infrastructure. It was established that the preferred option for the improvement of the delivery of GP services within Chippenham was the redevelopment of Chippenham Community Hospital. This would place Area E in a very strong position for providing any new residents with extended health care within a close proximity to their homes.</p>	<p>Rowden Surgery and Chippenham Community Hospital are located to the north of the strategic area, this means that all site options in Strategic Area E contain the area closest to the health facilities.</p>
<p>Impacts on leisure facilities</p>	<p>Strategic site option E1 performs weakly in terms of its location with existing leisure facilities. While the greenspace (floodplain) is within 1600m of the Olympiad Leisure Centre (the nearest leisure facility) the residential development on the indicative maps is outside of this range. There is the opportunity due to the scale and nature of the site to provide new formal sports pitches as part of the development CEPS/02 Pg 73-74.</p>	

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<p>Potential for green energy</p>	<p>Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02.</p> <p>The developers of the site are further assessing potential for green energy. Developers of the site are assessing potential for green energy and have been in contact with Malaby Biogas. Rowden Park Anaerobic Digestion was originally posited in 2012 by the developer of Malaby Biogas in Warminster. Since then, the Malaby facility has flourished and there is no reason to suggest that a similar venture in Chippenham would not work. The distance from Warminster would be beneficial as food waste would be readily available.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity.</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. There are no exceptional development costs associated with this development. The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>Furthermore, the site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital. With this being identified as the preferred site for redevelopment within the SOCG, this could place this area in a good strategic location in relation to this facility.</p> <p>There are some risks for this site, relating to the potential pollution sources at the sewage works and the railway line, as well as the distance to the water supply to the north of town, which may impact on the viability of this site, although the extent of these risks is unknown at the moment. Furthermore the site does not have a good relationship with any secondary schools.</p>		

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<p>Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Time and distance to A350</p>	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E1 has more than one third of its development land within 1000 metres of the</p>	

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	<p>PRN. The majority of the site has moderate access to the PRN. The site is on the whole strong (0m-1000m) and moderate (1000m-2000m) with the only weak areas being within the proposed green space to the far north of the site, hence being less of a detriment to the site.</p> <p>Table 4-2 CEPS/04a p19</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental impact upon Chippenham's existing highway network. CEPS/04 Paragraph 4.21.</p>	
Adding traffic to town centre streets	<p>Strategic Area E contains 46% of land that is classified as weak (500m-1000m) or very weak (0m-500m) in terms of Network Impact - distance to congested corridors (Table 4-2 CEPS/04, Pg 29). However the majority of the area classed as weak is greenspace, with additional transport work showing that the majority of site E1 has moderate network impacts (Table 4-1 CEPS/04a).</p> <p>Although Strategic Area E has the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)</p>	
Time and distance to town centre (Neeld Hall)	<p>In terms of ease of access to the town centre by non-motorised modes of transport, area E has its strongest region within the green space to the north of the site. The majority of the residential area in strategic site E1 has moderate (1600m- 2400m) access to the town centre. However there are areas which have strong access (19%) and others with weak access (24%) to the town centre.</p> <p>Table 3-1 CEPS/04a Pg 10.</p>	<p>Site options E1, E2 and E5 perform better than E3 as Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category</p>
Impact on queue lengths and critical junctions	<p>The majority of strategic site option E1 has moderate network impacts (Table 4-1 CEPS/04a).</p> <p>Although Strategic Area E has the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares) (para 4.5 of CEPS/04a).</p>	<p>Scale of development may influence traffic impacts Therefore Area E1 is likely to perform best</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Due to its location in regards to the A350, this site performs particularly well in terms of access to the PRN/A350. The site has moderate/strong links to the town centre by non-motorised modes of transport.</p> <p>However, this proximity to the Town Centre means that the site performs weakly in terms of the risk of adding to the traffic passing through Chippenham. The site also has large sections of land that are of a close proximity to congested corridors, and hence may add to this problem. The site could contribute towards the production of an Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however such a scheme may not be viable due to the smaller size of E1.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Individual assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	The majority of the residential area in strategic site E1 has moderate (1600m- 2400m) access to the town centre. However there are areas which have strong access (19%) and others with weak access (24%) to the town centre. Table 3-1 CEPS/04a Pg 10.	E1 with fewer homes is closest to the town centre. Site E3 extends furthest south and so performs weakest when considering relative performance in Strategic Area E for access to the town centre.
Time taken, safety and quality of travel to railway station	The site option has 49% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 51% assessed as weak. CEPS/04a, Table 3-2 Strategic Site Option E1 has no development land area within 1 mile of the station Para 3.7 CEPS/04a	Option E3 has the most amount of land with weak access To the railway station.
Time taken, safety and quality of travel to secondary schools	Strategic Site Option E1 has no development land within 1 mile of a secondary school. The majority of the site is assessed as having weak access to secondary schools, with some areas having moderate access (32%) and some very weak access (6%) to secondary schools. Table 3-3 CEPS/04a The site is closest to Hardenhuish and Sheldon Schools, whereas Abbeyfield Secondary School is described as the preferred secondary school option in page 59 of CEPS/02	
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	
Access to the existing public transport, footpath and cycle network	CEPS/04 highlights that Strategic Area E performs well in terms of potential for access to public transport. 100% of the area falls within the strong or moderate distance bands, with 97% of the area performing strongly. Table 3-5 CEPS/04a p15. Strategic site E1 has a few footpaths running through it. One of which runs north to the town centre past the hospital, the other runs north through Rowden Conservation Area, following parallel to the River Avon. There are also a couple of links running south from the site, one of which would allow people to walk to Lacock from the site.	
Opportunity to create extensions to the	Medium opportunities to create extensions to the existing public transport network. Paragraph 5.18 (CEPS/04 Pg 37) highlights how, due to the site being directly located on the	Scale of development will influence degree to which

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<p>existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>B4528/B4643 corridor, and its close proximity to the A4 Bath Road/Rowden Hill corridor, a large scale development here is likely to increase demand for this service potentially improving their commercial viability and allowing for increased service frequencies and extended operating hours. In terms of non-motorised forms of transport, the opportunity for Strategic Area E to deliver new attractive walking and cycle links is limited. CEPS/04 Paragraph 5.11 Pg 36. This is because existing trip generators and trip attractors do not run directly through the strategic area. However if the new strategic area produces and sustains new services for the residents, then some limited opportunities to develop walk/cycle routes could emerge. See discussion in EP3 paras 5.10 – 5.18. pp 36-7.</p>	<p>additional public transport can be provided. With strategic site E2 being larger than E1, it has a greater capacity to improve the public transport access. However the scale of E3 would then mean that E3 performs best in this regard.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Ease of access to the town centre and public transport is assessed as being good. Access to the railway station is weak, but access to the secondary schools of Chippenham is clearly the main weakness of the area.</p> <p>The main opportunity is the potential to extend the existing public footpaths leading to the centre of Chippenham from the south western approach to the town, while the increased demand may also lead the way in regards to improving the commercial viability of improving the public transport links. These may then lead to improved access to Chippenham’s secondary schools.</p>		

<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As ‘A’ column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>Page 81 of CEPS/06 shows that the site is within an area classed as of moderate-high development capacity. This is a sensitive area that provides a green finger linking the town centre and the green area to the south. This provides a physical separation between Pewsham and Rowden Hill. This region is also important in defining the rural approach along B4528/B4643. Despite its sensitivity, area E does not extend a large distance beyond the overall footprint of Chippenham and is not generally visually prominent. Development could be accommodated in area E provided the setting of Rowden Manor is maintained and key features of the river Avon valley are conserved. The key areas to be safeguarded within this area are: Integrity of the River Avon Valley, the setting of Rowden Manor, view of Chippenham’s historic core and the undulating landform of the area. Given that the setting of Rowden Manor is within the conservation area within the green space in the indicative maps, and that the corridor of the Avon also runs along this area, there is scope to</p>	<p>Area E1 performs best in terms of preserving the southern landscape value of the strategic area. It has been identified that the southern area is more attractive and remote, and also is more visible/directly linked to the limestone ridge to the southeast. The qualities of the southern region are partly</p>

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	<p>preserve/enhance this Landscape character. Furthermore the development area itself is not visually prominent and is screened from the west by the wooded great western railway embankment, while views from the east are largely screened by the rising landforms of Area D. CEPS/06</p>	<p>due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its surroundings. On this basis, E1, purely due to its size, performs better than E2, E3 and E5.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Area E has a moderate-low visual prominence judgement (page 79 of CEPS/06). On the southern approach, following the West Cepen way roundabout, views into the area are limited by residential properties near Showell Farm Nurseries, mature trees near Holywell house and continuous hedgerows. Given that the landform to the east of this approach generally falls away, the strategic area is generally at a lower level than this approach route. The railway embankment to the west of the approach is an important feature as it is occupied by mature vegetation and provides a continuous screening affect from views from the west. From the Northern approach, the Rowden Hill area is generally separated by building form and vegetation. Visibility from the approach route is therefore fairly limited. Views are more prominent from Pewsham Way/Avenue La Fleche (A4) with open views to the area north of Rowden Manor. The public right of way network also offers some views of the area, however field boundaries tend to contain this. In general the visual prominence of the region is contained by its location on lower ground, the screening effect of the railway embankment to the west and Chippenham to the east. Development could screen views towards the skyline of the historic core of Chippenham; however the retention of green buffers, particularly along the river Avon would help to mitigate this. Development in the northern part of area E would affect views from parts of Pewsham way and Pewsham. CEPS/06</p>	<p>The southern region of the strategic area has been identified as being more attractive and remote, partly due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its setting in terms of the southern rural approach, and in terms of the views from the limestone ridge to the southeast..</p>

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		On this basis, E1, purely due to its size, performs better than E2, E3 and E5
Impacts on designated ecological sites and/or protected species	<p>Area E contains a number of important ecological features and therefore a number of habitats exist along with associated species diversity.</p> <p>The River Avon County Wildlife Site and its associated floodplain forms a significant feature along the eastern boundary. The western boundary is formed by the embankment to the main railway line, which is a significant linear green corridor. The Pudding Brook then runs from Patterdown to the river in the east, and forms a significant green corridor linking those features. Rowden conservation area lies to the north and north east.</p> <p>The MG6 neutral grassland in the fields next to the community hospital could be improved through the appropriate management to increase its value and develop MG5 species rich grassland. This has been identified as an opportunity area. Other important features include the hedgerows, mature tree lines, wetlands, woodlands and bat roosts.</p> <p>A number of opportunity areas within this area have been identified including the 100m buffer around the River Avon and Rowden conservation area.</p> <p>Restoration and creation of key habitat is key to ensuring the sensitive design of any development in this area.</p> <p>CEPS/09 Pg 10-11</p>	
Impacts on heritage assets, their setting and archaeological potential	<p>Appendix A of CEPS/06:</p> <p>High potential for heritage assets with archaeological interest</p> <p>There are 6 designated heritage assets within area E, and 16 non-designated heritage assets within the approximate strategic area.</p> <p>CEPS/11 Pg 14.</p> <p>Area E includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. The importance of heritage aspects is noted through the need to demonstrably give "considerable importance and weight" to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. The site option proposes the entire northern area to be green space to continue to preserve the setting and importance of Rowden Manor.</p> <p>Area E has archaeological interest dating from the roman times in the region of Showell Farm Nurseries and from the medieval period in the region of Rowden Farm.</p> <p>Area E has high potential for as yet unknown heritage assets with archaeological interest. The total loss of any of these non-designated heritage assets could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains.</p> <p>The designated conservation area around Rowden Manor will protect this heritage asset.</p>	

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	CEPS/06	
	CEPS/11: overall high risk to the known historic environment	
Opportunity to repair urban fringe and approaches to Chippenham	<p>Page 79 of CEPS/06 advises that the urban edge is partially visible in this area. Consequently there is an opportunity for improvement.</p> <p>Settlement here could screen views towards the skyline of Chippenham. However the retention of green buffers, particularly along the River Avon would help mitigate against the loss of some of these views.</p> <p>Development in the northern part of area E would affect the views from Pewsham/Avenue la Fleche. This could be mitigated against through the planting of additional vegetation in these areas.</p> <p>However generally, due to its location on lower ground and the screening effect of the railway embankment to the west and Chippenham to the east.</p> <p>CEPS/06</p>	
Connectivity to public rights of way through and into the countryside	<p>Average connectivity to public rights of way through and into the countryside with some public views. The floodplain along the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also potential for the pedestrian and cycle route that links Chippenham and Lacock on the west side of the River Avon.</p> <p>CEPS/06</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Overall, this site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.</p> <p>The site preserves ecological, archaeological and heritage assets by retaining the conservation area, while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.</p> <p>The sites green space opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the area.</p> <p>As E1 is within the north of Strategic Area E, it also does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south would do.</p>		

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
Indicator	A: Individual Assessment	B: Comparison within Strategic Area (As 'A')

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		<i>column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Area E abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime. However, the majority of land within the flood zone is located in the indicative green space of the conservation area and land alongside the River Avon,</p> <p>Area E would drain directly into the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p> <p>Furthermore, some of area E has the propensity for groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS. CEPS/10 Figure 1 & Figure 2. Pg 6-7 & 15</p>	<p>E1 performs worse in regards to a large percentage of the site being taken up by the pudding brook flood zones. As Area E2, E3 and E5 are larger site options, there is a larger amount of land available for residential development.</p> <p>Nevertheless, E1 has the smallest region that adjoins the River Avon floodplain and hence will have the least management of flood risk of all the site options in Strategic Area E.</p>

Strategic Site Option E2: Summary SWOT

Strategic Site option name E2				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>The site is being actively promoted by the land owner and subject to a planning application.</p> <p>Close proximity/good access to the A350/PRN.</p> <p>It has a strong fit with the economic assessment.</p> <p>The attractive environment and views would provide an appealing setting to the development with recreational opportunities possible for employees.</p> <p>The site is positioned in a strategic location mainly away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount</p>	<p>Showell Farm employment area is nearby to the existing PEA of Methuen Park. This along with its good links to the wider PRN has good potential to contribute to wider economic growth.</p> <p>It provides a large employment site which would facilitate a good introduction of choice.</p>	<p>The site extends around Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.</p>	<p>The site has weak access for residents to the railway station</p>

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	to the delivery of this site.			
2. Social	<p>Land contamination is thought to be low with the majority of land being farmland.</p> <p>The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>The site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital.</p>	<p>The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.</p>	<p>The distance from the strategic area to the water supply to the north of town requires a relatively long and expensive connection and may impact on the viability of this site.</p> <p>There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works.</p>	<p>The site does not have a good relationship with any secondary schools.</p>
3. Road network	<p>Due to its location in regards to the A350, this site performs well in terms of access to the PRN/A350.</p> <p>The site has moderate/strong links to the town centre by non-motorised modes of transport.</p>	<p>The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors.</p>	<p>Proximity to the Town Centre means that there is a risk that the site will add to the traffic passing through Chippenham and worsen congestion which may be worse with the additional motorised transport a larger residential development will bring.</p>	<p>The site has large sections of land that are in close proximity to congested corridors, and hence may add to the congestion.</p>
4. Accessibility	<p>The majority of the site is assessed as being strong/moderate in terms of ease of access to the Town Centre and public transport corridors by non-motorised transport.</p>	<p>Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of</p>		<p>The site has weak access for residents to the railway station. Furthermore, relatively more residents are assessed as having weak access to the railway station than in E1.</p> <p>Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E2 is</p>

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		Chippenham.		classified as 68% weak in terms of ease of access to Secondary Schools by non-motorised Modes of transport, at more than 1.5 miles from a secondary school.
5. Environment	E2 does not significantly encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south would do.	<p>The site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.</p> <p>The site extends around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest. The site opens up opportunities to preserve ecological, archaeological and heritage assets through the conservation area being retained while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.</p>	Impact on heritage assets and the setting of the conservation area must be minimised.	
6. Flood risk			Drainage from this area will be directed to the River Avon and	Some of the site has the propensity to groundwater flooding, although

			<p>Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p>	<p>much of the affected area is close to the river Avon and identified as greenspace. However it may have a bearing on the potential for and design of SUDS.</p> <p>The site includes several small tributary watercourses draining to the river Avon which reduce the amount of developable land.</p>
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Strategic Site Option E2 Detailed policy analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E1 has more than one third of its development land within 1000 metres of the PRN</p> <p>The majority of Strategic Site Option E1 has moderate access to the PRN. The site is on the whole strong (43%) and moderate (51%) with the only weak areas (8%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a p19</p> <p>The employment section of the site is located directly off of the A350 which could be attractive economically.</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental impact upon Chippenham's existing highway network. CEPS/04 Paragraph 4.21.</p>	<p>All options perform strongly. The residential area in option E3 extends further to the south towards the A350 so performs marginally better than E1, E2 and E5</p>

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Distance to railway station	The site option has 42% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 58% assessed as weak. CEPS/04a, Table 3-2	Other strategic areas perform better in this regard. However option E1 performs best within Strategic Area E, followed by E2 and E5. Option E3 has the most amount of land with weak access
Fit with economic assessment	<p>Strong</p> <p>New employment land is required at Chippenham in order to meet the needs of businesses wishing to expand or to relocate to the area. There is a shortage of employment land for B2 Industrial and B1 light industrial uses in Chippenham. CEPS/01, Pg 25.</p> <p>Planning application Showell Farm: N/13/00308/OUT highlights that the employment area within strategic area E has the potential to accommodate 50,000sqm employment development which incorporates Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) uses.</p> <p>Therefore this site could provide a mix of employment opportunities, which could help address some of the demand issues highlighted above.</p> <p>Furthermore, the land at Showell Farm, indicative employment area of Area E, is considered to be deliverable in the short term. CEPS01 Pg 25.</p>	Indicative Employment area is the same across all three area E options.
Contribution to wider economic growth	<p>Strong</p> <p>Employment land in Chippenham is required as businesses advise that they do not have sufficient space to grow, and their growth plans could be constrained by the lack of employment land available. CEPS/01, Paragraph 6.17</p> <p>This site has good access to the Primary Route Network as it adjoins the A350. It is also close to the nearby Principle Employment Area of Methuen Park. These good links could contribute to wider economic growth.</p> <p>Planning application at Showell farm highlights how the site can also accommodate car parking which CEPS/01 Paragraph 6.17 highlights as an important criteria underpinning the choice of new businesses.</p>	.
Development costs	Considered as Average	E5 could have higher

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	<p>A Greenfield Site, accessible from the A4 is likely to have average development costs.</p> <p>This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive. GPSS underground pipelines cross the northern part of the site, which is to remain as greenspace.</p> <p>Part of the area is within a minerals safeguarding zone (though considered that it is not capable of being worked as a viable mineral extraction operation).</p> <p>However a bridge may be required between this site and strategic area D, which has implications for cost and time.</p>	<p>development costs that E1, E2 and E3 due to redeveloping Showell Nurseries, a brownfield site.</p>
<p>Speed of delivery</p>	<p>Considered as Moderate.</p> <p>The site is a greenfield site, although there is some existing development, for example Milbourne Farm is included in the central region of the residential land which may delay development.</p> <p>A planning application (14/12118/OUT) has been submitted which exactly matches site E2, which suggest that the site is deliverable as it is being actively promoted and subject to a planning application.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25. The southern employment extent of the site is accessible from the A350 and the north/western residential extent of site is accessible off road linking Rowden Hill and A350. The good accessibility of the site could help the speed of delivery.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25.</p>	<p>Site E2 corresponds with the submitted planning application and consequently performs best against this criterion.</p>
<p>Environmental attractiveness</p>	<p>The sites proximity to the A350 to the south would be attractive for businesses providing good access to the road network.</p> <p>A large section of this site is taken up by Rowden conservation area, although the indicative site layouts retain the conservation area as green space. The conservation of this area will have to be taken into consideration.</p> <p>While the north of the site has good access to the town centre and associated amenities, the indicative map places the employment land to the south. The proximity to the PRN is attractive from a business point of view, but it may restrict employee's ease of access to the town centre/travel in from</p>	

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	<p>the town centre. However the established natural environment setting is attractive for new businesses with recreation potential for employees during the day. CEPS/06, Pg 59.</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown</p>	
Relationship with existing residential development	<p>Distance to significant existing residential development: Moderate</p> <p>The majority of the employment site is likely to have a good relationship with existing residential development as it is bounded by roads and the railway line, although there are some existing dwellings to the north and south which include the listed buildings of Showell Farm. There is currently no screening between the proposed employment area and Showell Farm which may lead to a poor relationship as it is important to retain the setting around listed buildings. In addition, the eastern edge of the employment site is not well screened from Showell Nurseries</p> <p>On the sites eastern edge it is surrounded by Rowden conservation area and thus will not be near existing residential development. The northern tip of the residential site borders the newly built Coppice Close housing.. The site extends around Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.</p> <p>Development in the northern part of Area E would affect views from parts of Pewsham and Pewsham Way, all site options include development in the northern part of Strategic Area E. CEPS/06, Pg 59.</p>	<p>All sites have the same employment area, however the residential area varies in size.</p> <p>Site option E1 has the smallest residential area so is likely to have the best relationship with existing housing. Site option E2 is adjacent to Showell Nurseries, site option E3 encircles and E5 encompasses Showell Nurseries so the options have a progressively worse relationship with existing housing.</p>
Introduction of choice	<p>The site option includes a large amount of employment land in a strategic location which provides the potential for the introduction of choice. The planning application for Showell Farm (N/13/00308/OUT) outlines plans for 50,000sqm employment development incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) uses Including Means of Access, Car Parking, Servicing, Associated Landscaping & Works</p> <p>The site has a good strategic location in terms of motor vehicle access, which is likely to attract businesses.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site has good potential to ensure the delivery of a good mix of premises or land for employment. The employment area has been identified as being deliverable in the short term and with its good location in regards to an existing PEA and its potential in terms of its strategic location, it has the capacity to contribute to wider economic growth. The employment site is a strong fit with the economic assessment and it is a large employment site which would provide a good introduction of choice.</p>		

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The site has a direct link to the A350 and the wider PRN. It is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.

The site extends around Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.

The site is being actively promoted by the land owner and subject to a planning application which means the site it likely to be viable and deliverable in the short to medium term.

The site has strong economic potential.

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>Average recreation potential</p> <p>Rowden Conservation Area to the north/east of the site would provide an extensive region of green space providing recreational opportunities along with the river corridor of the Avon.</p> <p>As per a strategic site of this size on a greenfield site, other recreational opportunities would be possible, as is highlighted in the Rowden Park planning application where they have included the provision of Public Open Space Including Riverside Park and Allotments.</p> <p>Recreation potential is highlighted within CEPS/06 on page 80, describing how the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also the potential for the pedestrian and cycle route that links Chippenham and Lacock on the west of the River Avon.</p>	<p>Possibly a greater viability for the provision and generation of recreational opportunities due to the larger residential area of E2 in comparison to E1.</p>
Environmental attractiveness	<p>Moderate environmental attractiveness.</p> <p>Where housing is concerned, the undulating landform is an attractive feature, as it could enable</p>	

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	<p>the capture of a variety of views from housing and the street and pedestrian network along the river valley. The wooded limestone ridge could provide an attractive backdrop while if the mature field boundaries were maintained with the vegetation and tributaries to the River Avon could help provide a high quality setting for development. CEPS/06, page 80.</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>There is a moderate risk of noise, contamination and other pollution.</p> <p>This indicative residential area within site option E2 is within 350m of the sewage treatment works. CEPS/02, Pg 31</p> <p>The most likely sources of noise pollution are the Great Western Mainline Railway to the west, the A350 to the South-West, and to a lesser extent the B4528/B4643 as it passes between the potential employment and residential areas of the site. CEPS/02, Pg 31</p> <p>Where land contamination is concerned, as the majority of the land is farmland, land quality issues are unlikely to produce any threat to development. CEPS/02, Pg 31</p>	<p>The indicative residential area within area E2 places housing development within 350m of the sewage treatment works, this is circa 150m closer than Area E1.</p>
Exceptional development costs	<p>The site is likely to have average development costs.</p> <p>It is a greenfield site, accessible from the B4528/B4643 in a number of locations.</p> <p>Distance from the strategic area to the water supply to the north of town would require a relatively long and expensive connection. Overland electricity lines cross the area. GPSS (Government pipeline and storage system) underground pipelines cross the area.</p> <p>A bridge may be required between this area and strategic area D, which has cost and time implications, however this additional infrastructure is not required for the delivery of the site. CEPS/02, Pg 48.</p>	
Impacts upon nearby schools	<p>Mixed impacts on nearby schools. There is some capacity but an additional school is required</p> <p>CEPS/03 outlines how there is a certain level of spare capacity within Chippenham's Primary Schools. CEPS/03 advises that 1000 additional dwelling would see around 310 additional primary aged children arrive on the site consequently a new primary school would be required to meet the additional capacity created by on this strategic site option. The Rowden Park</p>	

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	<p>application is for 1000 dwellings, given that strategic site E2 matches this application, it is likely a Primary School will be viable.</p> <p>Site Option E2 has no development land within 1 mile of a secondary school (para 3.8 CEPS/04a). Generally the site option has moderate to weak non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.</p>	
Impacts upon health facilities	<p>There are mixed impacts on health facilities, there is some capacity but additional GP services will be required</p> <p>Area E performs strongly in terms of distance to health facilities due to its proximity to Chippenham Community Hospital and associated Rowden GP surgery.</p> <p>There is an identified need for a new/extended GP surgery. CEPS/02 Pg 66</p> <p>Within the SOCG between Wiltshire Council and NHS England and Chippenham GPs, it has been highlighted that any new residential development should be delivered alongside new extended or additional healthcare facilities to mitigate the impact of population growth on the existing infrastructure. It was established that the preferred option for the improvement of the delivery of GP services within Chippenham was the redevelopment of Chippenham Community Hospital. This would clearly place Area E in a very strong position for providing any new residents with health care within a close proximity to their homes.</p>	Rowden Surgery and Chippenham Community Hospital are located to the north of the strategic area, this means that all site options in Strategic Area E contain the area closest to the health facilities.
Impacts on leisure facilities	<p>Strategic site option E2 performs weakly in terms of its location with existing leisure facilities. While the greenspace (floodplain) is within 1600m of the Olympiad Leisure Centre (the nearest leisure facility) the residential development on the indicative maps is outside of this range.</p> <p>There is the opportunity due to the scale and nature of the site to provide new formal sports pitches as part of the development. CEPS02 Pg 73-74.</p>	
Potential for green energy	<p>Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02.</p> <p>The developers of the site are further assessing potential for green energy. Developers of the site are assessing potential for green energy and have been in contact with Malaby Biogas. Rowden Park Anaerobic Digestion was originally posited in 2012 by the developer of Malaby</p>	

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	<p>Biogas in Warminster. Since then, the Malaby facility has flourished and there is no reason to suggest that a similar venture in Chippenham would not work. The distance from Warminster would be beneficial as food waste would be readily available.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity.</p>	
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<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. There are no exceptional development costs associated with this development.. The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>This site has strong relationship with health facilities as it is also closely linked with the Rowden Community Hospital. With this being identified as the preferred site for redevelopment within the SOCG, this could place this area in a good strategic location in relation to this facility.</p> <p>There are several risks for this site, relating to the potential pollution sources at the sewage works and the railway line, the indicative residential area within area E2 places housing development within 350m of the sewage treatment works. There is also a relatively long connection to the water supply to the north of town, which may impact on the viability of this site, although the extent of these risks is unknown at the moment. Furthermore the site does not have a good relationship with any secondary schools.</p>		
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<p>Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Time and distance to A350</p>	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E1 has more than one third of its development land within 1000 metres of the PRN</p> <p>The majority of Strategic Site Option E1 has moderate access to the PRN. The site is on the whole strong (43%) and moderate (51%) with the only weak areas (8%) being within the</p>	

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	proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a p19	
Adding traffic to town centre streets	Strategic Area E contains 46% of land that is classified as weak (500m-1000m) or very weak (0m- 500m) in terms of Network Impact - distance to congested corridors (Table 4-2 CEPS/04, Pg 29). However the majority of the area classed as weak is greenspace, with additional transport work showing that the majority of site E2 has moderate network impacts (Table 4-1 CEPS/04a). Although Strategic Area E has the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)	
Time and distance to town centre (Neeld Hall)	In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E2 has moderate (1600m- 2400m) access to the town centre. However there are areas of strong access (16%) and weak access (21%) to the town centre. Table 3-1 CEPS/04a	Site options E1, E2 and E5 perform better than E3 as Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category
Impact on queue lengths and critical junctions	Strategic Site Option E2 has moderate network impacts (Table 4-1 CEPS/04a). Although Strategic Area E has the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)	Scale of development may influence traffic impacts. Therefore Area E2 is likely to perform better than E3 but worse than E1.
Overall judgement in relation to CP10 Criterion 3		
<p>Due to its location in regards to the A350, this site performs particularly well in terms of access to the PRN/A350. E2 also performs well in terms of access to the town centre by non-motorised modes of transport, however the additional development in the southern region of the strategic area in comparison to E1 means that proportionally more housing is being built with weaker access to the town centre.</p> <p>This larger scale of development in combination with its proximity to the town centre does mean that the site performs weakly in regards to the risk of adding to existing traffic passing through the town centre, adding to the congestion already experienced in these nearby congested corridors.. The site could contribute towards the production of an Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however this may pose a significant development cost upon the strategic site</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Individual assessment	B: Comparison within Strategic

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		<i>Area (As 'A' column unless stated)</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	Moderate In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E2 has moderate (1600m- 2400m) access to the town centre. However there are areas of strong access (16%) and weak access (21%) to the town centre. Table 3-1 CEPS/04a	E1 has relatively more housing located close to the town centre, performing better than E2 and E5. Site E3 extends furthest south and so performs weakest when considering relative performance in Strategic Area E for access to the town centre.
Time taken, safety and quality of travel to railway station	The site option has 42% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 58% assessed as weak. CEPS/04a, Table 3-2	Strategic site option E2 extends circa 300m further to the south than option E1. Option E1 performs best, followed by E2 and E5. Option E3 has the most amount of land with weak access.
Time taken, safety and quality of travel to secondary schools	Site Option E2 has no development land within 1 mile of a secondary school (para 3.8 CEPS/04a). Generally the site option has moderate (27%) to weak (68%) non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.	
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	
Access to the existing public transport, footpath and cycle network	Table 3-6 of CEPS/04a highlights that Strategic Site Option E2 performs well in terms of potential for access to public transport. 100% of the area falls within the strong or moderate distance bands, with 92% of the area performing strongly. Strategic site E2 has a few footpaths running through it. One of which runs north to the town centre past the hospital, the other runs north through Rowden Conservation Area, following parallel to the River Avon. There are also a couple of links running south from the site, one of which would allow people to walk to Lacock from the site.	
Opportunity to create extensions to the existing public transport, footpath and cycle network that	Medium opportunities to create extensions to the existing public transport network. Paragraph 5.18 (CEPS/04 Pg 37) highlights how, due to the site being directly located on the B4528/B4643 corridor, and its close proximity to the A4 Bath Road/Rowden Hill corridor, a large scale development here is likely to increase demand for this service potentially improving	Scale of development will influence degree to which additional public transport can be provided. With strategic site option E2 being larger than E1,

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<p>improves access to town centre etc</p>	<p>their commercial viability and allowing for increased service frequencies and extended operating hours.</p> <p>In terms of non-motorised forms of transport, the opportunity for Strategic Area E to deliver new attractive walking and cycle links is limited. CEPS/04 Paragraph 5.11 Pg 36. This is because existing trip generators and trip attractors do not run directly through the strategic area. However if the new strategic area produces and sustains new services for the residents, then some limited opportunities to develop walk/cycle routes could emerge. See discussion in EP3 paras 5.10 – 5.18. pp 36-7.</p>	<p>it has a greater capacity to improve the public transport access. However the scale of E3 would then mean that E3 performs best in this regard.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Ease of access to the town centre and public transport is assessed as being good. Access to the railway station is weak, but access to the secondary schools of Chippenham is clearly the main weakness of the area. The additional land in this option is further to the south than land in E1, so this option performs relatively weaker in terms of access to the town centre and associated facilities.</p> <p>Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham. These may then open up the possibility of improved links to Chippenham’s existing secondary schools.</p>		

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Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Capacity to preserve or enhance landscape characteristics	<p>Page 81 of CEPS/06 shows that the site is within an area classed as of moderate-high development capacity. This is a sensitive area that provides a green finger linking the town centre and the green area to the south. This provides a physical separation between Pewsham and Rowden Hill. This region is also important in defining the rural approach along B4528/B4643.</p> <p>Despite its sensitivity, area E does not extend a large distance beyond the overall footprint of Chippenham and is not generally visually prominent. Development could be accommodated in area E provided the setting of Rowden Manor is maintained and key features of the river Avon valley are conserved.</p> <p>The key areas to be safeguarded within this area are: Integrity of the River Avon Valley, the setting of Rowden Manor, view of Chippenham's historic core and the undulating landform of the area.</p> <p>Given that the setting of Rowden Manor is within the conservation area within the green space in the indicative maps, and that the corridor of the Avon also runs along this area, there is scope to preserve/enhance this Landscape character. Furthermore the development area itself is not visually prominent and is screened from the west by the wooded great western railway embankment, while views from the east are largely screened by the rising landforms of Area D.</p> <p>CEPS/06</p>	<p>Area E2 performs broadly similarly as E1 as it only extends approximately 350m further south than E1. However it performs better than E3 which extends significantly further south into the countryside, and is encroaching upon the limestone ridge to the south-east.</p> <p>Furthermore, it has been highlighted that the southern region of the strategic area is more remote and attractive, partly due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its surroundings.</p>

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		On this basis, while E2 scores slightly worse than E1, it has similar impacts to E5 and scores significantly better than E3.
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>Area E has a moderate-low visual prominence judgement (page 79 of CEPS/06). On the southern approach, following the West Cepen way roundabout, views into the area are limited by residential properties near Showell Farm Nurseries, mature trees near Holywell house and continuous hedgerows. Given that the landform to the east of this approach generally falls away, the strategic area is generally at a lower level than this approach route. The railway embankment to the west of the approach is an important feature as it is occupied by mature vegetation and provides a continuous screening affect from views from the west.</p> <p>From the Northern approach, the Rowden Hill area is generally separated by building form and vegetation. Visibility from the approach route is therefore fairly limited. Views are more prominent from Pewsham Way/Avenue La Fleche (A4) with open views to the area north of Rowden Manor. The public right of way network also offers some views of the area, however field boundaries tend to contain this.</p> <p>In general the visual prominence of the region is contained by its location on lower ground, the screening effect of the railway embankment to the west and Chippenham to the east. Development could screen views towards the skyline of the historic core of Chippenham; however the retention of green buffers, particularly along the river Avon would help to mitigate this. Development in the northern part of area E would affect views from parts of Pewsham way and Pewsham. CEPS/06</p>	<p>The further south the development extends, the higher the likelihood that development will have adverse effects upon its setting in terms of the southern rural approach, and in terms of the views from the limestone ridge to the southeast.</p> <p>Due to the additional southern extent of development in strategic site E2, the site does perform marginally worse compared to E1. This site performs similarly to E5 and better than strategic site E3 due to the large distance further south that E3 extends.</p>
Impacts on designated ecological sites and/or protected species	<p>Area E contains a number of important ecological features and therefore a number of habitats exist along with associated species diversity.</p> <p>The River Avon County Wildlife Site and its associated floodplain forms a significant feature along the eastern boundary. The western boundary is formed by the embankment to the main railway line, which is a significant linear green corridor. The Pudding Brook then runs from Patterdown to the river in the east, and forms a significant green corridor linking those features. Rowden conservation area lies to the north and north east.</p> <p>The MG6 neutral grassland in the fields next to the community hospital could be improved through</p>	

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	<p>the appropriate management to increase its value and develop MG5 species rich grassland. This has been identified as an opportunity area. Other important features include the hedgerows, mature tree lines, wetlands, woodlands and bat roosts.</p> <p>A number of opportunity areas within this area have been identified including the 100m buffer around the River Avon and Rowden conservation area.</p> <p>Restoration and creation of key habitat is key to ensuring the sensitive design of any development in this area. CEPS/09 Pg 10-11</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Appendix A of CEPS/06: High potential for heritage assets with archaeological interest</p> <p>There are 6 designated heritage assets within area E, and 16 non-designated heritage assets within the approximate strategic area. CEPS/11 Pg 14. Area E includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. The site option proposes the entire northern area to be green space to continue to preserve the setting and importance of Rowden Manor.</p> <p>Area E has archaeological interest dating from the roman times in the region of Showell Farm Nurseries and from the medieval period in the region of Rowden Farm. Area E has high potential for as yet unknown heritage assets with archaeological interest. The total loss of any of these non-designated heritage assets could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. The designated conservation area around Rowden Manor will protect this heritage asset. CEPS/06</p> <p>CEPS/11: overall high risk to the known historic environment</p>	
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>Page 79 of CEPS/06 advises that the urban edge is partially visible in this area. Consequently there is an opportunity for improvement.</p> <p>Settlement here could screen views towards the skyline of Chippenham. However the retention of green buffers, particularly along the River Avon would help mitigate against the loss of some of these views.</p>	

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	<p>Development in the northern part of area E would affect the views from Pewsham/Avenue la Fleche. This could be mitigated against through the planting of additional vegetation in these areas. However generally, due to its location on lower ground and the screening effect of the railway embankment to the west and Chippenham to the east.</p> <p>CEPS06</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views.</p> <p>CEPS/06 Pg 79The floodplain along the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also potential for the pedestrian and cycle route that links Chippenham and Lacock on the west side of the River Avon.</p> <p>CEPS/06</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Overall, though this site option is slightly larger, it does not extend beyond the existing footprint of Chippenham. The site option could preserve the landscape characteristics in regards to Rowden Manor and its associated conservation area, along with the River Avon valley. Scope to preserve the views of the historic core of Chippenham are also possible with the retention of green buffers, which would help maintain the urban fringes and rural approaches to Chippenham.</p> <p>The sites green space opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the area.</p> <p>The site preserves ecological, archaeological and heritage assets by retaining the conservation area. The site surrounds the Showell Farm nurseries, which has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Rowden Manor will remain protected by the conservation area and green space incorporated in the site.</p> <p>Site E2 stretches slightly further south than E1, however does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being strongly affected as much as a development stretching further south would do.</p>		

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Area E abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime.</p> <p>Area E would drain directly into the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p> <p>Furthermore, some of area E has the propensity for groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS. CEPS/10 Figure 1 & Figure 2. Pg 6-7 & 15</p>	<p>Due to its slightly longer boundary with a flood risk area, Area E2 performs slightly worse than E1, as an increased boundary would lead to an increased management of risk. However E2 performs better than E3, and the same as E5.</p>

Strategic Site Option E3: Summary SWOT

Strategic Site option name E3				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>Close proximity/good access to the A350/PRN. The additional land in this site option is all within the area assessed as having strong access to the PRN.</p> <p>It has a strong fit with the economic assessment.</p> <p>The attractive environment and views would provide an appealing setting to the development with recreational opportunities possible for employees.</p> <p>The employment allocation itself is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount</p>	<p>Showell Farm employment area is nearby to the existing PEA of Methuen Park and with its good links to the wider PRN has good potential to contribute to wider economic growth.</p> <p>It provides a large employment site which would facilitate a good introduction of choice.</p>	<p>The site completely encircles Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.</p>	<p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the railway station</p>

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	to the delivery of this site.			
2. Social	<p>Land contamination is thought to be low with the majority of land being farmland.</p> <p>The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>The site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital.</p>	<p>The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.</p>	<p>The distance from the strategic area to the water supply to the north of town requires a relatively long and expensive connection and may impact on the viability of this site.</p> <p>There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works.</p> <p>E3 proposes a significant amount more residential development, which could essentially fulfil Chippenham's housing need. Due to the large number of houses the site would provide, Chippenham would be relying upon it to deliver it's housing need, which could slow the speed of delivery in regards to Chippenham as a whole.</p>	<p>The site does not have a good relationship with any secondary schools</p>
3. Road network	<p>Due to its location in regards to the A350, this site performs well in terms of access to the PRN/A350. Strategic Site Option E3 provides the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350</p>	<p>The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors,</p>	<p>Proximity to the Town Centre means that there is a risk that the site will add to the traffic passing through Chippenham and worsen congestion which may be worse with the additional motorised transport a larger residential development will bring.</p>	<p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the town centre.</p> <p>The site has large sections of land that are in close proximity to congested corridors, and hence may add to the congestion.</p>
4. Accessibility	<p>The majority of the site is</p>	<p>Due to the strategic location and</p>		<p>Ease of access to Chippenham's</p>

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	<p>assessed as being strong/moderate in terms of ease of access to the Town Centre and public transport corridors by non-motorised transport.</p>	<p>scale of this site, there are good opportunities to improve the provision of public transport and expand the public footpath network to the town centre and other facilities in and around Chippenham.</p>		<p>secondary schools has been a weakness across all of the strategic area E options, however option E3 performs worst in this regard. Site option E3 is classified as 73% weak in terms of ease of access to Secondary Schools by non-motorised Modes of transport, at more than 1.5 miles from a secondary school.</p> <p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the railway station.</p> <p>Option E3 performs relatively weakest in Strategic Area E in terms of access to the town centre and public transport corridors.</p>
<p>5. Environment</p>		<p>The site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.</p>	<p>While the quality of the environment of the River Avon valley and within the conservation area could be enhanced, the development within E3 could detrimentally impact upon the environment further south of the area, while also impacting upon the distinctive visual quality of the limestone ridge to the southeast.</p> <p>Impact on heritage assets and the setting of the conservation area must be minimised</p>	<p>This strategic site extends around 850m further south than E1. The southern part of the strategic area has a higher landscape quality than the northern part and therefore option E3 is encroaching upon the more remote and attractive landscape to the south of the strategic area.</p>

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		<p>The site extends around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest. The site opens up opportunities to preserve ecological, archaeological and heritage assets through the conservation area being retained while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.</p>		
<p>6. Flood risk</p>			<p>Drainage from this area will be directed to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p>	<p>Some of the site has the propensity to groundwater flooding, although much of the affected area is close to the river Avon and identified as greenspace. However it may have a bearing on the potential for and design of SUDS.</p> <p>The site includes several small tributary watercourses draining to the river Avon which reduce the amount of developable land.</p>

Strategic Site Option E3: Detailed policy analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). The residential area in E3 stretches further to the south of the strategic area, this additional area is all within the area assessed as having strong access to the PRN.</p> <p>Strategic Site Option E3 has more than one third of its development land within 1000 metres of the PRN. The majority of the site has strong access (0m-1000m) to the PRN. The site is on the whole strong (59%) and moderate (37%) with the only weak areas (5%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site.</p> <p>Table 4-2 CEPS/04a p19</p> <p>The employment section of the site is located directly off of the A350 which could be attractive economically.</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental impact upon Chippenham's existing highway network. CEPS04 Paragraph 4.21.</p>	<p>All options perform strongly. The residential area in option E3 extends further to the south towards the A350 so performs marginally better than E1, E2 and E5</p>
Distance to railway station	<p>The site option has 30% of its area assessed as having moderate non-motorised access to the railway station, 60% assessed as weak and the remainder very weak.</p> <p>CEPS/04a, Table 3-2</p> <p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category, which equates to over two-thirds of development land area more than 1.5 miles from the railway station.</p>	<p>Other strategic areas perform better in this regard. However option E1 performs best within Strategic Area E, followed by E2 and E5. Option E3 has the most amount of land with weak access</p>
Fit with economic assessment	<p>Strong</p> <p>New employment land is required at Chippenham in order to meet the needs of businesses wishing to expand or to relocate to the area. There is a shortage of employment land for B2 Industrial and B1 light industrial uses in Chippenham.</p> <p>CEPS/01, Pg 25.</p> <p>Planning application Showell Farm: N/13/00308/OUT highlights that the employment area within strategic area E has the potential to accommodate 50,000sqm employment development which incorporates Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a)</p>	<p>Indicative Employment area is the same across all three area E options.</p>

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	<p>uses Therefore this site could provide a mix of employment opportunities, which could help address some of the demand issues highlighted above. Furthermore, the land at Showell Farm, indicative employment area of Area E, is considered to be deliverable in the short term. CEPS/01 Pg 25.</p>	
Contribution to wider economic growth	<p>Strong Employment land in Chippenham is required as businesses advise that they do not have sufficient space to grow, and their growth plans could be constrained by the lack of employment land available. CEPS/01, Paragraph 6.17 This site has good access to the Primary Route Network as it adjoins the A350. It is also close to the nearby Principle Employment Area of Methuen Park. These good links could contribute to wider economic growth. Planning application at Showell farm highlights how the site can also accommodate car parking which CEPS/01 Paragraph 6.17 highlights as an important criteria underpinning the choice of new businesses.</p>	
Development costs	<p>Considered as Average A Greenfield Site, accessible from the A4 is likely to have average development costs. This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive. GPSS underground pipelines cross the northern part of the site, which is to remain as greenspace. Part of the area is within a minerals safeguarding zone (though considered that it is not capable of being worked as a viable mineral extraction operation). A bridge may be required between this site and strategic area D, which would have implications for cost and time of delivery in Strategic Area D but this site would safeguard the future connection so no major infrastructure delays</p>	<p>E5 could have higher development costs than E1, E2 and E3 due to redeveloping Showell Nurseries, a brownfield site.</p>
Speed of delivery	<p>Considered as Moderate. The site is a greenfield site, although there is some existing development, for example Milbourne Farm is included in the northern area of the residential land which may delay development. Allocating the entire requirement on one site may mean a slower delivery of houses than if two separate sites were developed alongside each other across Chippenham as a whole. Due to the size of E3, the majority of the housing need would be met by this one site, and so a slower delivery of housing may be present for Chippenham as a whole. A planning application (14/12118/OUT) has been submitted in the strategic area, for a smaller</p>	<p>Site E2 corresponds with the submitted planning application and consequently performs best against this criteria.</p>

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	<p>site than E3 which suggest that the general area is deliverable as the site is being actively promoted and subject to a planning application. However as site E3 is larger than the submitted application, the speed of delivery may be slower due to additional landowners becoming involved and added complexities are identified in terms of service delivery..</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25. The southern employment extent of the site is accessible from the A350 and the north/west residential extent of site is accessible off road linking Rowden Hill and A350. The good accessibility of the site could help the speed of delivery. The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25.</p>	
Environmental attractiveness	<p>The sites proximity to the A350 to the south would be attractive for businesses providing good access to the road network. A large section of this site is taken up by Rowden conservation area, although the indicative site layouts retain the conservation area as green space. The conservation of this area will have to be taken into consideration. While the north of the site has good access to the town centre and associated amenities, the indicative map places the employment land to the south. The proximity to the PRN is attractive from a business point of view, but it may restrict employee's ease of access to the town centre/travel in from the town centre. However the established natural environment setting is attractive for new businesses with recreation potential for employees during the day. CEPS/06, Pg 59</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown</p>	
Relationship with existing residential development	<p>Distance to significant existing residential development: Moderate The majority of the employment site is likely to have a good relationship with existing residential development as it is bounded by roads and the railway line, although there are some existing dwellings to the north and south which include the listed buildings of Showell Farm. There is currently no screening between the proposed employment area and Showell Farm which may lead to a poor relationship as it is important to retain the setting around listed buildings. In addition, the eastern edge of the employment site is not well screened from Showell Nurseries</p> <p>On the sites eastern edge it is surrounded by Rowden conservation area and thus will not be near existing residential development. The northern tip of the residential site borders the newly built Coppice Close housing. The site completely encircles Showell Nurseries and the existing housing on this site is likely to</p>	<p>All sites have the same employment area, however the residential area varies in size.</p> <p>Site option E1 has the smallest residential area so is likely to have the best relationship with existing housing. Site option E2 is adjacent to Showell Nurseries, site option E3 encircles and E5 encompasses Showell Nurseries so the options have a progressively worse relationship</p>

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	<p>come into direct contact with any new development,. Development in the northern part of Area E would affect views from parts of Pewsham and Pewsham Way, all site options include development in the northern part of Strategic Area E. CEPS/06, Pg 59.</p>	<p>with existing housing.</p>
<p>Introduction of choice</p>	<p>The site option includes a large amount of employment land in a strategic location which provides the potential for the introduction of choice The planning application Showell Farm (N/13/00308/OUT) outlines plans for 50,000sqm employment development incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) uses Including Means of Access, Car Parking, Servicing, Associated Landscaping & Works</p> <p>The site has a good strategic location in terms of motor vehicle access, which is likely to attract businesses.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site performs well in terms of access to the PRN, with the proposed employment area to the south sitting directly on the A350; the additional land in this site option is all within the area assessed as having strong access to the PRN. However proportionally, access to the railway station is not so strong for this site, having a large amount of development proposed further south. Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the railway station</p> <p>E3 has good potential to ensure the delivery of a good mix of premises or land for employment. The Employment area has been identified as being deliverable in the short term and with its good location in regards to an existing PEA and its potential in terms of its strategic location, it has the capacity to contribute to wider economic growth.</p> <p>The employment allocation itself is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.</p> <p>The site completely encircles Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development,</p> <p>There is a submitted planning application within the strategic area which is smaller than site option E3, however it suggest the area is likely to be viable and deliverable in the short to medium term. However as site E3 is larger than the submitted application, the speed of delivery may be slower due to additional landowners becoming involved.</p> <p>The site has strong economic potential.</p> <p>E3 proposes a significant amount more residential development, which could essentially fulfil Chippenham's housing need. Due to the large number of houses the site would provide, Chippenham would be relying upon it to deliver it's housing need, which could slow the speed of delivery in regards to Chippenham as a whole.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>Average recreation potential</p> <p>Rowden Conservation Area to the north/east of the site would provide an extensive region of green space providing recreational opportunities along with the river corridor of the Avon.</p> <p>As per a strategic site of this size on a greenfield site, other recreational opportunities would be possible, as is highlighted in the Rowden Park planning application where they have included the provision of Public Open Space Including Riverside Park and Allotments.</p> <p>Recreation potential is highlighted within CEPS/06 on page 80, describing how the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also the potential for the pedestrian and cycle route that links Chippenham and Lacock on the west of the River Avon.</p> <p>Area E3 may provide additional scope to open up the river corridor for recreational opportunities due to the additional southern extent of the strategic site option.</p>	<p>Possibly a greater viability for the provision and generation of recreational opportunities due to the larger residential area of E3 in comparison to E1 & E2.</p>
Environmental attractiveness	<p>Moderate environmental attractiveness...</p> <p>Where housing is concerned, the undulating landform is an attractive feature, as it could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley. The wooded limestone ridge could provide an attractive backdrop while if the mature field boundaries were maintained with the vegetation and tributaries to the River Avon could help provide a high quality setting for development. CEPS/06, page 80.</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>There is a moderate risk of noise, contamination and other pollution.</p> <p>The indicative residential area within site option E3 is within 350m of the sewage treatment works. CEPS/02, Pg 31</p> <p>The most likely sources of noise pollution are the Great Western Mainline Railway to the west, the A350 to the South-West, and to a lesser extent the B4528/B4643 as it passes between the potential employment and residential areas of the site. The indicative residential area placed</p>	<p>The indicative residential area within area E3 places housing development within 350m of the sewage treatment works, this is circa 150m closer than Area E1, and the same as E2 and E5.</p>

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	<p>the housing very close to the A350 trunk road to the south, so the site option may have an increased risk of noise pollution CEPS/02, Pg 31</p> <p>Where land contamination is concerned, as the majority of the land is farmland, land quality issues are unlikely to produce any threat to development. CEPS/02, Pg 31</p>	
Exceptional development costs	<p>The site is likely to have average development costs.</p> <p>It is a greenfield site, accessible from the B4528/B4643 in a number of locations.</p> <p>Distance from the strategic area to the water supply to the north of town would require a relatively long and expensive connection. Overland electricity lines cross the area. GPSS (Government pipeline and storage system) underground pipelines cross the area.</p> <p>A bridge may be required between this area and strategic area D, which has cost and time implications, however this additional infrastructure is not required for the delivery of the site.</p> <p>CEPS/02, Pg 48.</p>	
Impacts upon nearby schools	<p>Mixed impacts on nearby schools. There is some capacity but an additional school is required CEPS/03 outlines how there is a certain level of spare capacity within Chippenham's Primary Schools. CEPS/03 advises that 1000 additional dwelling would see around 310 additional primary aged children arrive on the site consequently a new primary school would be required to meet the additional capacity created by this strategic site option. Given that strategic site option E3 is a large housing allocation consideration will need to be given to the impact on local schools.</p> <p>Strategic Site Option E3 has 81% of development land (79 hectares) classed as 'Weak' or 'Very Weak', at more than 1.5 miles from any secondary school (para 3.8 CEPS/04a). The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.</p>	
Impacts upon health facilities	<p>There are mixed impacts on health facilities, there is some capacity but additional GP services will be required</p> <p>Area E performs strongly in terms of distance to health facilities due to its proximity to Chippenham Community Hospital and associated Rowden GP surgery.</p> <p>There is an identified need for a new/extended GP surgery.</p>	<p>Rowden Surgery and Chippenham Community Hospital are located to the north of the strategic area, this means that all site options in Strategic Area E contain the area closest</p>

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	<p>CEPS/02 Pg 66</p> <p>Within the SOCG between Wiltshire Council and NHS England and Chippenham GPs, it has been highlighted that any new residential development should be delivered alongside new extended or additional healthcare facilities to mitigate the impact of population growth on the existing infrastructure. It was established that the preferred option for the improvement of the delivery of GP services within Chippenham was the redevelopment of Chippenham Community Hospital. This would clearly place Area E in a very strong position for providing any new residents with health care within a close proximity to their homes.</p>	to the health facilities.
Impacts on leisure facilities	<p>Strategic site option E3 performs weakly in terms of its location with existing leisure facilities. While the greenspace (floodplain) is within 1600m of the Olympiad Leisure Centre (the nearest leisure facility) the residential development on the indicative maps is outside of this range.</p> <p>It has already been highlighted there is an opportunity due to the scale and nature of the site to provide new formal sports pitches as part of the development. CEPS/02 Pg 73-74.</p>	
Potential for green energy	<p>Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02.</p> <p>The developers of the site are further assessing potential for green energy. Developers of the site are assessing potential for green energy and have been in contact with Malaby Biogas. Rowden Park Anaerobic Digestion was originally posited in 2012 by the developer of Malaby Biogas in Warminster. Since then, the Malaby facility has flourished and there is no reason to suggest that a similar venture in Chippenham would not work. The distance from Warminster would be beneficial as food waste would be readily available.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity.</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. There are no exceptional development costs associated with this development. The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p>		

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This site has strong relationship with health facilities as is also closely linked with the Rowden Community Hospital. With this being identified as the preferred site for redevelopment within the SOCG, this could place this area in a good strategic location in relation to this facility.

There are several risks for this site, relating to the potential pollution sources at the sewage works and the railway line, the indicative residential area within area E3 places housing development within 350m of the sewage treatment works. There is also a relatively long connection to the water supply to the north of town, which may impact on the viability of this site, although the extent of these risks is unknown at the moment. Furthermore the site does not have a good relationship with any secondary schools.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	This site performs well in terms of distance to the PRN, access to the A350 (M4). The residential area in E3 stretches further to the south of the strategic area, this additional area is all within the area assessed as having strong access to the PRN. Strategic Site Option E3 has more than one third of its development land within 1000 metres of the PRN this is the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350 (para 4.6 of CEPS/04a). The majority of the site has strong access (0m-1000m) to the PRN. The site is on the whole strong (59%) and moderate (37%) with the only weak areas (5%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a p19	
Adding traffic to town centre streets	Strategic Site Option E3 contains 66% of land that is classified as strong or moderate (over 1000m from congested corridors). Table 4-1 CEPS/04a Although options in Strategic Area E have the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)	
Time and distance to town centre (Neeld Hall)	In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E3 has moderate access to the town centre, with some areas having strong access (12%) and some with weak access (42%) to the town centre (CEPS/04a Table 3-1).	Site options E1, E2 and E5 perform better than E3 as Strategic Site Option E3 has the greatest land area in the 'Weak' category.

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	Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category in terms of access to the town centre (para 3.6 CEPS/04a).	
Impact on queue lengths and critical junctions	<p>Strategic Site Option E3 contains 66% of land that is classified as strong or moderate (over 1000m from congested corridors). Table 4-1 CEPS/04a</p> <p>Although options in Strategic Area E have the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)</p>	Scale of development may influence traffic impacts. Therefore as site E3 is significantly larger than either E1 or E2, could cause a larger impact on congestion
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Due to its location in regards to the A350, this site performs particularly well in terms of access to the PRN/A350 The site option provides the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350. While E3 on the whole also performs moderately in terms of access to the town centre by non-motorised modes of transport, the additional development in the southern region of the strategic site means that proportionally more housing is being built with weaker access to the town centre. With Strategic Site Option E3 assessed as having the greatest land area (41 hectares) in the 'Weak' category for access to the town centre.</p> <p>This large scale of development in combination with its proximity to the town centre does mean that the site performs weakly in regards to the risk of adding to existing traffic passing through the town centre, adding to the congestion already experienced in these nearby congested corridors. The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however this may pose a significant development cost upon the strategic site option.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Individual assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E3 has moderate access to the town centre, with some areas having strong access (12%) and some with weak access (42%) to the town centre (CEPS/04a Table 3-1). Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category in terms of access to the town centre (para 3.6 CEPS/04a).	E1 has relatively more housing located close to the town centre, performing better than E2 and E5. Site E3 extends furthest south and so performs weakest when considering relative performance in Strategic Area E for access to the town centre.
Time taken, safety and quality of travel to railway station	The site option has 30% of its area assessed as having moderate non-motorised access to the railway station, 60% assessed as weak and the remainder very weak. CEPS/04a, Table 3-2 Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category, which equates to over two-thirds of development land area more than 1.5 miles from the railway station.	Strategic option E3 extends circa 550m further to the south than option E2. Option E1 performs best, followed by E2 and E5. Option E3 has the most amount of land with weak access.
Time taken, safety and quality of travel to secondary schools	Strategic Site Option E3 has 81% of development land (79 hectares) classed as 'Weak' or 'Very Weak', at more than 1.5 miles from any secondary school (para 3.8 CEPS/04a). The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.	Site options E1, E2 and E5 perform better than E3.
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	
Access to the existing public transport, footpath and cycle network	CEPS/04a highlights that Strategic Area E performs well in terms of potential for access to public transport. 100% of the area falls within the strong or moderate distance bands, with 89% of the area performing strongly. Table 3-6 CEPS/04a. Strategic site E3 has a few footpaths running through it. One of which runs north to the town centre past the hospital, the other runs north through Rowden Conservation Area, following parallel to the River Avon. There are also a couple of links running south from the site, one of which would allow people to walk to Lacock from the site.	
Opportunity to create	Medium opportunities to create extensions to the existing public transport network.	Scale of development will

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<p>extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Paragraph 5.18 (CEPS/04 Pg 37) highlights how, due to the site being directly located on the B4528/B4643 corridor, and its close proximity to the A4 Bath Road/Rowden Hill corridor, a large scale development here is likely to increase demand for this service potentially improving their commercial viability and allowing for increased service frequencies and extended operating hours.</p> <p>In terms of non-motorised forms of transport, the opportunity for Strategic Area E to deliver new attractive walking and cycle links is limited. CEPS/04 Paragraph 5.11 Pg 36. This is because existing trip generators and trip attractors do not run directly through the strategic area. However if the new strategic area produces and sustains new services for the residents, then some limited opportunities to develop walk/cycle routes could emerge.</p> <p>See discussion in EP3 paras 5.10 – 5.18. pp 36-7.</p>	<p>influence degree to which additional public transport can be provided. With strategic site E3 being larger than E1 & E2, it has a greater capacity to improve the public transport access. Due to the scale of strategic area E3, this area may perform best in this regard.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall ease of access to the town centre and public transport is assessed as being good, however option E3, due to its extent further south, performs relatively weaker. Ease of access to the railway station and Chippenham’s secondary schools has been a weakness across all of the strategic area E options, however option E3 is weakest in this regard.</p> <p>Where public transport is concerned, due to its location in terms of existing routes, the site performs well. Furthermore, due to the size of the site and the funding it is likely to produce, there are good opportunities to improve the provision of public transport and expand the public footpath network to the town centre and other facilities in and around Chippenham.</p>		

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<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As ‘A’ column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>Page 81 of CEPS/06 shows that the site is within an area classed as of moderate-high development capacity.</p> <p>This is a sensitive area that provides a green finger linking the town centre and the green area to the south. This provides a physical separation between Pewsham and Rowden Hill. This region is also important in defining the rural approach along B4528/B4643.</p> <p>Despite its sensitivity, area E does not extend a large distance beyond the overall footprint of Chippenham and is not generally visually prominent. Development could be accommodated in</p>	<p>Area E2 performs broadly similarly as E1 as it only extends circa 350m further south than E1. However Area E3 which extends significantly further south into the countryside, and is encroaching upon the limestone ridge to the southeast, performs worse in this regard.</p>

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	<p>area E provided the setting of Rowden Manor is maintained and key features of the river Avon valley are conserved.</p> <p>The key areas to be safeguarded within this area are: Integrity of the River Avon Valley, the setting of Rowden Manor, view of Chippenham’s historic core and the undulating landform of the area.</p> <p>Given that the setting of Rowden Manor is within the conservation area within the green space in the indicative maps, and that the corridor of the Avon also runs along this area, there is scope to preserve/enhance this Landscape character. Furthermore the development area itself is not visually prominent and is screened from the west by the wooded great western railway embankment, while views from the east are largely screened by the rising landforms of Area D.</p> <p>CEPS/06</p>	<p>It has been highlighted that the southern region of the strategic area is more remote and attractive, partly due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its surroundings. Hence why the significant additional residential stretch of Area E3 could detrimentally affect the landscape character of the area.</p> <p>On this basis it is clear that E3 scores the lowest of the three site options in this regard.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Area E has a moderate-low visual prominence judgement (page 79 of CEPS/06). On the southern approach, following the West Cepen way roundabout, views into the area are limited by residential properties near Showell Farm Nurseries, mature trees near Holywell house and continuous hedgerows. Given that the landform to the east of this approach generally falls away, the strategic area is generally at a lower level than this approach route. The railway embankment to the west of the approach is an important feature as it is occupied by mature vegetation and provides a continuous screening affect from views from the west.</p> <p>From the Northern approach, the Rowden Hill area is generally separated by building form and vegetation. Visibility from the approach route is therefore fairly limited. Views are more prominent from Pewsham Way/Avenue La Fleche (A4) with open views to the area north of Rowden Manor. The public right of way network also offers some views of the area, however field boundaries tend to contain this.</p> <p>In general the visual prominence of the region is contained by its location on lower ground, the</p>	<p>The additional residential proposal within Area E3 extend a significant distance further south than the Showell Farm Nurseries, and therefore compromises the rural approach to a greater extent than the other options.</p>

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	<p>screening effect of the railway embankment to the west and Chippenham to the east. Development could screen views towards the skyline of the historic core of Chippenham; however the retention of green buffers, particularly along the river Avon would help to mitigate this. Development in the northern part of area E would affect views from parts of Pewsham way and Pewsham.</p> <p>CEPS/06</p>	
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Area E contains a number of important ecological features and therefore a number of habitats exist along with associated species diversity.</p> <p>The River Avon County Wildlife Site and its associated floodplain forms a significant feature along the eastern boundary. The western boundary is formed by the embankment to the main railway line, which is a significant linear green corridor. The Pudding Brook then runs from Patterdown to the river in the east, and forms a significant green corridor linking those features. Rowden conservation area lies to the north and north east.</p> <p>The MG6 neutral grassland in the fields next to the community hospital could be improved through the appropriate management to increase its value and develop MG5 species rich grassland. This has been identified as an opportunity area. Other important features include the hedgerows, mature tree lines, wetlands, woodlands and bat roosts.</p> <p>A number of opportunity areas within this area have been identified including the 100m buffer around the River Avon and Rowden conservation area.</p> <p>Restoration and creation of key habitat is key to ensuring the sensitive design of any development in this area.</p> <p>CEPS/09 Pg 10-11</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Appendix A of CEPS/06: High potential for heritage assets with archaeological interest</p> <p>There are 6 designated heritage assets within area E, and 16 non-designated heritage assets within the approximate strategic area. CEPS/11 Pg 14.</p> <p>Area E includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. The site option proposes the entire northern area to be green space to continue to preserve the setting and importance of Rowden Manor.</p>	

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	<p>Area E has archaeological interest dating from the roman times in the region of Showell Farm Nurseries and from the medieval period in the region of Rowden Farm. Area E has high potential for as yet unknown heritage assets with archaeological interest. The total loss of any of these non-designated heritage assets could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. The designated conservation area around Rowden Manor will protect this heritage asset. CEPS/06</p> <p>CEPS/11: overall high risk to the known historic environment</p>	
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>Page 79 of CEPS/06 advises that the urban edge is partially visible in this area. Consequently there is an opportunity for improvement.</p> <p>Settlement here could screen views towards the skyline of Chippenham. However the retention of green buffers, particularly along the River Avon would help mitigate against the loss of some of these views.</p> <p>Development in the northern part of area E would affect the views from Pewsham/Avenue la Fleche. This could be mitigated against through the planting of additional vegetation in these areas. However generally, due to its location on lower ground and the screening effect of the railway embankment to the west and Chippenham to the east, the impact is minimised. CEPS/06</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. CEPS/06 Pg 79</p> <p>The floodplain along the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also potential for the pedestrian and cycle route that links Chippenham and Lacock on the west side of the River Avon. CEPS/06</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>This strategic site option extends around 850m further south than E1. The southern part of the strategic area has a higher landscape quality than the northern part and therefore option E3 is encroaching upon the more remote and attractive landscape to the south of the strategic area. It is possible that while the quality of the environment of the River Avon valley and within the conservation area could be enhanced, the development within E3 could detrimentally impact upon the environment in the south of the area, while also impacting more upon the distinctive visual quality of the limestone ridge to the</p>		

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southeast. Scope to preserve the views of the historic core of Chippenham are possible with the retention of green buffers, which also helps repair/retain the urban fringes and approaches to Chippenham which are currently rural from the south west.

The preservation of ecological sites and associated species appears to be possible through the management of the conservation area, River Avon valley and railway embankment. The preservation of the above also opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the site. The large southern extent of the site may further open up opportunities to improve non-motorised transport options from the south of Chippenham.

The southern extent of the site means that the Showell Farm nurseries would be surrounded by development. This site has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Rowden Manor will remain protected by the conservation area.

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Area E abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime.</p> <p>Area E would drain directly into the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p> <p>Furthermore, some of area E has the highest propensity to groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS.</p> <p>CEPS/10 Figure 1 & Figure 2. Pg 6-7 & 15</p>	<p>Due to its longer boundary with a flood risk area, Area E3 performs worse than E1 & E2 in that regard, as an increased boundary would lead to an increased management of risk.</p>

Strategic Site Option E5: Summary SWOT

Strategic Site option name E5				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>Close proximity/good access to the A350/PRN.</p> <p>It has a strong fit with the economic assessment.</p> <p>The attractive environment and views would provide an appealing setting to the development with recreational opportunities possible for employees.</p> <p>The site is positioned in a strategic location mainly away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.</p>	<p>Showell Farm employment area is nearby to the existing PEA of Methuen Park. This along with its good links to the wider PRN has good potential to contribute to wider economic growth.</p> <p>It provides a large employment site which would facilitate a good introduction of choice.</p> <p>The site encompasses Showell Nurseries as part of the development, redevelopment of the nursery site may reduce potential conflict between existing housing and new development .</p>	<p>The brownfield redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost and slow the speed of delivery for this option.</p>	<p>The site has weak access for residents to the railway station.</p>
2. Social	<p>Land contamination is thought to be low with the majority of</p>	<p>The floodplain associated with the river Avon provides a suitable location for increasing</p>	<p>The distance from the strategic area to the water supply to the north of town requires a</p>	<p>The site does not have a good relationship with any secondary</p>

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	<p>land being farmland.</p> <p>The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>The site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital.</p>	<p>opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.</p>	<p>relatively long and expensive connection and may impact on the viability of this site.</p> <p>There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works.</p> <p>The inclusion of SHLAA sites 639 & 504 places residential development in this area directly alongside the railway line by developing west of the B4643, development in this area would be at a higher susceptibility of higher levels of noise pollution.</p> <p>Furthermore, development of brownfield land may be subject to contamination.</p>	<p>schools.</p>
3. Road network	<p>Due to its location in regards to the A350, this site performs well in terms of access to the PRN/A350.</p> <p>The site has moderate/strong links to the town centre by non-motorised modes of transport.</p>	<p>The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors,</p>	<p>Proximity to the Town Centre means that there is a risk that the site will add to the traffic passing through Chippenham and worsen congestion which may be worse with the additional motorised transport a larger residential development will bring.</p>	<p>The site has large sections of land that are of a close proximity to congested corridors, and hence may add to the congestion.</p>
4. Accessibility	<p>The majority of the site is assessed as being strong/moderate in terms of ease of access to the Town Centre and public transport corridors by non-motorised</p>	<p>Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for</p>		<p>The site has weak access for residents to the railway station. Furthermore, relatively more residents are assessed as having weak access to the railway station</p>

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	<p>transport.</p>	<p>improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham.</p>		<p>than in E1. Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E5 is classified as 68% weak in terms of ease of access to Secondary Schools by non-motorised Modes of transport at more than 1.5 miles from a secondary school.</p>
<p>5. Environment</p>	<p>E5 does not significantly encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south would do..</p>	<p>The site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.</p> <p>The site opens up opportunities to preserve ecological, archaeological and heritage assets through the conservation area being retained while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.</p>	<p>With development proposed in the Showell Farm Nursery area within E5 (SHLAA site 472), it is possible that additional research and mitigation would need to take place due to the archaeological interests identified in the Showell Farm Nursery area.</p> <p>Impact on heritage assets and the setting of the conservation area must be minimised</p>	

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6. Flood risk			<p>Drainage from this area will be directed to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p>	<p>Some of the site has the propensity to groundwater flooding, although much of the affected area is close to the river Avon and identified as greenspace. However it may have a bearing on the potential for and design of SUDS.</p> <p>The site includes several small tributary watercourses draining to the river Avon which reduce the amount of developable land.</p>
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Strategic Site Option E5 Detailed policy analysis

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Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E5 has more than one third of its development land within 1000 metres of the PRN (para 4.6 CEPS/04a).</p> <p>The majority of the site has moderate access (1000m-2000m) to the PRN. The site is on the whole strong (44%) and moderate (51%) with the only weak areas (5%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a</p> <p>The employment section of the site is located directly off of the A350 which could be attractive economically.</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental</p>	<p>All options perform strongly. The residential area in option E3 extends further to the south towards the A350 so performs marginally better than E1, E2 and E5</p>

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	impact upon Chippenham’s existing highway network. CEPS04 Paragraph 4.21.	
Distance to railway station	<p>The site option has 41% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 59% assessed as weak. CEPS/04a, Table 3-2</p> <p>Strategic Site Option E5 has no development land area within 1 mile of the station (para 3.7 CEPS/04a)</p>	Other strategic areas perform better in this regard. However option E1 performs best within Strategic Area E, followed by E2 and E5. Option E3 has the most amount of land with weak access
Fit with economic assessment	<p>Strong</p> <p>New employment land is required at Chippenham in order to meet the needs of businesses wishing to expand or to relocate to the area. There is a shortage of employment land for B2 Industrial and B1 light industrial uses in Chippenham. CEPS/01, Pg 25.</p> <p>Planning application Showell Farm: N/13/00308/OUT highlights that the employment area within strategic area E has the potential to accommodate 50,000sqm employment development which incorporates Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) uses.</p> <p>Therefore this site could provide a mix of employment opportunities, which could help address some of the demand issues highlighted above.</p> <p>Furthermore, the land at Showell Farm, indicative employment area of Area E, is considered to be deliverable in the short term. CEPS/01 Pg 25.</p>	Indicative Employment area is the same across all three area E options.
Contribution to wider economic growth	<p>Strong</p> <p>Employment land in Chippenham is required as businesses advise that they do not have sufficient space to grow, and their growth plans could be constrained by the lack of employment land available. CEPS/01, Paragraph 6.17</p> <p>This site has good access to the Primary Route Network as it adjoins the A350. It is also close to the nearby Principle Employment Area of Methuen Park. These good links could contribute to wider economic growth.</p> <p>Planning application at Showell farm highlights how the site can also accommodate car parking</p>	

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	<p>which CEPS/01 Paragraph 6.17 highlights as an important criteria underpinning the choice of new businesses.</p>	
<p>Development costs</p>	<p>Considered as Average</p> <p>The majority of the site is greenfield and accessible from the B4528/B4643, consequently it likely to have average development costs. However the redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost to this option.</p> <p>This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive. GPSS underground pipelines cross the northern part of the site, which is to remain as greenspace.</p> <p>Part of the area is within a minerals safeguarding zone (though considered that it is not capable of being worked as a viable mineral extraction operation).</p> <p>However a bridge may be required between this site and strategic area D, which has implications for cost and time.</p>	<p>E5 could have higher development costs that E1, E2 and E3 due to redeveloping Showell Nurseries, a brownfield site.</p>
<p>Speed of delivery</p>	<p>Considered as Moderate.</p> <p>A planning application (14/12118/OUT) has been submitted in the strategic area, for a smaller site than E5 which suggest that the general area is deliverable as the site is being actively promoted and subject to a planning application. However as site E5 is larger than the submitted application, the speed of delivery may be slower due to additional landowners becoming involved.</p> <p>The majority of site is a greenfield site, although Milbourne Farm is included in the central region of the residential land and this option also includes the brownfield redevelopment of Showell Nurseries. The inclusion of brownfield development may also slow down the speed of delivery.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25. The southern employment extent of the site is accessible from the A350 and the north/western residential extent of site is accessible off road linking Rowden Hill and A350. The good accessibility of the site could help the speed of delivery.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25.</p>	<p>Site E2 corresponds with the submitted planning application and consequently performs best against this criterion. Due to the 4 additional SHLAA sites that are included in Strategic Area E5, it could be that this slows the speed of delivery due to the added complications that may arise with more landowners being involved in the process.</p>

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<p>Environmental attractiveness</p>	<p>The sites proximity to the A350 to the south would be attractive for businesses providing good access to the road network.</p> <p>A large section of this site is taken up by Rowden conservation area, although the indicative site layouts retain the conservation area as green space.. The conservation of this area will have to be taken into consideration.</p> <p>While the north of the site has good access to the town centre and associated amenities, the indicative map places the employment land to the south. The proximity to the PRN is attractive from a business point of view, but it may restrict employee's ease of access to the town centre/travel in from the town centre. However the established natural environment setting is attractive for new businesses with recreation potential for employees during the day. CEPS/06, Pg 59.</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown</p>	
<p>Relationship with existing residential development</p>	<p>Distance to significant existing residential development: Moderate</p> <p>The majority of the employment site is likely to have a good relationship with existing residential development as it is bounded by roads and the railway line, although there are some existing dwellings to the north and south which include the listed buildings of Showell Farm. There is currently no screening between the proposed employment area and Showell Farm which may lead to a poor relationship as it is important to retain the setting around listed buildings.</p> <p>On the sites eastern edge it is surrounded by Rowden conservation area and thus will not be near existing residential development. The northern tip of the residential site borders the newly built Coppice Close housing. The site encompasses the entirety of Showell Nurseries and the existing housing on this site will be redeveloped, reducing the potential conflict between existing housing and new development.</p> <p>Development in the northern part of Area E would affect views from parts of Pewsham and Pewsham Way, all site options include development in the northern part of Strategic Area E. CEPS/06, Pg 59.</p>	<p>All sites have the same employment area, however the residential area varies in size.</p> <p>Site option E1 has the smallest residential area so is likely to have the best relationship with existing housing. Site option E2 is adjacent to Showell Nurseries, site option E3 encircles and E5 encompasses Showell Nurseries so the options have a progressively worse relationship with existing housing.</p>
<p>Introduction of choice</p>	<p>The site option includes a large amount of employment land in a strategic location which</p>	

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	<p>provides the potential for the introduction of choice. The planning application for Showell Farm: N/13/00308/OUT outlines plans for 50,000sqm employment development incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) uses Including Means of Access, Car Parking, Servicing, Associated Landscaping & Works</p> <p>The site has a good strategic location in terms of motor vehicle access, which is likely to attract businesses.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site has good potential to ensure the delivery of a good mix of premises or land for employment. The employment area has been identified as being deliverable in the short term and with its good location in regards to an existing PEA and its potential in terms of its strategic location, it has the capacity to contribute to wider economic growth. The employment site is a strong fit with the economic assessment and it is a large employment site which would provide a good introduction of choice.</p> <p>The site has a direct link to the A350 and the wider PRN. It is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.</p> <p>The site encompasses Showell Nurseries as part of the development, redevelopment of the nursery site may reduce potential conflict between existing housing and new development. However the redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost to this option.</p> <p>The site has strong economic potential.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
Indicator	A: Individual Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Recreation potential	<p>Average recreation potential</p> <p>Firstly the extensive Rowden Conservation Area to the north/east of the site would provide an extensive region of green space providing recreational opportunities along with the river corridor of the Avon.</p> <p>As per a strategic site of this size on a greenfield site, other recreational opportunities would be possible, as is highlighted in the Rowden Park planning application where they have included the provision of Public Open Space Including Riverside Park and Allotments.</p> <p>Recreation potential is highlighted within CEPS/06 on page 80, describing how the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also the potential for the pedestrian and cycle route that links Chippenham and Lacock on the west of the River Avon.</p>	<p>Possibly a greater viability for the provision and generation of recreational opportunities due to the larger residential area of E5 in comparison to E1 & E2.</p>
Environmental attractiveness	<p>Moderate environmental attractiveness.</p> <p>Where housing is concerned, the undulating landform is an attractive feature, as it could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley. The wooded limestone ridge could provide an attractive backdrop while if the mature field boundaries were maintained with the vegetation and tributaries to the River Avon could help provide a high quality setting for development. CEPS/06, page 80.</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>There is a moderate risk of noise, contamination and other pollution.</p> <p>This indicative residential area within site option E5 is within 350m of the sewage treatment works. CEPS/02, Pg 31</p> <p>The most likely sources of noise pollution are the Great Western Mainline Railway to the west, the A350 to the South-West, and to a lesser extent the B4528/B4643 as it passes between the</p>	<p>The indicative residential area within area E5 places housing development within 350m of the sewage treatment works, this is circa 150m closer than Area E1.</p>

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	<p>potential employment and residential areas of the site. Site E5 includes SHLAA sites 639 & 504 as residential development. This places residential development in an area directly alongside the railway line. CEPS/02, Pg 31</p> <p>Where land contamination is concerned, as the majority of the land is farmland, land quality issues are unlikely to produce any threat to development. Although development of brownfield land (Showell Nurseries) may be at a higher risk of being subject to contamination. CEPS/02, Pg 31</p>	
Exceptional development costs	<p>The site is likely to have average development costs.</p> <p>The majority of the site is greenfield and accessible from the B4528/B4643 in a number of locations, consequently it likely to have average development costs. However the redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost to this option.</p> <p>Distance from the strategic area to the water supply to the north of town would require a relatively long and expensive connection. Overland electricity lines cross the area. GPSS (Government pipeline and storage system) underground pipelines cross the area.</p> <p>A bridge may be required between this area and strategic area D, which has cost and time implications, however this additional infrastructure is not required for the delivery of the site.</p> <p>CEPS02, Pg 48.</p>	
Impacts upon nearby schools	<p>Mixed impacts on nearby schools. There is some capacity but an additional school is required. CEPS/03 outlines how there is a certain level of spare capacity within Chippenham's Primary Schools. CEPS/03 advises that 1000 additional dwellings would see around 310 additional primary aged children arrive on the site consequently a new primary school would be required to meet the additional capacity created by on this strategic site option. The Rowden Park application is for 1000 dwellings, given that strategic site E5 is slightly larger than this application, and due to the nature of the site, it is likely a Primary School will be viable.</p> <p>Site Option E5 has no development land within 1 mile of a secondary school. Generally the strategic area has moderate to weak non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.</p>	
Impacts upon health	<p>There are mixed impacts on health facilities, there is some capacity but additional GP services</p>	Rowden Surgery and

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<p>facilities</p>	<p>will be required Area E performs strongly in terms of distance to health facilities due to its proximity to Chippenham Community Hospital and associated Rowden GP surgery.</p> <p>There is an identified need for a new/extended GP surgery. CEPS/02 Pg 66</p> <p>Within the SOCG between Wiltshire Council and NHS England and Chippenham GPs (CSOCCG/14), it has been highlighted that any new residential development should be delivered alongside new extended or additional healthcare facilities to mitigate the impact of population growth on the existing infrastructure. It was established that the preferred option for the improvement of the delivery of GP services within Chippenham was the redevelopment of Chippenham Community Hospital. This would clearly place Area E in a very strong position for providing any new residents with health care within a close proximity to their homes.</p>	<p>Chippenham Community Hospital are located to the north of the strategic area, this means that all site options in Strategic Area E contain the area closest to the health facilities.</p>
<p>Impacts on leisure facilities</p>	<p>Strategic site option E5 performs weakly in terms of its location with existing leisure facilities. While the greenspace (floodplain) is within 1600m of the Olympiad Leisure Centre (the nearest leisure facility) the residential development on the indicative maps is outside of this range.</p> <p>There is the opportunity due to the scale and nature of the site to provide new formal sports pitches as part of the development. CEPS/02 Pg 73-74.</p>	
<p>Potential for green energy</p>	<p>Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02.</p> <p>The developers of the site are further assessing potential for green energy. Developers of the site are assessing potential for green energy and have been in contact with Malaby Biogas. Rowden Park Anaerobic Digestion was originally posited in 2012 by the developer of Malaby Biogas in Warminster. Since then, the Malaby facility has flourished and there is no reason to suggest that a similar venture in Chippenham would not work. The distance from Warminster would be beneficial as food waste would be readily available.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity.</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. There are no exceptional development costs associated with this development. The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access</p>		

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provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.

This site has strong relationship with health facilities as it is also closely linked with the Rowden Community Hospital. With this being identified as the preferred site for redevelopment within the SOCG, this could place this area in a good strategic location in relation to this facility.

There are several risks for this site, relating to the potential pollution sources at the sewage works and the railway line, the indicative residential area within area E2 places housing development within 350m of the sewage treatment works. There is also a relatively long connection to the water supply to the north of town, which may impact on the viability of this site, although the extent of these risks is unknown at the moment. Furthermore the site does not have a good relationship with any secondary schools.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E5 has more than one third of its development land within 1000 metres of the PRN (para 4.6 CEPS/04a).</p> <p>The majority of the site has moderate access (1000m-2000m) to the PRN. The site is on the whole strong (44%) and moderate (51%) with the only weak areas (5%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a</p>	
Adding traffic to town centre streets	<p>Strategic Site Option E3 contains 51% of land that is classified as strong or moderate (over 1000m from congested corridors). Table 4-1 CEPS/04a</p> <p>Although options in Strategic Area E have the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)</p>	
Time and distance to town centre (Neeld Hall)	<p>In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E5 has moderate access to the town centre, with some areas having</p>	<p>Site options E1, E2 and E5 perform better than E3 as Strategic Site Option E3 has the</p>

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	strong access (14%) and some with weak access (20%) to the town centre (CEPS/04a Table 3-1).	greatest land area (41 hectares) in the 'Weak' category
Impact on queue lengths and critical junctions	Strategic Site Option E3 contains 51% of land that is classified as strong or moderate (over 1000m from congested corridors). Table 4-1 CEPS/04a Although options in Strategic Area E have the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)	Scale of development may influence traffic impacts. Therefore Area E5 is likely to perform better than E3 but worse than E1 & E2.
Overall judgement in relation to CP10 Criterion 3		
<p>Due to its location in regards to the A350, this site performs particularly well in terms of access to the PRN/A350. E5 also performs well in terms of access to the town centre by non-motorised modes of transport, however the additional development in the southern region of the strategic area in comparison to E1 means that proportionally more housing is being built with weaker access to the town centre.</p> <p>This larger scale of development in combination with its proximity to the town centre does mean that the site performs weakly in regards to the risk of adding to existing traffic passing through the town centre, adding to the congestion already experienced in these nearby congested corridors.. The site could contribute towards the production of an Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however this may pose a significant development cost upon the strategic site.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Individual assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E5 has moderate access to the town centre, with some areas having strong access (14%) and some with weak access (20%) to the town centre (CEPS/04a Table 3-1).	E1 has relatively more housing located close to the town centre, performing better than E2 and E5. Site E3 extends furthest south and so performs weakest when considering relative performance in Strategic Area E for access to the town centre.
Time taken, safety and quality of travel to railway station	The site option has 41% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 59% assessed as weak. CEPS04a, Table 3-2 Strategic Site Option E5 has no development land area within 1 mile of the station (para 3.7 CEPS/04a)	Strategic site option E5 extends circa 300m further to the south than Area E1. Option E1 performs best, followed by E2 and E5. Option E3 has the most amount of land with weak access.
Time taken, safety and quality of travel to secondary schools	Site Option E5 has no development land within 1 mile of a secondary school. Generally the strategic area has moderate to weak non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.	
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	
Access to the existing public transport, footpath and cycle network	Table 3-6 of CEPS/04a states that Strategic Site Option E5 performs well in terms of potential for access to public transport. 100% of the area falls within the strong or moderate distance bands, with 93% of the area performing strongly. Strategic site E5 has a few footpaths running through it. One of which runs north to the town centre past the hospital, the other runs north through Rowden Conservation Area, following parallel to the River Avon. There are also a couple of links running south from the site, one of which would allow people to walk to Lacock from the site.	
Opportunity to create extensions to the	Medium opportunities to create extensions to the existing public transport network.	Scale of development will influence degree to which

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<p>existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Paragraph 5.18 (CEPS/04 Pg 37) highlights how, due to the site being directly located on the B4528/B4643 corridor, and it is in close proximity to the A4 Bath Road/Rowden Hill corridor, a large scale development here is likely to increase demand for this service potentially improving their commercial viability and allowing for increased service frequencies and extended operating hours.</p> <p>In terms of non-motorised forms of transport, the opportunity for Strategic Area E to deliver new attractive walking and cycle links is limited. CEPS/04 Paragraph 5.11 Pg 36. This is because existing trip generators and trip attractors do not run directly through the strategic area. However if the new strategic area produces and sustains new services for the residents, then some limited opportunities to develop walk/cycle routes could emerge. See discussion in EP3 paras 5.10 – 5.18. pp 36-7.</p>	<p>additional public transport can be provided. With strategic site option E5 being larger than E1 & E2, it has a greater capacity to improve the public transport access. However the scale of E3 would then mean that E3 performs best in this regard.</p>
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Overall judgement in relation to CP10 Criterion 4

Ease of access to the town centre and public transport is already assessed as being good. Access to the railway station is weak, but access to the secondary schools of Chippenham is clearly the main weakness of the area. The additional land in this option is further to the south than land in E1 and E2, so this option performs relatively weaker in terms of access to the town centre and associated facilities.

Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham. These may then open up the possibility of improved links to Chippenham’s existing secondary schools.

<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As ‘A’ column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>Page 81 of CEPS/06 shows that the site is within an area classed as of moderate-high development capacity. This is a sensitive area that provides a green finger linking the town centre and the green area to the south. This provides a physical separation between Pewsham and Rowden Hill. This region is also important in defining the rural approach along B4528/B4643.</p> <p>Despite its sensitivity, area E does not extend a large distance beyond the overall footprint of Chippenham and is not generally visually prominent. Development could be accommodated in area E provided the setting of Rowden Manor is maintained and key features of the river Avon valley are conserved.</p>	<p>Area E5 performs broadly similarly as E1 as it only extends circa 350m further south than E1. However it performs better than E3 which extends significantly further south into the countryside, and is encroaching upon the limestone ridge to the southeast.</p>

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	<p>The key areas to be safeguarded within this area are: Integrity of the River Avon Valley, the setting of Rowden Manor, view of Chippenham’s historic core and the undulating landform of the area.</p> <p>Given that the setting of Rowden Manor is within the conservation area within the green space in the indicative maps, and that the corridor of the Avon also runs along this area, there is scope to preserve/enhance this Landscape character. Furthermore the development area itself is not visually prominent and is screened from the west by the wooded great western railway embankment, while views from the east are largely screened by the rising landforms of Area D.</p> <p>CEPS/06</p>	<p>Furthermore, it has been highlighted that the southern region of the strategic area is more remote and attractive, partly due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its surroundings.</p> <p>On this basis, while E5 scores slightly worse than E1, it has similar impacts to E2 and scores significantly better than E3.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Area E has a moderate-low visual prominence judgement (page 79 of CEPS/06). On the southern approach, following the West Cepen way roundabout, views into the area are limited by residential properties near Showell Farm Nurseries, mature trees near Holywell house and continuous hedgerows. Given that the landform to the east of this approach generally falls away, the strategic area is generally at a lower level than this approach route. The railway embankment to the west of the approach is an important feature as it is occupied by mature vegetation and provides a continuous screening affect from views from the west.</p> <p>From the Northern approach, the Rowden Hill area is generally separated by building form and vegetation. Visibility from the approach route is therefore fairly limited. Views are more prominent from Pewsham Way/Avenue La Fleche (A4) with open views to the area north of Rowden Manor. The public right of way network also offers some views of the area, however field boundaries tend to contain this.</p> <p>In general the visual prominence of the region is contained by its location on lower ground, the screening effect of the railway embankment to the west and Chippenham to the east. Development could screen views towards the skyline of the historic core of Chippenham; however the retention of green buffers, particularly along the river Avon would help to mitigate</p>	<p>The further south the development extends, the higher the likelihood that development will have adverse effects upon its setting in terms of the southern rural approach, and in terms of the views from the limestone ridge to the southeast.</p> <p>Due to the additional southern extent of development in strategic site E5, the site does perform marginally worse compared to E1. This site performs similarly to E2 and better than strategic site E3 due to the large distance further south that E3 extends.</p>

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	<p>this. Development in the northern part of area E would affect views from parts of Pewsham way and Pewsham. CEPS/06</p>	
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Area E contains a number of important ecological features and therefore a number of habitats exist along with associated species diversity.</p> <p>The River Avon County Wildlife Site and its associated floodplain forms a significant feature along the eastern boundary. The western boundary is formed by the embankment to the main railway line, which is a significant linear green corridor. The Pudding Brook then runs from Patterdown to the river in the east, and forms a significant green corridor linking those features. Rowden conservation area lies to the north and north east.</p> <p>The MG6 neutral grassland in the fields next to the community hospital could be improved through the appropriate management to increase its value and develop MG5 species rich grassland. This has been identified as an opportunity area. Other important features include the hedgerows, mature tree lines, wetlands, woodlands and bat roosts.</p> <p>A number of opportunity areas within this area have been identified including the 100m buffer around the River Avon and Rowden conservation area.</p> <p>Restoration and creation of key habitat is key to ensuring the sensitive design of any development in this area. CEPS/09 Pg 10-11</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Appendix A of CEPS/06: High potential for heritage assets with archaeological interest</p> <p>There are 6 designated heritage assets within area E, and 16 non-designated heritage assets within the approximate strategic area. CEPS/11 Pg 14. Area E includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. The site option proposes the entire northern area to be green space to continue to preserve the setting and importance of Rowden Manor.</p> <p>Area E has archaeological interest dating from the roman times in the region of Showell Farm</p>	

Chippenham Site Allocations Plan

Appendix 6: Policy Review of Strategic Site Options

	<p>Nurseries and from the medieval period in the region of Rowden Farm. With development proposed in the Showell Farm Nursery area within E5 (SHLAA site 472), it is possible that additional research and mitigation would need to take place due to the archaeological interests identified in the Showell Farm Nursery area.</p> <p>Area E has high potential for as yet unknown heritage assets with archaeological interest. The total loss of any of these non-designated heritage assets could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains.</p> <p>The designated conservation area around Rowden Manor will protect this heritage asset. CEPS/06</p> <p>CEPS/11: overall high risk to the known historic environment</p>	
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>Page 79 of CEPS/06 advises that the urban edge is partially visible in this area. Consequently there is an opportunity for improvement.</p> <p>Settlement here could screen views towards the skyline of Chippenham. However the retention of green buffers, particularly along the River Avon would help mitigate against the loss of some of these views.</p> <p>Development in the northern part of area E would affect the views from Pewsham/Avenue la Fleche. This could be mitigated against through the planting of additional vegetation in these areas. However generally, due to its location on lower ground and the screening effect of the railway embankment to the west and Chippenham to the east. CEPS/06</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. CEPS/06 Pg 79</p> <p>The floodplain along the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also potential for the pedestrian and cycle route that links Chippenham and Lacock on the west side of the River Avon. CEPS/06</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Overall, though this site option is slightly larger, it does not extend beyond the existing footprint of Chippenham. The site option could preserve the landscape characteristics in regards to Rowden Manor and its associated conservation area, along with the River Avon valley. The scope to preserve the</p>		

Chippenham Site Allocations Plan

Appendix 6: Policy Review of Strategic Site Options

views of the historic core of Chippenham are also possible with the retention of green buffers, which would help maintain the urban fringes and rural approaches to Chippenham.

The sites green space opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the area.

The site preserves ecological, archaeological and heritage assets by retaining the conservation area. The additional residential development proposed in E5 means the development of the Showell Farm nurseries, which has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Rowden Manor will remain protected by the conservation area and green space incorporated in the site.

Site E5 stretches slightly further south than E1, however does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being strongly affected as much as a development stretching further south would do, such as E3.

Chippenham Site Allocations Plan

Appendix 6: Policy Review of Strategic Site Options

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Area E abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime.</p> <p>Area E would drain directly into the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p> <p>Furthermore, some of area E has the propensity for groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS. CEPS/10 Figure 1 & Figure 2. Pg 6-7 & 15</p>	<p>Due to its slightly longer boundary with a flood risk area, Area E5 performs slightly worse than E1, as an increased boundary would lead to an increased management of risk. However E5 performs better than E3, and the same as E2.</p>

Appendix 7:

Alternative Development Strategies Risk Assessment

Step 6: Alternative Development Strategies Risk Assessment

Introduction

The Council's schedule of work proposes that supporting evidence for each alternative will involve understanding traffic impacts, viability assessment and an assessment of risks to delivery associated with each development strategy. Each reasonable alternative strategy can therefore be tested as to whether it has a reasonable prospect of delivery.

There are four alternative development strategies under consideration. These are summarised in appendix one to this document and are:

- A Southern Link Road (SLR) strategy
- An Eastern Link Road (ELR) strategy
- Submitted Plan strategy
- A Mixed Strategy

This paper sets out the results of a risk assessment of each one. The assessment considers what aspects may prevent or undermine the delivery of each strategy. To do so the assessment is based around the definition of deliverability of sites for housing development contained in the National Planning Policy Framework. These factors are considered in turn for each strategic site organised under the headings of availability, suitability, achievability and viability. A separate viability assessment is being carried out to ascertain the viability of each of the sites contained in the alternative development strategies.

The assessment makes judgements about the risks affecting each strategy as a whole. This has involved some overall judgements when information on one site, say with less risk, pulls against another site part of the same strategy that has much more. The assessment commentary shows where these points occur.

Like most risk assessments, risk itself is measured in terms of the probability of an event occurring and the severity of the consequences if it occurs. A strategy with the least risk is the one that has the least chance and the least severe consequences of risks materialising. The assessment of the four alternative strategies involves comparing each one with the others.

Methodology

A number of site specific risks as well as generic risks are identified against each strategy. They are then scored under the two heading 'probability' and 'consequences'. Multiplied together the assessment gives a 'score' against each.

An overall score is reported in terms of a percentage of the maximum worst score. The main purpose of the assessment is, however, to identify different nature and form of risks involved with each of the strategies under consideration.

The following scales have guided judgements on each risk.

Probability:

Remote - Probability of less than 10%.

Highly Unlikely - Probability between 10% and 35%.

Possible - Probability between 36% to 50%.

Probable - Probability between 51% to 60%.

Highly Likely - Probability 61% to 90%.

Certain - Probability above 90%.

Consequences:

Insignificant - Easily handled within the with no additional costs or delay

Minor - Some disruption to the expected delivery, slight shortfall against strategy objectives. Risks are manageable with minimum estimated cost.

Moderate – Delivery delayed possibly with moderate additional cost. Strategy falls has a moderate shortfall in delivering one or more objectives.

Major – Lengthy delay, possibly with a high additional cost. Strategy delivery severely disrupted and significant shortfall against one or more objectives

Critical - Delay with little prospect for resolution or insurmountable barriers preventing strategy delivery. Strategy fails completely to deliver one or more objectives.

Strategy objectives are set out in the submitted Chippenham Site Allocations Plan and correspond to each of the criteria contained in the area strategy for Chippenham Core Policy 10.

In terms of each of the strategies, their delivery is considered against the following factors:

Unavailable Land not made available by land owners or no clear undertaking to do so

Unsuitable Location cannot be developed or employment land requirements will not be met or there will be significantly less (developable land

Unachievable Unrealistic prospect of significant (20%) development within 5 years

Unviable Insufficient incentive for land owner/developer

As an employment led strategy risks to the delivery of employment land might merit a special prominence. The provision of road links to enable development to proceed or complete proposals is a key factor in terms of achieving delivery all the strategies. Viability also encompasses the degree to which policy compliant levels of affordable housing are likely to be achieved.

The main site specific risks have been identified as follows:

NPPF Deliverability	Generic risk	Site specific risk
Unavailable	Land not made available by land owners or no clear undertaking to do so	<p>Land is not registered as available for development in the SHLAA</p> <p>Land is not being actively promoted by a land owner or developer</p> <p>There is no evidence (e.g. planning application) of agreement where more than one land interest is involved</p>
Unsuitable	Location cannot be developed or employment land requirements will not be met or there will be significantly less (greater than 10%) developable land	<p>There is a prospect that a strategy will not provide sufficient land to meet strategic employment land requirements. Land for employment development will suffer significant delay. Developers do not promote land for employment development on the scale suggested in the strategy</p> <p>There is less developable land available for housing and business identified by further detailed work or assessments</p> <p>Sustainable drainage measures are far more extensive than envisaged</p> <p>Landscape constraints limit the extent of development or require further strategic landscaping</p> <p>Heritage assets require more extensive land set aside from development to ensure their significance is retained</p>
Unachievable	Unrealistic prospect of significant (20%) development within 5 years	<p>Road bridges across the River Avon cannot be implemented or cannot be delivered in a timely fashion</p> <p>Road access cannot be achieved where this involves third party land owners or</p>

		developers or cannot be done so in a timely way
Unviable	Insufficient incentive for land owner/developer	<p>There are 'big ticket' infrastructure items and it has not been established that a development can fund this and other policy requirements (such as affordable housing)</p> <p>Target levels of affordable housing will not be achieved or there is serious doubt.</p>

Figure 2: Deliverability - identified risks

The assessment requires a degree of judgement since it considers risk to delivery of a strategy involving more than one site and when each site's risks and understanding of them may vary considerably. Reasons for the 'overall view' are noted against each risk.

The assessment, at this stage, scopes the extent and nature of risk involved with each strategy. It does not go on to consider in detail what mitigation measures may remove or manage down the likelihood and consequence of each risk. Broad conclusions can be reached on what measures the Plan might include and what actions the Council itself can undertake. Once a preferred strategy has been chosen than a risk register can support its delivery. A risk register will be made visible to project stakeholders so they can see that risks are being addressed. They may flag risks not identified and give other options for risk mitigation.

Summary of results

Overall risk expresses the deliverability of each strategy as a percentage of the maximum possible risk (the maximum probability multiplied by the maximum consequences (5 x5 = 25)). In terms of delivery any project is only as strong as its weakest link and to that extent the usefulness of a measure of risk is limited. Nevertheless the Southern Link Road strategy appears the riskiest and the mixed strategy possibly the safest.

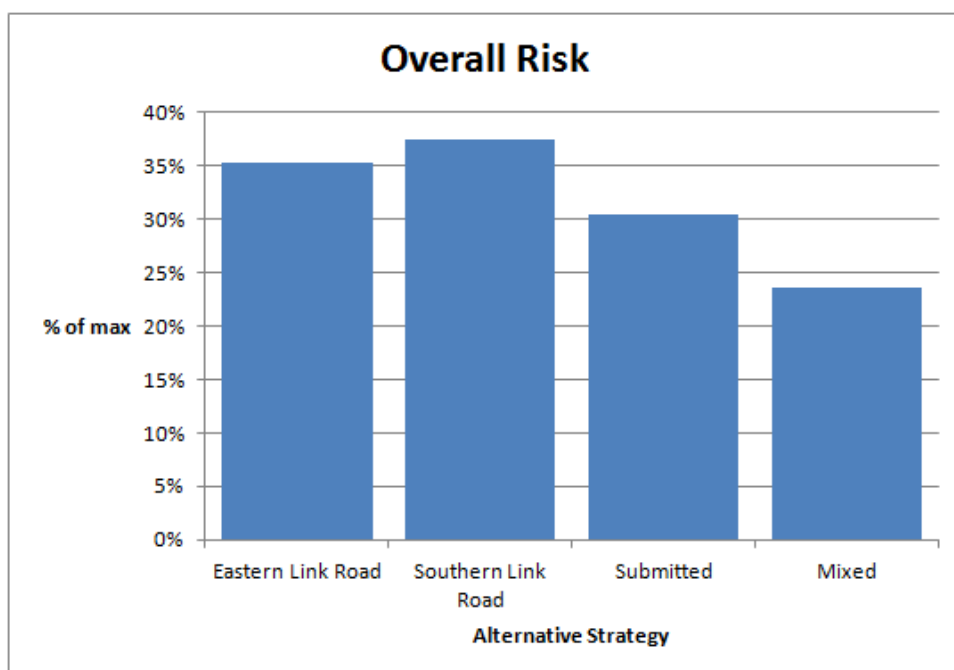


Figure 3: Overall Risk

Separating the probability of each risk occurring from the significance of their consequences, the Southern Link Road strategy has the highest probability of one or more risks undermining deliverability. An Eastern Link Road strategy entails the worst potential consequences if delivery fails.

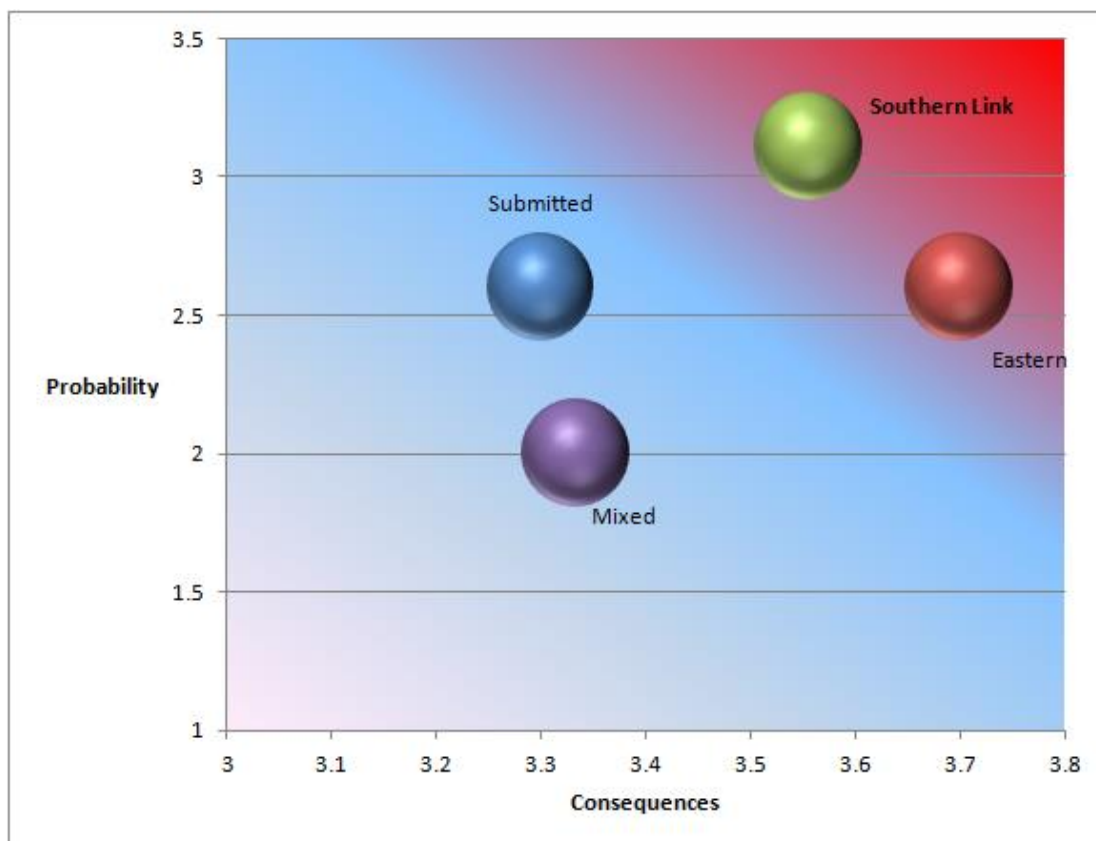


Figure 4: Risks - probability and consequences

The results clearly show that the Eastern and Southern Link Road strategies stand apart from the Submitted and Mixed ones. There are similar risks shared by submitted and eastern link road strategies largely because, to different degrees they rely on the delivery of a link road. An Eastern Link Road strategy has a greater dependency on a link road and this elevates the consequences and impacts of those risks should they materialise. In addition an Eastern Link Road carries a significant risk, for an employment led strategy, of delivering an adequate scale of land for employment development.

The highest risk strategy is possibly a southern link road strategy. There are three fundamental risks that could wholly prevent the success of this strategy. Firstly, it is not clear if and when all the land necessary to deliver the strategy will be made available. Secondly, there is no clear way yet identified to ensure the entire delivery of a southern link road west from the River Avon to the A350. A main potential 'showstopper' is the possible harm that a new road and river crossing may have on the setting to Rowden Manor.

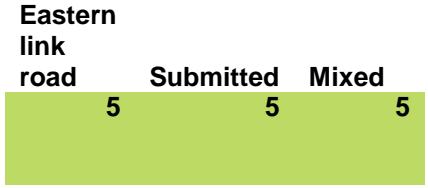
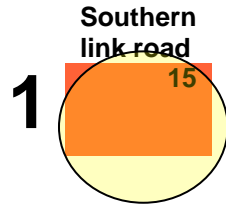
A mixed strategy appears to involve much less risk largely because a lot more is known about the effectiveness and cost of the mitigation measures site options require. There is less risk in so far as it does not involve bridging the River Avon. There is therefore much less prospect of serious risks materialising. However the possible impacts involve a greater seriousness from failing to provide sufficient affordable housing and this makes the overall risk consequences similar to the submitted strategy.

A closer look at the results clearly identifies the different reasons for these variations.

Risk

Unavailable

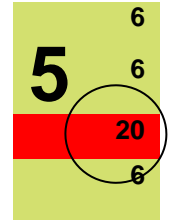
Land not made available by land owners or no clear undertaking to do so



Unsuitable

There is significantly less developable land than envisaged because of flood risk, heritage or landscape constraints or employment land requirements are not met

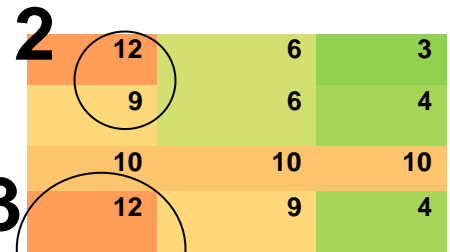
Employment



Flood risk measures

Heritage

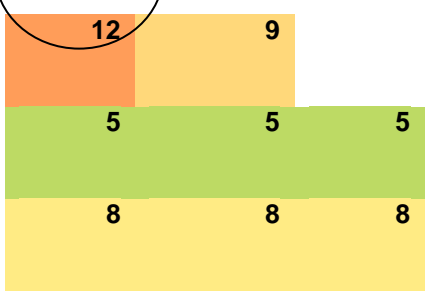
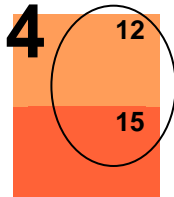
Landscape and visual



Unachievable

Unrealistic prospect of significant (20%) development within 5 years

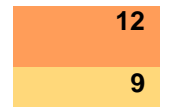
*Access cannot be achieved over the River Avon
Road cannot be built from the River Avon to the A350*



*Access cannot be achieved over the River Avon
Access cannot be achieved to Darcy Close from Rawlings Green
Access cannot be achieved to Parsonage Way and A350*

Unviable

Insufficient incentive for land owner/developer



Less than 40% proportion of affordable homes



Key risk	Description
1	A crucial parcel of land enabling a bridge across the River Avon is not available for development. Other land south of Pewsham is not being actively promoted by a developer. Much less detailed assessment has been undertaken to investigate likely constraints and costs.
2	An Eastern Link Road strategy involves a risk that land for employment development will not be provided until much later in the plan period. Developers are also promoting a scale of development that would not be sufficient to meet strategic employment land requirements
3	Both Eastern Link Road and Submitted strategies involve development in the Marden Valley which is sensitive in landscape terms and may therefore reduce developable land. Significant delay may also occur because a detailed bridge design has yet to be agreed and there is therefore also no detailed agreement amongst relevant land owners
4	There is no clear way forward on how the full extent of a southern link road can be achieved across land in third party ownership. A lack of vested or mutual interest raises issues to overcome about achieving a viable proposal south of Pewsham
5	The impact on the significance of Rowden Manor, a grade 2* listed building, and associated conservation area from a southern link road and bridge over the River Avon may result in substantial harm.

Figure 5: Alternative Development Strategies - key risks

Only the mixed strategy appears to be completely free of key risks and the southern link road strategy the most affected.

Conclusion

A southern link road strategy appears the only strategy that may have critical flaws in terms of delivery that either represent a fundamental barrier (land not being released for development or substantial harm to heritage assets) or, at least, severe delay and the poorest consequences (with no in principle agreement with necessary third party land owners and, as yet, no developers actively promoting all the land identified in the strategy).

That said a large part of the submitted strategy and eastern link road strategy can be said to have similar risks to a southern link road, but they benefit from being further advanced; land is being made available, detailed assessments have been carried out, developers are actively promoting development and there can be said to be agreement in principle at least

about delivery. There do not appear to be fundamental barriers. Both strategies would nonetheless involve the co-ordination of a number of land owners and developers.

On the other hand, it follows that a mixed strategy that is less ambitious requires less action to co-ordinate. A mixed strategy is more readily effective and sound.

The role of the Council reducing risk and managing delivery

The Council (as land owner) is a key partner without whom the South of Pewsham, Rawlings Green site or East Chippenham can be developed successfully. To date it has not taken a proactive role in delivering the town's growth and has taken a regulatory role using its planning powers in accordance with the development plan.

Planning controls alone are effective up to a certain point. The Submitted Plan consider an Eastern Link Road (ELR) as necessary to enable individual developments. An ELR can therefore be required as a part of a development. Similar is likely to apply to a southern link road (SLR). The Plan can prescribe but not ensure when certain parts of a link road need to be provided. It can also ensure, as far as possible at such a high level of planning, that the scale and form of development can support developer profits, infrastructure costs and appropriate levels of affordable housing and retain an incentive for development to take place.

The Inspector, examining the Plan, has expressed doubts though about whether these instruments alone are adequate for the Plan to be effective and for him to conclude the Plan is sound.

A strategy involving a link road requires some co-ordination between developers and land owners to make sure infrastructure is in place at the right time. Planning controls alone cannot easily ensure the timing of construction or that funding is in place to carry out construction at the appropriate moment. The Council may need to use its land owning position to leverage such practical steps as an active development partner.

Proposals of the Plan also form an important part of delivering the economic strategy of the Local Economic Partnership. In this regard the Council may need to pursue forward funding options, not to subsidise, but to ensure certainty for the timely delivery of infrastructure.

As a guarantee and last resort, the Council will also need to be prepared to use its powers of compulsory purchase if it is necessary to secure land for the delivery of key proposals. It will be a role of the plan, as the adopted development plan, to be the basis for such action and policies of the plan may need to be added to support this avenue.

Southern Link Road Strategy		OVERALL SCORE	37%			
Risk						
Site Specific	Consequence	Assessment	Consequences	Probability	Score	Comment
	Development does not proceed or takes place piecemeal without certainty over adequate infrastructure or environmental impacts	Not all land is included within the SHLAA. None of the current landowners south of Pewsham are actively promoting development of their land. No indication of agreements amongst landowners outside the current application site at SW Chippenham.	5 Major Critical	3 Possible Probable	15	SW Chippenham and, critical. Quite possible therefore i
No employment land is made available, is reduced in scale or is delayed	Development fails to provide for jobs and business necessary to support the town's growth	Current application for significant provision for employment land at Showell Farm, but no further land being actively promoted, which may result in under provision or delay	3 Moderate Major	2 Remote Highly Unlikely	6	SW Chippenham Overall impact on employment
Development increases flood risks	Development worsens existing flood risks, in particular for the existing urban area	Design of sustainable drainage measures advanced west of the river and have not started on the eastern side. No indication that measures would not be effective, but developable area may possibly reduce. Adverse consequences less from being downstream of the urban area.	2 Minor Moderate	3 Highly Unlikely Possible	6	Indicated a developable area for development of developo
Development has an unacceptable impact upon heritage assets	Substantial harm to the significance of heritage assets	Significance of heritage assets and their setting have been assessed and mitigation considered possible. Heritage assets identified in SW Chippenham includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. Mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. Proposed green space will preserve the setting and importance of Rowden Manor. Fewer assets south of Pewsham but no detailed assessment has been carried out of development impacts, significantly this assessment would need to ascertain whether a bridge over the River Avon would result in substantial harm to the setting of Grade 2* listed Rowden Manor.	4 Moderate Major	5 Probable Highly Likely	20	Critical consequences assessed at equivalent level which is considered justification
Development has unacceptable visual impacts	Intrusive development irreversible significant harm to the tranquility and attractiveness of the immediate area as well as wide landscape views	Majority of development considered within the urban envelope of Chippenham and overall impact therefore minor.	2 Minor Moderate	3 Highly Unlikely Possible	6	Main risk is involving landscape possible bu
Access cannot be achieved over the River Avon	Significant development takes place using access along the A4 only, creating adverse effects that are difficult to mitigate such as congestion and poor air	No detailed designs for River Avon bridge or any prospect that they are forthcoming. No indication that an acceptable design can be achieved.	4 Major Critical	3 Possible Probable	12	There is no significant and C increase Combination

Eastern Link Road Strategy		OVERALL SCORE	35%			
Risk						
Site Specific	Consequence	Assessment	Consequences	Probability	Score	Comment
	Development does not proceed or takes place piecemeal without certainty over adequate infrastructure or environmental impacts	All land included within SHLAA is considered available. All land owners have indicated a willingness to release land for development but no firm agreement between land owners to ensure comprehensive approach.	5 Major Critical	1 Remote Highly Unlikely	5	Landowner identified is not persu
No employment land is made available, is reduced in scale or is delayed	Development fails to provide for jobs and business necessary to support the town's growth	Proposals from the developer of East Chippenham suggest a much lower amount of land than necessary to meet strategic requirements based on the suitability of the site. Form of employment provision at Rawlings Green has yet to be agreed and developer aspirations may not conform to plan objectives	4 Major Critical	3 Possible Probable	12	Statement pursue plan Chippenham proposals. possible an principle th consequen
Development increases flood risks	Development worsens existing flood risks, in particular for the existing urban area	Sustainable drainage measures appear at an early stage of development. No indication that effective measures are impossible to implement. Risk that larger amounts of land may be required, reducing developable area, in order to provide comprehensive safeguards.	3 Moderate Major	3 Highly Unlikely Possible	9	Indicated a developabl other strate measures in security an
Development has an unacceptable impact upon heritage assets	Substantial harm to the significance of heritage assets	Significance of heritage assets and their setting have been assessed. There is a moderate risk to the historic environment. Mitigation considered possible. Heritage assets identified in Rawlings Green and East Chippenham include Grade 2 listed Rawlings Farm and Grade 2 listed Harden Farmhouse. The setting of Langley Burrell and Tytherton Lucas Conservation Areas are influenced by the sites. Mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. Reduction in developable area at Rawlings Green and East Chippenham will help to preserve the setting to LBs and conservation areas.	2 Minor Moderate	5 Probable Highly Likely	10	It is highly l LBs and rec area may b
Development has unacceptable visual impacts	Intrusive development irreversible, significant harm to the tranquility and attractiveness of the immediate area as well as wide landscape views, reduces developable area	Relatively large amount of development proposed within a sensitive part of the site north of the North Wiltshire Rivers Route. Mitigation difficult to achieve for visual, noise and light pollution according to Sustainability Appraisal.	4 Major Critical	3 Highly Unlikely Possible	12	Impacts are this area. C attractiveness
Access cannot be achieved over the River Avon	Significant development takes place using access along the A4 only, creating adverse effects that are difficult to	No detailed designs for River Avon bridge. Early indications are that an acceptable design can be achieved.	4 Moderate Major	3 Highly Unlikely Possible	12	There is no a part or al because of

Submitted Strategy		OVERALL SCORE	30%					
Risk								
Site Specific	Consequence	Assessment	Consequences	Probability	Score	Co		
	Development does not proceed or takes place piecemeal without certainty over adequate infrastructure or environmental impacts	All land included within SHLAA is considered available. All land owners have indicated a willingness to release land for development but no firm agreement between land owners to ensure comprehensive approach.	5 Major Critical	1 Remote Highly Unlikely	5	La ris co		
No employment land is made available, is reduced in scale or is delayed	Development fails to provide for jobs and business necessary to support the town's growth	Current application for significant provision for employment land at Showell Farm. Proposals reserve land for a future business park but this may come under pressure for release to housing development. Form of employment provision at Rawlings Green has yet to be agreed and developer aspirations may not conform to plan objectives.	3 Moderate Major	2 Highly Unlikely Possible	6	Sta wi		
Development increases flood risks	Development worsens existing flood risks, in particular for the existing urban area	Design of sustainable drainage measures advanced west of the river at SW Chippenham. Sustainable drainage measures appear at an early stage of development at East Chippenham and Rawlings Green. No indication that effective measures are impossible to implement. Risk that larger amounts of land may be required, reducing developable area.	2 Minor Moderate	3 Highly Unlikely Possible	6	Inc the ass ov ag		
Development has an unacceptable impact upon heritage assets	Substantial harm to the significance of heritage assets	Significance of heritage assets and their setting have been assessed. There is a moderate risk to the historic environment. Mitigation considered possible. Heritage assets identified in SW Chippenham includes Rowden Manor grade II* listed building and scheduled monument, with a conservation area to preserve the assets setting. Heritage assets identified in Rawlings Green and East Chippenham include Grade 2 listed Rawlings Farm and Grade 2 listed Harden Farmhouse. The setting of Langley Burrell and Tytherton Lucas Conservation Areas are influenced by the sites. Mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. Proposed green space will preserve the setting and importance of Rowden Manor. Reduction in developable area at Rawlings Green and East Chippenham will help to preserve the setting to LBs and conservation areas.	2 Insignificant Minor	5 Probable Highly Likely	10	Im po pla		
Development has unacceptable visual impacts	Intrusive development irreversible significant harm to the tranquility and attractiveness of the immediate area as well as wide landscape views, reduces developable area	Development at East Chippenham focussed almost entirely on areas most suited in landscape terms. Development at SW Chippenham within existing visual envelope of urban area. Low density at Rawlings Green appears to be accepted by developers. Impacts relate to the design and alignment of an ELR	3 Minor Moderate	3 Highly Unlikely Possible	9	Im pre for po		
Access cannot be achieved over the River Avon	Significant development takes place using access along the A4 only, creating adverse effects that are difficult to	No detailed designs for River Avon bridge. Early indication that an acceptable design can be achieved.	3 Moderate Major	3 Highly Unlikely Possible	9	Th exp		

Mixed Strategy		OVERALL SCORE	24%					
Risk								
Site Specific	Consequence	Assessment	Consequences		Probability		Score	Com
	Development does not proceed or takes place piecemeal without certainty over adequate infrastructure or environmental impacts	All land included within SHLAA is considered available. All land owners have indicated a willingness to release land for development.	5	Major Critical	1	Remote Highly Unlikely	5	Land iden not p
No employment land is made available, is reduced in scale or is delayed	Development fails to provide for jobs and business necessary to support the town's growth	Current application for significant provision for employment land at Showell Farm. Form of employment provision at Rawlings Green has yet to be agreed and developer aspirations may not conform to plan objectives	3	Minor Moderate	1	Remote Highly Unlikely	3	State to p
Development increases flood risks	Development worsens existing flood risks, in particular for the existing urban area	Design of sustainable drainage measures advanced west of the river at SW Chippenham. Sustainable drainage measures appear at an early stage of development at Rawlings Green. No indication that effective measures are impossible to implement. Risk that larger amounts of land may be required, reducing developable area.	2	Insignificant Minor	2	Highly Unlikely Possible	4	Indic Raw deve
Development has an unacceptable impact upon heritage assets	Substantial harm to the significance of heritage assets	Significance of heritage assets and their setting have been assessed. There is a moderate risk to the historic environment. Mitigation considered possible. Heritage assets identified in SW Chippenham includes Rowden Manor grade II* listed building and scheduled monument, with a conservation area to preserve the assets setting. Heritage assets identified in Rawlings Green include Grade 2 listed Rawlings Farm. The setting of Langley Burrell Conservation Area is influenced by the site. Mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. Proposed green space will preserve the setting and importance of Rowden Manor. Reduction in developable area at Rawlings Green will help to preserve the setting to LBs and conservation areas.	2	Minor Moderate	5	Probable Highly Likely	10	Impa poss cann
Development has unacceptable visual impacts	Intrusive development irreversible significant harm to the tranquility and attractiveness of the immediate area as well as wide landscape views	Low density of development at Rawlings Green appears to be accepted by developers but may be challenged in the future. Development at SW Chippenham considered to be broadly within the existing visual envelope of the urban area.	2	Minor Moderate	2	Highly Unlikely Possible	4	Impa this
Access cannot be achieved to Darcy Close from Rawlings Green	Development at Rawlings Green adds to existing traffic congestion without mitigation	Detailed design stage has been reached and there is agreement in principle between land owners.	5	Major Critical	1	Remote Highly Unlikely	5	Agre
Access cannot be achieved to Parsonage Way and A350	Development at Rawlings Green adds to existing traffic congestion without mitigation	Detailed design stage has been reached and there is agreement in principle between land owners.	4	Major Critical	2	Highly Unlikely Possible	8	Agre Deve
	No development takes place. Developer does not agree to Plan	Developer has submitted planning application for SW Chippenham. Planning application submitted for Rawlings Green, although no developer yet firmly associated with taking forward detailed proposals .	3	Moderate Major	2	Remote Highly Unlikely	6	Mor Chip

Appendix 8:

SWOT assessment of alternative development strategies

Summary SWOT Assessment (Performance against CP10 Criteria 1-6)

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)				
	Strength	Opportunity	Threat	Weakness
Eastern Link Road		4 6	2 3 5	1
Southern Link Road	2	4 6	3 5	1
Submitted	1 2	3 4 6	5	
Mixed	1 2	3 4 6	5	

Eastern Link Road Alternative Development Strategy SWOT

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)			
Strength	Opportunity	Threat	Weakness
	3 4 6	2 5	1

CP10 Criteria	
Economy	<p>The Eastern Link Road option has low potential to ensure the delivery of a choice of premises for employment. Whilst both sites are subject to current planning applications, the combined amount of employment land is 15ha, which is below the residual requirement for employment land. Additional land would be required to be provided for employment in C1 instead of housing or elsewhere in Chippenham.</p> <p>Extensive new road infrastructure is required which may have significant cost and time implications for the delivery of both sites. The infrastructure would include a railway bridge to Area A, a river crossing between Site B1 and C4, a Cocklebury Link Road and the production of an Eastern Link Road (ELR).</p> <p>Business premises development could include large buildings and car parking which would be difficult to adequately screen and consequently would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.</p>

<p>Social</p>	<p>The Eastern Link Road option has good social opportunities. The overall amount of housing exceeds the residual requirement and there is potential to provide a mix of house types for both market and affordable housing and to provide facilities such as primary schools.</p> <p>However the provision of a eastern link road could risk the delivery of appropriate levels of affordable housing and could result in issues of viability given the additional cost of the railway bridge, link road and river crossing and delay to delivery of housing linked to the completion of the eastern link road to ameliorate the impact on congested corridors.</p> <p>Site B1 has a strong relationship with the railway station, college and leisure centre and has some potential for providing new attractive walking and cycling links. It is a moderate distance to the railway station for the central and western areas within Site C4. Distance to the railway station for the eastern and northern areas beyond the pylon line and the Sustrans route is further. The Eastern Link Road would improve access to the railway by car and/or public transport.</p> <p>One of the main strengths of this option is the proximity to Abbeyfield School where there is known capacity. Neither site in this option is particularly close to any of the existing GP Surgeries. The current preference is to provide additional capacity at the Community Hospital to relieve pressure on individual GPs which is located to the SW of Chippenham and access is weak from this option.</p> <p>The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor.</p>
<p>Road Network</p>	<p>The eastern link road option provides the opportunity to create a link road to improve access to the A350 from the east of Chippenham through Strategic Area A and reduce the potential impact of development on existing congested corridors and benefit traffic conditions in the central area.</p> <p>However, the opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of this option in relation to criteria 1 and 2 of CP10.</p>
<p>Accessibility</p>	<p>The Eastern Link Road option has strong opportunities to improve access to key facilities by non-motorised transport. There is good ease of access to the town centre and railway station from Site B1 with opportunities to extend and improve the currently public transport network from Site C4 as a result of the development of an eastern link road.</p>
<p>Environment</p>	<p>The Eastern Link Road option will have moderate-high landscape impact upon the countryside and the settings to Chippenham and surrounding settlements although</p>

	<p>it also provides opportunities to improve biodiversity and access and enjoyment of the countryside.</p> <p>Site B1 has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site has moderate-low development capacity, although the area south of Peckingell Farm is marginally less sensitive. The site consists of improved agricultural grassland with limited ecological value. There is also strong connectivity to public rights of way through and into the countryside with some public views. Potential mitigation measures include a lesser density of development and prevention of intrusive large buildings on the site.</p> <p>Site C4 has several areas which have moderate to low development capacity. These include land south of the North Wiltshire Rivers Route as it is located on higher ground that is more visually prominent, land north of the North Wiltshire Rivers Route to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden and Land associated with the floodplain of the River Avon. The area of land in the vicinity of Harden's Mead is marginally less sensitive being located on lower ground next to the eastern edge of Chippenham, but does contain Hardens Farmhouse which is a heritage asset. The asset would be affected by loss of appreciation and understanding of the landscape setting and context to these buildings.</p>
<p>Flood Risk</p>	<p>The eastern link road option contains some flood zone 2 and 3 which is part of the River Avon Corridor. However there remains a developable area outside of this area.</p>

Southern Link Road Alternative Development Strategy SWOT

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)			
Strength	Opportunity	Threat	Weakness
2	4 6	3 5	1

CP10 Criteria	
Economy	<p>The Southern Link Road option has moderate potential to ensure the delivery of a choice of premises for employment. One site is subject to a current planning application, whilst the other site is not being actively promoted. Therefore whilst this option could provide 28ha employment land, currently there is certainty that only 18ha could be provided which is below the residual requirement.</p> <p>The employment land within Site E5 has been identified as being deliverable in the short term for a mix of B1/B2/B8 uses. It is situated at a strategic location away from congested corridors, has a direct link to the A350 and the wider PRN, and does not rely upon significant infrastructure to be in place prior to/during its completion.</p> <p>The economic potential of Site D7 is considered to be weak. Although it can physically accommodate employment land or premises without prejudice to existing residential properties, development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. In addition, the site is in a location that would create pressure on existing congested corridors and relies on the provision of a southern link road to improve access to the primary road network and could consequently be subject to high development costs. The site is also considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4 and, as the site is not currently being promoted actively by the land owner there is likely to be a low speed of delivery. The separate ownership of a strip of land alongside the A4 which would control access to the site should be seen as a significant risk to delivery.</p>
Social	<p>The Southern Link Road option has good social opportunities. Altogether the overall amount of housing exceeds the residual requirement and there is potential to provide a mix of house types for both market and affordable housing, although the provision of a southern link road could risk the delivery of appropriate levels of affordable housing.</p> <p>Two further issues which could arise are (i) viability given the additional cost of a link road and river crossing and (ii) delay to delivery of housing which could be linked to the completion of the southern link road to ameliorate the impact on congested corridors. Site D7 is not currently being promoted and combined with</p>

	<p>the need for infrastructure is likely to lead to a low speed of delivery.</p> <p>One of the main strengths of D7 located east of the River Avon is its proximity to Abbeyfield School where there is known capacity and its relationship to Stanley Park, whereas Site E5 located west of the River Avon is further away from Abbeyfield School and which is therefore considered to be a weakness.</p> <p>The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>A potential risk for this option is its relationship to both the sewerage treatment works and the water supply, although the extent of these risks is unknown at the moment.</p>
<p>Road Network</p>	<p>The southern link road option provides the opportunity to create a southern link road to improve access to the A350 from the east of Chippenham through Strategic Area E (which already performs well in terms of access to PRN/A350 and town centre) and reduce the potential impact of development on existing congested corridors.</p> <p>However, the opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10.</p> <p>Transport evidence indicates that the Eastern Link Road strategy provides greater benefit to the existing community than the Southern Link Road strategy. The Southern Link Road Strategy is predicted to potentially result in some poor traffic impacts in the local network and is therefore a threat.</p>
<p>Accessibility</p>	<p>The Southern Link Road option has moderate opportunities to improve access to key facilities by non-motorised transport. There is good ease of access to the town centre and railway station although there are differences in terms of public transport and access to secondary schools between the east (Site E5) and west (Site D7) part of the option.</p> <p>Site E5 has good access to existing public transport routes and strong opportunity to develop and improve the current public transport network, whereas there are weak opportunities to extend existing public transport routes on the A4 into Site D7.</p> <p>Site D7 has a strong relationship with Abbeyfield School whereas access to secondary schools is a main weakness for Site E5, although there are opportunities to improve the public footpath network in this area which may then open up the possibility of improved links to secondary schools.</p>
<p>Environment</p>	<p>The Southern Link Road option will have some landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, but</p>

	<p>also provides opportunities to improve biodiversity and access and enjoyment of the countryside.</p> <p>The option contains certain features of ecological value such as Mortimores Wood CWS and the River Avon County Wildlife Site as well as the Rowden Conservation Area. There is potential for mitigation in relation to each aspect which means there are areas which have moderate to low development capacity. The capacity to preserve and enhance the landscape characteristics within the site appears to be viable with Rowden Manor and its associated conservation area being conserved, along with the River Avon valley. Scope to preserve the views of the historic core of Chippenham is also possible with the retention of green buffers, which also repair the urban fringes and approaches to Chippenham which are currently rural from the south west.</p> <p>The southern extent of Site E5 means that it encroaches around the Showell Farm nurseries, which has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Grade II* listed Rowden Manor will remain protected by the conservation area.</p>
<p>Flood Risk</p>	<p>The Southern Link Road Option contains a large amount of developable land within Flood Zone 1. Site D7 located East of the River Avon has a low risk of flooding, although development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town. Site E5 abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime. Some of Site E5 has the highest propensity to groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS.</p>

Submitted Alternative Development Strategy SWOT

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)			
Strength	Opportunity	Threat	Weakness
2 1	6 4 3	5	

CP10 Criteria	
Economy	<p>The Submitted Option has good potential to ensure the delivery of a choice of premises for employment. The amount of employment land to be provided exceeds the residual requirement and at least 23ha can be provided within the plan period.</p> <p>The employment land within Site E2 has been identified as being deliverable in the short term for a mix of B1/B2/B8 uses. It is being actively promoted by the landowner and subject to a planning application. It is situated at a strategic location away from congested corridors, has a direct link to the A350 and the wider PRN, and does not rely upon significant infrastructure to be in place prior to/during its completion.</p> <p>The B1 site including the employment land is being actively promoted by the land owner and subject to a planning application which means the site it likely to be viable and deliverable in the short to medium term. The rural aspect and views would provide an attractive setting to the development. Although business premises development in this area could include large buildings and car parking which would be difficult to adequately screen and consequently would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.</p> <p>Extensive new road infrastructure would be required if development takes place on sites B1 and C1. The infrastructure would take the form of a railway bridge to Area A, and the production of an Eastern Link Road (ELR). The implementation of this infrastructure could have significant cost and time implications on the delivery of these two sites. The delivery of Site E1 located to the SW of Chippenham would not be affected.</p>
Social	<p>The submitted option has good social opportunities. Altogether the overall amount of housing exceeds the residual requirement and there is potential to provide a mix of house types for both market and affordable housing, although the provision of a eastern link road could risk the delivery of appropriate levels of affordable housing. Two further issues which could arise in relation to Sites B1 and C1 are (i) viability given the additional cost of a link road and river crossing and (ii) delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the</p>

	<p>impact on congested corridors.</p> <p>Sites B1 has a network of PRow linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. Site E2 also has a network of Public rights of way and has potential opportunity for improvements to the public footpath network, with improved links possible with the town centre.</p> <p>B1 and C1 are both relatively close to Abbeyfield Secondary School, where there is current capacity. Neither is close to any of the existing GP Surgeries. Site E2 is further away from Abbeyfield School which is considered to be a weakness, although the opportunities for improvements to the PRow may result in improved links. It is relatively close to the Community Hospital where it is the current preference is to provide additional capacity to relieve pressure on individual GPs.</p> <p>All three sites contain some land classified as floodplain associated with the River Avon. This provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>There are potential pollution sources in Langley Park industrial area and the site has a large distance to travel to the waste water works, although the extent of these risks is unknown at the moment.</p>
<p>Road Network</p>	<p>The submitted option provides the opportunity to create an eastern link road to improve access to the A350 from the east of Chippenham from the A4 through Sites C1, B1 and strategic Area A and reduce the potential impact of development on existing congested corridors. The opportunity to provide a link road may result in a delay to development on sites B1 and C1. ie limited number of homes and jobs created until a new link road is available. However Site E2 is not reliant on the provision of a eastern link road.</p>
<p>Accessibility</p>	<p>The Submitted option has moderate opportunities to improve access to key facilities by non-motorised transport.</p>
<p>Environment</p>	<p>The submitted option will have some landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, but also provides opportunities to improve biodiversity and access and enjoyment of the countryside.</p> <p>The area of Site B1 has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area</p>

	<p>likely to make the urban edge of Chippenham more prominent in the wider landscape. As a result the site has moderate-low development capacity.</p> <p>Site E2 has the capacity to preserve and enhance the landscape characteristics within the site by utilising Rowden Manor and its associated conservation, alongside conserving with the River Avon valley. Views of the historic core of Chippenham can be preserved through the retention of green buffers, which also repair the urban fringes and approaches to Chippenham. Through the conservation of the River Avon Valley, railway embankment and the conservation area the impact upon ecological sites and associated species can be minimised. The site extends around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest. Opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests.</p> <p>For Site C1, the area of land in the vicinity of Harden’s Mead is marginally less sensitive for development being located on lower ground next to the eastern edge of Chippenham. The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent and the area of land north of the North Wiltshire Rivers Route also has a low development capacity in order to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape.</p> <p>The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill.</p>
<p>Flood Risk</p>	<p>The submitted option contains some land within Flood Zones 2 and 3 which provides the opportunity for However all three sites which make up this option include developable land within Flood Zone 1.</p>

Mixed Option Alternative Development Strategy SWOT

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)			
Strength	Opportunity	Threat	Weakness
1 2	3 4 6	5	
CP10 Criteria			
Economy	<p>The Mixed Option has good potential to provide employment land. Over 23ha of employment land can be provided during the plan period which exceeds the residual requirement of 21ha. The employment land is considered to be deliverable for a mix of B1/B2/B8 uses in the early and later stages of the Plan.</p> <p>The employment land within Site E5 is situated at a strategic location away from congested corridors, has a direct link to the A350 and the wider PRN, and does not rely upon significant infrastructure to be in place prior to/during its completion. It has been identified as being deliverable in the short term.</p> <p>Although Site B1 is distant from the economic corridor, its proximity to the town centre and railway station provides a distinctive USP for this location which is also close to the established principal employment area at Langley Park. There is a lack of access to A or B roads to and from this site so extensive new road infrastructure would be required for development to take place on this site. The infrastructure would take the form of a link road from Cocklebury Road across the railway bridge to Area A..The implementation of this infrastructure could have significant cost and time implications on the delivery of the site. However employment land at this site is considered to be deliverable for a mix of B1/B2/B8 uses in the later stages of the Plan provided the Cocklebury Link road is created to open up the land. The site is being actively promoted by the land owner and subject to a planning application which means the site it likely to be viable and deliverable in the short to medium term.</p>		
Social	<p>The mixed option has good social opportunities. The overall amount of housing exceeds the residual requirement of 1780 houses and there is potential to provide a mix of house types for both market and affordable housing alongside the infrastructure required to serve them.</p> <p>The strengths of Site B1 are the network of PRoW crossing the site linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. The site is also relatively close to Abbeyfield Secondary School.</p>		

	<p>There are several risks for Site B1. These relate to the potential pollution sources in Langley Park industrial area and the distance to the waste water works, although the extent of these risks is unknown at the moment. Further risks relate to the provision of appropriate levels of affordable housing as the production of a new bridge would have significant cost and time implications on the delivery of the site. Furthermore the site is not close to any of the existing GP Surgeries.</p> <p>The strengths of Site E5 are that the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.. This site is also closely linked with the Rowden Community Hospital. With, this could place this area in a good strategic location in relation to this facility.</p> <p>Furthermore, the size of this site improves the viability in regards to the provision of facilities such as a primary school. Therefore this site could actually have the opportunity to have a positive impact upon Chippenham’s Schools and current spare capacity. The larger residential area also lends itself to providing more in the way of leisure provision, hence also opening up opportunities on this front.</p>
<p>Road Network</p>	<p>The Mixed Option by including Site B1 will contribute towards the production of an Eastern Link Road, which could reduce the potential impact of development on existing congested corridors. Site B1 also has strong potential to offer wider transport benefits to the community as it has strong access to the town centre particularly the railway station and through the access road road required to develop the site will remove an existing cul-de-sac along Cocklebury Road which is seen as creating congestion at Station Road. However, the opportunity to provide a link road may be tempered by the delay to development this may introduce i.e. limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10.</p> <p>Due to its location in regards to the A350 to the south, Site E5 performs well in terms of access to the PRN/A350. E5 also performs well in terms of access to the town centre by non-motorised modes of transport, however the additional development in the southern region of the strategic site means this region is beginning to provide weaker access to the town centre. This larger scale of development in combination with its proximity to the town centre does mean that the site performs weakly in regards to adding to existing traffic passing through the town centre. The sites close links with existing congested corridors means that in order to mitigate against adding to existing problems, it is possible this site will need to be delivered alongside infrastructure that enables a motorised link with the eastern road network. This may pose a significant development cost upon the strategic site, however will also offer up a wider benefit if the opportunity to provide this link is found to be viable for this strategic site.</p>

<p>Accessibility</p>	<p>The Mixed Option has strong/good opportunities to improve access to key facilities by non-motorised transport.</p> <p>Site B1 has a strong relationship with the railway station. It also has relatively strong or moderate access to public transport corridors and could provide some potential for improving public transport accessibility for existing residents. Furthermore it could provide some potential for providing new attractive walking and cycling links that are of use to existing communities. It also has moderate accessibility to other amenities such as secondary schools and the college.</p> <p>The assessment for Site E5 is more mixed. The ease of access from Site E5 to the town centre, railway station and public transport is assessed as being good overall, although southern sections of the site perform slightly weaker in terms of access to the town centre and associated facilities. Access to the secondary schools of Chippenham is a main weakness. Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham. This may then open up the possibility of improved links to Chippenham’s existing secondary schools.</p>
<p>Environment</p>	<p>The Mixed Option will have some landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, but also provides opportunities to improve biodiversity and access and enjoyment of the countryside.</p> <p>Site B1 forms the southern part of the strategic area around Rawlings Farm, which generally comprises improved agricultural grassland with limited ecological value. There is also strong connectivity to public rights of way through and into the countryside with some public views and a network of PRoW linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route. The area has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site has moderate-low development capacity; nevertheless the site area (the area south of Peckingell Farm), is marginally less sensitive. There are also concerns about the potential moderate impact on heritage assets within and adjacent to the site.</p> <p>Site E5 does not extend beyond the existing footprint of Chippenham and the capacity to preserve and enhance the landscape characteristics within the site appears to be viable with Rowden Manor and its associated conservation area being conserved, along with the River Avon valley.</p>

	<p>Scope to preserve the views of the historic core of Chippenham are also possible with the retention of green buffers, which also repair the urban fringes and approaches to Chippenham which are currently rural from the south west. The preservation of ecological sites and associated species appears to be possible on this site through the conservation area, River Avon valley and railway embankment. The preservation of the above also opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the site.</p> <p>The southern extent of the site means that it encroaches around the Showell Farm nurseries, which has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Rowden Manor will remain protected by the conservation area.</p>
<p>Flood Risk</p>	<p>The Mixed Option contains a large amount of developable land within Flood Zone 1. There is a small amount of flood zone 2 and 3 to the east of Site B1. However, there is a developable area protected from the River Avon and River Marden by being on higher ground. There would be limited fluvial flooding on the western bank side due to the natural lie of the land. Drainage from this area will be directed to the River Avon so the creation of large impervious areas here will lead to additional peak flows joining the river and therefore additional flows arriving at the radial gate weir in Chippenham centre. This would add to high flood risk at the radial gate.</p> <p>The majority of land of Site E5 that lies within flood zone 2&3 is located within the indicative greenspace of the conservation area and land along the River Avon. Tributaries are present running through the area, and as such any development would need to be carefully developed. Also, with the groundwater flooding susceptibility and the fact that runoff goes directly into the Avon and Sewage Treatment works, surface water management would have to mimic or better the current greenfield rates of runoff.</p>

**Chippenham Site Allocations Plan
Site Selection Report
Appendices**

Council Version

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For further information please visit the following website:

[www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/
chippenhamsiteallocationsplan.htm](http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan.htm)

Chippenham Site Allocations Plan

Supplementary Transport & Accessibility Evidence:
Part 1a - Assessing Strategic Site Options

Wiltshire Council

20 April 2016

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1. Introduction

Context

- 1.1. This Evidence Paper has been commissioned by Wiltshire Council to provide supplementary transport and accessibility evidence associated with the Chippenham Site Allocations Plan, supplementing the Part 1 and Part 2 evidence submitted to the Examination in 2015 (CEPS/04 and CEPS/05). The supplementary assessments are part of the Schedule of Work that has been agreed with the Inspector, in order to align the transport evidence with the revised Sustainability Appraisal and Site Selection Report methodologies¹.
- 1.2. Supplementary transport and accessibility evidence is being prepared in two parts (Part 1a and 2a). Part 1a assesses fourteen 'Strategic Site Options' in terms of their overall transport and accessibility attributes, using the same key themes and 'heat map' method as the original Part 1 assessment (CEPS/04). The main difference is that the geographical unit of assessment is now the Strategic Site Options rather than the larger Strategic Areas (A-E). This avoids a potential situation where the relative strengths and weaknesses of a Strategic Site Option are masked by the performance of the Strategic Area as a whole.
- 1.3. The outputs of Part 1a are reported in this Evidence Paper. Part 1a informs Step 4 (Sustainability Appraisal of Strategic Site Options) and Step 5 (Policy Review of Strategic Site Options) of the Schedule of Work.
- 1.4. Part 2a will supplement the Part 2 assessment (CEPS/05) by assessing a set of 'Alternative Development Strategies' using the Chippenham Transport Model. Alternative Development Strategies, which have been created from individual Strategic Site Options, will be defined by Step 6 in the Schedule of Work. Part 2a will inform Step 7 (Sustainability Appraisal of Reasonable Alternative Development Strategies) and Step 8 (Selection of a Preferred Development Strategy) of the Schedule of Work. The outputs from Part 2a will be reported in a separate Evidence Paper.
- 1.5. The benefits that this additional work will provide to the Examination are:
 - Allowing transport and accessibility differences within the larger Strategic Areas to be reported in a more transparent manner, with analyses undertaken on a finer geographical scale to inform the Sustainability Appraisal and Site Selection Report;
 - An ability to identify how sites that are ultimately selected for inclusion in the Plan perform, in transport and accessibility terms; and
 - Informing the identification of Alternative Development Strategies as part of Step 6 in the Schedule of Work.

¹ The Schedule of Work forms Appendix 1 to the letter from Wiltshire Council to the Inspector dated 04 December 2015.

Purpose of Evidence Paper

- 1.6. This Evidence Paper reports on the outputs from Part 1a, which has involved assessing the transport and accessibility attributes of fourteen Strategic Site Options² based around three key themes³: sustainable access; highway access; and wider transport opportunities.
- 1.7. The following tasks have been undertaken to inform the contents of this Evidence Paper:
- Consider the appropriateness of the original assessment criteria (from the Part 1 evidence, CEPS/04) relating to the three themes of sustainable access, highway access, and wider transport opportunities, making adjustments where necessary;
 - Prepare 'heat maps' (using the same method as the Part 1 evidence) to assess the complete set of Strategic Site Options against the sustainable access and highway access themes. This provides quantitative outputs at a finer geographic scale than the Strategic Areas assessed previously;
 - Review the potential wider transport opportunities, arising from development within each of the Strategic Site Options, which are likely to bring benefits to existing Chippenham communities; and
 - Summarise the relative transport and accessibility strengths and weaknesses of each Strategic Site Option.

Structure of Evidence Paper

- 1.8. The remainder of this Evidence Paper is structured as follows:
- Section 2 sets out the specific amendments made to the transport and accessibility assessment criteria and the reasons for these amendments. For information purposes only, commentary is provided on what impact these changes would have had on the Strategic Area assessment originally presented to the Examination in 2015;
 - Sections 3 and 4 present the new Strategic Site Option heat maps for each of the assessment criteria under the sustainable access (Key Theme 1) and highway access (Key Theme 2) themes. These revised heat maps cover all Strategic Site Option land areas which are under consideration, as part of Wiltshire Council's site selection process, for either residential or employment growth. Land identified for green spaces or 'green' uses is now excluded from the heat maps. Accompanying tables summarise the results for each Strategic Site Option;
 - Section 5 presents the revised wider transport opportunities assessment for each Strategic Site Option; and
 - Section 6 summarises the relative strengths and weaknesses of each Strategic Site Option. A Venn diagram is presented to bring this information together.

² The origins of the 14 Strategic Site Options are explained in the 2016 Chippenham Site Allocations Plan: Site Selection Report, Chapter 3: Identification of Reasonable Alternative Strategic Site Options.

³ The three key themes relate to two of the decision-making criteria set out in Core Policy 10 in the adopted Wiltshire Core Strategy. Criterion 3: Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre. Criterion 4: Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges, and employment.

2. Assessment Criteria

2.1. This section sets out the specific amendments made to the transport and accessibility assessment criteria for Key Theme 1 (sustainable access) and Key Theme 2 (highway access) and the reasons for each amendment. For information purposes only, commentary is provided on what impact these changes would have had on the Strategic Area assessment originally presented to the Examination in 2015.

Key Theme 1 – Sustainable Access

2.2. The following changes have been made to the assessment criteria used for Key Theme 1 (Sustainable Access):

- 'Access to Chippenham railway station' has been added as a new criterion, to reflect that it is named as a specific destination, separate to the town centre, under criterion 4 of Core Policy 10 in the adopted Wiltshire Core Strategy;
- 'Access to key public transport (bus) corridors' has been revised to focus solely on proximity to existing bus corridors which are either already served by financially sustainable bus services, or where existing services could be made financially sustainable by a relatively modest increase in passenger numbers⁴. This is to reflect the premise that the most sustainable locations for development, purely in public transport terms, are alongside existing financially sustainable public transport service corridors⁵. The revised corridors are shown in Figure 3-6.

2.3. There have been no changes made to the following assessment criteria:

- 'Access to Chippenham town centre' (measured to the Town Hall);
- 'Access to secondary schools' (measured to Abbeyfield, Hardenhuish, and Sheldon Schools);
- 'Access to Chippenham Community Hospital'; and
- 'Access to existing employment areas' (measured to Bumpers Farm, Methuen Park, Parsonage Way/Langley Park, and the town centre).

Key Theme 2 – Highway Access

2.4. Minor changes have been made to the criterion for 'proximity to congested corridors where mitigation is considered to be challenging'. Based on a review of more recent transport model outputs⁶ and 'typical' traffic speed data for the 0800-0900 and 1700-1800 time periods⁷, the following amendments have been made to the 'congested corridors' to include:

- Additional roads around the town centre and railway station areas, namely New Road, the unclassified section of Bath Road, and Station Hill;
- Lowden Hill; and
- An additional section of the A4 Bath Road, between the retail park entrance and the railway viaduct.

2.5. No change has been made to the assessment of 'access from the Primary Route Network (PRN)'.

⁴ The key public transport (bus) corridors for this assessment have been defined in consultation with Wiltshire Council's Passenger Transport Unit.

⁵ Since the publication of the original Part 1 evidence, the bus route serving the Pewsham estate has been withdrawn by the operator. Services remain on the main London Road corridor. This highlights the difficulties surrounding serving residential estates situated away from the key corridors.

⁶ Outputs from work undertaken since publication of the original Part 1 evidence.

⁷ Typical traffic speed information for the UK is publicly available using the Google Traffic tool. This data is sourced originally from mobile phone data. For any selected time period, Google Traffic shows the sections of road on which traffic speeds tend to be lower in that time period than the daily average speed for the same section of road.

Amended Criteria Impact on Strategic Area Assessments

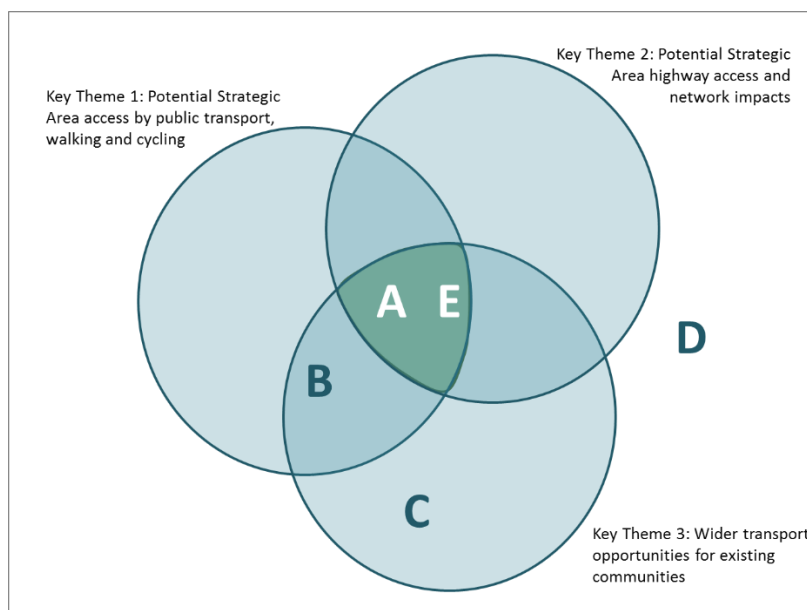
- 2.6. The Strategic Areas assessed and reported in the original Part 1 transport and accessibility evidence (CEPS/04) have been re-assessed using the amended criteria for Key Themes 1 and 2. The original Part 1 evidence quantified the percentage of land within each Strategic Area as 'Strong', 'Moderate', 'Weak' or 'Very Weak' in relation to each assessment criterion.
- 2.7. The assessment has been re-run using the amended criteria set. The full set of assessment tables for the previous Strategic Areas have not been reproduced for this Evidence Paper, although specific changes to assessment outcomes are summarised in **Table 2-1**. Where changes in the percentage of land area in each assessment category do not change by greater than +/- 5% points, and where the change would not alter the final scoring, then 'No change' has been recorded in Table 2-1.

Table 2-1 Strategic Areas assessment, main changes due to amended criteria

Strategic Area	Key Theme 1: Sustainable Access		Key Theme 2: Highway Access	
	Amended Criterion: Access to Public Transport (Bus) Corridors	Total Key Theme 1 Comparative Assessment (incorporating new railway station criterion)	Amended Criterion: Proximity to Congested Corridors	Total Key Theme 2 Assessment
A	Weaker <i>'Strong' reduced, 'Moderate' increased</i>	Slightly Stronger <i>(primarily due to inclusion of rail station)</i>	No change	No change
B	Weaker <i>'Moderate' reduced, 'Weak' increased</i>	Slightly Stronger <i>(primarily due to inclusion of rail station)</i>	No change	No change
C	No change	No change	No change	No change
D	No change	No change	No change	No change
E	No change	Slightly Weaker <i>(primarily due to inclusion of rail station)</i>	No change	No change

- 2.8. Applying the same scoring methods as used in the original Part 1 assessment, the changes to the assessment criteria would have had no material impact on the conclusions reached in the Part 1 evidence, as replicated in **Figure 2-1**.

Figure 2-1 Previous Strategic Areas assessment



3. Key Theme 1 – Sustainable Access

- 3.1. Wiltshire Council has proposed fourteen Strategic Site Options, referenced in all documentation as Strategic Site Options A1, B1, C1, C2, C3, C4, D1, D3, D4, D7, E1, E2, E3 and E5. Within each Strategic Site Option a proportion of the land is identified green space or for 'green' uses. For the purpose of assessing the transport and accessibility attributes of each Strategic Site Option, only the net developable areas for residential and employment use have been included. These areas of land are shown for each Strategic Site Option in **Appendix A**.
- 3.2. This section presents the new Strategic Site Option heat maps for each of the assessment criteria in Key Theme 1 (sustainable access). Due to the overlapping nature of the Strategic Site Options, the boundaries for a number of the Strategic Site Options are not shown specifically in the heat maps. However, the accompanying tables summarise the quantitative results separately for each of the fourteen Strategic Site Options.

Key Theme 1 Assessment Criteria

- 3.3. Potential access by non-motorised modes and public transport (Core Policy 10 in the adopted Wiltshire Core Strategy refers to this as 'accessibility by alternatives to the private car') has been assessed from the Strategic Site Options to the following six locations:
- Town centre (Town Hall) – Figure 3-1;
 - Railway station – Figure 3-2;
 - Secondary schools (Abbeyfield, Hardenhuish, Sheldon) – Figure 3-3;
 - Chippenham Community Hospital – Figure 3-4;
 - Existing employment areas within the Chippenham Community Area – Figure 3-5; and
 - Public transport (bus) corridors – Figure 3-6.
- 3.4. Access to each of the above locations is firstly assessed in isolation, by calculating the proportion of each Strategic Site Option within specified distance bands: Strong; Moderate; Weak; and Very Weak. Further detail on how these distance bands are defined is provided throughout this section. The individual criterion heat maps are then combined into a single heat map (Figure 3-7) and summary table (Table 3-7) to provide an overall Key Theme 1 assessment.
- 3.5. The single heat map and summary table, combining all six sustainable access criteria, has been created by the following process:
- Awarding scores to parts of Strategic Site Options in relation to their proximity to each of the six locations: 3 points to the parts classed as 'Strong'; 2 points for 'Moderate'; 1 point for 'Weak'; and 0 points for 'Very Weak'.
 - Overlaying the six heat maps to produce a large number of unique land areas, summing scores so that each land area has a score of between 0 and 18. In the actual assessment all land areas scored between 7 and 17.
 - Placing these unique land areas in rank order according to their scores.
 - Splitting the ranked list into four categories (quartiles), so that approximately one quarter of the total developable land area across all of the Strategic Site Options is within each quartile. In the actual assessment the scores associated with the quartiles for the Key Theme 1 overall assessment are:
 - 14-17: Strong;
 - 13: Moderate;
 - 12: Weak; and
 - 7-11: Very Weak.

Town Centre

3.6. The ‘access to town centre’ heat map in **Figure 3-1** and the accompanying **Table 3-1** demonstrate that:

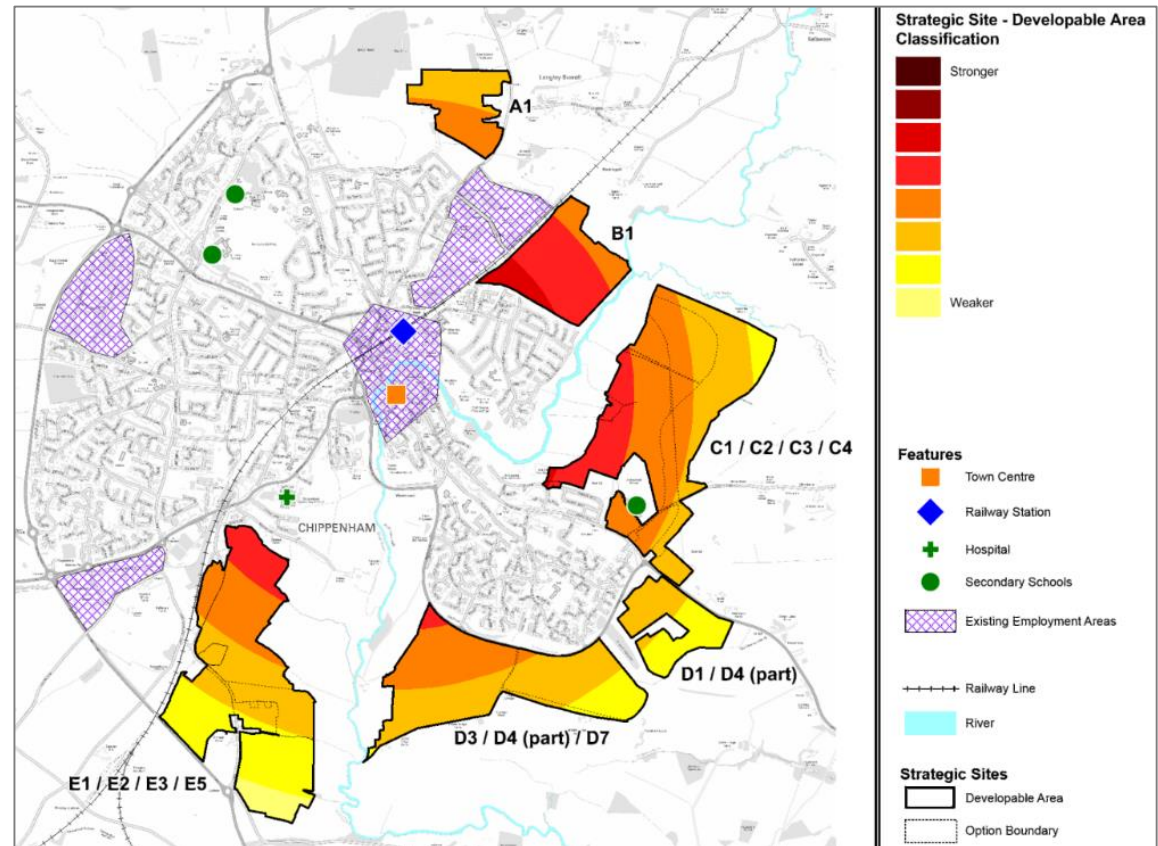
- Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the town centre;
- Strategic Site Options A1, D1 and D4 have no development land area within 1 mile, while D1 and D4 have 40-60% (14-24 hectares) within the 1.5 to 2 miles (‘Weak’) category;
- Strategic Site Option E3 has the greatest land area (41 hectares) in the ‘Weak’ category; and
- All development land is within 2 miles of the town centre.

Table 3-1 Access to town centre

Strategic Site Option	Strong (0m-1600m / approx. 1 mile)	Moderate (1600m to 2400m / approx. 1 to 1.5 miles)	Weak (2400m to 3200m / approx. 1.5 to 2 miles)	Very Weak (>3200m / approx. >2 miles)
A1	0% (0ha)	100% (25ha)	0% (0ha)	0% (0ha)
B1	78% (32ha)	22% (9ha)	0% (0ha)	0% (0ha)
C1	33% (18ha)	67% (37ha)	0% (0ha)	0% (0ha)
C2	16% (18ha)	80% (90ha)	4% (5ha)	0% (0ha)
C3	33% (19ha)	67% (40ha)	0% (0ha)	0% (0ha)
C4	31% (19ha)	69% (43ha)	0% (0ha)	0% (0ha)
D1	0% (0ha)	44% (11ha)	56% (14ha)	0% (0ha)
D3	2% (2ha)	84% (68ha)	14% (11ha)	0% (0ha)
D4	0% (0ha)	57% (32ha)	43% (24ha)	0% (0ha)
D7	4% (2ha)	96% (46ha)	1% (0ha)	0% (0ha)
E1	19% (11ha)	57% (34ha)	24% (14ha)	0% (0ha)
E2	16% (11ha)	63% (45ha)	21% (15ha)	0% (0ha)
E3	12% (11ha)	46% (45ha)	42% (41ha)	0% (0ha)
E5	14% (11ha)	66% (55ha)	20% (16ha)	0% (0ha)

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Figure 3-1 Access to town centre



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

Railway Station

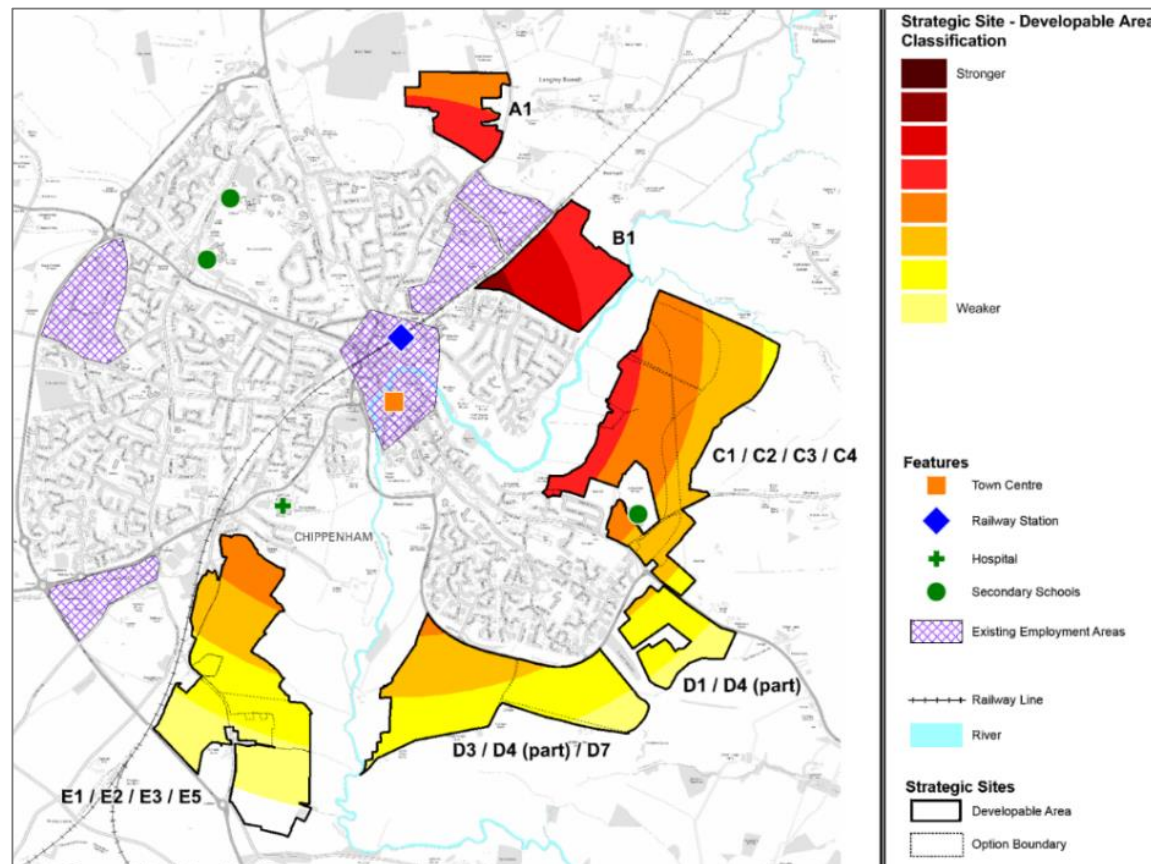
3.7. The 'access to railway station' heat map in **Figure 3-2** and the accompanying **Table 3-2** demonstrate that:

- Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the railway station;
- Eight Strategic Site Options have no development land area within 1 mile of the station (D1, D3, D4, D7, E1, E2, E3 and E5); and
- Four of these Strategic Site Options (D1, D3, D4 and E3) have over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station).

Table 3-2 Access to railway station

Strategic Site Option	Strong (0m-1600m / approx. 1 mile)	Moderate (1600m to 2400m / approx. 1 to 1.5 miles)	Weak (2400m to 3200m / approx. 1.5 to 2 miles)	Very Weak (>3200m / approx. >2 miles)
A1	54% (13ha)	46% (11ha)	0% (0ha)	0% (0ha)
B1	100% (41ha)	0% (0ha)	0% (0ha)	0% (0ha)
C1	26% (14ha)	74% (41ha)	0% (0ha)	0% (0ha)
C2	13% (15ha)	85% (96ha)	2% (2ha)	0% (0ha)
C3	25% (15ha)	71% (42ha)	3% (2ha)	0% (0ha)
C4	25% (16ha)	75% (47ha)	0% (0ha)	0% (0ha)
D1	0% (0ha)	5% (1ha)	95% (24ha)	0% (0ha)
D3	0% (0ha)	33% (27ha)	67% (54ha)	0% (0ha)
D4	0% (0ha)	5% (3ha)	95% (54ha)	0% (0ha)
D7	0% (0ha)	53% (26ha)	47% (22ha)	0% (0ha)
E1	0% (0ha)	49% (29ha)	51% (30ha)	0% (0ha)
E2	0% (0ha)	42% (29ha)	58% (41ha)	0% (0ha)
E3	0% (0ha)	30% (29ha)	60% (59ha)	9% (9ha)
E5	0% (0ha)	41% (34ha)	59% (49ha)	0% (0ha)

Figure 3-2 Access to railway station



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

Secondary Schools

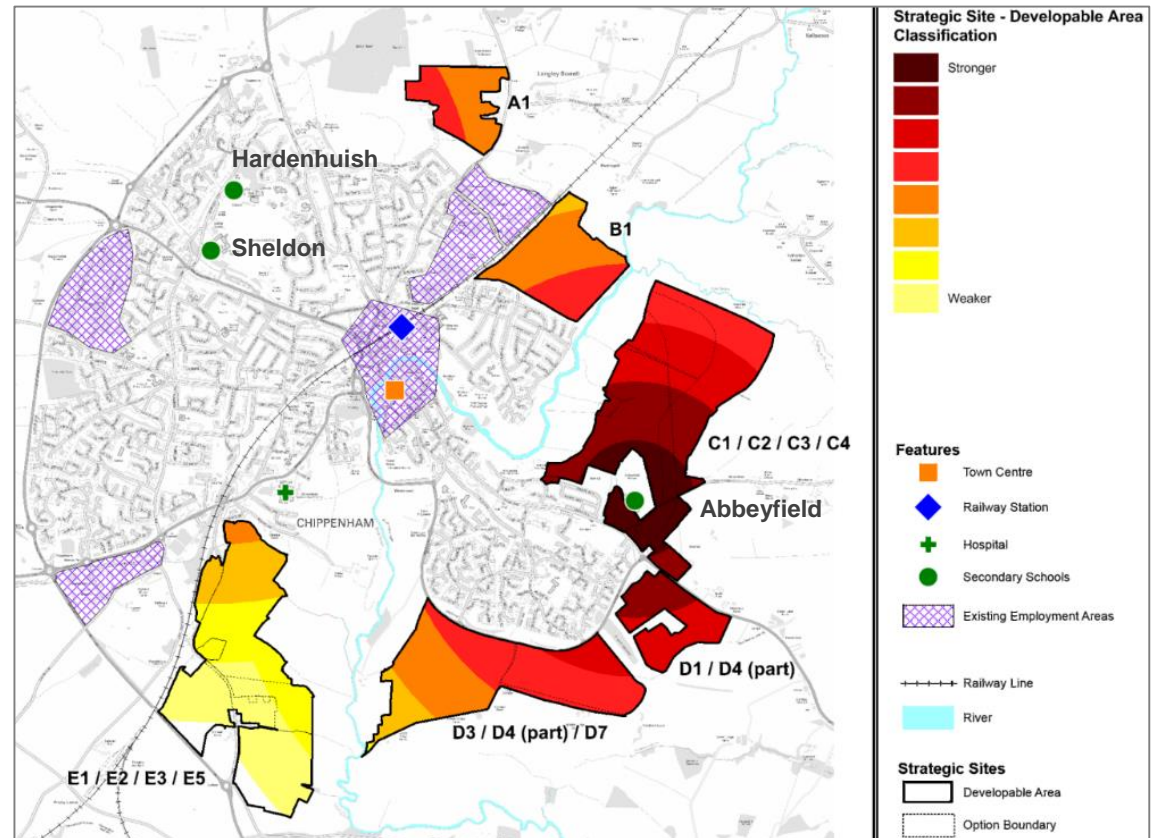
3.8. The 'access to secondary schools' heat map in **Figure 3-3** and accompanying **Table 3-3** demonstrate that:

- Six Strategic Site Options (C1, C2, C3, C4, D1 and D4) have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Strategic Site Option C1 has the largest absolute area of land (113 hectares) within 1 mile; and
- Strategic Site Options E1, E2, E3 and E5 have no development land within 1 mile of a secondary school. Strategic Site Option E3 has 81% of development land (79 hectares) classed as 'Weak' or 'Very Weak', at more than 1.5 miles from a secondary school.

Table 3-3 Access to secondary schools

Strategic Site Option	Strong (0m-1600m / approx. 1 mile)	Moderate (1600m to 2400m / approx. 1 to 1.5 miles)	Weak (2400m to 3200m / approx. 1.5 to 2 miles)	Very Weak (>3200m / approx. >2 miles)
A1	37% (9ha)	63% (16ha)	0% (0ha)	0% (0ha)
B1	33% (13ha)	67% (28ha)	0% (0ha)	0% (0ha)
C1	100% (55ha)	0% (0ha)	0% (0ha)	0% (0ha)
C2	100% (113ha)	0% (0ha)	0% (0ha)	0% (0ha)
C3	100% (59ha)	0% (0ha)	0% (0ha)	0% (0ha)
C4	100% (62ha)	0% (0ha)	0% (0ha)	0% (0ha)
D1	100% (26ha)	0% (0ha)	0% (0ha)	0% (0ha)
D3	57% (47ha)	43% (34ha)	0% (0ha)	0% (0ha)
D4	100% (57ha)	0% (0ha)	0% (0ha)	0% (0ha)
D7	28% (13ha)	71% (34ha)	1% (0ha)	0% (0ha)
E1	0% (0ha)	32% (19ha)	62% (37ha)	6% (4ha)
E2	0% (0ha)	27% (19ha)	68% (48ha)	5% (4ha)
E3	0% (0ha)	19% (19ha)	73% (71ha)	8% (8ha)
E5	0% (0ha)	27% (23ha)	68% (57ha)	4% (4ha)

Figure 3-3 Access to secondary schools



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

Community Hospital

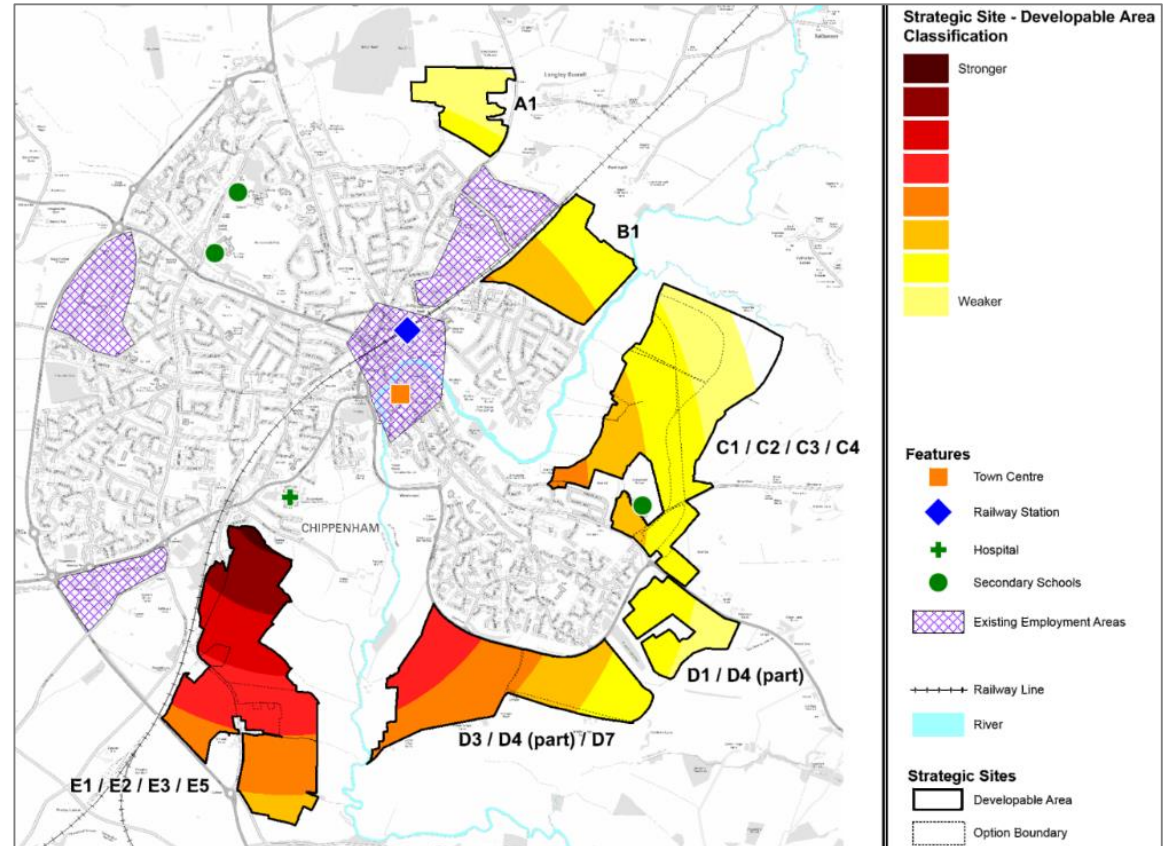
3.9. The 'access to Chippenham Community Hospital' heat map in **Figure 3-4** and accompanying **Table 3-4** demonstrate that:

- Strategic Site Options E1, E2, E3 and E5 have the greatest development land area, in percentage and absolute terms, within 1 mile of the Community Hospital. Strategic Site Option E5 has the most, at 91% (75 hectares) of land; and
- Eight Strategic Site Options have no development land within 1 mile of the Community Hospital. Strategic Site Option C2 has 80% (91 hectares) classed as 'Weak' or 'Very Weak' at more than 1.5 miles from the Community Hospital.

Table 3-4 Access to Chippenham Community Hospital

Strategic Site Option	Strong (0m-1600m / approx. 1 mile)	Moderate (1600m to 2400m / approx. 1 to 1.5 miles)	Weak (2400m to 3200m / approx. 1.5 to 2 miles)	Very Weak (>3200m / approx. >2 miles)
A1	0% (0ha)	0% (0ha)	99% (25ha)	1% (0ha)
B1	0% (0ha)	45% (18ha)	55% (23ha)	0% (0ha)
C1	0% (0ha)	39% (21ha)	61% (34ha)	0% (0ha)
C2	0% (0ha)	19% (22ha)	73% (83ha)	7% (8ha)
C3	0% (0ha)	39% (23ha)	61% (36ha)	0% (0ha)
C4	0% (0ha)	29% (18ha)	71% (44ha)	0% (0ha)
D1	0% (0ha)	1% (0ha)	99% (26ha)	0% (0ha)
D3	23% (19ha)	60% (49ha)	16% (13ha)	0% (0ha)
D4	0% (0ha)	33% (18ha)	67% (38ha)	0% (0ha)
D7	39% (19ha)	61% (29ha)	0% (0ha)	0% (0ha)
E1	88% (52ha)	12% (7ha)	0% (0ha)	0% (0ha)
E2	89% (63ha)	11% (8ha)	0% (0ha)	0% (0ha)
E3	65% (63ha)	35% (34ha)	0% (0ha)	0% (0ha)
E5	91% (75ha)	9% (8ha)	0% (0ha)	0% (0ha)

Figure 3-4 Access to Chippenham Community Hospital



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

Existing Employment Areas

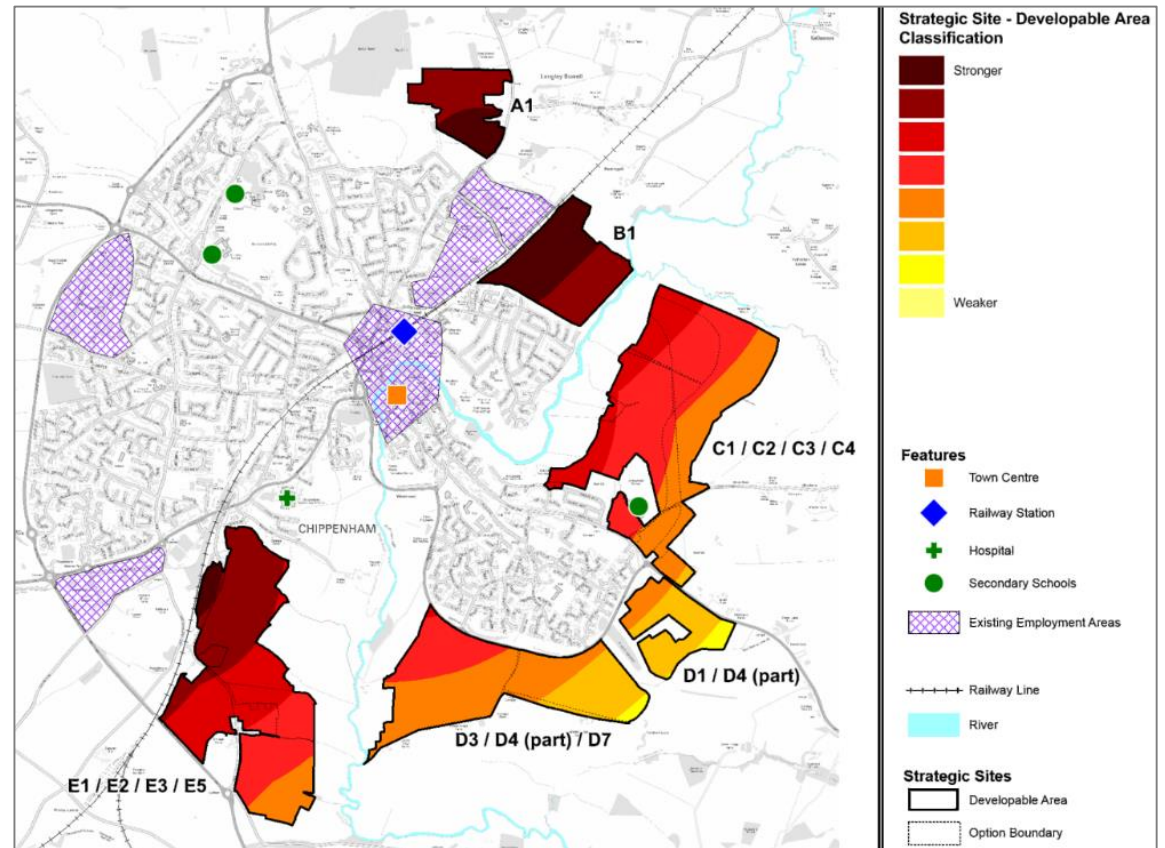
3.10. The 'access to existing employment areas' heat map in **Figure 3-5** and accompanying **Table 3-5** demonstrate that:

- Strategic Site Options A1, B1, E1, E2 and E5 have 100% of development land within 1 mile of an existing employment area. Of these, Strategic Site Option E3 provides the greater land area in absolute terms, at 87 hectares;
- Strategic Site Option E3 has a lower percentage (89%) of development land within 1 mile of existing employment areas, but the highest area in absolute terms (87 hectares); and
- Strategic Site Options D1 and D4 have no development land within 1 mile of an existing employment area.

Table 3-5 Access to existing employment areas

Strategic Site Option	Strong (0m-1600m / approx. 1 mile)	Moderate (1600m to 2400m / approx. 1 to 1.5 miles)	Weak (2400m to 3200m / approx. 1.5 to 2 miles)	Very Weak (>3200m / approx. >2 miles)
A1	100% (25ha)	0% (0ha)	0% (0ha)	0% (0ha)
B1	100% (41ha)	0% (0ha)	0% (0ha)	0% (0ha)
C1	84% (46ha)	16% (9ha)	0% (0ha)	0% (0ha)
C2	69% (78ha)	31% (35ha)	0% (0ha)	0% (0ha)
C3	73% (43ha)	27% (16ha)	0% (0ha)	0% (0ha)
C4	98% (61ha)	2% (1ha)	0% (0ha)	0% (0ha)
D1	0% (0ha)	89% (23ha)	11% (3ha)	0% (0ha)
D3	23% (18ha)	75% (61ha)	2% (2ha)	0% (0ha)
D4	0% (0ha)	92% (52ha)	8% (5ha)	0% (0ha)
D7	38% (18ha)	62% (30ha)	0% (0ha)	0% (0ha)
E1	100% (60ha)	0% (0ha)	0% (0ha)	0% (0ha)
E2	100% (71ha)	0% (0ha)	0% (0ha)	0% (0ha)
E3	89% (87ha)	11% (11ha)	0% (0ha)	0% (0ha)
E5	100% (83ha)	0% (0ha)	0% (0ha)	0% (0ha)

Figure 3-5 Access to existing employment areas



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

Public Transport (Bus) Corridors

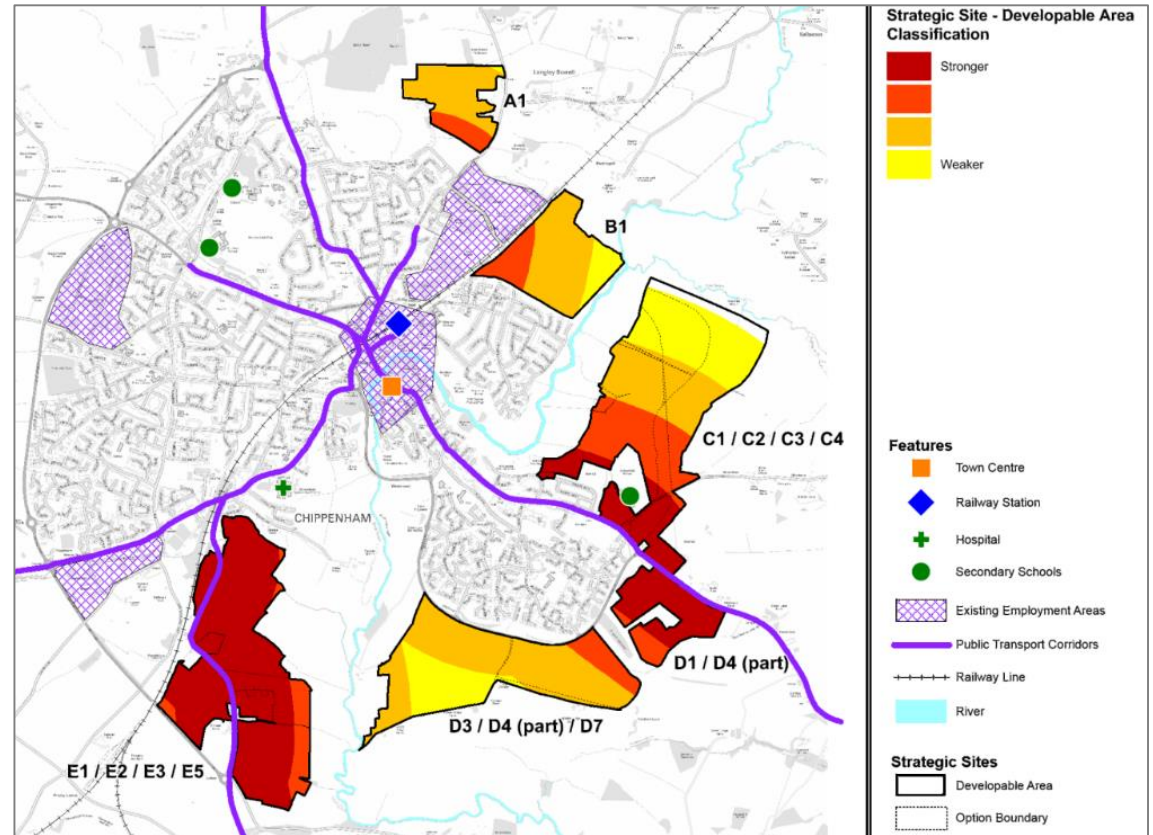
3.11. The heat map in **Figure 3-6** and accompanying **Table 3-6** demonstrate that:

- Strategic Site Options D1, E1, E2, E3 and E5 all have more than 80% of development land within 400 metres (1/4 mile) of a main bus corridor. Of these, the greatest absolute land area is provided by Strategic Site Option E3 (86 hectares);
- Strategic Site Options A1, B1, D3 and D7 have no land within 400 metres (1/4 mile) of a main bus corridor; and
- Strategic Site Option C2 has the greatest land area (41 hectares) classed as 'Weak' or 'Very Weak', at more than 1200 metres (3/4 mile) of a main bus corridor.

Table 3-6 Public Transport (bus) Corridors

Strategic Site Option	Strong (0m to 400m / approx. ¼ mile or 5 mins walk)	Moderate (400m to 1200m / approx. ¾ mile or 15 mins walk)	Weak (1200m to 1600m / approx. 1 mile or 20 mins walk)	Very Weak (>1600m / approx. 1 mile or >20 mins walk)
A1	0% (0ha)	99% (25ha)	1% (0ha)	0% (0ha)
B1	0% (0ha)	85% (35ha)	15% (6ha)	0% (0ha)
C1	27% (15ha)	65% (36ha)	8% (4ha)	0% (0ha)
C2	15% (18ha)	49% (55ha)	31% (35ha)	5% (6ha)
C3	36% (22ha)	64% (38ha)	0% (0ha)	0% (0ha)
C4	10% (6ha)	60% (37ha)	30% (19ha)	0% (0ha)
D1	81% (21ha)	19% (5ha)	0% (0ha)	0% (0ha)
D3	0% (0ha)	76% (62ha)	24% (19ha)	0% (0ha)
D4	37% (21ha)	62% (35ha)	1% (0ha)	0% (0ha)
D7	0% (0ha)	62% (30ha)	38% (18ha)	0% (0ha)
E1	97% (58ha)	3% (2ha)	0% (0ha)	0% (0ha)
E2	92% (65ha)	8% (6ha)	0% (0ha)	0% (0ha)
E3	89% (86ha)	11% (11ha)	0% (0ha)	0% (0ha)
E5	93% (77ha)	7% (6ha)	0% (0ha)	0% (0ha)

Figure 3-6 Public transport (bus) corridors



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

Overall Assessment of Key Theme 1

3.12. The method for combining the sustainable access criteria into a single assessment for Key Theme 1 is explained in para. 3.5. The overall assessment is illustrated in **Figure 3-7** and quantified in **Table 3-7**. The assessment shows that:

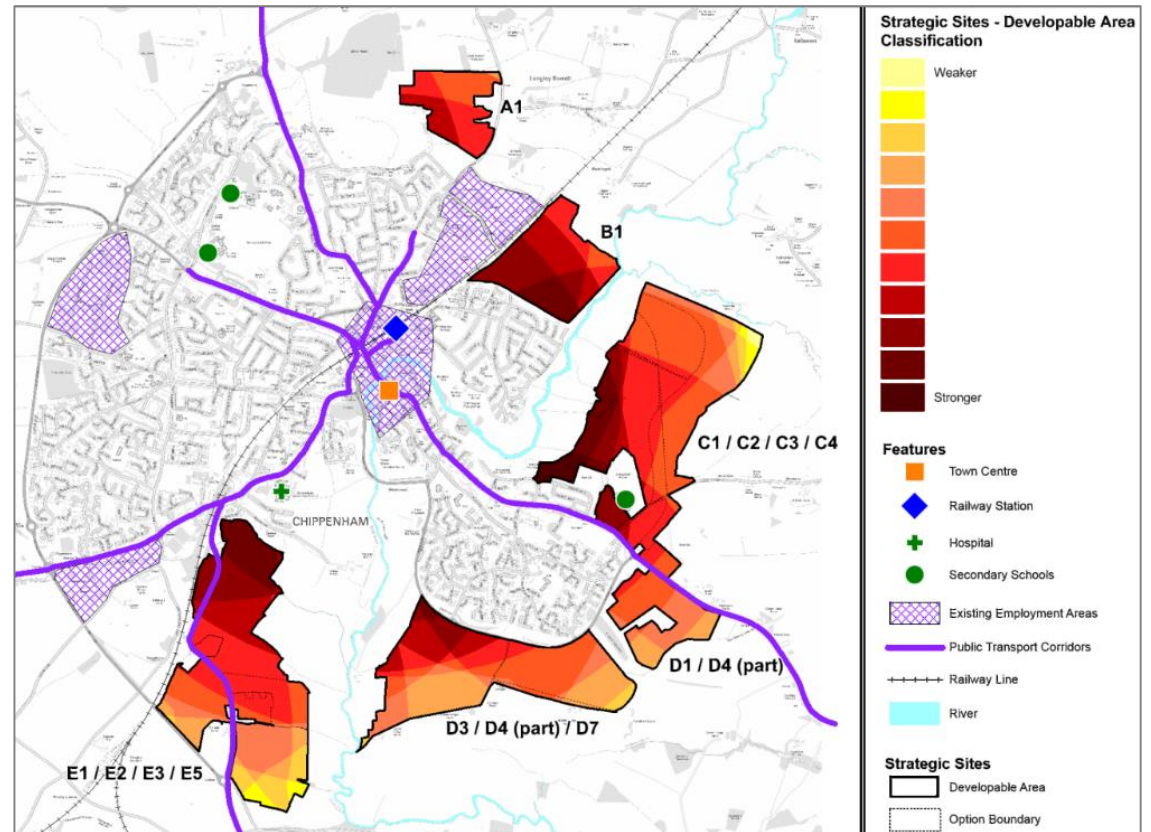
- Strategic Site Option B1 has the greatest percentage (95%) of land classed as ‘Strong’ or ‘Moderate’ for sustainable access;
- Strategic Site Options D1 and D4 have the lowest percentage (5%) of land classed as ‘Strong’ or ‘Moderate’.

Table 3-7 Overall comparative assessment of Key Theme 1

Strategic Site Option	Strong	Moderate	Weak	Very Weak
A1*	24% (6ha)	44% (11ha)	31% (8ha)	1% (0ha)
B1*	78% (32ha)	17% (7ha)	5% (2ha)	0% (0ha)
C1*	45% (25ha)	42% (23ha)	13% (7ha)	0% (0ha)
C2	22% (25ha)	28% (31ha)	37% (42ha)	13% (15ha)
C3*	45% (26ha)	45% (27ha)	10% (6ha)	0% (0ha)
C4*	35% (22ha)	34% (21ha)	30% (19ha)	0% (0ha)
D1	0% (0ha)	5% (1ha)	34% (9ha)	61% (16ha)
D3	19% (16ha)	11% (9ha)	27% (22ha)	43% (35ha)
D4	0% (0ha)	5% (3ha)	45% (25ha)	51% (29ha)
D7	33% (16ha)	15% (7ha)	10% (5ha)	42% (20ha)
E1*	49% (29ha)	27% (16ha)	12% (7ha)	12% (7ha)
E2*	41% (29ha)	33% (23ha)	15% (11ha)	11% (8ha)
E3	30% (29ha)	24% (23ha)	11% (11ha)	35% (34ha)
E5*	41% (34ha)	35% (29ha)	15% (12ha)	9% (8ha)

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Figure 3-7 Key Theme 1 heat map – sustainable access



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

3.13. Using the same assessment threshold as in the original Part 1 transport evidence, the Strategic Site Options marked with an asterisk (*) in Table 3-7 are considered to demonstrate the most favourable sustainable access attributes⁸. These Strategic Site Options are therefore placed within the Key Theme 1 circle on the final Venn diagram in Section 6.

⁸ For the purpose of this analysis, Strategic Site Options with more than 10% of development land classed as strong, and more than two-thirds classed as either strong or moderate, are considered to demonstrate this attribute.

4. Key Theme 2 – Highway Access

- 4.1. Wiltshire Council has proposed fourteen Strategic Site Options, referenced in all documentation as Strategic Site Options A1, B1, C1, C2, C3, C4, D1, D3, D4, D7, E1, E2, E3 and E5. Within each Strategic Site Option a proportion of the land is identified green space or for 'green' uses. For the purpose of assessing the transport and accessibility attributes of each Strategic Site Option, only the net developable areas for residential and employment use have been included. These areas of land are shown for each Strategic Site Option in **Appendix A**.
- 4.2. This section presents the new Strategic Site Option heat maps for the assessment criteria under Key Theme 2 (highway access). Due to the overlapping nature of the Strategic Site Options, the boundaries for a number of the Strategic Site Options are not shown specifically in the heat maps. However, the accompanying tables summarise the quantitative results separately for each of the fourteen Strategic Site Options.

Assessment Criteria

- 4.3. The highway access attributes of Strategic Site Options have been assessed by considering:
- Proximity to congested corridors where mitigation is considered to be challenging (due to physical constraints) – Figure 4-1; and
 - Potential access from the Primary Route Network (PRN), the A350 – Figure 4-2.
- 4.4. These two assessments have then been combined to provide an overall assessment for Key Theme 2. The single heat map (Figure 4-3) and summary table (Table 4-3), combining both criteria, has been created by the following process:
- Awarding scores to parts of Strategic Site Options, separately for each criteria: 3 points to the parts classed as 'Strong'; 2 points for 'Moderate'; 1 point for 'Weak'; and 0 points for 'Very Weak'.
 - Overlaying the two heat maps to produce a number of unique land areas, summing scores so that each land area has a score of between 0 and 6.
 - Splitting the unique land areas into four categories (quartiles), so that approximately one quarter of the total developable land area across all of the Strategic Site Options is within each quartile. In the actual assessment the scores associated with the quartiles for the Key Theme 2 overall assessment are:
 - 4-6: Strong;
 - 3: Moderate;
 - 2: Weak; and
 - 0-1: Very Weak.

Network Impacts

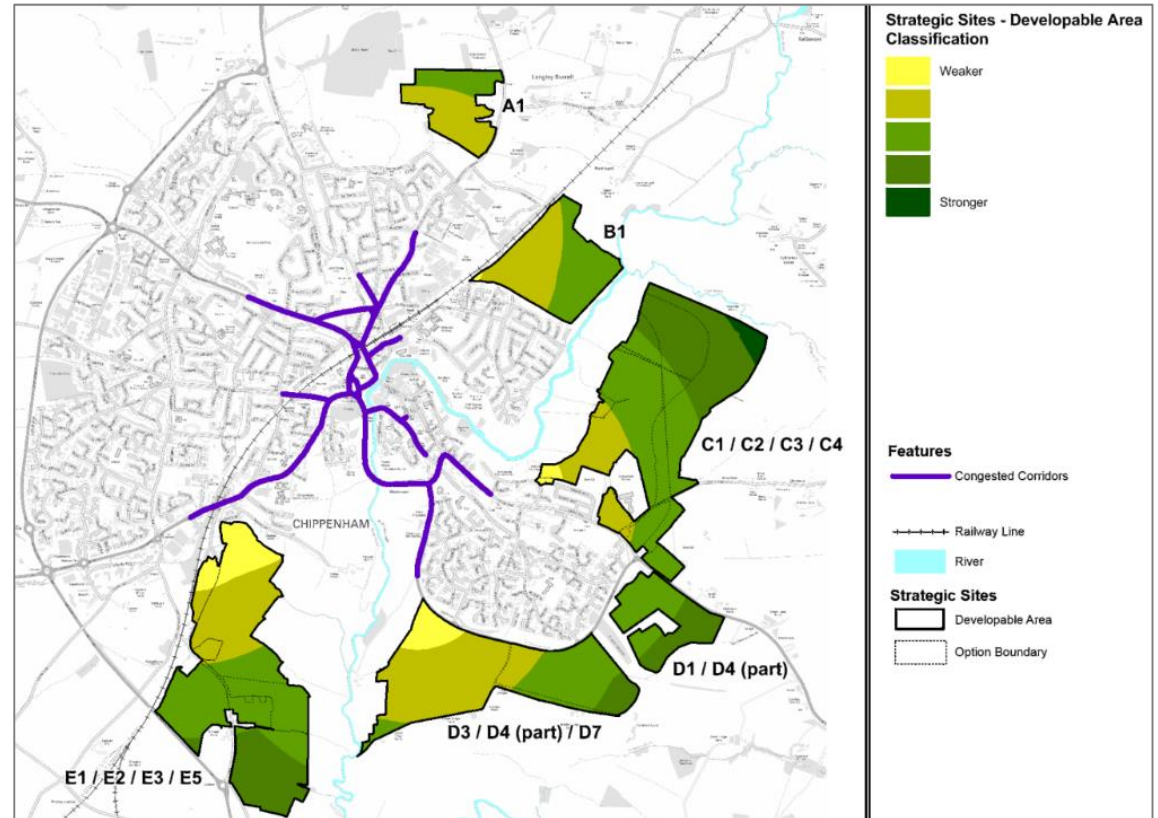
4.5. The proximity of the Strategic Site Options to congested corridors, where mitigating the impacts of that congestion would be challenging due to physical constraints, is illustrated in **Figure 4-1** and quantified in **Table 4-1**. The assessment demonstrates:

- There is relatively little difference between the Strategic Site Options, due to the wide extent of the congested corridors;
- Strategic Site Option D1 is the most distant, with no development land within 1000 metres of a congested corridor. Strategic Site Options A1 and D4 have no development land within 500 metres of a congested corridor; and
- Although Strategic Site Options E1, E2, E3 and E5 have the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares).

Table 4-1 Proximity to congested corridors

Strategic Site Option	Strong (>1500m)	Moderate (1000 to 1500m)	Weak (500m to 1000m)	Very Weak (<500m)
A1	0% (0ha)	34% (8ha)	66% (16ha)	0% (0ha)
B1	0% (0ha)	49% (20ha)	50% (21ha)	1% (0ha)
C1	3% (2ha)	64% (35ha)	30% (16ha)	3% (2ha)
C2	38% (43ha)	46% (51ha)	15% (16ha)	2% (2ha)
C3	0% (0ha)	67% (40ha)	30% (18ha)	2% (1ha)
C4	28% (18ha)	48% (30ha)	21% (13ha)	2% (1ha)
D1	43% (11ha)	57% (15ha)	0% (0ha)	0% (0ha)
D3	7% (5ha)	30% (25ha)	54% (44ha)	9% (8ha)
D4	29% (16ha)	62% (35ha)	9% (5ha)	0% (0ha)
D7	0% (0ha)	5% (2ha)	80% (38ha)	16% (8ha)
E1	1% (1ha)	42% (25ha)	39% (23ha)	18% (11ha)
E2	1% (1ha)	51% (36ha)	33% (23ha)	15% (11ha)
E3	23% (22ha)	43% (42ha)	24% (23ha)	11% (11ha)
E5	1% (1ha)	50% (42ha)	33% (27ha)	16% (13ha)

Figure 4-1 Proximity to congested corridors



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

Potential Access from Primary Route Network (PRN)

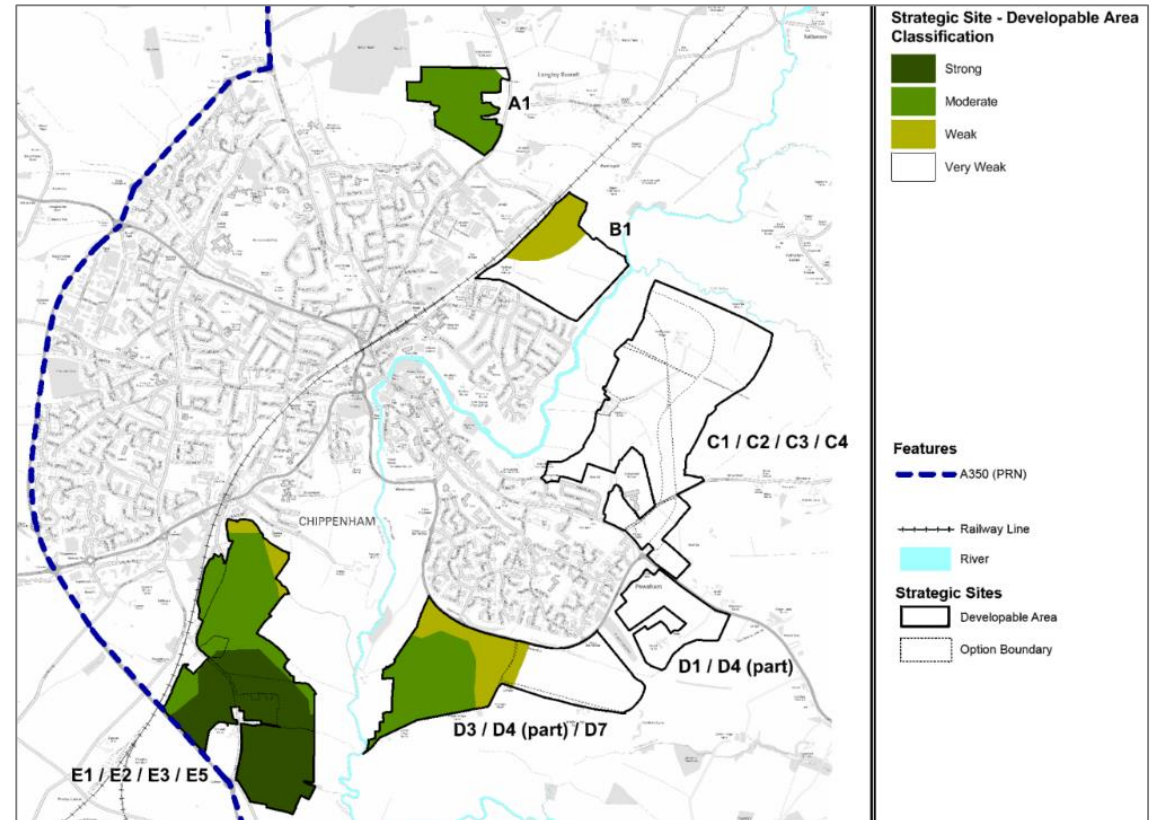
4.6. The proximity of the Strategic Site Options to the designated PRN (A350) is illustrated in **Figure 4-2** and quantified in **Table 4-2**. The assessment shows that:

- Six Strategic Site Options (C1, C2, C3, C4, D1 and D4) have nearly all their development land (at least 96%) more than 2500 metres from the A350;
- Strategic Site Option E3 provides the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350; and
- Strategic Site Options E1, E2, E3 and E5 have more than one third of their development land within 1000 metres of the PRN.

Table 4-2 Potential access to PRN

Strategic Site Option	Strong (<1000m)	Moderate (1000 to 2000m)	Weak (2000m to 2500m)	Very Weak (>2500m)
A1	0% (0ha)	98% (24ha)	0% (0ha)	2% (0ha)
B1	0% (0ha)	0% (0ha)	32% (13ha)	68% (28ha)
C1	0% (0ha)	0% (0ha)	0% (0ha)	100% (55ha)
C2	0% (0ha)	0% (0ha)	0% (0ha)	100% (113ha)
C3	0% (0ha)	0% (0ha)	0% (0ha)	100% (59ha)
C4	0% (0ha)	0% (0ha)	0% (0ha)	100% (62ha)
D1	0% (0ha)	0% (0ha)	0% (0ha)	100% (26ha)
D3	0% (0ha)	40% (32ha)	23% (19ha)	37% (30ha)
D4	0% (0ha)	0% (0ha)	4% (2ha)	96% (54ha)
D7	0% (0ha)	67% (32ha)	33% (16ha)	0% (0ha)
E1	34% (20ha)	58% (35ha)	8% (4ha)	0% (0ha)
E2	43% (30ha)	51% (36ha)	6% (4ha)	0% (0ha)
E3	59% (57ha)	37% (36ha)	5% (4ha)	0% (0ha)
E5	44% (36ha)	51% (42ha)	5% (5ha)	0% (0ha)

Figure 4-2 Potential access to PRN



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

Overall Assessment of Key Theme 2

4.7. The method for combining the sustainable access criteria into a single assessment for Key Theme 2 is explained in para. 4.4. The overall assessment is illustrated in **Figure 4-3** and quantified in **Table 4-3**. The assessment shows that:

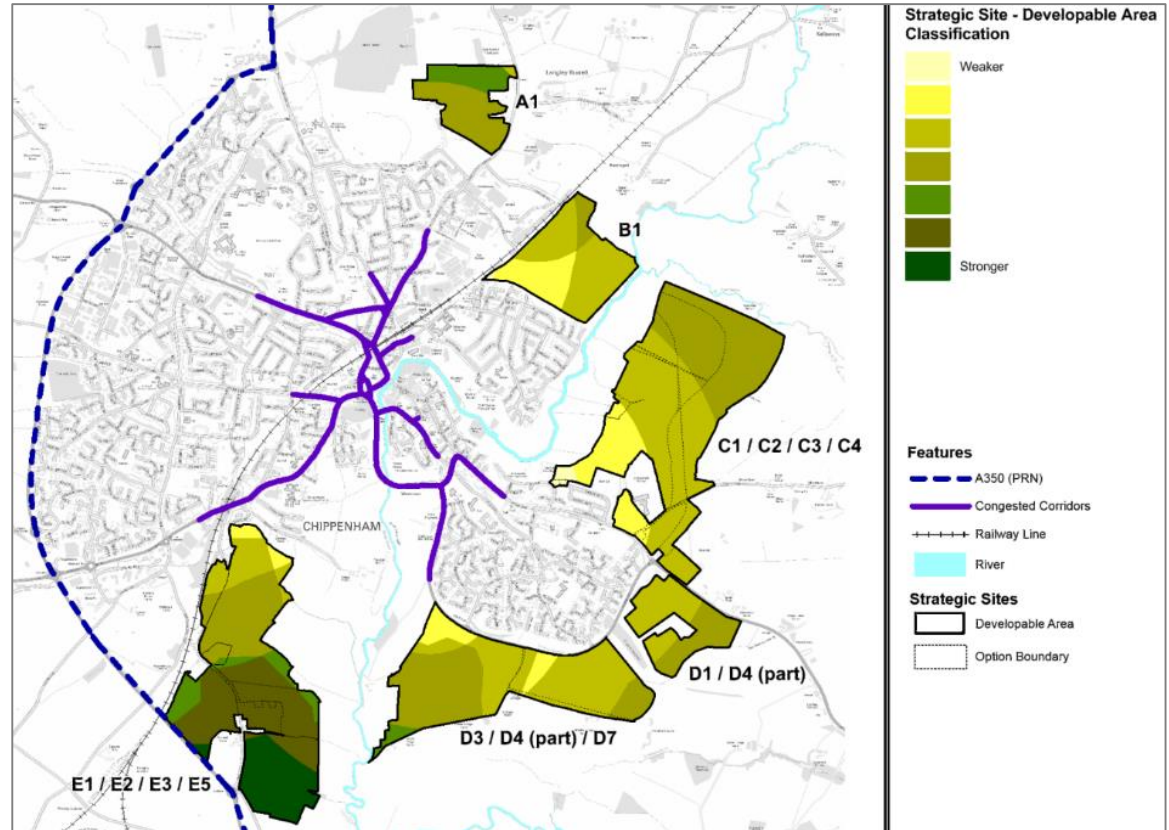
- Strategic Site Option E3 has the greatest percentage (66%) and absolute land area (65 hectares) classed as 'Strong'; and
- Seven Strategic Site Options (B1, C1, C2, C3, C4, D1 and D4) have no land classed as 'Strong'.

Table 4-3 Overall comparative assessment of Key Theme 2

Strategic Site Option	Strong	Moderate	Weak	Very Weak
A1*	32% (8ha)	66% (16ha)	2% (0ha)	0% (0ha)
B1	0% (0ha)	8% (3ha)	64% (26ha)	28% (11ha)
C1	0% (0ha)	3% (2ha)	64% (35ha)	33% (18ha)
C2	0% (0ha)	38% (43ha)	46% (51ha)	16% (18ha)
C3	0% (0ha)	0% (0ha)	67% (40ha)	33% (19ha)
C4	0% (0ha)	28% (18ha)	48% (30ha)	23% (14ha)
D1	0% (0ha)	43% (11ha)	57% (15ha)	0% (0ha)
D3	3% (2ha)	41% (33ha)	47% (38ha)	10% (8ha)
D4	0% (0ha)	29% (16ha)	66% (38ha)	5% (3ha)
D7	5% (2ha)	57% (28ha)	27% (13ha)	11% (5ha)
E1*	45% (27ha)	35% (21ha)	15% (9ha)	5% (3ha)
E2*	54% (38ha)	29% (21ha)	12% (9ha)	4% (3ha)
E3*	66% (65ha)	21% (21ha)	9% (9ha)	3% (3ha)
E5*	41% (34ha)	35% (29ha)	15% (12ha)	9% (8ha)

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Figure 4-3 Key Theme 2 heat map – highway access



The specific locations and boundaries for each Strategic Site Option are shown in Appendix A.

4.8. Using the same assessment threshold as in the original Part 1 transport and accessibility evidence, the Strategic Site Options marked with an asterisk (*) in Table 4-3 are considered to demonstrate the most favourable highway access attributes⁹. These Strategic Site Options are therefore placed within the Key Theme 2 circle on the final Venn diagram in Section 6.

⁹ For the purpose of this analysis, Strategic Site Options with more than 10% of development land classed as strong, and more than two-thirds classed as either strong or moderate are considered to demonstrate this attribute.

5. Key Theme 3 - Wider Transport Opportunities

- 5.1. This section presents the wider transport opportunities assessment for each Strategic Site Option. The assessment questions and qualitative scoring approach remain identical to the original Part 1 transport and accessibility evidence submitted to the Examination (CEPS/04) in 2015. However the analysis is now at the smaller Strategic Site Option (rather than Strategic Area) geographical scale.
- 5.2. The wider transport opportunities assessment, as set out in **Table 5-1**, relates only to the impacts that development within each Strategic Site Option could have, in transport and accessibility terms, on **existing communities**. The three assessment questions are:
- Highway network resilience:** Could development and associated infrastructure at Strategic Site Option X be potentially beneficial in terms of journey times, reliability and highway network resilience to *existing Chippenham residents and businesses*?
 - Non-motorised modes of travel:** Could development in Strategic Site Option X potentially provide new attractive walking and cycling links that help to increase the use of these active modes among *existing residents*?¹⁰
 - Public transport accessibility:** Could development in Strategic Site Option X lead to improved public transport access for *existing Chippenham residents*, to employment, health, education and retail facilities?

Table 5-1 Overall assessment of Key Theme 3

Question Topic	A1	B1	C1	C2	C3	C4	D1	D3	D4	D7	E1	E2	E3	E5
(a) Highway network resilience	≡	✓	✓	✓	✓	✓	≡	✓	✓	✓	✓	✓	✓	✓
(b) Non-motorised modes of travel	≡	✓	✓✓	✓✓	✓✓	✓✓	≡	≡	≡	≡	≡	≡	≡	≡
(c) Public transport	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓✓	✓✓	✓✓	✓✓
Overall Assessment (High, Medium, Low potential)	L	H	H	H	H	H	L	M	M	M	M	M	M	M
✓✓	High potential for existing communities to benefit from development in this Strategic Site Option													
✓	Some potential for existing communities to benefit from development in this Strategic Site Option													
≡	Benefits to existing communities are uncertain													

- 5.3. Comparing Table 5-1 with the original Key Theme 3 assessment in the Part 1 evidence (CEPS/04), key points to note are:
- Strategic Site Option A1 is a much smaller area to the original Strategic Area A and would be unlikely to provide associated infrastructure which improves highway network resilience for existing Chippenham residents and businesses.
 - A similar issue exists for Strategic Site Option D1, as development in this site would also be unlikely to provide associated infrastructure which improves highway network resilience. In particular Strategic Site Option D1 would be unlikely to be located on any potential future Southern Link Road alignment. In contrast, Strategic Site Options D3, D4 (which incorporates D1 into a larger development site) and D7 would have some potential to provide infrastructure which improves overall highway network resilience for existing residents and businesses.
 - It is acknowledged that there is at least some potential for all Strategic Site Options to provide for improved bus services.
- 5.4. Using the same approach as in the original Part 1 assessment, Strategic Site Options with a 'High' or 'Medium' likelihood of providing wider transport opportunities for existing communities are placed within the Key Theme 3 circle on the final Venn diagram in Section 6.

¹⁰ In order for new developments to be able to provide new attractive walking and cycling links for existing residents, those developments would need to be located on a direct route between existing trip generators (existing residential areas) and existing or new trip attractors (such as education, health, and retail services, or employment opportunities).

6. Summary

- 6.1. This section summarises the relative transport and accessibility strengths and weaknesses of each Strategic Site Option, based on the assessments presented in this Evidence Paper. The original Venn diagram has been updated with the fourteen Strategic Site Options.

Overall Assessment of Strategic Site Options

- 6.2. **Table 6-1** summarises the Strategic Site Option assessments for the three key themes. The same summary is also presented in the form of a Venn diagram in **Figure 6-1**. **This is a simplified overview of the many assessments in this Evidence Paper.** Strategic Site Options that are assessed as demonstrating favourable transport and accessibility attributes overall will still have some weaknesses. Similarly, Strategic Site Options that are assessed as weaker overall will still have some strengths. Specific details on these comparative strengths and weaknesses are contained throughout the Evidence Paper.

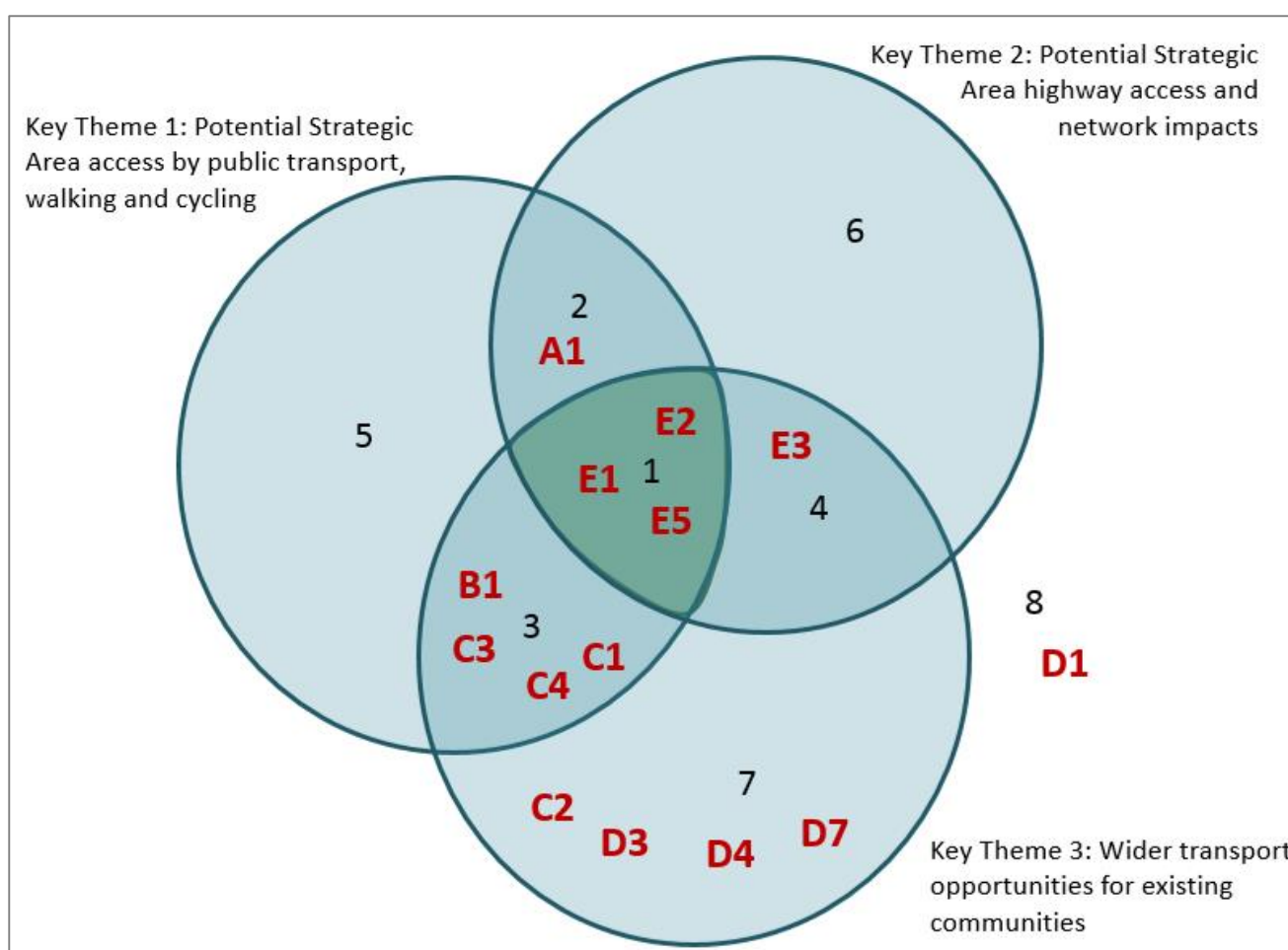
Table 6-1 Strategic Site Options assessment summary

Strategic Site Option	Assessment and location on Venn diagram			Location on Venn diagram ¹¹ in Figure 6-1
	Key Theme 1 – sustainable access (from Table 3-7)	Key Theme 2 – highway access (from Table 4-3)	Key Theme 3 – wider transport opportunities (from Table 5-1)	
A1	✓	✓	X	2
B1	✓	X	✓	3
C1	✓	X	✓	3
C2	X	X	✓	7
C3	✓	X	✓	3
C4	✓	X	✓	3
D1	X	X	X	8
D3	X	X	✓	7
D4	X	X	✓	7
D7	X	X	✓	7
E1	✓	✓	✓	1 (centre)
E2	✓	✓	✓	1 (centre)
E3	X	✓	✓	4
E5	✓	✓	✓	1 (centre)

¹¹ The Venn diagram location numbers relate to the numbered locations in Figure 6-1. They do not relate to any specific priority order.

- 6.3. The Venn diagram in **Figure 6-1** provides a visual representation of the overall transport and accessibility attributes for each of the Strategic Site Options (based on Table 6-1). Each of the three circles represents one of the three key themes / attribute sets, with the fourteen Strategic Site Option references placed to show which attributes they have potential to demonstrate.
- 6.4. For example, Strategic Site Options shown in location number three on the diagram are considered to demonstrate strong or moderate potential for sustainable access, as well as being likely to offer wider transport opportunities for existing communities. They are not considered to demonstrate strong or moderate highway access arrangements.
- 6.5. The Venn diagram can be used to aid site selection. Three Strategic Site Options (E1, E2 and E5) are shown to demonstrate all three attributes, while six other Strategic Site Options (A1, B1, C1, C3, C4 and E3) are shown to demonstrate two out of the three attributes. Alternatively, a sustainable transport focused selection might involve the eight Strategic Site Options within the Key Theme 1 circle (A1, B1, C1, C3, C4, E1, E2 and E5), while a highway focused selection might involve the five Strategic Site Options within the Key Theme 2 circle (A1, E1, E2, E3 and E5).

Figure 6-1 Strategic Site Options assessment – Venn diagram



- 6.6. In comparison to the Venn diagram in the original Part 1 evidence (replicated in Figure 2-1), the following can be noted from Figure 6-1:
- Strategic Site Option A1 (unlike Strategic Area A) is not located in the centre of the Venn diagram, as it is a much smaller area of land that is less likely to provide wider transport opportunities for existing Chippenham residents and businesses.
 - Strategic Site Option B1 remains in the same place as the previous Strategic Area B, as it is a broadly similar area of land.

- Strategic Site Options relating to the previous Strategic Area C are now split across two parts of the Venn diagram, with Strategic Site Options C1, C3 and C4 demonstrating strong or moderate potential for sustainable access. The much more extensive Strategic Site Option C2 is not considered to demonstrate this additional attribute.
- Strategic Site Options relating to the previous Strategic Area D are also now split across two parts of the Venn diagram, with Strategic Site Options D3, D4 and D7 demonstrating the potential to offer wider transport opportunities for existing communities. The smaller Strategic Site Option D1 is not considered to demonstrate this attribute.
- Three of the four Strategic Site Options relating to the previous Strategic Area E (E1, E2 and E5) remain in the centre of the Venn diagram. The more extensive Strategic Site Option E3 is not considered to demonstrate strong or moderate potential for sustainable access.

Strengths, Weaknesses and Opportunities

- 6.7. An overview of the strengths, weaknesses, and opportunities of each Strategic Site Option is provided in **Table 6-2**. This shows that Strategic Site Options which have been assessed as demonstrating favourable transport and accessibility attributes overall still have some potential weaknesses. Similarly, Strategic Site Options that are assessed as weaker overall still have some potential strengths.

Table 6-2 Strategic Site Options - strengths, weaknesses and opportunities

Strategic Site Option	Key Strengths	Key Weakness	Opportunities
A1	<ul style="list-style-type: none"> Proximity to employment (100% within 1 mile of Langley Park / Parsonage Way). More than 500 metres from any 'congested corridors where mitigation would be challenging'. 	<ul style="list-style-type: none"> Distance from Community Hospital (more than 1.5 miles). Beyond 400 metres from any main bus corridor. 	<ul style="list-style-type: none"> Some potential to improve bus service provision along the B4069 to/from the town centre.
B1	<ul style="list-style-type: none"> Proximity to town centre (78% within 1 mile), railway station (100% within 1 mile), employment (100% within 1 mile of Langley Park / Parsonage Way). 	<ul style="list-style-type: none"> Beyond 400 metres from any main bus corridor. More than 2000 metres from the A350. 	<ul style="list-style-type: none"> Some potential to improve the local highway network, walking and cycling routes between Monkton Park and Langley Park, and bus service provision via Monkton Park.
C1	<ul style="list-style-type: none"> One third of land area within 1 mile of town centre. Proximity to secondary schools (100% / 113 ha within 1 mile of Abbeyfield). 	<ul style="list-style-type: none"> More than 2500 metres from the A350. 	<ul style="list-style-type: none"> High potential to improve walking and cycling routes between Pewsham, Monkton Park and beyond. Some potential to improve the local highway network, and reintroduce bus services to the Pewsham estate.
C2	<ul style="list-style-type: none"> Proximity to secondary schools (100% within 1 mile of Abbeyfield). 	<ul style="list-style-type: none"> Distance from Community Hospital (80% more than 1.5 miles). More than one third of land area over ¾ mile from any main bus corridor. More than 2500 metres from the A350. 	<ul style="list-style-type: none"> High potential to improve walking and cycling routes between Pewsham, Monkton Park and beyond. Some potential to improve the local highway network, and reintroduce bus services to the Pewsham estate.
C3	<ul style="list-style-type: none"> One third of land area within 1 mile of town centre. Proximity to secondary schools (100% within 1 mile of Abbeyfield). 	<ul style="list-style-type: none"> More than 2500 metres from the A350. 	<ul style="list-style-type: none"> High potential to improve walking and cycling routes between Pewsham, Monkton Park and beyond. Some potential to improve the local highway network, and reintroduce bus services to the Pewsham estate.
C4	<ul style="list-style-type: none"> One third of land area within 1 mile of town centre. Proximity to secondary schools (100% within 1 mile of Abbeyfield). 	<ul style="list-style-type: none"> More than 2500 metres from the A350. 	<ul style="list-style-type: none"> High potential to improve walking and cycling routes between Pewsham, Monkton Park and beyond. Some potential to improve the local highway network, and reintroduce bus services to the Pewsham estate.
D1	<ul style="list-style-type: none"> Proximity to secondary schools (100% within 1 mile of Abbeyfield). Adjacent to main bus corridor (81% within 400 metres of the A4 London Rd). More than 1000 metres from any 'congested corridors where mitigation would be challenging'. 	<ul style="list-style-type: none"> Distance from town centre (more than 1 mile), railway station (95% more than 1.5 miles), Community Hospital (99% more than 1.5 miles), employment areas (more than 1 mile) More than 2500 metres from the A350. 	<ul style="list-style-type: none"> Some potential to improve bus service provision along the London Road corridor.

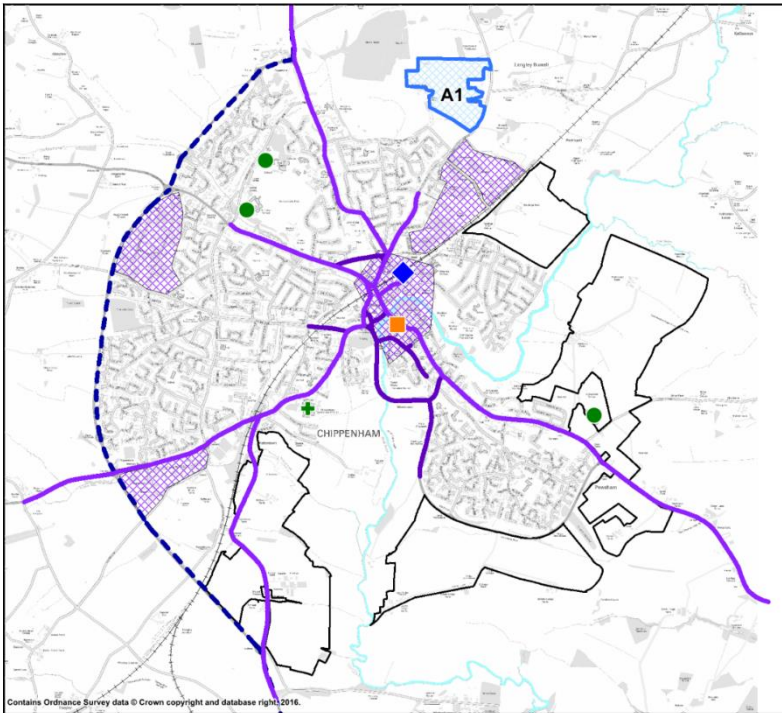
D3	<ul style="list-style-type: none"> Proximity to Community Hospital (83% within 1.5 miles). 	<ul style="list-style-type: none"> Distance from railway station (67% more than 1.5 miles). Beyond 400 metres from any main bus corridor. 	<ul style="list-style-type: none"> Some potential to improve the local highway network, and reintroduce bus services to the Pewsham estate.
D4	<ul style="list-style-type: none"> Proximity to secondary schools (100% within 1 mile of Abbeyfield). More than 500 metres from any 'congested corridors where mitigation would be challenging'. 	<ul style="list-style-type: none"> Distance from town centre (more than 1 mile), railway station (95% more than 1.5 miles away), employment areas (more than 1 mile) More than 2500 metres from the A350. 	<ul style="list-style-type: none"> Some potential to improve the local highway network, and reintroduce bus services to the Pewsham estate.
D7	<ul style="list-style-type: none"> Proximity to Community Hospital (100% within 1.5 miles). 	<ul style="list-style-type: none"> Beyond 400 metres from any main bus corridor. 	<ul style="list-style-type: none"> Some potential to improve the local highway network, and reintroduce bus services to the Pewsham estate.
E1	<ul style="list-style-type: none"> Proximity to Community Hospital (88% within 1 mile), employment (100% within 1 mile of Methuen Park). Adjacent to main bus corridor (97% within 400 metres of B4528/B4643). More than one third of land area within 1000 metres of the A350. 	<ul style="list-style-type: none"> Distance from secondary schools (68% more than 1.5 miles). 	<ul style="list-style-type: none"> Some potential to improve the local highway network. High potential to improve bus service provision along the B4528/B4643 corridor into Chippenham town centre.
E2	<ul style="list-style-type: none"> Proximity to Community Hospital (89% within 1 mile), employment (100% within 1 mile of Methuen Park). Adjacent to main bus corridor (92% within 400 metres of B4528/B4643). More than one third of land area within 1000 metres of the A350. 	<ul style="list-style-type: none"> Distance from secondary schools (73% more than 1.5 miles). 	<ul style="list-style-type: none"> Some potential to improve the local highway network. High potential to improve bus service provision along the B4528/B4643 corridor into Chippenham town centre.
E3	<ul style="list-style-type: none"> Proximity to Community Hospital (65% within 1 mile), employment (89% within 1 mile of Methuen Park). Adjacent to main bus corridor (89% within 400 metres of B4528/B4643). More than half of land area within 1000 metres of the A350. 	<ul style="list-style-type: none"> Distance from town centre, particularly the southernmost parts. Also, distance from railway station (69% more than 1.5 miles), and from secondary schools (81% more than 1.5 miles). 	<ul style="list-style-type: none"> Some potential to improve the local highway network. High potential to improve bus service provision along the B4528/B4643 corridor into Chippenham town centre.
E5	<ul style="list-style-type: none"> Proximity to Community Hospital (91% within 1 mile), employment (100% within 1 mile of Methuen Park). Adjacent to main bus corridor (93% within 400 metres of B4528/B4643) More than one third of land area within 1000 metres of the A350. 	<ul style="list-style-type: none"> Distance from secondary schools (72% more than 1.5 miles) 	<ul style="list-style-type: none"> Some potential to improve the local highway network. High potential to improve bus service provision along the B4528/B4643 corridor into Chippenham town centre.

Appendices

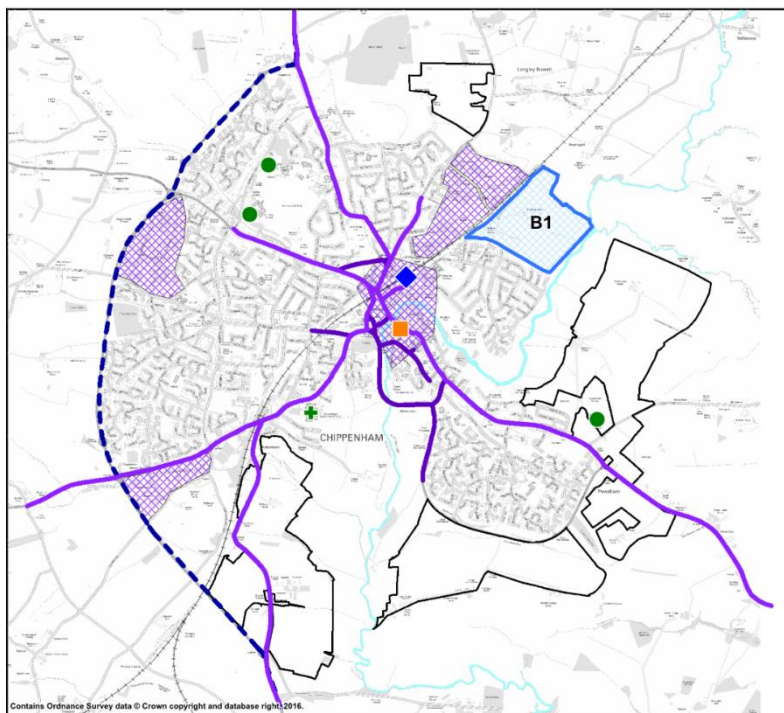
Appendix A. Strategic Site Options

The plans contained in this Appendix show only the net developable areas for residential and employment use within each Strategic Site Option.

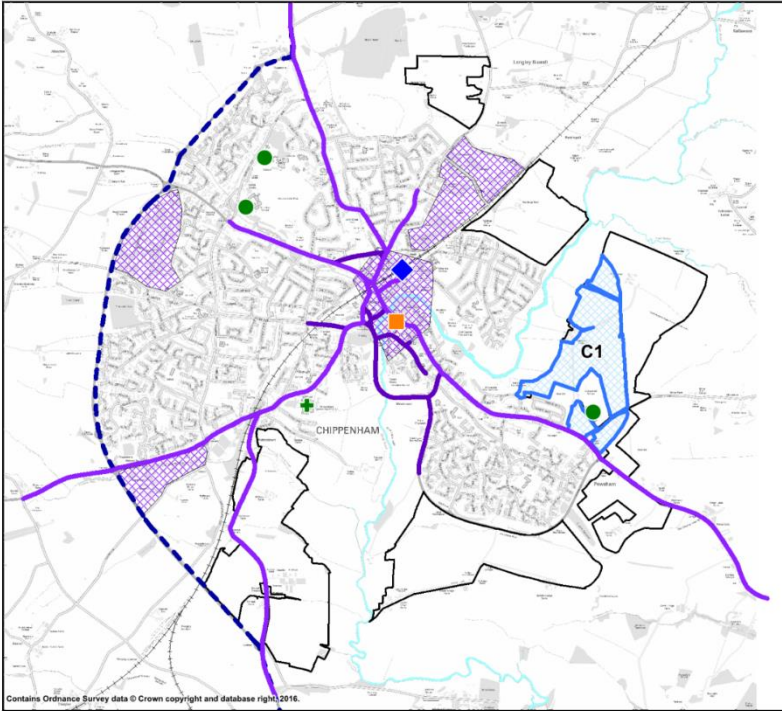
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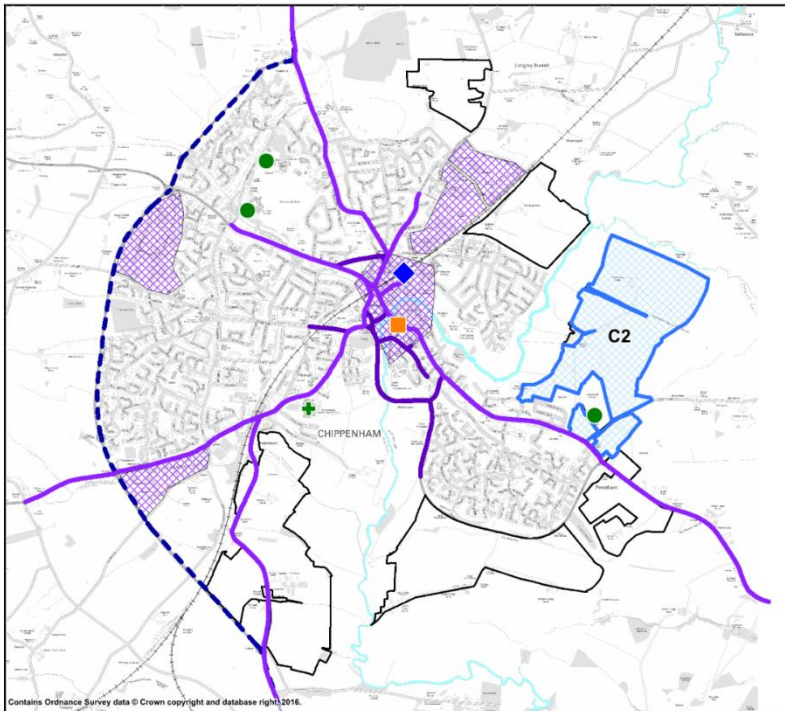
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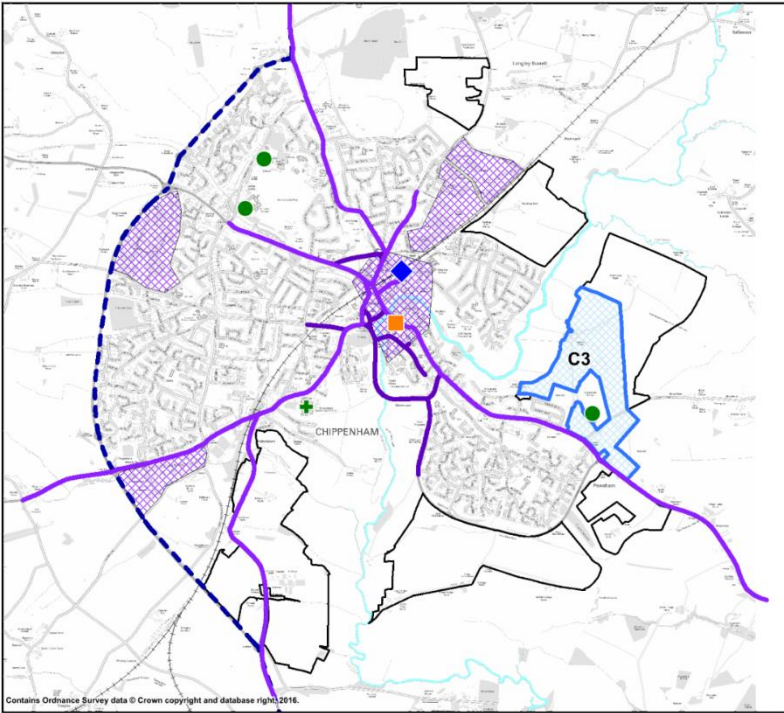
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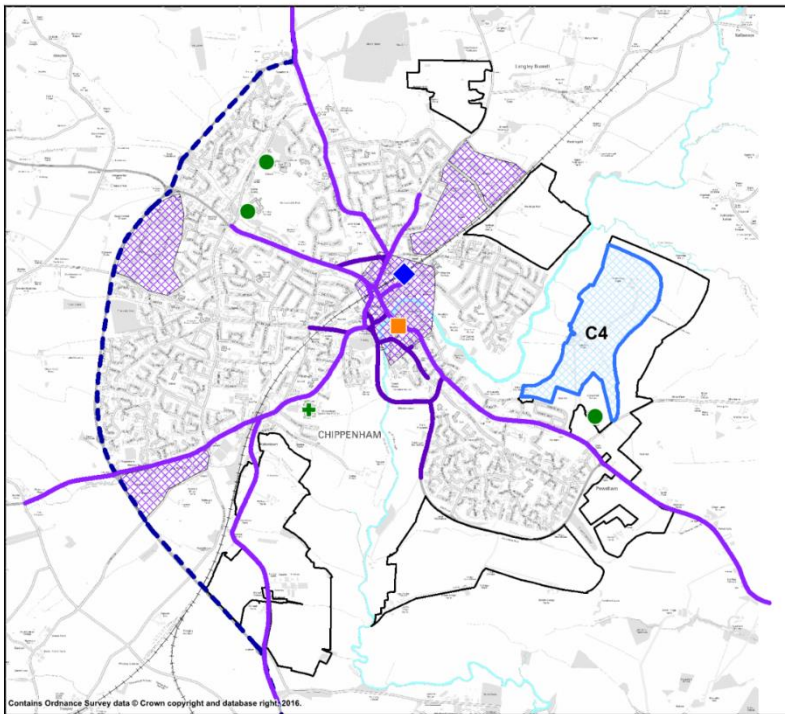
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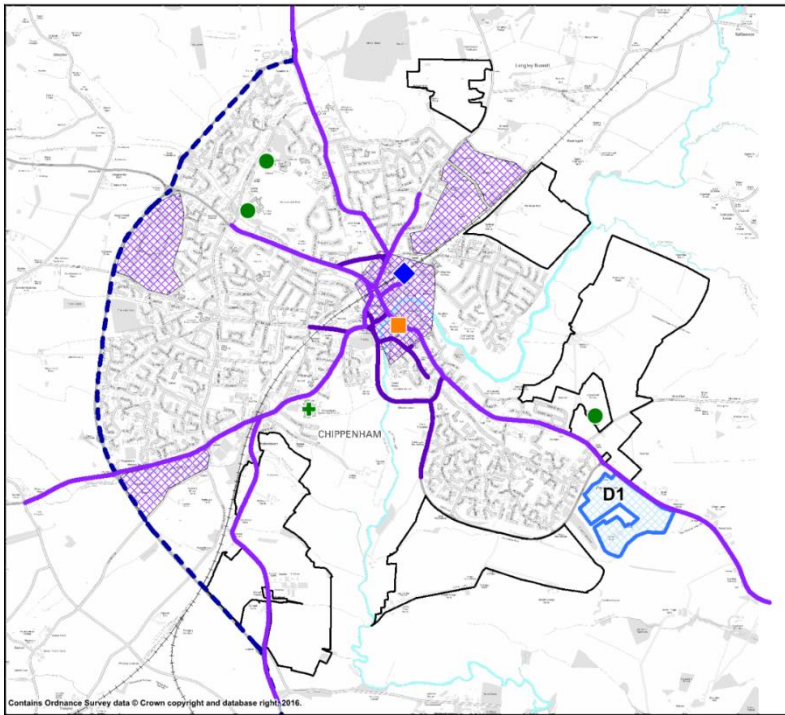
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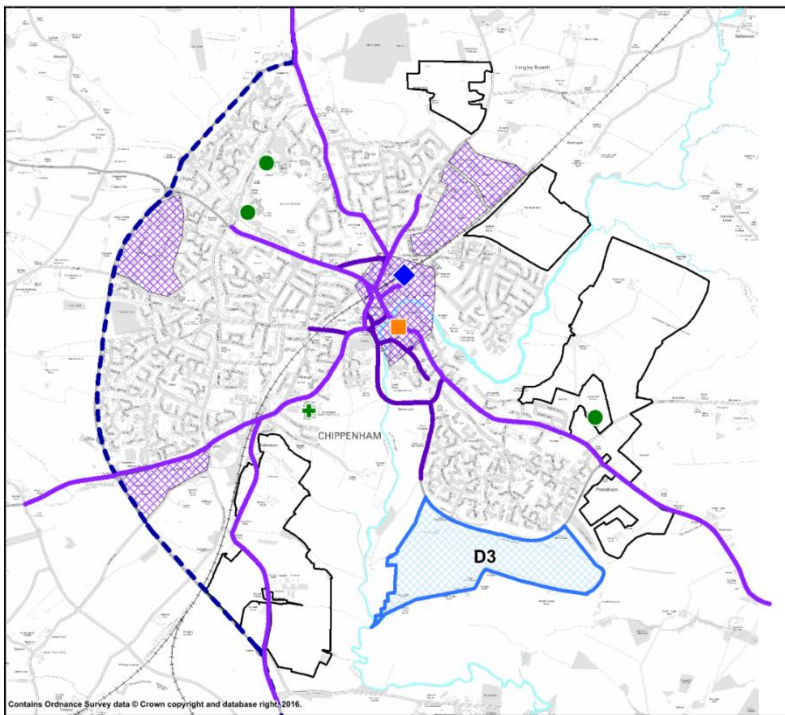
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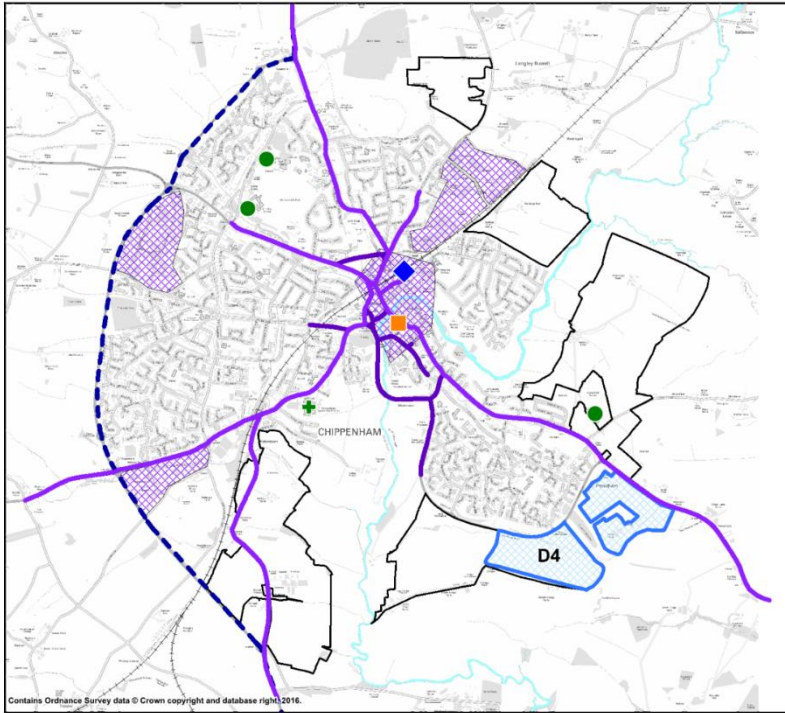
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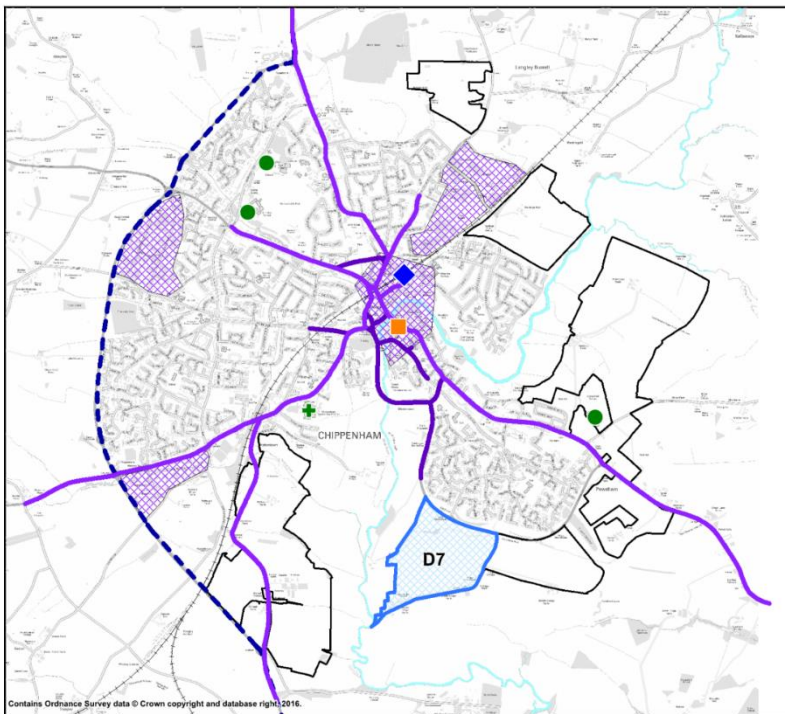
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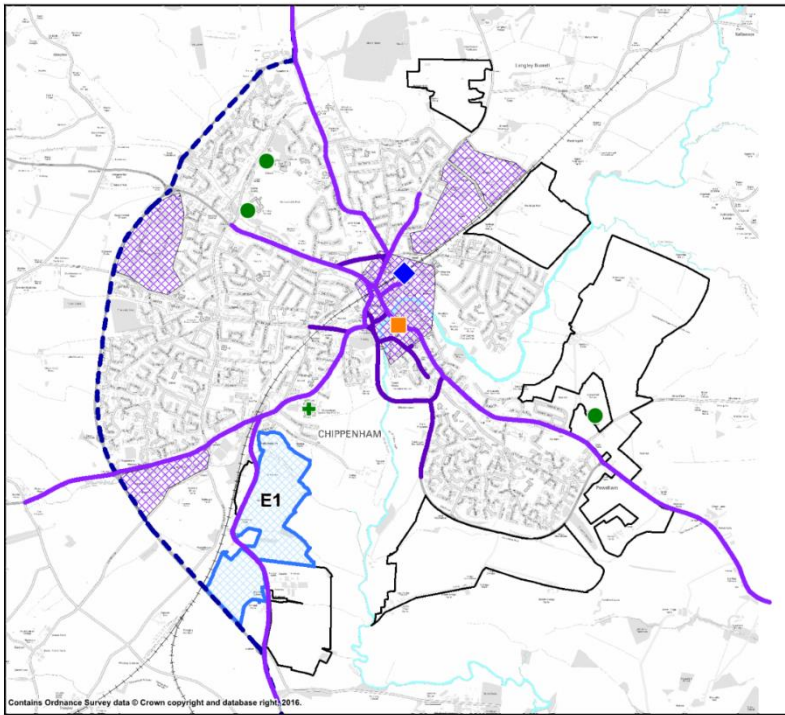
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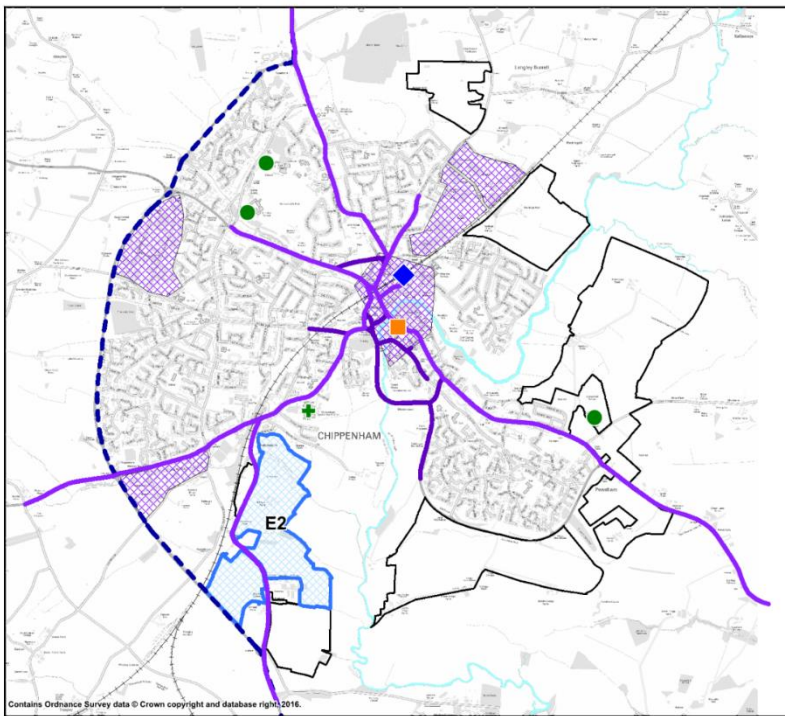
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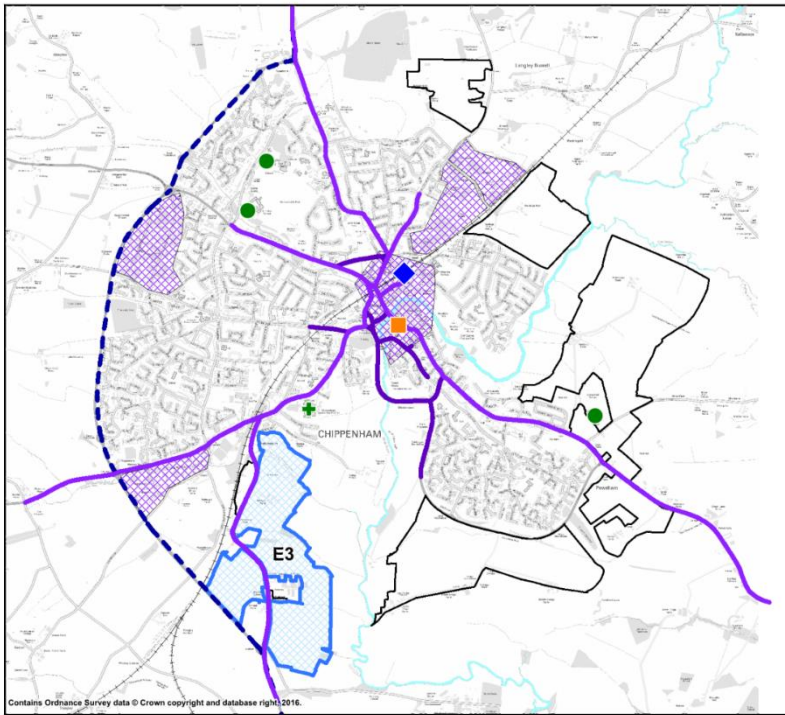
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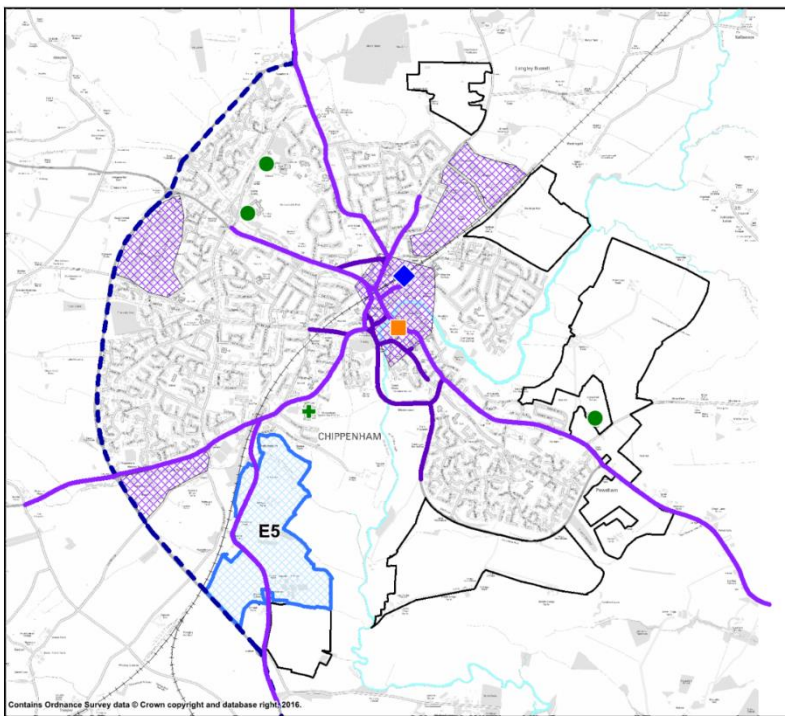
E2



E3



E5



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Chippenham Site Allocations Plan

Supplementary Transport & Accessibility Evidence: Part 2a - Assessing Alternative Development Strategies

Wiltshire Council

22 April 2016

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Rev 2.0	Additional explanation	PC	PB	RT	RT	11/04/16
Rev 3.0	Clarifications	PC	PB	RT	RT	22/04/16

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1. Introduction

Context

- 1.1. This Evidence Paper has been commissioned by Wiltshire Council to provide supplementary transport and accessibility evidence associated with the Chippenham Site Allocations Plan, supplementing the Part 1 and Part 2 evidence submitted to the Examination in 2015 (CEPS/04 and CEPS/05). The supplementary assessments are part of the Schedule of Work that has been agreed with the Inspector, in order to align the transport evidence with the revised Sustainability Appraisal and Site Selection Report methodologies¹.
- 1.2. Supplementary transport and accessibility evidence has been prepared in two parts (Part 1a and 2a). Part 1a assesses fourteen 'Strategic Site Options' in terms of their overall transport and accessibility attributes, using the same method as the original Part 1 assessment (CEPS/04). Part 1a informs Step 4 (Sustainability Appraisal of Strategic Site Options) and Step 5 (Policy Review of Strategic Site Options) of the Schedule of Work. The outputs of Part 1a are reported in a separate Evidence Paper (CEPS/04a).
- 1.3. Part 2a supplements the Part 2 assessment (CEPS/05) by assessing a set of 'Alternative Development Strategies' using the Chippenham Transport Model. Alternative Development Strategies have been created from individual Strategic Site Options, as defined by Step 6 in the Schedule of Work. Part 2a informs Step 7 (Sustainability Appraisal of Reasonable Alternative Development Strategies) and Step 8 (Selection of a Preferred Development Strategy) of the Schedule of Work.
- 1.4. The benefits that the additional transport and accessibility evidence will provide to the Examination are:
 - Allowing transport and accessibility differences within the larger Strategic Areas to be reported in a more transparent manner, with analyses undertaken on a finer geographical scale to inform the Sustainability Appraisal and Site Selection Report; and
 - An ability to identify how Strategic Site Options and Alternative Development Strategies that are ultimately selected for inclusion in the Plan perform, in transport and accessibility terms.

Purpose of Evidence Paper

- 1.5. This Evidence Paper reports on the outputs from Part 2a, which has involved forecasting the highway network impacts for a set of Alternative Development Strategies using the Chippenham Transport Model².
- 1.6. The following tasks have been undertaken to inform the contents of this Evidence Paper:
 - Code the Alternative Development Strategies into the Chippenham Transport Model. The forecast year, 2026, is aligned to the end of the Plan period, although commentary on potential impacts of further development post-2026 is provided in this Evidence Paper.
 - Create 'with wider highway improvement' versions of the Alternative Development Strategies. In three of the Alternative Development Strategies this includes completing an Eastern or Southern Link Road with a new crossing of the River Avon. The 'with wider highway improvement' versions also include further measures from the draft Chippenham Transport Strategy³, aimed at minimising delay and reducing congestion throughout the town (details of these measures are provided in Section 2).

¹ The Schedule of Work forms Appendix 1 to the letter from Wiltshire Council to the Inspector dated 04 December 2015.

² Background information on strategic transport modelling and the Chippenham Transport Model was submitted to the Examination in 2015 – document references CTRAN03, CTRAN06, and CTRAN07.

³ The draft Chippenham Transport Strategy submitted to the Examination in 2015 – document reference CTRAN08.

- Review the forecast highway performance of each Alternative Development Strategy in 2026, with and without the wider highway improvements, relative to the situation in 2015. The review considers forecast changes in average journey times, change in delay, and changes in traffic flow across the entire Chippenham highway network.
- 1.7. The conclusions of the Part 1 evidence (CEPS/04), submitted to the Examination in 2015, provide a context for the way in which the 'with wider highway improvement' versions of Alternative Development Strategies have been prepared for this Evidence Paper. Paragraph 7.11 in CEPS/04 stated that "a dispersed development scenario without full [Eastern or Southern] link roads is forecast to lead to the most congested conditions on the Chippenham highway network." The basis for the 'wider highway improvements' versions is therefore to complete either an Eastern or Southern Link Road where possible. Comparison between the 'with' and 'without' wider highway improvement versions also allows the benefits of a completed link road to be articulated.

Structure of Evidence Paper

- 1.8. The remainder of this Evidence Paper is structured as follows:
- Section 2 sets out the Alternative Development Strategies that have been modelled, including the locations and quantum of development, and the potential highway measures for the 'with wider highway improvement' strategies.
 - Section 3 presents the forecast changes in average journey times and delays across the entire Chippenham highway network for each of the Alternative Development Strategies, both with and without wider highway improvements. It also presents the forecast changes in traffic flow within Chippenham town centre, and the forecast traffic re-routeing impacts of the Eastern and Southern Link Roads.
 - Section 4 summarises the key findings of Part 2a of the supplementary transport and accessibility evidence, in the form of a Red / Amber / Green assessment table.

2. Alternative Development Strategies

Overview

- 2.1. This section sets out the Alternative Development Strategies that have been modelled using the Chippenham Transport Model. It includes the locations and quantum of development, and provides a brief description of the potential highway improvements for the 'with wider highway improvement' strategies.
- 2.2. The Chippenham Transport Model allows for comparative assessments between the Alternative Development Strategies, in a consistent and objective manner. Model outputs have been used to assess the **relative differences between strategies** at a Chippenham-wide level, rather than focusing on specific roads or junctions. Specific junction performance would be highly dependent on development site access arrangements, for which sufficient detail is not currently available. The way in which model outputs have been used, to make relative rather than absolute comparisons between options, is therefore appropriate.
- 2.3. The 2015 model, against which the 2026 scenarios are compared, includes the following developments and transport schemes:
 - The travel demands associated with dwellings that have been already built, that were under construction, or which had planning permission (as at 2012), are included in line with the Core Strategy modelling undertaken on behalf of Wiltshire Council during 2013. This equates to demand associated with approximately 1445 additional dwellings since 2006.
 - Additional travel demands associated with developments that were expected to take place between 2012 and 2015 were built into the model as part of an update to the Chippenham Transport Model in 2012. This includes the Market Quarter development on Cocklebury Road.
 - A350 north of Chippenham pinch-point scheme, which was completed in March 2015.
 - A350 Chippenham Bypass Improvements (dualling) at the Bumpers Farm and Brook Roundabouts, completed in February 2016.
- 2.4. All 2026 modelled scenarios for the Alternative Development Strategies include the following additional committed developments and transport schemes:
 - A new development of 750 dwellings and 2.7 hectares of employment land at North Chippenham, accessed from a new single-carriageway link road connecting the A350 at an enlarged Malmesbury Road Roundabout to the B4069 Maud Heath's Causeway. The link road is an integral part of the North Chippenham development site.
 - A new development of 450 dwellings at Hunters Moon, to the south-west of Chippenham, accessed via Methuen Park.
 - New employment land (equivalent to 6 hectares) as part of the redeveloped Langley Park site, adjacent to the B4069.
 - Full dualling of the A350 Chippenham Bypass as far south as the Chequers Roundabout (A350/A4). Construction on the next stage of dualling is expected to commence during 2017.

Alternative Development Strategies

- 2.5. Four Alternative Development Strategies have been specified by Wiltshire Council. Each strategy assumes that development is already committed at the North Chippenham and Hunters Moon sites⁴:
 - **Strategy 1 – Eastern:** Comprises further development to the east of the town, at Strategic Site Options B1 and C4;
 - **Strategy 2 – Southern:** Comprises further development to the south of the town, at Strategic Site Options D7 and E5;

⁴ Strategic Site Option references and locations are set out in the Part 1a Evidence Paper (CEPS/04a).

- **Strategy 3 – Submitted:** Further development as previously proposed at the start of the Examination in Public in 2015, at Strategic Site Options B1, C1 and E2; and
- **Strategy 4 – Mixed:** Further development at Strategic Site Options B1 to the east of the town and E5 to the south.

2.6. Each Alternative Development Strategy has been assessed in two scenarios:

- **Without Wider Highway Improvements:** In this scenario, suitable highway access arrangements have been provided to connect Strategic Site Options to the nearest existing roads, but without wider highway improvements to deal with the wider traffic impacts of development; and
- **With Wider Highway Improvements:** In this scenario, additional highway improvements have been included to attempt to reduce the impacts of Strategic Site Option development on the existing highway network.

2.7. For transport modelling purposes and ease of reference each Alternative Development Strategy has been given a short reference code, ADS1 to ADS4, with a '0' added to the end to indicate 'without wider highway improvements' and a '1' to indicate 'with wider highway improvements'. The references used throughout this Evidence Paper are therefore ADS10, ADS20, ADS30, and ADS40 for the 'without wider highway improvements' scenarios, and ADS11, ADS21, ADS31, and ADS41 for the 'with wider highway improvements' scenarios.

2.8. The quantum of housing and employment land development for each of the four Alternative Development Strategies remains unchanged between the 'without' and 'with' wider highway improvements scenarios, as shown in **Table 2-1**. The quantum of development, both numbers of dwellings and employment land area in hectares (ha), has been specified by Wiltshire Council.

2.9. Schematics showing the approximate location of development for each of the Alternative Development Strategies are in **Figure 2-1**.

Table 2-1 Housing and employment development levels at 2026

Strategic Site Option	Strategy 1 (ADS10 & 11)		Strategy 2 (ADS20 & 21)		Strategy 3 (ADS30 & 31)		Strategy 4 (ADS40 & 41)	
	Dwellings	Employment	Dwellings	Employment	Dwellings	Employment	Dwellings	Employment
B1	650	5.0ha	-	-	650	5.0ha	650	5.0ha
C1	-	-	-	-	850	5.0ha	-	-
C4	1350	16.0ha	-	-	-	-	-	-
D7	-	-	1050	10.5ha	-	-	-	-
E2	-	-	-	-	1000	18.1ha	-	-
E5	-	-	1400	18.1ha	-	-	1400	18.1ha
Totals	2000	21.0ha	2450	28.6ha	2500	28.1ha	2050	23.1ha
Post-2026 additions	-	-	-	-	-	+15.0ha	-	-

Without Wider Highway Improvements

2.10. The four Alternative Development Strategies are shown schematically in **Figure 2-1**. This shows the assumed highway access arrangements to each Strategic Site Option in 2026, without wider highway improvements. **The 'without wider highway improvements' scenario has been devised for transport assessment purposes only and should not be taken to imply any form of acceptability or policy position at this stage.**

2.11. Highway access to each Strategic Site Option, when built out to 2026 levels, is assumed as follows in the 'without wider highway improvements' scenario:

- **Strategic Site Option B1** can be accessed from the B4069 to the north-west via Parsonage Way and a new bridge over the railway line, and from the south-west via a new link to Darcy Close and

Cocklebury Road. These two access points are connected within the development site, providing a through route known as the Cocklebury Link Road. The existing New Road / Station Hill junction is assumed to be upgraded to signal control to allow for safe access and egress.

- **Strategic Site Options C1 or C4** can be accessed only from the south via a new junction on London Road, in the same approximate location as the current Stanley Lane junction.
- **Strategic Site Option D7** can be accessed only from the north-east by connecting a fourth arm into the existing A4 Pewsham Way / Canal Road roundabout.
- **Strategic Site Options E2 or E5** straddle the B4528 and are adjacent to the A350, allowing access in three different ways. The employment land part of E2 and E5 lies between the A350 and B4528, with access assumed via a new roundabout on the A350. The remaining residential development areas can be accessed via a new roundabout and new priority junction along the B4528 / B4643.

With Wider Highway Improvements

2.12. The Alternative Development Strategies, with wider highway improvements to deal with the wider traffic impacts of development, are shown schematically in **Figure 2-2**. The ‘with wider highway improvements’ scenario contains the same level of housing and employment development, but includes additional highway improvements as set out in **Table 2-2**. Measures 3 to 7 are taken from the draft Chippenham Transport Strategy, as submitted to the Examination in 2015. **The ‘with wider highway improvements’ scenario has been devised for transport assessment purposes only and should not be taken to imply any form of acceptability or policy position at this stage.**

Table 2-2 Potential wider highway improvements

#	Measure	Description	Assumed in ‘with wider highway improvement’ scenario			
			ADS11	ADS21	ADS31	ADS41
1	Eastern Link Road	Completing a link road to the east of the town, via a new crossing of the River Avon. Assumed as a 30mph single-carriageway road. Included when development occurs in Strategic Site Options C1 or C4 in addition to Strategic Site Option B1.	✓	-	✓	-
2	Southern Link Road	Completing a link road to the south of the town between the A350 and A4 Pewsham Way, via a new crossing of the River Avon. Assumed as a 30mph single-carriageway road. Included when development occurs in Strategic Site Option D7.	-	✓	-	-
3	Malmesbury Rd Rbt	Capacity enhancements at the A350 / B4158 Malmesbury Rd Roundabout, including additional lanes, further enlargement, and full signalisation. Potentially required if the roundabout becomes the northern end of the completed Eastern Link Road.	✓	-	✓	-
4	Little George signals	Replacing the existing 4-arm mini-roundabout with traffic signals to increase capacity. Right turn from the B4069 to the B4158 banned. Potentially required to deal with increased traffic flows under all future development scenarios.	✓	✓	✓	✓
5	Marshfield Rd / Park Lane / Audley Rd signals	Replacing the existing priority junction and mini-roundabout with a signalised junction to increase capacity. Potentially required to deal with increased traffic flows under all scenarios.	✓	✓	✓	✓
6	A4 / B4643 signals	Replacing existing mini-roundabout with a signalised junction to increase capacity. Tight left turn onto A4 and tight right turn onto B4643 banned. Included when development occurs in Strategic Site Options E2 or E5.	-	✓	✓	✓
7	A350 Chequers – Lackham dualling	Continuing A350 Chippenham Bypass full dualling south from Chequers Rbt (A350 / A4) to Lackham Rbt (A350 / B4528). Included when development occurs in Strategic Site Options E2 or E5.	-	✓	✓	✓

Figure 2-1 Alternative Development Strategies, without wider highway improvements

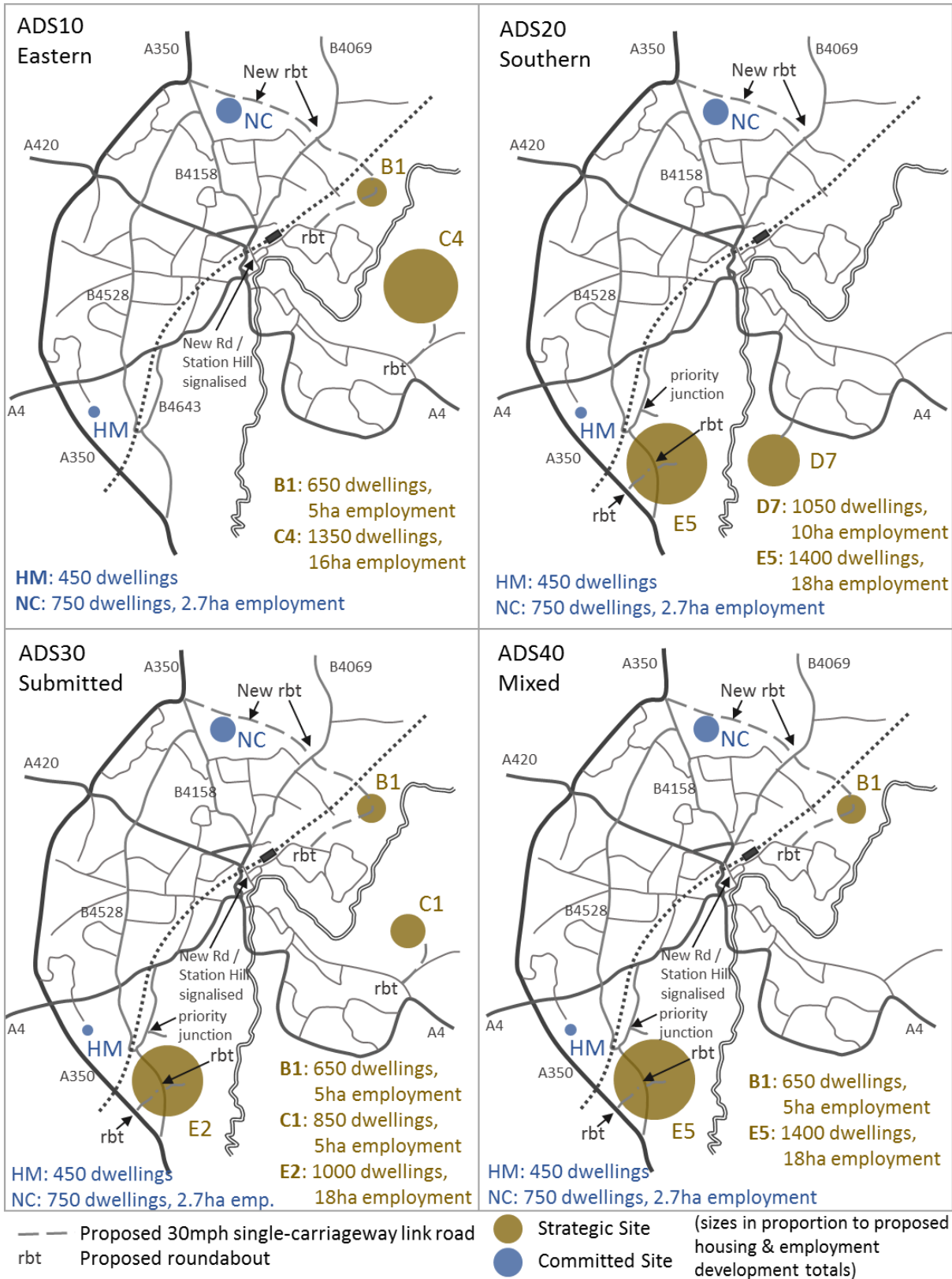
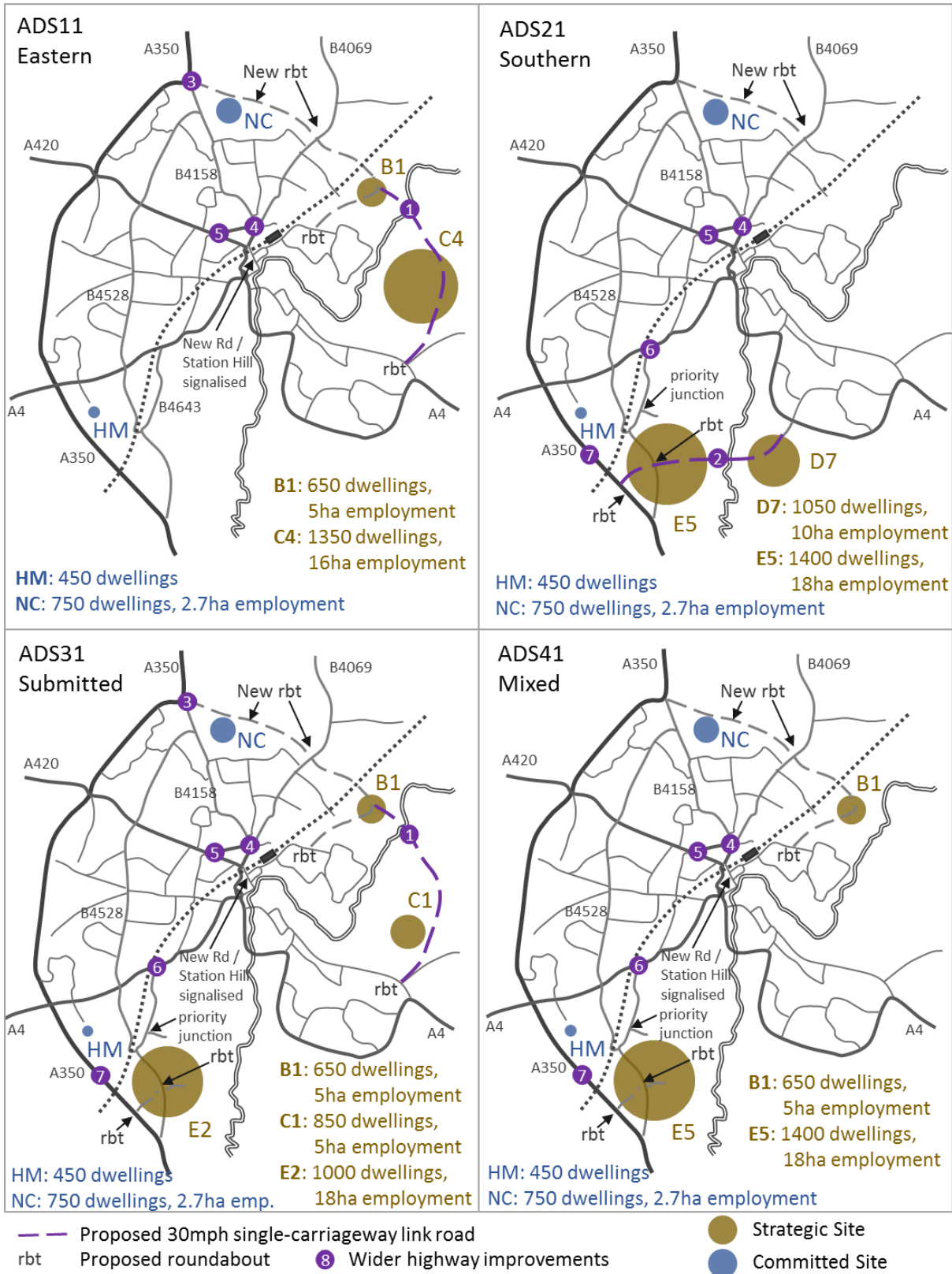


Figure 2-2 Alternative Development Strategies, with wider highway improvements



3. Forecasts

Overview

3.1. This section presents the headline forecasts obtained from the Chippenham Transport Model, across the entire Chippenham highway network, for each of the Alternative Development Strategies, with and without wider highway improvements. Forecasts for three indicators are presented:

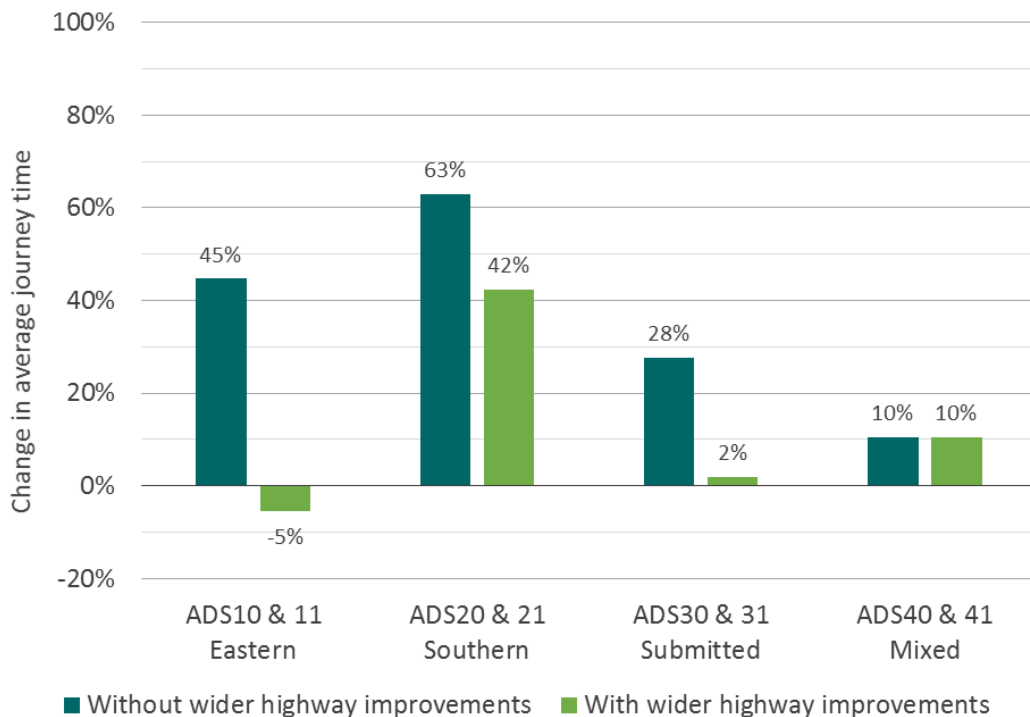
- **Average journey times:** Forecast percentage change in average peak period journey times for vehicles travelling on the Chippenham highway network, comparing 2026 to 2015;
- **Delay distribution:** Forecast spatial distribution of increased or reduced delays during the peak hours across the Chippenham highway network, comparing 2026 to 2015; and
- **Town centre traffic conditions:** Forecast percentage change in traffic flow within Chippenham town centre during the peak hours, comparing 2026 to 2015.

Average Journey Times

3.2. The Chippenham Transport Model forecasts average journey times for all trips that take place on Chippenham’s highway network, regardless of whether the trips actually start or end in Chippenham. This means that all possible journeys are included, for example local trips made entirely within the town, trips made to locations outside Chippenham, trips into Chippenham from outside the area, and ‘through trips’ which neither start nor end in the town. However, only the portion of the trip made on the Chippenham highway network is included in the average journey time calculation⁵.

3.3. The forecast percentage change in average peak period journey times⁶ (average for the 0700-1000 and 1600-1900 periods), for each Alternative Development Strategy, is shown in **Figure 3-1**.

Figure 3-1 Forecast percentage change in average AM and PM peak period journey times 2015-26



⁵ For example, for a journey between Bath and Chippenham town centre along the A4, only the portion of the trip that takes place on the Chippenham highway network between the approach to the A350/A4 Chequers Roundabout and Chippenham town centre would be included in the average journey time calculation.

⁶ For example, if current average journey times were taken to be 7 minutes, then a 45% increase would mean average journey times increase to just over 10 minutes. This is likely to be a noticeable increase.

3.4. The following key points can be identified from Figure 3-1:

- Without wider highway improvements (such as a completed Eastern or Southern Link Road), Strategy 4 (ADS40, Mixed) is forecast to increase average peak period journey times by the lowest percentage – a 10% average journey time increase, compared to 28%-63% for the other three strategies.
- With wider highway improvements in place, Strategy 1 (ADS11, Eastern) is forecast to lead to a slight improvement (5% reduction) in average peak period journey times compared to the 2015 situation. The ‘with wider highway improvements’ scenario for Strategy 1 includes the completed Eastern Link Road.
- The other strategy which includes the completed Eastern Link Road is the ‘with wider highway improvements’ version of Strategy 3 (ADS31, Submitted). This is forecast to lead to only a slight increase (2%) in average peak period journey times compared to the 2015 situation.
- Strategy 2 (ADS20 & 21, Southern) is forecast to lead to the greatest increase in average peak period journey times, for both the ‘without’ and ‘with wider highway improvements’ scenarios. The Southern Link Road is not forecast to be as effective as a completed Eastern Link Road for dealing with the overall traffic congestion impacts of development.
- For both Strategy 1 (ADS11, Eastern) and Strategy 3 (ADS31, Submitted), the proposed wider highway improvements, which include a completed Eastern Link Road, are appropriate in scale for dealing with the forecast impacts of development. Much more extensive highway improvements than is provided by the Southern Link Road would be required for Strategy 2 (ADS21, Southern), in order to mitigate the traffic impacts of development. Figure 3-1 shows that, even with the Southern Link Road (as part of wider highway improvements), average journey times are forecast to remain 42% longer than in 2015.

3.5. The four Alternative Development Strategies specified by Wiltshire Council (Table 2-1) have different proposed development levels to 2026. However, there is no direct relationship between the overall quantum of development proposed as part of an Alternative Development Strategy and the forecast change in average peak period journey times. The highest level of development is contained in Strategy 3 (ADS30 & 31, Submitted), although the forecast increase in average peak period journey times is not as high as Strategies 1 and 2, which both have lower development levels. It can therefore be implied that the location of development and the accompanying highway infrastructure measures will be an important influence on highway network performance.

Delay Distribution

3.6. Forecast average peak period journey time is a relatively straightforward indicator of how the highway network is expected to perform, although it masks spatial variations. There will be some locations where journey times are forecast to increase or decrease to a greater extent than other locations. By reviewing the Chippenham Transport Model outputs in more detail, it is possible to identify general areas where delays on the highway network are forecast to increase or decrease to the greatest extent.

3.7. The schematics in **Figure 3-2** to **Figure 3-5** show the areas in Chippenham where delays are forecast to increase or decrease to the greatest extent⁷, comparing 2026 with the situation in 2015.

3.8. The spatial distribution of forecast changes in delays are shown separately for each of the Alternative Development Strategies:

- ‘Without wider highway improvements’ (ADS10, ADS20, ADS30 and ADS40) for the AM peak hour (0800-0900) in Figure 3-2, and for the PM peak hour (1700-1800) in Figure 3-3; and
- ‘With wider highway improvements’ (ADS11, ADS21, ADS31 and ADS41) for the AM peak hour (0800-0900) in Figure 3-4, and for the PM peak hour (1700-1800) in Figure 3-5;

⁷ Increases or decreases in delay have been highlighted in the schematics where they are forecast to change by more than approximately 30 seconds per vehicle on the majority of ‘links’ in the road network within the highlighted area. A ‘link’ is a transport modelling term for a section of road between two modelled junctions. In an urban environment, delays on links will usually be caused by capacity constraints at downstream junctions. Areas where delays currently exist and where there is little or no forecast change in this delay between 2015 and 2026 are not shown in the schematics.

Figure 3-2 Forecast change in delay 2015-2026, without wider highway improvements, AM peak hr

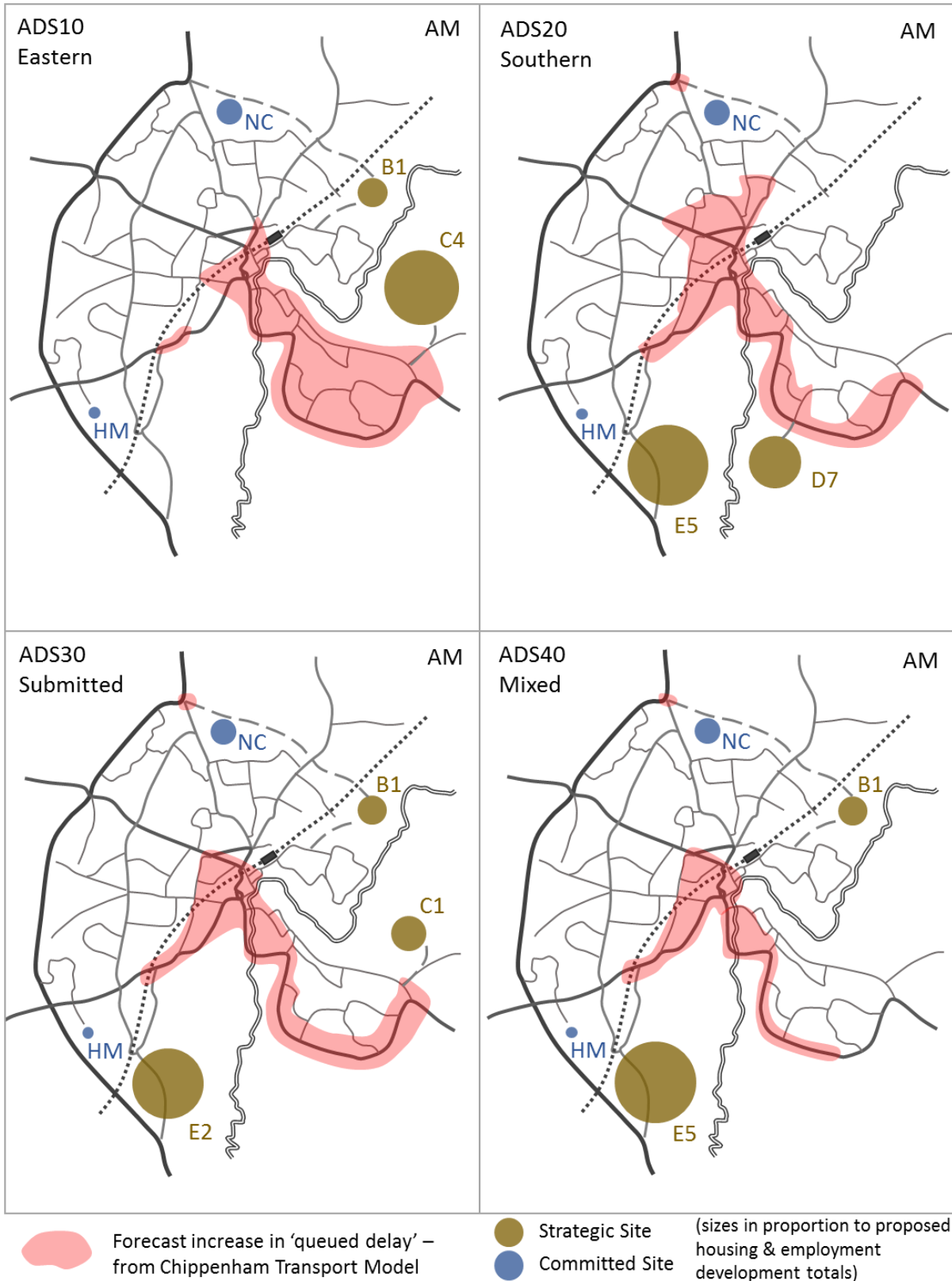


Figure 3-3 Forecast change in delay 2015-2026, without wider highway improvements, PM peak hr

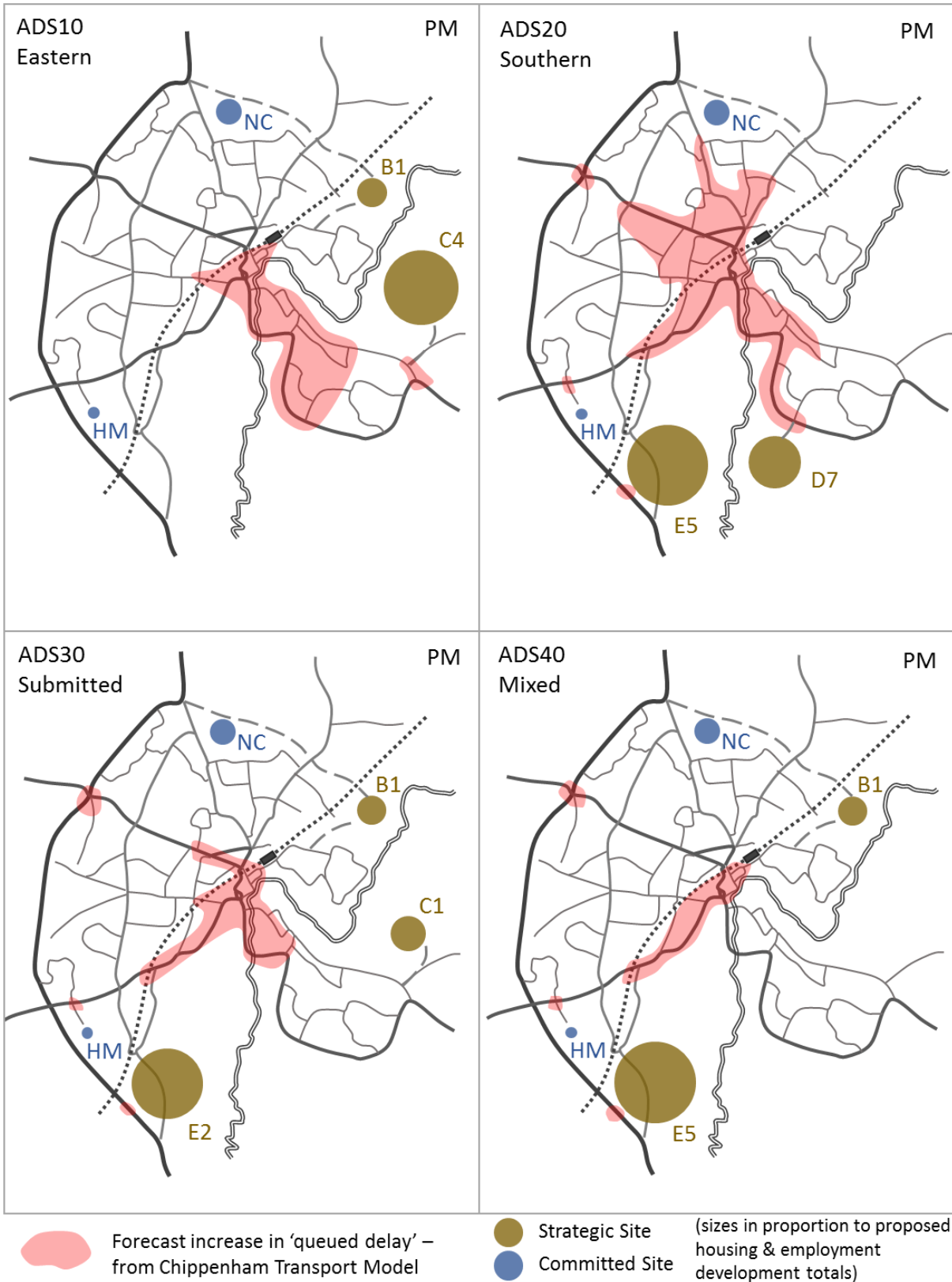


Figure 3-4 Forecast change in delay 2015-2026, with wider highway improvements, AM peak hour

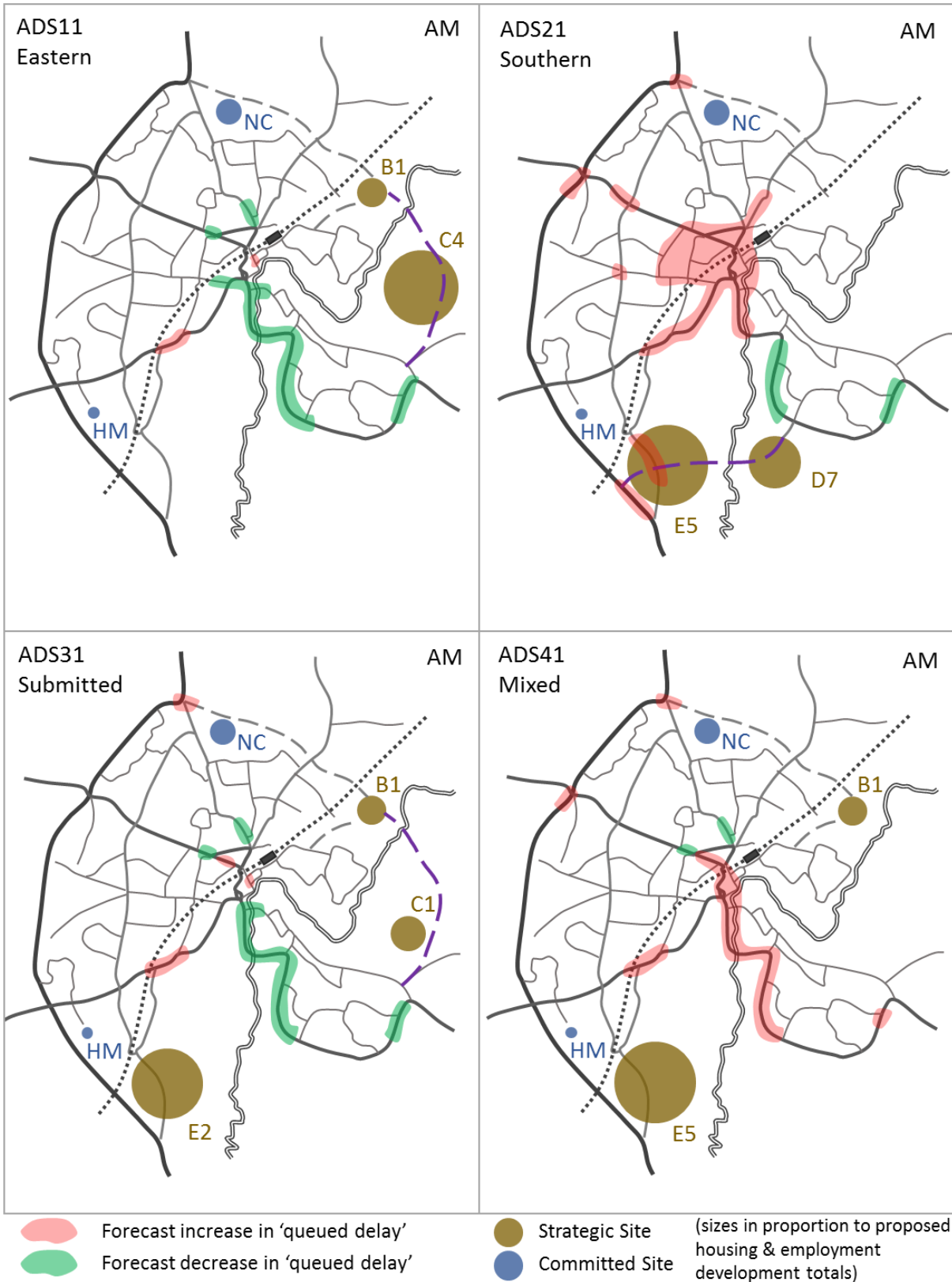
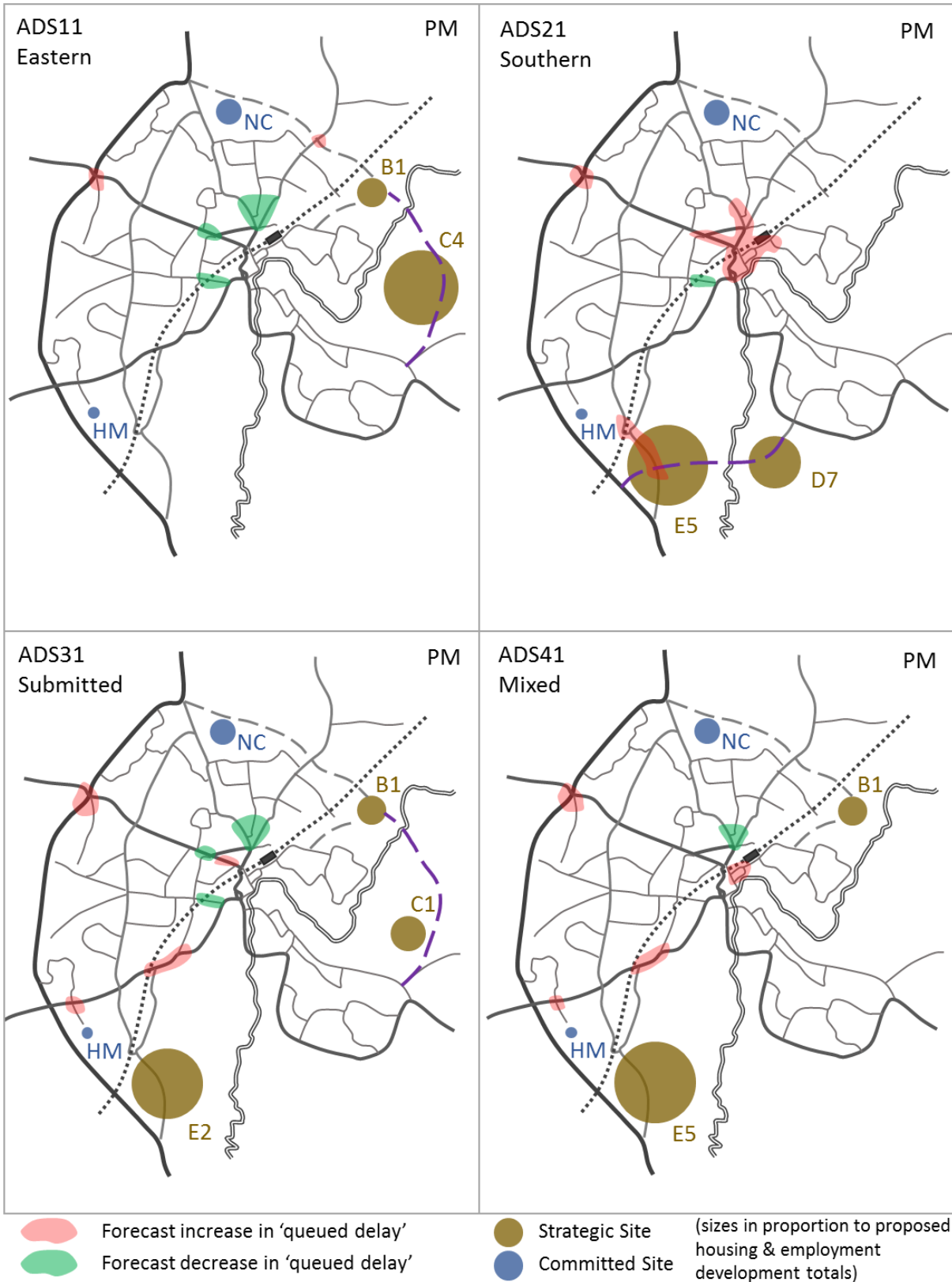


Figure 3-5 Forecast change in delay 2015-2026, with wider highway improvements, PM peak hour



3.9. The following key points can be identified from the ‘change in delay’ schematics:

- Without wider highway improvements, increased delays are forecast to be least geographically extensive for Strategy 4 (ADS40, Mixed) in both the AM and PM peak hours. For this strategy, increased delays are forecast to affect primarily the A4 Bath Road corridor between Rowden Hill and the town centre, and the A4 towards Pewsham.
- Without wider highway improvements, increased delays are forecast to be most geographically extensive for Strategy 2 (ADS20, Southern), followed by Strategy 1 (ADS10, Eastern). This is to be expected given that these two strategies are forecast to have the largest percentage increase in average peak period journey times (Figure 3-1) without wider highway improvements. Strategy 2 (ADS20) is forecast to have a greater impact on areas to the north and north-west of the town centre when compared to Strategy 1 (ADS10).
- With wider highway improvements, both Strategy 2 (ADS21, Southern) and Strategy 4 (ADS41, Mixed) have more extensive areas where increased delays are still forecast to occur. For Strategy 2, increased delays are still forecast for the town centre area, while for Strategy 4 the increased delays are focused on the A4 corridor between the town centre and Pewsham.
- With wider highway improvements, reduced delays are forecast to be more prevalent for Strategy 1 (ADS11, Eastern) and Strategy 3 (ADS31, Submitted), with little discernible difference between the two strategies. Both of these strategies include a completed Eastern Link Road.

Town Centre Traffic Conditions and Traffic Re-routing

3.10. The third headline forecast which can be used to compare the Alternative Development Strategies is the extent to which traffic flows within the town centre increase or decrease, comparing 2026 to the situation in 2015. A town centre cordon has been defined in the Chippenham Transport Model, shown in **Figure 3-6**, with total forecast traffic flows crossing the nine cordon entry and/or exit points compared in **Figure 3-7**.

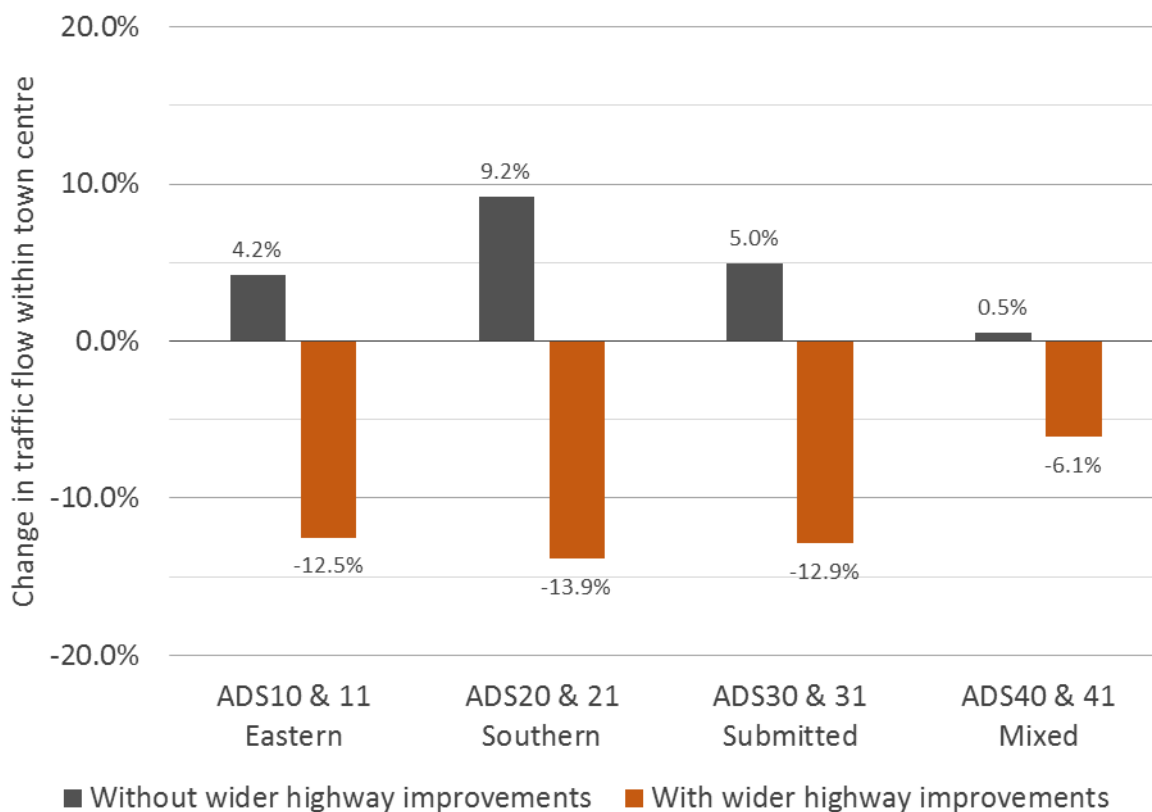
3.11. Given the complex layout of the road network in Chippenham town centre, an overall reduction in traffic flows within the cordon will not necessarily translate into a reduction in delay in the same area. This is because flows approaching or leaving the town centre will have different impacts on delay depending on their specific entry or exit point. It can also be difficult to distinguish the cause of any forecast traffic flow reductions, which could be a direct result of a new more attractive route option becoming available (such as a new Eastern or Southern Link Road), or partly as a result of increased congestion in the town centre area, which reduces traffic throughput and makes other route options comparatively more attractive.

3.12. Change in traffic flow within the town centre is a useful indicator of how the highway network is performing, but is not considered to be the most important.

Figure 3-6 Chippenham town centre cordon



Figure 3-7 Forecast change in average peak hour traffic flows within town centre cordon 2015-26



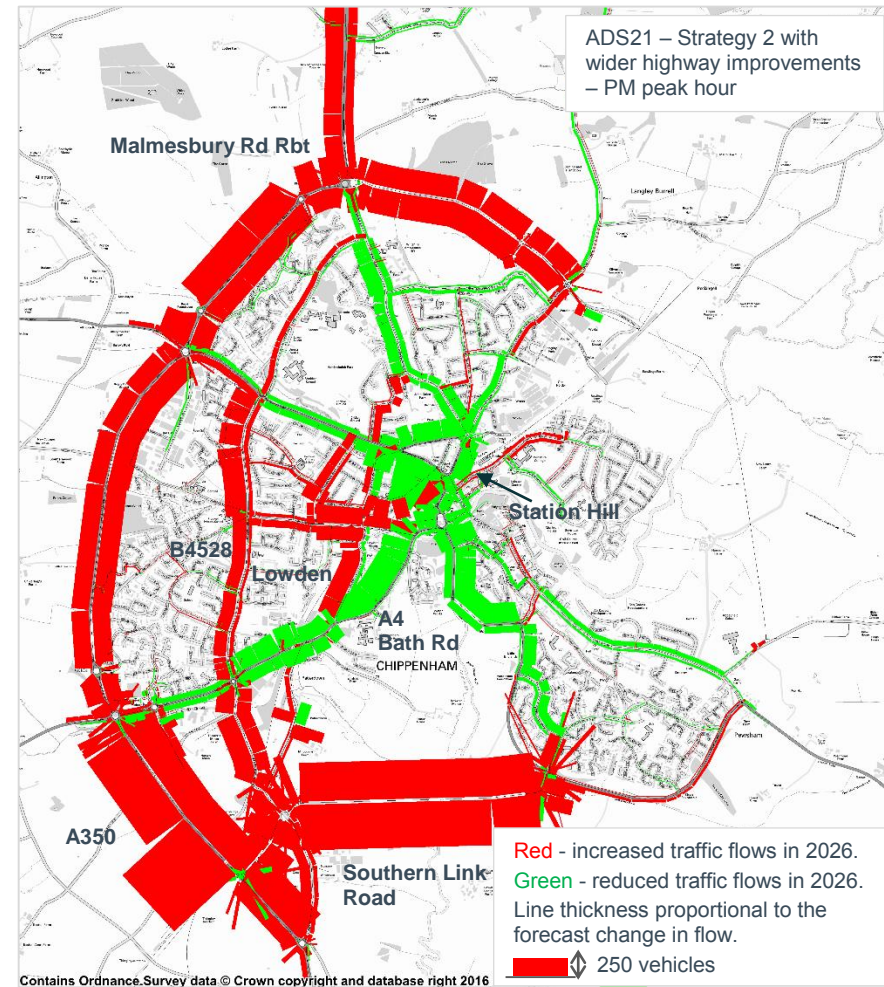
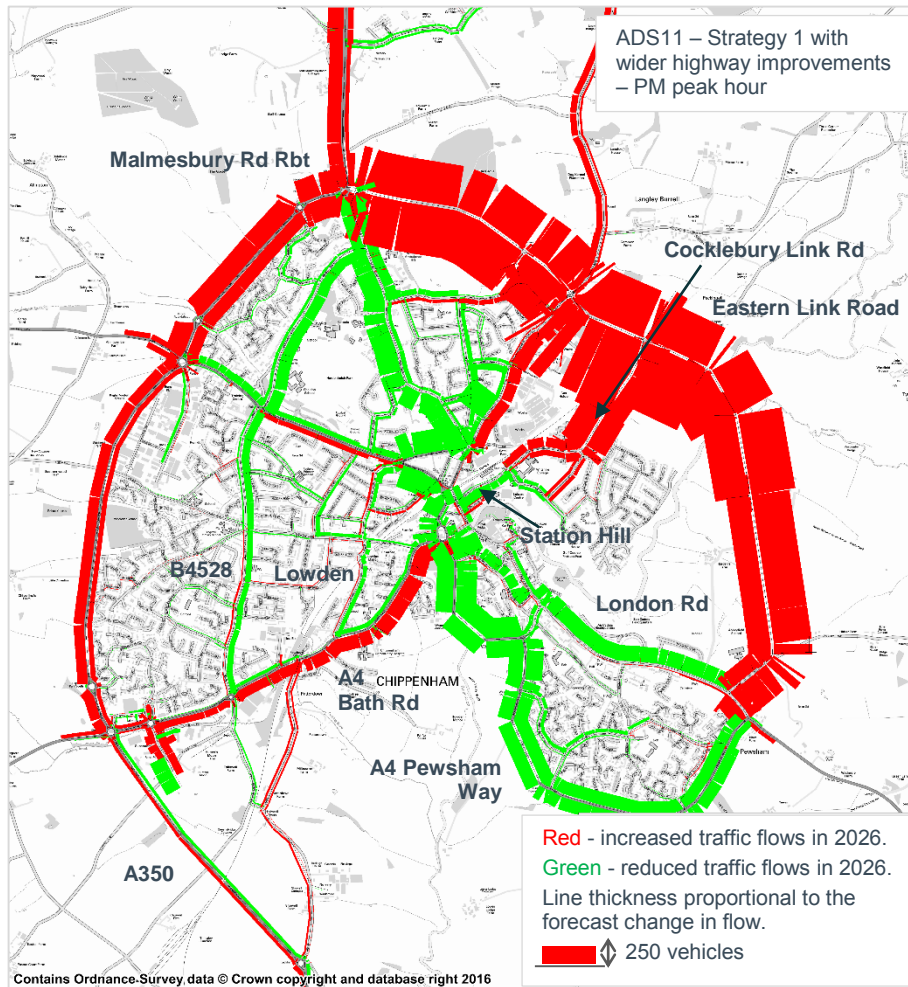
3.13. The following key points can be identified from Figure 3-7:

- Without wider highway improvements, all four Alternative Development Strategies are forecast to lead to increased traffic flows within Chippenham town centre during peak hours. The increase is most noticeable for Strategy 2 (ADS20, Southern) and least noticeable for Strategy 4 (ADS40, Mixed).
- With wider highway improvements, all four Alternative Development Strategies are forecast to lead to reduced traffic flows within Chippenham town centre during peak periods. The decrease is broadly similar and most noticeable for Strategies 1, 2 and 3 (ADS11, 21 & 31) all of which have either a completed Eastern or Southern Link Road. Strategy 4 (ADS41) does not include a completed link road.

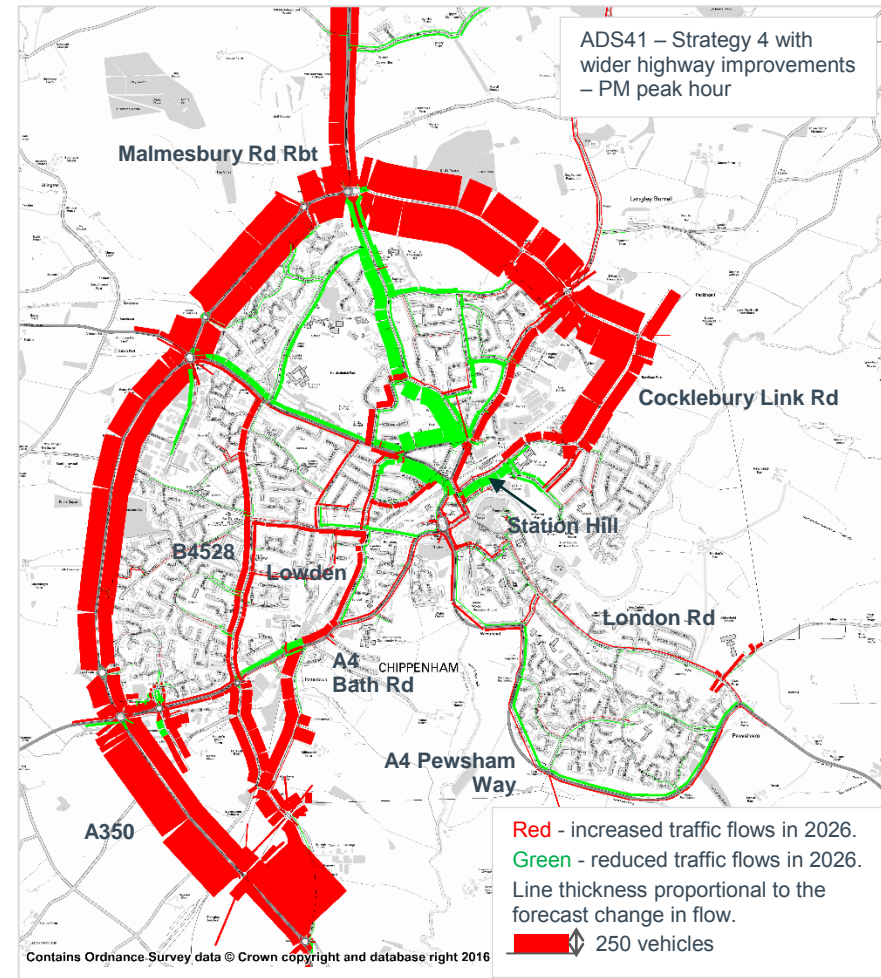
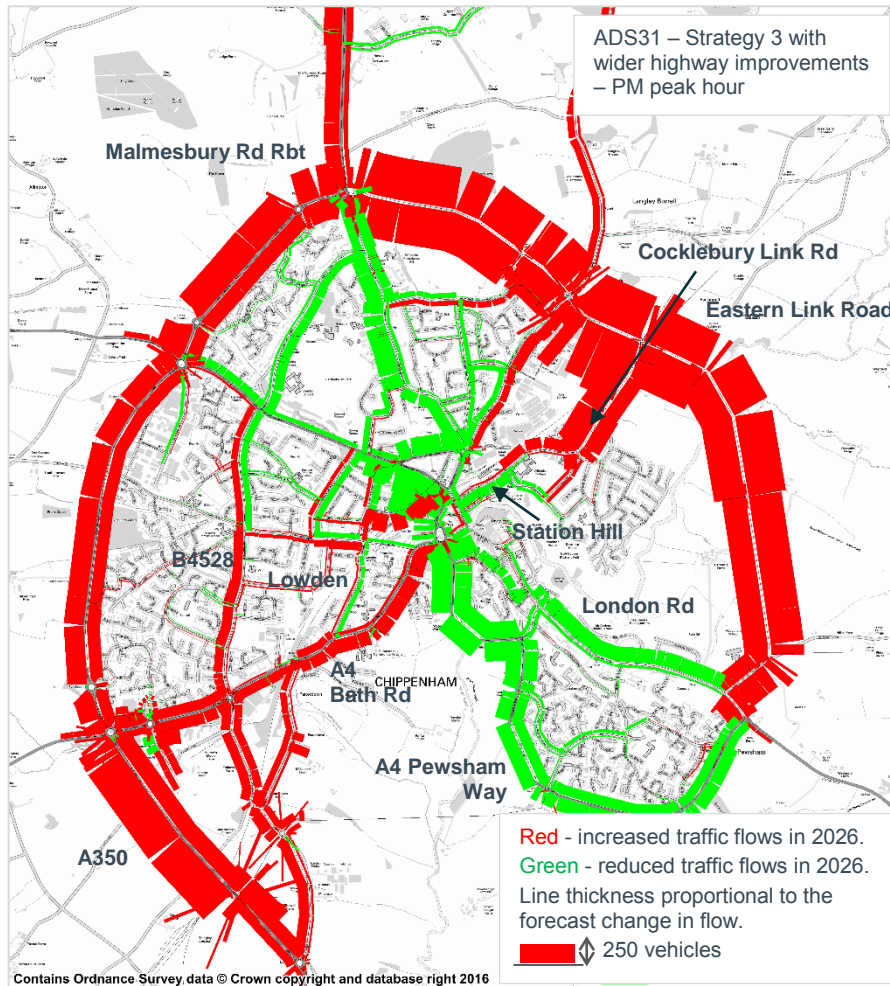
3.14. Given the similar reductions in traffic flows within Chippenham town centre which are forecast as a result of either an Eastern Link Road or Southern Link Road, the question of where traffic is re-routeing should be considered. **Figure 3-8** shows the forecast change in PM peak hour (1700-1800) traffic flows, for each Alternative Development Strategy 'with wider highway improvements', compared to the situation in 2015. The impacts of Strategy 2 and Strategy 3 can be considered on a like-for-like basis as they have similar total levels of development, while Strategy 1 and Strategy 4 have a lower level of development.

3.15. Transport Briefing Note 1 (CTRAN/04), which was prepared for the Examination in Public in 2015, presented percentage reductions in traffic flow within the town centre for an eastern-focused development scenario with the Eastern Link Road, a southern-focused development scenario with the Southern Link Road, and the proposed Plan. The original assessment was based on different levels of development in different locations (as documented in CTRAN/11) compared to the more detailed Alternative Development Strategies presented in this Evidence Paper. Junction layouts for both the Eastern and Southern Link Roads have also been refined in the Chippenham Transport Model to improve link road traffic flow, and additional highway improvements have been included, as listed in Table 2-2. The forecasts contained in this Evidence Paper are therefore not directly comparable to the forecasts presented previously.

Figure 3-8 Forecast change in PM peak hour traffic flows 2015-2016



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3.16. The traffic flow forecasts in Figure 3-8 demonstrate that:

- Strategies 1 and 3, with an Eastern Link Road, encourage traffic to re-route away from the town centre (including Station Hill), London Road and the A4 Pewsham Way onto the Eastern Link Road. Strategy 2, with a completed Southern Link Road, is expected to encourage traffic to re-route away from the town centre and the A4 Bath Road onto the Southern Link Road.
- In Strategy 2, with a completed Southern Link Road, traffic flow increases of approximately 200-250 vehicles per hour are forecast along the B4528 (Saltersford Lane and Hungerdown Lane), through the residential areas on the western side of the town. This scale of increase is likely to be noticeable to residents in this area of town. Increased flows are also forecast on Lowden and Lowden Hill.
- In Strategies 1 and 3, with a completed Eastern Link Road, traffic flows through the residential areas on the western side of town are not forecast to increase to the same level as in Strategy 2. However, traffic flows on the A4 Bath Road are forecast to increase by approximately 150-200 vehicles per hour.
- There is a forecast 'conflict' of heavy traffic flows at the southern end of the A350 Chippenham Bypass under Strategy 2. This occurs because A4 'through traffic' travelling east-west, and traffic travelling between the A4 at Pewsham and M4 J17, is being encouraged to use at least part of the A350 Chippenham Bypass as a result of re-routeing onto the Southern Link Road. In turn, this conflict is one of the contributory factors to the increased flows along the B4528, as drivers seek alternative routes which avoid the A350.
- Without a completed Eastern or Southern Link Road, as in Strategy 4, forecast traffic re-routeing impacts are shown to be much reduced. There is a forecast 'conflict' of increased traffic flows at the southern end of the A350 Chippenham Bypass under Strategy 4, but to a lesser extent than when a Southern Link Road is present (Strategy 2).
- In Strategies 1 and 3, with a completed Eastern Link Road, the forecast traffic turning movement 'conflict' at the northern end of the A350 Chippenham Bypass (Malmesbury Road Roundabout) is likely to be exacerbated. This would require further enhancement to the Malmesbury Road Roundabout, as included in the 'with wider highway improvements' scenario when the Eastern Link Road is complete (Table 2-2).

Implications for Development Beyond 2026

- 3.17. The assessments in this Evidence Paper focus on the forecast impact of development on the highway network by 2026, the end of the Plan period. However, the forecasts demonstrate that some Alternative Development Strategies are likely to provide a more resilient highway network for the next phase of development which will inevitably need to take place beyond 2026.
- 3.18. Figure 3-1 shows that, with a completed Eastern Link Road (a key part of the 'with wider highway improvements' scenario), average journey times in 2026 under Strategies 1 and 3 (ADS11 and ADS31) are expected to be broadly similar to the situation in 2015. Furthermore, Figure 3-4 and Figure 3-5 show that delays are expected to reduce in a number of locations, as result of the wider highway improvements in Strategies 1 and 3. The implication is that both Strategies 1 and 3 are likely to provide a more resilient highway network post-2026.

4. Summary

- 4.1. This section summarises the key findings of Part 2a of the supplementary transport and accessibility evidence, focused on the forecast highway network impacts of four Alternative Development Strategies, in the form of a Red / Amber / Green assessment.
- 4.2. Each Alternative Development Strategy has been assessed in a 'without wider highway improvements' and a 'with wider highway improvements' scenario. The 'without wider highway improvements' scenarios provide suitable highway access arrangements to connect Strategic Site Options to the nearest existing roads. The 'with wider highway improvements' scenarios incorporate additional highway infrastructure improvements to attempt to deal with the wider traffic impacts of Strategic Site Option development.
- 4.3. The main highway network impacts of each Alternative Development Strategy are summarised in **Table 4-1. This summary should be read alongside the summary from the transport and accessibility Part 1a Evidence Paper**, so that the full set of sustainable access, highway network, and wider transport opportunities strengths and limitations are understood for the component Strategic Site Options.
- 4.4. The proposed wider highway improvements, such as an Eastern Link Road or Southern Link Road, are designed to address some of the forecast highway impacts of development (this is demonstrated in Figure 3-1). The highway impacts of Alternative Development Strategies 1 (Eastern), 2 (Southern) and 3 (Submitted) are likely to be unacceptable in the absence of a completed link road, as a result of forecast substantial increases in average journey times, a widespread increase in delay, and increased traffic flows within the already congested town centre area.
- 4.5. In terms of forecast highway network performance, and in a scenario without a completed Eastern or Southern Link Road, Alternative Development Strategy 4 (Mixed) is expected to have less of an impact compared to Alternative Development Strategies 1, 2 and 3. However, because Alternative Development Strategy 4 (Mixed) does not provide an opportunity to complete either an Eastern or Southern Link Road, mitigating the traffic impacts of development would be more challenging.
- 4.6. **A strategy that includes an Eastern Link Road remains preferable in terms of highway network performance**, with Alternative Development Strategies 1 and 3 (including an Eastern Link Road) also likely to provide a more resilient highway network post-2026. Alternative Development Strategy 2 (including a Southern Link Road) is least preferable as it is clear that further substantial highway measures would be required to mitigate both the impacts of traffic growth and the traffic re-routing impacts of a Southern Link Road.

Table 4-1 Alternative Development Strategies, forecast highway network impacts summary

Alternative Development Strategy	Without wider highway improvements			With wider highway improvements			Comments on completed link roads
	Average peak period journey times	Geographic extent of increased delay	Peak hour traffic flow through town centre	Average peak period journey times	Geographic extent of increased delay	Peak hour traffic flow through town centre	
1. Eastern (Strategic Site Options B1, C4)	+45%	Large: town centre & entire Pewsham area including A4 and local distributor roads	+4%	-5%	Delays reduced on A4 Pewsham corridor & junctions close to town centre	-13%	Eastern Link Rd provides traffic relief to town centre & Pewsham areas, but does not address increased flows on A4 Bath Road. Traffic flow conflict at Malmesbury Rd Rbt
2. Southern (Strategic Site Options D7, E5)	+63%	Large: A4 Bath Rd corridor (Rowden Hill to town centre), A4 towards Pewsham, and areas to the N and W of town centre including A420	+9%	+42%	Large: town centre and areas to the W. A350 / B4528 to the SW of the town.	-14%	Southern Link Rd provides traffic relief to town centre & A4 Bath Rd, but leads to increased flows on the B4528 through the residential areas to the west of town. Traffic flow conflict at southern end of A350 Chippenham Bypass.
3. Submitted (Strategic Site Options B1, C1, E2)	+28%	Large: A4 Bath Rd corridor (Rowden Hill to town centre), A4 around Pewsham, and areas to the W of the town centre	+5%	+2%	Delays reduced on A4 Pewsham corridor & junctions close to town centre	-13%	Eastern Link Rd provides traffic relief to town centre & Pewsham areas, but does not address increased flows on A4 Bath Road. Traffic flow conflict at Malmesbury Rd Rbt.
4. Mixed (Strategic Site Options B1, E5)	+10%	Moderate: focused on A4 Bath Rd corridor (Rowden Hill to town centre) & A4 towards Pewsham	+1%	+10%	Moderate: A4 towards Pewsham	-6%	N/A

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Position Statement

Improving highway network resilience at Chippenham

1. Introduction and Context

- 1.1. Chippenham is identified as a Principal Settlement in the Wiltshire Core Strategy.¹ This is the continuation of a policy for growth that has been directed towards the town for many years.² With the Government's agenda to support housing growth at sustainable settlements such as Chippenham this policy direction is unlikely to change in the foreseeable future. It can therefore be anticipated that Chippenham will continue to grow beyond the current Plan period (to 2026).
- 1.2. Transport evidence prepared to support the Chippenham Site Allocations Plan indicates the relative benefits of link roads.³
- 1.3. With the prospect of further growth in subsequent Plan periods it is important, therefore, to consider an approach to the longer term network resilience of the town. This statement therefore considers the options available to safeguard the long term resilience of the highway network in Chippenham. It also addresses a number of matters raised by the Inspector during the Examination of the Plan.
- 1.4. As part of the Schedule of Work⁴ submitted to the Inspector to address his concerns the Council committed to preparing a statement on the role and delivery of an ELR should it remain a proposal of the Plan once the Sustainability Appraisal and Site Selection Process has been completed. This position statement therefore also responds to the Inspectors concerns⁵ by:
 - Drawing together existing evidence on the character and purpose of a link road;
 - Providing an update in relation to options on delivery;
 - Clarifying the benefits of an ELR;
 - Addressing the need identified by the Inspector to include a dedicated policy within the Plan and an amendment to the policies map to illustrate the policy (footnote to paragraph 3.4, Notes of the Progress Meeting 21 January 2016)
 - Addressing the point raised by the Inspector in relation to landscape sensitivity to the north of the North Rivers Route and at the eastern end of Stanley Land, and the need to consider the impact of the ELR on surrounding countryside character (footnote to paragraph 3.6, Notes of the Progress Meeting 21 January 2016)

¹ Wiltshire Core Strategy, January 2015, Core Policy 2, (CWCS/01)

² North Wiltshire Local Plan 2011, North Wiltshire District Council, 2006

³ Evidence Paper 3 : Transport and Accessibility Part 1, (CEPS/04)

⁴ Letter of response to the Inspector from the Council, 30 November 2015 and supporting appendices (EX12, EX12a, EX12b)

⁵ List derived from paragraphs 3.4-3.6 of Notes of Progress Meeting, January 2016

- 1.5. An Eastern Link Road and Southern Link Road are being considered as part of the Alternative Development Strategies being considered at Step 6 of the Schedule of Work. In evidence⁶ already before the Examination, reference is made to both:

“A north/east development focus, with eastern link road, is forecast to lead to average journey times which are approximately 30-50% shorter than journey times under Scenario 1, or 15-20% shorter than under Scenario 3. Time spent queuing on approaches to The Bridge Centre is also forecast to be considerably lower than it is under both Scenarios 1 and 3.”

“A southern development focus, with southern link road, is forecast to lead to average journey times which are approximately 15-40% shorter (depending on the time of day) than journey times under Scenario 1. However, journey times under Scenario 3 are 20-25% longer than those under Scenario 2.”

- 1.6. Both options presented an improvement to the current situation. These initial conclusions have been further refined again in new evidence to the Examination.⁷

2. Function of Link Roads

- 2.1. The Eastern Link Road (ELR) is characterised as a 'distributor road', the purpose of which is to provide access to individual development sites. It will also provide relief primarily for north-south east movements and vice versa. The aim will be to provide a good quality, local link between the A4 and A350, consistent with its function and location.
- 2.2. A Southern Link Road (SLR) would also be characterised as a 'distributor road', the purpose of which would be to provide access to development sites between the A350 and the A4 at Pewsham Way.

3. Design principles

- 3.1. It is not intended that either road would be an eastern or southern version of the A350, which is part of the Primary Route Network (PRN) and bypasses Chippenham town centre. A bypass predominantly acts to carry traffic that does not have an origin or destination in the town. Primary routes form a continuous link between primary destinations in Wiltshire comprising Chippenham, Marlborough, Salisbury, Swindon, Trowbridge and Warminster.
- 3.2. An ELR or SLR would not be built to capture high levels of through traffic such as that on the A350. They would be built to accommodate newly generated traffic or traffic with an origin or destination in the town although it may of course be used by those without an origin or destination in the town, but this is not its primary aim.

⁶ Evidence Paper 3 Transport and Accessibility Part 1, paragraph 7.11. Scenario 1 is development without additional infrastructure, scenario 2 is development with an eastern link road and scenarios 3 is development with a southern link road.

⁷ Supplement to Evidence Paper 3 Transport and Accessibility Part 2a: Assessment of Alternative development Strategies (CEPS/05a)

- 3.3. The design of a new distributor road would be dependent on its relationship with the development in the vicinity. There are two design approaches that could be taken.
- 3.4. For example, the ELR section through the North Chippenham approved site is based on Design Manual for Roads and Bridges (DMRB) standards. DMRB includes current standards, advice notes and other documents relating to the design, assessment and operation of major roads. At this location, the road has a clear boundary on one side, so these type of standards are considered the most appropriate.
- 3.5. In other locations, such as at Rawlings Green, where the submitted masterplan indicates the ELR passing through the development, it will be appropriate to base the design partly on Manual for Streets principles. Manual for Streets provides guidance for practitioners involved in the planning, design, construction and approval of new streets, and modifications to existing ones. A street is typically described as a highway that has other functions other than just carrying traffic.
- 3.6. The ELR and SLR have been modelled as 30mph single carriageway roads, with major junctions assumed to be standard roundabouts. The lower speed limit (compared to Pewsham Way for instance) reflects the likelihood that the road will have more active building frontages.
- 3.7. As is normal practice, Wiltshire Council will consider road alignments and speeds that best serve the development. This can be best achieved at the early master plan stage. Therefore, development(s) will lead the design of new roads.
- 3.8. However, in relation to the design of the ELR through the Rawlings Green and the East Chippenham sites, this should be in line with what has been agreed as part of the North Chippenham development.
- 3.9. Such roads will however be generally characterised by a standard single carriageway width of 7.3 metres with no carriageway margins where pedestrian and cycle crossings can be easily accommodated. Provision will be made for pedestrians on both sides of the carriageway, except where it is judged that they would serve little purpose, e.g. where there is no frontage development or limited potential demand for walking. Provision will also be made for cyclists along the entire length of the road, either contiguous with or close to the line of the road.
- 3.10. In order to maintain the joint functional objectives of such roads, it is intended that frontage development be dealt with by way of restricting numbers of shared access points with facility for turning movements, to discourage reversing from or onto the road. Parking and servicing arrangements will be designed to be away from the road.

4. An Eastern Link Road

- 4.1. Appendix A illustrates the following:

- Eastern link road option 1
- Eastern link road option 2

4.2. The components of the ELR⁸ include:

a) North Chippenham permitted site

A single-carriageway link road connecting the A350 at an enlarged Malmesbury Road Roundabout to the B4069 Maud Heath's Causeway. The link road is an integral part of the North Chippenham development site to gain access to the site.

b) Rawlings Green (Strategic Site Option B1)

This site can be accessed from the B4069 to the north-west via Parsonage Way and a new bridge over the railway line, and from the south-west via a new link to Darcy Close and Cocklebury Road. These two access points are connected within the development site, providing a through route known as the Cocklebury Link Road. This connection is required to gain access to the site and support the number of homes proposed.

c) East Chippenham (Strategic Site Options C)

The East Chippenham Site Options can be accessed from the south via a new junction on London Road, in the same approximate location as the current Stanley Lane junction but requires a second point of access to support the scale of development proposed. The second point of access is via a new crossing of the River Avon connecting to development at Rawlings Green.

In combination the three elements provide a link road around the eastern side of the town which connect the A4 at Pewsham to the A350 at Malmesbury Road roundabout.

5. Main components of the Eastern Link Road

5.1. Atkins has undertaken work to establish the main components of the ELR, such as bridges and junctions, and have provided cost estimates for these. This work is attached in Appendix A and Appendix B and includes 2 options for a section between the crossing of the River Avon and its connection to the London Road. The ELR has been divided into three separate sections as part of this work, which should assist in identifying a suitable delivery schedule.

5.2. Appendix B indicates cost estimates for each alternative road alignment.

6. Traffic Impacts – Eastern Link Road

6.1. The transport evidence papers prepared by Atkins and submitted as part of the Examination in Public in November 2015 (references CEPS/04 and CEPS/05), as well as the supplements to these evidence papers that have been prepared since as part of the Schedule of Work, (CEPS/04a and CEPS/05a), outline the predicted

⁸ Taken from Supplement to Evidence Paper 3: Transport & Accessibility : Part 2a - Assessing Alternative Development Strategies' as illustrated in Figure 2-2 and described in Table 2-2, ADS11 (CEPS/05a)

increase in traffic flows and journey times in different development scenarios with a 2026 forecast year. They also identify the impacts with and without wider highway improvements.

- 6.2. In the context of the Chippenham Site Allocations Plan and the scale of growth proposed in the Wiltshire Core Strategy traffic modelling shows that the highway network will operate much more favourably with the inclusion of an ELR as part of the development strategy.
- 6.3. Development strategies that include an ELR, the number of vehicles passing through the town centre is forecast to reduce by about 13%, delays will generally be reduced on the A4 Pewsham corridor and junctions close to town centre whilst average journey times across the network are forecast to remain similar to current journey times during peak periods despite considerable levels of housing and employment growth (Table 4.1, CEPS/05a).

7. A Southern Link Road

- 7.1. Appendix A illustrates the following:
 - Southern link road option 1
 - Southern link road option 2
- 7.2. It relates to land within Strategic Areas D and E and Strategic Site Options within the areas.
- 7.3. As with the ELR, Atkins has undertaken work to establish the main components of the SLR, such as bridges and junctions, and have provided cost estimates for these. This work is attached in Appendix A and Appendix B and includes 2 options for the SLR.

8. Main components of the Southern Link Road

- 8.1. The main components of a Southern Link Road (SLR) would involve completing a road around the south of the town between the A350 and the A4 Pewsham Way, via a new crossing of the River Avon. A SLR is included when development occurs in Strategic Area E and Strategic Area D in relation to the Chippenham Site Allocations Plan.
- 8.2. D7 can be accessed from the north-east by connecting a fourth arm into the existing A4 Pewsham Way/Canal Road roundabout. To the south, there would be a new roundabout junction with the A350, approximately 200m south of the railway line. It is assumed it would be a 30mph single carriageway road.

9. Traffic Impacts – Southern Link Road

- 9.1. Traffic modelling shows that with the SLR in place, there would be an increase of 42% in average peak journey times across the Chippenham network, particularly to areas west of the A350/B4528 and to the south west of the town. However, there would be some reduction in peak hour traffic through the town centre (Table 4.1, CEPS/05a).

10. Landscape Impact of alternative road alignments

- 10.1. In addition to the engineering components of any proposed road it is important to understand the potential landscape impact of alternatives considered. A detailed assessment is attached at Appendix C. The conclusions are set out below.

10.2. Eastern Link Road Options

- 10.3. The introduction of new road infrastructure and urban development into Strategic Area B is considered likely to generate the most landscape and visual harm out of all Strategic Site Option proposals, which is considered to be difficult to mitigate in landscape and visual terms. This is due to the elevated nature and orientation of the land, and the existing remote, rural, tranquil character of the area, including remote, rural outlying settlements.

- 10.4. Within Strategic Area C, the proposed Option 1 (Section 2b & 3) road alignment is likely to generate slightly less harmful landscape and visual effects compared to Option 2 (Alternative Section 2b & 3). This additional landscape and visual harm is considered to result from extending the road alignment north of New Leaze Farm, and from introducing urban development north of the cycleway.

10.5. Southern Link Road Options

- 10.6. The introduction of new road infrastructure and urban development in Area D is considered likely to generate greater harm than Area E. This is due to the closer proximity of Area D to the Limestone Ridge, and also the special rural qualities identified within Area D.

- 10.7. Within Strategic Area D, the proposed Section 4 road alignment is likely to generate substantially less harmful landscape and visual effects compared to Section 5. This is largely due to the overall greater length of the proposed Section 5 road through this area, resulting in many more fields and field boundaries being impacted, but also the greater prominence of the Section 5 route over higher land, compared with Section 4 which is much shorter in length and utilises a shallow valley landform allowing the crossing at lower level, which is likely to be able to be more effectively mitigated in the longer term. Any enabling urban development to facilitate this short section should be resisted in Area D.

- 10.8. Within Strategic Area E, the proposed Section 4 road alignment is considered likely to generate slightly less harmful landscape and visual effects compared

to Section 5. Section 5 proposes a 70m bridge crossing the River Avon from a highly prominent landform south of Lower Lodge Farm, viewed from the south and the Limestone Ridge, while Section 4 passes to the immediate north of the sewage works requiring only a 35m bridge crossing the Avon, at lower level and with substantial lengths of the proposed new road screened from the north and south by existing linear belts of woodland. This is despite the proximity of Rowden Manor and Rowden Conservation Area, although it is acknowledged that this is a landscape opinion, and specialist conservation, ecology and archaeological opinion may alter the overall balance of impacts and ultimately any final planning balance.

11. Delivery

11.1. In general terms there are different approaches to the delivery of new road infrastructure:

- Through condition attached to a planning application where the new road infrastructure is an integral part of development and required to make a development acceptable;
- Through Section 106 Agreements to mitigate the impact of the proposed development and can be used on and off site;
- Through the use of Community Infrastructure Levy;
- Through the intervention of Wiltshire Council via the Local Enterprise Partnership (Growing Places or Local Growth Funds) or national funds

11.2. By way of example, the 'first section' of an ELR has been secured through the planning application for the North Chippenham site, which identified the proposed new road as an integral part of the proposal. This has been secured through condition on the planning application as follows:

"No development shall commence on the site unless and until a phasing plan for the development has been submitted to and approved in writing by the local planning authority in relation to highway infrastructure. The phasing plan shall include, inter alia, full details in relation to the completion of the road junctions at Pew Hill, Malmesbury Road and Hill Corner Road, and the connecting distributor road. The development shall be completed in accordance with the approved phasing plan."

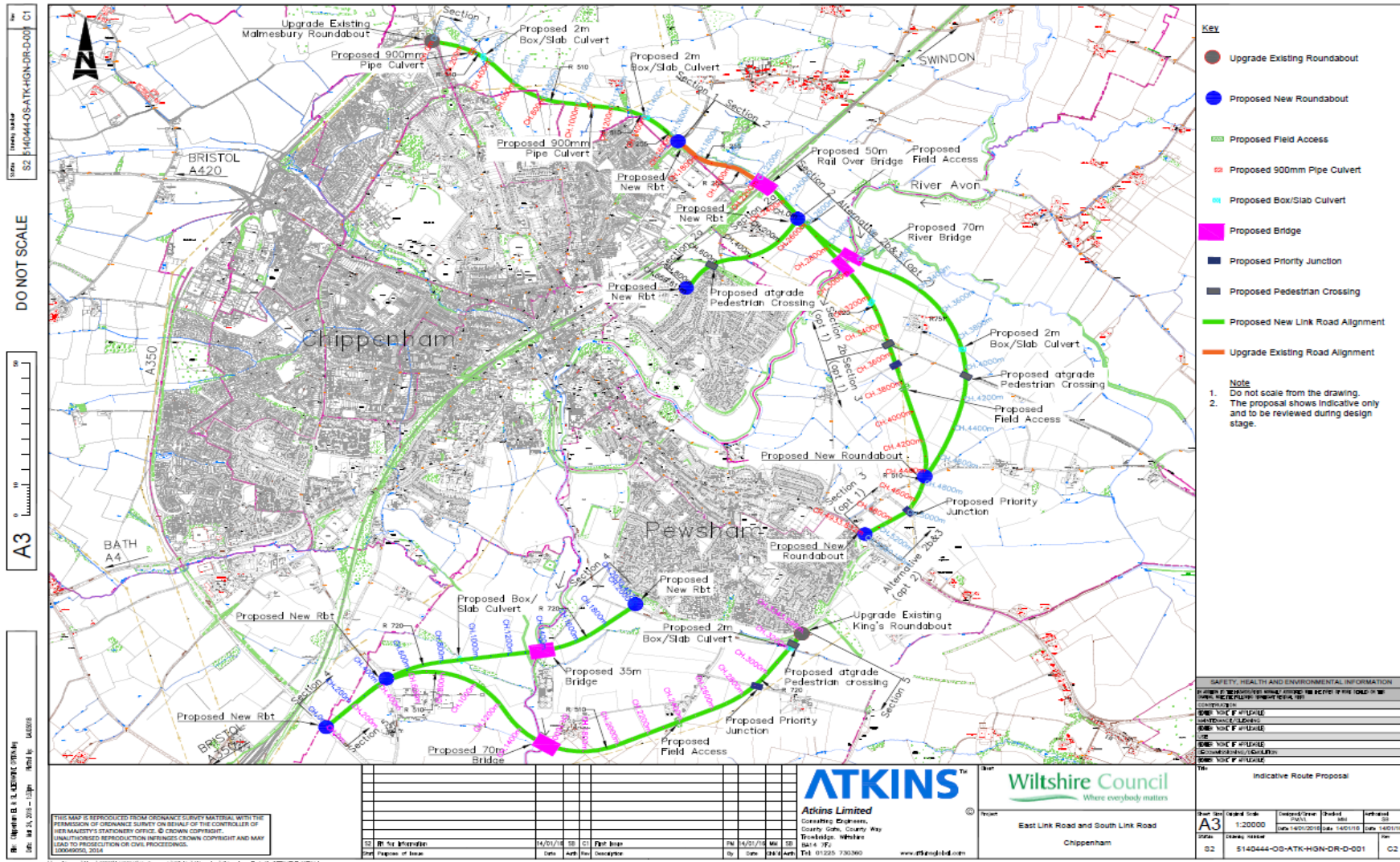
11.3. Given the potential for Conditions, planning permissions can make sure that road alignments are protected and unfettered access to land beyond the current phase of growth at Chippenham is retained.

11.4. The main issue in relation to either a SLR or an ELR is the co-ordination of their long term delivery. Various land ownerships, including the Council, have an interest over different sections of either road. New allocations at Chippenham will need to safeguard the potential for the longer term growth of the town and the options for new road infrastructure indicated in Appendix A.

- 11.5. Policies within the Plan will need to ensure that the design and layout of development enables the potential for future road infrastructure to be connected where appropriate.
- 11.6. The Council will support the establishment of an infrastructure delivery group to co-ordinate various landowners and manage risks. In implementing the Plan, the Council will monitor the delivery of the allocations to ensure that development comes forward in a timely and co-ordinated fashion and use its powers to support delivery.
- 11.7. For example, if a situation was to arise at a critical point in delivery where a developer is temporarily unable to fund the provision of part of the road, the Council would seek to use its ability, either via the Local Enterprise Partnership (e.g. Growing Places Fund) to resolve any financial imbalances. There are examples elsewhere in the county, such as the Calne Northern Relief Road, where the Council has previously provided early funding to accelerate the provision of infrastructure.
- 11.8. In circumstances where delivery is significantly delayed and there are no other options, the Council will consider the use of its compulsory purchase powers.

Appendix A: Indicative Link Road Proposals

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Appendix B: Indicative Link Road Proposals Cost Estimates

Chippenham Site Allocations Plan																	
Eastern Link Road Route Options (Sections 1, 2, 2a and 3) and Southern Link Route Options (Section 4 and Section 5)																	
	East Link Road Route Option 1								East Link Road Route Option 2			Southern Link Road Option 1			Southern Link Road Option 2		
	Section 1	Section 2	Section 2 Rail Bridge	Section 2a	Section 2b	Section 2b River Bridge	Section 3	East Link Road Totals	Section 2b & 3 Alternative Route	Sections Common to Route Option 1	East Link Road Totals	Section 4	Section 4 River Bridge Only	Southern Option 1 Totals	Section 5	Section 5 River Bridge Only	Southern Option 2 Totals
Preliminaries	£210,000	£210,000	£50,000	£210,000	£210,000	£50,000	£210,000	£1,150,000	£234,000	£730,000	£1,024,000	£840,000	£30,000	£870,000	£840,000	£30,000	£870,000
Site Clearance	£26,240	£19,680	£1,312	£14,104	£9,512	£1,312	£22,960	£95,120	£44,887	£62,648	£107,535	£33,308	£1,312	£34,620	£54,842	£1,312	£56,154
Fencing	£43,552	£8,166		£23,409	£15,788		£38,108	£129,023	£74,501	£75,127	£149,628	£55,283		£55,283	£91,024		£91,024
Road Restraint System	£20,870	£16,329	£18,714	£12,468	£9,289	£18,714	£18,599	£114,983	£33,780	£87,095	£120,875	£25,764	£13,100	£38,864	£40,672	£26,200	£66,872
Drainage and Service Ducts	£422,626	£301,750		£216,254	£145,846		£352,041	£1,438,517	£688,241	£940,630	£1,628,871	£510,712		£510,712	£840,876		£840,876
Earthworks	£505,536	£192,404	£2,724	£466,309	£551,183	£2,724	£245,289	£1,966,169	£729,990	£1,169,697	£1,899,687	£382,656	£6,783	£389,439	£677,910	£6,783	£684,693
Pavements	£991,451	£314,668		£532,305	£360,111		£1,030,364	£3,230,119	£1,699,351	£1,839,024	£3,538,375	£1,258,523		£1,258,523	£2,072,133		£2,072,133
Kerbs, Footways and Paved Areas	£231,664	£173,748		£124,519	£83,978		£202,706	£816,615	£396,290	£529,931	£926,221	£321,698		£321,698	£484,178		£484,178
Traffic Signs and Road Markings	£94,452	£70,839		£50,788	£34,239		£82,645	£332,943	£161,572	£216,059	£377,631	£119,895		£119,895	£197,404		£197,404
Street Lighting	£22,098	£16,573		£11,877	£8,010		£19,335	£77,893	£37,801	£50,548	£88,349	£28,050		£28,050	£46,184		£46,184
Electric Work	£128,360	£96,270		£68,394	£46,531		£112,315	£452,470	£219,577	£293,624	£513,201	£162,938		£162,938	£268,273		£268,273
Piling and embedded retaining walls			£45,830			£45,830		£91,660		£91,660	£91,660		£33,364	£33,364		£33,364	£33,364
Structural Concrete	£48,588		£431,081		£109,580	£1,052,688		£1,641,937	£54,790	£1,532,357	£1,587,147	£24,294	£414,357	£438,651	£24,294	£608,419	£632,713
Waterproofing			£31,498			£42,414		£73,912		£73,912	£73,912		£22,803	£22,803		£39,298	£39,298
Landscape and Ecology	£3,032	£2,532		£2,855	£1,926		£4,648	£14,993	£9,087	£8,419	£17,506	£6,443		£6,443	£11,089		£11,089
Service Diversions	£10,000	£10,000		£10,000	£10,000		£10,000	£50,000	£10,000	£30,000	£40,000	£10,000		£10,000	£10,000		£10,000
TRD Costs		£25,000						£25,000		£25,000	£25,000			£0			£0
Construction Total	£2,758,469	£1,457,959	£581,159	£1,744,462	£1,595,993	£1,213,662	£2,349,630	£11,701,354	£4,453,867	£7,755,731	£12,209,597	£3,779,584	£921,718	£4,301,282	£5,658,879	£745,376	£6,404,255
Design (Preliminary inc surveys)								£0		£0	£0			£0			£0
Design (Detail)	£21,313	£21,313	£42,096	£21,313	£21,313	£42,096	£21,313	£190,756	£42,626	£148,131	£190,756	£60,250	£42,096	£102,346	£60,250	£42,096	£102,346
Surveys (Detail)	£5,213	£4,838	£16,271	£2,813	£4,838	£16,271	£4,613	£54,857	£7,275	£45,406	£52,681	£13,650	£16,271	£29,921	£12,650	£16,271	£28,921
Supervision	£67,828	£67,828	£45,219	£60,931	£67,828	£45,219	£67,828	£422,681	£135,656	£287,025	£422,681	£67,828	£45,219	£113,046	£67,828	£45,219	£113,047
Business Case Fees								£0		£0	£0			£0			£0
Design & Professional Fees Total	£94,354	£93,979	£103,586	£85,057	£93,979	£103,586	£93,754	£668,294	£185,557	£480,561	£666,118	£141,728	£103,585	£245,313	£140,728	£103,586	£244,314
Sub-Total	£2,852,823	£1,551,938	£684,745	£1,829,519	£1,689,972	£1,317,268	£2,443,384	£12,369,648	£4,639,423	£8,236,292	£12,875,715	£3,921,292	£625,303	£4,546,595	£5,799,607	£848,962	£6,648,569
40% Optimism Bias Land Purchase, Compensation, Public Consultation, General Risks and Unforeseen Circumstances	£1,141,129	£620,775	£273,898	£731,807	£675,989	£526,907	£977,353	£4,947,859	£1,655,769	£3,294,517	£5,150,286	£1,568,517	£250,121	£1,818,638	£2,319,843	£339,585	£2,659,428
Total	£3,993,952	£2,172,713	£958,642	£2,561,326	£2,365,961	£1,844,175	£3,420,737	£17,317,507	£6,495,192	£11,530,809	£18,026,001	£5,489,809	£875,424	£6,365,232	£8,119,450	£1,188,547	£9,307,997

Appendix C: East Link Road and South Link Road, Chippenham - Indicative Route Proposals Landscape Comments

1. Introduction

- 1.1. The following comments are based on the indicative route proposal options prepared by Atkins Limited, on behalf of Wiltshire Council as illustrated on Dwg. No. 5140444-OS-ATK-HGN-DR-D-001 Rev:C2.
- 1.2. These comments make reference to the 'Chippenham Landscape Setting Assessment' (CLSA) prepared by TEP (Dec 2014). The CLSA has been prepared to inform the preparation of the 'Chippenham Site Allocations Plan'. Its aim in broad terms is to identify the key landscape and visual characteristics of land around Chippenham and highlights key landscape and visual sensitivities for each of the identified strategic areas and considers the role and function of land in relation to the setting of the town and its transition with countryside including outlying rural settlements.
- 1.3. The CLSA has been prepared with reference to and consideration of the relevant published Local Landscape Character Assessments which comprise the Council's landscape evidence base supporting the adopted Wiltshire Core Strategy (2015) 'Core Policy 51: Landscape.'

2. Eastern Link Road Proposals

Summary (Sections 1, 2, 2b & 3 options 1 & 2)

- 2.1. Section 1 proposes a new 1.65km link road from the A350 roundabout junction with Malmesbury Road (B4158) at the north of Chippenham east through 'Strategic Area A1' to link with a proposed new roundabout on Maud Heath's Causeway (B4069) with the south west corner of 'Strategic Area A2'. Section 1 has been granted Outline planning consent (N/12/00560/OUT) pending final s.106 agreements, so is not discussed further in this report.
- 2.2. Section 2 proposes an upgrade of the existing Parsonage Way road serving Parsonage Way Industrial Estate, extending from the proposed new roundabout on Maud Heath's Causeway (B4069) extending south east for a distance of 0.55km to join a proposed 0.35km section of new road crossing the Great Western Railway into 'Strategic Area B'.
- 2.3. Section 2b and 3 (Option 1) proposes a new 2.38km road linking 'Strategic Area B' with 'Strategic Area C' across the River Avon on an alignment south east of New Leaze Farm, crossing Stanley Lane close to Abbeyfield School to a new roundabout proposed on the A4 London Road, north east of Pewsham.

- 2.4. Section 2b and 3 (Option 2) proposes a slightly longer new 2.74km road linking 'Strategic Area B' with 'Strategic Area C' across the River Avon on an alignment north and west of New Leaze Farm, crossing Stanley Lane close to Abbeyfield School to a new roundabout proposed on the A4 London Road, north east of Pewsham.

3. Section 2 - Route alignment description

Section 2 (CH.1650m – CH.2550m)

- 3.1. This eastern link connects the proposed new roundabout on Maud Heath's Causeway (B4069) which has already been granted planning consent as part of Planning application N/12/00560/OUT to Parsonage Way, which is likely to require upgrading for its 0.55km length extending to the Swindon to Bristol (GWR) railway which is in deep cutting at this point.
- 3.2. Parsonage Way is currently a no through road servicing industrial employment uses typical of a small/medium industrial Estate. The existing industrial uses and Parsonage Way itself are reasonably well screened from the north east by a mature woodland lining both sides of a small tributary watercourse which runs parallel to Parsonage Way on its northern side and from the east by tree belts running along the top of cutting slopes both sides of the railway.
- 3.3. Parsonage Way is already a generous width to suit HGV use so the proposed upgrade will not require the widening of this existing road to any great extent and the linear woodland adjoining Parsonage Way will not be at risk from the proposed upgrade. Parsonage Way is also currently lit, but an upgrade to existing highway lighting is likely to be required along this existing urban section.
- 3.4. From the bend at the eastern end of Parsonage Way the proposed link road extends across the railway cutting with a proposed new 50m bridge. The eastern bridge landing will require the removal of part of a linear mound and some trees growing on it located at the western edge of Strategic Area B.
- 3.5. The proposed alignment then extends from the proposed new railway bridge south east across farmland currently laid to pasture, approximately 200m north east of Rawlings Farmhouse (Grade II Listed Building) and links to a proposed new roundabout at Chainage 2550m on the southern side of a shallow valley landform which is partially screened from land to the north of Area B, and Upper Penkingell Farmhouse, located approx. 400m to north east, by mature hedgerows and a linear tree belt. The existing farmland pasture slopes from west to east from the 65m contour at the top of the railway cutting down to the River Avon flood plain on the 50m contour.
- 3.6. This land is visually prominent viewed from the east. And views from the area are extensive over the River Avon floodplain, with views of Bencroft Hill and in the far distance Cherhill Monument visible on the elevated North Wessex Downs AONB

through a gap in the limestone ridge, formed by the River Marden Valley. The area is also visually influenced by a single line of overhead electricity transmission lines and associated pylons extending into area B across the River from New Leaze Farm in Strategic Area C. This section of new road crosses a single public footpath linking Cocklebury Lane to Upper Penkingell, crossing area B on the mid slope broadly following contour.

- 3.7. The existing housing areas in Monkton Park are unlikely to share any visibility with Section 2 due to the mature woodland vegetation growing on the cutting slopes of the North Wiltshire Rivers Route (disused railway).

4. (Option 1) Section 2b (CH.2550m – CH.3525m) and Section 3 (CH.3525m – CH.4933m)

- 4.1. From the proposed new roundabout at Chainage 2550m on the southern side of a shallow valley landform, the proposed alignment continues on a south east alignment, sloping down pastoral fields to cross the river Avon approximately 150m south of the River Marden's confluence with the Avon. The alignment proposes a new 70m bridge crossing the River Avon. The bridge will require approach embankments to be constructed on both sides of the river to reduce road gradients and to lift the bridge crossing out of the floodplain.
- 4.2. The proposed route continues on a south east alignment across low level floodplain land to meet the higher rolling lowland approx. 200m south west of New Leaze Farm. At this point the route is screened from the River Marden Valley and from wider floodplain areas to the north and Tytherton Lucas by an intervening rolling ridge on 60m contour at New Leaze Farm. The route crosses the NWRR cycleway/disused railway at Chainage 3525m, just south of New Leaze Farm with a proposed new pedestrian crossing.
- 4.3. The route continues in a south east direction crossing rolling farmland between the 50m and 55m contours. The alignment passes within approx. 400m of Hardens Farm (Grade II Listed building) to the west at its closest point where the route crosses the single lane farm access road leading to New Leaze Farm with a proposed new priority junction.
- 4.4. The route alignment then broadly follows the existing route of the single line of overhead electricity transmission lines and associated pylons towards Stanley Lane continuing on a south east alignment. South of the disused railway line the area is visually influenced by the existing residential areas at Hardens Mead and Pewsham to the south west and Monkton Park to the west.
- 4.5. The prominence of Abbeyfield School on high ground also exerts an urban influence. The landscape structure in this area is not particularly strong, as field boundary hedgerows often lack hedgerow trees, while other fields are defined by stock fencing and gappy hedgerows. The landscape structure becomes stronger approaching Stanley Lane. As the alignment approaches Stanley Lane it passes

within approx 450m at its closest point to Hither Farm (Grade II Listed Building), located to the east along Stanley Lane.

- 4.6. The route crosses Stanley Lane with a proposed new roundabout. From this new roundabout the route turns south and heads south west across some small fields, west of Jay's Farm where another new roundabout is proposed to complete the new link road with the A4 London Road.

5. (Option 2) Alternative Section 2b and Section 3 (CH.2550m – CH.5290m)

- 5.1. From the proposed new roundabout at Chainage 2550m on the southern side of a shallow valley landform, the proposed alignment continues on a south east alignment, down sloping pastoral fields to cross the river Avon, approximately 75m south of the River Marden's confluence with the Avon.
- 5.2. The alignment proposes a new 70m bridge crossing the River Avon. The bridge will require approach embankments to be constructed on both sides of the river to reduce road gradients and to lift the bridge crossing out of the floodplain.
- 5.3. The proposed route continues on a south east alignment slightly north of Option 1, across low level floodplain land to meet the higher rolling lowland approx. 200m north of New Leaze Farm.
- 5.4. At this point the route is exposed to the River Marden Valley and is visible from wider floodplain areas to the north, and from the Tytherton Lucas direction. The new road is likely to require a slightly longer length of embankment to cross the Avon's floodplain to the north of New Leaze Farm, before it joins and follows the 55m contour from the west of New Leaze Farm extending through arable farmland to the east of New Leaze Farm.
- 5.5. The route crosses the NWRR cycleway/disused railway at Chainage 4050m with a proposed new pedestrian crossing approx. 325m west of New Leaze farm access road. The route continues in a south westerly direction crossing pastoral farmland between 55m contours rising to 60m contour south of Stanley Lane.
- 5.6. The alignment passes within approx. 750m of Harden's Farm (Grade II Listed building) to the west at its closest point. The route alignment then continues in a South westerly direction towards Stanley Lane. South of the disused railway line the area is slightly less visually influenced by the existing residential areas at Harden's Mead and Pewsham to the south west and Monkton Park to the west than Option 1.
- 5.7. As the alignment approaches Stanley Lane it passes within approx 400m at its closest point to Hither Farm (Grade II Listed Building), located to the east along Stanley Lane. The route crosses Stanley Lane with a proposed new roundabout. From this new roundabout the route rejoins Option 1 alignment to the A4.

6. Landscape and Visual Quality

- 6.1. The TEP report makes a series of judgements in relation to landscape and visual quality for the relevant strategic areas which are applicable to the Eastern route options as follows;

Strategic Areas A2, B & C

- 6.2. In terms of Landscape quality the TEP report judges that all three strategic areas generally represent 'attractive' landscape character with 'Mostly consistent' and 'Some key characteristics present' that are representative of the wider Avon Open Clay Vale / Avon Valley Lowland landscape character. It also judges that in terms of remoteness and tranquillity all areas are 'peaceful'.
- 6.3. In terms of visual quality the TEP report judges that visual prominence of Area A2 is 'Moderate-Low', while Areas B & C have 'High visual prominence'. The nature of the existing urban edge is judged to be 'Partially visible' in Area A2, while Areas B & C are considered as 'Soft well vegetated urban edges with limited views of principally rooflines'. All areas have some public views, and judges the 'settlement setting and views of settlement' to have few attractive features or views for Area A2 with 'some attractive features & views' for Areas B and C.
- 6.4. The TEP report identifies that due to the higher elevation of land and the high visual prominence of the east facing slopes, that development on 'Strategic Area B' would increase the prominence of the town and reduce the rural and remote character of Tytherton Lucas which will be difficult to mitigate, which is contrary to guidance in the published landscape character assessments.
- 6.5. The TEP report highlights the following landscape qualities to be safeguarded within 'Strategic Area A2' as;
Wooded character created through the woodland around Kilvert's Parsonage and along the edge of Chippenham; Retention of mature hedgerows throughout the landscape; Visual separation between Langley Burrell and Chippenham; Strong containment and wooded framework to the employment area; Landscape setting and network of PRoW between Chippenham and Maud Heath's Causeway.
- 6.6. Within 'Strategic Area B' as;
Network of mature hedgerows and linear woodland on sloping ground; Distinctive easterly views from public rights of way across the River Avon to the limestone ridge of Bencroft Hill and Wick Hill; Wooded railway line providing a wooded horizon in westerly views; Remote and rural character to the landscape to the east around the River Avon floodplain; Remote and rural character to Peckingell and Upper Peckingell Farm; Distinctive built form and rural setting around Rawlings Farm and Peckingell and Upper Peckingell Farm; Remote and rural character of Tytherton Lucas.

6.7. Within 'Strategic Area C' as;

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

7. Potential landscape and visual effects from implementing the eastern link road options

7.1. Section 2

The potential landscape and visual effects likely to arise from implementing Section 2 are likely to include;

- From upgrading Parsonage Way the resulting effects are likely to include an increase of road lighting, traffic and noise for adjacent receptors, which are not considered to be particularly harmful, due to the existing width and function of this road and existing employment uses each side of the road.
- The new railway bridge will require the removal of trees on the eastern landing within Strategic Area B, which will open up views along Parsonage Way for long distance elevated receptors from the east (Bencroft Hill).
- The new road, new roundabout and urban development on the elevated east facing slopes within Strategic Area B will breach the existing settlement containment provided by strong screening vegetation growing along the route of the disused railway. All development will be highly visible from the north and east, and difficult to mitigate.
- The remote, rural, tranquil character of Tytherton Lucas with the edge of Chippenham appearing generally distant and wooded is likely to be reduced, including an increase of traffic noise. The introduction of lighting and the movement of traffic will be evident from elevated distant eastern receptors.
- Existing rural PRow crossing the site and route will be screened, contained and channelled by development, lessening their rural character, distinctiveness and overall value.
- The setting to Rawlings Farmhouse will change from rural to urban and lose its agricultural association.

7.2. (Option 1) Section 2b and Section 3

The potential landscape and visual effects likely to arise from implementing Section 2b & 3 (Option 1) are likely to include;

- The new road, and urban development on the elevated east facing slopes within Strategic Area B will breach the existing settlement containment provided by strong screening vegetation growing along the route of the disused railway. All development will be highly visible from the north and east, and difficult to mitigate.
- The new River Avon Bridge crossing will require the removal of sections of riparian vegetation along the river.
- The new River Avon Bridge crossing and associated embankment will enclose the existing open views of the floodplain and river corridor from Black Bridge (and its associated viewing platform), from the adjacent cycleway lengths and from the proposed new Riverside Park land looking north.
- The remote, rural, tranquil character of Tytherton Lucas with the edge of Chippenham appearing generally distant and wooded will be reduced, but slightly less than Option 2, as the route will follow an alignment further south, partly in cutting.
- Existing rural PRoW crossing the road route, along the cycleway, and south of the cycleway will be screened, contained and channelled by development, lessening their rural character, distinctiveness and overall value.
- Option 1 proposes to enclose and urbanise less agricultural land, and utilises New Leaze farm buildings and its associated trees, existing local rolling ridges at New Leaze Farm and south west of Scott's Mill to limit visual and noise impacts towards Tytherton Lucas, East Tytherton and within the River Marden Valley.
- New Leaze farm and the rural footpaths to the north of the cycleway crossing the Marden Valley retain their rural agricultural associations and settings.
- The immediate setting to Hardens Farm will change from rural to urban.
- Existing eastward views of rural farmland and the elevated limestone ridge in the distance currently experienced from Monkton Park and from public rights of way within Area C will be screened, contained and channelled by urban development, lessening their rural character distinctiveness and overall value.
- The road alignment of option 1 is approx. 0.4km shorter than option 2 and subdivides less individual fields and impacts less field boundaries.

7.3. (Option 2) Alternative Section 2b and Section 3

The potential landscape and visual effects likely to arise from implementing Alternative Section 2b & 3 (Option 2) are likely to include;

- The new road, and urban development on the elevated east facing slopes within Strategic Area B will breach the existing settlement containment provided by strong screening vegetation growing along the route of the disused railway. All development will be highly visible from the north and east, and difficult to mitigate.
- The new River Avon Bridge crossing will require the removal of sections of riparian vegetation along the river.

- The new River Avon Bridge crossing and associated embankment will enclose the existing open views of the floodplain and river corridor viewed from Black Bridge (and its associated viewing platform), adjacent cycleway lengths and from the proposed new Riverside Park land looking north.
- The remote, rural, tranquil character of Tytherton Lucas with the edge of Chippenham appearing generally distant and wooded is likely be reduced, to a far greater extent than Option 1, as the route will follow a proposed alignment further north following contour along the River Marden Valley slope which is likely to generate greater visual impacts and traffic noise.
- Existing rural PRoW crossing the route, along the cycleway, and to the south and north of the cycleway will be screened, contained and channelled by development, lessening their rural character, distinctiveness and overall value.
- Option 2 proposes to enclose and urbanise a greater amount of agricultural land, and does not utilise New Leaze farm buildings and its associated trees, existing local rolling ridges at New Leaze Farm and south west of Scott's Mill to limit visual and noise impacts towards Tytherton Lucas, East Tytherton and within the River Marden Valley.
- New Leaze farm and the rural footpaths to the north of the cycleway crossing the Marden Valley will not retain their rural agricultural associations and settings.
- The immediate setting to Harden's Farm and New Leaze Farm will change from rural to urban.
- Existing eastward views of rural farmland and the elevated limestone ridge in the distance currently experienced from Monkton Park and from public rights of way within Area C will be screened, contained and channelled by urban development, lessening their rural character distinctiveness and overall value.
- Existing northward views of rural farmland from the cycleway, and rural views of the wide expansive lower floodplain from the public footpaths west of New Leaze Farm within Area C will be screened, contained and channelled by urban development and associated new screen planting, lessening their rural character distinctiveness and overall value.
- The road alignment of option 2 is approx. 0.4km longer than option 1 and subdivides a greater number of individual fields and impacts more field boundaries.

8. Southern Link Road Proposals

8.1. Summary (Sections 4 & 5)

Section 4 proposes a 2.03km link road providing a link through 'Strategic Area E' from the A350 south west of Chippenham to the A4 south east of Pewsham through 'Strategic Area D'.

8.2. Section 5 proposes a new 3.34km link road providing a link through 'Strategic Area E' from the A350 south west of Chippenham to the A4 south west of Pewsham through 'Strategic Area D'.

9. Section 4 - Route alignment description

Section 4 (CH.00m – CH.400m)

- 9.1. This southern link proposes a connection from the A350 with a new connecting roundabout located on the A350 just to the south of the Swindon to Bristol (GWR) railway bridge crossing. The route extends in a north east direction through the middle of the proposed employment land allocation in Strategic Area E, to a new roundabout proposed on the Paterdown Road north of Showell Farm Nurseries.
- 9.2. This land is a mix of arable and pasture enclosed by hedgerows, consisting of a number of medium and smaller size fields on 55m to 50m contour, some of these fields are smaller due to their sub-division by the original construction of the A350.
- 9.3. The area is subject to urbanising influences of the A350 and its associated traffic movement and noise to the south, by the railway on high embankment to the west (soon to be electrified) and by Patterdown Road traffic to the east.
- 9.4. The area is also visually influenced by 2 lines of overhead electricity transmission lines and associated pylons on farmland between the A350 and Thingley to the south west.
- 9.5. This short section does not cross any Public Rights of Way (PRoW) but does pass within approx. 200m north and west of Showell Farm (Grade II Listed Buildings).

Section 4 (CH.400m – CH.2030m)

- 9.6. From the proposed new Patterdown Road roundabout the indicative route extends eastwards across land to the north of Showell Farm Nurseries. From Patterdown Road the land slopes gently towards the river from the 50m to 45m contour and to slightly lower levels within the floodplain further east.
- 9.7. At CH.900m the route crosses Holywell Brook which requires a culvert crossing. This farmland largely comprises medium irregular sized fields laid to pasture and is enclosed by strong landscape structure consisting of tall mature hedgerows and small linear blocks of woodland with strong riparian vegetation along the river and small tributary watercourse.
- 9.8. The alignment extends eastwards and crosses the River Avon over a proposed new 35 metre long road bridge located north of the sewage treatment works and just south of Moretimores Wood, an Ancient Woodland and remnant of a Royal Hunting Forest known as Pewsham Forest. The bridge crossing is also likely to require a section of road constructed on rising embankment on the western side of the river to link with land to the east on the 45m contour, just north of the sewage works.
- 9.9. The proposed road alignment crosses two rural PRoW located on the western side of the river and passes through the southern tip of Rowden Conservation Area on both sides of the river. The route then follows an alignment over farmland to the north east along a shallow valley landform along the 50m contour to the west of a small tributary water course, and then crosses the Sustrans Cycle Network (Route

4), before rising up to the 55m contour to join the A4 (Pewsham Way) with a proposed new roundabout.

10. Section 5 - Route alignment description

Section 5 (CH.00m – CH.400m)

10.1. The first part of this route shares the same alignment as Section 4 between Chainage 00m and Chainage 400m (see Section 4 above).

Section 5 (CH.400m – CH.1800m)

- 10.2. From the proposed new Patterdown Road roundabout the indicative route extends eastwards across land to the north of Showell Farm Nurseries before it curves south towards the River Avon heading towards the higher ground south of the sewage works and Lower Lodge Farm. From Patterdown Road the land slopes gently towards the river from the 50m to 45m contour and to slightly lower levels within the floodplain further east.
- 10.3. This farmland largely comprises medium irregular sized fields laid to pasture and enclosed by strong landscape structure consisting of mature hedgerows and small linear blocks of woodland with strong riparian vegetation along the river.
- 10.4. The proposed alignment will require a new 70m long road bridge crossing the river, which is also likely to require a section of road constructed on rising embankment on the western side of the river to link to the higher rolling farmland to the east on the 50m and 55m contours. The bridge and embankment will be highly visible from the south.
- 10.5. The proposed alignment crosses two rural PRoW located on the western side of the river and passes within 100m of the southern boundary of Rowden Conservation Area. A single line of overhead electricity transmission lines suspended from pylons is clearly visible to the south.

Section 5 (CH.1800m – CH.3343m)

- 10.6. East of the proposed new river bridge, the alignment extends into 'Strategic Area D' further east and then slightly north to link with the southern edge of Pewsham at the existing A4 (Pewsham Way) Kings Roundabout which is proposed to be upgraded.
- 10.7. The indicative road alignment broadly follows a route parallel to, but slightly offset from the line of overhead electricity lines and pylons located just to the south of Lower Lodge Farm and Lower Lodge Cottages which are accessed off Forest Lane (No through Road). The route passes through undulating mixed farmland between the 50m and 55m contour, enclosed by strong landscape structure with high quality hedgerow Oak trees located within a strong hedgerow structure.
- 10.8. The route crosses 2 public footpaths, one of which is along a narrow farm road access leading to Middle Lodge Farm.

- 10.9. The proposed route passes over a small watercourse, requiring a culvert road crossing and also passes through the middle of a fine small linear belt of woodland containing some high quality mature oak trees lining the route of the Sustrans Cycle Network (Route 4), which is a permissive route leased from private landowners by the Council just before the route joins Kings Roundabout on the A4 Pewsham Way to the north.

11. Landscape and Visual Quality

- 11.1. The TEP report makes a series of judgements in relation to landscape and visual quality for relevant strategic areas which are applicable to the southern route options as follows;

Strategic Areas D & E

- 11.2. In terms of Landscape quality the TEP report judges that the area generally represents attractive landscape character with 'Mostly consistent' and 'Some key characteristics present' that are representative of the wider Avon Open Clay Vale / Avon Valley Lowland landscape character. It also judges that in terms of remoteness and tranquillity both areas are peaceful, and judges that the southern and eastern parts of Area E has higher landscape quality than the northern and western parts, while the southern part of area D is judged to be more consistent with wider landscape character, more remote and visually connected with the River Avon and the limestone ridge.
- 11.3. In terms of visual quality the TEP report judges that visual prominence of Area E is Moderate-Low while Area D is Moderate-High. The nature of the existing urban edge is judged to be 'Partially visible' in Area E and as a 'Soft well vegetated urban edge with limited views of principally rooflines' in Area D. Both areas have some public views and judges the setting of the settlement and views of settlement to have few attractive features or views.
- 11.4. The TEP report highlights the following landscape qualities to be safeguarded within 'Strategic Area D' as;
The integrity of the River Avon valley, the network of mature intact hedgerows and hedgerow trees; the setting of Rowden Manor (Grade II* Listed Building) and Rowden Conservation Area, expansive views of the wooded limestone ridge of Naish Hill and Bowden Hill; Visual separation between the limestone ridge (Naish Hill); Rural Character of the south eastern approach to Chippenham using Pewsham Way; Rural character of Area D despite its proximity to Chippenham.
- 11.5. Within 'Strategic Area E' as;
Integrity of River Avon valley and functioning floodplain; Strong network of mature intact hedgerows which create an enclosed wooded character to the southern part of the area; Some views towards the limestone ridge of Naish Hill and Bowden Hill; Setting to Rowden Manor and associated buildings; Views of roofline/skyline of Chippenham's historic core, including St. Paul's and St. Andrew's church spires; Undulating landform of the area, with smaller tributary valleys linking with River Avon Valley; Moretimore's Wood and strip of woodland north of Showell Farm

Nurseries; Higher level of southern approach compared with Area E, maintaining a separation between the road and proposed development and maintaining views from the road across the wider landscape; Rural character of southern approach.

- 11.6. It also identifies that Area E has a high potential for archaeological interest in the vicinity of Showell Farm Nurseries (Roman) and in the vicinity of Rowden Farm (Medieval) and highlights that Area D is within a former royal hunting forest and the Lodges within the area reflect this historic association.

12. Potential landscape and visual effects from implementing the southern link road options

Section 4

- 12.1. The potential landscape and visual effects likely to arise from implementing Section 4 are likely to include;
- The introduction of the new road bridge and associated elevated road embankment crossing the southern part of Rowden Conservation Area will reduce the physical and visual associations of Rowden Conservation Area from the rural farmland extending further south in Area E.
 - The new River Avon Bridge crossing will require the removal of sections of riparian vegetation along the river.
 - The route will introduce elevated vehicle noise, vehicle movement and light into this peaceful landscape which is likely to impact upon the southern extent of Rowden Conservation Area and the proposed riverside park land, reducing rural and riverside amenity for users.
 - The integrity of the River Avon corridor and the green finger of countryside associated with the floodplain will be physically and visually severed by the bridge crossing (similar to how the existing river bridge crossing on Avenue La Fleche separates Rowden Conservation Area from the town to the north east of Area E, although the new crossing will benefit from some existing landscape screening, provided by Moretimores wood and linear belts of Woodland along tributary watercourses in Area E).
 - The route breaches the existing high quality landscape edge containing the existing settlement to the south of Pewsham in Area D, locally undermining the effectiveness of this existing high quality settlement transition with countryside and high quality rural settlement approach and setting to the town.
 - The introduction of development on the higher ground of Area D (east side of the river) will reduce the sense of separation between Pewsham and the Limestone Ridge, and be highly visible from southern directions.
 - The shorter length and more direct route of Section 4 (approx 1.3km less compared to Section 5) impacts a lesser number of fields which reduces the amount of field subdivision and the associated loss of characteristic landscape structure (hedgerows, trees and woodland belts).

Section 5

12.2. The potential landscape and visual effects likely to arise from implementing Section 5 are likely to include;

- The introduction of the new road bridge and associated elevated road embankment from the western approach may physically and visually detach Rowden Conservation Area from its rural countryside setting further south in Area E.
- The new River Avon Bridge crossing will require the removal of sections of riparian vegetation along the river.
- The route will introduce vehicle noise, vehicle movement and light into this peaceful landscape which negatively impacts upon the existing rural footpath network and the southern extent of the proposed riverside park land, reducing rural and riverside amenity for users.
- The integrity of the River Avon corridor and the rural green finger of countryside associated with the floodplain will be physically and visually severed by the river bridge crossing.
- The route breaches the identified high quality landscape edge containing the existing settlement edge to the south of Pewsham in Area D, undermining the effectiveness of this existing high quality settlement transition with countryside and high quality rural settlement approach and setting to the town.
- The introduction of development on the higher ground of Area D (east side of the river) would reduce the sense of separation between Pewsham and the Limestone Ridge and would be highly visible from southern directions.
- The longer length of section 5 (approx 1.3km longer compared to Section 4) impacts a greater number of fields, increasing the amount of field subdivision and the associated loss of characteristic landscape structure (hedgerows, trees and woodland belts) which undermines the identified valued rural landscape quality of Area D.

13. Conclusion

Overall Comparison of Southern link road and Eastern link road options

Eastern Link Road Options

13.1. The introduction of new road infrastructure and urban development into Strategic Area B is considered likely to generate the most landscape and visual harm out of all Strategic Site Option proposals, which is considered to be difficult to mitigate in landscape and visual terms. This is due to the elevated nature and orientation of the land, and the existing remote, rural, tranquil character of the area, including remote, rural outlying settlements.

13.2. Within Strategic Area C, the proposed Option 1 (Section 2b & 3) road alignment is likely to generate slightly less harmful landscape and visual effects compared to Option 2 (Alternative Section 2b & 3). This additional landscape and visual harm is considered to result from extending the road alignment north of New Leaze Farm, and from introducing urban development north of the cycleway.

Southern Link Road Options

- 13.3. The introduction of new road infrastructure and urban development in Area D is considered likely to generate greater harm than Area E. This is due to the closer proximity of Area D to the Limestone Ridge, and also the special rural qualities identified within Area D.
- 13.4. Within Strategic Area D, the proposed Section 4 road alignment is likely to generate substantially less harmful landscape and visual effects compared to Section 5. This is largely due to the overall greater length of the proposed Section 5 road through this area, resulting in many more fields and field boundaries being impacted, but also the greater prominence of the Section 5 route over higher land, compared with Section 4 which is much shorter in length and utilises a shallow valley landform allowing the crossing at lower level, which is likely to be able to be more effectively mitigated in the longer term. Any enabling urban development to facilitate this short section should be resisted in Area D.
- 13.5. Within Strategic Area E, the proposed Section 4 road alignment is considered likely to generate slightly less harmful landscape and visual effects compared to Section 5. Section 5 proposes a 70m bridge crossing the River Avon from a highly prominent landform south of Lower Lodge Farm, viewed from the south and the Limestone Ridge, while Section 4 passes to the immediate north of the sewage works requiring only a 35m bridge crossing the Avon, at lower level and with substantial lengths of the proposed new road screened from the north and south by existing linear belts of woodland. This is despite the proximity of Rowden Manor and Rowden Conservation Area, although it is acknowledged that this is a landscape opinion, and specialist conservation, ecology and archaeological opinion may alter the overall balance of impacts and ultimately any final planning balance.



Chippenham Strategic Site Viability Assessment

Prepared for
Wiltshire Council

April 2016

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1 Summary

- 1.1.1 This report outlines the results of our April 2016 assessment of the viability and deliverability of potential strategic sites in Chippenham on behalf of Wiltshire Council. This viability assessment provides an update/extension to our viability assessment of the strategic sites in a report dated October 2015 for Wiltshire Council. Whilst the work undertaken as part of this study is an update and extension of our October 2015 report, this report can be read as a stand-alone report.
- 1.1.2 This report has been prepared for the Council following the suspension of an examination in public into the soundness of the draft Chippenham Sites Allocation Plan (CSAP). We understand that the inspector raised concerns regarding the sites ability to achieve policy compliant affordable housing of 40% when the S106 agreement negotiated for North Chippenham provided 20% affordable housing.
- 1.1.3 We have been instructed to reassesses 4 sites in addition to assessing 2 new sites taking in accordance with the following objectives:
- To review the assumptions contained in the viability assessment; to update them and make them specific to Chippenham using local evidence where available;
 - Provide robust evidence to demonstrate whether the proposals are deliverable and viable in accordance with advice set out in the National Planning Policy Framework (NPPF);
 - Provide a robust evidence base on which to negotiate and agree levels of affordable housing provision compliant with Core Policy 43 of the Wiltshire Core Strategy.
- 1.1.4 In terms of methodology, we have adopted industry standard residual valuation approaches to test the impact of the Council's policies on site viability. However, due to the extent and range of financial variables involved in residual valuations, they can only ever serve as a guide. Individual site characteristics (which are unique and vary from site to site) mean that conclusions must always be tempered by a level of flexibility in application of policy requirements on a site by site basis. It is therefore essential that affordable housing requirements and provision reflect site and scheme specific viability.
- 1.1.5 As this report constitutes a study of 7 large strategic housing sites (with minimal scheme design/proposals available at this early stage) our assessment makes overall judgements with regards to the viability of each site and does not account for more detailed site specific attributes that may impact upon development viability.
- 1.1.6 This is recognised within Section 2 of the Local Housing Delivery Group¹ guidance, which identifies the purpose and role of viability assessments within plan-making. The Guidance notes that:

"The role of the test is not to give a precise answer as to the viability of every development likely to take place during the plan period. No assessment could realistically provide this level of detail. Some site specific tests are still likely to be required at the development management stage. Rather, it is to provide high

¹ 'Viability Testing Local Plans: Advice for planning practitioners' August 2012. This group was led by the Homes and Communities Agency and comprises representatives from the National Home Builders Federation, the Royal Town Planning Institute, Local Authorities and valuers (including BNP Paribas Real Estate)

level assurance that the policies within the plan are set in a way that is compatible with the likely economic viability of development needed to deliver the plan.”

- 1.1.7 This is therefore a high level assessment of the general viability of proposals in plan making. It necessarily includes a number of broad assumptions. When planning applications are submitted there can be detailed assessments for each individual strategic site. This is the point at which scope for affordable housing could be considered more definitively as at this stage assessments can look more accurately at known site costs and development values.
- 1.1.8 This reports meets the requirements of the National Planning Policy Framework ('NPPF'), the National Planning Practice Guidance ('NPPG') and the Local Housing Delivery Group guidance 'Viability Testing Emerging Local Plans: Advice for planning practitioners' (June 2012).
- 1.1.9 This report is structured as follows:
- Section 2 identifies the strategic sites that have been tested;
 - Section 3 details the methodology and inputs to our appraisals;
 - Section 4 outlines the appraisal inputs and assumptions
 - Section 5 outlines the appraisal results
 - Section 6 summarises the sensitivity analysis undertaken in respect of the strategic sites;
 - Section 7 sets out our conclusions.

2 The Strategic Sites

- 2.1.1 The Council's adopted Core Strategy identifies Chippenham as one of the county's three principal settlements where the majority of new housing and employment will be focused. The Core Strategy proposes that at least 2,625 new dwellings and 26.5 hectares of land for employment development needs are to be allocated on strategic sites through the preparation of the Chippenham Sites Allocations Plan.
- 2.1.2 The Council has instructed BNP Paribas Real Estate to consider the viability of the strategic sites identified in Table 2.1.2. We have been instructed to provide 2 assessments of site E5 to reflect differing costs for strategic transport links.

Table 2.1.2.: Strategic sites

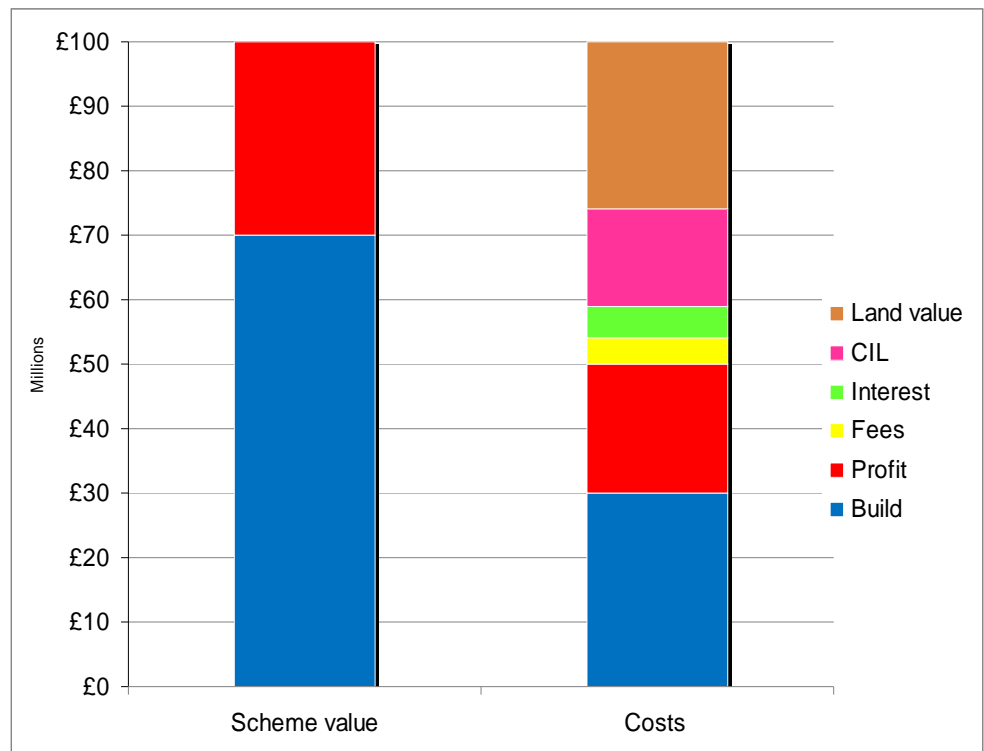
Location / Site Ref.	Location	Development
B1	Rawlings Green	650 residential units 5 hectares of employment land
C1	East Chippenham	850 residential units 20 hectares of employment land
C4	East Chippenham	1,350 residential units 16 hectares of employment land
D7	South Pewsham	1,050 residential units 10.5 hectares of employment land
E2	South-west Chippenham	1,000 residential units 18.1 hectares of employment land
E5	South-west Chippenham	1,400 residential units 18.1 hectares of employment land

3 Methodology

3.1.1 Our methodology follows standard development appraisal conventions, using assumptions that reflect local market and planning policy circumstances. The study is therefore specific to sites in Chippenham and reflects the Council's planning policy requirements.

3.2 Approach to testing development viability

3.2.1 Appraisal models can be summarised via the following diagram. The total scheme value is calculated, as represented by the left hand bar². This includes the sales receipts from the private housing and the payment from a Registered Provider ('RP') for the completed affordable housing units. The model then deducts the build costs, fees, interest, CIL (at varying levels) and developer's profit. A 'residual' amount is left after all these costs are deducted – this is the land value that the Developer would pay to the landowner. The residual land value is represented by the brown portion of the right hand bar in the diagram.



² In this particular example, we are assuming a residential scheme, with the private housing value represented by the blue portion of the bar and the affordable housing value represented by the red portion of the bar.

- 3.2.2 The Residual Land Value is normally a key variable in determining whether a scheme will proceed. If a proposal generates sufficient positive land value (in excess of current use value), it will be implemented. If not, the proposal will not go ahead, unless there are alternative funding sources to bridge the 'gap'.
- 3.2.3 Ultimately, the landowner will make a decision on implementing a project on the basis of return and the potential for market change, and whether alternative developments might yield a higher value. The landowner's 'bottom line' will be achieving a residual land value that sufficiently exceeds 'existing use value' or another appropriate benchmark to make development worthwhile. The margin above current use value may be considerably different on individual sites due to particular reasons why the premium to the landowner should be higher or lower than other sites
- 3.2.4 Clearly, however, landowners have expectations of the value of their land which will often exceed the value of the sites current use. Ultimately, if landowners' expectations are not met, they will not voluntarily sell their land and (unless a Local Authority is prepared to use its compulsory purchase powers) some may simply hold on to their sites, in the hope that policy may change at some future point with reduced requirements. It is within the scope of those expectations that developers have to formulate their offers for sites. The task of formulating an offer for a site is complicated further still during buoyant land markets, where developers have to compete with other developers to secure a site, often speculating on increases in development value or with the expectation of value engineering costs.

3.3 Viability Benchmark

- 3.3.1 The NPPF does not prescribe any particular methodology for assessing the viability of developments in their areas for testing local plan policies. The Local Housing Delivery Group published guidance in June 2012 which provides guidance on testing viability of Local Plan policies. The guidance notes that "consideration of an appropriate Threshold Land Value [or viability benchmark] needs to take account of the fact that future plan policy requirements will have an impact on land values and landowner expectations. Therefore, using a market value approach as the starting point carries the risk of building-in assumptions of current policy costs rather than helping to inform the potential for future policy". The RICS Guidance Note 'Viability in Planning' (August 2012) which advocates market value as a benchmark for testing viability, is therefore not applicable to a test of planning policy.
- 3.3.2 In light of the weaknesses in the market value approach, the Local Housing Delivery Group guidance recommends that benchmark land value "is based on a premium over current use values" with the "precise figure that should be used as an appropriate premium above current use value [being] determined locally". The guidance considers that this approach "is in line with reference in the NPPF to take account of a "competitive return" to a willing land owner".
- 3.3.3 The examination on the Mayor of London's CIL charging schedule considered the issue of an appropriate land value benchmark. The Mayor had adopted current use value, while certain objectors suggested that 'Market Value' was a more appropriate benchmark. The Examiner concluded that:

"The market value approach... while offering certainty on the price paid for a development site, suffers from being based on prices agreed in an historic policy context." (para 8) and that "I don't believe that the EUV approach can be accurately described as fundamentally flawed or that this examination should be adjourned to allow work based on the market approach to be done" (para 9).

3.3.4 In his concluding remark, the Examiner points out that:

“the price paid for development land may be reduced [so that CIL may be accommodated. As with profit levels there may be cries that this is unrealistic, but a reduction in development land value is an inherent part of the CIL concept. It may be argued that such a reduction may be all very well in the medium to long term but it is impossible in the short term because of the price already paid/agreed for development land. The difficulty with that argument is that if accepted the prospect of raising funds for infrastructure would be forever receding into the future. In any event in some instances it may be possible for contracts and options to be re-negotiated in the light of the changed circumstances arising from the imposition of CIL charges”. (para 32 – emphasis added).

3.3.5 It is important to stress, however, that there is no single threshold land value at which land will come forward for development. The decision to bring land forward will depend on the type of owner and, in particular, whether the owner occupies the site or holds it as an asset; the strength of demand for the site's current use in comparison to others; how offers received compare to the owner's perception of the value of the site, which in turn is influenced by prices achieved by other sites. Given the lack of a single threshold land value, it is difficult for policy makers to determine the minimum land value that sites should achieve. This will ultimately be a matter of judgement for each individual Planning Authority.

4 Development Appraisals

4.1 Proposed Strategic Developments

- 4.1.1 Our assumptions adopted for the development appraisals are set out in the following section.
- 4.1.2 We tabulate below the development assumptions provided to us by the Council in respect of each sites' development density; quantity of residential units; employment land; and gross site areas.

Table 4.1.2: Strategic Site Development Assumptions

Site	Density – units per Ha	Units	Employment Space (Ha)	Green Space	Residential Gross Developable Area (ha)	Gross Site Area (HA)
Rawlings Green (B1)	30	650	5	17	29	51
East Chippenham (C1)	30 – 43	850	20	35	36	91
East Chippenham (C4)	30 – 43	1,350	16	39.4	52.6	104.2
South Pewsham (D7)	43	1,050	10.5	15.5	37.4	63.4
South-west Chippenham (E2)	43	1,000	18.1	103	52.9	174
South-west Chippenham (E5)	43	1,400	18.1	75.4	64.4	157.9

4.2 Unit Mix

- 4.2.1 The unit mix we have applied to the strategic sites represents the Council's preferred unit mix which meets policy requirement CP45. We understand that the Council does not have preferred unit sizes and as a result we have utilised the unit areas adopted in the CIL viability assessment undertaken by BNP Paribas Real Estate on behalf of the Council. The adopted unit mix for each site is summarised in Table 4.2.1.

Table 4.2.1: Unit mix adopted for each strategic site

Unit Type	1 Bed Flat	2 Bed Flat	2 Bed House	3 Bed House	4 Bed House	5 Bed House
Unit Size	47m ²	65 m ²	75 m ²	95 m ²	115 m ²	135 m ²
Unit Mix	11.8%	40.2%		46%	2%	

- 4.2.2 Whilst for the purpose of this assessment we have adopted this unit mix, in reality the unit mixes achieved on large development sites in Wiltshire generally do not deliver 1 and 2 bed flats. For example, we understand that a 247 unit scheme at the 'Former Cattle Market' in Chippenham has a unit mix in which 35% of the units are 3 and 4 bed houses. However, this is a factor that can be taken into further consideration as and when planning applications are submitted.

4.3 Residential Sales Values

- 4.3.1 In arriving at sales values for the market housing units, we have had regard to sale prices/current asking prices of second-hand stock and limited new build stock in Chippenham in addition to new build schemes in nearby towns such as Calne (c. 6 miles from Chippenham town centre) and Sutton Benger (c. 4 miles from Chippenham town centre). In Table 4.3.1, we summarise the following asking prices we are aware of from these developments in 2015.

Table 4.3.1: New Build Sales Values

Scheme	Developer	Town	Unit Type	Price
Cherhill View	Redrow	Calne	3 / 4 bed houses	£249,995 - £359,995
The Park	Redrow	Sutton Benger	3 Bed 4 Bed 4 Bed	£326,995 £409,995 £539,995
The Rushes	Barratt	Calne	4 Bed	c. £270,000 to £285,000

- 4.3.2 We are of the opinion that Chippenham would attract higher values than the developments in Calne and Sutton Benger as Chippenham is an historic market town benefitting from direct railway links to Bristol and London and is situated within close proximity to the M4.
- 4.3.3 We have had regard to current asking prices from a new build scheme in Chippenham at Rowden Manor Drive which is currently being constructed by Redrow Homes comprising 64 x 1 and 2 bed apartments and 2, 3 and 4 bed houses. We tabulate below the units currently available together with their asking prices.

Table 4.3.3: Current Asking Prices – Rowden Manor Drive

Plot	Unit Type	Bedrooms	Asking Price
17	Burrell – Detached	4	£369,000
18	Kington – Terrace	3	£252,000
19	Lowden – Terrace	3	£262,000
21	Kington – Terrace	3	£257,000
31	Kington - Terrace	3	£252,000
32	Lowden – Terrace	3	£272,000
33	Lowden – Terrace	3	£273,000
34	Lowden – Terrace	3	£262,000
41	Pewsham – Terrace	3	£262,000
42	Fenway – Terrace	2	£225,000
43	Fenway - Terrace	2	£225,000
44	Pewsham - Terrace	3	£262,000

- 4.3.4 In terms of second-hand housing stock within Chippenham, we have had regard to current asking prices in the more desirable housing estates within Chippenham.

Table 4.3.4: Current Asking Prices

Address	Unit Type	Asking Price
Hardenhuish Lane	4 Bed Detached House	£479,950
Erleigh Drive	4 Bed Detached House	£475,000
Fox Close	5 Bed Detached House	£429,950
Lanhill View	4 Bed Detached House	£427,950
Redwing Avenue	4 Bed Detached House	£425,000
Thomas Mead	4 Bed Detached House	£319,950
Curlew Drive	4 Bed Detached House	£317,500
Barley Leaze	3 Bed Detached House	£300,000
Villiers Close	3 Bed Detached House	£300,000
Rudman Park	2 Bed Apartment	£156,500
Louise Rayner Place	2 Bed Apartment	£155,000
Fuller Close	2 Bed Apartment	£149,950
Barley Leaze	1 Bed Apartment	£140,000
Great Mead	1 Bed Apartment	£130,000

- 4.3.5 Within Chippenham the housing market is predominantly characterised by a range of price points for second hand housing stock with flats currently available at prices of up to £160,000 and houses up to an in excess of £479,950.
- 4.3.6 Given the limited new build evidence in Chippenham for schemes of a similar density as the subject strategic sites the potential exists for a new build premium. This potential for a value premium over existing stock will be dependent upon sufficient volume of demand which in turn is dependent on the underlying quality of each development scheme relative to existing housing stock in alternative locations.
- 4.3.7 Due to the size of the sites it would be feasible for serviced plots to be sold off to individual developers and as a result each site could have the benefit of a diverse product base which could see plots developing exclusive areas comprising of high specification units which could correlate to price points at the upper end range currently achievable in Chippenham. For example, the 'Former Cattle Market' has a unit mix of which 35% of the units are 3 and 4 bed houses.
- 4.3.8 We have tabulated the sales values adopted for each of the site appraisals in Table 4.3.8.

Table 4.3.8: Average sales values

Unit Type	Average Value per Unit type
1 Bed Flat	£130,000
2 Bed Flat	£165,000
2 Bed House	£225,000
3 Bed House	£310,000

Unit Type	Average Value per Unit type
4 Bed House	£400,000
5 Bed House	£475,000

4.4 Residential Sales Rates/Construction Programme

4.4.1 The Council have provided us with information for each site which details the anticipated trajectories in terms of construction rates per annum. We tabulate these trajectories in Table 4.4.1.

Table 4.4.1: Housing Trajectories

Site	Year and construction rates per annum										
	1	2	3	4	5	6	7	8	9	10	11
Rawlings Green (B1)	45	80	80	80	85	85	85	80	30	-	-
East Chippenham (C1)	50	100	100	150	150	150	150	-	-	-	-
East Chippenham (C4)	50	100	100	150	150	150	150	150	150	150	50
South Pewsham (D7)	75	100	100	100	100	150	150	150	125	-	-
South-west Chippenham (E2)	60	150	150	150	150	150	150	40	-	-	-
South-west Chippenham (E5)	60	175	175	175	200	200	200	90	50	50	25

4.4.2 We have based the construction and sales programme for each site on these trajectories and we tabulate in Table 4.4.2 the project programme assumed for each site.

Table 4.4.2: Project Programme

Site	Pre-Construction (months from planning approval)	Construction	Sales Commence (months after construction commences)	Sales Period (months)
Rawlings Green (B1)	12	108	6	114
East Chippenham (C1)	12	84	6	90
East Chippenham (C4)	12	132	6	138
South Pewsham (D7)	12	108	6	114
South-west Chippenham (E2)	12	96	6	102
South-west Chippenham (E5)	12	132	6	138

- 4.4.3 We have assumed that market housing sales rates would correlate with the anticipated build out rates over the course of the construction programme with a 12 month post construction sales period. In terms of the affordable housing units, we have assumed the developers will seek contracts with RPs for the disposal of the affordable housing prior to commencement of construction. The disposal price for the affordable housing is assumed to be received in tranches across the construction programme.
- 4.4.4 The market housing sales rates we have adopted are consistent with the anticipated site trajectories and project programme set out above. We tabulate the adopted sales rates below.

Table 4.4.4: Market Housing Sales Rates

Location	Sales rates per month
Rawlings Green (B1)	c. 3
East Chippenham (C1)	c. 6
East Chippenham (C4)	c. 6
South Pewsham (D7)	c. 6
South-west Chippenham (E2)	c. 6
South-west Chippenham (E5)	c. 6
South-west Chippenham (E5)	c. 6

4.5 Commercial Revenue

- 4.5.1 The Core Strategy and Chippenham Sites Allocations Plan sets out proposals for employment development in terms of use class and gross hectares of land per site.
- 4.5.2 We have been advised by Wiltshire Council that demand for employment land will be for B2 uses largely fuelled by the anticipated growth of existing businesses. We tabulate below the employment land allocated to each site provided to us by the Council.

Table 4.5.2: Hectares of Employment Land per Site

Site	Employment Space (HA)
Rawlings Green (B1)	5
East Chippenham (C1)	20
East Chippenham (C4)	16
South Pewsham (D7)	10.5
South-west Chippenham (E2)	18.1
South-west Chippenham (E5)	18.1
South-west Chippenham (E5)	18.1

- 4.5.3 For consistency, we have adopted a land value of £200,000 per hectare as per the BNPPRE 'Community Infrastructure Levy Viability Study' report undertaken for the Council dated November 2013.
- 4.5.4 We have tabulated below industry standard cost assumptions that relate to the commercial accommodation to be provided on the above sites.

Table 4.5.4: Employment Land Cost Assumptions

Appraisal Assumption	Cost
Purchaser's Costs	5.8% of GDV
Sales Agent Fee	1% of GDV
Sales Legal Fee	0.5% of GDV
Profit	20% of GDV

4.6 Affordable Housing

- 4.6.1 The Core Strategy sets out the Council's policies for affordable housing. In respect of core policies 43 and 45, the following general affordable housing policy requirements would apply:

- 40% Affordable Housing requirement on site at nil subsidy;
- Tenure Split of 70% Affordable Rent and 30% Shared Ownership.

Table 4.6.1: Affordable Housing Tenure/Unit Mix

Unit Type	Shared Ownership	Affordable Rent
1 Bed Flats	-	20%
2 Bed Flats	-	10%
2 Bed Houses	50%	15%
3 Bed Houses	50%	35%
4 Bed Houses	-	15%
5 Bed Houses	-	5%

- 4.6.2 Given the above and the SHMA results we have undertaken our viability testing of the strategic sites assuming a range of affordable housing provision from 10% to 40% assuming a tenure split of 70% affordable rented accommodation and 30% shared ownership.
- 4.6.3 We have valued the shared ownership units, assuming that RPs will sell 30% initial equity stakes and charge a rent of 2.75% on the retained equity. A 10% charge for management is deducted from the rental income and the net amount is capitalised using a yield of 6%.
- 4.6.4 In terms of the affordable rented units we have valued the units on the basis of adopting a rent of up to 80% of the market rents tabulated below provided to us by the Council.

Table 4.6.4: Market Rents Per Month

Unit Type	Market Rents (Per Calendar Month)
1 Bed Flats	£525
2 Bed Flats	£600

Unit Type	Market Rents (Per Calendar Month)
2 Bed Houses	£650
3 Bed Houses	£750
4 Bed Houses	£900
5 Bed Houses	£1,000

4.6.5 In summary, our valuation of the affordable housing units equates to a blended capital value of £1,324 per sq/m (£123 per sq/ft).

4.7 Build costs and Infrastructure

4.7.1 We have sourced construction costs for the residential units from the RICS Build Cost Information Services ('BCIS'), which is based upon tenders for actual schemes. We have adopted a gross base build cost of £1,017 per sq/m (£94.48 per sq/ft) derived from BCIS 'New Build Estate Housing' construction costs for the County of Wiltshire. Construction costs have increased since our October 2015 which adopted a base cost rate of £986 per sq/m (£91.60 per sq/ft).

4.7.2 In addition to the base construction costs, we have included an allowance of £16,000 per dwelling to reflect external works and road works. This allowance accounts for any additional costs that may be incurred due to the physical nature of the sites plus any works required for landscaping, security enhancement and driveways/parking within the site. We have adopted this cost due to recent evidence and the Woking District Borough CIL examination where the Inspector agreed with evidence submitted that indicated that an allowance of £16,000 per unit was sufficient.

4.7.3 Our October 2015 report made an addition of 3% to base build costs to reflect costs to achieve Code for Sustainable Homes Level 4 (CSHL4) which has now been abolished. Elements of the code have now been incorporated in the building regulations which would now be reflected within BCIS costs.

4.7.4 In our experience it is likely that developers will be able to value engineer build costs to lower levels than assumed in this study on larger sites, such as the subject strategic sites.

4.7.5 We have also incorporated site specific strategic transport links for each site. The strategic transport links relate to necessary distributor roads and bridges and the costs adopted have been provided to us on the basis of the most up to date information available to the Council at the time of this report. The costs adopted are tabulated below in Table 4.7.5.

Table 4.7.5: Site Specific Transport Links

Strategic Site	Site Specific Strategic Transport links (£m)
Rawlings Green (B1)	4.73
East Chippenham (C1)	7.63
East Chippenham (C4)	8.86
South Pewsham (D7)	4.39
South-west Chippenham (E2)	0.60
South-west Chippenham SLR (E5)	1.10
South-west Chippenham (E5)	0.60

4.8 Professional Fees

- 4.8.1 In addition to the base construction costs, development schemes will incur professional fees, covering consultants such as architects, quantity surveyors, M & E engineers and Highways consultants.
- 4.8.2 Our appraisals incorporate an allowance of 8% for professional fees which covers all professional input and planning fees, energy performance certificates and NHBC warranty costs. We have adopted 8% as strategic sites are greenfield sites and should incur lower professional fees in comparison to brownfield sites. In particular, volume house builders will typically adopt standard house types which will significantly reduce design fees in addition to retaining in-house consultants which can reduce fees.
- 4.8.3 We would anticipate a range of professional fees for brownfield sites to be in the region of 10-12% and on that basis we consider that there would be fewer complexities on a Greenfield site.

4.9 Finance Costs

- 4.9.1 Our appraisals incorporate finance costs on land acquisition and all construction costs at 7%.

4.10 Land Acquisition Costs

- 4.10.1 We have adopted land acquisition costs comprising the following industry standard inputs:

Table 4.10.1: Land Acquisition Costs

Cost	% of Land Cost
Stamp Duty	4%
Sales Agent Fee	1%
Legal Fee	0.8%

4.11 CIL and Planning Obligations

- 4.11.1 We have adopted planning obligation as provided by the Council for each site and we set these out in Table 4.11.1.

Table 4.11.1: Section 106/CIL Contributions

Site	Education	CIL
Rawlings Green (B1)	£2.40m	£85 per sq/m
East Chippenham (C1)	£3.30m	£85 per sq/m
East Chippenham (C4)	£5.25m	£85 per sq/m
South Pewsham (D7)	£4.09m	£85 per sq/m
South-west Chippenham (E2)	£3.80m	£85 per sq/m
South-west Chippenham (E5)	£5.45m	£85 per sq/m
South-west Chippenham (E5)	£5.45m	£85 per sq/m

- 4.11.2 With regards to the contributions outlined above we have assumed that payments will be made at construction commencement.

4.12 Sales and Marketing Costs

- 4.12.1 We have adopted industry standard cost assumptions to reflect the costs of sales and marketing and we tabulate these below.

Table 4.12:1 Sales and Marketing Costs

Cost	% of GDV
Sales Agent Fee	1.5%
Marketing Fee (to cover costs of show homes, brochures, marketing campaigns etc)	1.5%
Sales Legal Fees	0.5%

4.13 Developers Profit

- 4.13.1 Developer's profit is closely correlated with the perceived risk of residential development. The greater the risk, the greater the required profit level, which helps to mitigate against the risk, but also to ensure that the potential rewards are sufficiently attractive for a bank and other equity providers to fund a scheme. In 2007, profit levels were at around 15 -17% of development value. However, following the impact of the credit crunch and the collapse in interbank lending and the various government bailouts of the banking sector, profit margins have increased. It is important to emphasise that the level of minimum profit is not necessarily determined by developers (although they will have their own view and the boards of the major house builders will set targets for minimum profit).
- 4.13.2 The views of the banks which fund development are more important; if the banks decline an application by a developer to borrow to fund a development, it is very unlikely to proceed, as developers rarely carry sufficient cash to fund it themselves. Consequently, future movements in profit levels will largely be determined by the attitudes of the banks towards development proposals.
- 4.13.3 The near collapse of the global banking system in the final quarter of 2008 has resulted in a much tighter regulatory system, with UK banks having to take a much more cautious approach to all lending. In this context, and against the backdrop of the current sovereign debt crisis in the Eurozone, the banks may not allow profit levels to decrease much lower than their current level of 17 - 20% even for well-established volume house builders with a solid track record and long standing relationships with funding institutions.
- 4.13.4 On that basis, we have adopted a profit on gross development value of 20% for the market housing.
- 4.13.5 Our assumed return on the affordable housing construction cost is 6%. A lower return on the affordable housing is appropriate as there is very limited sales risk on these units for the developer; there is often a pre-sale of the units to an Registered Provider (RP) prior to commencement. Any risk associated with take up of intermediate housing is borne by the acquiring RP, not by the developer. A reduced profit level on the affordable housing reflects the Greater London Authority 'Development Control Toolkit' guidance and HCA's guidelines in its Economic Appraisal Tool.

5 Analysis

5.1 Benchmark Land Value (Site Value)

- 5.1.1 Land values for Greenfield sites currently used as agricultural land typically transact in the region of £20,000 - £22,000 per hectare. However, Landowners are unlikely to release their land for development at such low values. The extent of 'uplift' required is often a matter of debate and has been considered by CLG research on land values. This research indicates a range of £0.247m to £0.371m per hectare³.
- 5.1.2 In arriving at benchmark land values for each site we have adopted a value for the gross developable area of each site of £0.350m per hectare toward the upper end of the range and £0.250m toward the bottom on the basis of the values outlined in the CLG research for Greenfield development Land.
- 5.1.3 The price per hectare at which any development land could transact will be dependent upon a range of factors such as the extent of infrastructure costs, affordable housing provision, costs of strategic transport links and the market's perception of future values and costs. As a result, land could potentially transact at a range of land values dependent upon the individual circumstances of each site.
- 5.1.4 It should be highlighted that land values are not fixed and can (and should) be flexible to accommodate planning requirements such as affordable housing. We would draw the readers' attention to the comments on land values in the Examiner's report on the Mayor of London's CIL⁴, which indicates that land owners will need to adjust their expectations to accommodate allowances for infrastructure. Whilst these comments related to a CIL report the same principle should also apply to additional planning obligations such as affordable housing and S106 obligations. Some of the strategic sites subject to assessment involve significant new infrastructure. In these circumstances, landowner and developer expectations will reflect these costs and minimum land price provisions could be toward the lower end of the benchmark value range at around £0.250m.
- 5.1.5 We have been advised by the Council that Areas B, C and E contain significant areas of land allocated for use as green space with most of this land situated in flood plains. In terms of attributing a value to this site we have had regard to agricultural land values referred to above and discounted accordingly to reflect that the land is located in a flood plain. On that basis we have adopted a value of £0.010m per hectare for the Country Park areas.
- 5.1.6 We tabulate below the benchmark land values adopted for the purpose of this assessment.

³ CLG 'Cumulative impacts of regulations on house builders and landowners Research paper' 2011

⁴ Para 32: "the price paid for development land may be reduced.... a reduction in development land value is an inherent part of the CIL concept.... in some instances it may be possible for contracts and options to be re-negotiated in the light of the changed circumstances arising from the imposition of CIL charges."

Table 5.1.6: Benchmark Land Value per Site at £0.350m per hectare with Country Park Land at £0.010m per hectare

Strategic Site	Green Space at £0.010 per HA	Gross developable area at £0.350m per hectare	Site Value
Rawlings Green (B1)	17	34	£12,070,000
East Chippenham (C1)	35	56	£19,950,000
East Chippenham (C4)	39.4	68.6	£24,404,000
South Pewsham (D7)	15.5	47.9	£16,920,000
SW Chippenham (E2)	103	71	£25,880,000
SW Chippenham (E5)	75.4	82.5	£29,629,000

Table 5.1.6.1: Benchmark Land Value per Site at £0.250m per hectare with Inclusion of Country Park Land at £0.010m per hectare

Strategic Site	Country Park at £0.010 per HA	Gross developable area at £0.350m per hectare	Site Value
Rawlings Green (B1)	17	34	£8,670,000
East Chippenham (C1)	35	56	£14,350,000
East Chippenham (C4)	39.4	68.6	£17,544,000
South Pewsham (D7)	15.5	47.9	£12,130,000
SW Chippenham (E2)	103	71	£18,780,000
SW Chippenham (E5)	75.4	82.5	£21,379,000

- 5.1.7 We have modelled appraisals of the strategic sites proposed for development with affordable housing. We have then compared the residual land values for each development site against a benchmark land value, in order to determine whether the site (subject to current assumptions) could be brought forwards for development.
- 5.1.8 The results of our site appraisals are summarised below in sections 5.2 to 5.10.

5.2 Appraisal Results

We set out below the results of our assessments of each of the strategic sites.

5.3 Rawlings Green (B1 – 650 Units) Appraisal Results

- 5.3.1 We tabulate below the results of our assessment of Rawlings Green with 40% affordable housing.

Table 5.3.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £14.045m	£12.070m	£1.975m	c. £0.237m	c. £0.275m	c. £0.038m

- 5.3.2 The results above demonstrate that with 40% affordable housing Rawlings Green generates a surplus of £0.038m per hectare when compared to the benchmark land value of £0.237m per hectare. As a result, the scheme can support 40% affordable housing.
- 5.3.3 We have benchmarked our appraisal results against a land value at the lower end of the CLG range and we tabulate the results below.

Table 5.3.3: Appraisal results with Benchmark Land Value at £0.250m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £14.045m	£8.670m	£5.375m	£0.170m	c. £0.275m	c. £0.105m

- 5.3.4 In this scenario the adoption of a benchmark land value which reflects the value of land at the lower end of the CLG research range ensures that the site with 40% affordable housing generates a surplus of £0.105m per hectare.

5.4 East Chippenham (C1 – 850 Units) Appraisal Results

- 5.4.1 We set out below the results of our assessment of East Chippenham (C1) with 40% affordable housing.

Table 5.4.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £19.618m	£19.950m	(- £0.332m)	c. £0.219m	c. £0.216m	(£0.003m)
39.41%	c. £19.965m	£19.950m	£0.015m	c. £0.219m	£0.219m	£0.000m

- 5.4.2 The results of our assessment demonstrate that East Chippenham (C1) with 40% affordable housing is marginally unviable when compared to the blended benchmark land value at £0.216m per hectare generating a deficit of c. £0.003m. We have amended our appraisal in order to demonstrate the level of affordable housing is viable and our amendment demonstrates that 39.41% is viable.
- 5.4.3 We have also benchmarked our appraisal results against a land value at the lower end of the CLG range and we tabulate the results below.

Table 5.4.3: Appraisal results with Benchmark Land Value at £0.250m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £19.618m	£14.350m	£5.268m	c. £0.158m	c. £0.216m	£0.058m

- 5.4.4 In this scenario the adoption of a benchmark land value which reflects the value of land at the lower end of the CLG research range ensures that the site with 40% affordable housing generates a surplus of £0.058m per hectare.

5.5 East Chippenham (C4 – 1,350 Units) Appraisal Results

- 5.5.1 We tabulate below the results of our assessment of East Chippenham (C4) with 40% affordable housing.

Table 5.5.1: East Chippenham Appraisal results with Benchmark Land Value at £0.350m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £29.500m	£24.404m	£5.100m	c. £0.226m	c. £0.273m	£0.047m

- 5.5.2 The results above demonstrate that East Chippenham (C4) with 40% affordable housing is viable toward the upper end of the CLG research range generating a surplus of £0.047m per hectare.
- 5.5.3 We have also benchmarked our appraisal results against a land value at the lower end of the CLG range and we tabulate the results below.

Table 5.5.3: East Chippenham Appraisal results with Benchmark Land Value at £0.250m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £29.500m	£17.544m	£11.960m	c. £0.162m	c. £0.273m	£0.111m

- 5.5.4 In this scenario the adoption of a benchmark land value which reflects the value of land at the lower end of the CLG research range ensures that the site with 40% affordable housing generates a surplus of £0.111m per hectare.

5.6 South Pewsham (D7) Appraisal Results

- 5.6.1 We set out below the results of our assessment of South Pewsham (D7) with 40% affordable housing.

Table 5.6.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £26.590m	£16.920m	£9.963m	£0.267m	£0.419m	£0.152m

- 5.6.2 The results above demonstrate that South Pewsham (D7) with 40% affordable housing is viable toward the upper end of the CLG research range generating a surplus of £0.152m per hectare.

- 5.6.3 We have also benchmarked our appraisal results against a land value at the lower end of the CLG range and we tabulate the results below.

Table 5.6.3: Appraisal results with Benchmark Land Value at £0.250m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £26.590m	£12.130m	£14.753m	£0.191m	£0.419m	£0.228m

- 5.6.4 In this scenario the adoption of a benchmark land value which reflects the value of land at the lower end of the CLG research range ensures that the site with 40% affordable housing generates a surplus of £0.228m per hectare.

5.7 South West Chippenham (E2) Appraisal Results

- 5.7.1 We set out below the results of our assessment of South West Chippenham (E2) with 40% affordable housing.

Table 5.7.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £29.393m	£25.880m	£3.891m	£0.149m	£0.169m	£0.020m

5.7.2 The results above demonstrate that South West Chippenham (E2) with 40% affordable housing is viable toward the upper end of the CLG research range generating a surplus of £0.020m per hectare.

5.7.3 We have also benchmarked our appraisal results against a land value at the lower end of the CLG range and we tabulate the results below.

Table 5.7.3: Appraisal results with Benchmark Land Value at £0.250m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £29.393m	£18.780m	£10.613m	£0.108m	£0.134m	£0.026m

5.7.4 In this scenario the adoption of a benchmark land value which reflects the value of land at the lower end of the CLG research range ensures that the site with 40% affordable housing generates a surplus of £0.026 m per hectare.

5.8 South West Chippenham (E5) Appraisal Results

5.8.1 We set out below the results of our assessment of South West Chippenham (E5) with 40% affordable housing.

Table 5.8.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £37.676m	£29.629m	£8.047m	£0.188m	£0.239m	£0.051m

5.8.2 The results above demonstrate that South West Chippenham (E5) with 40% affordable housing is viable toward the upper end of the CLG research range generating a surplus of £0.051m per hectare.

5.8.3 We have also benchmarked our appraisal results against a land value at the lower end of the CLG range and we tabulate the results below.

Table 5.8.3: Appraisal results with Benchmark Land Value at £0.250m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £37.676m	£21.379m	£16.297m	£0.135m	£0.239m	£0.104m

- 5.8.4 In this scenario the adoption of a benchmark land value which reflects the value of land at the lower end of the CLG research range ensures that the site with 40% affordable housing generates a surplus of £0.104m per hectare.

5.9 South West Chippenham (E5) Appraisal Results with amended strategic transport link payment

- 5.9.1 We set out below the results of our assessment of South West Chippenham (E5) with 40% affordable housing.

Table 5.9.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £38.396m	£29.629m	£8.767m	£0.188m	£0.243m	£0.055m

- 5.9.2 The results above demonstrate that South West Chippenham (E5) with 40% affordable housing is viable toward the upper end of the CLG research range generating a surplus of £0.055m per hectare.

- 5.9.3 We have also benchmarked our appraisal results against a land value at the lower end of the CLG range and we tabulate the results below.

Table 5.9.3: Appraisal results with Benchmark Land Value at £0.250m per hectare and Green Space at £0.010m per hectare

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit)	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare
40%	c. £38.396m	£21.379m	£17.017m	£0.135m	£0.243m	£0.108m

- 5.9.4 In this scenario the adoption of a benchmark land value which reflects the value of land at the lower end of the CLG research range ensures that the site with 40% affordable housing generates a surplus of £0.108m per hectare.

6 Sensitivity Analysis

6.1 Sensitivity Scenarios

- 6.1.1 We have utilised the results of the scenarios set out above as the basis for testing sensitivities for each site and scenario. This sensitivity analysis has been provided for illustrative purposes to assist the Council with understanding how the viability of the sites might be affected by movement in sales values and construction costs. However, it should be noted that the future trajectory of the housing market is inherently uncertain and predictions in respect of value growth/cost inflation cannot be relied upon.
- 6.1.2 For the purpose of this analysis we have modelled the following scenarios to the base appraisal results tabulated in section 5.
- 5% Reduction in Market Housing Sales Values
 - 10% Increase in Market Housing Sales Values with a 5% increase in construction costs

6.2 Rawlings Green (B1) Sensitivity Analysis

Table 6.2.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£11.350m	£12.070m	(£0.720m)	£0.237m	£0.223m	(£0.014m)
39%	£12.121m	£12.070m	£0.051m	£0.237m	£0.238m	£0.001m

- 6.2.1 This sensitivity demonstrates that 40% affordable housing is unviable at Rawlings Green if sales values decrease by 5% when benchmarked against a land value toward the upper end of the CLG research range. As a result, we have re-modelled the scheme to ascertain a viable level of affordable housing and a reduction in sales values results in c. 39% affordable housing being viable.

Table 6.2.2: Appraisal results with a Benchmark Land Value of £0.250m and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ (Deficit) £m	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare £m
40%	£11.482m	£8.670m	£2.812m	£0.170m	c. £0.225m	£0.055m

- 6.2.2 A reduction in sales values of 5% at Rawlings Green with a benchmark land value at the lower end of the CLG range does not have a material impact on the affordable housing and 40% is still viable.

Table 6.2.3: Appraisal results with a Benchmark Land Value of £0.350m and a 10% increase in market housing sales values and 5% increase in construction costs.

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£16.849m	£12.070m	£4.779m	£0.237m	£0.330m	£0.093m

- 6.2.3 This sensitivity demonstrates that a 10% increase in market housing values and 5% increase in construction costs generates a surplus of £0.093m per hectare when benchmarked against a land value toward the upper end of the CLG research range

Table 6.2.4: Appraisal results with a Benchmark Land Value of £0.250m and a 10% increase in market housing sales values and 5% increase in construction costs

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£16.849m	£8.670m	£8.179m	£0.170m	£0.330m	£0.160m

- 6.2.4 When benchmarked against the lower end of the CLG range, the 40% affordable housing scheme generates a surplus of £0.160m per hectare.

6.3 East Chippenham (C1) Sensitivity Analysis

Table 6.3.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£15.934m	£19.950m	(£3.706m)	£0.219m	£0.175m	(£0.044m)
32.35%	£19.972m	£19.950m	£0.022m	£0.219m	£0.219m	£0.00m

- 6.3.1 This sensitivity demonstrates that 40% affordable housing is unviable at East Chippenham if sales values decrease by 5% when benchmarked against a land value toward the upper end of the CLG research range. As a result, we have re-modelled the scheme to ascertain a viable level of affordable housing and a reduction in sales values results in c. 32.35% affordable housing being viable.

Table 6.3.2: Appraisal results with a Benchmark Land Value of £0.250m and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare
40%	£15.934m	£8.670m	£7.264m	£0.095m	c. £0.175m	£0.080m

- 6.3.2 A reduction in sales values of 5% at East Chippenham with a benchmark land value at the lower end of the CLG range does not have a material impact on the affordable housing and 40% is still viable generating a surplus of £0.080m.

Table 6.3.3: Appraisal results with a Benchmark Land Value of £0.350m and a 10% increase in market housing sales values and 5% increase in construction costs.

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£23.503m	£19.950m	£3.553m	£0.219m	£0.258m	£0.039m

- 6.3.3 This sensitivity demonstrates that a 10% increase in market housing values and 5% increase in construction costs generates a surplus of £0.039m per hectare when benchmarked against a land value toward the upper end of the CLG research range

Table 6.3.4: Appraisal results with a Benchmark Land Value of £0.250m and a 10% increase in market housing sales values and 5% increase in construction costs

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£23.503m	£14.350m	£9.153m	£0.158m	£0.258m	£0.100m

- 6.3.4 When benchmarked against the lower end of the CLG range, the 40% affordable housing scheme generates a surplus of £0.100m per hectare.

6.4 East Chippenham (C4) Sensitivity Analysis

Table 6.4.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£24.144m	£24.404m	(£0.260m)	£0.226m	£0.224m	(£0.002m)
c.39.25%	£24.438m	£24.404m	£0.034m	£0.226m	£0.226m	£0.00m

- 6.4.1 This sensitivity demonstrates that 40% affordable housing is unviable at East Chippenham if sales values decrease by 5% when benchmarked against a land value toward the upper end of the CLG research range. As a result, we have re-modelled the scheme to ascertain a viable level of affordable housing and a reduction in sales values results in c. 39.25% affordable housing being viable.

Table 6.4.2: Appraisal results with a Benchmark Land Value of £0.250m and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare	Surplus/ (Deficit) per hectare £m
40%	£24.144m	£17.544m	£6.600m	£0.162m	c. £0.224m	£0.062m

- 6.4.2 A reduction in sales values of 5% at East Chippenham with a benchmark land value at the lower end of the CLG range does not have a material impact on the affordable housing and 40% is still viable in addition to generating a surplus of £0.062m.

Table 6.4.3: Appraisal results with a Benchmark Land Value of £0.350m and a 10% increase in market housing sales values and 5% increase in construction costs.

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£34.999m	£24.404m	£10.595m	£0.226m	£0.324m	£0.098m

- 6.4.3 This sensitivity demonstrates that a 10% increase in market housing values and 5% increase in construction costs generates a surplus of £0.098m per hectare when benchmarked against a land value toward the upper end of the CLG research range

Table 6.4.4: Appraisal results with a Benchmark Land Value of £0.250m and a 10% increase in market housing sales values and 5% increase in construction costs

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£34.999m	£17.544m	£17.455m	£0.162m	£0.324m	£0.162m

- 6.4.4 When benchmarked against the lower end of the CLG range, the 40% affordable housing scheme generates a surplus of £0.162m per hectare.

6.5 South Pewsham (D7) Sensitivity Analysis

Table 6.5.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£22.174m	£16.920m	£5.254m	£0.267m	£0.350m	£0.083m

- 6.5.1 This sensitivity demonstrates that 40% affordable housing is viable at South Pewsham if sales values decrease by 5% when benchmarked against a land value toward the upper end of the CLG research range.

Table 6.5.2: Appraisal results with a Benchmark Land Value of £0.250m and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£22.174m	£12.130m	£10.04m	£0.191m	£0.350m	£0.159m

- 6.5.2 A reduction in sales values of 5% at South Pewsham with a benchmark land value at the lower end of the CLG range generates a surplus of £0.159m per hectare with 40% affordable housing.

Table 6.5.3: Appraisal results with a Benchmark Land Value of £0.350m and a 10% increase in market housing sales values and 5% increase in construction costs.

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£31.221m	£16.920m	£14.659m	£0.267m	£0.492m	£0.225m

- 6.5.3 This sensitivity demonstrates that a 10% increase in market housing values and 5% increase in construction costs generates a surplus of £0.225m per hectare when benchmarked against a land value toward the upper end of the CLG research range

Table 6.5.4: Appraisal results with a Benchmark Land Value of £0.250m and a 10% increase in market housing sales values and 5% increase in construction costs

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£31.221m	£12.130m	£19.091m	£0.191m	£0.492m	£0.301m

- 6.5.4 When benchmarked against the lower end of the CLG range, the 40% affordable housing scheme generates a surplus of £0.301m per hectare.

6.6 South West Chippenham (E2) Sensitivity Analysis

Table 6.6.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£25.160m	£25.880m	(£0.720m)	£0.149m	£0.146m	(£0.003m)
39.2%	£25.939m	£25.880m	£0.059m	£0.149m	£0.149m	£0.000m

- 6.6.1 This sensitivity demonstrates that 40% affordable housing is marginally unviable at South West Chippenham if sales values decrease by 5% when benchmarked against a land value toward the upper end of the CLG research range. As a result, we have re-modelled the scheme to ascertain a viable level of affordable housing and a reduction in sales values results in c. 39.2% affordable housing being viable.

Table 6.6.2: Appraisal results with a Benchmark Land Value of £0.250m and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare	RLV per Hectare	Surplus/ (Deficit) per hectare £M
40%	£25.160m	£18.780m	£6.380m	£0.108m	£0.146m	£0.038m

- 6.6.2 A reduction in sales values of 5% at South West Chippenham with a benchmark land value at the lower end of the CLG range generates a surplus of £0.038m per hectare with 40% affordable housing.

Table 6.6.3: Appraisal results with a Benchmark Land Value of £0.350m and a 10% increase in market housing sales values and 5% increase in construction costs.

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£33.820m	£25.880m	£7.940m	£0.149m	£0.194m	£0.045m

- 6.6.3 This sensitivity demonstrates that a 10% increase in market housing values and 5% increase in construction costs generates a surplus of £0.045m per hectare when benchmarked against a land value toward the upper end of the CLG research range.

Table 6.6.4: Appraisal results with a Benchmark Land Value of £0.250m and a 10% increase in market housing sales values and 5% increase in construction costs

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ (Deficit) £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ (Deficit) per hectare £m
40%	£33.820m	£18.780m	£14.950m	£0.108m	£0.194m	£0.086m

- 6.6.4 When benchmarked against the lower end of the CLG range, the 40% affordable housing scheme generates a surplus of £0.086m per hectare.

6.7 South West Chippenham SLR (E5) Sensitivity Analysis

Table 6.7.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ Deficit £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ Deficit per hectare £m
40%	£32.458m	£29.629m	£2.829m	£0.188m	£0.206m	£0.018m

- 6.7.1 This sensitivity demonstrates that 40% affordable housing is viable at South West Chippenham if sales values decrease by 5% when benchmarked against a land value toward the upper end of the CLG research range.

Table 6.7.2: Appraisal results with a Benchmark Land Value of £0.250m and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ Deficit £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ Deficit per hectare £m
40%	£32.458m	£21.379m	£11.079m	£0.135m	£0.206m	£0.071m

- 6.7.2 A reduction in sales values of 5% at South West Chippenham with a benchmark land value at the lower end of the CLG range generates a surplus of £0.071m per hectare with 40% affordable housing.

Table 6.7.3: Appraisal results with a Benchmark Land Value of £0.350m and a 10% increase in market housing sales values and 5% increase in construction costs.

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ Deficit £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ Deficit per hectare £m
40%	£43.606m	£25.880m	£17.726m	£0.188m	£0.276m	£0.088m

- 6.7.3 This sensitivity demonstrates that a 10% increase in market housing values and 5% increase in construction costs generates a surplus of £0.088m per hectare when benchmarked against a land value toward the upper end of the CLG research range.

Table 6.7.4: Appraisal results with a Benchmark Land Value of £0.250m and a 10% increase in market housing sales values and 5% increase in construction costs

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ Deficit £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ Deficit per hectare £m
40%	£43.606m	£21.379m	£22.227m	£0.136m	£0.276m	£0.140m

When benchmarked against the lower end of the CLG range, the 40% affordable housing scheme generates a surplus of £0.140m per hectare.

6.8 South West Chippenham Amended STL Costs (E5) Sensitivity Analysis

Table 6.8.1: Appraisal results with Benchmark Land Value at £0.350m per hectare and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ Deficit £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ Deficit per hectare £m
40%	£32.151m	£29.629m	£2.522m	£0.188m	£0.204m	£0.016m

- 6.8.1 This sensitivity demonstrates that 40% affordable housing is viable at South West Chippenham if sales values decrease by 5% when benchmarked against a land value toward the upper end of the CLG research range.

Table 6.8.2: Appraisal results with a Benchmark Land Value of £0.250m and a 5% reduction in market housing values

% of Affordable Housing	Residual Land Value	Benchmark Land Value	Surplus/ Deficit	Benchmark Per Hectare	RLV per Hectare	Surplus/ Deficit per hectare
40%	£32.151m	£21.379m	£10.772m	£0.135m	£0.204m	£0.069m

- 6.8.2 A reduction in sales values of 5% at South West Chippenham with a benchmark land value at the lower end of the CLG range generates a surplus of £0.069m per hectare with 40% affordable housing.

Table 6.8.3: Appraisal results with a Benchmark Land Value of £0.350m and a 10% increase in market housing sales values and 5% increase in construction costs.

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ Deficit £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ Deficit per hectare £m
40%	£43.302m	£25.880m	£17.442m	£0.188m	£0.274m	£0.086m

- 6.8.3 This sensitivity demonstrates that a 10% increase in market housing values and 5% increase in construction costs generates a surplus of £0.086m per hectare when benchmarked against a land value toward the upper end of the CLG research range.

Table 6.8.4: Appraisal results with a Benchmark Land Value of £0.250m and a 10% increase in market housing sales values and 5% increase in construction costs

% of Affordable Housing	Residual Land Value £m	Benchmark Land Value £m	Surplus/ Deficit £m	Benchmark Per Hectare £m	RLV per Hectare £m	Surplus/ Deficit per hectare £m
40%	£43.302m	£21.379m	£21.923	£0.136m	£0.274m	£0.138m

- 6.8.4 When benchmarked against the lower end of the CLG range, the 40% affordable housing scheme generates a surplus of £0.138m per hectare.

7 Conclusions and Recommendations

- 7.1.1 The NPPF states that the cumulative impact of emerging local planning authority standards and policies “should not put implementation of the plan at serious risk, and should facilitate development throughout the economic cycle”. This report and its supporting appendices test this proposition within the Chippenham area on behalf of Wiltshire Council.
- 7.1.2 We have tested the impact of the Council’s affordable housing policies and other requirements (such as strategic transport links and education contributions etc) and we tabulate the results of our updated assessment below.

Table 7.1.2: Summary of Viable Affordable Housing Scenarios

Site	Viable Affordable Housing Scenario adopting Benchmark at Upper CLG range at £0.350m per hectare	Viable Affordable Housing Scenario adopting Benchmark at Lower CLG range at £0.250m per hectare
Rawlings Green (B1)	40%	40%
East Chippenham (C1)	39.41%	40%
East Chippenham (C4)	40%	40%
South Pewsham (D7)	40%	40%
South West Chippenham (E2)	40%	40%
South West Chippenham SLR (E5)	40%	40%
South West Chippenham (E5)	40%	40%

- 7.1.3 In summary, the results generated by our appraisals demonstrate that 6 of the strategic sites can viably provide the required strategic infrastructure costs, CIL and 40% affordable housing. East Chippenham is marginally unviable when benchmarked against a land value at the upper end of the CLG range; however, this site can support 39.41% affordable housing.
- 7.1.4 As noted in earlier sections of this report, the NPPF requires that developments should generate a competitive return for developers and landowners. The competitive return for developers is addressed through the inclusion of a profit margin as a cost in each appraisal. The return to the landowner needs to be addressed through a capital sum for releasing land for development.
- 7.1.5 It should be noted that there is no single threshold return that can be assumed for all landowners and, in practice, the return would be scheme specific and determined by individual site factors.
- 7.1.6 However it is clear from the results set out above that benchmark land values have a significant influence on the level of surplus in addition to the 40% affordable housing that each site can support. Assumptions about owners’ expectations of land value make a large difference in terms of viability.

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Chippenham Site Allocations Plan Sustainability Appraisal Report

Wiltshire Council

ATKINS

Methodology

(Updating the previously published draft Sustainability Appraisal)

April 2016

Notice

This document and its contents have been prepared and are intended solely for Wiltshire Council's information and use in relation to the Chippenham Site Allocations Plan.

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1. Introduction

1.1 Purpose and structure of this report

- 1.1.1 This report is the Sustainability Appraisal (SA) Report of the Chippenham Site Allocations Plan. The report has been produced by Atkins for Wiltshire County Council.
- 1.1.2 Wiltshire Council is preparing the Chippenham Site Allocations Plan (CSA Plan), which will set the long term pattern and direction of growth for the town's expansion. The purpose of this plan is to identify large mixed use sites for businesses, new homes and the infrastructure necessary to support them ('strategic sites').
- 1.1.3 This report updates and supplements the 2015 submitted draft SA Report with further work to assess:
- a larger set of strategic site options;
 - alternative and preferred development strategies
- 1.1.4 This chapter sets out:
- The context to the CSA Plan
 - An introduction to Sustainability Appraisal / Strategic Environmental Assessment (SEA) requirements
 - Habitat Regulations Assessment (HRA)
- 1.1.5 Following this introduction chapter, the report provides an update of the following chapters 2-6;
- Methodology (Chapter 2)
 - Identifying other relevant plans, programmes and sustainability objectives (Chapter 3)
 - Baseline characteristics (Chapter 4)
 - Identifying key sustainability issues (Chapter 5)
 - Developing the sustainability appraisal framework (Chapter 6)
- 1.1.6 Further reporting and updating is contained in the following separate documents:
- Strategic Area assessment (separate document: Part One B – A Review of the Sustainability Appraisal of Strategic Areas)
 - Strategic Site Options assessment (separate document: Addendum 1: SA of Strategic Site Options)
 - Alternative Development Strategies assessment (separate document: Addendum 2: SA of Alternative Development Strategies)
 - Preferred Development Strategy assessment (separate document: Revised SA Note)
 - Assessment of settlement boundaries (refer to 2015 SA Report)
 - Mitigation (Chapter refer to 2015 SA Report)
 - Proposed Monitoring Programme (refer to 2015 SA Report)
 - Conclusions (refer to revised SA Note)
 - Non Technical Summary (separate document: Revised Non Technical Summary)

1.2 Chippenham Site Allocations Plan

Plan Vision and Objectives

- 1.2.1 The CSA Plan sets out the long term pattern and direction of growth for the town's expansion.
- 1.2.2 The Wiltshire Core Strategy was adopted by Wiltshire Council on 20 January 2015. The Core Strategy covers the whole of Wiltshire (excluding Swindon) and sets out the council's spatial

vision, key objectives and overall principles for development in the county to the year 2026. The Core Strategy identifies six key challenges for Wiltshire (which are also faced by Chippenham):

- Economic growth to reduce levels of out commuting from many of Wiltshire's settlements
- Climate change opportunities to reduce greenhouse gas emissions and mitigate the consequences of a changing climate
- Providing new homes to complement economic growth and a growing population
- Planning for a more resilient community
- Safeguarding the environmental quality of the County whilst accommodating new growth
- Infrastructure investment to meet the needs of the growing population and economy.

Vision

1.2.3 The CSA Plan sets out a vision and specific objectives for the development proposals:

- Chippenham will strive to be as attractive as possible in terms of shopping and leisure provision and will emphasise its role as a Riverside Market town surrounded by beautiful countryside and attractive villages.
- Chippenham will recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature combined with the historic centre, the market, pleasant parks and open spaces; creating a thriving artery and distinctive identity for the town.
- Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities, the choice and quality of work, which are complimented by its programme of events, festivals and activities.
- Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafés and restaurants and leisure facilities which are complimented by its programme of events, festivals and activities.
- Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.
- Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport.

Objectives

1.2.4 The Vision for Chippenham (above) can only partly be delivered through the land use allocations which are the concern of the CSA Plan. For the land use allocations in the CSA Plan six objectives have been set:

- Objective 1: delivering economic growth
- Objective 2: providing housing supported by appropriate infrastructure
- Objective 3: improving connectivity and reducing traffic impacts
- Objective 4: improving access to sustainable transport
- Objective 5: minimising landscape impact and protecting the natural, historic and built environment
- Objective 6: managing flood risk

Selection of development sites

- 1.2.5 A scale of housing and employment needs is set out in the Wiltshire Core Strategy¹. The approach taken by the Wiltshire Core Strategy is to identify 'strategic sites' proposals on allocated large sites that deliver a mix of uses, critically local employment as well as homes, but also all the infrastructure necessary to support the development of the site and wider impacts of significant growth.
- 1.2.6 The Wiltshire Core Strategy sets out proposals for Chippenham in Core Policy 9 and Core Policy 10. The Core Strategy contains no proposals for strategic sites at Chippenham. Instead Core Policy 10 determines that allocations at Chippenham will accommodate approximately 26.5 ha of land for employment and at least 2,625 new homes. It also establishes a set of six criteria to guide Chippenham's expansion (the Core Policy 10 criteria) as set out below:
1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience
 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them
 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing transport impacts, including impacts affecting the attractiveness of the town centre
 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment
 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment to the countryside
 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere
- 1.2.7 These form the central basis for selecting 'strategic sites' to expand the town. The Core Strategy identifies, diagrammatically, an indicative set of strategic areas located east of the A350 as potential areas of future expansion for large mixed use sites (strategic areas A – E). This is shown later in this report in Figure 7.1. The 'strategic areas' are defined by barriers such as main roads, rivers and the main railway line.
- 1.2.8 The strategic site assessment framework² developed by Wiltshire Council defines how the Core Policy 10 criteria will be interpreted in order to find the most appropriate locations for development.
- 1.2.9 The Council has enhanced its overall methodology for the assessment of reasonable alternatives and strengthened the interlinkages with the SA process, adding to the Site Selection Process.
- 1.2.10 It is worth noting that in parallel to Chippenham SA process, an SA for the Wiltshire Housing Site Allocations Plan is also being carried out. The purpose of the Wiltshire Housing Site Allocations

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¹ EXAM/101 Schedule of Proposed Modifications incorporating EXAM/73 and EXAM/74 (April 2014)

² <http://www.wiltshire.gov.uk/document-8-strategic-site-assessment-framework.pdf>

Plan is primarily to support the delivery of housing growth set out within the adopted Wiltshire Core Strategy The document will identify sufficient land (in the form of sites) across Wiltshire (but excludes Chippenham town), to provide surety of housing delivery over the plan period to 2026. This will include the assessment and review of settlement boundaries in 88 communities across the county.

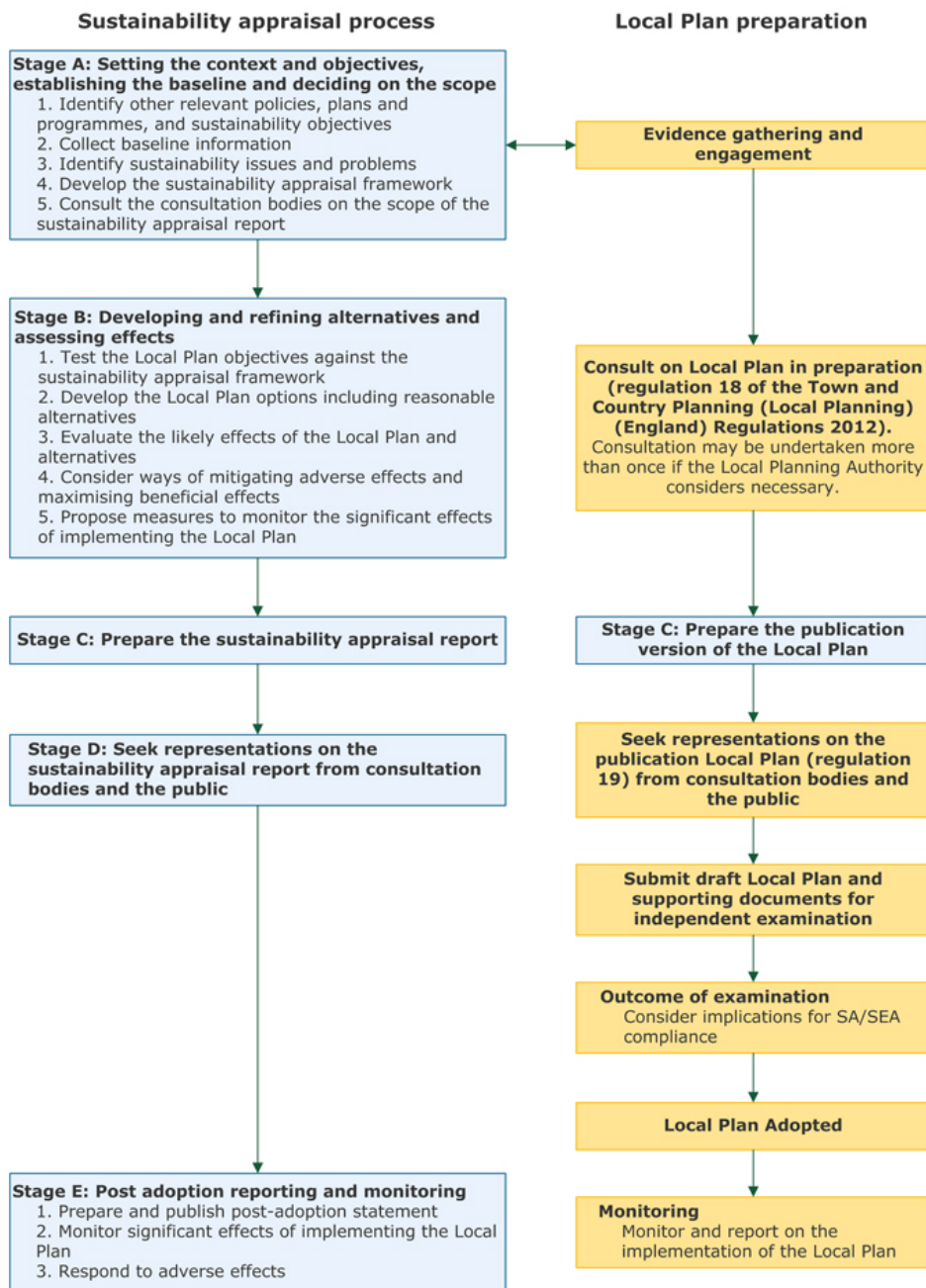
Settlement boundaries

- 1.2.11 The Chippenham settlement boundary, referred to as Limits of Development in Core Policy 2 of the Wiltshire Core Strategy, essentially relates to the built up area of the town and provides a planning policy boundary to define the edge of the countryside and the extent of the built up area.
- 1.2.12 Development since the settlement boundaries were originally drawn means that in some locations the boundary as currently drawn no longer accurately relates to the built up area of the town. As part of the preparation of the CSA Plan the settlement boundary for the town has been reviewed and this SA Report considers the effects of this review (see Chapter 7).

1.3 Introduction to Sustainability Appraisal and Strategic Environmental Assessment requirements

- 1.3.1 Sustainability appraisal is required during the preparation of a Local Plan, under the regulations implementing the provisions of the Planning and Compulsory Purchase Act 2004. Sustainability Appraisal promotes sustainable development by assessing the extent to which the emerging plan, when judged against reasonable alternatives, will help to achieve relevant environmental, economic and social objectives.
- 1.3.2 It applies to any of the documents that can form part of a Local Plan, including core strategies, site allocation documents and area action plans.
- 1.3.3 SA should also incorporate Strategic Environmental Assessment (SEA) in line with the EU Directive 2001/42/EC on the assessment of effects of certain plans and programmes on the environment (the 'SEA Directive'). The Directive came into force in the UK in 2004 through the Environmental Assessment of Plans and Programmes Regulations 2004 (the 'SEA Regulations').
- 1.3.4 The overarching objective of the SEA Directive is:
- "To provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans... with a view to promoting sustainable development, by ensuring that, in accordance with this Directive, an environmental assessment is carried out of certain plans... which are likely to have significant effects on the environment."* (Article 1)
- 1.3.5 The Directive applies to a variety of plans and programmes including those for town and country planning and land use. It applies in this case to the Chippenham Site Allocations Plan.
- 1.3.6 SA incorporating SEA is an iterative assessment process which plans and programmes are required to undergo as they are being developed, to ensure that potential significant effects arising from the plan/programme are identified, assessed, mitigated and communicated to plan-makers. It also requires the monitoring of significant effects once the plan/programme is implemented.
- 1.3.7 The main stages in the SA process are shown in Figure 1.1 as follows and involve:
- Stage A – Setting the context and objectives, establishing the baseline and deciding on scope;
 - Stage B – Developing and refining options and assessing effects;
 - Stage C – Preparing the Sustainability Appraisal Report;
 - Stage D – Consultation on the plan and the Sustainability Appraisal Report; and
 - Stage E – Monitoring the significant effects of implementing the plan.

Figure 1.1: SA Process in Relation to Plan-Making³



1.3.8 The guidance emphasises that SA is an iterative process that identifies and reports on the likely significant effects of the plan and the extent to which its implementation will achieve the social, environmental and economic objectives by which sustainable development can be defined. The

³ Taken from NPPG: <http://planningguidance.planningportal.gov.uk/blog/guidance/strategic-environmental-assessment-and-sustainability-appraisal/sustainability-appraisal-requirements-for-local-plans/>

guidance also emphasises that the SA process should be started early in plan-making. This has been adhered to in this Chippenham Site Allocations process

- 1.3.9 The first output of the SA process (SA Scoping Report at the end of Stage A) was produced and consulted upon in 2014, setting out the scope and level of detail of the information to be included in the SA Report. It should be noted that this Scoping Report was produced to cover both the CSA Plan and Wiltshire Housing Site Allocations Plan.
- 1.3.10 The SA Report forms part of SA Stage C and is the key output of the SA process. It reports on the appraisal process, presenting information on the environmental, social and economic effects of the proposals in the CSA Plan. The contents of the SA Scoping Report 2014 has informed the preparation of the SA Report.
- 1.3.11 The SA Report was initially published in February 2015 for pre-submission consultation at the same time as the draft version of the Chippenham Site Allocations Plan.
- 1.3.12 The original SA Report has been enhanced, and republished as part of the iterative process of assessment to reflect the progress of the CSAP through examination and resultant consequential changes.
- 1.3.13 The Sustainability Appraisal Report complies with the requirements of the SEA Regulations. These are set out in the table below.

Table 1.1: SEA requirements

Requirements of the Directive	Where Covered in Report
Preparation of an environmental report in which the likely significant effects on the environment of implementing the plan or programme, and reasonable alternatives taking into account the objectives and geographical scope of the plan or programme, are identified, described and evaluated. The information to be given is:	
a) An outline of the contents, main objectives of the plan or programme and relationship with other relevant plans and programmes	Chapters 1;2; 3 SA Scoping Report 2014 Appendix A and B
b) The relevant aspects of the current state of the environment and the likely evolution without implementation of the plan or programme	Chapters 4; 5; Appendix E SA Scoping Report 2014 Appendix A and B
c) The environmental characteristics of areas likely to be significantly affected	Chapters 4; 5 SA Scoping Report 2014 Appendix B
d) Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directive 79/409/EEC and 92/43/EEC	Chapters 5; 6; Appendix E SA Scoping Report 2014 Appendix B
e) The environmental protection objectives established at international, community or national level which are relevant to the programme and the way those objectives and any environmental considerations have been taken into account during its preparation	Chapters 3; 6
f) The likely significant effects on the environment, including: short, medium and long term; permanent and temporary; positive and negative; secondary, cumulative and synergistic effects on issues such as: <ul style="list-style-type: none"> • biodiversity, • population, 	Revised SA Note The following SEA topics match the following SA objectives: Biodiversity (SA Objective 1) Population (SA Objective 4, 8, 9, 11 and 12)

Requirements of the Directive	Where Covered in Report
<ul style="list-style-type: none"> • human health, • fauna, • flora, • soil, • water, • air, • climatic factors, • material assets, • cultural heritage including architectural and archaeological heritage, • landscape and • the interrelationship between the above factors. 	Human Health (SA Objective 4, 9) Fauna (SA Objective 1) Flora (SA Objective 1) Soil (SA Objective 2) Water (SA Objective 3) Air (SA Objective 4) Climatic Factors (SA Objective 5) Material Assets (SA Objective 8) Cultural Heritage including architectural and archaeological heritage (SA Objective 6) Landscape (SA Objective 7) Interrelationships – captured through interactive effects section 9.3
g) The measures envisaged to prevent, reduce and, as fully as possible, offset any significant adverse effects on the environment of implementing the plan or programme.	Chapter 8 of 2015 SA Report
h) An outline of the reasons for selecting the alternatives dealt with and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information	Part One B – A Review of the Sustainability Appraisal of Strategic Areas Addendum 1: SA of Strategic Site Options Addendum 2: SA of Alternative Development Strategies
i) A description of measures envisaged concerning monitoring (in accordance with Regulation 17)	Chapter 9 of 2015 SA Report
j) A non-technical summary of the information provided under the above headings	Non Technical Summary (separate document)

1.4 Habitats Regulations Assessment

- 1.4.1 Alongside the SA process it is also necessary to assess whether the sites contained in the CSA Plan are likely to have a significant effect upon Natura 2000 sites. These comprise designated and candidate Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Ramsar sites, which are designated as European sites for their ecological value.
- 1.4.2 A Habitats Regulations Assessment (HRA) is required by the Conservation of Habitats and Species 2010 (the Habitats Regulations), for all plans and projects which may have a likely significant effect on a European site (Natura 2000 sites). HRA is also required, as a matter of UK Government policy for potential SPAs (pSPA), candidate SACs (cSAC) and listed Wetlands of International Importance (Ramsar sites) for the purposes of considering plans and projects, which may affect them.
- 1.4.3 The international sites that are considered in the HRA in Wiltshire include:
- Salisbury Plain SPA / SAC
 - Porton Down SPA

- Bath & Bradford on Avon Bats SAC
- Chilmark Quarries SAC
- Great Yews SAC
- Kennet & Lambourn Floodplain SAC
- New Forest SPA / SAC
- North Meadow and Clattinger Farm SAC
- Pewsey Downs
- Prescombe Down SAC
- River Avon SAC

1.4.4 The screening exercise for the HRA of the CSA Plan was undertaken during the development of the plan options, which ran parallel to Stage B of the SA process.

1.4.5 The HRA screening document has now been completed and concluded that no further assessment under Habitats Regulations is required as the CSA Plan is unlikely to have a significant effect on the integrity of European sites within 15km.

2. Methodology

2.1 Introduction

2.1.1 This section sets out the methodology adopted for the SA which is considered in line with guidance, including the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG), SEA Regulations and The Practical Guide to the Strategic Environmental Assessment Directive, by the ODPM (now DCLG).

2.2 Stage A- Scoping

2.2.1 Figure 1.1 in Chapter 1 shows the SA process in relation to plan-making and identifies a number of stages.

2.2.2 Stage A and the first output of the SA process was the SA Scoping Report, which was produced earlier in 2014, setting out the scope and level of detail of the information to be included in the SA Report. It should be noted that this Scoping Report was produced to cover both the CSA Plan and Wiltshire Housing Site Allocations Plan and it was itself based upon the sustainability appraisal (SA) of the Wiltshire Core Strategy DPD, Wiltshire & Swindon Minerals & Waste Development Framework.

2.2.3 The SA Scoping Report reported on a number of tasks including the following:

- Identifying other relevant plans, policies or programmes and sustainability objectives (Chapter 3)
- Collecting baseline information (Chapter 4)
- Identifying sustainability issues and problems (Chapter 5)
- Developing the sustainability appraisal framework (Chapter 6)

2.2.4 The content of the SA Scoping Report is reproduced in large part in this SA Report in order to meet the SEA requirements, as shown in Table 1.1. Therefore the numbers in brackets above correspond to chapters in this SA Report where this information can be found. Further detail on the methodology for each of these tasks can be found in each of these chapters identified above.

2.2.5 The Scoping Report was subject to consultation between 12 May and 16 June 2014. Comments were received from Natural England and the Environment Agency. English Heritage did not reply. Consultation comments from Natural England focused on the SA framework by which the assessment should be undertaken, with recommendations for improvement to ensure that landscape and biodiversity effects are considered. Natural England also commented on the monitoring indicators so that they allow for the monitoring of the effects of the plan on the objective concerned, and not the objective more generally. The Environment Agency noted that it was satisfied with the plans and programmes, sustainability objectives and baseline data. The Environment Agency wishes to continue to be involved in the SA process and with the development of the DPDs.

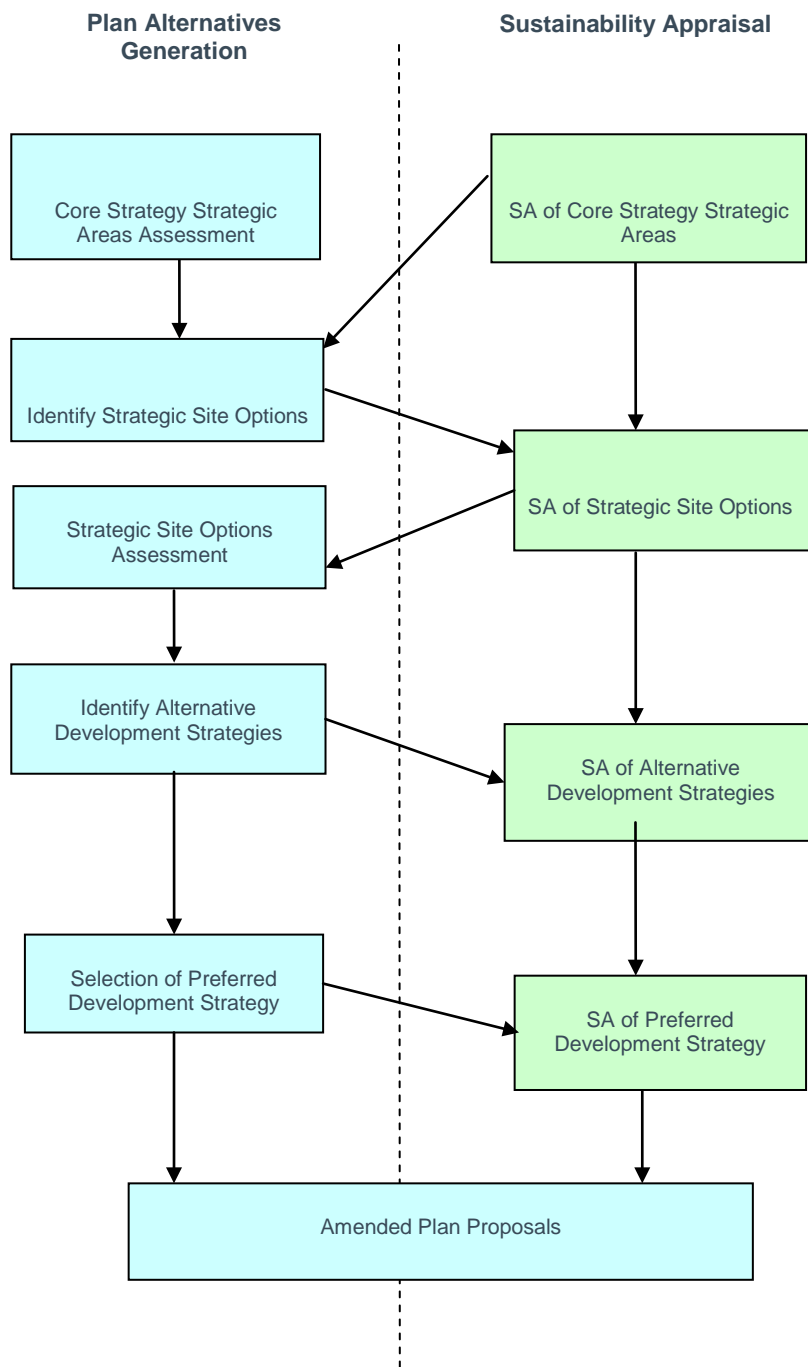
2.2.6 The consultation responses have been compiled and are set out in Appendix A, with suggested actions which were then agreed by the Council.

2.3 Stage B- Developing and refining alternatives and assessing effects

2.3.1 Essentially this stage involved using information obtained from the scoping stage, and further detailed evidence collated as the plan development evolved, alongside development plan proposals to predict and evaluate the nature and significance of effects and identify potential improvements and mitigation solutions.

- 2.3.2 The term mitigation encompasses any approach that is aimed at preventing, reducing or offsetting significant adverse environmental effects that have been identified. In practice, a range of measures applying one or more of these approaches is likely to be considered in mitigating any significant adverse effects predicted as a result of the SA. In addition, it is also important to consider measures aimed at enhancing positive effects. All such measures are generally referred to as mitigation measures.
- 2.3.3 However, the emphasis should be in the first instance on proactive avoidance of adverse effects. Only once alternative options or approaches to avoiding an effect have been examined should mitigation then examine ways of reducing the scale/importance of the effect.
- 2.3.4 The criteria of assessing the significance of a specific effect used in the assessments, as outlined in Annex II of the SEA Directive, is based on the following parameters to determine the significance:
- Nature and magnitude of effect – i.e. positive or negative
 - Scale – i.e. local, regional, national;
 - Permanence – i.e. permanent or temporary;
 - Certainty
 - Duration – i.e. short, medium and long term
 - Sensitivity of receptor;
 - Secondary, cumulative and synergistic effects.
- 2.3.5 For the Chippenham Site Allocations Plan, this assessment stage has been broken down into four sequential sub-stages as shown in Figure 2.1:
- 1- Assessment of strategic areas
 - 2- Assessment of strategic site options
 - 3- Assessment of alternative development strategies
 - 4- Assessment of preferred development strategy

Figure 2.1: Sequential sub-stages of assessment



Assessment of strategic areas

- 2.3.6 A Sustainability Threshold Assessment (STA) methodology has been developed and utilised which allows for the evaluation of effects for five strategic areas based on identified constraints to development in each strategic area.
- 2.3.7 For each of the 12 SA Objectives (see Table 2.1), a colour coded grade scheme has been developed which indicates the relative acceptability of an effect against each SA objective.

Table 2.1: Sustainability Objectives and Thresholds for Assessment

Sustainability Objectives & Thresholds for Assessment	STA Key	
Biodiversity		
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		
Significant adverse effect on internationally or nationally designated site		Absolute sustainability constraints; exclude this option.
Significant adverse effects on RIGS or on BAP habitats or loss or significant damage to wildlife corridors and protected species		Sustainability issues; mitigation considered problematic.
Limited adverse effect on RIGS or on BAP habitats or loss or significant damage to wildlife corridors and protected species		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.
Opportunities to enhance local biodiversity or geological features		Development will support sustainability objective.
Land, soil and resources		
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings		
Contaminated land present with no potential for mitigation		Absolute sustainability constraints; exclude this option.
Significant adverse effect on Grades 1, 2 and 3 agricultural land and/or minerals safeguarding area and/or contaminated land present		Sustainability issues; mitigation considered problematic.
Limited adverse effects on Grades 1, 2 and 3 agricultural land and/or minerals safeguarding area		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.
Opportunities to enhance land resources		Development will support sustainability objective.
Water resources		
3. Use and manage water resources in a sustainable manner		
Risk of flooding significantly increased with no potential for mitigation, or development is fully in Flood Zone 2-3/ Significant adverse effect on water quality and quantity with no potential for mitigation		Absolute sustainability constraints; exclude this option.
Risk of flooding significantly increased/ Significant adverse impact on water quality and quantity		Sustainability issues; mitigation considered problematic.
Limited increase of the risk of flooding/ Limited adverse impact on water quality and quantity		Sustainability issues; mitigation considered achievable.

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No increase in the risk of flooding/ no increase in flood storage capacity/no water quality or quantity effects		No sustainability constraints.
Risk of flooding decreased and/or increased flood storage capacity/ Opportunities to improve water quality and/or remediate existing quantity constraints		Development will support sustainability objective.
Air quality & environmental pollution		
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution		
Significant adverse effect on air quality and/or noise and light pollution levels with no potential for mitigation		Absolute sustainability constraints; exclude this option.
Significant adverse effect on air quality and/or noise and light pollution levels		Sustainability issues; mitigation considered problematic.
Limited adverse effect on local air quality and/or noise and light pollution levels		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.
Opportunities to improve existing air quality in the area and/or noise and light pollution levels		Development will support sustainability objective.
Climatic factors		
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects		
Development would significantly contribute to a rise in CO ₂ emissions, and/or significantly increase vulnerability to climate change with no possible mitigation		Absolute sustainability constraints; exclude this option.
Development would contribute to a rise in CO ₂ emissions and/or increase vulnerability to future climate change effects		Sustainability issues; mitigation considered problematic.
Development would contribute to a limited rise in CO ₂ emissions and/or increase vulnerability to future climate change effects		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.
Opportunities to reduce CO ₂ emissions and/or decrease vulnerability to future climate change effects		Development will support sustainability objective.
Historic environment		
6. Protect, maintain and enhance the historic environment		
Significant adverse effect on areas or structures of international or national historic and cultural heritage importance and their settings		Absolute sustainability constraints; exclude this option.
Significant adverse effect on areas or structures of local historic and cultural heritage importance		Sustainability issues; mitigation considered problematic.

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and/or their settings. Limited adverse effect on areas or structures of international or national historic and cultural heritage importance and/or their settings		
Limited adverse effect on areas or structures of local historic and cultural heritage importance and/or their settings		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.
Opportunities to enhance areas or structures of historic and cultural heritage importance and/or their settings		Development will support sustainability objective.
Landscapes		
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place		
Significant adverse effect on an AONB/ Significant adverse visual effect. Development cannot be integrated into existing landform and landscape features.		Absolute sustainability constraints; exclude this option.
Significant adverse effect on the character and local distinctiveness of the landscape and townscape setting. Limited adverse effect on the AONB/ Significant adverse visual effect. Limited integration into existing landform and landscape features		Sustainability issues; mitigation considered problematic.
Limited adverse effect on the character and local distinctiveness of the landscape and townscape setting/ Limited adverse visual effect. Integration into existing landform and landscape features possible.		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.
Integration into the existing landform and landscape features is achieved along with opportunities to enhance landscape character.		Development will support sustainability objective.
Population and housing		
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		
No possibility to supply affordable housing		Absolute sustainability constraints; exclude this option.
Very limited possibility to supply affordable housing and or a range of housing types and sizes to meet the needs of all sectors of the community		Sustainability issues; mitigation considered problematic.
Limited possibility to supply affordable housing and/or a range of housing types and sizes to meet the needs of all sectors of the community		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.
Opportunities to supply affordable housing and/or a range of housing types and sizes to meet the		Development will support sustainability objective.

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needs of all sectors of the community		
Healthy and inclusive communities		
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		
Development would result in permanent loss of important community facilities with no re-provision and/or development would result in permanent severance of PRoW or NCR with no re-provision		Absolute sustainability constraints; exclude this option.
Significant adverse effect on local amenity, including access to health and educational facilities, open spaces, playing fields, allotments, as well as on cyclist and pedestrian provision.		Sustainability issues; mitigation considered problematic.
Limited adverse effect on local amenity, including access to health and educational facilities, open spaces, playing fields, allotments, as well as on cyclist and pedestrian provision.		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.
Opportunities to increase/ enhance provision of health and educational facilities, open spaces, playing fields, allotments, as well as cyclist and pedestrian provision.		Development will support sustainability objective.
Transport		
10. Reduce the need to travel and promote more sustainable transport choices.		
Pa Significant adverse effect on congestion on the local road network and on national trails and public footpaths		Absolute sustainability constraints; exclude this option.
Pa Limited adverse effect on congestion on the local road network and on national trails and public footpaths		Sustainability issues; mitigation considered problematic.
Pa No adverse effects		Sustainability issues; mitigation considered achievable.
Pa Opportunities to reduce existing congestion and improve public transport and accessibility for pedestrians and cyclists		No sustainability constraints.
Pa Development will support sustainability objective.		
Economy and enterprise		
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth		
n/a		Absolute sustainability constraints; exclude this option.
Significant adverse effect on the local economy/ loss of employment land		Sustainability issues; mitigation considered problematic.
Limited adverse effect on the local economy/ loss of employment land		Sustainability issues; mitigation considered achievable.
No adverse effects		No sustainability constraints.

Opportunities to support the local economy and provide more employment provision to meet local needs		Development will support sustainability objective.
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce		
n/a		Absolute sustainability constraints; exclude this option.
Development would significantly hinder employment development at the Principal Settlements and the regeneration of Chippenham town centre/ Development would not provide employment land in areas that are easily accessible by sustainable transport		Sustainability issues; mitigation considered problematic.
Development would hinder employment development at the Principal Settlements and the regeneration of Chippenham town centre/ Development would be accessible by sustainable transport only partially.		Sustainability issues; mitigation considered achievable
No adverse effects		No sustainability constraints.
Opportunities to provide high quality employment land in areas that are easily accessible by sustainable transport.		Development will support sustainability objective.

2.3.8 Further details about the methodology utilised can be found at Part One B.

Assessment of strategic site options and alternative development strategies

2.3.9 The assessments of strategic site options and alternative development strategies have utilised the same basic methodology that is being used by Wiltshire Council in the sustainability appraisal of housing site options across Wiltshire.

2.3.10 This methodology is an extension of the STA methodology applied to the strategic areas and allows for a more detailed identification and evaluation of negative as well as positive effects associated with the site proposals for the 12 SA objectives under consideration. The evaluation involves forming a judgement on whether or not the predicted effects would be significant and, in the case of adverse effects describing prospects for mitigation or, in the case of positive effects, resolving an existing issue, enhancing existing conditions or maximise opportunities.

2.3.11 The approach adopted in the strategic site options and alternative development strategies assessment utilises the SA Framework shown in Table 2.2.

Table 2.2: SA Framework for Assessment of Strategic Site Options and Alternative Development Strategies

Sustainability Appraisal objective	Decision aiding questions Will the proposed site option/ alternative strategy...
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses.	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings.	- Use previously developed land, greenfield land or a mix of both?
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguard Zone; or • Groundwater Source Protection Zone
	- Affect surface or groundwater resources in terms of volume, quality and flow?
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	- Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?
	- Lead to a decrease in air quality locally? Or increase noise or light pollution?
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?

Sustainability Appraisal objective	Decision aiding questions Will the proposed site option/ alternative strategy...
5a. Minimise our impacts on climate change ...	<ul style="list-style-type: none"> - Reduce greenhouse emissions, in particular carbon dioxide emissions? - Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?
5b. and reduce our vulnerability to future climate change effects.	<ul style="list-style-type: none"> - Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test). - Address the risk of flooding from all sources?
6. Protect, maintain and enhance the historic environment.	<ul style="list-style-type: none"> - Affect directly or indirectly a heritage asset and/or their settings?
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place.	<ul style="list-style-type: none"> - Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: <ul style="list-style-type: none"> - <i>Internationally/Nationally designated landscape features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures.	<ul style="list-style-type: none"> - Help meet affordable housing needs/the needs of the local community (if known)?
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities.	<ul style="list-style-type: none"> - Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents? - Result in the loss of any existing or proposed Community facility/green or amenity space or would it contribute to the construction of a new facility/space? - Result in the loss of PROW or would it provide new PROW? - Be accessible to educational and health facilities?
10. Reduce the need to travel and promote more sustainable transport choices.	<ul style="list-style-type: none"> - Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so? - Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth.	<ul style="list-style-type: none"> - Offer the potential to provide employment land for B1, B2 and B8 uses? - Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)? - Provide infrastructure that will help to promote economic growth? - Be well connected to Principal Employment Areas?

Sustainability Appraisal objective	Decision aiding questions Will the proposed site option/ alternative strategy...
12. Ensure adequate provision of high-quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce.	- Support the vitality of existing employment areas?
	- Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)
	- Provide employment land in areas that are easily accessible by sustainable transport?

2.3.12 The assessments have been based on the application of the generic assessment scale as shown in Table 2.3 and the rationale on how the generic assessment scale has been applied for each SA objective is shown in Table 2.4.

Table 2.3: Generic Assessment Scale

Major adverse effect (---)	Option likely to have a major adverse effect on the objective with no satisfactory mitigation possible. Option may be inappropriate for mixed use development
Moderate adverse effect (--)	Option likely to have a moderate adverse effect on the objective with difficult or problematic mitigation
Minor adverse effect (-)	Option likely to have a minor adverse effect on the objective because mitigation measures are achievable to reduce the significance of effects
Neutral or no effect (0)	On balance option likely to have a neutral effect on the objective or no effect on the objective
Minor positive effect (+)	Option likely to have a minor positive effect on the objective as enhancement of existing conditions may result
Moderate positive effect (++)	Option likely to have a moderate positive effect on the objective as it would help resolve an existing issue
Major positive effect (+++)	Option likely to have a major positive effect on the objective as it would help maximise opportunities

Note: Major and moderate adverse and positive effects are considered significant.

Table 2.4: Assessment rationale applied for each of the 12 SA objectives

SA Objective 1: Protect and enhance all biodiversity and geological features and avoid irreversible losses	
MAJOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have a major adverse effect on a designated site or sites, • AND/OR will have major adverse effects on protected or notable species • AND/OR will lead to major loss or damage to ancient woodland • Mitigation or compensation not considered possible to allow the site to remain viable or deliverable
MODERATE ADVERSE	<ul style="list-style-type: none"> • Option will have a moderate adverse effects on a designated site or sites • AND/OR will have moderate adverse effects on protected or notable species

EFFECT	<ul style="list-style-type: none"> • AND/OR will lead to the loss or damage to ancient woodland • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Limited adverse effects on biodiversity or geological features • Mitigation considered feasible
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will have positive effects on existing biodiversity or geological features
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will have significant positive effects on existing biodiversity or geological features. There may be further opportunities to maximise beneficial effects through habitat restoration, enhancement or creation
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Protection of the natural environment is strongly promoted and the option offers significant opportunities for habitat restoration, enhancement or creation
SA Objective 2: Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	
MAJOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have a major adverse effect in terms of loss of best and most versatile agricultural land • AND/OR Option is on contaminated land which cannot be remediated • AND/OR Option will lead to permanent sterilisation of viable mineral resources • Mitigation not considered possible to allow the site to remain viable or deliverable
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option promotes or will lead to significant loss of greenfield land AND/OR significant loss of best and most versatile agricultural land • AND/OR Option is on contaminated land • AND/OR Option will lead to sterilisation of viable mineral resources • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option promotes development on, or will lead to some loss of greenfield land • AND/OR Option is on contaminated land which can be remediated • AND/OR Option allows for the extraction of mineral resources as part of the development • Mitigation is possible
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option promotes or will lead to development predominantly on PDL
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option promotes or will lead to significant development predominantly on PDL
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option promotes or will lead to significant development predominantly on PDL • Higher density development on PDL in a more sustainable location e.g. town centre location with good access to local facilities, public transport links and key infrastructure
SA Objective 3: Use and manage water resources in a sustainable manner	
MAJOR ADVERSE	<ul style="list-style-type: none"> • Option is located in a Drinking Water Safeguard Zone or Inner (Zone 1) Groundwater Source Protection Zone

EFFECT	<ul style="list-style-type: none"> • Mitigation not considered possible to allow the site to remain viable or deliverable
MODERATE EFFECT	<ul style="list-style-type: none"> • Option will lead to significant adverse effects on water quality and/ or flows e.g. through pollution of a waterbody and flow restriction • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option is located in an Outer (Zone 2) Groundwater Source Protection Zone • AND/OR there will be limited adverse effects on water quality • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to slight improvements on water quality
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to improvements on water quality possible
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to significant improvements to water quality
SA Objective 4: Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	
MAJOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option likely to have a major adverse effect on air quality or through other forms of environmental pollution that would pose a danger to human health • Mitigation not considered possible to allow the site to remain viable or deliverable
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will lead to moderate adverse effects on air quality or exacerbate existing problems e.g. on an AQMA • AND/OR significant adverse effects on other forms of environmental pollution, including noise, light pollution, odour, vibration and contamination to soil or water • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will lead to some adverse effects on air quality or exacerbate existing problems e.g. on an AQMA • AND/OR some adverse effects on other forms of environmental pollution, including noise, light pollution, odour, vibration and contamination to soil or water • There is potential for mitigation measures to reduce effects
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Potential to slightly improve the current air quality situation or other forms of environmental pollution
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Potential to improve the current air quality situation or other forms of environmental pollution
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Significant opportunities to improve the air quality situation or other forms of environmental pollution
SA Objective 5 a: Minimise our impacts on climate change ...	
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will lead to a significant increase in carbon dioxide emissions • Mitigation considered problematic
MINOR ADVERSE	<ul style="list-style-type: none"> • Option will lead to limited increase in carbon dioxide emissions

EFFECT	<ul style="list-style-type: none"> • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will provide some opportunities to make provision for on-site renewables or very low carbon energy generation reducing carbon dioxide emissions
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will provide opportunities to make provision for on-site renewables or very low carbon energy generation reducing carbon dioxide emissions
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will provide significant opportunities to make provision for on-site renewables or very low carbon energy generation reducing carbon dioxide emissions
SA Objective 5 b: and reduce our vulnerability to future climate change effects	
MAJOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option likely to have a major adverse effect on flood risk that would pose a danger to people, businesses and infrastructure • Mitigation not considered possible to allow the site to remain viable or deliverable • Appropriate adaptation measures to deal with likely future climate change impacts are considered unachievable
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will significantly increase flood risk or exacerbate existing problems • Adaptation measures to deal with likely future climate change impacts are considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Limited flood risk is anticipated • Measures to adapt to future impacts of climate change e.g. SuDS are possible
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral effect on flood risk
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option may lead to limited benefits in terms of reducing flood risk in the area or in other areas eg through increased flood storage capacity • Some adaptation measures are considered achievable to deal with likely future climate change impacts
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to benefits in terms of reducing flood risk in the area or in other areas eg through increased flood storage capacity • Measures to adapt to future impacts of climate change are possible e.g. SuDS
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to significant benefits in terms of reducing flood risk in the area or in other areas eg through increased flood storage capacity • Comprehensive measures to adapt to future impacts of climate change are possible e.g. SuDS
SA Objective 6: Protect, maintain and enhance the historic environment	
MAJOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have a major adverse effect on a designated heritage asset of the highest significance, including World Heritage Sites, scheduled monuments, battlefields, grade I and II* listed buildings and grade I and II* registered parks and gardens, or their setting. This includes undesignated heritage assets of equal importance. • Mitigation not considered possible to allow the site to remain viable or deliverable

MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have a moderate effect on a designated heritage asset of the highest significance, including World Heritage Sites, scheduled monuments, battlefields, grade I and II* listed buildings and grade I and II* registered parks and gardens, or their setting. This includes undesignated heritage assets of equal importance. • AND/OR option will have a significant adverse effect on a grade II listed building, park or garden, or their setting, or non designated assets of local importance • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have a limited adverse effect on a grade II listed building, park or garden, or their setting. • AND/OR option will have a limited adverse effect on a heritage asset of local importance (designated or not), or its setting. • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • There are opportunities to enhance a designated heritage asset and/or one of local interest and/or their settings
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option promotes protection and enhancement of the historic environment and/or there are opportunities to enhance the significance of a designated heritage asset and/or one of local interest and/or their settings, including public benefits
SIGNIFICANT POSITIVE EFFECT	<ul style="list-style-type: none"> • Option strongly promotes protection and enhancement of the historic environment and/or there are significant opportunities to enhance the significance of a designated heritage asset and/or one of local interest and/or their settings, including public benefits
SA Objective 7: Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	
MAJOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have major adverse effects on a designated international/national landscape, or its setting • Mitigation not considered possible to allow the site to remain viable or deliverable
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have a moderate adverse effects on a designated international/national/local landscape, or its setting • Mitigation to preserve or enhance landscape character considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have limited adverse effects on a designated international/national/local landscape, or its setting • AND/OR option will have adverse effects on a rural or urban landscape (non-designated) • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option offers limited opportunities to enhance local character and distinctiveness e.g. through location, high quality design, provision of green infrastructure etc
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option offers opportunities to enhance local character and distinctiveness e.g. through location, high quality design, provision of green infrastructure etc
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option offers significant opportunities to enhance local character and distinctiveness e.g. through location, high quality design, provision of green infrastructure etc

SA Objective 8: Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option makes no provision for housing or land for housing • AND/OR option will significantly reduce opportunities to provide housing or land for housing to meet the needs of the community • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option makes no provision for housing or land for housing • AND/OR option will reduce opportunities to provide housing or land for housing to meet the needs of the community • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option supports the provision of a limited number and range of house types and sizes, including some affordable housing
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option supports the provision of a wide range of house types and sizes to meet the needs of all or most sectors of the community, including significant provision of affordable housing
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option strongly supports the provision of a wide range of house types and sizes to meet the needs of all or most sectors of the community, including significant provision of affordable housing
SA Objective 9: Reduce poverty and deprivation and promote more inclusive and self-contained communities	
MAJOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have a major adverse effect on human health • Mitigation not considered possible to allow the site to remain viable or deliverable
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will significantly increase poverty and deprivation and lead to significant social exclusion amongst existing and new residents • AND/OR option will result in significant loss of existing/proposed Community facility/green space/PROW • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will lead to an increase in poverty and deprivation and lead to social exclusion amongst existing and new residents • AND/OR option will lead to some loss of services/facilities that encourage/promote healthy and active lifestyles and reduce health inequalities • Option will lead to loss of PROW • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to a slight reduction in poverty and deprivation and reduce social exclusion amongst existing and new residents • AND/OR option will lead to a slight increase in services/facilities that encourage/promote healthy and active lifestyles and improve health inequalities • There is potential to improve the current situation in other ways
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will reduce poverty and deprivation and lead to significant opportunities for increasing social inclusion • AND/OR option will lead to an increase in services/facilities that encourage/promote healthy and active lifestyles and improve health inequalities • Potential to improve the current situation in other ways
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will significantly reduce poverty and deprivation and lead to significant opportunities for increasing social inclusion

EFFECT	<ul style="list-style-type: none"> • AND/OR option will significantly improve quality of life and amenity for existing and new residents • AND/OR option will lead to a significant increase in services/facilities that encourage/promote healthy and active lifestyles and significantly improve health inequalities • Potential to significantly improve the current situation in other ways
SA Objective 10: Reduce the need to travel and promote more sustainable transport choices	
MAJOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will not allow more sustainable transport choices • Mitigation not considered possible to allow the site to remain viable or deliverable
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will lead to a significant increase in need to travel by all forms and traffic volumes will increase on the local road network • AND/OR option will lead to a significant increase in private car use • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will lead to an increase in need to travel by all forms and traffic volumes increase on the local road network • AND/OR option will lead to an increase in private car use • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to a slight reduction in need to travel by all forms and traffic volumes will decrease • AND/OR option will lead to a reduction in private car use • AND/OR option will lead to increased use of sustainable transport modes to replace current car journeys
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to a reduction in need to travel by all forms and traffic volumes will decrease • AND/OR option will lead to a reduction in private car use • AND/OR option will increased use of sustainable transport modes to replace current car journeys
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will significantly reduce the need to travel by all forms and traffic volumes will decrease • AND/OR option will significantly reduce private car use • AND/OR option will significantly increase use of sustainable transport modes to replace current car journeys
SA Objective 11: Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will have a significant adverse effect on the local economy • AND/OR option will have a significant adverse effect on town centre regeneration or regeneration in other areas • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will lead to a limited adverse effect on the local economy • AND/OR option will have a limited adverse effect on town centre regeneration or regeneration in other areas • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will slightly support the vitality and viability of Chippenham town centre • AND/OR option will have slight benefits for town centre regeneration or regeneration in other areas
MODERATE POSITIVE	<ul style="list-style-type: none"> • Option will support the vitality and viability of Chippenham town centre • AND/OR option will be connected to Principal Employment Areas

EFFECT	<ul style="list-style-type: none"> • AND/OR option will provide infrastructure that will help promote economic growth • AND/OR option will have benefits for town centre regeneration or regeneration in other areas
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will significantly support the vitality and viability of Chippenham town centre • AND/OR option will be well connected to Principal Employment Areas • AND/OR option will provide substantial infrastructure that will help promote economic growth • AND/OR option will have significant benefits for town centre regeneration or regeneration in other areas
SA Objective 12: Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	
MODERATE ADVERSE EFFECT	<ul style="list-style-type: none"> • Option would lead to a significant loss of employment land • AND/OR option will lead to a significant reduction in viability of existing businesses and/or employment areas • Mitigation considered problematic
MINOR ADVERSE EFFECT	<ul style="list-style-type: none"> • Option will lead to some loss of employment land • AND/OR option will lead to a reduction in viability of existing businesses and/or employment areas • There is potential for mitigation
NEUTRAL OR NO EFFECT	<ul style="list-style-type: none"> • Option will have a neutral or no effect
MINOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to a slight increase in the amount of employment land that meets commercial requirements • AND/OR option will lead to slight increase in viability of existing businesses and/or employment areas
MODERATE POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to an increase in the amount of employment land that meets commercial requirements • AND/OR option will lead to an increase in viability of existing businesses and/or employment areas • AND/OR option provide employment land in areas that are easily accessible by sustainable transport • Potential to improve the current situation in other ways
MAJOR POSITIVE EFFECT	<ul style="list-style-type: none"> • Option will lead to a significant increase in the amount of employment land • AND/OR option will lead to an increase in viability of existing businesses and/or employment areas • AND/OR option provide significant employment land in areas that are easily accessible by sustainable transport • Potential to significantly improve the current situation in other ways

2.3.13 Further details about the methodology can be found at Addendum 1 – SA of Strategic Site Options and Addendum 2 – SA of Alternative Development Strategies.

Assessment of preferred development strategy

2.3.14 The next stage of the assessment is the evaluation of the predicted significant effects of the preferred development strategy and of the policies that allocate sites. Again, the evaluation involves forming a judgement on whether or not the predicted effects would be significant. The principal techniques used to assess the significance of effects in this assessment is a qualitative assessment based on expert judgement supported by evidence gathered during the previous stages of assessment. In the current practice of sustainability appraisals, the qualitative prediction and evaluation of effects is based on a qualitative seven point scale in easily

understood terms. This assessment has adopted the scale set in Table 2.5 to assess the significance of effects of the policies.

Table 2.5: – Criteria for Assessing Significance of Effects

Assessment Scale	Assessment Category	Significance of Effect
+++	Large beneficial	Significant
++	Moderate beneficial	
+	Slight beneficial	Not Significant
0	Neutral or no obvious effect	
-	Slight adverse	
--	Moderate adverse	Significant
---	Strong adverse	
?	Effect uncertain	
+/-	Combination of slight beneficial and adverse effects	Not significant

2.3.15 Moderately and strongly positive and negative effects have been considered of significance whereas neutral and slightly positive and negative effects have been considered non-significant. Note there may be mixed beneficial and adverse effects.

2.3.16 Further information on the methodology used to undertake this assessment is provided in the Revised SA Note.

2.4 Secondary, cumulative and synergistic effects assessments

2.4.1 Schedule 2 of the SEA Regulations requires that the assessment of effects include secondary, cumulative and synergistic effects.

2.4.2 **Secondary or indirect effects** are effects that are not a direct result of the plan, but occur away from the original effect or as a result of the complex pathway e.g. a development that changes a water table and thus affects the ecology of a nearby wetland.

2.4.3 For the purposes of this assessment of the Chippenham Site Allocations DPD, secondary / indirect effects have been identified and assessed through the SA objectives, for example a development that changes a water table that affects ecology has been assessed through SA objective 1. As such, secondary / indirect effects are not considered to be cumulative effects (see next paragraph).

2.4.4 **Cumulative effects** arise where several proposals individually may or may not have a significant effect, but in-combination have a significant effect due to spatial crowding or temporal overlap between plans, proposals and actions and repeated removal or addition of resources due to proposals and actions. Cumulative effects are defined for the purposes of this report as those effects that can be:

- **Additive**- the simple sum of all the effects;
- **Neutralising**- where effects counteract each other to reduce the overall effect;
- **Synergistic** – is the effect of two or more effects acting together which is greater than the simple sum of the effects when acting alone. For instance, a wildlife habitat can become progressively fragmented with limited effects on a particular species until the last fragmentation makes the areas too small to support the species at all.

2.4.5 Cumulative effects may arise from individual policies within a plan and also between different plans.

- 2.4.6 **Interactive** effects may also arise where multiple effects impact upon specific receptors: for example, the combined noise, vibration, light and air pollution effects on people and species.
- 2.4.7 Many environmental problems result from cumulative effects. These effects are very hard to deal with on a project by project basis through Environmental Impact Assessment. It is at the SEA level that they are most effectively identified and addressed.
- 2.4.8 Cumulative effects assessment is a systematic procedure for identifying and evaluating the significance of effects from multiple activities. The analysis of the causes, pathways and consequences of these effects is an essential part of the process.
- 2.4.9 Cumulative (including additive, neutralising and synergistic) effects have been considered throughout the entire SA (including SEA) process, as described below:
- Identification of key sustainability issues as part of the review of relevant strategies, plans and programmes and baseline data analysis.
 - Establishing the nature of likely cumulative effects, causes and receptors.
 - Identifying key receptors (e.g. specific wildlife habitats) in the process of collecting baseline information and information on how these have changed with time, and how they are likely to change without the implementation of the Chippenham Site Allocations Plan.
 - Particularly sensitive, in decline or near to their threshold (where such information is available) or with slow recovery receptors have been identified through the analysis of environmental issues and problems.
 - The development of SA objectives has been influenced by cumulative effects identified through the process above and SA objectives that consider cumulative effects have been identified.
 - Cumulative effects of the Chippenham Site Allocations Plan proposals have been assessed. Where there is potential for elevated effects beyond those assessed at an individual level, these are identified.
- 2.4.10 The results are presented in the revised SA Note.

2.5 Consultation in the SA process

- 2.5.1 The requirements for consultation during SA are determined from the requirements of the SEA Directive. These are:
- Authorities which, because of their environmental responsibilities, are likely to be concerned by the effects of implementing the plan or programme, must be consulted on the scope and level of detail of the information to be included in the Environmental Report. In England, the Consultation Bodies are Historic England, Natural England and the Environment Agency. The SA guidance goes further by suggesting consultation, in addition to the three Consultation Bodies, of representatives of other interests including economic interests and local business, social interests and community service providers, transport planners and providers and NGOs
 - The public and the Consultation Bodies must be consulted on the draft plan or programme and the Environmental Report (SAR in the case of SA).
- 2.5.2 Further information on consultation undertaken by Wiltshire Council on the SA Scoping Report can be found in Section 2.1.
- 2.5.3 Following the pre-submission consultation on the draft Chippenham Site Allocations Plan and draft SA Report, consultee comments were reviewed and the implications for both documents considered prior to submission to the Secretary of State. Modifications were proposed to the draft plan and a Sustainability Appraisal Note was prepared in support of the submission providing an assessment of the modifications. The SA Note has been revised and published separately.

3. Identifying other relevant plans, programmes and sustainability objectives

3.1 Introduction

3.1.1 The SEA Directive specifically states that information should be provided on:

“The relationship [of the plan or programme] with other relevant plans and programmes”

“The environmental protection objectives, established at international, [European] Community or [national] level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation”

3.1.2 The first task of SA is the identification of other relevant plans, programmes and sustainability objectives. The Chippenham Site Allocations Plan has been prepared in the context of other plans and programmes. The Chippenham Site Allocations Plan must comply with national planning policy, conform to and amplify the policies contained within the Wiltshire Core Strategy DPD (including the context of ‘saved’ local plan policies) and reflect other European, National, regional and local plans and strategies, providing an additional level of detail for the spatial planning framework for Chippenham.

3.2 Methodology

3.2.1 The Chippenham Site Allocations Plan should be set in the context of national, regional and local objectives along with strategic planning, transport, social, economic and environmental policies. This being the case, this SA Report builds upon the comprehensive review of available relevant plans, policies and programmes (PPPs) that was carried out as part of the SA scoping process for the Wiltshire Core Strategy. This ensures that the objectives for assessing the Chippenham Site Allocations Plan, generally adhere to, and are not in conflict with, objectives found in other PPPs. It can also be used to ascertain potential conflicts between objectives, which may need to be addressed as part of the process.

3.2.2 In order to fully assess relevant PPPs, the starting point was the list drawn up by Wiltshire Council for the SA of the emerging Wiltshire Core Strategy DPD (April 2010), as well as the Addendum (February 2012). This addressed PPPs of broad relevance first, before considering 13 specific topics of relevance to SA. For the purposes of clarity, the Core Strategy SA PPP review has not been repeated in this report. The list of PPPs reviewed at the time of the preparation of the Core Strategy is provided in Appendix A of the SA Scoping Report 2014. Although not made explicit in the SA documentation for the Core Strategy, it is assumed that the review of PPPs influenced the development of the Core Strategy SA Framework, in accordance with SA guidance. It therefore follows, that the integration of the relevant parts of the Core Strategy SA Framework into the SA Framework developed for the Wiltshire Housing Allocations Plan and Chippenham Site Allocations Plan in the SA Scoping Report 2014, already encapsulates the results of the wider PPP review that was undertaken previously.

3.2.3 Building from the information contained in Chapter 3 of the SA Scoping Report 2014, a further focussed review of the most recent PPPs of relevance to site allocations in the Wiltshire area and specifically for Chippenham has been undertaken during the preparation of this SA Report to confirm sustainability themes of interest for the SA. The PPPs that have been considered are listed in Table 3.1.

3.2.4 The National Planning Policy Framework (NPPF) was published in March 2012, after the Wiltshire Core Strategy initial SA work took place. It is a key part of the Government’s reforms

which aim to create a less complex and more accessible planning system, to protect the environment and to promote sustainable growth. The framework supersedes previous national guidance provided by Planning Policy Statements (PPS) and Planning Policy Guidance (PPG). The NPPF is intended as a framework for the development of local and neighbourhood plans.

3.2.5 The NPPF emphasises that the purpose of planning is to help achieve sustainable development, resulting in positive growth and economic, environmental and social progress. The NPPF is based upon a presumption in favour of sustainable development. Its dimensions give rise to the need for the planning system to perform the following roles:

- an economic role – contributing to building a strong, responsive and competitive economy.
- a social role – supporting strong vibrant and healthy communities.
- an environmental role – contributing to protecting and enhancing our natural, built and historic environment.

3.2.6 Paragraph 17 of the NPPF sets out 12 core planning principles which plan making and decision taking should promote. These cover:

- Empowering local people to set out a vision for the future;
- Promoting creative ways to enhance and improve places;
- Proactively drive and support economic growth;
- Secure high quality design;
- Take account of different roles and character areas;
- Support the transition to a low carbon future;
- Conserve and enhance the natural environment;
- Encourage effective use of land by reusing Brownfield land;
- Promote mixed use development and encourage multiple benefits from the use of land;
- Conserve heritage assets;
- Actively manage patterns of growth to make the fullest use of sustainable transport; and
- Support local strategies to improve health, social and cultural wellbeing for all, and delivery sufficient community and cultural facilities and services to meet local needs.

3.2.7 Although some neighbourhood plans and community campus documents are listed in the table below, these are not carried through to the sustainability themes analysis table in Appendix B as given the early stage of preparation, the documents do not yet include policy or objectives that may influence the development of the Chippenham Site Allocations Plan.

Table 3.1: Review of relevant Plans, Policies and Programmes

Relevant Plans, Policies and Programmes (2015 update of relevance to the DPD)
National
National Planning Policy Framework (2013) and Guidance (2014)
Wiltshire
Wiltshire Core Strategy (Adopted January 2015)
Wiltshire Infrastructure Delivery Plan 2 (2013)
Swindon and Wiltshire Strategic Economic Plan (2014)
Wiltshire Council Level 1 SFRA Update (2013)

Air Strategy for Wiltshire 2011-2015 (2011)
Wiltshire and Swindon - Minerals Development Control Policies DPD (September 2009)
Wiltshire and Swindon - Waste Development Control Policies DPD (September 2009)
Wiltshire and Swindon - Waste Site Allocations Local Plan (February 2013)
Wiltshire Municipal Waste Management Strategy (February 2013)
Wiltshire and Swindon - Aggregate Minerals Site Allocations Local Plan (May 2013)
Wiltshire Local Transport Plan (LTP3) 2011-2016 (March 2011)
Swindon Local Transport Plan 3: 2011-2016 (April 2011)
Cotswold AONB Management Plan 2013-2018
Cranborne Chase & West Wiltshire Downs AONB Management Plan 2014-19
North Wessex Downs AONB Management Plan 2009-2014
Wiltshire Community Campus Programme
Malmesbury Neighbourhood Plan, October 2014
A Masterplan for Trowbridge, Draft, October 2013
Malmesbury Conservation Area Management Plan (2010)
Milford Hill Conservation Area Management Plan (2010)
Chippenham
Milford Hill Conservation Area Management Plan (2010)
Chippenham Transport Strategy (2013)
Chippenham Conservation Area Management Plan (2010)
Chippenham Community Campus - Update for Chippenham Area Board
Chippenham Masterplan ⁴

3.3 Results

- 3.3.1 Social, environmental and economic objectives and sustainability issues of relevance to the SA and the preparation of the CSA Plan have been used to formulate a general, first set of sustainability 'themes' of relevance for Chippenham. These are listed below. Appendix B shows the relationship between the final SA objectives and the identified sustainability 'themes', the implications arising for the CSA Plan and the link between these objectives and the SEA topic areas.

⁴ (<http://www.thechippenhamvision.co.uk/documents.aspx>)

Sustainability 'Themes'

- Protection and enhancement of biodiversity, including wildlife networks and wider green infrastructure
- Ensure prudent use of land and other resources
- Reduce carbon dioxide emissions
- Reduce pollution of watercourses and groundwater.
- Manage flood risk.
- Improve air quality, particularly in areas of exceedance for nitrogen dioxide (NO₂) and fine particulates (PM₁₀).
- Reduce Noise and Light Pollution
- Mitigate and adapt to climate change
- Protect and enhance cultural heritage assets
- Promote the self containment and identity of Chippenham
- Protection of AONBs and Green Belt and reinforcement of landscape character
- Securing flexibility and choice in the provision of high quality housing
- Appreciating the interaction between housing, key services and facilities, employment opportunities and green space
- Increasing sustainable transport choices and improving the operation of transport networks
- Promote the vitality and viability of the town centres across Wiltshire
- Ensure that development is supported by the necessary infrastructure

4. Baseline characteristics

4.1 Methodology

4.1.1 The SEA Directive says that the Environmental Report should provide information on:

'relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan' and the "environmental characteristics of the areas likely to be significantly affected' (Annex I (b) (c))

'any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC' (Annex I (c))

4.1.2 In addition to the requirements of the SEA Directive, the statutory SA process requires the collection of additional information on social and economic characteristics of the plan area.

4.1.3 Baseline information provides the basis for predicting and monitoring effects and helps identify sustainability problems and alternative ways of dealing with them. Sufficient information about the current and likely future state of the plan area is required to allow the plan's effects to be adequately predicted.

4.1.4 The ODPM's (now the Department for Communities and Local Government - DCLG) guidance emphasises that the collection of baseline data and the development of the SA framework should inform each other. The review and analysis of relevant plans and programmes will also influence data collection. The collection of baseline data is an iterative process and should not be viewed as a one-off exercise conducted at Stage A only. The data collected and list of relevant plans and programmes has been reviewed to ensure the most up-to-date baseline information is reflected within this SA report. In deciding what and how much baseline data to collect, the key determining factor is the level of detail required to appraise the plan proposal against the SA objectives.

4.1.5 An initial set of baseline data has been extracted from a wide range of available publications and datasets. Sources have included, among others, national government and government agency websites, census data and information provided by Wiltshire Council. No primary research has been conducted. Baseline information and data have been summarised in this section and are presented in detail in the SA Scoping Report 2014. The aim is to give an overview of the characteristics of the plan area.

4.1.6 It should be noted that more detailed baseline information was collated for the development locations proposed by the plan and reported together with the assessments.

4.2 Characteristics of Chippenham

4.2.1 The market town of Chippenham is identified in the Core Strategy as a Principal Settlement. It is located within a rural setting and acts as an important service centre for a number of villages within the community area and the surrounding towns and villages within north Wiltshire. The area is an attractive place to live and has several excellent schools. Although there is a relatively strong retail offer within the town, people from the catchment area often choose to shop in other larger settlements, including Bath and Swindon. The railway in Chippenham cuts through the town centre, severing employment land and development opportunities from the main retail and services offer.

4.2.2 Chippenham is situated along the A350 Corridor, a key economic artery in Wiltshire also connecting the towns of Corsham, Melksham, Trowbridge, Westbury and Warminster.

- 4.2.3 Chippenham is one of the largest towns in Wiltshire and has excellent transport links, being in proximity to the M4 and located on the main Bristol to London railway line. This has supported significant levels of out-commuting. However the town is an attractive location for employers. As there is currently a shortfall of suitable land for employment growth in the town, a priority is to ensure appropriate economic development takes place to encourage inward investment, allow for the expansion of existing business and prevent employers moving elsewhere. A failure to respond to this issue could lead to a loss of local employment at a time when some job losses are anticipated due to the current economic climate.
- 4.2.4 The Swindon and Wiltshire Local Enterprise Partnership (LEP) prioritises the investment in improvements to the A350 Corridor to support growth in and around Chippenham. Investment in highways infrastructure is intended to contribute to: accelerating the regeneration of the town, accelerating the delivery of new homes and jobs in urban expansions at Chippenham and addressing capacity constraints, congestion and journey time reliability. In addition to transport investment, the LEP's Growth Deal for Chippenham is focused on: accelerating the development of a new Station Hub and unlocking the growth of Langley Park for the delivery of a mixed use site solution to support the retention of significant business uses on part of the site.

4.3 Baseline analysis

- 4.3.1 The baseline data provides an overview of the environmental, social and economic characteristics of the Chippenham Site Allocations Plan area and how these compare to comparative data at different scales. This overview is presented in the SA Scoping Report 2014 (Appendix B) and has been utilised to arrive at the sustainability issues set in Table 5.1. Data have been collated and analysed for the following topics:

Environment

- Internationally designated sites including SPAs, SACs and Ramsar sites
- Sites of Special Scientific Interest (SSSIs)
- National Nature Reserves
- Ancient Woodland
- Sites of Nature Conservation Importance (SNCIs), incorporating Regionally Important Geological and geomorphological Sites (RIGS) and County Wildlife Sites
- UK BAP habitats
- Local Nature Reserves (LNRs)
- Protected Road Verges
- Local Geological Sites (LGSs)
- Non Statutory Nature Reserves (locally designated)
- Disturbance
- AQMAs
- Pollution: air, noise, lighting
- Land contamination
- Per capita carbon emissions
- Renewable energy installation
- Fuel poverty
- Ecological footprint
- Landscape character areas

- Designated landscapes: AONBs, Green Belts, Special Landscape Areas (SLAs), New Forest National Park
- Tranquillity
- Soil pollutants
- Agricultural land classification
- Waste/ Municipal Waste
- River quality
- Water supply
- Water management
- Flood risk
- Groundwater protection
- Archaeological sites
- Scheduled monuments
- Heritage at Risk Register
- World Heritage Sites
- Listed buildings and conservation areas

Social

- Population: total and age structure
- Population projections
- Population: ethnicity and religion
- Household size and composition
- Household type and tenure
- Housing completions
- Homelessness
- Affordable housing
- Early years education and childcare
- Education: Future Capacity of Schools
- Employment
- Qualifications
- Workplace skills
- Obesity and health
- Mortality
- Road safety
- Crime
- Sport and recreation
- Access to green space
- Health inequalities

Economic

- Employment sectors
- Occupations by type
- Availability of the car
- Travel to work by mode
- Economic activity
- Job Seekers Allowance (JSA) Claimants
- Commercial property availability
- Weekly earnings
- Commuting patterns
- Resident-based economy
- Business dynamism

4.4 Data limitations

4.4.1 The purpose and use of indicators is to provide quantified, objective information in order to show how things change over time. However, they do not explain why particular trends are occurring and the secondary, or knock-on, effects of any changes.

4.4.2 There are several gaps in the data collected as a result of not all the relevant information being available at the local level for recent time periods but it is believed that the data sets available provide a comprehensive overview of the sustainability situation in Wiltshire. Data gaps include:

- Up-to-date data relating to rural Wiltshire; and
- It is difficult to compare Census 2011 with Census 2001 data as the latter provided information on Wiltshire's former districts and this is no longer being recorded or updated.

5. Identifying key sustainability issues

5.1 Introduction

5.1.1 The requirement to identify sustainability problems and issues arises from the SEA Directive, where the Environmental Report required under the Directive should include:

“Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC” (Annex I(d))

5.1.2 The identification of sustainability issues of particular significance to the site allocations for development in Chippenham provides a means of defining key issues for the Plan and to influence the respective Plan objectives and options. The analysis of baseline data informs the key sustainability issues and the development of the SA framework, in particular in identifying and selecting indicators and targets.

5.1.3 This section describes the current situation and highlights the key issues faced within Wiltshire. It does not attempt to cover all of the issues, but identifies those that are considered to be a priority in terms of the sustainability of development proposals at Chippenham in terms of their form and extent.

5.2 Methodology

5.2.1 The key sustainability issues have been derived by analysing the baseline data and contextual information from PPPs; and assessing what the likely significant issues will be over the longer term i.e. 10 years +.

5.2.2 It should be noted that some of the sustainability issues identified are not necessarily under the Chippenham Site Allocations Plan's direct field of influence, for example an ageing population . However, it is considered important to reflect these where there may be indirect causality that can potentially be shaped by planning policies through the Plan.

5.3 Results

5.3.1 Table 5.1 presents the results of the analysis of key sustainability issues for Chippenham and more widely in Wiltshire by means of context. A column has been included to show which objectives of the SA Framework most closely align to the issues identified. The numbers in brackets refer to the objectives within the Wiltshire Core Strategy DPD SA, in the interest of completeness.

5.3.2 Baseline data is provided in the SA Scoping Report 2014 (Appendix B).

Table 5.1: Key Sustainability Issues and Opportunities

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
BIODIVERSITY			
Wiltshire			

⁵ Numbers in brackets refer to the SA Objectives for the Wiltshire Core Strategy DPD, to enable cross-reference

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<ul style="list-style-type: none"> • There is the potential for development pressures resulting in increased recreational disturbance at Salisbury Plain and New Forest SPAs. Recreational disturbance can be avoided through the adoption of management measures, with Suitable Alternative Natural Green Space only to be provided in exceptional circumstances, as well as through the adoption of a Green Infrastructure Strategy. (Source: Wiltshire Core Strategy Habitats Regulations Assessment 2013) • Cotswold Beechwoods SAC - Potential impacts associated with air quality as a result of transport related emissions are an issue at the SAC. (Source: Wiltshire Core Strategy Habitats Regulations Assessment 2013) • Bath and Bradford-on-Avon Bats Special Area of Conservation (SAC) - There is the potential for new development to impact on the integrity of the SAC. (Source: Wiltshire Core Strategy Habitats Regulations Assessment 2013) • The Ashton Park Urban Extension at Trowbridge lies in close proximity to habitat known to support Bechstein’s bats at Biss / Green Lane Woods and could potentially result in significant effects on the protected species. (Source: Wiltshire Core Strategy Habitats Regulations Assessment 2013) • Water abstraction and pollution - Increased abstraction required to supply the additional proposed housing in the Core Strategy may impact upon the River Avon SAC and Kennet and Lambourne Floodplain SAC. This will also result in an increased requirement for wastewater discharge, which could have a significant effect upon the River Avon SAC through increased phosphate levels. (Source: Wiltshire Core Strategy Habitats Regulations Assessment - Update to the Wiltshire Core Strategy Habitats Regulations Assessment, 	<p>Designated sites of international and national nature conservation importance to be protected and enhanced</p> <p>Improved connectivity between sites of biodiversity value</p> <p>Particular consideration given to the interaction of water usage and biodiversity value</p> <p>Need for HRA findings to be taken into consideration in site selection</p> <p>Development in the Corsham and Bradford-on-Avon Community Areas to be planned and delivered in accordance with Wiltshire Council guidance to maintain the integrity of the SAC</p> <p>Consideration given to the presence of Bechstein bats within close proximity to the Ashton Park Urban Extension site at Trowbridge</p> <p>County Wildlife Sites (CWS) to be protected from the adverse effects, direct and indirect, of development</p> <p>Requirement that disturbance impacts of development proposals form part of the environmental assessments prepared to inform development proposals</p> <p>Local Geological Sites (LGSs) to be secured and protected from future</p>	<p>Biodiversity; Flora and Fauna</p>	<p>1 (1)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>February 2014)</p> <ul style="list-style-type: none"> Habitat Loss and modification as a result of new development Increased housing at Bradford on Avon, Corsham and Westbury could result in habitat loss or modification which would impact upon the Bath and Bradford Bats SAC. However this would be addressed through the Wiltshire Council's guidance document and it is considered that new development in the area would not affect the integrity of the SAC, provided this guidance is adhered to. Increased housing at Trowbridge could have LSE upon the Bechstein's populations at Biss / Green Lane Woods. Wiltshire Core Strategy Habitats Regulations Assessment - Update to the Wiltshire Core Strategy Habitats Regulations Assessment, February 2014) Slight decline has been witnessed in the condition of the SSSI network between 2011 and 2014. Decline in BAP species numbers has also been noted for the same time period. (Source: Natural England SSSI Condition Summary) Across Wiltshire there are opportunities to restore major areas of broadleaved woodland, neutral grassland, limestone grassland, chalk downland, river networks and wetland habitats linking to features shown on the South West Nature Map. Some strategic development which is planned during the plan period will fall within Strategic Nature Areas (SNA) including the east of Trowbridge extension and the proposed area of growth at Warminster, while extension of other towns including Malmesbury, Tidworth, Ludgershall, Marlborough and Cricklade could potentially fall within SNAs. Development in SNAs has the potential to cause further fragmentation and sterilise areas of land from restoration back to the target habitat type, equally however, major development offers the potential to create, restore and enhance target habitat 	<p>development</p> <p>Regard to be had to BAP habitats/ species so that these can be protected from inappropriate development and measures to reverse decline can be introduced</p> <p>Requirement to demonstrate appropriate consideration of disturbance impacts within cumulative assessment work, including at the SA level</p>		

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>types through informed and sensitive masterplanning and developer contributions.</p> <ul style="list-style-type: none"> • There are approximately 1,550 County Wildlife Sites (CWSs) in Wiltshire covering approximately 21,000ha of semi-natural habitats. The CWS network does not receive any statutory protection and is vulnerable as a result. • Local Geological Sites (LGSs) are currently the most important places for geology and geomorphology outside of geological SSSIs, and there are currently 58 LGSs in Wiltshire. Whilst policy to date has afforded a level of protection to LGSs, there is an opportunity for future policies to enhance or secure Wiltshire’s known geodiversity for the future. • Development has the potential to result in long and short term disturbance of the natural environment resulting in a range of effects on species and habitats (both direct and indirect), which, particularly when taken in combination can be significant but have historically been overlooked in environmental assessments. 			
Chippenham			
<p>Development will, where possible, enhance the ecological value of the Birds Marsh Wood County Wildlife Site and Birds Marsh Meadow County Wildlife Site</p>	<p>Development should seek to, where appropriate, enhance the ecological value of the Birds Marsh Wood County Wildlife Site and Birds Marsh Meadow County Wildlife Site</p>		<p>1 (1)</p>
LAND AND SOIL RESOURCES			
Wiltshire			

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<ul style="list-style-type: none"> Due to the county’s predominantly rural nature, there is low availability of brownfield land in Wiltshire meaning that many allocations are likely to fall on greenfield sites. Nevertheless, the economic and other benefits of the best and most versatile agricultural land should be recognised and priority for development should be given to poorer quality land. Future development needs provide the opportunity to remediate and redevelop Wiltshire’s remaining brownfield sites, particularly in town centres. A key objective of Wiltshire Council is to reduce the amount of waste sent to landfill and maximising recycling rates by increasing recycling services and establishing alternatives to disposing of waste in landfills. The amount of waste increases with an increasing population. New waste infrastructure is required to meet the demands resulting from future population growth. The following key issues have been identified in the Waste Core Strategy 2006-2026: Key Issue 1: Substantial population growth in Wiltshire and Swindon and the need for additional waste management capacity Key Issue 2: Identifying future site locations, rationalising the framework of waste management sites and the environmental importance of Wiltshire and Swindon Key Issue 3: The approach to waste management in Wiltshire and Swindon Proposals for mineral and waste development may have a negative impact on local landscape character, biodiversity, geological 	<p>Preference for the use of brownfield land over greenfield land to deliver effective use of land, remediation of contaminated soils and protect greenfield land</p> <p>Development should be directed away from the best and most versatile (BMV) agricultural land</p> <p>Site allocations need to reflect the Waste Core Strategy with regards to the potential for waste to be processed locally</p> <p>Site allocations will need to have regard to the Waste Site Allocations DPD</p> <p>Site Allocations will need to have regard to Mineral Safeguarding Areas</p>	<p>Material Assets</p>	<p>2, 4 (2), (6)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>interests and heritage assets.</p> <ul style="list-style-type: none"> Proposals for waste development may have a detrimental impact on tourism and recreational facilities, as well as on canals and railway routes. 			
WATER RESOURCES AND FLOOD RISK			
Wiltshire			
<ul style="list-style-type: none"> The impact of climate change on the water cycle will inevitably reinforce existing patterns of water scarcity and abundance. The South West is set for wetter winters and drier summers, which will have significant implications for local water infrastructure. Several key locations within the administrative area of Wiltshire Council have been identified as the focus of a Strategic Water Management Plan – Chippenham, Trowbridge and Salisbury. Trowbridge - Historically, the majority of reported flooding issues within Trowbridge have been linked with fluvial flooding from the River Biss. Surface water flooding incidents have been limited, with no significant issues identified. Salisbury - Historically, the majority of reported flooding issues within Salisbury and the surrounding area have been linked with fluvial flooding from the River Avon (Hampshire), River Nadder and River Bourne. However, due to the nature of the underlying bedrock, base flows within these rivers are inherently linked with groundwater levels. During wet periods, surface water infiltration into the underlying aquifer causes groundwater levels to rise causing increases in base flow within river channels. These cause longer duration flood events that are a combination of groundwater and 	<p>Development to be directed away from areas at risk of flooding or where it would increase the risk of flooding</p> <p>Developer contributions for new development to be sought towards upgrading the waste water infrastructure</p> <p>Direct development where it will not increase pressure on the local sewerage network</p> <p>Groundwater resources should be protected from potential pollution resulting from new development</p> <p>Consideration to be given to the opportunity for site allocations to incorporate SuDS and promote water conservation/grey-water recycling</p>	<p>Water, Human Health</p>	<p>3, 5 (4), (7)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>fluvial flows.</p> <ul style="list-style-type: none"> • Potential developments in the Pewsham Way and Hardens Farm area are located in greenfield areas. These are not served by the public sewer system and flow paths associated with ordinary watercourses (ditches, mainly) are likely to convey water to the River Avon. • The impacts of climate change are likely to significantly affect waste water treatment infrastructure. More intense rainfall is likely to put further pressure on the sewerage network, which could lead to sewer flooding and spills from combined sewer overflows. More prolonged periods of dry weather could mean that treated effluent from sewage treatment works returned to rivers constitutes a higher proportion of the flow in these rivers and streams, whilst hotter weather could lead to an increase in complaints from residents concerning odour from sewage works. • The River Avon SAC and ground water sources are particularly vulnerable to the effects of diffuse and point source pollution, in particular to elevated phosphate levels from additional sewage discharges in the catchment. This can be addressed through the introduction of a Nutrient Management Plan to reduce phosphate levels. • Nitrogen enrichment of surface waters and groundwater is already regarded as problem in a number of areas. Wiltshire's chalk streams are internationally important for biodiversity, but currently suffer from a number of interacting factors that are having negative impacts. • Groundwater resources need to be protected and managed to ensure sustainable future supplies. There are two key risks to groundwater: pollution / contamination; and over use of 			

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
groundwater.			
Chippenham			
<ul style="list-style-type: none"> • More detailed Flood Risk Assessment is needed to provide a robust understanding of flood risk and inform decisions about the town's growth and appropriate selection of sites for development. Such work should consider all aspects of flood risk and, where practicable, the scope of the assessment should be agreed with the Council and the Environment Agency • Chippenham: Historically, the majority of reported flooding issues within Chippenham have been linked with fluvial flooding from the River Avon. Surface water flooding combined with sewer exceedance has occurred within the High Street causing localised flooding of surrounding commercial properties. 	<p>Site allocations should be within zone 1 flood risk areas. Flood Risk Assessments, where development is proposed nearby, may be needed to define precise boundaries to zone 1 and establish the scale and extent of development that can be accommodated</p>	Water, Human Health	3, 5 (4), (7)
AIR QUALITY AND ENVIRONMENTAL POLLUTION			
Wiltshire			
<ul style="list-style-type: none"> • Wiltshire Council has declared a number of AQMAs due to exceedances in nitrogen dioxide. • Future development has the potential to result in air quality impacts on biodiversity, and in particular on Natura 2000 sites. Potential impacts associated with air quality are an issue at the Cotswold Beechwoods SAC site which falls under the management plan for the Cotswolds AONB. 	<p>Proposals for new development must ensure that appropriate measures are put into place to avoid air quality impacts on local biodiversity and in particular on Natura 2000 sites</p> <p>New development should contribute to improved air quality through reducing the need to travel by private car and increasing on site vegetation in order to provide carbon sinks</p>	Human Health, Biodiversity	1, 4, 5 (6), (7)

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
CLIMATIC FACTORS			
Wiltshire			
<ul style="list-style-type: none"> Increases in human greenhouse gas emissions are predicted to lead to rises in global temperature. Global warming is shown to have already affected world weather patterns with further predicted rises in global sea levels, a loss of sea ice and snow cover, a greater intensity of hot extremes, and heavy precipitation and a greater intensity of other events such as typhoons and hurricanes. There are four areas of opportunity where planning policy can contribute to resilience to climate change: <ul style="list-style-type: none"> - Managing high temperatures - Managing flood risk - Managing water resource and water quality - Managing ground conditions. Wiltshire's ecological footprint is significantly greater than the average global ecological footprint. Efforts directed at climate change adaptation and mitigation at the local level such as reducing the use of non-renewable energy and reducing vehicle journeys, will contribute to reducing the county's ecological footprint. In Wiltshire, there is a local need to reduce carbon emissions and deliver an increased level of renewable energy. Wiltshire's per capita carbon emissions are greater than for either the South West or for the UK though the period 2005 to 2011 has seen a steady reduction of carbon emissions (approx 23%). An opportunity has been identified in Trowbridge for the delivery of a district energy/ heat network. 	<p>New development should meet high energy efficiency standards and be designed so as to be resilient to the impacts of climate change</p> <p>Regard must be had to location of the development including aspect/ orientation, use of materials, accessibility to local services etc</p> <p>Site allocations should give consideration to the opportunities for larger developments to be served by strategic energy solutions (e.g. CHP and on-site renewables)</p> <p>Improved housing stock to reduce the number of 'non decent homes</p>	<p>Human Health, Climatic Factors, Population, Material Assets</p>	<p>1, 3, 4, 5</p> <p>(1), (4),(6) (7)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<ul style="list-style-type: none"> Generally the housing stock in Wiltshire is better than the national average. The number of 'non decent' homes is greatest in rural areas and pockets of fuel poverty have been identified throughout Wiltshire. The percentage of households in fuel poverty is greatest in South West Wiltshire followed by the Pewsey Community Area. 			
CULTURAL HERITAGE			
Wiltshire			
<ul style="list-style-type: none"> Wiltshire has a rich and historic landscape which forms an important part of its rich natural heritage. Wiltshire has nearly 20,000 archaeological sites ranging from the prehistoric through to Roman and medieval times and the civil war battlefield at Roundway Down. There are also approximately 12,000 listed buildings, 37 historic parks and gardens, three Areas of Outstanding Natural Beauty (AONBs) and more than 200 conservation areas. There is a need to retain/ preserve and where possible enhance designated and non designated heritage assets. Wiltshire's rural settlements and villages include many historic farm buildings. However there have been an alarming number of losses of these buildings in recent years and surviving examples of threshing barns, granaries, malt houses, dovecotes and stables are becoming increasingly rare. The presence of busy main roads in the vicinity of the Stonehenge World Heritage Site impacts adversely on its integrity. However in June 2013 the section of road traversing the World Heritage Site was closed to public vehicular access in order to reduce the impacts of roads and traffic on visitor facilities. A significant proportion of Wiltshire's scheduled monuments are 'at 	<p>New development should seek to protect and enhance the setting of local designated and non designated heritage assets</p> <p>New development should seek to retain the historic fabric and heritage of Wiltshire, including through the footprint of sites and the creation of boundaries to built development</p> <p>Policies should seek to ensure that development densities are appropriate to the local context, to avoid erosion of the character of settlements</p> <p>Where appropriate, new development should contribute to 'saving' the heritage sites in Wiltshire most at risk</p> <p>New development should have regard to the relevant Conservation Area Management Plan</p>	<p>Cultural Heritage, Landscape</p>	<p>5, 6, 7 (7),(8), (9)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>high risk'. In 2013, there were 257 entries for Wiltshire in English Heritage's 'At Risk Register', which is an improvement on 2011 figures (266 entries in the Heritage at Risk Register 2011) but there is the opportunity to do more to address heritage at risk.</p> <ul style="list-style-type: none"> • Opportunities exist to promote the wider contribution of the historic environment to sustainable development. • The effects of climate change are likely to present some particular threats to the historic environment of Wiltshire, including: <ul style="list-style-type: none"> - an increased incidence of wetting and drying that heighten the risk of ground subsidence and accelerated decay of stonework - more frequent intensive rainfall events that can cause increased erosion of archaeological sites - possible increase in the frequency of extreme weather that could pose an increased risk of damage to historic buildings and cultural sites. 			
Chippenham			
<p>Opportunity through the Chippenham Masterplan to promote the regeneration and revitalisation of Chippenham's built and natural heritage</p>	<p>All development and public realm improvements must respect the historic character of the town centre in accordance with the Chippenham Conservation Area Management Plan (2010)</p>	<p>Cultural Heritage, Landscape</p>	<p>6, 7 (8), (9)</p>
LANDSCAPES			
Wiltshire			
<ul style="list-style-type: none"> • A key challenge for Wiltshire will involve reconciling the need for sustainable development whilst meeting the social and economic 	<p>Areas protected for their landscape value should be preserved and wherever possible</p>	<p>Landscape, Biodiversity</p>	<p>1, 7</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>needs of the countryside and preserving the intrinsic qualities of the landscape.</p> <ul style="list-style-type: none"> • The need to meet house-building targets may result in pressures on the landscape surrounding the urban areas of Salisbury, Trowbridge and Chippenham, but also in other areas. • There are 3 AONBs in Wiltshire: Management plans have been prepared for the three AONBs and will need to be considered in proposals for future development. • Key potential pressures on AONBs could include: pollution (noise/air/light); expansion of urban areas; development pressures; equine related activities; erosion of the character and sense of place through unsympathetic design; habitat decline; impact of re-using brownfield land (MoD sites) in the countryside • With regards to Wiltshire Council’s Landscape Character Assessment (LCA) and Special Landscape Areas (SLA) there may be an opportunity to identify those truly unique areas of Wiltshire and protect them for the future, while also avoiding unnecessarily rigid local designations which restrict opportunities for sustainable development. • Through new development there are opportunities as well as a need to promote sustainable design in Wiltshire that respects and complements the character of the local landscape. • There are opportunities through emerging policies to promote the delivery of Green Infrastructure projects in line with the emerging Wiltshire Council GI Strategy. • ‘Tranquillity’ should be recognised as a key positive aspect of the countryside that should be protected • Part of the Western Wiltshire Green Belt falls in Wiltshire including 	<p>enhanced</p> <p>Site allocations should take topography and key view corridors into consideration, in order to respond appropriately to established landscape character</p> <p>Preserving and enhancing local landscape character will need to be a key consideration in development proposals, particularly through encouraging high quality design solutions to ensure that the proposals respect and complement the local landscape</p> <p>Management plans have been prepared for the three AONBs and will need to be considered in proposals for future development</p> <p>Enhancement of the local Green Infrastructure network should be promoted through new development, ensuring that site allocations include sufficient space for wildlife networks and planting to connect within and beyond development sites</p> <p>Opportunities to introduce water into development sites should be considered in the context of local landscape character, for example, through the use of SuDS</p> <p>Policies should respect established Green Belt boundaries and seek to preserve openness where it is important in defining</p>		<p>(1), (9)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>land surrounding Bradford on Avon, Trowbridge and west of Corsham. The particular objectives of the Western Wiltshire Green Belt are to maintain the open character of undeveloped land adjacent to Bath, Trowbridge and Bradford on Avon, to limit the spread of development along the A4 between Batheaston and Corsham and to protect the historic character and setting of Bradford upon Avon.</p>	<p>landscape character</p>		
Chippenham			
<ul style="list-style-type: none"> The River Avon is an important asset for the town and the local environment, and could be better integrated with the town centre and urban extension as part of a green infrastructure strategy, as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists Opportunity through the Chippenham Masterplan to promote the role of green infrastructure and encourage legibility and connectivity across the town 	<p>Proposals for the town should set out how to better integrate the River Avon with the town centre and urban extension, so that it also acts as a green corridor for wildlife, a recreational space and a sustainable transport route</p> <p>Maximising the opportunity to promote the role of green infrastructure and to encourage legibility and connectivity across the town</p>	<p>Biodiversity, Landscape</p>	<p>1, 7 (1), (9)</p>
POPULATION AND HOUSING			
Wiltshire			
<ul style="list-style-type: none"> Ageing population: By 2026 the composition of Wiltshire's older age groups will have changed dramatically. There will be a higher proportion of the older age groups, including the over 85s, and double the number of older disabled people. It is therefore important that new homes are suitable to meet the needs of households in the future including an ageing population. 	<p>Priority should be given to improving the quality, type and tenure of housing and ensuring that high quality housing is affordable to all sections of the community</p> <p>The emerging Core Strategy seeks 40% affordable housing contribution in Category 1 and 2 settlements (including</p>	<p>Population</p>	<p>8, 9 (10), (12)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<ul style="list-style-type: none"> Gypsy and Traveller accommodation: there are current, unresolved issues in Wiltshire surrounding unauthorised encampments and the lack of alternative sites which need to be addressed Affordability: In Wiltshire there is a key issue of affordability, particularly in rural areas meaning that many people cannot afford to live where they grew up or where they work. This results in households settling for inadequate conditions, living in houses that are too small or in poor conditions. Rural areas also show the strongest polarity of incomes being home to both relatively low income households and high income ones typically involving long distance commuters. This is combined with a larger older population. Rural households register much greater difficulty in accessing services, a common pattern throughout the country. The lack of good housing stock has a knock-on impact on the economy. Wiltshire needs to right kind of homes to retain young people as well as to accommodating an ageing population. In Wiltshire there are extensive areas of land in Ministry of Defence (MoD) ownership, some of which is likely to become redundant in the plan period and which presents opportunities for redevelopment. Efficient use of land in Wiltshire is very important, particularly given the rural nature of the county with low levels of previously developed land. It is essential that design solutions are encouraged which will achieve higher density levels wherever possible. The identified housing requirement in Wiltshire over the plan period 2006-2026 is 42,000 dwellings distributed as follows: East Wiltshire Housing Market Area (HMA): 5,940 dwellings North and West Wiltshire HMA: 24,740 dwellings 	<p>Chippenham), and 30% for development in Category 3 and 4 settlements (on sites of five or more units). The DPD will need to reflect this approach through site allocations</p> <p>Sufficient land should be allocated for housing in accessible locations, taking into account the need to reduce car based travel</p> <p>Priority should be given to the redevelopment of previously developed land for new development, including opportunities presented by MoD land that may become available for change of use.</p> <p>Development proposals for housing will have to have regard to the settlement hierarchy in the Wiltshire Core Strategy DPD, which indicates where development should be directed in the county</p> <p>The design of new housing will need to allow for a certain level of flexibility to meet the changing needs of the local population</p> <p>Emerging Neighbourhood Plans should be considered when planning new development in Wiltshire towns and villages</p>		

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>South Wiltshire HMA: 10,420 dwellings West of Swindon: 900 dwellings</p> <ul style="list-style-type: none"> • There is the opportunity through new development to significantly increase the affordable housing stock. • Neighbourhood Plans: A number of Neighbourhood Plans are currently under preparation, providing a local interpretation of key issues that should be taken into consideration. 			
Chippenham			
<ul style="list-style-type: none"> • Housing development in Chippenham should be phased for delivery throughout the plan period. Employment land should be made to come forward as a priority in the development of strategic areas. Opportunity to identify mixed use land opportunities necessary to deliver substantial growth in Chippenham. In this context there are a number of strategic areas where large mixed use sites could be located, particularly to the north, east and south. 	<p>Strategically important mixed-use sites for the town's expansion to be identified through policy</p> <p>Priority should be given to the redevelopment of previously developed sites whilst recognising that there are limited brownfield land opportunities in Chippenham</p>	<p>Population</p>	<p>8, 9</p> <p>(10), (12)</p>
HEALTHY COMMUNITIES			
Wiltshire			
<ul style="list-style-type: none"> • The proportion of people reporting limiting long-term illness in Wiltshire is amongst the lowest in England. • Sport and recreation: Wiltshire contains some of the most deprived wards in the south west, which has a consequential impact upon the number of people taking part in physical activity. • Obesity: The number of overweight and obese people has tripled over the last two decades and this number is still rising. Obesity 	<p>Location of development where it encourages walking and cycling over the use of the car or even of public transport</p> <p>Location of services within walking distances to residential development</p> <p>Provision of easily accessible and safe public open space, suitable to meet a range</p>	<p>Human Health, Population, Climatic Factors</p>	<p>2, 5, 7, 8, 9, 10</p> <p>(2), (7), (9), (10), (12), (15)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>amongst children in Wiltshire is relatively low and compares well with both the national figures and comparator authorities. However, there are hotspots where obesity levels are high.</p> <ul style="list-style-type: none"> • Health inequalities: Although Wiltshire is generally not a deprived area; the county has pockets of deprivation including three local areas that lie amongst the 20% most deprived in England. • Ageing population: The changing age structure of the Wiltshire population will have a significant impact on the health and social care needs of the population. • Encouraging access to good quality green infrastructure is key to support healthy communities. However there are isolated pockets of greenspace in Wiltshire which are of varying standards. • Crime and safety: Salisbury, Chippenham and Trowbridge absorb an intensive amount of resources from police and other agencies but still produce higher levels of crime and disorder than any other area. The level of crime in Wiltshire overall is not particularly high but the fear of crime is more substantial. • Fuel poverty: There are pockets of fuel poverty throughout Wiltshire. The percentage of households in fuel poverty is greatest in South West Wiltshire, followed by the Pewsey Community Area. • Unavoidable climate change will occur over the next few decades regardless of any mitigation measures that may be pursued. For example, temperatures are expected to rise between 1.1 and 6.4 0C. This will result in an increase in hot weather extremes and deaths associated with high temperatures. Climate change will also result in warmer winters which may on the other hand reduce the amount of illnesses over the winter months. 	<p>of needs</p> <p>Promote development to mitigate against the effects of urban heat islands</p> <p>Easy access to health facilities and provision of health facilities as part of larger developments where existing facilities would not be able to cope with additional demand generated by the new development</p>		

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
Chippenham			
<ul style="list-style-type: none"> A number of improvements are needed to infrastructure provision in Chippenham and these include the need for new GP, Fire, Police and Ambulance facilities. The Chippenham Central Opportunity Area has the potential for new hotel and community uses 	<p>Community Infrastructure Levy payments or mixed-use development proposals to help meet the need for new infrastructure provision, including a new GP, Fire, Police and Ambulance Facilities, including the exploration of shared facilities</p> <p>Incorporate the proposals of the Chippenham Masterplan to identify new locations for a new hotel and other community uses</p>	Human Health, Population, Climatic Factors	2, 5, 7, 8, 9, 10 (2), (7), (9), (10), (12), (15)
INCLUSIVE COMMUNITIES			
Wiltshire			
<ul style="list-style-type: none"> Poverty and deprivation: Wiltshire is not a deprived county however there are three small areas - two in Trowbridge and one in Salisbury - which are in the top 20% of deprived areas nationally; they are home to slightly more than 5,000 people. There are also scattered areas of poverty in rural Wiltshire. The most prevalent form of deprivation in Wiltshire relates to barriers to housing and services. There are a number of challenges faced by rural areas in Wiltshire. These include lack of affordable housing, an ageing population, rural isolation, and lesser accessibility as well as a decline in basic facilities. Wiltshire, along with Dorset and Bath and North East Somerset, has the biggest gap in the South West between the affordability of houses for resident and workplace employees. The high local house 	<p>New development should be designed so as to enhance a sense of community through the provision of public/ community spaces and facilities. The design of developments should also increase opportunities for passive surveillance to increase a sense of security and well-being</p> <p>Provision of appropriate levels of good quality affordable housing to meet local need</p> <p>Locate development within easy access of local services so that these can be accessed on foot, by bike or using public transport</p>	Population; Human Health; Climatic Factors	7, 8, 9, 10 (9), (10), (12), (15)

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>prices do not reflect the local employment offer which is characterised by lower skilled, manufacturing jobs.</p> <ul style="list-style-type: none"> • Accessibility: As a sparsely populated, rural county, access to services is a major issue especially for those living in the rural areas that do not have access to a car. • Community Campuses: Wiltshire Council is working with local communities to develop proposals for innovative community campuses across the county. What a campus will look like, what services will be provided, or where it will go, will be community led and subject to extensive consultation with local people and partners. 	<p>Development proposals that include community facilities should have regard to the Community Campuses proposals being developed across Wiltshire</p>		
EDUCATION AND SKILLS			
Wiltshire			
<ul style="list-style-type: none"> • Wiltshire has a higher than average proportion of young people not in Employment, Education or Training (NEET). Data suggests that many jobs taken by 16-18 year olds are often temporary; either genuinely short contract or seasonal jobs or the young people move between jobs until they settle. • With regards to workplace skills, Wiltshire has been dominated by low value, low skilled manufacturing and service sectors, resulting in the county becoming an attractive place for the higher skilled and higher paid in which to live, but not to work. • The skills base of Wiltshire is relatively polarised with a high proportion of residents with high skills levels, but equally a significant proportion with poor basic skills and, as a result of the recession, increasing unemployment levels 	<p>Ensuring that suitable land is set aside to attract a broader base of employers to the area</p> <p>Ensuring an appropriate level of high quality educational facilities in accessible locations to meet the needs of the community</p> <p>Policies should seek to match housing allocations to employment opportunities within the county, to assist in reducing trends of out-migration for work</p>	<p>Population; Human Health</p>	<p>8, 9,10, 11, 12 (10), (12), (15), (16), (17)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
Chippenham			
<ul style="list-style-type: none"> The existing Hardenhuish and Sheldon secondary schools are oversubscribed and further work is needed to assess either the need for a new secondary school in the town or the opportunity for expansion of Abbeyfield secondary school. Abbeyfield School is a business and enterprise school with close links with the local Chambers of Commerce. A small business enterprise zone, linked to the school, should be developed as a centre of excellence to facilitate dynamic and reciprocal links with local businesses to ensure direct pathways from education through to training through to employment. This will help to encourage young people to stay within Wiltshire. 	<p>Opportunities for additional secondary school provision in the town should be explored. Secondary school provision should be integral to any proposed mixed use development in Chippenham</p> <p>The possible expansion of Abbeyfield secondary school should be considered as an option to meet the local and future need for secondary school places. This may include the development of a small enterprise zone linked to the School</p>	Population, Human Health	9,10, 11, 12 (12), (15), (16), (17)
TRANSPORT			
Wiltshire			
<ul style="list-style-type: none"> There is a need to ensure that employment, education, health, shops, and other essential facilities are accessible to all, and not just those with access to a private car. Some sections of Wiltshire's transport network are below national standards for structural condition and skid resistance. Some of the main highway routes in the county are unsuited to the volume and weight of traffic carried and this has given rise to some local congestion, relatively low inter-urban journey speeds and journey time reliability issues. High car ownership is reflective of the rural nature of the county although there are clear geographic differences in the distribution of households without access to cars. The future growth of Wiltshire's 	<p>Have regard to the Wiltshire Infrastructure Delivery Plan 2 (September 2013)</p> <p>Using developer contributions to improve walking, cycling and public transport infrastructure</p> <p>Locate new development where it is accessible to all on foot, by bicycle or through using public transport</p> <p>Design development so as to minimise car usage</p> <p>Ensure new development incorporates appropriate facilities and infrastructure for</p>	Air, Climatic Factors, Human Health	2, 6, 9, 10 (2), (4), (12), (15)

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>largest towns should focus on creating more favourable conditions for people to be less reliant on the car.</p> <ul style="list-style-type: none"> With regards to public transport, there is scope to increase the number of trips made on public transport. Increasing car ownership levels have given rise to greater flexibility for many social, leisure and employment activities as well as many facilities now being located on the edge of urban areas. Public transport is mostly unable to meet these changes, both in terms of service frequency and geographic coverage, thus leaving those without access to a car disadvantaged. Consideration of alternative approaches is needed, building upon success of the development of the Park & Ride services in Salisbury, and partnership schemes with the main operators to improve ridership on their commercial services, such as Kickstart improvements to the Chippenham-Swindon route, the Salisbury Area and Active8 Quality Partnerships. There has been a sustained increase in the number of rail passenger journeys in Wiltshire There are opportunities to increase the proportion of journeys made on foot as well as increasing the percentage of people cycling to work. Wiltshire’s relative affluence and high levels of cycle ownership offer a good opportunity to increase levels of cycling. There is scope for improving walking and cycling facilities in town centres. The western Wiltshire towns, which rely heavily on the A350 and A36/A46 routes, are particularly affected by increasing traffic volumes along those routes resulting in unreliability of journey times which is of particular concern to local businesses. The economic expansion of the main employment areas surrounding the county has not been matched by a similar increase 	<p>cyclists</p>		

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>in housing provision, which has increased demand for housing in the county, particularly in the western Wiltshire towns. This has resulted in increased out-commuting, leading to higher traffic volumes and increased pressure on the condition of the highway network.</p>			
Chippenham			
<ul style="list-style-type: none"> • The 2013 Chippenham Transport Strategy prepared to support draft policies in the Wiltshire Core Strategy for Chippenham proposed the following key improvements to address transport related issues in the town and there is an opportunity for these to be reflected though planning policy: • A350 improvements (the A350 has experienced significant traffic growth in recent years) • Targeted town centre and key corridor improvements to ease congestion • Gyratory or alternative capacity neutral reconfiguration of the Bridge Centre junction with associated traffic management measures • Public transport improvements • Comprehensive walking strategy/ improvements for Chippenham and beyond • Targeted cycling improvements focused on new developments, key corridors and links to town centre/public transport interchanges • Reallocating long-stay parking to short-stay parking in town centre • Area wide travel plans or Local Sustainable Transport Fund initiatives focusing on employers, schools and residents in 	<p>Integration and review of the Chippenham Transport Strategy</p> <p>Public transport connectivity and pedestrian and cycling links to the town, town centre, railway station and Wiltshire College campuses to be improved</p> <p>Sustainable connectivity of Chippenham to be encouraged</p>	<p>Air, Climatic Factors, Human Health</p>	<p>2, 6, 9, 10 (2), (4), (12), (15)</p>

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>Chippenham.</p> <ul style="list-style-type: none"> Personalised Journey Planning across Chippenham Public transport connectivity and pedestrian and cycling links to the town, town centre, railway station and Wiltshire College campuses needs to be improved including better integration of different modes Opportunity through the Chippenham Masterplan to encourage sustainable connectivity. 			
ECONOMY AND ENTERPRISE			
Wiltshire			
<ul style="list-style-type: none"> Chippenham, Salisbury and Trowbridge should be the focus of both housing and employment development in the future. There are discrepancies between average earnings by workplace and average earnings by residence in Wiltshire suggesting that Wiltshire's higher skilled resident workers are unable to secure the higher than average earnings within Wiltshire and therefore commute outside of the county for work. Wiltshire house prices are too high for younger people and people in lower skilled/ paid jobs who tend to work locally. This means that some local industries will struggle to secure labour at a price which will enable them to compete with lower cost foreign production. These conditions place further pressures on manufacturing in the Wiltshire economy. Approximately 6% of all jobs in Wiltshire are tourism related (directly and indirectly) however compared to other counties Wiltshire generates the lowest amount of spend from staying visitors and also is a long way behind other counties in the south west in terms of 	<p>Housing development to be located in proximity to employment sites in order to reduce out-commuting and promote travel to work using sustainable modes of transport</p> <p>Safeguarding employment sites suitable to attract high quality employers to the county</p> <p>Enhance the viability of the area as an employment centre, in order to improve employment rates. This could be done through the provision and retention of suitable sites for employment in locations that are accessible by sustainable means as well as being located close to residential centres</p> <p>Build on positive tourism assets for a greater increase in tourism activity across a</p>	<p>Material assets, Population, Climatic Factors</p>	<p>7, 8, 9, 11, 12 (9), (10), (12), (16), (17)</p>

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Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
income generated from day trips.	range of sectors		
<ul style="list-style-type: none"> • Opportunities: <ul style="list-style-type: none"> - Retaining principal employment areas - Delivering employment on strategic sites - Maintaining the vitality and viability of town centres - Supporting the LEP objectives and SEP projects - Delivering other employment sites - Matching business requirements for land and premises - Reducing out-commuting and supporting the economic resilience of local communities • Supporting business and services in rural areas 			
Chippenham			
<ul style="list-style-type: none"> • Chippenham is identified as a strategic employment location and has been successful in retaining international employers in the manufacturing and service sector, including ICT services, rail systems and logistics. Chippenham is well connected in terms of transport meaning that it is an attractive location for local employers but also leads to high levels of out commuting. However, there is currently a shortfall in suitable land for employment growth and a failure to respond to this issue would result in existing and prospective employers moving elsewhere. • Opportunity through the Chippenham Masterplan to improve the town centre's retail and commercial offer • The Chippenham Central Opportunity Area has the potential to accommodate approximately 12,500sqm of office and industrial 	<p>Policies should support urgent release of land for employment development</p> <p>Provision should be made in Chippenham for an improved retail and commercial offer through the identification of sites to accommodate additional retail floorspace, with a focus on the central regeneration area. This should seek to support the specific targets in the Wiltshire Core Strategy DPD</p> <p>Land should be identified to accommodate employment generating uses on allocated strategic sites as well as on town centre</p>	Material assets, Population, Climatic Factors	7, 8, 9, 11, 12 (9), (10), (12), (16), (17)

Key Issues/ Opportunities	Implications for plan-making	Relevant SEA Topic	Relationship to SA Objectives ⁵
<p>development and approximately 10,000sqm of retail and leisure floorspace</p> <ul style="list-style-type: none"> • New employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting. New employment provision will be supported on the allocated strategic sites and on identified town centre regeneration / brownfield opportunity sites • Chippenham's offer as a service centre will be enhanced, particularly the town centre for retail, leisure and the evening economy in order to reduce the outflow of shopping and leisure trips • The Wiltshire Core Strategy DPD identifies the need to secure expansion to Chippenham's town centre by providing additional convenience floorspace of 703sq m net by 2015 rising to 1338 sq m by 2020 and an additional 3181sq m net comparison floorspace rising to 7975sq m net by 2020 to include an improved retail offer. • Further out of centre retail development in Chippenham would weaken the town centre and future provision should be focused in the central regeneration opportunity area. Any proposals for edge of town centre retail development should clearly demonstrate that the development would not have a detrimental impact on the town centre 	<p>regeneration/ brownfield opportunity sites</p> <p>Plan proposals should not undermine regeneration proposals and the vitality and viability of the town centre</p>		

6. Developing the Sustainability Appraisal Framework

6.1 Introduction

6.1.1 The next task in the sustainability appraisal is the development of the Sustainability Appraisal Framework (SA Framework). The SA Framework is a key component in completing the SA by synthesising the PPPs, the baseline information and sustainability issues into a systematic and easily understood tool that allows the prediction and assessment of effects considered likely to arise from the implementation of the Chippenham Site Allocations (CSA) Plan. Though the SEA Directive does not specifically require the use of objectives in the SEA process, they are a recognised and useful way in which environmental effects can be described, analysed and compared at key stages of the plan development.

6.2 Methodology

- 6.2.1 A set of objectives and indicators have been drawn up under the three sustainable development dimensions: social, economic and environmental.
- 6.2.2 The SA objectives for the CSA Plan have been worded so that they reflect one single desired direction of change for the theme concerned and do not overlap with other objectives. They include both externally imposed social, environmental and economic objectives; as well as others devised specifically in relation to the context of the Plan. The SA objectives have also been worded to take account of local circumstances and concerns feeding from the analysis of sustainability issues (Task A3).
- 6.2.3 A set of decision aiding questions has been derived to capture the change likely to arise from the Plan implementation and has played a role in the assessment itself. As the SA has progressed, it has helped the development of a set of indicators included in the proposed monitoring programme.
- 6.2.4 The SA objectives have been derived from the various PPPs that were reviewed as part of Task A1, collection of baseline data (Task A2) and the identification of key sustainability issues (Task A3). The SA Framework derived for the SA of the Wiltshire Core Strategy DPD (see SA Scoping Report 2014) provided the starting point in developing a refined framework for the assessment of the proposals within the CSA Plan.
- 6.2.5 The SA Framework objectives from the Wiltshire Core Strategy DPD were further reviewed for applicability and a small number were excluded from the CSA Plan SA Framework. In some instances, decisions aiding questions were retained, but linked to a different objective, as follows:
- Wiltshire Core Strategy DPD SA Objective 3 - Promote sustainable waste management solutions that encourage the reduction, re-use and recycling of waste. This SA objective was excluded but the relevant decision aiding question added to CSA Plan SA Objective 2.
 - Wiltshire Core Strategy DPD SA Objective 5 - Protect people and property from the risk of flooding. This SA objective was merged with the CSA Plan SA Objective 5 (Minimise our impacts on climate change and reduce our vulnerability to future climate change effects) as the key issues in relation to housing are likely to be similar).
 - Wiltshire Core Strategy DPD SA Objective 11 - Provide a safe and healthy environment in which to live. This SA objective was merged with CSA Plan SA objective 12 as relevant aspects cover similar theme.

- Wiltshire Core Strategy DPD SA Objective 13 - Improve equality of access to, and engagement in local, high quality community services and facilities. This SA objective was excluded but the relevant aspects included under CSA Plan SA objective 10.
- Wiltshire Core Strategy DPD SA Objective 14 - Raise educational attainment levels across the authority and provide opportunities for people to improve their workplace skills. This SA objective was excluded as it was not directly relevant to the allocation of land for housing and employment use but the need for additional educational facilities is considered under SA Objective 9.

- 6.2.6 A number of decision aiding questions has also been removed as they are either beyond the sphere of influence of the site selection and allocation process, or their function is encompassed within another objective.
- 6.2.7 In addition, CSA Plan Objective 5 was split into sub-objective 5a (Minimise our impact on climate change) dealing with reduction in greenhouse gas emissions, in particular CO₂ emissions and sub-objective 5b (Reduce our vulnerability to future climate change effects) addressing adaptation to climate change. Associated decision aiding questions have also been split and flooding related questions from SA Objective 3 have been moved to sub-objective 5b. This split ensures that assessments of these equally important climate change topics capture and deal appropriately with the frequently opposite directions of change associated with each of the topics.
- 6.2.8 The generic SA framework shown in Table 6.1 has been applied in the assessment of the policies and associated preferred sites in the Preferred Development Strategy (see Revised SA Note). As the SA Scoping Report 2014 covered both the Chippenham Site Allocations and Wiltshire Housing Site Allocation DPDs, some specific decision aiding questions were identified for each. However, both were retained for completeness. Changes identified in red and strikethrough represent changes from the original wording following consultee comments on the Scoping Report (See Appendix D of this report).
- 6.2.9 The generic SA framework was the starting point for the derivation of the Sustainability Threshold Assessment (STA) methodology which was used in the assessment of strategic areas (as described in Chapter 3 Methodology). This methodology has focused on key constraints present in each area, and resulting adverse effects for each SA objective and allowed for the identification of the suitable development inside the strategic areas.
- 6.2.10 The generic SA framework was also the starting point for the derivation of the SA framework for the assessment of strategic site options and alternative development strategies (shown in Table 6.2). The development of this framework was informed by an equivalent framework developed and currently being applied by the Council for the SA of the Wiltshire Housing Allocations Plan and by applying the findings of the higher level assessment of strategic areas in the refinement of decision making questions. This ensures consistency of approach in the SA of the two plans and provides key decision making questions which allow for the differentiation of locational proposals.

6.3 Sustainability Appraisal Framework

Table 6.1: Sustainability Appraisal Framework for Assessment of Preferred Policies

Sustainability Topic	Sustainability Appraisal objective	Decision aiding questions Will the development policy...
Biodiversity	1. Protect and enhance all biodiversity and geological features and avoid irreversible losses.	1. Avoid habitat fragmentation including prejudicing future biodiversity restoration?
		2. Ensure all new developments protect and enhance local biodiversity through the adoption of appropriate mitigation measures including buffering existing important sites and species (including ancient woodland, CWSs, SNAs, AONBs, SSSIs, SACs, SPAs and locally designated sites) and creating biodiversity features within new development resulting in a net gain?
		3. Result in greater community engagement with biodiversity?
		4. Require protection and provision of green corridors and river corridors, with use of buffer strips, where necessary?
		5. Aid in the delivery of a network of multifunctional Green Infrastructure?
		6. Ensure all new developments have regard to and protect BAP habitats/ species?
		7. Consider the findings of the HRA in site selection and design?
		Wiltshire
		8. Maintain the existing extent of ancient woodland sites?
		9. Require that disturbance impacts of proposed development are assessed as part of development proposals, particularly in relation to Salisbury Plain and New Forest SPAs?
		10. Consider Wiltshire Council guidance to maintain SAC integrity in the Corsham and Bradford-on-Avon Community Areas?
		11. Ensure that all new developments protect Local Geological Sites (LGSs) from development?
Chippenham		
12. Ensure that, where appropriate, development in Chippenham enhances the ecological value of the Birds Marsh Wood County Wildlife Site and Birds Marsh Meadow County Wildlife Site?		

Sustainability Topic	Sustainability Appraisal objective	Decision aiding questions Will the development policy...
Land and Soil Resources	2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings.	1. Maximise densities in sustainable locations that have good access to local facilities, public transport links and key infrastructure? 2. Maximise reuse of Previously Developed Land where possible/appropriate? 3. Encourage remediation of contaminated land? 4. Maximise efficient use of land within town/city centres? 5. Ensure the design and layout of new development supports sustainable waste management? Wiltshire 6. Protect and enhance soil quality? 7. Protect the best and most versatile agricultural land? 8. Ensure that the allocation of sites considers the areas designated for sustainable waste management and of existing or future mineral working potential?
Water Resources	3. Use and manage water resources in a sustainable manner	9. Take into account predicted future impacts of climate change, including water scarcity issues and increased pressure on the sewerage network? 10. Ensure that essential water infrastructure is co-ordinated with all new development? 11. Ensure the installation of water saving measures such as rainwater harvesting and water metering? 12. Consider the need for adequate provision of surface water and foul drainage? 13. Promote provision of pollution prevention measures including SuDS? 14. Protect, and where possible, improve surface, ground and drinking water quality? Wiltshire 15. Encourage sustainable and efficient management of water resources, including consideration of the potential impact of water usage and discharge on biodiversity, particularly in relation to the River Avon SAC and Kennet and Lambourn Floodplain SAC?

Sustainability Topic	Sustainability Appraisal objective	Decision aiding questions Will the development policy...
Air Quality and Environmental Pollution	4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	16. Maintain and improve local air quality? 17. Minimise and, where possible, improve on unacceptable levels of noise, light pollution, odour and vibration through the layout, design and/or location of development? 18. Mitigate the impacts from uses that generate NO ₂ or other particulates 19. Seek to reduce development in or near to AQMAs ⁶ ? 20. Ensure that air quality impacts on local biodiversity sites are avoided? 21. Seek to contribute to air quality improvements by locating new development so as to reduce the need to travel by private car? Wiltshire 22. Ensure that potential impacts from air quality on the Cotswold Beechwoods SAC are avoided?
Climatic Factors	5a. Minimise our impacts on climate change..	23. Minimise emissions of greenhouse gases and ozone depleting substances? 24. Promote the development of renewable and low carbon sources of energy? 25. Promote energy efficiency in buildings and new development? 26. Minimise contributions to climate change through sustainable building practices? 27. Contribute to reducing Wiltshire's ecological footprint? 28. Contribute to the reduction of 'non decent homes'?

⁶ Westbury, Bradford-on-Avon, Salisbury, Devizes, Marlborough and Calne

Sustainability Topic	Sustainability Appraisal objective	Decision aiding questions Will the development policy...
	5b. and reduce our vulnerability to future climate change effects.	29. Take into account the predicted future impacts of climate change in the location and design of development, ensuring that development can adapt to any future flood risk scenarios? 30. Minimise the likely impacts of future development on climate change through appropriate adaptation? 31. Protect and enhance the natural function of floodplains? Chippenham 32. Take into account the latest up- to-date SFRA and flood event information?
Historic environment	6. Protect, maintain and enhance the historic environment.	33. Conserve and enhance features and areas of historical and cultural value, including Listed Buildings, Conservation Areas and Historic Parks & Gardens? 34. Ensure appropriate archaeological assessment prior to development? 35. Promote sensitive re-use of historical buildings and buildings of significant local interest, where appropriate? 36. Improve and broaden access to, and understanding of, local heritage and historic sites? 37. Maintain and enhance the character and distinctiveness of settlements through high quality and appropriate design, taking into account the management objectives of Conservation Areas ⁷ ? 38. Where appropriate, contribute to 'saving' heritage sites identified as being 'at risk'? Wiltshire 39. Protect, manage and present the Stonehenge and Avebury WHS in accordance with international obligations? Chippenham 40. Ensure that all new development respects the historic character and setting of the town centre in line with the

⁷ Chippenham, Malmesbury, and Milford Hill

Sustainability Topic	Sustainability Appraisal objective	Decision aiding questions Will the development policy...
		Chippenham Conservation Area Management Plan?
Landscapes	7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place.	41. Protect and enhance the landscape character and scenic quality of the countryside? 42. Aid in the delivery of a network of multifunctional Green Infrastructure, in line with the Wiltshire Green Infrastructure Strategy? 43. Improve the quality and quantity of access to urban greenspace and the wider countryside for recreation? Lead to a net improvement in the quality and quantity of access to urban greenspace and the wider countryside for recreation? Wiltshire 44. Conserve and enhance areas with landscape designations and take account of their management objectives, in particular for the three local AONBs ⁸ ? 45. Protect rights of way, open space and common land? 46. Protect the Western Wiltshire Green Belt from inappropriate development? Chippenham 47. Ensure that in Chippenham, development has regard to and enhances the Cotswold AONB? 48. Maximises opportunities for green infrastructure enhancements across the town? 49. Better integrate the River Avon with the town centre so that it acts as a green corridor?

⁸ Cotswold AONB, Cranborne Chase and West Wiltshire AONB, North Wessex Downs AONB

Sustainability Topic	Sustainability Appraisal objective	Decision aiding questions Will the development policy...
Population and housing	8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures.	50. Provide an adequate supply of affordable housing? 51. Provide housing in sustainable locations that allow easy access to a range of local services and facilities? 52. Support the provision of a range of house types and sizes to meet the needs of all sectors of the community? 53. Ensure adequate provision of land to meet housing needs? Wiltshire 54. Have regard to the settlement hierarchy? 55. Ensure an adequate provision of housing in the West Wiltshire towns to accommodate employment expansion? 56. Consider the emerging Neighbourhood Plans ⁹ ? 57. Provide for an adequate range of housing in rural areas, whilst avoiding isolated dwellings?
Healthy and Inclusive Communities	9. Reduce poverty and deprivation and promote more inclusive and self-contained communities.	58. Promote design of buildings and spaces to reduce crime and the fear of crime? 59. Promote design of buildings and spaces to reduce obesity? 60. Promote the design of buildings and spaces to meet the changing needs of the population? 61. Ensure that new development will be accessible to educational and health facilities, and that they are able to cope with the additional demand? 62. Maximise opportunities within the most deprived areas? Wiltshire 63. Reduce rural isolation, including access to services for those without a car in rural areas? 64. Support the development of community campuses?

⁹ Neighbourhood Plan front-runners: Royal Wootton Bassett and Cricklade Community Area (NDP); Malmesbury NDP; Sherston NDP; Boreham Road, Warminster (NDO); Freshford and Limpley Stoke (NDP); Calne (NDO)

Sustainability Topic	Sustainability Appraisal objective	Decision aiding questions Will the development policy...
Transport	10. Reduce the need to travel and promote more sustainable transport choices.	65. Increase walking and cycling accessibility through the use of developer contributions and site design? 66. Increase walking and cycling accessibility through the use of developer contributions and site design? 67. Ensure new development incorporates facilities and infrastructure for cyclists? 68. Improve the jobs/homes balance, to reduce out-commuting? Wiltshire 69. Promote mixed-use developments, in accessible locations, that reduce the need to travel and reliance on the private car? Chippenham 70. Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?
Economy and enterprise	11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth.	Wiltshire 71. Direct appropriate retail, leisure and/or employment opportunities to town centre locations to aid urban regeneration? 72. Support the rural economy? Chippenham 73. Provide a variety of employment land to meet all needs, including those for higher skilled employment uses? 74. Ensure that adequate infrastructure is provided to meet employment needs for designated sites? 75. Support LEP objectives and SEP projects? 76. Improve the retail, leisure, evening and commercial offer in Chippenham? 77. Help to meet the urgent need for employment land and business premises? 78. Provide infrastructure that will help to promote economic growth?

Sustainability Topic	Sustainability Appraisal objective	Decision aiding questions Will the development policy...
	12. Ensure adequate provision of high-quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce.	<p>Wiltshire</p> <p>79. Protect and enhance the vitality and viability of existing employment areas? 80. Provide a focus for development in Chippenham, Salisbury and Trowbridge?</p> <p>Chippenham</p> <p>81. Provide employment land in areas that are easily accessible by sustainable transport? 82. Avoid out of centre development, particularly around Chippenham, protecting and enhancing the vitality and viability of town centres? 83. Allocate site for new office and industrial development in Chippenham, on strategic sites in synergy with opportunities for town centre regeneration?</p>

Table 6.2: SA Framework for Assessment of Strategic Site Options and Alternative Development Strategies

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Sustainability Appraisal objective	Decision aiding questions Will the proposed site option/ alternative strategy...
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses.	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings.	- Use previously developed land, greenfield land or a mix of both?
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?

Sustainability Appraisal objective	Decision aiding questions Will the proposed site option/ alternative strategy...
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguard Zone; or • Groundwater Source Protection Zone - Affect surface or groundwater resources in terms of volume, quality and flow?
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan? - Lead to a decrease in air quality locally? Or increase noise or light pollution? - Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?
5a. Minimise our impacts on climate change ...	- Reduce greenhouse emissions, in particular carbon dioxide emissions? - Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?
5b. and reduce our vulnerability to future climate change effects.	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test). - Address the risk of flooding from all sources?
6. Protect, maintain and enhance the historic environment.	- Affect directly or indirectly a heritage asset and/or their settings?

Sustainability Appraisal objective	Decision aiding questions Will the proposed site option/ alternative strategy...
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place.	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: <ul style="list-style-type: none"> - <i>Internationally/Nationally designated landscape features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures.	- Help meet affordable housing needs/the needs of the local community (if known)?
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities.	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?
	- Result in the loss of any existing or proposed Community facility/green or amenity space or would it contribute to the construction of a new facility/space?
	- Result in the loss of PROW or would it provide new PROW?
	- Be accessible to educational and health facilities?
10. Reduce the need to travel and promote more sustainable transport choices.	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?
11. Encourage a vibrant and diversified economy and	- Offer the potential to provide employment land for B1, B2 and B8 uses?

Sustainability Appraisal objective	Decision aiding questions Will the proposed site option/ alternative strategy...
provide for long-term sustainable economic growth.	- Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?
	- Provide infrastructure that will help to promote economic growth?
	- Be well connected to Principal Employment Areas?
12. Ensure adequate provision of high-quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce.	- Support the vitality of existing employment areas?
	- Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)
	- Provide employment land in areas that are easily accessible by sustainable transport?

6.4 Baseline data and trends

- 6.4.1 The SA Framework is the key tool used in the assessment of effects. The prediction of effects, in terms of their magnitude, frequency, duration and spatial extent, is conducted via detailed analysis of the baseline data. It is thus important to ensure that critical aspects of the baseline can be directly related to the objectives and indicators of the SA framework. Determining the significance of predicted effects is perhaps the most critical task in the SA. The picture that the baseline presents in terms of the SA framework is the starting point for this.
- 6.4.2 The SEA Directive requires the consideration of the likely evolution of the state of the environment without the implementation of the plan. Within the next 20 years it is predicted that there will be a number of external influences that will affect the state of Wiltshire's social, natural, built and economic environment, without the implementation of the Plan.
- 6.4.3 Appendix C presents a summary of the current conditions, likely future trends and sensitivity to change against the SA objectives using a simple three-point normative scale as follows:
- Current Conditions - good/moderate/poor;
 - Current Trends – improving/stable/declining; and
 - Sensitivity to Change – high/medium/low.
- 6.4.4 Sensitivity to change in the context of SA represents the extent to which, for instance, ecological thresholds may be close to being breached or carrying capacity exceeded, such that relatively small changes might be likely to induce disproportionately large effects, which in some instances might have wide-ranging and/or unexpected consequences. An example might be the decline of a particular wildlife population below the level at which it is viable in a particular habitat.
- 6.4.5 The quality of the information base gives an indication of the certainty with which the other three parameters are known, and this is presented in Appendix E using a similar colour-coded three-point scale (high/medium/low).
- 6.4.6 The table in Appendix C has been prepared by cross checking the indicators in the baseline against the SA objectives, analysing the data for each indicator, and drawing together this analysis in summary form using the scoring method described above together with a concise commentary on key baseline features. The likely future trends without the implementation of the Plan have been used to inform the assessment of the Plan in the next stages of the SA.
- 6.4.7 As the SA Scoping Report covered both the Chippenham Site Allocations and Wiltshire Housing Site Allocation DPDs, the table covers Chippenham and Wiltshire as a whole.

Appendix A. Consultation comments on SA Scoping Report

Organisation/ consultee	Section	Consultation Comment	Response	Action
SA Scoping report consultation				
Natural England	Table 6.1 – Sustainability Appraisal Framework	Biodiversity. Sustainability Appraisal of site allocations should consider whether they will prejudice future biodiversity restoration e.g. by building on land which is important in terms of linking habitats. We suggest that the decision aiding question: Avoid habitat fragmentation? is expanded to read: <i>Avoid habitat fragmentation, including prejudicing future biodiversity restoration?</i>	Noted, with thanks.	Update decision aiding questions to reflect comment.
Natural England	Table 6.1 – Sustainability Appraisal Framework	Landscape. There are likely to be some quite nuanced, and possibly controversial judgements made around the decision aiding questions associated with this topic. It would thus be helpful if it was made clearer how these decisions are going to be made. For example, will a landscape capacity assessment be made of the sites proposed (for an example see. the Landscape Capacity Study Report at http://www.whitehorsedc.gov.uk/services-and-advice/planning-and-building/planning-policy/local-development-framework/core-strateg-6)? Judgments should make reference to the landscape character assessment of Wiltshire. It may be appropriate to modify the decision aiding questions depending on the approach Wiltshire Council plans to take.	Noted, with thanks.	None required. The Council have appointed specialist consultants to support the assessment of potential site options. The assessment process will consider the degree to which landscapes can accommodate change; as well as support additional character assessments (including Historic Landscape Character Assessments). Continue to involve Natural England in the assessment process through the development of the DPDs.

Organisation/ consultee	Section	Consultation Comment	Response	Action
SA Scoping report consultation				
Natural England	Table 6.1 – Sustainability Appraisal Framework	Landscape. We note that one of the decision aiding questions associated with this topic is: Improve the quality and quantity of access to urban greenspace and the wider countryside for recreation? This question may lead the assessment to focus on only on improvements rather than losses. In our experience, many allocations are on greenfield sites which have public rights of way running through them, which once urbanised deliver a reduced recreational value to the community, the provision of areas of Public Open Space notwithstanding. We suggest that the question is changed to read: <i>Lead to a net improvement in the quality and quantity of access to urban greenspace and the wider countryside for recreation?</i>	Noted, with thanks.	Update decision aiding questions to reflect comment.
Natural England	para 6.2.6	Monitoring. Finally we note that para 6.2.6 says <i>As the SA progresses it is likely that this will lead to the development of a set of indicators, to be refined for the purposes of establishing a monitoring programme.</i> We advise that any indicators chosen should allow for the monitoring of the effects of the plan on the objective concerned, and not the objective more generally. Thus, for example, condition of Sites of Special Scientific Interest is not a useful thing to monitor, but impacts of the plan on Sites of Special Scientific Interest might be.	Noted, with thanks.	See proposed monitoring framework.
Environment Agency	General	We have no specific comments to make on the Scoping Report, other than to confirm we are satisfied with the Plans and Programmes, Sustainability Objectives and Baseline Data that are included in the submitted documents. We would like to continue to be involved in the SA process and with the development of the DPDs.	Noted, with thanks.	Continue to involved EA through the development of the DPDs.

Appendix B. Sustainability Themes identified from PPP review

Themes Relevant to SA and CSA Plan	Source	Implications for plan-making	Main SEA topics	Relationship to final SA objectives ¹⁰
Biodiversity - protection and enhancement of biodiversity, including wildlife networks and wider green infrastructure	NPPF (2013) and NPPG (2014) Wiltshire Core Strategy (2015) Draft Chippenham Masterplan 2013	The selection and development of sites should seek to conserve and enhance biodiversity by ensuring that where significant harm from development cannot be avoided or mitigated, planning permission is refused. Similarly, development likely to impact on a SSSI should not be permitted and exceptions should only be made where the benefits clearly outweigh the impacts both on the site and any broader impacts on the national network of SSSIs. LPAs should encourage opportunities to incorporate biodiversity in and around development. Development resulting in the deterioration or loss of irreplaceable habitats should not be permitted. Biodiversity restoration in and around development should seek to include: <ul style="list-style-type: none"> • habitat restoration, re-creation and expansion; • improved links between existing sites; • buffering of existing important sites; • new biodiversity features within development; and 	Biodiversity, Flora and Fauna, Landscape	1 (1)

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¹⁰ Numbers in brackets refer to the SA Objectives for the Wiltshire Core Strategy DPD, to enable cross-reference

Themes Relevant to SA and CSA Plan	Source	Implications for plan-making	Main SEA topics	Relationship to final SA objectives ¹⁰
		<ul style="list-style-type: none"> securing management for long term enhancement. <p>The NPPF places 'great weight' on conserving the landscape, wildlife and heritage in AONBs, where planning permission for development should be refused except in exceptional circumstances where public interest can be demonstrated.</p>		
Land and soil resources – ensure prudent use of land and other resources	<p>NPPF (2013) and NPPG (2014)</p> <p>Wiltshire Core Strategy (2015)</p> <p>Wiltshire and Swindon - Minerals Development Control Policies DPD, Waste Development Control Policies DPD, Waste Site Allocations Local Plan, Aggregate Minerals Site Allocations Local Plan</p>	<p>Policies for the development of sites should promote a sequential approach to encouraging the use of previously developed land in order to improve the efficiency of land use, deliver remediation of contaminated soils and protect previously undeveloped land where possible.</p> <p>It is recognised that the use of Greenfield land is likely to be required within Wiltshire – policies should seek to direct development away from the best and most versatile agricultural land.</p> <p>Site allocations should be identified with reference to known areas of mineral resources and waste management.</p>	Material Assets	2 (2)
Reduce pollution of watercourses and groundwater. Manage flood risk.	<p>Wiltshire Council Level 1 SFRA update</p> <p>Wiltshire Core Strategy (2015)</p> <p>NPPF (2013) and NPPG (2014)</p>	<p>Policies will need to be developed in an understanding of the potential impacts of pollutants from development on the water environment, particularly in relation to Natura 2000 sites.</p> <p>Policies should direct development away from areas at greatest risk of flooding and seek to protect functional flood plains.</p> <p>Reducing the overall risk of flooding can be achieved through the layout and form of development, including green infrastructure and the appropriate application of sustainable drainage systems, through safeguarding land for flood risk management or, where appropriate, through designing off-site works required to protect and support development in ways that benefit the area more generally.</p> <p>Existing and proposed development in the vicinity of a location under consideration for relevant water infrastructure will also need to be taken into account and vice-versa. Considering the phasing of new development so that water and wastewater</p>	Water, Human Health, Biodiversity, Flora and Fauna	3, 5 (4), (7)

Themes Relevant to SA and CSA Plan	Source	Implications for plan-making	Main SEA topics	Relationship to final SA objectives ¹⁰
		<p>infrastructure will be in place when needed.</p> <p>Water quality: help protect and enhance local surface water and groundwater in ways that allow new development to proceed and avoids costly assessment at the planning application stage. The type or location of new development where an assessment of the potential impacts on water bodies may be required. Expectations relating to sustainable drainage systems (SuDS). SuDS can improve water quality, speed up replenishment of groundwater, reduce flood risk and improve the environment. Sustainable drainage systems include swales, ponds and permeable hard surfaces.</p> <p>Waste water: the sufficiency and capacity of wastewater infrastructure. The circumstances where wastewater from new development would not be expected to drain to a public sewer.</p>		
<p>Improve air quality, particularly in areas of exceedance for nitrogen dioxide (NO₂) and fine particulates (PM₁₀).</p>	<p>Air Strategy for Wiltshire 2011 NPPF (2013) and NPPG (2014) Wiltshire Core Strategy Pre-Submission Document (2014)</p>	<p>Policies should seek to minimise the need to travel by improving the accessibility of key services and facilities at the local level.</p> <p>Site allocations should consider the link between air pollution and environmental quality, both in relation to human health and biodiversity.</p> <p>Local Plans should take account of AQMAs and other areas where there could be specific requirements or restrictions on development as a result of air quality pressures. The following should be considered:</p> <ul style="list-style-type: none"> • The potential of the cumulative impact resulting from a number of smaller developments or air quality as well as the effects of larger scale developments • The impact of point source pollution • Ways in which new development would be appropriate in locations where air quality is or likely to be a concern and not give rise to unacceptable risks from pollution 	<p>Human Health, Biodiversity, Flora and Fauna;</p>	<p>4 (6)</p>

Themes Relevant to SA and CSA Plan	Source	Implications for plan-making	Main SEA topics	Relationship to final SA objectives ¹⁰
Reduce Noise and Light Pollution	<p>NPPF (2013) and NPPG (2014)</p> <p>Wiltshire Core Strategy Pre-Submission Document (2014)</p>	<p>With regards to light pollution, the guidance states that some proposals for new development may have implications for light pollution particularly where, for instance, they materially alter local light levels or where they might have a significant impact on protected species or sites. In which case LPAs will need to consider where and when the light shines, how much light shines and possible ecological impacts.</p> <p>With regards to noise, adverse effects of noise can be mitigated as follows:</p> <ul style="list-style-type: none"> • Engineering: reducing the noise at source • Layout: optimising the distance between the source and noise-sensitive receptors and / or through good design • Using planning conditions/ obligations • Mitigating including avoiding noisy locations, introducing noise barriers, optimising sound insulation within a building, and designing development to reduce the impact of noise from the local environment. 	Human Health, Landscape	4 (6)
Mitigate and adapt to climate change	<p>NPPF (2013) and NPPG (2014)</p> <p>Wiltshire Core Strategy Pre-Submission Document (2014)</p> <p>Wiltshire Local Transport Plan 3</p> <p>Swindon Local Transport Plan 3</p>	<p>Local planning policies need to be developed with a consideration of their impact on climate change and greenhouse gas emissions, and this is particularly true of air quality. Synergistic policies, beneficial to both air quality and climate change, should be pursued.</p> <p>Development should be planned in locations which reduce greenhouse gas emissions; support energy efficiency improvements to existing buildings; setting sustainability standards that are in line with the Government's zero carbon buildings policy.</p> <p>Climate change adaptation measures could include:</p> <ul style="list-style-type: none"> • Considering future climate risks when allocating development sites to ensure risks are understood over the development's lifetime • Considering the impact of and promoting design 	Human Health, Climatic Factors, Population, Material Assets	2, 3, 4, 5, 10 (2), (4), (6), (7), (15)

Themes Relevant to SA and CSA Plan	Source	Implications for plan-making	Main SEA topics	Relationship to final SA objectives ¹⁰
		responses to flood risk and coastal change for the lifetime of the development <ul style="list-style-type: none"> • Considering availability of water and water infrastructure for the lifetime of the development and design responses to promote water efficiency and protect water quality • Promoting adaptation approaches in design policies for developments and the public realm 		
Historic environment – protect and enhance cultural heritage assets	Draft Chippenham Masterplan 2013 NPPF (2013) and NPPG (2014) Wiltshire Core Strategy (2015) Chippenham Conservation Area Management Plan (2010) A Masterplan for Trowbridge, Draft, October 2013 Malmesbury Conservation Area Management Plan (2010) Milford Hill Conservation Area Management Plan (2010)	Policies should ensure good design, which respects the local vernacular and complements the area in which development is to be located. Policies should protect and enhance local designated and non designated heritage assets and their settings.	Cultural Heritage, Material Assets, Landscape	6 (8)
Promote the self containment and identity of Chippenham	Draft Chippenham Masterplan 2013 Wiltshire Core Strategy (2015)	All development and public realm improvements must respect the historic character of the town centre in accordance with the Chippenham Conservation Area Management Plan (2010). The strategy for Chippenham is based on delivering significant job growth, which will help to improve the self-containment of the town by providing more jobs for local people (Wiltshire Core Strategy 2015).	Cultural Heritage, Material Assets	6, 7 (8), (9)

Themes Relevant to SA and CSA Plan	Source	Implications for plan-making	Main SEA topics	Relationship to final SA objectives ¹⁰
Landscapes – protection of AONBs and Green Belt and reinforcement of landscape character	NPPF (2013) and NPPG (2014) Wiltshire Core Strategy (2015) Cotswold AONB Management Plan Cranborne Chase & West Wiltshire Downs AONB Management Plan North Wessex Downs AONB Management Plan	<p>Policies should ensure that new development respects, maintains and where possible enhances the local landscape character. This should be linked to wider objectives for enhancing biodiversity.</p> <p>Where relevant policies should reflect the aims and objectives of the management plans for the Wiltshire AONBs.</p> <p>Policies will need to consider potential pressures on AONBs arising from development proposals and will need to ensure that these pressures are avoided, or that appropriate mitigation measures are put in place.</p> <p>Inappropriate development in a Green Belt should not be approved except in very exceptional circumstances and new buildings in the Green Belt will generally not be approved.</p>	Landscape, Biodiversity, Flora and Fauna	1, 6, 7 (1), (8), (9)
Population and housing – securing flexibility and choice in the provision of high quality housing	NPPF (2013) and NPPG (2014) Wiltshire Core Strategy (2015)	<p>In order to deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable and inclusive communities, LPAs should:</p> <ul style="list-style-type: none"> • Plan for a mix of housing based on current and future demographic trends; • Identify the size, type, tenure and range of housing required to meet local demand; • Seek to meet affordable housing need on site. <p>Policies should ensure that new houses built are designed to be flexible to meet various needs, in particular those of an ageing population.</p> <p>Site allocations should consider the ability of prospective residents to access key services, facilities and recreational space important in securing well-being and maintaining human health.</p> <p>The NPPF encourages LPAs to bring empty housing and buildings back into residential use and to, where appropriate, approve planning applications for change to residential use and any associated development from commercial buildings</p>	Population; Human Health	8, 9 (10), (12)

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Themes Relevant to SA and CSA Plan	Source	Implications for plan-making	Main SEA topics	Relationship to final SA objectives ¹⁰
		<p>where there is an identified need for housing in the area.</p> <p>Housing development in rural areas should respond to local circumstances and reflect local need. New isolated homes in the countryside should generally be avoided.</p>		
Healthy and inclusive communities - appreciating the interaction between housing, key services and facilities, employment opportunities and green space	<p>NPPF (2013) and NPPG (2014)</p> <p>Wiltshire Core Strategy (2015)</p> <p>Wiltshire Local Transport Plan 3</p> <p>Swindon Local Transport Plan 3</p> <p>A Masterplan for Trowbridge, Draft, October 2013</p>	<p>Policies should promote safe, sustainable communities with access to a range of essential services. Accessibility to the following should be considered when considering sites for the location of development, particularly housing:</p> <ul style="list-style-type: none"> recreation opportunities health facilities good quality green infrastructure key local services and facilities employment opportunities. <p>Policies should promote safe and inclusive development, taking into consideration people with disabilities and an increasingly ageing population.</p>	Human Health, Population, Climatic Factors, Biodiversity, Flora and Fauna	1, 7, 8, 9, 11 (1), (9), (10), (12), (16)
Transport –increasing sustainable transport choices and improving the operation of transport networks	<p>Wiltshire Core Strategy (2015)</p> <p>Draft Chippenham Masterplan 2013</p> <p>Chippenham Transport Strategy 2013</p> <p>Wiltshire Local Transport Plan 3</p> <p>Swindon Local Transport Plan 3</p> <p>A Masterplan for Trowbridge, Draft, October 2013</p>	<p>Policies should ensure developments and key services are served by a range of transport options to improve accessibility and offer transport choices.</p> <p>Policies should aim to locate new developments so they have access to existing services and facilities by a range of travel modes.</p> <p>Policies should seek to minimise the need to travel by car by providing access to services locally.</p> <p>Policies should enable the provision of effective walking and cycling connections.</p>	Air, Climatic Factors, Human Health	2, 4, 5, 9, 10 (2), (6), (7), (12), (15)
Promote the vitality and viability of the town centres	Draft Chippenham Masterplan 2013	Policies should ensure adequate opportunities for employment growth.	Material assets, Population, Climatic factors	7, 9, 10, 11, 12 (9), (12), (15), (16),

Themes Relevant to SA and CSA Plan	Source	Implications for plan-making	Main SEA topics	Relationship to final SA objectives ¹⁰
across Wiltshire	Wiltshire Core Strategy (2015) NPPF (2013) and NPPG (2014) A Masterplan for Trowbridge, Draft, October 2013	<p>Policies should identify sites and opportunities for development that support the vitality and viability of town centres.</p> <p>Policies providing for the expansion of towns and villages should propose a scale and mix of uses that supports or at least does not harm the role of town centres in Wiltshire.</p> <p>Policies should ensure a range of suitable employment sites and premises to meet business needs.</p> <p>Policies should promote the use and enhancement of landscape, cultural and historic resources for tourism development.</p> <p>Planning policies should recognise and address potential barriers to investment such as poor environment or lack of infrastructure, services or housing. LPAs should identify strategic sites for local or inward investment in line with a clear economic vision and strategy for the area, as well as priority areas for economic regeneration. Policies should seek to support existing business sectors and identify and plan for emerging sectors likely to locate in the local area. LPAs should plan positively to secure networks of knowledge driven, creative or high technology industries.</p>		(17)
Ensure that development is supported by the necessary infrastructure	Wiltshire Infrastructure Delivery Plan 2 (2013) Wiltshire Core Strategy (2015)	See implications under water, climatic factors, transport and viability of town centres.	Material Assets, Population, Water, Human Health	3, 4, 5, 10 (4), (6), (7), (15)

Appendix C. Baseline data and trends

		Current Baseline				
SA Objective		Condition	Sensitivity	Trend	Information Quality	Commentary
1	Protect and enhance all biodiversity and geological features and avoid irreversible losses.	Mod	High	Decl	Med	<p>Wiltshire hosts a high quantity of sites protected at international, national and local levels for their biodiversity value. The overall condition of these has been found to be good although there has been a recent increase in Country Wildlife Sites being denotified as a result of damaged, destroyed or degraded. Similarly almost all of the Local Geological Sites have been recently found to be in declining condition and five sites were lost and denotified during the period 2009-10.</p> <p>A number of areas in Wiltshire have been identified for the retention and restoration of local wildlife habitats and this will have to be taken into consideration when deciding the location of new development.</p> <p>Development proposals can have a significant adverse impact on wildlife interests.</p> <p>Local biodiversity and geological features are threatened by many activities, including habitat loss and fragmentation, agriculture, housing development, road building, water pollution, air pollution and climate change. Without a sound policy framework to ensure these features are protected and where possible enhanced, it is likely that further decline would be seen in Wiltshire's biodiversity habitats.</p>
2	Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings.	Mod	High	Decl	Low	<p>In Wiltshire, there is a limited amount of brownfield land to develop and in the future, an increasing amount of greenfield land is likely to be needed for housing and employment growth. Without specific site allocations to direct development away from the areas of Best and Most Versatile Land and onto brownfield sites, where practicable, future development will not ensure efficient and effective use of land.</p>

		<i>Current Baseline</i>				
SA Objective		Condition	Sensitivity	Trend	Information Quality	Commentary
3	Use and manage water resources in a sustainable manner.	Mod	High	Decl	Low	<p>The main challenge relating to water quality in Wiltshire is high levels of phosphate, which comes from sources including agricultural fertilisers and household detergents. In addition, The majority of Wiltshire's rivers are over abstracted, with over 70% under threat if abstraction licenses already granted were used to their full extent. The rivers within the Bristol Avon catchment are the exception to this, but even within this catchment there is no more water available for further licensing.</p> <p>Historic groundwater flooding incidents have been minimal in Wiltshire, although groundwater within the underlying geology plays an important role in the watercourses flow regimes. Flooding from overland flow, generated from rainfall running off from surrounding land, together with flooding from sewers, due to limited capacity issues, has also been experienced. The risks of flooding from these sources are forecast to increase with the predicted effects of climate change.</p> <p>Increasing population growth, climate change and current lifestyle trends will place further pressures on the availability of potable water.</p> <p>Specific site allocations have the potential to direct development away from areas at risk of flooding.</p>
4	Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	Mod	Med	Stable	Low	<p>Air pollution has been improving year on year across the country and in Wiltshire. Nevertheless, new locations have been identified in the county with concentrations of nitrogen dioxide above the annual mean objective.</p> <p>The common factor in managing air quality in Wiltshire is the motor vehicle. The areas of poor air quality in Wiltshire are all traffic related. Air quality is likely to continue to decline in some areas without policies that promote development of sustainable transport links and that promote housing development in sustainable locations that reduce the need to travel.</p> <p>With regards to noise and light pollution, these are generally the result of urban</p>

		<i>Current Baseline</i>				
SA Objective		Condition	Sensitivity	Trend	Information Quality	Commentary
						development. Although the amount of urban development may not be higher without the introduction of the Site Allocations Plan, specific locational policies can ensure that development is directed to the most appropriate locations where air quality, noise and lighting pollution will be avoided or kept to a minimum.
5	Minimise our impacts on climate change and reduce our vulnerability to future climate change effects.	Poor	Med	Decl	Med	<p>Some effects of climate change are unavoidable and over the coming years are likely to be significant and to be manifested particularly through changes in weather patterns and the increased frequency and intensity of storms. Climate change adaptation and mitigation are therefore key consideration at both national and local levels.</p> <p>Carbon emissions per capita have been falling steadily across the country and this was reflected in the figures for Wiltshire, although carbon emissions in the county remain higher than at both regional and national levels. This is likely to be because Wiltshire's population is highly dispersed, with about half living in rural areas. Many areas are not connected to the mains gas supply and private vehicles are the primary form of transport. Wiltshire's ecological footprint is also significantly greater than the average global ecological footprint and the 'sustainable' ecological footprint.</p> <p>There has been a recent increase in renewable energy production in Wiltshire though the county still falls significantly between other south west authorities, in particular Devon and Cornwall. The full potential for renewable energy production in Wiltshire is far from being achieved.</p> <p>Policies that direct development where the need to travel by car is reduced and that promote sustainable design and good quality buildings as well as a strong green infrastructure network are likely to reduce the impacts of climate change at the local level. Climate change impacts are likely to be higher without these policies.</p>

		<i>Current Baseline</i>				
SA Objective		Condition	Sensitivity	Trend	Information Quality	Commentary
6	Protect, maintain and enhance the historic environment.	Good	High	Impr	Med	<p>Wiltshire has a significant number of assets that are protected for their heritage value and these need to be preserved. The number of heritage assets 'at risk' has fallen slightly in the period 2011 to 2013.</p> <p>National policy plays a key role in driving the continued protection and improvement of the historic environment contributing to the preservation of heritage assets irrespective of the implementation of the Site Allocations Plan. Nevertheless, the consideration of heritage assets and their setting in the allocation of new development will further contribute to ensuring that these are preserved and where possible enhanced.</p>
7	Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place.	Good	High	Decl	Low	<p>Approximately 73% of Wiltshire falls within a national and local landscape designation. Areas of Outstanding Natural Beauty (AONBs) cover 45% of the land area of Wiltshire, as compared to 29% of land covered regionally and 15% nationally.</p> <p>Pressures to meet housing need may create pressures on landscapes surrounding the urban areas of Salisbury, Trowbridge and Chippenham, but also in other areas. Without the implementation of site allocation policies, it is highly likely that development proposals coming forward would have a detrimental impact of Wiltshire's valued landscapes.</p>
8	Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures.	Poor	High	Decl	High	<p>Generally the housing stock in Wiltshire is better than the national average however there is an imbalance in terms of housing provision. There is a particular issue relating to affordability which is keenly felt in smaller rural communities, meaning that people cannot afford to live where they work or where they grew up. Access to the owner occupied market is heavily restricted by rising house prices with increases exceeding local income inflation.</p> <p>Wiltshire is also experiencing an increasingly older population and the housing stock</p>

		<i>Current Baseline</i>				
SA Objective		Condition	Sensitivity	Trend	Information Quality	Commentary
						<p>will need to be adapted to meet the needs of older people.</p> <p>Without policies to influence the type and tenure of housing development and its location, new housing development coming forward is unlikely to meet the specific housing needs of the county.</p>
9	Reduce poverty and deprivation and promote more inclusive and self-contained communities.	Good	Med	Stable	Med	<p>On the whole, Wiltshire performs well in terms of the income and employment indices of deprivation. However there are pockets of deprivation around the county, particularly within the more rural communities where exclusion is experienced as a result of their isolation from key services and facilities and lack of alternative to the private car. Furthermore, unemployment levels are low compared to the national average. Nevertheless, the recent recession has greatly reduced the job opportunities available to the young and the availability of even seasonal and temporary jobs is expected to be limited and subject to increased competition.</p> <p>Educational achievement in Wiltshire is generally in line or better than similar areas though the gap between the attainment of children in vulnerable groups and their peers is too large and should be narrowed.</p> <p>Wiltshire faces a number of pressures in the future, including an ageing population, increasing levels of obesity and rising fuel prices that will increase levels of fuel poverty and deprivation. Planning policies can address this through consideration of appropriate infrastructure that can improve health and wellbeing, allowing more people to lead healthy lifestyles. Without specific site allocations, it is likely that future development is directed where it will exacerbate accessibility issues.</p> <p>Site allocations help to direct development to areas where it is most needed, together with the infrastructure to meet the needs of existing and future communities.</p>

SA Objective		Current Baseline		Trend	Information Quality	Commentary
		Condition	Sensitivity			
10	Reduce the need to travel and promote more sustainable transport choices.	Mod	High	Decl	Low	<p>Car ownership in Wiltshire is high compared to the regional and national averages, and is reflective of the county's rural nature.</p> <p>Two thirds of Wiltshire's population currently lives in rural areas, where access to services and facilities by modes of transport other than the private car is difficult.</p> <p>Site allocation policies will ensure that development is located where it can be easily accessed by sustainable modes of transport and within close proximity to existing services and facilities.</p> <p>It is likely that current trends of increasing car use, particularly to and from work, and levels of out-commuting will continue and increase without the implementation of the Site Allocations Plan.</p>
11	Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth.	Mod	High	Decl	Med	<p>The South West is the UK's premier holiday destination, with UK residents alone making 18.9 million trips in 2008. However after Gloucestershire, Wiltshire is the County in the south west with the least number of visits and that with the lowest visitor spend.</p> <p>Traditionally, Wiltshire has been dominated by low value, low skilled manufacturing and service sectors, though the proportion of manufacturing related employment has dropped slightly over the past few years and it is now slightly under the South West figures but still above the national average.</p> <p>Specific site allocations will ensure that opportunities for regeneration and economic growth across Wiltshire's settlements are maximised. Without policies to direct development in particular locations and to protect valuable employment land, it is unlikely that an adequate amount of employment land to meet future need and to ensure the sustainable growth of existing and future businesses, will be provided.</p> <p>Site allocations can also contribute to maximising opportunities to capitalise on the</p>

		<i>Current Baseline</i>				
SA Objective		Condition	Sensitivity	Trend	Information Quality	Commentary
						county's tourism potential.
12	Ensure adequate provision of high-quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce.	Mod	High	Decl	Med	<p>Traditionally, Wiltshire has been dominated by low value, low skilled manufacturing and service sectors. The county has become an attractive county for the higher skilled and higher paid in which to live, but not to work as it does not offer sufficient employment opportunities for the highly skilled workforce. This contributes to the differences between resident and workplace earnings as well as to high levels of out-commuting.</p> <p>Without policies which seek to address the lack of suitable employment land to attract new employers to the area, future demand is unlikely to be met. This will have a detrimental impact on employment and subsequent skills levels and training/apprenticeship opportunities.</p>

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Chippenham Site Allocations Plan Sustainability Appraisal Report

Wiltshire Council

Part One B – A Review of the Sustainability Appraisal of Strategic Areas

April 2015



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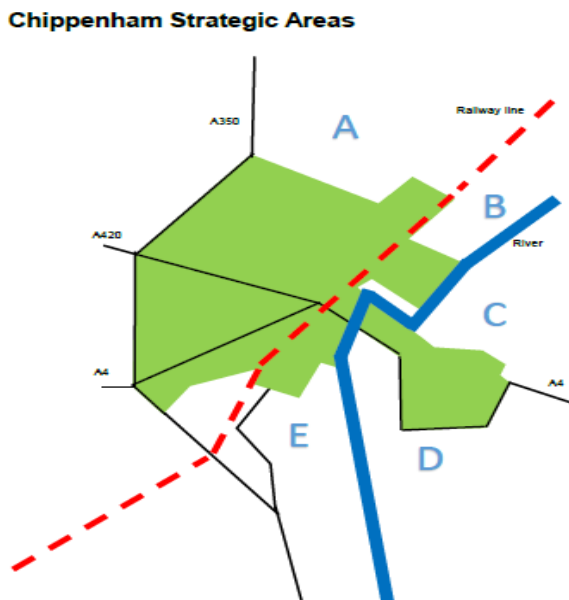
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1. Strategic areas assessment

1.1 Introduction

- 1.1.1 This section provides a high level assessment of the five indicative strategic areas (A to E) identified in the Chippenham diagram contained in the Wiltshire Core Strategy. The SA of the Core Strategy does not provide an assessment of Areas A to E and instead they are assessed in this SA Report for the Chippenham Site Allocations Plan.
- 1.1.2 These strategic areas may, in principle, be suitable to accommodate large mixed use sites on the edge of the town. These areas lie adjacent to the north-eastern, eastern, south-eastern and southern boundaries of Chippenham and are defined by barriers such as main roads, rivers and the main railway line. The five strategic areas in Chippenham are provided in the Figure 1.1 below.

Figure 1.1: Chippenham Strategic Areas Diagram



- 1.1.3 No areas were identified by the Council for assessment west of Chippenham as this direction of growth is not considered suited to the development of large mixed use sites and, therefore, not considered a reasonable alternative for the purpose of SA/SEA. (Further information provided in Chippenham Site Allocations Plan, Briefing Note 2 – Definition of the Chippenham Strategic Areas available on the Wiltshire Council web site¹.)
- 1.1.4 In addition to this, no strategic areas were considered within existing urban areas of Chippenham given the limited opportunities for redevelopment, as stated in the Para 5.47 of the Wiltshire Core Strategy (2015) *“Currently, the limited opportunities for the redevelopment of brownfield sites in Chippenham means that it is necessary to identify greenfield sites on the edge of town”*

¹ <http://www.wiltshire.gov.uk/briefing-note-2-definition-of-chippenham-strategic-areas.pdf>

1.1.5 The high level assessment of strategic areas A to E provides initial information as to which strategic area (or parts of strategic areas) or combination of areas are best suited to accommodate strategic development on the periphery of Chippenham town.

1.1.6 It is important to note that given the high level nature of the strategic of areas A to E, there is some uncertainty in effects against SA objectives. It should also be noted that the level of assessment of these areas that has been undertaken allows for a proportionate use of evidence appropriate for a comparison of broad strategic areas and provides a relatively comprehensive identification and assessment of key receptors, resources and effects.

1.2 Methodology

1.2.1 A Sustainability Threshold Assessment (STA) methodology has been used which allows for the evaluation and comparison of effects for five strategic areas. The generic assessment scale that has been utilised is shown in Table 1.1. Further details on the methodology that has been utilised are set in the SA Methodology chapter in Part One A.

1.2.2 Information contained in the various thematic evidence papers prepared in support of the Chippenham Site Allocations Plan (see SA Methodology Chapter in Part One A) has been utilised in the assessment together with information from constraints maps (in Appendix A) which have been prepared covering the following topics:

- Biodiversity (linked to SA Objective 1)
- RIGS (linked to SA Objective 1)
- BAP Priority Habitats (linked to SA Objective 1)
- Agricultural Land (linked to SA Objective 2)
- Contaminated Land (linked to SA Objective 2)
- Mineral Safeguarding Areas (linked to SA Objective 2)
- Water Resources and Flooding (linked to SA Objective 3)
- Air Quality (linked to SA Objective 4)
- Heritage (linked to SA Objective 6)
- Landscape and Townscape (linked to SA Objective 7)
- Community Facilities (linked to SA Objective 8)
- Open Space (linked to SA Objective 8)
- Public Rights of Way (linked to SA Objective 8)
- Multiple Deprivation (linked to SA Objective 8)

1.2.3 The description of the Strategic Areas provided in Appendix B has been extracted from Evidence Paper 4: Chippenham Landscape Setting Assessment.

1.2.4 It should be noted that the STA methodology has a particular focus on likely adverse effects that may arise from development as it acts as a first sieve in the identification of areas or sub-areas inside each strategic area with the most ability to accommodate development.

1.2.5 The assessment methodology takes into consideration constraints to development in each of the five strategic areas and is based on the following generic approach:

- 1- The existence of absolute sustainability constraints covering the whole of a strategic area will lead to the exclusion of an area.

- 2- Sustainability constraints which result in significant adverse effects for which mitigation is problematic will require the search for development to be located in better performing areas; if no better performing strategic areas exist then an approach is set as to how the area could still accommodate development.
- 3- Sustainability constraints which result in adverse effects capable of being mitigated mean that development can be located inside the strategic area. In this case, mitigation measures are identified to prevent and/or minimise identified likely adverse effects.
- 4- No sustainability constraints result in no adverse effects and development can be located inside the strategic area.

Table 1.1: Thresholds for Assessment

Not suitable for development		Absolute sustainability constraints; exclude this option.
Significant adverse effect on...		Sustainability issues; mitigation considered problematic.
Limited adverse effect on...		Sustainability issues; mitigation considered achievable.
No adverse effect		No sustainability constraints.
Opportunities to...		Development will support sustainability objective.

1.3 Assessment Summary

- 1.3.1 The summary of the strategic areas assessments scores is presented in Table 1.2. Detailed assessment results for each strategic area are presented in Appendix B.
- 1.3.2 Overall, the assessments show that no absolute constraints to development exist in the five strategic areas (denoted by the absence of red cells in Table 1.2); although some constraints resulting in significant adverse effects arising from development for which mitigation would be problematic (denoted by orange cells in Table 1.2) are present in all areas to a greater or lesser extent. All areas also exhibit a number of constraints of achievable mitigation (denoted by the yellow cells in Table 1.2)
- 1.3.3 A number of generic mitigation measures have been identified which could be applied in most if not all of the strategic areas. These are set out below, with related SA objectives listed in parenthesis:
- Ecological surveys will be required to accurately assess likely effects once development details become available (SA Objective 1).
 - Integrated surface water management and pollution prevention measures such as SUDS should be introduced as part of new development (SA Objective 3).
 - Air quality monitoring and noise surveys will be required to determine baseline conditions and understand the extent of potential constraints in specific identified areas (SA Objective 4).
 - Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required in specific identified areas (SA Objective 4).
 - Buildings should be designed so as to minimise construction and operational carbon emissions (SA Objective 5).
 - Trees or new woodland should be planted as part of development to sequestrate carbon, as well as to screen development which would alter the character of the rural landscape, where relevant (SA Objectives 5 and 7).

- Mitigation of effects on heritage assets should be prioritised as: avoidance; preservation in situ of discrete areas of archaeological remains; or archaeological recording for more widespread remains. Archaeological investigations should be considered to assess the significance of any unknown heritage assets (SA Objective 6).
- Any landscape planting should be drought resistant and have a low water demand (SA Objective 7).
- Buffer zones should be used to avoid or reduce impacts on biodiversity, heritage and landscape assets (SA Objectives 1, 6 and 7).
- Public transport improvements would have to bring about a substantial modal shift in all areas in order to alleviate congestion (SA Objective 10).

1.3.4 The subsections below summarise key assessment results for each strategic area, as well as identifying, where applicable, sub-areas within each strategic area with least constraints to development and therefore more suitable for development. Reference should be made to Table 1.2 where environmental objectives and socio-economic objectives are categorised.

Table 1.2: Strategic Areas Assessment Summary Table

SA Objective	Area A revised	Area B revised	Area C revised	Area D revised	Area E revised
Environmental					
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	Orange	Yellow	Yellow	Yellow	Yellow
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	Orange	Orange	Orange	Orange	Orange
3. Use and manage water resources in a sustainable manner.	Yellow	Yellow	Yellow	Yellow	Yellow
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	Yellow	Yellow	Orange	Orange	Yellow
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects	Yellow	Yellow	Yellow	Yellow	Yellow
6. Protect, maintain and enhance the historic environment	Yellow	Yellow	Yellow	Yellow	Yellow
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	Yellow	Orange	Yellow	Yellow	Yellow
Socio-economic					
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	Green	Green	Green	Green	Green
9. Reduce poverty and deprivation and promote more inclusive and self- contained communities	Yellow	Yellow	Yellow	Yellow	Yellow
10. Reduce the need to travel and promote more sustainable transport choices	Yellow	Yellow	Yellow	Yellow	Blue
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Green	Green	Green	Green	Green
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Blue	Yellow	Yellow	Yellow	Blue

Area A

- 1.3.5 In terms of socio-economic SA objectives, Area A generally provides positive support for the housing and local economy SA objectives. There are, however, two constraints relating to inclusive and self-contained communities and promotion of sustainable travel choices. In particular, the constraints relate to non-motorised access to community facilities and the town centre but mitigation is considered achievable.
- 1.3.6 With regard to environmental SA objectives, the assessment results indicate marked constraints of problematic mitigation in relation to biodiversity and geological features and efficient use of land. Area A encompasses a number of important ecological resources, including two BAP priority habitats, Birds Marsh Wood County Wildlife Site as well as several protected species. The majority of land in the strategic area not covered by the approved application comprises BMV agricultural land, making mitigation through avoidance of BMV also problematic.
- 1.3.7 The eastern part of the strategic area is formed of land which contributes to the setting of a number of heritage assets and includes some landscapes with particular sensitivity. These constraints could be achievable mitigated through sensitive design, layout and landscaping which address the need to enhance or better reveal the settings of these assets. Other environmental constraints regarding water resources, air quality and environmental pollution and communities are also achievable mitigated. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.
- 1.3.8 Regarding sustainable transport, the Area is well situated in relation to the PRN with the A350 adjoining the western boundary of the Area, and affords good access to the existing principal employment site to the east. The Area has moderate non-motorised access to the town centre. Relative ease of access to the M4 corridor from this Area may encourage longer distance commuting and road transport focused employment development, which may result in lack of integration with the town centre. These factors combined indicate strong potential for marked reliance on motorised transport from development in the Area, with the risk of exacerbating congestion and associated air quality and noise issues on the B4069 route to the east and the town centre. In order to alleviate congestion public transport improvements would have to bring about a substantial modal shift. This mitigation is considered achievable.
- 1.3.9 The best performing part of the Area comprises that already covered by the approved application. Improvement to the existing public transport network will be required as part of the approved application and there is potential for the approved application to extend existing bus routes to serve the area. The B4069 would serve the Area well as a future public transport corridor. Any development in the Area should also seek to appropriately integrate with the link road proposed in the approved application to support optimal access to the PRN, the town centre, existing employment sites and key facilities.

Area B

- 1.3.10 With regard to socio-economic SA objectives, Area B generally provides positive support for the housing and local economy SA objectives. There is, however, one constraint related to the promotion of sustainable travel choices to employment areas. Improvements to public transport network in Chippenham would be needed to support employment development at Area B. This mitigation is considered achievable.
- 1.3.11 The assessment results indicate that development in Area B is subject to a number of environmental constraints. The extent of BMV agricultural land, which is considered too extensive to adequately mitigate through avoidance, is deemed problematic. None of the other environmental constraints are deemed problematic to mitigate. Constraints in Area B concern biodiversity, efficient and effective use of water resources, mitigation of and vulnerability to climate change, heritage assets and the quality of urban and rural landscapes. Biodiversity constraints include the River Avon CWS which can be avoided. Mitigation of effects from development in an Outer SPZ is considered achievable, as are mitigation of impacts on and vulnerability to climate change through building design, carbon sequestration and reduced focus on the private vehicle. Constraints associated with heritage relate to land which contributes to the setting and character of Langley Burrell and Tytherton Lucas Conservation Areas and listed buildings at Rawlings Farm and Upper Peckingell Farm. Additionally visual effects of

development in Area B on the rural landscape, particularly in terms of the setting of the village of Tytherton Lucas, are of problematic mitigation.

- 1.3.12 Regarding sustainable transport, the assessment for Area B indicates the northern and eastern parts of the Area are constrained in relation to the weak ease of access to community facilities and services but that these constraints would not be problematic to mitigate. The southern and western parts of the Area enjoy good access to the town centre and existing employment areas, in terms of non-motorised movement. However, access to the PRN is generally weak and would likely entail routing through the town centre, as well as increasing pressure on the already congested B4069. The approved application in Strategic Area A comprises a strategic link road which would improve access from Area B to the PRN.
- 1.3.13 The close proximity to the town centre as well as an existing principal employment site presents a strong opportunity in the south and west of the Area to encourage more compact development focused on non-motorised movement routes, with close attention to ecological and landscape integration. However, this would need to be supported by improved public transportation services using the B4069 corridor in order to avoid increases in vehicle traffic, as well as good quality well integrated employment opportunities and increased provision of community services. Improving access from this Area to Abbeyfield School would require a new river crossing.

Area C

- 1.3.14 Area C provides support for socio-economic SA objectives relating to housing and long-term sustainable economic growth. Additionally, a number of constraints are identified with regard to accessibility, including weak access by public transport and non-motorised modes to proposed employment development as well as access to community facilities and services but these are considered of achievable to mitigate.
- 1.3.15 The Area does not perform well in relation to the environmental SA objectives as it exhibits two constraints which might prove problematic to mitigate against (land efficiency and air quality and environmental pollution). The extent of BMV land in Area C makes strategic mixed-use development in this Area problematic to mitigate as BMV cannot be avoided. The main access to the PRN and the town centre is via the already congested A4. Environmental pollution is a constraint considered problematic to mitigate as development of Area C would increase air and noise pollution along the A4 into Chippenham. A large proportion of the central, northern and eastern parts of the Area is characterised by moderate to poor access to the town centre, existing employment areas and services, and public transport provision. Improved public transport provision on the A4, and fostering of close integration of non-motorised movement routes, development of the south western and southern parts of the Area offer the best mitigation for the environmental pollution issues identified but it is considered that this will not be sufficient to mitigate satisfactorily the significant adverse effects identified.
- 1.3.16 Other constraints in relation to the environmental SA objectives where mitigation is considered achievable include the River Avon CWS biodiversity feature and the outer SPZ which comprises much of the Area, the presence of Tytherton Lucas Conservation Area and impacts on and vulnerability to climate change. Development in subareas in proximity to the town centre could reduce dependency on cars and reduce emissions, and in doing so mitigating the latter constraint. However, this would encourage development in proximity to the River Avon Floodplain where land is vulnerable to flooding and this would have to be taken into account in development proposals. Mitigation of effects on Tytherton Lucas Conservation Area is achievable through avoidance of certain subareas, similarly avoidance of most visually prominent land would mitigate the constraint on the visual amenity and character of the rural landscape.

Area D

- 1.3.17 With regard to socio-economic SA objectives the Area provides positive support for the housing and local economy SA objectives, namely providing good quality affordable housing and encouraging long term sustainable growth. Otherwise there are constraints relating to the provision of high quality employment land with strong public transport and non-motorised access. Neither of these are considered problematic to mitigate.

- 1.3.18 Similar to Area C, assessment against environmental SA objectives indicates constraints deemed problematic to mitigate relating to efficient use of land, due to the extent of BMV land, and air quality and environmental pollution due to the northern part of the Area's proximity to the A4. Furthest overall from the town centre and existing employment sites, access to/from Area D is reliant on the already congested A4 which borders the north of the Area and this will exacerbate existing air quality and environmental pollution issues. Accessibility via public transport or non-motorised modes is considered generally weak over much of the Area, although the north east of the Area has good non-motorised access to Abbeyfields secondary school. Development of the northern part of the Area, in particular the north east, offers the best potential performance in terms of likely significant effects. However, this would require improvement to public transport services to reduce potential negative effects on the A4 corridor and town centre as well as low car ownership/car free type of development, but it is considered that this will not be sufficient to mitigate satisfactorily the significant adverse effects identified.
- 1.3.19 The assessment results indicate a number of constraints against environmental SA objectives deemed achievable to mitigate through avoidance. The Area is partially situated within a Minerals Safeguarding Area. There are a number of important biodiversity features in the Area, in particular associated with riparian and woodland habitats, the linear nature of which makes severance an issue. Bordered in the west and south by the River Avon, flood risk and drainage issues are constraints in these and adjacent parts of the Area. The more remote, rural landscape in the south of the Area, and the setting of some heritage assets in the northwest, pose constraints to development in these areas. Mitigation of adverse effects on the settings of Rowden Conservation Area is achievable through the introduction of buffer zones. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.

Area E

- 1.3.20 The assessment results indicate that development in Area E would support the socio-economic SA objectives relating to housing and providing for long-term sustainable growth. The results also indicate no constraints on the socio-economic objectives relating to sustainable transport choices for new employment land and providing high quality employment land.
- 1.3.21 Only one constraint deemed problematic to mitigate is identified through the assessment, this relates to the environmental SA objective: efficiency of land use. The extent of BMV land in the Area would prove problematic to mitigate through avoidance.
- 1.3.22 The assessment results indicate that remaining environmental SA objectives pose constraints deemed achievable to mitigate. Biodiversity features, including the River Avon CWS can be avoided by development in Area E, similarly there is sufficient Flood Zone 1 land in the Area for development to avoid Flood Zones 2 and 3, the Mineral Safeguarding Area can be avoided and mitigation of adverse effects on the settings of Rowden Conservation Area is achievable through the introduction of buffer zones. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.
- 1.3.23 The Area combines good access to the A350 in the southern part, and strong access to existing public transport corridors (B4643), the town centre and existing employment areas in the northern part. The majority of the Area has moderate to weak access by non-motorised modes of transport to secondary schools with the north of the area performing best. Identified air quality and environmental pollution issues are deemed achievable to mitigate.
- 1.3.24 There is a strong opportunity in the north of the Area to encourage more compact development focused on non-motorised movement routes which directly link into the nearby town centre, capitalising on the good network of existing PRowS. Encouraging development of high quality employment opportunities, particularly less motorised transport focused businesses, with close integration with the public network, would help establish such an area as more self-contained and less reliant on highway linkages, helping to reduce traffic pressure on the A4, where bus services could be increased, and ameliorate associated congestion, air quality and noise issues. Compact, human-scale development, with a strong emphasis on low car or car free movement, in

the northern part of Area E should also help facilitate sensitive approaches to the Rowden Conservation Area setting and context.

1.4 Conclusions

- 1.4.1 Based on the assessment results and taking into account both socio-economic and environmental constraints to development, it is concluded that:
- No absolute constraints to development are identified in any of the five strategic areas.
 - All five strategic areas perform similarly with regard to socio-economic SA objectives; although Areas A and E are identified as performing slightly better, having no adverse effects on SA objective 12 where Areas B, C and D show adverse effects which require mitigation.
 - All five strategic areas will require improved public transportation in order to be able accommodate new development.
 - All areas are assessed to have significant adverse effects on BMV agricultural land. The extent of BMV land across all five Areas makes the constraint problematic to mitigate. It should be noted that the assessments make no distinction between Grades 3a and 3b as no such information is available across all areas. The assessments results are therefore precautionary and will require further testing at the strategic site options assessment stage.
 - Area A is assessed to have biodiversity constraints considered problematic to mitigate, whereas with the other strategic areas mitigation is considered achievable.
 - Area B is assessed to have landscape constraints considered problematic to mitigate, whereas with the other strategic areas mitigation is considered achievable.
 - Areas C and D have constraints considered problematic to mitigate relating to air quality, whereas the constraints for Areas A, B and E are considered achievable to mitigate.
 - All areas are equally affected by a number of constraints (relating to use of water resources, climate change, the historic environment and landscape and townscape). Mitigation is considered achievable for all of these constraints.
 - Overall, Area E performs marginally better than Areas A, B, C and D; having the least number of constraints considered problematic to mitigate.

Appendix A. Constraints Maps

IN SEPARATE FILE DUE TO SIZE

Appendix B. Strategic area assessment – detailed assessment tables

Table B.1: Area A Assessment

Description of Area A

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area A. The Strategic Area is approximately 1.6km to the north of Chippenham town centre. It is immediately to the north of housing development which is predominantly along the southern edge of Hill Corner Road. Hill Corner Road separates the north of Chippenham and the Strategic Area, although the northern side of the road is well vegetated with trees and hedgerows. In the west a narrow woodland buffer is situated adjacent to the Wiltshire Ambulance Headquarters and a modern office complex on the other side. Jacksom's Lane runs east to west in the north of the Strategic Area, also to the north of the Area lies a small wooded river valley along Stein Brook and the village of Langley Burrell. The railway embankment runs along the east of Area A. Built development is predominantly on the periphery of the Strategic Area and is mainly along the southern edge. Within the Area built form includes buildings at Barrow Farm (listed), Kilvert's Parsonage, some farmhouses and cottages on Maud Heath's Causeway and farms along Jacksom's Lane.

Planning application 12/00560/OUT was approved on 16th April 2014 in Area A . The application comprises up to 750 dwellings and 12,710m2 employment development. The application site is situated in the south and west of Area A along Hill Corner Road and the A350. The application site binds the south and west of Birds Marsh Wood CWS. This substantial planned development in Area A has been a key consideration in the assessment of Area A.

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SA Objective	STA score	Comment on Area A	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>There are no international, national or regional biodiversity and geodiversity designations inside Area A, however, this area contains a number of biodiversity constraints (Evidence Paper 5: Biodiversity and Biodiversity Constraints Map in Appendix A).</p> <p>The Birds Marsh Wood County Wildlife Site (CWS) is situated in the northwest of Area A. Two BAP Priority Habitats are associated with Birds Marsh Wood, an area of Mixed Woodland BAP surrounds the CWS on its north, south and west sides whilst a patch of Improved Grassland BAP is situated in the north of the site adjacent to the CWS (See BAP constraints map in Appendix A).</p> <p>An area of Improved Grassland BAP is located east of the B4069 directly north of St Peter's Church, Langley Burrell.</p> <p>East of Birds Marsh Wood the land comprises of neutral</p>	<p>Any development in Area A further to the approved application (12/00560/OUT) in the southwest of the Area would have adverse effects on the CWS. Lessening these effects would be problematic as using buffer zones between the CWS and any development to the north or east of it is unlikely to be sufficient.</p> <p>Development should be considered in Strategic Areas which are less constrained by biodiversity. Should development occur within Area A in proximity to the CWS and BAP priority habitats, efforts must be made through conscientious design to compensate for the resulting harm.</p> <p>Development in Area A must ensure habitat connectivity between Birds Marsh Wood and the wider area is preserved and therefore development in the</p>

SA Objective	STA score	Comment on Area A	Recommendations
		<p>grassland, wood pasture, copses and ponds. A network of mature hedgerows supports known populations of protected species.</p> <p>Unprotected areas with ecological significance within Area A include wetlands, woodland around Greenways Business Park along the western boundary and the green corridor along the railway line which forms Area A's eastern boundary.</p> <p>Protected species known to be present in Area A include Great crested newt, and Lesser and Greater horseshoe bat.</p> <p>Species records include Badger, reptiles (Adder, Grass snake, Slow worm), Great crested newt, Barn owl and several bat species (Lesser horseshoe, Greater horseshoe, Serotine, Myotis and Pipistrelle)</p>	<p>Area should not encircle Birds Marsh Wood.</p> <p>Any further development of Area A should retain existing mature hedgerow trees and other important habitats and ensure habitat connectivity.</p> <p>Development should seek to protect and enhance local BAP habitats and improve habitat connectivity.</p> <p>There are opportunities to enhance the Birds Marsh Wood CWS by creating additional woodland in the fields adjacent to the north (Evidence Paper 5: Biodiversity).</p> <p>An extensive area of Area A, particularly Birds Marsh Wood and land to the east, are known to support populations of protected species. Southern and eastern parts of Area A should be the focus for any further development in favour of the more ecologically sensitive part of Area A near Birds Marsh Wood.</p> <p>Ecological surveys will be required to accurately assess likely impacts once development details become available for this Strategic Area.</p>
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>The Soil Constraints Map in Appendix A shows the east of Area A comprising largely of Grade 2 (very good) agricultural land with a strip of Grade 3 (good to moderate) north of Langley Burrell.</p> <p>Land to the north and east of Birds Marsh Woods is also classified as Grade 3 agricultural land whilst a small area to the west is Grade 2. The south of Area A bordering Chippenham comprises non-agricultural urban lands, this area is subject to outline permission for application</p>	<p>Mitigation will be problematic in Area A as the majority of existing non-agricultural urban lands are subject to the approved application (12/00560/OUT). The remaining land in the Area is Best and Most Versatile (BMV) agricultural land.</p> <p>Any major development should first be considered in Strategic Areas which are less extensively constrained by BMV agricultural land than Area A.</p> <p>Should development occur in Area A then it should follow the sequential approach set out in para.112 of the NPPF – developing poorer quality land (grade 3) in preference to that of a higher quality (grades 1 and 2).</p>

SA Objective	STA score	Comment on Area A	Recommendations
		<p>12/00560/OUT.</p> <p>Area A is not situated within a Mineral Safeguarding Area (See Mineral Safeguarding Areas Constraints Map in Appendix A).</p> <p>Due to its current agricultural use, the Area is unlikely to require remediation of contamination, the Area is not located in proximity to any existing or historic waste or mineral management sites (see Contamination Constraints Map in Appendix A).</p>	
<p>3. Use and manage water resources in a sustainable manner</p>		<p>The Area is situated entirely within Flood Zone 1 (see Water Resources and Flood Constraints Map in Appendix A).</p> <p>The Area is situated entirely within an Outer Zone – subsurface activity only Groundwater Source Protection Zone (SPZ). A number of springs associated with tributaries of the River Avon are situated within Area A (see Water Resources and Flood Constraints Map in Appendix A).</p> <p>Development within the Area would lead to an increase in impermeable surfaces on currently greenfield land, increasing surface water runoff, potentially carrying anthropogenic contaminants, causing pollution and flooding issues in the area and downstream.</p> <p>Area A is identified as having drainage issues resulting from its raised and flat topography and its location on the edge of Chippenham’s drainage network (Evidence Paper 6: Flood Risk and Surface Water Management)</p>	<p>The Area has low risk of fluvial flooding due to its entire location within Flood Zone 1. However, any development within Area A will be required to achieve equivalent to existing greenfield rates of runoff as a minimum in order to prevent increased flooding that could be caused by new development.</p> <p>Mitigation of effects from development in an Outer SPZ is considered achievable.</p> <p>Any development in Area A should ensure appropriate land management practices and provide buffer strips between development and springs and tributaries.</p> <p>Pollution prevention measures such as SUDS should be introduced as part of any development within Area A.</p>
<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental</p>		<p>There are no air quality management areas (AQMAs) in Chippenham. The nearest AQMA is located approximately 6.5km to the east in Calne (see Air Quality Constraints Map in Appendix A).</p> <p>Based on the current road network new vehicle traffic generated from the development of Area A would have strong</p>	<p>Area A performs poorly in regard to road network impacts. Based on the existing road network a development which proposes motorised access from the B4069 would likely increase congestion and associated air quality and noise issues in Chippenham town centre, due to the distance from the PRN, and along the B4069. A development which proposes</p>

SA Objective	STA score	Comment on Area A	Recommendations
pollution		<p>access from the west to the Primary Route Network (PRN) due to the Area's proximity to the A350 (Evidence Paper 3: Transport and Accessibility).</p> <p>Access from the east would increase pressure on the B4069 corridor north of Chippenham and could increase congestion, air quality and noise issues along the corridor and in Chippenham town centre.</p> <p>Outline consent for application 12/00560/OUT includes a link road between the A350 and A4069. Any further development would benefit from this link road, directing vehicle traffic from the centre of Chippenham.</p> <p>Development in proximity of the railway line bordering the east of the Area A may be constrained by noise issues.</p>	<p>motorised access from the A350 would likely have a less adverse effect on local air quality and noise issues in Chippenham.</p> <p>Any development in the Area should seek to appropriately integrate with the link road proposed in approved application 12/00560/OUT in order to reduce air quality and noise issues on the B4069 corridor through Chippenham.</p> <p>The Area has strong to moderate ease of access to town centre by non-motorised modes (see Evidence Paper 3: Transport and Accessibility Part 1). Any development in Area A should capitalise on the ease of non-motorised access to the town centre and reduce emphasis on private vehicles, hence preventing associated air and noise pollution.</p> <p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p> <p>Existing noise associated with the railway line may constrain development in some of the Area and surveys should be undertaken to understand the extent of this constraining factor.</p>
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects		<p>Any development of greenfield sites in Area A would lead to an increase in greenhouse gas emissions (particularly carbon emissions) due to increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable. New development will need to take this into account. The poor drainage and the presence of several tributaries of the River Avon may increase the Area's vulnerability to extreme flooding. Development of Area A may exacerbate such events, making areas downstream more</p>	<p>Any development of the Area should capitalise on the close proximity to the town centre and existing public transportation in order to reduce car dependency and emissions from vehicles.</p> <p>Building design should seek to minimise carbon emissions during construction and operation.</p> <p>Trees or new woodland should be planted as part of development to sequester carbon. Any landscape planting should be drought resistant and have a low water demand.</p>

SA Objective	STA score	Comment on Area A	Recommendations
		vulnerable.	Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.
6. Protect, maintain and enhance the historic environment		<p>No World Heritage Sites are located within proximity of Chippenham or Area A (see Heritage Constraints Map at Appendix A).</p> <p>Part of the Langley Burrell Conservation Area is situated in the northeast of Area A at Langley Burrell (Evidence Paper 7: Heritage Assets). The character of the Conservation Area is rural village within an agricultural landscape. Land which contributes to its setting is situated within the Strategic Area.</p> <p>15 listed buildings are situated within Area A, five within the Conservation Area, a cluster of three along the B4069 and two at Barrow Farm. The setting of a number of proximate listed buildings are made up by land within the Area.</p> <p>Maude Heath's Causeway, a non-designated heritage asset built in the 15th century, is situated within Area A near Langley Burrell.</p> <p>There is a high potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods. Some unknown archaeological assets may have significance equivalent to a scheduled monument.</p>	<p>The land which comprises approved application 12/00560/OUT in the southwest of the Area is situated away from the majority of heritage assets in Area A.</p> <p>Any development within Area A which falls within the Langley Burrell Conservation Area or on land which contributes to its setting or the setting of any heritage asset should seek to enhance or better reveal the significance of the heritage area in accordance with para.137 of the NPPF. Should enhancement not be possible then soft landscaping or buffer zones should be considered, this could reduce the developable area within Area A.</p> <p>Archaeological investigations should be considered to assess the significance of any unknown heritage assets, particularly the Roman settlement. Undiscovered archaeology could be of sufficient importance to affect development although mitigation by way of avoidance, through preservation in situ of discrete areas of archaeological remains or archaeological recording for more widespread remains is considered achievable.</p>
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and		<p>Development in Area A would not have an impact on the Cotswold AONB. The east of Area A falls within the Open Clay Valley Landscape Character Area whilst the Area to the west of B4069 falls within the Limestone Lowland Landscape Character Area (Evidence Paper 4: Landscape Setting Assessment).</p> <p>The character of the Area is generally rural with Langley Burrell and the northern extent of Chippenham providing the only areas of built form with the exception of some linear</p>	<p>Any development in Area A should safeguard:</p> <ul style="list-style-type: none"> - the interconnected network of mature hedgerows in the west of the Area; - the local prominence of Birds Marsh Wood; and - the undeveloped and open countryside between Kingston Langley and Chippenham <p>Development west of the B4069 in Area A must</p>

SA Objective	STA score	Comment on Area A	Recommendations
sense of place		<p>development along the B4069 and several farmsteads.</p> <p>The Area gently undulates and consists largely of agricultural fields with mature hedgerows. Hedges and copses create a sense of enclosure which reduce distant views, particularly in the west of Area A. Visual prominence of the area is moderate to low.</p> <p>Birds Marsh Wood is prominent on higher ground and is a significant contributor to maintaining the separation of Kingston Langley and Chippenham.</p> <p>Development of Area A has the potential to adversely affect the rural character of the local landscape.</p> <p>Development in the east of Area A has the potential to damage or disturb the remoteness of Langley Burrell and its distinctiveness as a separate settlement beyond Chippenham.</p>	<p>consider the cumulative impacts of proposals and the existing permission on Birds Marsh Wood and seek to protect and enhance it as an accessible open space as well as prevent development engulfing the CWS.</p> <p>Any development in the east of Area A should consider the impact on the rural landscape and setting of Langley Burrell.</p> <p>Trees or new woodland should be planted to screen development which would alter the character of the rural landscape.</p>
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		<p>Any mixed use development in this Strategic Area which include residential development has the opportunity to provide good quality affordable housing that meets the needs of local people in terms of tenure type and size.</p>	<p>No recommendations</p>
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		<p>The Area is situated on the northern fringe of Chippenham adjacent to areas of low density residential development and a number of employment sites. The Area to the west of the B4069 is considered to have moderate to strong sustainable access, performing well in regard to non-motorised access to schools but performing poorly in regard to access to the hospital (Evidence Paper 3: Transport and Accessibility Part 1).</p> <p>Development of Strategic Area A would create a new</p>	<p>Development further to the existing permission in Area A would have moderate non-motorised access to the town centre but would benefit from the facilities provided by the existing permission.</p> <p>The south and west of the Area comprises the most accessible (non-motorised) to the town centre and community facilities in Area A, however this land is subject to the existing permission for development.</p>

SA Objective	STA score	Comment on Area A	Recommendations
		<p>community with moderate to weak non-motorised access to the town centre. The strongest performing land in Area A in this regard is that which is subject to outline consent.</p> <p>Although the Area has strong potential access to public transportation the B4069 is not presently a public transport corridor.</p> <p>The development with approved application (12/00560/OUT) includes employment land, a school and local centre.</p> <p>Birds Marsh Wood has been designated village green status and is identified as accessible open space although footpaths are in poor condition which affect its accessibility for recreation (Open Spaces Constraints Map in Appendix A and Evidence Paper 4: Landscape Setting Assessment). One further open space is situated within Area A; this is a small area to the east of Birds Marsh Wood.</p> <p>The network of Public Rights of Way is comprehensive within Area A, north to south and east to west routes interconnect regularly providing good access to north Chippenham, Langley Burrell, Kingston Langley, development along the A350 and Birds Marsh Wood CWS (see PRow Constraints Map at Appendix A).</p>	<p>Any major development should improve non-motorised access to existing public transport and facilities and the B4069 should be considered as a new public transport corridor in order to ensure inclusive access to services.</p> <p>Development west of the B4069 in Area A must seek to protect Birds Marsh Wood and enhance it as an accessible open space.</p> <p>Any development in Area A would likely impact on the PRow network. Development should safeguard existing Rights of Way or provide suitable alternative routes.</p>
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>		<p>Based on the current road network, new vehicle traffic generated from development with access from the A350 would ensure strong links to the PRN and could direct traffic away from the centre of Chippenham, this might encourage vehicle use.</p> <p>Access from the B4069 could place additional pressure on the corridor into Chippenham.</p> <p>Based on the findings from Evidence Paper 3: Transport and Accessibility Area A is located within strong accessibility to public transportation, however the B4069 is not currently a public transport corridor. Evidence Paper 3 suggests there is</p>	<p>The south and west of the Area comprises the most accessible (non-motorised) to the town centre and community facilities in Area A, however this land is subject to the existing permission for development.</p> <p>The proximity of the Area to Chippenham town centre is suited to a development with reduced dependency on the private vehicle, although strengthening non-motorised access between development in Area A and the town centre might be necessary to facilitate this.</p> <p>Any development in Area A should be supported by new public transport services using the B4069 corridor</p>

SA Objective	STA score	Comment on Area A	Recommendations
		<p>potential for it to become one.</p> <p>The Area has moderate non-motorised access to the town centre. Car-dependant development would also lead to increases in traffic along the A350 and B4069 if access is provided from these roads.</p>	<p>to ensure sufficient levels of access to enable development.</p> <p>New walking and cycling routes fully integrated and connected to current pedestrian and cycle network will be required.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>As Area A is generally Greenfield land loss of employment sites is unlikely. The Area is proximate to several existing employment sites. A mixed use development has the potential to create new employment land to meet local need and support the local economy.</p>	<p>No recommendations</p>

SA Objective	STA score	Comment on Area A	Recommendations
<p>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</p>		<p>Any mixed use development comprising new employment land would benefit the local economy. A number of employment sites are present within proximity of the south of the Area.</p> <p>The approved application in Strategic Area A (reference 12/00560/OUT) makes provision for a strategic link road between the A350 Malmesbury Road Roundabout and the B4069 at Maud's Heath Causeway. This would create strong access to the PRN for employment development proposed in the Strategic Area A.</p> <p>A large scale employment development would require improvements to the existing public transport network to support growth, The B4069 has been identified as having potential to become a future bus route (Evidence Paper 3: Transport and Accessibility). Small scale employment development could be supported by the existing bus services to the south of the area, The Design and Access Statement prepared for application 12/00560/OUT outlines the potential for an extension to existing bus corridors to support the proposed development. This would have beneficial effects for the Strategic Area.</p>	<p>The approved application in Area A will improve access to the PRN for further proposals for employment development in Area A. The approved application has the potential to extend the existing public transport network to support further major development within Area A. The B4069 has potential to become a future bus corridor (see also SA Objective 10).</p>

Table B.2: Area B Assessment

Description of Area B

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area B. The Strategic Area includes land to the east of the Great Western Railway which slopes down to the River Avon. This river forms a natural eastern boundary to the area. In the north of the Area is a collection of buildings at Upper Peckingell Farm, a number of listed buildings are situated here. In the south of Area B lies the disused railway which has been converted to the North Wiltshire Rivers Route which is a long distance footpath and cycleway (National Cycle Route 4). The area forms pastoral land that slopes down to the River Avon and contains isolated farms including Rawlings Farm and a collection of buildings around Peckingell and Upper Peckingell Farm.

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SA Objective	STA score	Comment on Area B	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>There are no international, national or regional biodiversity and geodiversity designations within Area B.</p> <p>The River Avon CWS forms a natural eastern boundary of the Area (see Biodiversity Constraints Map in Appendix A). The River is also a Priority Habitat Running Water BAP (see BAP Constraints Map in Appendix A). There are records of European Otter on the river.</p> <p>Mature hedgerows and trees along the south and west of the Area form a significant linear ecological feature which connect with hedgerows through the Area.</p> <p>Habitats which hold the potential for roosting bats are present along the river.</p> <p>Species records include Barn owl, Kingfisher, Badger, Grass snake, Otter and several bat species (Daubenton's, Serotine, Myotis, Pipistrelle and Lesser horseshoe).</p>	<p>Development within Area B should avoid the River Avon CWS so that this area remains untouched by development. Avoidance of this area using buffer zones would be the preferred method of mitigation. Access restrictions may also be required.</p> <p>Development in Area B which does not require the severing of the River Avon CWS would be preferable.</p> <p>The network of interconnected hedgerows and linear woods should be protected to ensure habitat connectivity throughout the Area.</p> <p>Ecological surveys will be required to accurately assess likely impacts once development details become available.</p>
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>The Area is comprised generally of Grade 2 (very good) agricultural land with a small strip of grade 3 (good to moderate) in the southeast and urban lands along the</p>	<p>Any development in Area B should first be considered on non-agricultural urban lands in the southwest of the Area in line with the sequential approach set out in para.112 of the NPPF which seeks development on urban, Grade 5 (very poor) and Grade 4 (poor) agricultural land prior to the development of BMV</p>

SA Objective	STA score	Comment on Area B	Recommendations
buildings		<p>southern border (See Soil Constraints Map in Appendix A).</p> <p>The majority of the Area is agricultural land and unlikely to require remediation. There are no existing or historic mineral or waste management sites within Area B (see Contamination Constraints Map in Appendix A).</p> <p>Area B is not situated in a Mineral Safeguard Area (see Mineral Safeguarding Area Constraints Map in Appendix A).</p>	<p>agricultural land. There is insufficient poor agricultural land within Area B to support the delivery of a major mixed use development. As such this would be problematic to mitigate.</p> <p>Other Strategic Areas with unconstrained non-agricultural urban, very poor and poor agricultural lands should be developed prior to development of BMV agricultural land in Area B.</p> <p>Should insufficient urban or poorer agricultural land be available within other Strategic Areas BMV agricultural land should be developed using a sequential approach (favouring development on Grade 3, then Grade 2 very good and Grade 1 excellent as a last resort).</p>
3. Use and manage water resources in a sustainable manner		<p>The River Avon runs along the east of Area B. As the riverbank rises sharply only a small area at the east of Area B is situated within Flood Zones 2 and 3 (high probability of flooding). The rest is in Flood Zone 1 (see Water Resources and Flooding Map in Appendix A).</p> <p>The Area drains directly into the River Avon and any increase in impervious surfaces here could increase the flood risk in Chippenham town centre. The Chippenham Sewage Treatment Works is situated downstream in proximity of this Area.</p> <p>The entire Area is situated within an Outer SPZ (Zone 2c). Two tributaries of the Avon form or run through the Area. Any Development within Area B would increase in impermeable areas on currently greenfield land. This would increase surface water runoff, potentially carrying anthropogenic contaminants, causing pollution and flooding issues in the Area and downstream.</p>	<p>The Area has low risk of fluvial flooding due to its location mainly within Flood Zone 1. Any development will need to be directed to Flood Zone 1.</p> <p>Mitigation of effects from development in an Outer SPZ is considered achievable. Any development in this Area should ensure appropriate land management practices are considered and provide buffer strips between development and springs and tributaries.</p> <p>In order to ensure that Chippenham town centre is not placed at greater risk of flooding, development at the Area would have to incorporate surface water management such as SUDS in order to achieve rates of runoff equivalent to the current greenfield rates as a minimum.</p> <p>Pollution prevention measures such as SUDS should be introduced as part of new development.</p>
4. Improve air quality throughout		<p>There are no AQMAs in Chippenham. The nearest AQMA is located approximately 6.5km away in Calne (see Air Quality</p>	<p>Development of Area B would likely increase congestion and associated air quality and noise issues</p>

SA Objective	STA score	Comment on Area B	Recommendations
Wiltshire and minimise all sources of environmental pollution		<p>Constraints Map in Appendix A).</p> <p>Based on the current road network, new vehicle traffic generated from development at this Area could increase pressure on the B4069 corridor into Chippenham town centre. The B4069 is identified as a congested corridor. Access to the Area from the PRN is generally weak and would likely be directed through the town centre, exacerbating local congestion and increasing vehicle emissions (Evidence Paper 6: Transport and Accessibility).</p> <p>The increase in vehicles associated with development in Area B would also worsen air quality and noise issues for receptors in Langley Burrell and along the B4069.</p> <p>The railway line running along the western boundary of Area B is an existing noise source which may constrain some development in its proximity.</p>	<p>in Chippenham town centre due to the Area's distance from the PRN and on the B4069 corridor</p> <p>Public transport and other sustainable modes of transport based type of development (rather than private car) for Area B would avoid worsening air quality and noise pollution and could mitigate these effects (see assessment for SA objective 10 for further explanation). Evidence Paper 6 finds Area B's sustainable access to be moderate to strong, supporting the concept of a reduced car development.</p> <p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p> <p>Existing noise associated with the railway line may constrain development in some of the Area and surveys should be undertaken to understand the extent of this constraining factor.</p>
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects		<p>Any development of greenfield sites in Area B would lead to an increase in greenhouse gas emissions (in particular carbon emissions) due to increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable. New development will need to take this into account. The proximity of the Area to the River Avon is likely to make the Area more vulnerable to increasing occurrences of extreme flooding events.</p>	<p>Any development in Area B should capitalise on the strong to moderate non-motorised access to the town centre and public transport in order to reduce car dependency and encourage sustainable transport modes for local journeys. This would reduce carbon emissions.</p> <p>Building design should seek to minimise carbon emissions during construction and operation.</p> <p>Trees or new woodland should be planted as part of development to sequester carbon. Any landscape planting should be drought resistant and have a low water demand.</p> <p>Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.</p>

SA Objective	STA score	Comment on Area B	Recommendations
<p>6. Protect, maintain and enhance the historic environment</p>		<p>No World Heritage Sites are located within proximity of Chippenham or Area B.</p> <p>There are no Conservation Areas within Area B although the Area does form part of the setting to Langley Burrell and Tytherton Lucas Conservation Areas (Evidence Paper 7: Heritage Assets).</p> <p>Area B contains three grade II listed buildings, one at Rawlings Farm and two at Upper Peckingell Farm (see Heritage Constraints Map in Appendix A).</p> <p>There is a high potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.</p> <p>Six non-designated heritage assets are recorded by the Wiltshire Historic Environment Record as being approximately within Area B.</p>	<p>Any development within Area B that falls within land which contributes to the setting of the Langley Burrell or Tytherton Lucas Conservation Areas or the setting of the heritage asset at Rawlings Farm or Upper Peckingell Farm should seek to enhance or better reveal the significance of the asset in accordance with para.137 of the NPPF. Should enhancement not be possible then a buffer zone should be considered, potentially reducing the extent of the developable area.</p> <p>Development should ideally consider the effects of development on non-designated heritage assets and avoid, through use of buffer zones.</p> <p>Archaeological investigations should be considered to assess the significance of any unknown heritage assets, particularly the Roman settlement. Undiscovered archaeology could be of sufficient importance to affect development although mitigation by way of avoidance, through preservation in situ of discrete areas of archaeological remains or archaeological recording for more widespread remains is considered achievable.</p>
<p>7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>		<p>Development in Area B would not have an impact on the Cotswold AONB.</p> <p>Area B is situated within the Open Clay Vales Landscape Character Type and the Avon Vales Landscape Character Area. The Area consists predominantly of agricultural land characterised by small and medium sized fields sloping down towards the River Avon. Area B has a strong rural character (Evidence Paper 4: Landscape Setting Assessment).</p> <p>The Area has high visual prominence and farms on higher ground than the adjacent floodplain are particularly prominent.</p> <p>Development of Area B would increase the urban influence</p>	<p>Any development in Area B should conserve and enhance woodland and hedgerows in order to conserve the remote and separate character of Tytherton Lucas.</p> <p>Development should avoid the most prominent areas of Area B to minimize impact on distant views, particularly to the east.</p> <p>The south and west of the Area borders existing development and is better suited to development than the more rural north.</p>

SA Objective	STA score	Comment on Area B	Recommendations
		and reduce the sense of separation and remote character present in the village of Tytherton Lucas. This is likely to be problematic to mitigate.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		Any new development in the Area that includes residential development has the opportunity to provide good quality, affordable housing that meets the needs of local people in terms of tenure, type and size.	No recommendations
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		<p>The Area is considered to have strong to moderate non-motorised access to the town centre and public transportation (Evidence Paper 3: Transport and Accessibility). The southwest of the Area performs particularly strongly.</p> <p>Whilst ease of access to Abbeyfield secondary school by non-motorised modes is considered strong to moderate, the River Avon constrains this access and development would require a river crossing to enable access. Non-motorised access to the hospital is weak.</p> <p>The Area has potential for strong to moderate access from public transportation from the B4069, however it is not currently a public transport corridor.</p> <p>The Area is situated adjacent to major employment site and thus has strong access to employment.</p> <p>There are no areas of open space within Area B.</p> <p>Several PRoWs run through the Area and connect with the wider PRoW network with links to the town centre.</p>	<p>Development of Area B should capitalise on the potential for strong access by public transport through the provision of a new public transportation corridor along the B4069 corridor. At present the B4069 is not a public transport corridor and the Area is poorly served.</p> <p>. A new river crossing would be necessary for unconstrained access to Abbeyfield secondary school. This mitigation is considered achievable.</p> <p>Development of Area B would have weak ease of access to the hospital by non-motorised modes, combined with the existing lack of public transport services along the A4069 sustainable access.. This could be mitigated through improved public transport services along the B4069 corridor.</p> <p>Improvements to pedestrian and cycle routes between any development and the town centre would ensure inclusive access to community facilities.</p> <p>Development at Area B would benefit from the provision of some community facilities to meet new needs and ensure inclusive access.</p>

SA Objective	STA score	Comment on Area B	Recommendations
			<p>Any development in the Area should seek to protect the PRoW network and PRoW's should be reinstated where development extinguishes them.</p> <p>Any development in Area B should be focused in the southwest of the Area which performs strongest overall for this SA objective.</p>
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>		<p>Based on the current road network, new vehicle traffic generated from development in the north of this Area with access from the B4069 would increase congestion along the corridor into Chippenham. The B4069 is identified as a congested corridor (Evidence Paper 3: Transport and Accessibility Part 1).</p> <p>Area B is categorised as having strong to moderate potential access to public transport, although the corridor is not currently used by public transport services. Area B is also categorised as having strong to moderate non-motorised access to the town centre and strong access to employment areas.</p> <p>Access to the hospital is moderate to weak and whilst access to secondary schools is strong to moderate a river crossing would be required to provide access to Abbeyfield School.</p>	<p>Development at Area B would need to be supported by improved public transportation services using the B4069 corridor in order to avoid increases in vehicle traffic.</p> <p>Any development in Area B should seek to further strengthen pedestrian and cycle access to town centre services and the railway station.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>The majority of the Area is greenfield land and is, therefore it is unlikely to lead to the loss of any major employment land. Mixed use development creating new employment land would meet local needs and support the local economy.</p> <p>Depending upon the specific development proposals, there is the potential to create new employment land in the Area, which will create new employment opportunities to meet the local needs and support the local economy.</p> <p>A principal employment site is situated immediately adjacent to the west of Area B.</p>	<p>No recommendations</p>

SA Objective	STA score	Comment on Area B	Recommendations
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce		Any future employment development in the Area will support overall employment development and regeneration within Chippenham, however when considering development options, it is important to ensure development is in an appropriate location in terms of access by sustainable transport modes. Area B has strong to moderate potential for access by public transport (Evidence Paper 3: Transport and Accessibility).	Improvements to public transport network in Chippenham would be needed to support employment development at Area B. The B4069 would serve the Area well as a future public transport corridor (see also SA Objective 10).

Table B.3: Area C Assessment

Description of Area C

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area C. The Strategic Area covers land closely associated with the River Avon; predominantly along the valley bottom but also including land to the south of Stanley Lane that rises to a high point of 72m AOD south of Hither Farm. The River Marden, a tributary of the River Avon, forms a natural northern boundary as it flows from high ground between Bencroft Hill and Derry Hill towards the River Avon. In the east lies Pound Farm, Stanley Lane and Pudding Brook, the A4 London Road runs along the south boundary. To the south west and west of Area C lies the urban edge of Chippenham and the River Avon. The land across the Strategic Area is broadly flat with localised rolling high points at New Leaze Farm (61m AOD) and another of 62m AOD further southeast and a high point south of Stanley Lane noted above.

SA Objective	STA score	Comment on Area C	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>There are no international, national or regional biodiversity and geodiversity designations in Area C.</p> <p>The Kellaways-West Tytherton River Avon SSSI is located approximately 0.6km upstream of Area C (see Biodiversity Constraints Map in Appendix A). The SSSI is designated for its geological importance (Natural England).</p> <p>The River Avon CWS runs along the western boundary of the Area, the River Avon is also a Running Water BAP Priority Habitat. These biodiversity constraints coincide with Flood Zones 2 and 3 (see Biodiversity Constraints Map in Appendix A, BAP Constraints Map in Appendix A and Water Resources and Flooding Constraints Map in Appendix A). The River Marden runs to the north and east of the Area. The Area is less ecologically diverse than other Areas due to the dominance of agriculturally improved fields although the floodplain grazing marsh along the Avon and Marden could be important to wading and wintering birds (Evidence Paper 5: Biodiversity).</p> <p>Willows are dominant along the banks of the Avon and Marden and have the potential for roosting bats.</p> <p>Several habitat corridors are of importance within Area C,</p>	<p>Development should avoid the Kellaways-West Tytherton River Avon SSSI.</p> <p>Any development in Area C should avoid the Rivers Avon and Marden and associated floodplain grazing marsh so that these areas remain untouched. Avoidance of these areas using buffer zones would be the preferred method of mitigation. Access restrictions may also be required.</p> <p>Development within Area C which is dependent on access which crosses the River Avon would sever the River Avon CWS. Development should avoid severing the CWS to prevent loss of biodiversity and habitat connectivity, however should it be demonstrated that this is unavoidable mitigation measures should be pursued using the sequential approach to the 'mitigation hierarchy' as set out in the Core Strategy CP50. Where it can be demonstrated that avoidance is unachievable efforts to reduce, moderate and minimise impacts should be demonstrated instead.</p> <p>Development should seek to preserve habitat connectivity within Area C, particularly the network of</p>

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SA Objective	STA score	Comment on Area C	Recommendations
		<p>these are formed by Pudding Brook, other small watercourses and hedgerows, linking habitats north to south through the Area.</p>	<p>watercourses and hedgerows in the east of the Area.</p> <p>Opportunities exist as part of development proposals to enhance areas of the River Avon floodplain by increasing diversity of wetland habitats</p> <p>Ecological surveys will be required to accurately assess likely impacts once development details become available. Ecological survey work is needed to assess the Area's value, potentially to protected species, and priority habitats, particularly species-rich grasslands.</p>
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>Area C lies extensively within Grade 3 (good to moderate) agricultural land. A strip of Grade 4 (poor) agricultural land runs along the east of the Avon in the west of the Area (See Soil Constraints Map in Appendix A). In the southwest, adjacent to Pewsham, a small area of urban land is present. In the northwest there is a small area of Grade 2 (very good) agricultural land.</p> <p>A small parcel of land in the north of Area C on the bank of River Marden is situated within a Mineral Safeguarding Area (see Mineral Safeguarding Constraints Map in Appendix A).</p> <p>Due to its current agricultural use, most of the Area is unlikely to require remediation of contamination. However, two sites of potential land contamination are within the Area; a parcel of land on the A4 at Spires View and the Chippenham Sea Cadets Headquarters on in the southwest of the Area on the River Avon (Defra Landfill Map).</p>	<p>Mitigation will be problematic as Areas C lies extensively within Grade 3 agricultural land. Development should be first be considered in Strategic Areas which are less extensively constrained by BMV agricultural land than Area C, prior to consideration of this Area for development.</p> <p>Any development within Area C should prioritise grade 4 agricultural land which isn't constrained by flood risk and urban land in favour of grade 3 agricultural land. Should insufficient urban or poorer agricultural land be available within the Strategic Areas BMV agricultural land should be developed using a sequential approach (favouring development on Grade 3, then Grade 2 very good and Grade 1 excellent as a last resort).</p> <p>Development should avoid sterilising land which is situated within a Mineral Safeguarding Area.</p> <p>Remediation of contaminated land should be considered if potential development sites overlap with or are in the vicinity of the contaminated sites identified.</p>
<p>3. Use and manage water resources in</p>		<p>The River Avon and River Marden comprise the north and west boundaries of Area C. This Area has the most land</p>	<p>There is sufficient land in Flood Zone 1 for new development within Area C and Flood Zones 2 and 3</p>

SA Objective	STA score	Comment on Area C	Recommendations
a sustainable manner		<p>constrained by Flood Zones 2 and 3 of all the Strategic Areas (Evidence Paper 7: Flood Risk and Surface Water Management).</p> <p>Development in Strategic Area C will drain directly into the River Avon and River Marden. An increase in peak flows downstream could have significant effect on Chippenham Town Centre and downstream settlements. The Blackwell Hams Sewage Treatment Works is also situated downstream in proximity of this Area.</p> <p>Land at the north and particularly at the west of Area C lies within Flood Zones 2 and 3 (see Water Resources and Flooding Constraints Map in Appendix A). The floodplain in Area C is a major contributor to upstream flood storage, safeguarding the town centre from flooding.</p> <p>Despite the extensiveness of the floodplain in Area C a significant part of the Area is situated in Flood Zone 1.</p> <p>An Outer Source Protection Zone (Zone 2c) is coincides with much of the north of the Area (see Water Resources and Flood Constraints Map in Appendix A). The south of Area C along the A4 is not located within the Outer SPZ or Flood Zones 2 or 3.</p>	<p>should be avoided.</p> <p>River Avon crossings which coincide with Flood Zones 2 and 3 should be avoided as they may restrict flows and exacerbate flooding downstream in Chippenham. Should this be unavoidable then proposals will need to satisfy the exception test in accordance with NPPF paragraph 102. In summary, it must be demonstrated that the development provides wider sustainability benefits to the community that outweigh flood risk and a site-specific flood risk assessment must demonstrate that the development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall.</p> <p>Development should incorporate SUDS systems which achieve greenfield equivalent rates of runoff as a minimum.</p> <p>While mitigation of effects from development in an Outer SPZ is considered achievable, development should first be focused in the south of Area C, beyond the SPZ. Development in the SPZ in Area C should propose appropriate land management practices and provide buffer strips between development and springs and tributaries.</p>
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution		<p>There are no air quality management areas (AQMAs) in Chippenham. The nearest AQMA is located approximately 6km to the east in Calne (see Air Quality Constraints Map in Appendix A).</p> <p>Based on the current road network, new vehicle traffic generated from development in Area C with access from the A4 east of Pewsham would place additional pressure on the</p>	<p>Reducing dependency on the car and encouraging use of public transport would go some way to mitigating against worsening air quality and noise issues as well as reducing carbon emissions.</p> <p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p>

SA Objective	STA score	Comment on Area C	Recommendations
		<p>already constrained A4 corridor.</p> <p>Existing levels of congestion along the corridor between Chippenham and Calne would be exacerbated by the increase in vehicles associated by a new development at Area C.</p> <p>Access to the PRN is categorised as poor and would direct vehicles through Chippenham town centre, increasing local congestion and worsening air quality and noise issues (Evidence Paper 3: Transport and Accessibility).</p>	<p>Based on the location of the PRN in relation to Area C it would be problematic to mitigate against increasing congestion in the centre of Chippenham and thus worsening air quality.</p>
<p>5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects</p>		<p>Any development of greenfield sites in Area C would lead to an increase in greenhouse gas emissions (particularly carbon emissions) due to increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable. New development will need to take this into account.</p> <p>Parts of the Area (located in Flood Zones 2 and 3) are prone to flooding and may be vulnerable to increases in extreme flooding events but there is sufficient land in Flood Zone 1 where new development can take place and be less vulnerable.</p>	<p>Development in the south of Area C should seek to improve access to the public transport corridor along the A4. This should be supported by improvements to public transport services. This would reduce carbon emissions from transport.</p> <p>Development in the west of Area C should capitalise on the close proximity to the town centre by incorporating strong non-motorised access into the design. Again, this would reduce carbon emissions from transport.</p> <p>Building design should seek to minimise carbon emissions during construction and operation.</p> <p>Trees or new woodland should be planted as part of development to sequester carbon. Any landscape planting should be drought resistant and have a low water demand.</p> <p>Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.</p>
<p>6. Protect, maintain and enhance the historic</p>		<p>Neither Strategic Area C nor Chippenham are situated in proximity to a World Heritage Site.</p> <p>The Heritage Constraints Map (see Appendix A) shows that</p>	<p>Any development within Area C that occurs on land which contributes to the setting of the Tytherton Lucas Conservation Area or the setting of any heritage asset</p>

SA Objective	STA score	Comment on Area C	Recommendations
environment		<p>Area C contains six listed buildings, the Evidence Paper 7: Heritage Assets identifies two areas of land within Area C contribute to the setting of Tytherton Lucas Conservation Area.</p> <p>Six non-designated heritage assets are situated within Area C, including potentially prehistoric features at New Leaze Farm, a medieval settlement at Harden's Farm and the Calne and Chippenham branch of the Great Western Railway. The Wiltshire and Berkshire Canal Route, a non-designated heritage asset, passes through the centre of Strategic Area C.</p> <p>Whilst there is limited risk to the known historic environment, there is high potential for unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods.</p>	<p>should seek to enhance or better reveal the significance of the asset in accordance with para.137 of the NPPF. Should enhancement not be possible then a buffer zone should be considered, which may reduce the extent of the developable area.</p> <p>Development should ideally consider the effects of development on non-designated heritage asset and avoid these areas, through use of buffer zones.</p> <p>Archaeological investigations should be considered to assess the significance of any unknown heritage assets. Undiscovered archaeology could be of sufficient importance to affect development although mitigation by way of avoidance, through preservation in situ of discrete areas of archaeological remains or archaeological recording for more widespread remains is considered achievable.</p>
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place		<p>Development in Area C would not have an impact on the Cotswold AONB.</p> <p>The Area falls within Open Clay Vale landscape character type and Avon Vale Landscape Character Area (Evidence Paper 4: Landscape Setting Assessment).</p> <p>The character of the landscape in Area C is closely associated with the River Avon floodplain and lies on lower land than the west bank of the river. Although Area C is predominantly agricultural riparian trees lining watercourses give the perception a wooded landscape.</p> <p>In the east of the Area the character is particularly rural, however south of the cycleway the landscape has an increasingly urban character.</p> <p>Built form is generally individual farms and isolated properties, particularly along Stanley Lane.</p> <p>Ribbon development along the A4 at the south of the Area</p>	<p>Development should conserve and where possible enhance the rural character in the north of the Area.</p> <p>South of the cycleway the landscape has an increasingly urban character, development would be better suited to the south of the Area where the urban fringe character would be less sensitive to development than the more rural north and east.</p>

SA Objective	STA score	Comment on Area C	Recommendations
		consists of farms, sui generis uses and a sports ground.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		Any new development in the Area that includes residential development has the opportunity to provide good quality, affordable housing that meets the needs of local people in terms of tenure, type and size.	No recommendations
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		<p>The west of Area C is categorised as having strong to moderate non-motorised access to the town centre although a bridge over the River Avon would improve this accessibility (Evidence Paper 3: Transport and Accessibility). The areas with the strongest access are constrained by Flood Zones 2 and 3. In the east of the Area non-motorised access is weak.</p> <p>Non-motorised access to secondary schools is very strong in the south of Area C, however non-motorised access to the hospital is moderate to weak and very weak in the east.</p> <p>There is strong potential for access by public transport in the south of Area C.</p> <p>Sustrans National Cycle Route passes through the Area on the Wiltshire and Berkshire Canal.</p> <p>There are three open spaces within Area C; the Stanley Park Sports Ground on the A4, sports fields at Abbeyfield School and a park between the Avon the A4 on Long Close are all located in the south of the Area.</p> <p>A PRow passes northeast to southwest through the west of the Area. A PRow connects the A4 with Stanley Lane in the south of the Area (see PRow Constraints Map in Appendix A).</p>	<p>Improvements to non-motorised access, including a pedestrian crossing of the Avon in the northwest of the Area, and improved public transport services along the A4 corridor would ensure more inclusive access to a wider range of existing services, community facilities and employment sites.</p> <p>Accessible open space is located in the south of the Area, development should protect these open spaces and seek to improve access to them.</p> <p>Development in Area C could impact the PRow network, development should safeguard existing PRows or provide suitable alternative routes where they are extinguished.</p>

SA Objective	STA score	Comment on Area C	Recommendations
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>		<p>Based on the existing road network, new vehicle traffic generated by development of Area C with access from the A4 would worsen congestion on the A4 corridor east of Chippenham and into the town centre. This stretch of road is identified as constrained by congestion (Evidence Paper 3: Transport and Accessibility).</p> <p>Area C, particularly in the south, has strong potential for access by public transport.</p> <p>The southwest of Area C has strong to moderate non-motorised access to the town centre. Access is increasingly weak further east in Area C.</p> <p>Sustrans National Cycle Route passes through the Area on the Wiltshire and Berkshire Canal.</p> <p>A PRow passes northeast to southwest through the west of the Area. A PRow connects the A4 with Stanley Lane in the south of the Area (see PRow Constraints Map in Appendix A).</p>	<p>Any development within Area C should be focused in the south and southwest of the Area. Non-motorised access from the southwest of the Area to the town centre should be enhanced and links improved, and public transport along the A4 should be improved to support development in the south of the Area.</p> <p>Development should provide facilities and employment land to meet new need and reduce the need to travel.</p> <p>Development should improve and integrate with National Cycle Route 403 along the Wiltshire and Berkshire Canal.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>The majority of the Area is greenfield land, therefore it is unlikely to lead to any loss of any major employment land.</p> <p>A mixed use development holds the potential to create new employment land which could contribute to long-term sustainable economic growth.</p> <p>Depending upon the specific development proposals, there is the potential to create new employment land in the Area, which will create new employment opportunities to meet the local needs and support the local economy.</p>	<p>No recommendations.</p>

SA Objective	STA score	Comment on Area C	Recommendations
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce		Any development in Area C which allows for the provision of employment land will support overall employment development within Chippenham. The south of Area C has potential for strong links by public transport, however much of the Area is located beyond reasonable access to public transport suggesting much of the area might be less attractive to business	Employment development would be best suited to the south of Area C where potential for access to public transport is strongest; improvements to public transport and non-motorised access from the town centre would also be required.

Table B.4: Area D Assessment

Description of Area D

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area D. Area D is located 1.5km south of Chippenham town centre on higher ground to the east of the River Avon. The Area is situated immediately south of the Pewsham housing estate (constructed within the past 10-20 years) and is occupied by pastoral and arable farmland. There are three farm complexes and two residential cottages accessed from Forest Lane, with Forest Farm to the east accessed from London Road. Field parcels are geometric and relatively large with regularly maintained hedgerows and a few hedgerow trees. A strip of mature woodland has been maintained near the A4, at the northeastern edge of the Area. An overhead power line is routed across the site in an east-west direction. The northern boundary is defined by the A4 (Pewsham Way) skirting the southern boundary of the settlement east of the River Avon, the eastern boundary by the A4 (London Road) linking Pewsham to Derry Hill. The southern boundary is defined by the River Avon and the western boundary by Lower Lodge Farm, a sewage treatment works and Mortimore’s Wood. A small area to the north west is included in the Rowden conservation area.

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SA Objective	STA score	Comment on Area D	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>There are no international, national or regional biodiversity and geodiversity designations inside Area D. However, this area is bordered/crossed by a number of biodiversity constraints (Evidence Paper 4: Biodiversity 2015 and Biodiversity Constraints Map in Appendix A).</p> <p>The River Avon County Wildlife Site (CWS) defines the western and southern natural boundaries of this area. The southern part of the site comprises extensive areas of River Avon floodplain grazing marsh, which could potentially be important for wading /wintering birds. Near the western boundary, Mortimore’s Wood CWS and LNR is located adjacent to the River Avon CWS and forms an important part of a developing woodland corridor adjacent to the river. Mortimore’s Wood is also a BAP priority habitat (see BAP Constraints Map in Appendix A).</p> <p>The Wilts and Berks canal (now partly restored) and cycleway, with mature trees on both sides of the canal, runs through the Strategic Area. This forms an important linear corridor of wetland habitats linking the River Avon with several other small linear features in the landscape to the north. Willow pollards alongside the canal may provide suitable</p>	<p>Any development within Area D should avoid the River Avon CWS and its associated southern floodplain, Mortimore’s Wood CWS and the Wilts and Berks disused canal route so that these areas remain untouched by development. Buffer zones (the exact extent to be determined as part of development proposals) should be created between these and any new development areas in order to mitigate any negative effects arising from new development in the vicinity. Public access restrictions to the CWS may also be required.</p> <p>Development which requires the crossing of the river Avon should be avoided as this will sever the River Avon CWS and potentially lead to loss of biodiversity. Should it be demonstrated that severing the CWS is unavoidable, mitigation measures should be pursued using the sequential approach to the ‘mitigation hierarchy’ as set out in Core Strategy CP50. Where it can be demonstrated that avoidance is not achievable efforts to reduce, moderate and minimise impacts should then be demonstrated.</p>

SA Objective	STA score	Comment on Area D	Recommendations
		<p>roosting for bats, while a population of Great crested newt is known to be breeding in the canal.</p> <p>The rest of the land is predominantly agricultural pasture with woodlands and hedgerows. There are mature hedgerow trees, individual field trees and small clusters within fields.</p> <p>Species records in the area include Redwing, Fieldfare, Badger, Kingfisher and bats (Brandt's, Serotine, Daubenton's, Whiskered, Natterer's, Noctule, Soprano pipistrelle, Brown long-eared, and Greater and Lesser horseshoe).</p> <p>Development of Area D will need to take account of the above mentioned sites, woodlands and hedgerows as well as the identified protected species.</p>	<p>Any development of Area D will need to retain existing mature hedgerow trees and other important habitats and ensure habitat connectivity.</p> <p>Ecological surveys will be required to accurately assess likely effects once development details become available for this strategic area.</p> <p>There is an opportunity to enhance the extensive areas of the River Avon floodplain grazing marsh by reducing the intensity of management, creating / restoring drainage features and increasing the diversity of wetland habitats, as part of development proposals in other parts of the strategic area.</p>
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>Area D is comprised of Grade 3 (good) BMV agricultural land and Grade 4 (poor) agricultural land (see Soil Constraints Map in Appendix A). Areas of Grade 4 (poor) agricultural land largely coincide with areas of biodiversity importance and flood risk which as discussed above and below should not be developed.</p> <p>Area D is situated partially within a Mineral Safeguarding Area. Strips of land along the River Avon to the west, southwest and south of Area D are affected. Development in these areas which would sterilise the mineral reserves would not constitute efficient use of land.</p> <p>Due to its current agricultural use, most of the Area is unlikely to require remediation of contamination. However, two sites of medium potential contamination exist on the western side of Area D (see Land Contamination Constraints Map in Appendix A). One of the sites is the defunct Westmead Refuse Tip, operating from 1947 to 1990. Evidence suggests</p>	<p>Development should be considered in other Strategic Areas which do not have Grade 3 BMV agricultural land prior to consideration of this strategic area for development. Mitigation will be problematic in this area given the extensive coverage of the area by BMV agricultural land. Should land not be available elsewhere then areas of poorer quality land (grade 3) in preference to that of a higher quality (grades 1 and 2) should be considered.</p> <p>Development would need to avoid sterilising land within the Mineral Safeguarding Area; however parts of the MSA coincide with areas at risk of flooding which won't be developed.</p> <p>Remediation of contaminated land should be considered if potential development sites overlap with or are in the vicinity of the contaminated sites identified.</p>

SA Objective	STA score	Comment on Area D	Recommendations
		that inert, industrial, commercial, household and liquid/sludge waste may have been buried at the site. The second site coincides with the existing sewage treatment works..	
3. Use and manage water resources in a sustainable manner		<p>The Area is bordered extensively to the south and to the west by the River Avon Flood Zones 2 and 3 (high probability of flooding) which perform an important flood protection function (see Evidence Paper 6: Flood Risk and Surface Water Management 2015 and Water Resources and Flooding Constraints Map in Appendix A). The rest of the area is Flood Zone 1.</p> <p>New development inside this strategic area could lead to an increased impermeable area within land that is currently greenfield. , This would increase surface water runoff potentially carrying anthropogenic contaminants (such as urban runoff from roads and street litter) causing pollution and flooding issues in the River Avon and nearby watercourses.</p> <p>Any development in area D would drain directly to the River Avon and Chippenham Sewage Treatment Works run by Wessex Water. The drainage effect on the River Avon water levels downstream could be significant and have an effect on downstream settlements, this would need to be avoided.</p> <p>Area D is also very flat compared to some other areas creating difficulties for drainage by gravity. This issue may have a bearing on the potential for and design of SUDS in this area as they may not work by gravity and require more expensive solutions involving pumping water.</p> <p>There are no Source Protection Zones within Area D.</p>	<p>Any development in Area D will need to be directed to Flood Zone 1. Development must avoid Flood Zones 2 and 3..</p> <p>River Avon crossing(s) affecting Flood Zones 2 and 3 in this Area should be avoided as they may restrict flows and exacerbate flooding. Should this be unavoidable then proposals will need to satisfy the exception test in accordance with NPPF paragraph 102. In summary, it must be demonstrated that the development provides wider sustainability benefits to the community that outweigh flood risk and a site-specific flood risk assessment must demonstrate that the development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall.</p> <p>Surface water management that achieves equivalent of current Greenfield rates of runoff as a minimum (or preferably improve on) will be required in order to prevent increased flooding.</p> <p>Pollution prevention measures such as SUDS should be introduced as part of new development.</p>
4. Improve air quality throughout Wiltshire and minimise all sources of		<p>There are no AQMAs in Chippenham. The nearest AQMA is located approx. 6.5km away in Calne (see Air Quality Constraints Map in Appendix A).</p> <p>Based on the current road network, new car traffic generated from this Area would place significant pressure on the A4</p>	<p>Consideration of public transport and other sustainable modes of transport based type of development (rather than private car) for Area D will avoid worsening air quality and noise pollution (see assessment for SA Objective 10 for further explanation).</p>

SA Objective	STA score	Comment on Area D	Recommendations
environmental pollution		<p>corridor from Pewsham and through Chippenham town centre. Development in Area D would require further traffic to be directed through the centre of Chippenham for those approaching/leaving from a westerly direction and therefore exacerbate local congestion and traffic issues. It could also result in increased congestion and worsening air quality further along the A4 in Calne as a result of additional traffic approaching/leaving the area using the A4 in an easterly direction through Calne.</p> <p>Noise issues will also originate as a result of increased traffic levels on the A4 corridor.</p> <p>In addition, the Wessex Water waste water treatment works are located in the western section of strategic area D, and will be a consideration / constraint with regards to odour.</p>	<p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p> <p>A cordon sanitaire associated with the wastewater treatment works should be a consideration when determining the area suitable for development.</p>
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects		<p>Any development of greenfield sites in Area D would lead to an increase in greenhouse gas emissions (in particular carbon emissions) due to emissions generated by increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable and new development will need to take these into account.</p> <p>The areas within Flood Zones 2-3 in Area D would be particularly vulnerable to increases in extreme flood events but there is sufficient land in Flood Zone 1 where new development can take place and be less vulnerable.</p>	<p>Consideration of public transport and other sustainable modes of transport (rather than private car) based type of development for Area D will avoid increase in carbon emissions (see assessment for SA objective 10 for further explanation).</p> <p>Buildings should be designed so as to minimise construction and operational carbon emissions.</p> <p>Trees or new woodland should be planted as part of development to sequestrate carbon. Any landscape planting should be drought resistant and have a low water demand.</p> <p>Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.</p>
6. Protect, maintain and enhance the historic		<p>No World Heritage Sites are located within close proximity to Chippenham and therefore Area D. There are no listed buildings inside Area D. Some land to the west of Area D contributes to a small part of the setting of Rowden Park</p>	<p>Any development within Area D that falls within Rowden Conservation Area or on land which contributes to its setting will have to enhance or better reveal the significance of the conservation area in</p>

SA Objective	STA score	Comment on Area D	Recommendations
environment		<p>Conservation Area. (Evidence Paper 7: Heritage Assets 2015 and Heritage Constraints Map in Appendix A).</p> <p>Area D has a high potential for heritage assets with archaeological interest associated with the former non-designated heritage assets - Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest) which are located in the area.</p> <p>The total loss of any non-designated heritage asset of high heritage significance as a result of development could represent substantial harm and development in this area would have to consider these heritage assets.</p>	<p>accordance with para.137 of the NPPF. Should enhancement not be possible then a reduction of extent of the developable area through the introduction of a buffer zone will need to be considered.</p> <p>Archaeological investigations will need to be undertaken prior to the site allocations as currently undiscovered archaeology could be of sufficient importance to significantly affect the development as mitigation could be problematic. However, mitigation of effects on non-designated heritage assets with archaeological interest is achievable in most cases; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains, but this needs to be confirmed for this strategic area.</p> <p>Development within Area D, where necessary, should be informed by archaeological assessments which identify the significance of non-designated assets.</p> <p>Potential restoration of the Wiltshire and Berkshire Canal for leisure and tourism as part of new development should be considered.</p>
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place		<p>Development in Area D would not have an effect on the Cotswold AONB nor Green Belt (see Landscape and Townscape Constraints Map at Appendix A).</p> <p>Based on the findings of the Evidence Paper 4: Landscape Setting Assessment December 2014 (Appendix A), the area falls within LCA Avon Clay Vale with hedgerow patterns, riparian vegetation and water ways of varied character being locally valued features. Also characteristic of this type of landscape is rural tranquillity and wide open views.</p> <p>The land rises up from the Pewsham Way and with the River Avon located to the west and south, the landform almost</p>	<p>Any development in Area D should consider (as set Evidence Paper 4: Landscape Setting Assessment December 2014) :</p> <ul style="list-style-type: none"> - Extending the block of woodland near Forest Farm to the southeast - Maintaining a green buffer along London Road approach and enhance with tree planting - Retaining green buffer fronting Pewsham Way near Lodge Road and to the historic line of the Wiltshire and Berkshire Canal.

SA Objective	STA score	Comment on Area D	Recommendations
		<p>creates a 'dome' effect.</p> <p>The northern part of the Area is affected partly by the busy A4 (Pewsham Way) and there are some views of the large housing estate to the north. However the landscape treatment to the northern side of Pewsham Way provides containment to that edge of Chippenham with limited views of rooflines.</p> <p>Forest Lane is located along the high point of the local topography and is bordered by a mature hedgerow, with hedgerow trees.</p> <p>The southern part of the Area is more consistent with wider landscape character, more remote and is visually connected with the River Avon and Bowden and Derry Hill.</p> <p>The pylons and overhead conductors pass across the central part of the area and are a visual detractor.</p> <p>The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility.</p> <p>Development of Area D for housing and employment, in particular on the higher ground of Area D could undermine a number of landscape qualities including the visual separation between the Limestone Ridge (Naish Hill) and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way.</p>	<ul style="list-style-type: none"> - Conserving the network of intact hedgerows within the area; - Maintaining the distinctive mature hedgerow trees and woodlands throughout the landscape and seek opportunities for new woodland and hedgerow planting to maintain green links between wooded areas; - Conserving and where possible enhancing the riparian character along the River Avon with a network of planting extending from the river corridor; and - Protecting and enhancing the area of open space along the River Avon. <p>Any development in Area D should avoid development of the accessible open space associated with Mortimore's Wood (protected from development under SA objective 1) and maintain and where possible enhance access to it.</p>
<p>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures</p>		<p>Any mixed use development in the Area will include residential development which has the opportunity to provide good quality, affordable housing that meets the needs of local people in terms of tenure, type and size.</p>	<p>No recommendations</p>

SA Objective	STA score	Comment on Area D	Recommendations
<p>9. Reduce poverty and deprivation and promote more inclusive and self-contained communities</p>		<p>The northwest of Area D is identified as having strong to moderate access by non-motorised modes of transport to Chippenham hospital (see Evidence Paper 7: Transport and Accessibility). Non-motorised access to the hospital from Area D, which is impeded by the River Avon, could be improved by as part of a new development in the area. The east and south of Area D has weak to very weak access to the hospital.</p> <p>The best performing areas in regard to non-motorised access to health facilities coincides with land constrained by Flood Zones 2 and 3 and within the Rowden Conservation Area. Recommendations have been made above for SA objectives 3 and 5 to avoid or limit development of these areas.</p> <p>Much of Area D has strong to moderate secondary school access by non-motorised modes, the northeast of the area performs particularly well.</p> <p>The Area contains a single area of accessible open space (Mortimore's Wood) situated on the eastern bank of the River Avon.</p> <p>The Area is currently crossed by a number of PRowWs on the north eastern side (see PRowW Constraints Map at Appendix A).</p>	<p>Despite the proximity, safe travel routes will need to be devised to be confident that secondary pupils could access the school.</p> <p>Development should consider improving access to the hospital in the northwest of the strategic area to capitalise on the hospitals close proximity.</p> <p>Any development in Area E should seek to maintain access to the identified open space (Mortimore's Wood).</p> <p>PRowWs will need to be reinstated if development of the area takes place.</p>
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>		<p>Currently the private car is the dominant mode of travel in Chippenham. Evidence Paper 3: Transport and Accessibility identifies Area D as having questionable medium to long term potential for public transport services.</p> <p>Given the current traffic congestion in the A4 corridor and in Chippenham town centre, car based development in Area D is likely to result in significant adverse effects given that it will need to link to an already congested A4.</p> <p>Based on the findings from the Transport and Accessibility Strategic Areas Assessment October 2014, in Area D almost half the area is categorised as either in very weak (8%) or</p>	<p>Consideration of a non-car, public transport and other sustainable modes of transport based type of development for Area D will ensure a better alignment with this objective as congestion issues already exist and adding more cars to the roads will only exacerbate these issues. Development of Area D should first focus on the north area which has strong and moderate public transport accessibility and strong and moderate non-motorised access to health and education facilities.</p> <p>Additional public transport services should be</p>

SA Objective	STA score	Comment on Area D	Recommendations
		<p>weak (34%) access to public transport corridor with 13% having strong accessibility and 45% moderate accessibility.</p> <p>With regards to current walking and cycling access to facilities and services in Chippenham town centre, approx. half of Area D is categorised as having strong to moderate access whereas the other half has weak access.</p>	<p>considered if development is to occur in currently less accessible areas. These services may need to be initially subsidised so as to attract new users.</p> <p>New walking and cycling routes fully integrated and connected to current pedestrian and cycle network will be required if development is to occur in less accessible areas.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>The majority of the Area is Greenfield land, therefore it is unlikely to lead to any loss of any major employment land. Depending upon the specific development proposals, there is the potential to create new employment land in the Area, which will create new employment opportunities to meet the local needs and support the local economy. The Area also has the potential for development-associated infrastructure for Chippenham, which could assist in promoting economic growth.</p>	<p>No recommendations.</p>
<p>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</p>		<p>Any future employment development in the Area will support overall employment development and regeneration within Chippenham, however when considering development options, it is important to ensure development is in an appropriate location. Parts of the Area lie close to the A4 and to commercially viable public transport but other parts lie outside of reasonable access on foot to commercially viable public transport. Access to the A350 and M4 would be directed through Chippenham.</p>	<p>Public transport access to new employment areas will need to be improved as part of development within Area D.</p>

Table B.5: Area E Assessment

Description of Area E

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area E. The Strategic Area is located 1km southwest of Chippenham town centre on the western side of a valley formed by the River Avon. The northern part of the Strategic Area is occupied by grassland subject to an annual hay crop rotation, with hedgerows forming field boundaries. The southern part has smaller field parcels, with more substantial field boundaries (including hedgerow trees) and managed for arable and pasture. Rowden Manor (Grade II* Listed) is located in the northern part of the Area, and with some associated farm buildings, some converted into dwellings. Low density residential areas of Chippenham and Chippenham Community Hospital are situated to the north of the Area. The River Avon CWS runs along the east of the Area. . In the south of Area E agricultural land and a horticultural nursery are present, Lackham College lies further south. The main railway line extends along the west of the Area.

SA Objective	STA score	Comment on Area E	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>Although there are no international, national or regional biodiversity and geodiversity designations within Area E a number of biodiversity constraints are situated within the approximate area of Area E (Evidence Paper 5: Biodiversity, 2015 and Biodiversity Constraints Map in Appendix A).</p> <p>The River Avon CWS extends southwards in the east of the Strategic Area and is a significant green corridor. The River Avon is also a BAP priority habitat (see BAP constraints map in Appendix A). Areas of floodplain grazing marsh, patches of scrub, overgrown hedges and swamp vegetation associated with the River Avon floodplain are present in the east of the Area.</p> <p>The main line railway embankment running along the west of the Area is a significant green corridor. A green corridor formed by Pudding Brook crosses the Area west to east, linking the embankment with the River Avon.</p> <p>An opportunity area of MG6 neutral grassland is situated adjacent to the Community Hospital in the north of the Area, this has potential to be improved to MG5 species-rich grassland.</p>	<p>Development within Strategic Area E should avoid the River Avon CWS and associated floodplain habitats so that these areas remain untouched by development. Avoidance of these areas using buffer zones would be the preferred method of mitigation.</p> <p>Development which requires the crossing of the river Avon should be avoided as this will sever the River Avon CWS and potentially lead to loss of biodiversity. Should it be demonstrated that severing the CWS is unavoidable mitigation measures should be pursued using the sequential approach to the 'mitigation hierarchy' as set out in Core Strategy CP50. Where it can be demonstrated that avoidance is not achievable efforts to reduce, moderate and minimise impacts should then be demonstrated.</p> <p>Development should retain and protect the network of green corridors formed by the linking of the railway embankment, Pudding Brook and the River Avon. Retention of mature hedgerows is also recommended in order to ensure habitat connectivity.</p> <p>The opportunity area of MG6 neutral grassland</p>

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SA Objective	STA score	Comment on Area E	Recommendations
		<p>An area of marshy / neutral grassland / swamp vegetation is also present immediately south of the Gypsy Lane water works.</p> <p>Large, tall, overgrown hedgerows, hedgerow trees and mature, veteran, standing deadwood trees are significant ecological features present throughout the Area.</p> <p>Species records include Redwing, Badger, Duke of Burgundy butterfly, Kingfisher, Adder, Slow worm, Grass snake, Otter, bats (Daubenton's, Whiskered, Pipistrelle, Greater horseshoe, Lesser horseshoe, Brown long-eared, Brandt's, Serotine, Noctule and Soprano pipistrelle). Greater and lesser horseshoe are known to forage over the Patterdown area and Bechstein's have been recorded commuting through the Showell area. A barn owl roost is also present in the Patterdown area.</p> <p>Bats are known to roost at Lower Lodge Farm, Hungerdown Lane, Lackham College, Notton Park, Monkton Park, Esmead and Rowden Road.</p>	<p>should be improved as part of development in the Strategic Area.</p> <p>Opportunities exist as part of development proposals for wetland and terrestrial habitat creation to benefit the existing small populations of Great crested newt.</p> <p>Ecological surveys will be required to accurately assess likely effects once development details become available for this strategic area.</p>
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>Area E consists of Grade 1 (excellent), Grade 2 (very good), and Grade 3 BMV agricultural land (see Soil Constraints Map in Appendix A).</p> <p>A strip of Grade 4 (poor) agricultural land coincides generally with areas of Flood Zones 2 and 3 along the west of the River Avon.</p> <p>The Area is situated extensively within a Mineral Safeguarding Area. Land adjacent to existing development at the northwest of the Area as well as land in the southwest are situated beyond the MSA (see Minerals Safeguarding Map in Appendix A). Development in these areas which would sterilise mineral</p>	<p>Development should first be considered in Strategic Areas which are less extensively constrained by BMV agricultural land than Area E. Mitigation will be problematic in this Area given the extensive coverage of BMV agricultural land.</p> <p>Should an insufficient quantity of urban, very poor or poor agricultural land be available elsewhere then areas of poorer quality BMV land (grade 3) should be considered in favour of higher quality (grades 1 and 2) land.</p> <p>Remediation of contaminated land should be considered if potential development sites overlap with or are in the vicinity of the contaminated sites identified.</p>

SA Objective	STA score	Comment on Area E	Recommendations
		<p>reserves would not constitute efficient use of land.</p> <p>Due to the Area's agricultural use, remediation of contamination is unlikely to be required. However, two sites of medium potential contamination exist in Area E (see Defra Waste Map and Contamination Constraints Map in Appendix A).</p> <p>Land at Showell Nursery may have received inert, industrial, commercial and household waste from 1987 to 1993.</p> <p>Land at Chippenham Shooting Range may have received inert waste for a period of three years (See Environment Agency Waste Map and Contamination Constraints Map in Appendix A).</p>	<p>Development should avoid sterilising land within a Mineral Safeguarding Area prior to consideration of development in Area E.</p>
<p>3. Use and manage water resources in a sustainable manner</p>		<p>The River Avon runs along the east of the Area. A strip of land along the river is located within Environment Agency Flood Zones 2 and 3 (high probability of flooding). A strip of land along Pudding Brook also lies in Flood Zone 3.</p> <p>The majority of the Area lies in Flood Zone 1 (low risk of flooding), see Water Resources and Flooding Constraints Map in Appendix A).</p> <p>New development in the Strategic Area could lead to an increase in impermeable areas on currently greenfield land. This would increase the potential for surface water runoff, potentially carrying anthropogenic contaminants, causing pollution and flooding issues in the area and downstream.</p> <p>Development in Strategic Area E will drain directly into the River Avon and Blackwell Hams Sewage Treatment Works. An increase in peak flows downstream could have a significant effect on downstream settlements.</p> <p>The topography of Area E is relatively flat and less suitable for gravity assisted SUDS.</p> <p>Towards the fringes of Area E in the northwest and southwest</p>	<p>There is sufficient land in Flood Zone 1 within Area E to avoid development in areas of flood risk entirely. Development should avoid Flood Zones 2 and 3.</p> <p>Mitigation of effects from development in the small areas of land within Outer SPZ is considered achievable. Development proposals affecting the Outer SPZ should demonstrate appropriate land management practices and provide buffer strips between development and springs and tributaries.</p> <p>Development will be required to achieve equivalent to Greenfield rates of runoff as a minimum in order to prevent increased flooding.</p> <p>Pollution prevention measures such as SUDS should be introduced as part of new development.</p>

SA Objective	STA score	Comment on Area E	Recommendations
		land lies in an Outer Groundwater Source Protection Zone (Zone 2).	
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution		<p>There are no AQMAs in Chippenham. The nearest AQMA is located approximately 6.5km away in Calne (See Air Quality Constraints Map in Appendix A).</p> <p>Based on the current road network, new vehicle traffic generated from development in the north of this Area with access to the A4 would place additional pressure on the A4 east of Chippenham town centre. Whereas access from the A350 to the south of Area E would ensure strong links to the PRN and could direct traffic away from the centre of Chippenham.</p> <p>Access from the A350 would have less impact on congestion in the town centre than access from the A4; however vehicle dependant development of the Area would exacerbate local congestion, air quality and noise issues on the local road network regardless of the point of access point.</p> <p>Existing noise sources to be considered include the mainline railway along the west of the Area and the shooting range.</p> <p>The waste water treatment works to the east of the Area will be a consideration with regard to odour.</p>	<p>The north of Area E performs poorly in regard to road network impacts but very well in regard to ease of access to town centre by non-motorised modes (see Evidence Paper 3: Transport and Accessibility Part 1). Development in the north of the Area should capitalise on this by ensuring strong non-motorised links between new development and the town centre and reducing the emphasis on private vehicles.</p> <p>Car free development should be encouraged in the north of Area E in order to lessen the impact of development on congestion, air pollution and noise pollution (see also SA Objective 10).</p> <p>Existing noise sources in the locality may constrain development in some of the Area.</p> <p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p> <p>A buffer zone associated with the wastewater treatment works should be a consideration when determining the area suitable for development.</p>
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects		<p>Any development of greenfield sites in Area E would lead to an increase in greenhouse gas emissions (in particular carbon emissions) due to emissions generated by increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable. New development will need to take this into account. The areas within Flood Zones 2-3 and those within the proximity of the River Avon would be particularly vulnerable</p>	<p>Any development of the Area should capitalise on the close proximity to the town centre and existing public transportation corridors in order to reduce car dependency and emissions from vehicles.</p> <p>Buildings should be designed so as to minimise construction and operational carbon emissions.</p> <p>Trees or new woodland should be planted as part of development to sequestrate carbon. Any landscape planting should be drought resistant and have a low</p>

SA Objective	STA score	Comment on Area E	Recommendations
			<p>water demand.</p> <p>Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.</p>
<p>6. Protect, maintain and enhance the historic environment</p>		<p>No World Heritage Sites are located within proximity of Chippenham or Area E.</p> <p>A large part of the north of Area E contributes to part of the setting of Rowden Park Conservation Area. The setting and character of the conservation area may be affected by development of land which forms the conservation area or contributes to its setting. The Chippenham Conservation Area is situated adjacent to Area E to the north west (see Evidence Paper 7: Heritage Assets 2015 and Heritage Constraints Map in Appendix A).</p> <p>One grade II* listed building, two grade II listed buildings and a scheduled monument are present at Rowden Farm.</p> <p>Three grade II listed buildings at Showell Farm and Patterdown Farmhouse, a grade II listed building, are located within the Area.</p> <p>16 non-designated heritage assets are located within the approximate area of Area E, including evidence for Neolithic, Bronze Age and Roman settlements. The total loss of any non-designated heritage assets of high heritage significance - particularly the roman settlement - as a result of development could represent substantial harm.</p>	<p>Any development within Area E that falls within the Rowden Conservation Area or on land which contributes to its setting or the setting of any heritage asset should seek to enhance or better reveal the significance of the asset in accordance with para.137 of the NPPF. Should enhancement not be possible then a buffer zone should be considered, reducing the extent of the developable area.</p> <p>Development should ideally consider the effects of development on non-designated heritage assets and avoid, by virtue of buffer zones, harm to these heritage assets.</p> <p>Archaeological investigations will need to be undertaken prior to the site allocations as currently undiscovered archaeology could be of sufficient importance to significantly affect the development as mitigation could be problematic. However, mitigation of effects on non-designated heritage assets with archaeological interest is achievable in most cases; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains, but this needs to be confirmed for this strategic area.</p>
<p>7. Conserve and enhance the character and quality of Wiltshire's rural and urban</p>		<p>Development in Area E would not have an impact on the Cotswold AONB (see Landscape and Townscape Constraints Map).</p> <p>Based on the findings of the Evidence Paper 4: Landscape Setting Assessment December 2014 the Area falls within the</p>	<p>Any development in Area E should safeguard (as set Evidence Paper 4: Landscape Setting Assessment December 2014):</p> <ul style="list-style-type: none"> - The integrity of the River Avon valley and

SA Objective	STA score	Comment on Area E	Recommendations
<p>landscapes, maintaining and strengthening local distinctiveness and sense of place</p>		<p>Avon Vales Landscape Character Area and consists predominantly of intensely farmed pasture and arable land. There is a connected network of vegetation associated with the River Avon and small tributaries to the River Avon.</p> <p>The Area is flat with wide open views and is rural in character, particularly to the south which has a higher landscape quality than the north. Hedgerows are mature and provide enclosure to the southern part of the Area. Several strips of woodland contribute to the enclosure. The land undulates gently.</p> <p>Low density housing development and the community hospital occur along the north west edge of the Area, the Herman Miller Industrial Estate is situated west of the wooded railway embankment.</p> <p>Development of Area E has the potential to adversely affect the rural, remote character of local landscape, particularly in the south of the Strategic Area.</p>	<p>functioning floodplain;</p> <ul style="list-style-type: none"> - The strong network of mature intact hedgerows in the south of the Area; - The setting of Rowden Manor and associated buildings; - Views towards the limestone ridge of Naish Hill and Bowden Hill; - Views of the rooftops of Chippenham's historic core; - Areas of woodland including Mortimore's Wood; - The area of open space south of Rowden Lane; and - The rural character of the southern approach. <p>Development in this strategic area should avoid development of the area of open spaces south of Rowden Lane and maintain and where possible enhance access to it;</p> <p>Any development in the area should conserve the green infrastructure corridor along the River Avon, offering new recreational opportunities.</p> <p>The north of the Area borders the urban fringe and is better suited to new development than the more rural south.</p>
<p>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes,</p>		<p>Any mixed use development in the Area will include residential development which has the opportunity to provide good quality, affordable housing that meets the needs of local people in terms of tenure, type and size.</p>	<p>No recommendations.</p>

SA Objective	STA score	Comment on Area E	Recommendations
types and tenures			
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		<p>The majority of Area E is categorised as having moderate to weak access by non-motorised modes of transport to secondary schools with the north of the area performing best (Evidence Paper 3: Transport and Accessibility).</p> <p>The north of Area E performs particularly well with regard to non-motorised access to Chippenham hospital by non-motorised modes of transport, the whole of the area is categorised as strong or moderate.</p> <p>The best performing areas tend to be situated within the Rowden Conservation Area.</p> <p>The Transport and Accessibility Evidence Paper identifies the north of the Area as having very strong sustainable access and very strong non-motorised access to the town centre.</p> <p>One area of accessible open space is present in Area E, this is in the west of the Area south of Rowden Lane.</p> <p>A number of PRowWs cross the Area, generally running north to south (see PRowW Constraints Map at Appendix A). Development might affect the local PRowW network.</p>	<p>Development should be focused at the north of the Area where non-motorised access to the hospital and town centre is strongest. Development should facilitate ease of pedestrian movement between the Area and town centre.</p> <p>Safe travel routes will need to be devised to ensure access to existing facilities.</p> <p>Any major residential development in the area will need to provide additional facilities such as primary schools, a secondary school and GP surgery to meet new need and ensure strong non-motorised access, particularly for development in the south of Area E.</p> <p>Any development in Area E should seek to maintain access to the identified open space south of Rowden Lane.</p> <p>Any development in the Area should seek to protect the PRowW network and PRowWs should be reinstated where development extinguishes them.</p>
10. Reduce the need to travel and promote more sustainable transport choices		<p>Based on the current road network, new vehicle traffic generated from development in the north of this Area with access to the A4 would place additional pressure on the A4 east of Chippenham town centre. Whereas access from the A350 to the south of Area E would ensure strong links to the PRN and could direct traffic away from the centre of Chippenham.</p> <p>Based on the findings from the Transport Accessibility Strategic Areas Assessment Area E has located strong or moderate potential for access by public transport. The A4 corridor to the north and the B4528/B4643 corridor in the west of Area E are served by a number of bus services at hourly</p>	<p>The Area has strong to moderate non-motorised access to existing public transport corridors, the town centre and employment areas.</p> <p>Any development at Area E should capitalise on this and consider car-free development in the north and aim to reduce car dependency in the south, by strengthening pedestrian, cycle and public transport connections and corridors between the Area and the town centre, B4528/B4643 and Methuen Park.</p>

SA Objective	STA score	Comment on Area E	Recommendations
		<p>and half-hourly headways throughout the day. Non-motorised access to employment is good due to the proximity of Methuen Park and Herman Miller Industrial Estate.</p> <p>The Area is wholly located within strong or moderate non-motorised access to Chippenham hospitals, however access to secondary schools is weak.</p> <p>The majority of Area E has strong to moderate non-motorised ease of access to the town centre, however. 32% has weak non-motorised access.</p> <p>Overall the majority of the area has strong or moderate accessibility.</p>	
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth		<p>The majority of the Area is greenfield land and is unlikely to lead to the loss of employment land. Mixed use development creating new employment land would meet local needs and support the local economy.</p> <p>The Area also has the potential for development-associated infrastructure for Chippenham, which could assist in promoting economic growth.</p>	No recommendations
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce		<p>Any future employment development in the Area will support overall employment development and regeneration within Chippenham; however, when considering development options it is important to ensure development is in an appropriate location from a sustainable transport access perspective.</p> <p>Ease of access to public transport corridors is strong in Area E. Non-motorised access to principal employment areas is also good. Any employment development in Area E would be easily accessible.</p> <p>Development in Area E would be accessible from the A350, one of the main strategic road corridors in Wiltshire, providing access to the M4 in the north and employment investors and markets in the south.</p>	An increase in bus services operating along the A4 and the B4528/B4643 corridors would be desirable to further support employment development in Area E.

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Chippenham Site Allocations Plan Sustainability Appraisal Report

Wiltshire Council

Addendum 1: SA of Strategic Site Options

April 2016

ATKINS



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Strategic site options assessment

1.1 Introduction

- 1.1.1 The 14 site options under consideration have been assessed. The scores summary of the site option assessments for all options is presented in Table 1.1. The detailed assessment results for each option are presented in the options assessment tables at Appendix A.
- 1.1.2 A number of common effects have been identified across all sites. These are:
- moderate adverse effects (where mitigation is considered problematic) relating to the extent of BMV agricultural land and greenfield land (SO2)
 - minor adverse effects (where mitigation is considered achievable) in terms of risk of flooding associated with the site (SO5b)
 - no effects on Air Quality Management Areas (SO4)
 - minor beneficial effects in relation to reduction of deprivation in the surrounding areas (SO9)
 - moderate beneficial effect in relation to the site's ability to harness renewable energy on-site (SO5a)
- 1.1.3 A discussion of the assessment results for each site option is provided below:
- A1
 - B1
 - C1
 - C2
 - C3
 - C4
 - D1
 - D3
 - D4
 - D7
 - E1
 - E2
 - E3
 - E5

1.2 Methodology

- 1.2.1 The assessments have been undertaken using the methodology for the assessment of strategic site options set out in the SA Methodology chapter in Part One A.

1.2.2 Information contained in the various thematic evidence papers prepared in support of the Chippenham Site Allocations Plan has been utilised in the assessment together with information from constraints maps (see Appendix A of Part One B Review of SA of Strategic Areas) which have been prepared covering the following topics:

- Biodiversity (linked to SA Objective 1)
- RIGS (linked to SA Objective 1)
- BAP Priority Habitats (linked to SA Objective 1)
- Agricultural Land (linked to SA Objective 2)
- Contaminated Land (linked to SA Objective 2)
- Mineral Safeguarding Areas (linked to SA Objective 2)
- Water Resources and Flooding (linked to SA Objective 3)
- Air Quality (linked to SA Objective 4)
- Heritage (linked to SA Objective 6)
- Landscape and Townscape (linked to SA Objective 7)
- Community Facilities (linked to SA Objective 8)
- Open Space (linked to SA Objective 8)
- Public Rights of Way (linked to SA Objective 8)
- Multiple Deprivation (linked to SA Objective 8)

1.2.3 The following generic assessment scale has been utilised. Further details set out in the SA Methodology chapter in Part One A. Note: Major and moderate adverse and positive effects are considered significant.

Major adverse effect (---)	Option likely to have a major adverse effect on the objective with no satisfactory mitigation possible. Option may be inappropriate for mixed use development
Moderate adverse effect (--)	Option likely to have a moderate adverse effect on the objective with difficult or problematic mitigation
Minor adverse effect (-)	Option likely to have a minor adverse effect on the objective because mitigation measures are achievable to reduce the significance of effects
Neutral or no effect (0)	On balance option likely to have a neutral effect on the objective or no effect on the objective
Minor positive effect (+)	Option likely to have a minor positive effect on the objective as enhancement of existing conditions may result
Moderate positive effect (++)	Option likely to have a moderate positive effect on the objective as it would help resolve an existing issue
Major positive effect (+++)	Option likely to have a major positive effect on the objective as it would help maximise opportunities

Table 1.1: Summary of Scores of Site Options Assessments

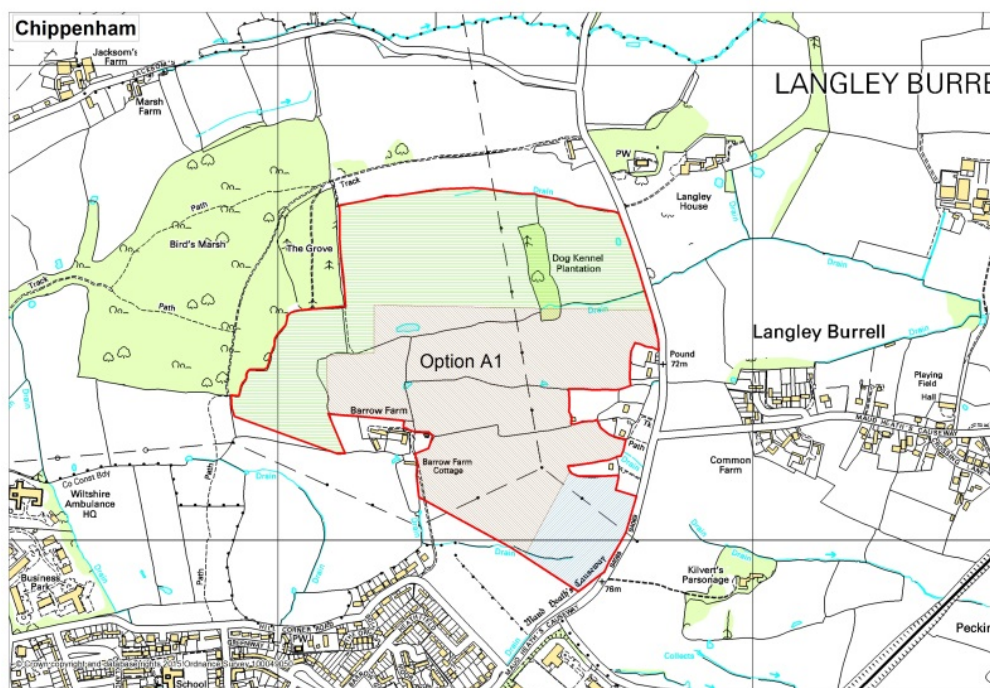
Topic		A1	B1	C1	C2	C3	C4	D1	D3	D4	D7	E1	E2	E3	E5
ENVIRONMENT															
Biodiversity	SO1	Red	Yellow	Orange	Orange	Yellow	Orange	Yellow	Yellow	Yellow	Orange	Yellow	Yellow	Yellow	Yellow
	SO1	Orange	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Land	SO2	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
	SO2	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
	SO2	White	White	White	White	White	White	Yellow	White	Yellow	White	Yellow	White	White	White
	SO2	White	White	White	White	White	White	White	White	White	White	White	White	White	White
Water resources	SO3	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	White	White	White	White	White	White	White	White
	SO3	Yellow	Yellow	Orange	Orange	Orange	Orange	Yellow	Yellow	Yellow	Orange	Yellow	Yellow	Yellow	Yellow
Air and environmental pollution	SO4	White	White	White	White	White	White	White	White	White	White	White	White	White	White
	SO4	Yellow	Yellow	Yellow	Orange	Orange	Yellow	Orange	Orange	Orange	Yellow	Yellow	Yellow	Yellow	Yellow
	SO4	White	Yellow	White	White	White	White	Yellow	White	Yellow	White	Yellow	White	White	White
Climate change - emissions	SO5a	Yellow	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
	SO5a	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Climate change - vulnerability	SO5b	White	White	White	White	White	White	White	White	White	White	Yellow	Yellow	Yellow	Yellow
	SO5b	Yellow	Yellow	Orange	Orange	Yellow	Orange	Yellow	Yellow	Yellow	Orange	Yellow	Yellow	Yellow	Yellow
Historic	SO6	Orange	Orange	Orange	Orange	Orange	Orange	White	White	White	White	White	White	White	White
Landscape	SO7	Orange	Orange	Orange	Red	Yellow	Orange	Yellow	Orange	Orange	Orange	Yellow	Yellow	Orange	Yellow
SOCIO-ECONOMIC															
Housing	SO8	Green	Green	Green	Dark Green	Green	Green	Green	Dark Green	Green	Green	Green	Green	Dark Green	Dark Green
Community	SO9	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
	SO9	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
	SO9	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	White	Yellow	Yellow	Yellow	Yellow
	SO9	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Sustainable transport	SO10	Yellow	Yellow	Orange	Orange	Orange	Orange	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
	SO10	White	Green	Green	Green	Green	Green	White	White	White	White	Green	Green	Green	Green
Economy	SO11	Green	Green	Green	Orange	Orange	Orange	Orange	Orange	Orange	Green	Dark Green	Dark Green	Dark Green	Dark Green
	SO11	Green	Green	Green	Orange	Orange	Orange	Orange	Orange	Orange	Green	Dark Green	Dark Green	Dark Green	Dark Green
	SO11	White	Green	Dark Green	Dark Green	Green	Dark Green	White	Green	White	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
	SO11	Green	Green	Green	Green	Green	Green	White	White	White	Green	Dark Green	Dark Green	Dark Green	Dark Green
Employment	SO12	Green	Green	Green	Green	Green	Green	White	White	White	White	Dark Green	Dark Green	Dark Green	Dark Green
	SO12	Green	Green	Dark Green	Dark Green	Orange	Green	Orange	Orange	Orange	Green	Dark Green	Dark Green	Dark Green	Dark Green
	SO12	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Green	Green	Green

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1.3 Option A1

- Housing = 21.3ha, 460 dwellings;
- Employment = 3.6ha;
- Green Space = 19.4ha; and
- Access = B4069 Maud's Heath Causeway.

Figure 1.1: Strategic Site Option A1 – map



- 1.3.1 The assessment results for this option identify the presence of one major adverse effect (with mitigation not considered possible). This relates to environmental objective SO1 and arises out of the cumulative effects the adjacent permitted development site and Option A1 would have on the Birds Marsh Wood County Wildlife Site (CWS). The green space proposed at Option A1 would not provide sufficient mitigation to adequately prevent harm to the CWS. As a result of this important issue, it is recommended that this site should not be taken forward.
- 1.3.2 Additionally, moderate adverse effects (where mitigation is considered problematic) relate to the extent of BMV agricultural land and greenfield land which comprise Option A1 (SO2) and development of land which may contribute to the setting of Langley Burrell Conservation Area (SO6 and SO7). Minor adverse effects considered achievable to mitigate stemming from the development of Option A1 include the presence of an Outer Source Protection Zone (SO3), groundwater drainage issues (SO3), a decrease in air quality (SO4), impacts on climate change (SO5a) and vulnerability to effects of climate change (SO5b). The only moderate beneficial effect in relation to the environmental SA objectives relates to the site's ability to harness renewable energy on-site (SO5b). This effect is shared with all other site options.
- 1.3.3 When assessed against the socio-economic objectives Option A1 demonstrates minor beneficial effects linked to the connections between proposed development and existing employment areas (SO11 and SO12) and the commercial desirability of employment land delivered as part of Option A1. Option A1 would also have minor beneficial effects in terms of the provision of affordable housing (SO8), provision of community facilities and green space for existing communities (SO9), potential to deliver new employment land capable of supporting the vitality and viability of the town centre (SO11).
- 1.3.4 No socio-economic major or moderate adverse effects have been identified. The minor adverse effects stemming from this site option relate to risk from development on Public Rights of Way (SO9), weak access to health and educational facilities (SO9) and weak access by public transport on

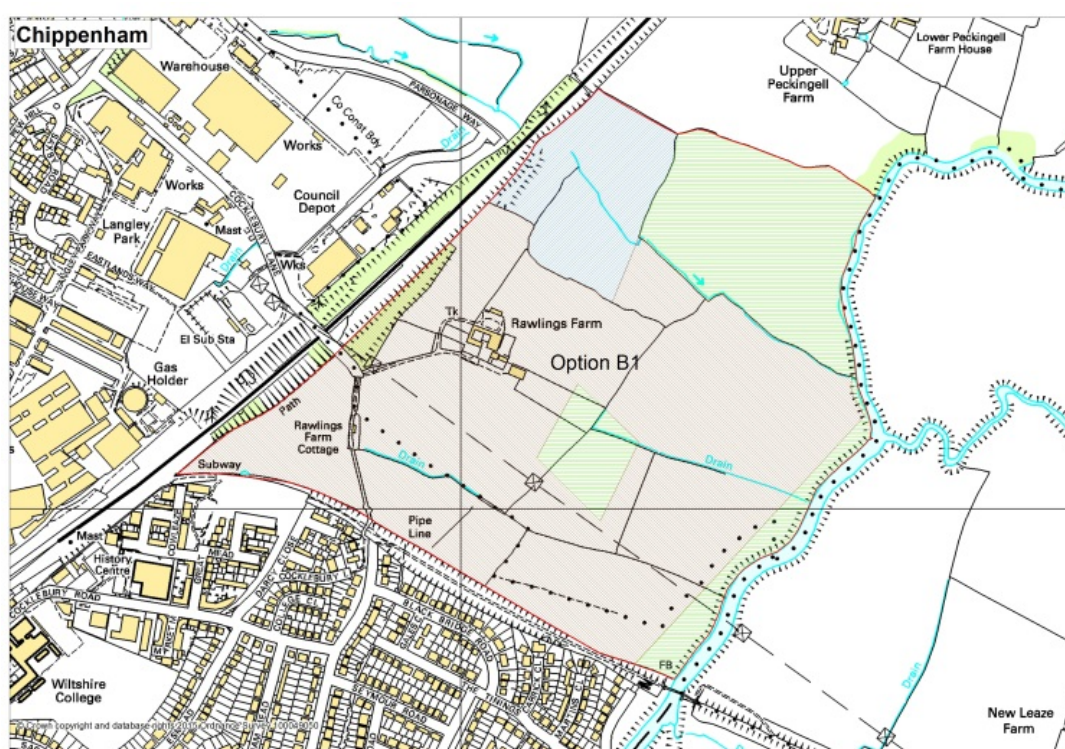
proposed employment land (SO12). Development of Option A1 has potential to be supported by improved public transport, however, as improvements to existing provision would be necessary, a minor adverse effect is identified against SO10.

- 1.3.5 Given the biodiversity issues associated with this option as discussed above, the assessments show that there are other site options that perform better in sustainability terms. Despite the local economic growth benefits identified, it is recommended that this option should not be taken forward.

1.4 Option B1

- Housing = 34ha, 730 dwellings;
- Employment = 5ha;
- Green Space = 12ha; and
- Access = Cocklebury Road (via Darcy Close) and Parsonage Way.

Figure 1.2: Strategic Site Option B1 – map



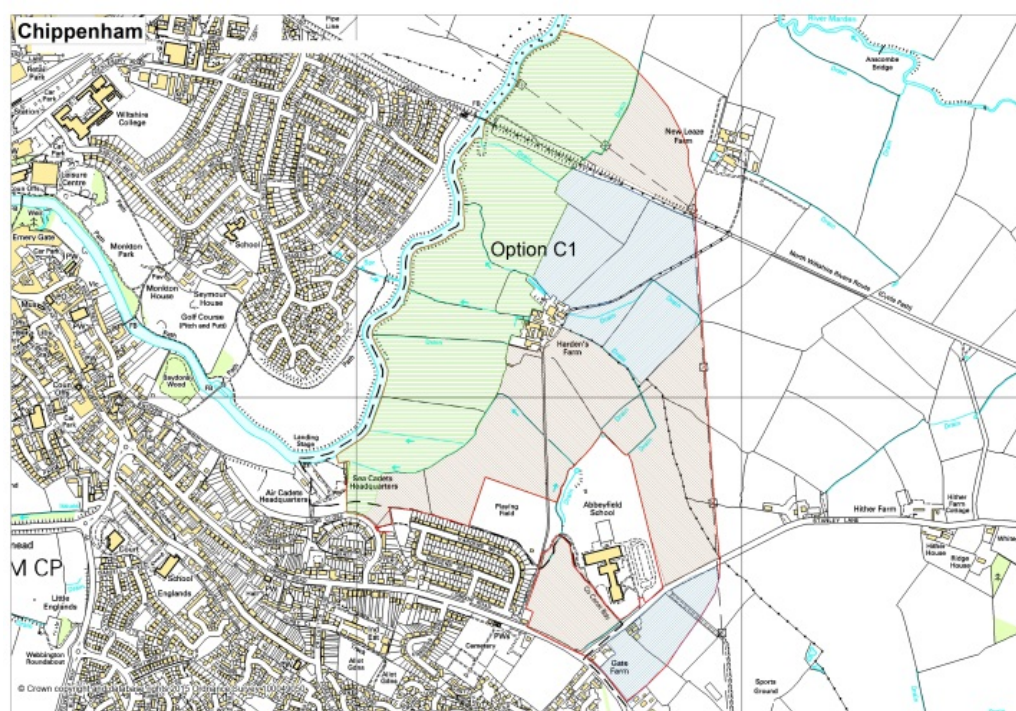
- 1.4.1 The assessment for Option B1 concludes that no major adverse effects are expected to arise from the development of this site option. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.4.2 Overall, the assessment results for Option B1 highlight moderate adverse effects arising from the landscape impact of development in the wider area (SO7) and development occurring on land which may contribute to the settings of Langley Burrell and Tytherton Lucas Conservation Areas (SO6).
- 1.4.3 Option B1 would exert a moderate adverse effect against SO2 due to the extent to which the site option is comprised of greenfield land and BMV agricultural land. Mitigation is considered problematic as development of the site could not avoid the permanent loss of these features. This is shared by all site options. A moderate beneficial effect is expected in terms of the option's ability to deliver on-site renewable energy (SO5a); this is also shared by all site options.
- 1.4.4 For the remaining environmental SA objectives, a series of minor adverse effects are anticipated from the development of Option B1 (biodiversity, water resources, environmental pollution, impacts on climate change, vulnerability to climate change and visual amenity). These adverse effects are considered achievable to mitigate.

- 1.4.5 In terms of the remaining socio-economic objectives, Option B1 would provide minor beneficial effects to SO8 through the provision of affordable homes, SO9 in terms of provision of community facilities and green space for adjacent communities, SO11 and SO12 through the potential for new employment land which would support the town centre. Existing access is poor and requiring improvements, as such Option B1 exerts a minor adverse effect against SO10 in terms of current lack of sustainable access to the proposed residential and employment areas and SO9 in terms of access to schools.
- 1.4.6 The landscape and heritage effects of development on this site together poor accessibility to health and educational facilities are significant sustainability issues that would need to be resolved to take forward this option. It is recommended that a lesser density of development, prevention of intrusive large buildings on the site and improvements to public transport should be key parts of further consideration if this site is taken forward. Should these issues be satisfactorily resolved, development of Option B1 has the potential for significant benefits, particularly in terms of local economic growth.

1.5 Option C1

- Housing = 36ha, 775 dwellings;
- Employment = 20ha;
- Green Space = 35ha; and
- Access = river bridge crossing of River Avon to north and A4 London Road south

Figure 1.3: Strategic Site Option C1 – map



- 1.5.1 The assessment for Option C1 demonstrates that development of the site would not result in any major adverse effects. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.5.2 Six moderate adverse environmental effects arise from this option. The proposed bridge crossing the River Avon would dissect the County Wildlife Site (SO1) and bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre (SO3 and SO5b). An increase in greenhouse emissions would be associated with development (SO5a), the proposed development would impact on the landscape in

the surrounding areas (SO7) and development would occur on land which contribute to the setting of Tytherton Lucas Conservation Area (SO6).

- 1.5.3 Two major beneficial effects are identified for SO11 and SO12 as the northern access point constitutes road infrastructure which would promote economic growth and has the potential to integrate with the link road approved in Area A and improve access to the PRN and strategic lorry route along the A350, respectively. Moreover Option C1 supports the delivery of employment land as well as supporting the vitality and viability of the town centre and existing employment areas, all identified as minor beneficial effects. The location of Option C1 results in a moderate adverse effect in terms of access by sustainable transport (SO10) due to development in the north of the site having weaker ease of access by public transport while demonstrating potential to support improvements to future public and non-motorised transport connectivity within Chippenham, a minor beneficial effect.
- 1.5.4 In keeping with assessments for all other site options, Option C1 demonstrates moderate adverse effects (of problematic mitigation) against SO2 due to the extent to which greenfield land and BMV agricultural land covers the site as well as moderate beneficial effects relating to the site option's potential to support the delivery of on-site renewable energy (SO5a).
- 1.5.5 For the remaining environmental SA objectives, the assessment identifies a number of minor adverse effects (mitigation achievable). Notably development of Option C1 would have minor adverse effects on biodiversity (SO1), due to the proposed river bridge crossing dissecting the River Avon County Wildlife site and the presence of habitat connectivity features throughout the site option. Furthermore the presence of an Outer Source Protection Zone results in another minor adverse effect. Other minor adverse effects relate to environmental pollution (SO4), vulnerability to effects of climate change (SO5b) due to any increase in peak flows into the Avon due to the development of this site option potentially increasing flood risk in the town centre.
- 1.5.6 With regard to the remaining socio-economic SA objectives, development of Option C1 supports the delivery of affordable housing, leading to a minor beneficial effect against the housing SA objective (SO8). A number of minor beneficial effects are also experienced against SO9, particularly in terms of the provision of community facilities and green space for local communities and reduction of deprivation. Minor adverse effects are identified against SO9 relating to PROW being affected and the provision of educational facilities.
- 1.5.7 The dissection of the River Avon County Wildlife Site, the landscape and heritage impacts of development on this site together with weaker ease of access by public transport in the north of the site are significant sustainability issues that would need to be resolved to take forward this option. It is recommended that studies are undertaken to establish the best location for the river crossing, a lesser density of development is proposed on the north of the site, prevention of intrusive large buildings on the site and improved public transport should be key parts of further consideration if this site is taken forward. Should these issues be satisfactorily resolved, development of Option C1 has the potential for benefits, particularly in terms of local economic growth.

1.6 Option C2

- Housing = 88ha, 1890 dwellings;
- Employment = 25ha;
- Green Space = 46ha; and
- Access = river bridge crossing of River Avon to north and A4 London Road to south

Figure 1.4: Strategic Site Option C2 – map



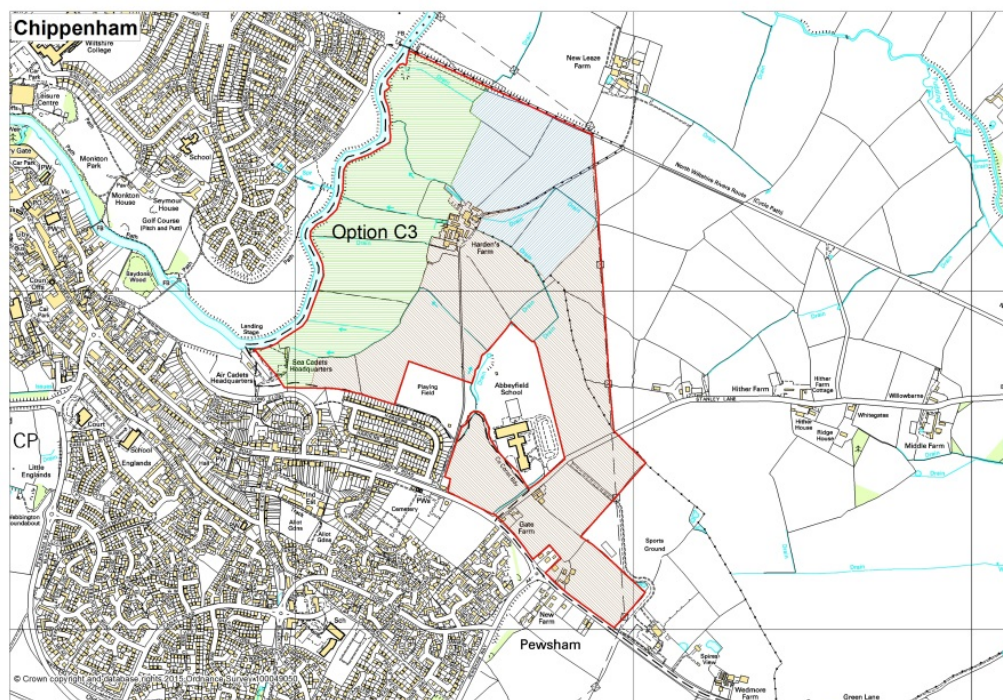
- 1.6.1 Option C2 represents a large site option. The greater scale of development results in major adverse effects in terms of visual impacts upon the landscape character of a wide area. The large proportion of development proposed in the sensitive Marden Valley also suggests that mitigation cannot be achieved when so much development will affect the whole landscape character of the valley and the extent of development also encroaches into the setting of Tytherton Lucas Conservation Area (SO7). As a result of these important issues, it is recommended that this site option should not be taken forward.
- 1.6.2 Six moderate adverse environmental effects arise from this option. The proposed bridge crossing the River Avon would dissect the County Wildlife Site (SO1) and bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre (SO3 and SO5b). For SO4, although the permitted link road in Area A, if integrated with the river crossing access in the north of this site option, would create an alternative route to the PRN avoiding congested roads in Chippenham, it is unclear whether the reduced level of air pollution in the town due to the diversion of traffic would be sufficient. Development would occur on land which may well contribute to the setting of Tytherton Lucas Conservation Area (SO6) and an increase in greenhouse emissions associated with development (SO5a) would also result in moderate adverse effects.
- 1.6.3 A major beneficial effect is identified for SO11 demonstrating major as the northern access point constitutes road infrastructure which would promote economic growth. Another major beneficial effect is identified for SO12 as this option proposes two large areas for employment development with strong access to strategic lorry route, and following the completion of the approved link road in Area A, stronger access to the PRN. Moreover, Option C2 supports the vitality and viability of the town centre and existing employment areas, both identified as minor beneficial effects (SO12). The location of Option C2 results in a moderate adverse effect in terms of access by sustainable transport (SO10) due to development in the north of the site having weaker ease of access by public transport while demonstrating potential to support improvements to future public and non-motorised transport connectivity within Chippenham, a minor beneficial effect.
- 1.6.4 In keeping with assessments for all other site options, Option C2 demonstrates moderate adverse effects (of problematic mitigation) against SO2 due to the extent of greenfield and BMV agricultural land and moderate beneficial effects on environmental objectives relates to the site option's potential to support the delivery of on-site renewable energy (SO5a).

- 1.6.5 For the remaining environmental SA objectives, the assessment identifies a number of minor adverse effects (mitigation achievable). Notably development of Option C2 would have minor adverse effects on biodiversity (SO1), due to the proposed river bridge crossing dissecting the River Avon County Wildlife site and the presence of habitat connectivity features throughout the site option. Furthermore the presence of an Outer Source Protection Zone results in a minor adverse effect (SO3). Other minor adverse effects relate to vulnerability to effects of climate change (SO5b) due to an increase in peak flows into the Avon due to the development of this site option potentially increasing flood risk in the town.
- 1.6.6 With regard to remaining socio-economic objectives, development of Option C2 strongly supports the delivery of affordable housing as a result of the increased scale of residential development, leading to a major beneficial effect against the housing SA objective (SO8). A number of minor beneficial effects are also experienced against SO9, particularly in terms of the provision of community facilities and green space for local communities and reduction of deprivation. Minor adverse effects are identified against SO9 relating to PROW being affected and the provision of educational facilities. Given the landscape issues associated with this option as discussed above, the assessments show that there are other site options that perform better in sustainability terms. Despite the local economic growth benefits identified, it is recommended that this option should not be taken forward.

1.7 Option C3

- Housing = 43.8ha, 941 dwellings;
- Employment = 15.3ha;
- Green Space = 26.9ha; and
- Access = A4 London Road to south

Figure 1.5: Strategic Site Option C3 – map



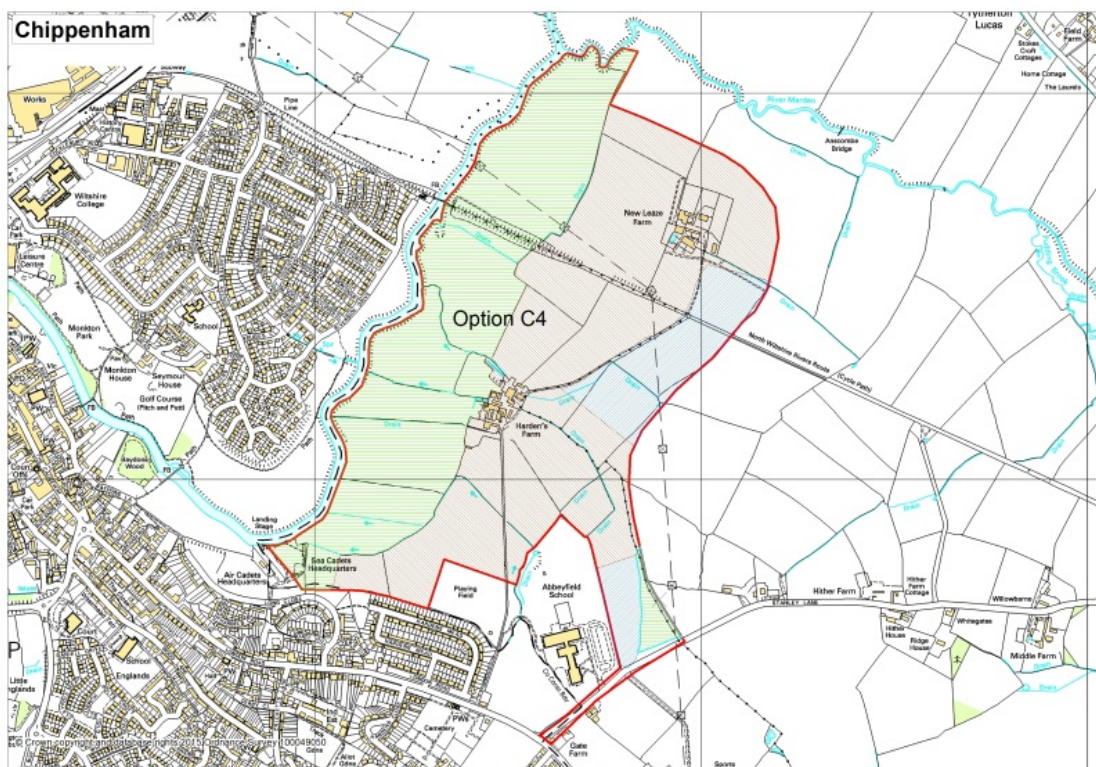
- 1.7.1 The assessment for Option C3 concludes that no major adverse effects are expected to arise from the development of this site option. This site option does not propose to develop in the more sensitive area north of the North Wiltshire Rivers route and does not include a northern access point in the form of a river bridge crossing the River Avon. Avoidance of development in the Marsden Valley and over the Avon results in a better environmental performance, particularly in terms of biodiversity (SO1) and visual impact (SO7) compared to other site options in strategic area C.

- 1.7.2 Development of Option C3 would have no significant effects on the River Avon County Wildlife site, although some effects are expected against habitat connectivity features (SO1). Avoidance of land in the Marsden Valley north of the North Wiltshire Rivers route is reflected in Option C3's minor effect on landscape character and visual amenity (SO7).
- 1.7.3 Two moderate adverse environmental effects arise from this option due to an increase in greenhouse emissions associated with development (SO5a) and from the lack of a north access for Option C3 comes against SO4. Development of Option C3 would increase environmental pollution associated with the increase in vehicles accessing the site through the town centre along the A4.
- 1.7.4 In keeping with assessments for all other site options, Option C3 demonstrates moderate adverse effects (of problematic mitigation) against SO2 due to the extent to which greenfield land and BMV agricultural land covers the site and moderate beneficial effects relate to the site option's potential to support the delivery of on-site renewable energy (SO5a).
- 1.7.5 For the remaining environmental objectives, the assessment identifies a number of minor adverse effects (mitigation achievable): biodiversity (SO1) due to the presence of Otter in the River Avon and the existence of a wooded corridor and vulnerability to effects of climate change (SO5b) due to any increase in flows into the Avon due to the development of this site option potentially increasing flood risk in the town centre.
- 1.7.6 No major beneficial socio-economic effects are identified for Option C3. Moderate adverse socio-economic effects are identified relating to limited support to the vitality and viability of Chippenham town centre due to the proposed area for employment being situated away from the town centre and existing built up areas (SO11). Moderate adverse socio-economic effects on SO12 are also identified as although Option C3 provides employment land with strong connections to the strategic lorry network along the A4 access to the PRN is weak. This is likely to reduce the commercial desirability of the site. Also, although the south of the site would benefit from strong ease of access by public transport along the A4 London Road, access by public transport in the north of the site is moderate to weak and improvements to public transport along the A4 would be required (SO10 and SO12).
- 1.7.7 With regard to remaining socio-economic objectives development of Option C3 supports the delivery of affordable housing, leading to a minor beneficial effect against the housing SA objective (SO8). A number of minor beneficial effects are also experienced against SO9, particularly in terms of the provision of community facilities and green space for local communities and reduction of deprivation. Minor adverse effects are identified against SO9 relating to PROW being affected and the provision of educational facilities.
- 1.7.8 The air pollution impacts of development on this site is a significant sustainability issue that would need to be resolved to take forward this option. It is recommended that improved public transport should be a key part of further consideration if this site is taken forward. Should this issue be resolved satisfactorily, this option delivers relatively less economic growth benefits than some other options being considered.

1.8 Option C4

- Housing = 51.4ha, 1105 dwellings;
- Employment = 10.08ha;
- Green Space = 40.6ha; and
- Access = river bridge crossing of River Avon to north and A4 London Road to south

Figure 1.6: Strategic Site Option C4 – map



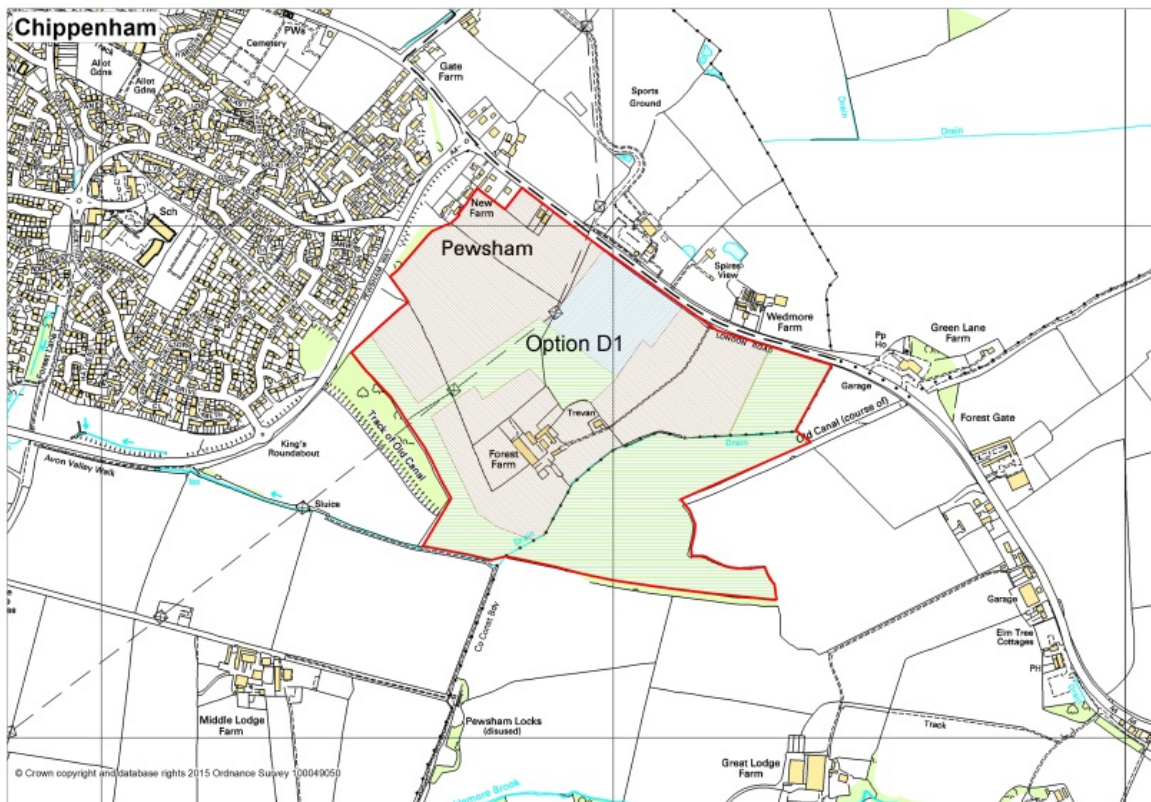
- 1.8.1 The assessment for Option C4 concludes that no major adverse effects are expected to arise from the development of this site option. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.8.2 Six moderate adverse environmental effects arise from this option. The proposed bridge crossing the River Avon would dissect the County Wildlife Site (SO1) and bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre (SO3 and SO5b). An increase in greenhouse emissions associated with development (SO5a) would be likely, proposed development would impact on the landscape in the surrounding areas (SO7) and development would occur on land which may contribute to the setting of Tytherton Lucas Conservation Area (SO6).
- 1.8.3 A major beneficial effect is identified for SO11 as the northern access point constitutes road infrastructure which would promote economic growth. Moreover, Option C4 supports the delivery of employment land as well as supporting the vitality and viability of the town centre and existing employment areas, all identified as minor beneficial effects. The location of Option C4 results in a moderate adverse effect in terms of access by sustainable transport (SO10) due to development in the north of the site having weaker ease of access by public transport while demonstrating potential to support improvements to future public and non-motorised transport connectivity within Chippenham, a minor beneficial effect.
- 1.8.4 In keeping with assessments for all other site options, Option C4 demonstrates moderate adverse effects (of problematic mitigation) against SO2 due to the extent to which greenfield land and BMV agricultural land covers the site and moderate beneficial effects relate to the site option's potential to support the delivery of on-site renewable energy (SO5a).
- 1.8.5 For the remaining environmental SA objectives, the assessment identifies a number of minor adverse effects (mitigation achievable). The presence of an Outer Source Protection Zone results in a minor adverse effect. Other minor adverse effects relate to environmental pollution (SO4), vulnerability to effects of climate change (SO5b) due to any increase in flows into the Avon due to the development of this site option potentially increasing flood risk in the town centre.

- 1.8.6 With regard to the remaining socio-economic SA objectives, development of Option C4 supports the delivery of affordable housing, leading to a minor beneficial effect against the housing SA objective (SO8). A number of minor beneficial effects are also experienced against SO9, particularly in terms of the provision of community facilities and green space for local communities and reduction of deprivation. Minor adverse effects are identified against SO9 relating to PROW being affected and the provision of educational facilities.
- 1.8.7 The dissection of the River Avon County Wildlife Site, the landscape and heritage impacts of development on this site together with weaker ease of access by public transport in the north of the site are significant sustainability issues that would need to be resolved to take forward this option. It is recommended that studies are undertaken to establish the best location for the river crossing, a lesser density of development on the north of the site, prevention of intrusive large buildings on the site and improved public transport should be key parts of further consideration if this site is to taken forward. Should these issues be satisfactorily resolved, development of this option has the potential for benefits, particularly in terms of local economic growth.

1.9 Option D1

- Housing = 22.4ha, 482 dwellings;
- Employment = 3.3ha;
- Green Space = 17.2ha; and
- Access = A4 London Road to the north

Figure 1.7: Option D1 – map



- 1.9.1 The assessment for Option D1 concludes that no major adverse effects are expected to arise from the development of this site option. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.9.2 Moderate adverse effects, which are deemed problematic to mitigate, are expected on a number of SA objectives as a result of the development at Option D1. A number of these moderate adverse

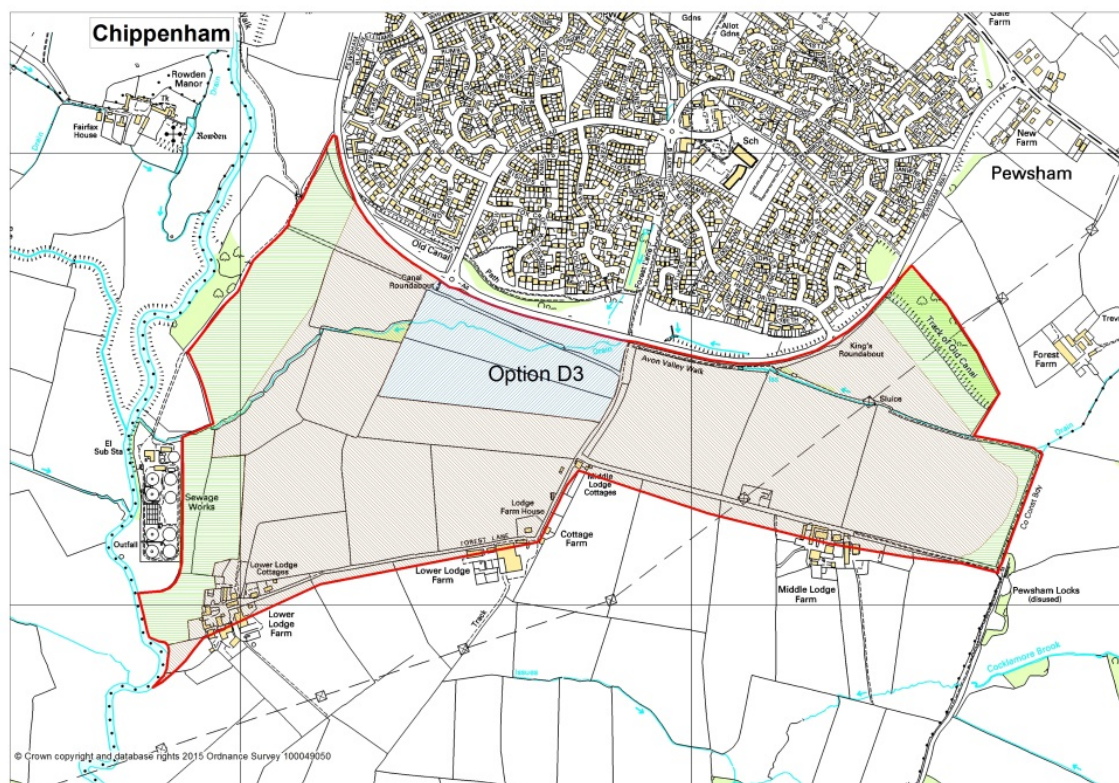
effects are common among site options throughout Chippenham, although a number are the result of features specific to the locality.

- 1.9.3 Development at Option D1 would lead to a moderate adverse effect in air quality, particularly along already congested routes and in the town centre (SO4) and an increase in greenhouse gases emissions (SO5a). The site option proposes only a very modest scale of employment development likely be suitable for employment development focused on one use class only resulting in a moderate adverse effect on SO11. The lack of an access point to the A350 corridor results in a moderate adverse effect against SO12, as lack of access to the PRN would likely reduce the site's commercial market desirability.
- 1.9.4 In keeping with assessments across all other sites, Option D1 demonstrates moderate adverse effects (of problematic mitigation) against SO2 due to the extent to which greenfield land and BMV agricultural land covers the site and moderate beneficial effects relate to the site option's potential to support the delivery of on-site renewable energy (SO5a).
- 1.9.5 Additionally, minor adverse effects, all of which are considered achievable to mitigate, are identified in regard to a number of environmental SA objectives. This includes effects relating to natural features of wildlife importance and the presence of bats (SO1), a site of potential land contamination (SO2), effects on surface water resources (SO3), vulnerability to effects of climate change (SO5b) and effects on the landscape (SO7). A mix of minor beneficial and minor adverse effects on the historic environment is identified for Option D1 which offers the potential to restore the old Wilts and Berks Canal, but also proposes development in an area of high potential for unknown heritage assets.
- 1.9.6 The only beneficial effect relating to the environmental SA objectives concerns the potential to provide renewable energy on-site (SO5a), this is a moderate beneficial effect shared by all site options. The assessment also finds a number of minor adverse effects for the remaining socio-economic SA objectives, notably relating Public Rights of Way (SO9) and weak non-motorised access to the town centre from employment uses (SO12). Option D1 would support only a minor beneficial effect in terms of provision of infrastructure to support economic growth as it does not propose any strategic road infrastructure (SO11).
- 1.9.7 No major socio-economic beneficial effects are identified for this option. A number of minor beneficial effects arise. Development of Option D1 would have minor beneficial effect with regard to the delivery of affordable homes (SO8), providing amenity space and opportunities for local communities as well as being accessible to educational and health facilities (SO9). Option D1's moderate non-motorised access to the town centre in the west combined with weak to the east results in a minor adverse effect on SO10 requiring improvements to off-site pedestrian and cycling facilities.
- 1.9.8 The air pollution impacts of development on this site and the very modest scale of employment associated with a lack of an access point to the A350 corridor are significant sustainability issues that would need to be resolved to take forward this option. This option is considered less sustainable than some other options being considered as it delivers very little economic benefits.

1.10 Option D3

- Housing = 70.6ha, 1518 dwellings;
- Employment = 10.7ha;
- Green Space = 19.8ha; and
- Access = A4 Pewsham Way

Figure 1.8: Option D3 – map



- 1.10.1 Overall, the assessment for Option D3 finds that development of the site would not result in any major adverse effects. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.10.2 In keeping with assessments for all other site options, Option D3 demonstrates moderate adverse effects (of problematic mitigation) against SO2 due to the extent to which greenfield land and BMV agricultural land covers the site and moderate beneficial effects relate to the site option's potential to support the delivery of on-site renewable energy (SO5a).
- 1.10.3 Moderate adverse effects arising from development of Option D3 are identified against SO2, these relate to the extent to which greenfield land and BMV agricultural land covers the site. This is shared by all site options.
- 1.10.4 Further moderate adverse effects arise from the increase in carbon dioxide emissions (SO5a) and environmental pollution associated with development of this site option (SO4). Additionally, it is assessed that Option D3 would result in a moderate adverse effect against SO7 as development would affect the separation between Pewsham and Naish Hill.
- 1.10.5 Development of Option D3 would lead to minor adverse effects on a number of remaining environmental SA objectives (water resources, environmental pollution, vulnerability to effects of climate change and the historic environment).
- 1.10.6 Development of Option D3 strongly supports the delivery of affordable housing as a result of the increased scale of residential development, leading to a major beneficial effect against the housing SA objective (SO8).
- 1.10.7 Regarding the remaining socio-economic SA objectives, Option D3 would have one moderate adverse effects and three minor adverse effects. The site option proposes a sizeable scale of employment development and the lack of an access point to the A350 corridor results in a moderate adverse effect against SO12, as access to the PRN would likely reduce the site's commercial market desirability.
- 1.10.8 Development of Option D3 could have minor adverse effects on a number Public Rights of Way in the vicinity of the site (SO9). Another minor adverse effect relates to the provision of employment land which is accessible by sustainable transport modes (SO12), requiring on-site improvements to

pedestrian links between the public transport corridor along the A4 London Road and the employment site as well as to non-motorised links with the town centre and transport hubs.

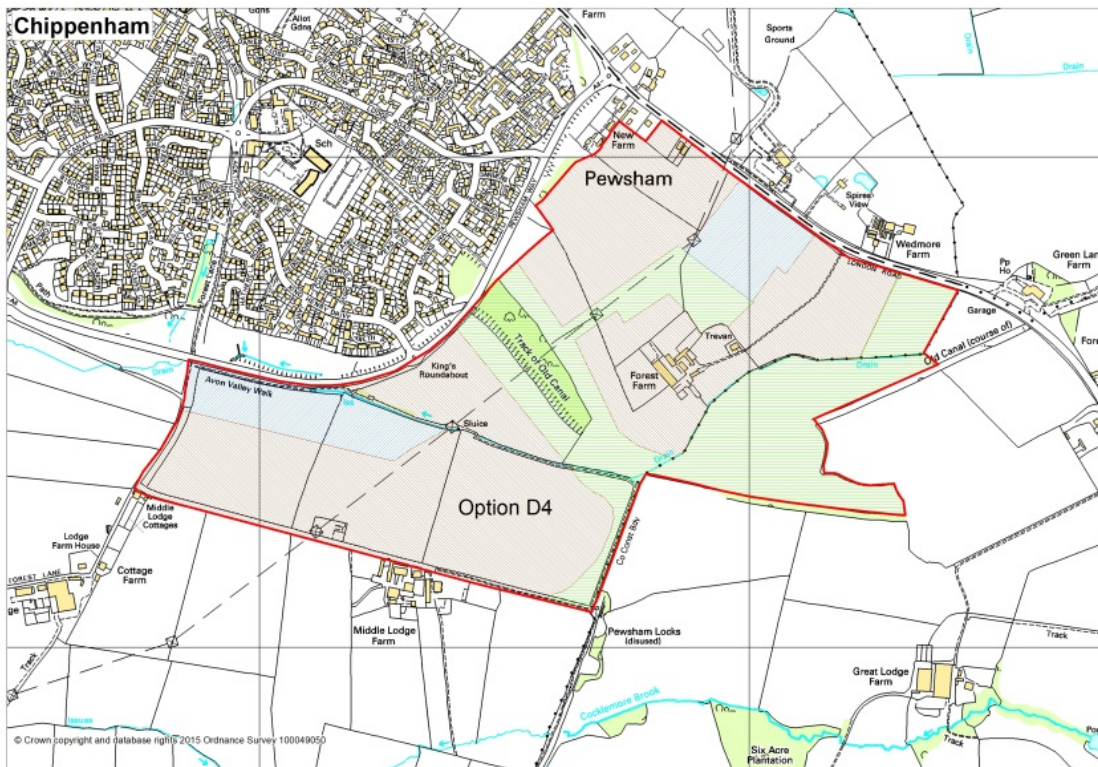
1.10.9 Sustainable transport (SO10) is another source of minor adverse effects for Option D3, again this is linked to the sustainable access to the site option, which is moderate by public transport but moderate to weak in terms of non-motorised access to the town centre and existing services.

1.10.10 The environmental pollution and landscape impacts of development on this option coupled with the lack of access point to the A350 corridor are significant sustainability issues that would need to be resolved to take forward this option. It is recommended that improved public transport should be a key part of further consideration if this site is taken forward. Despite the significant scale of employment development, this option is considered less sustainable than some other options as it delivers relatively less economic growth benefits due to the unattractiveness of its location.

1.11 Option D4

- Housing = 48.1ha, 1034 dwellings;
- Employment = 8.5ha;
- Green Space = 23.2ha; and
- Access = A4 Pewsham Way and/or A4 London Road

Figure 1.9: Option D4 – map



1.11.1 Overall, the assessment demonstrates that no major adverse effects are expected to arise from this site option development. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.

1.11.2 Option D4 demonstrates moderate adverse effects on SO4 (decrease in air quality, particularly along already congested routes and in the town centre) and SO5a (increase in carbon dioxide emissions). In addition, Option D4 would have a moderate adverse effect on SO7. This is due to the development in

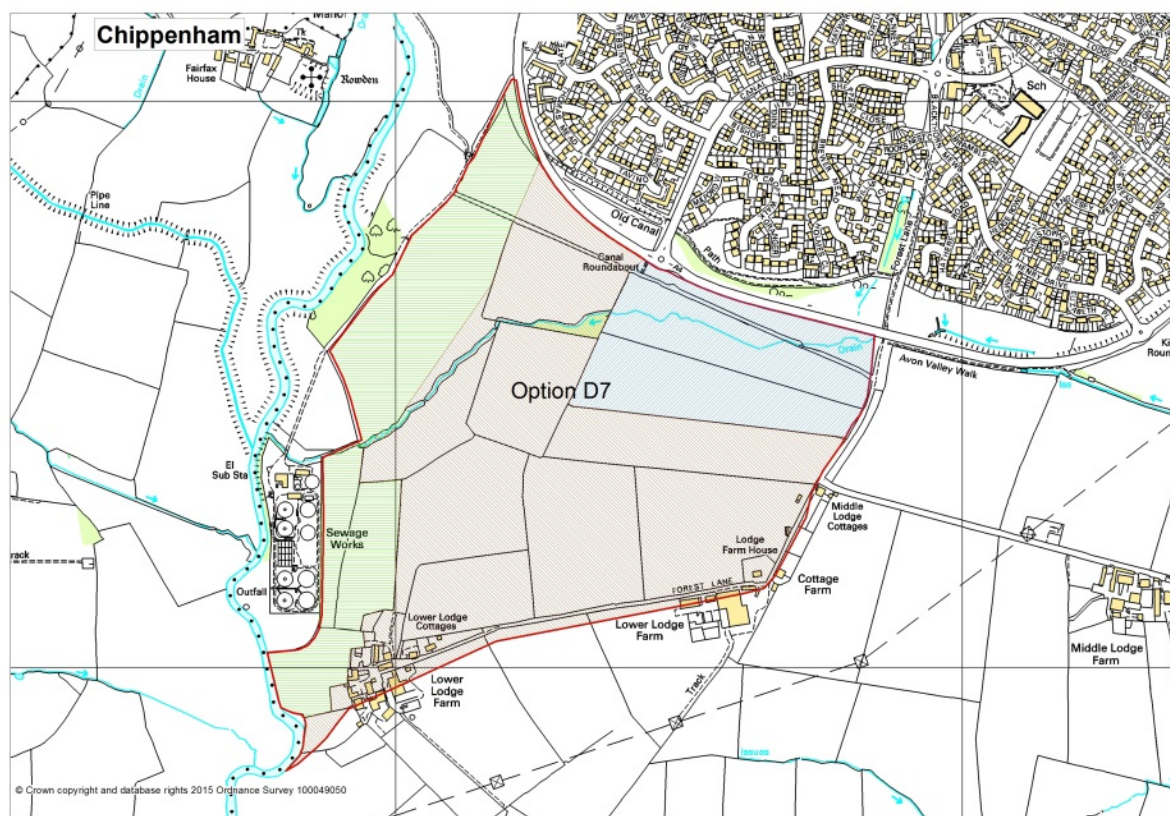
the south of this site option adversely affecting the visual separation between Naish Hill and Pewsham, due to the dome-like landscape in the area.

- 1.11.3 In keeping with assessments for all other site options, Option D4 demonstrates moderate adverse effects (of problematic mitigation) against SO2 due to the extent to which greenfield land and BMV agricultural land covers the site and moderate beneficial effects relate to the site option's potential to support the delivery of on-site renewable energy (SO5a). Development of Option D4 would lead to minor adverse effects on a number of remaining environmental SA objectives (water resources, environmental pollution, vulnerability to effects of climate change and the historic environment).
- 1.11.4 In terms of socio-economic objectives, no major beneficial effects are identified. Option D4 proposes a small scale of employment development on the periphery of town capable of accommodation all uses, this is reflected by the minor beneficial effects Option D4 would have in terms of potential for providing employment and supporting the vitality and viability of Chippenham town centre (SO11). One moderate adverse effect (SO12) arises out of the lack of an access point to the A350 corridor, as access to the PRN would likely reduce the site's commercial market desirability.
- 1.11.5 The assessment also finds a number of minor adverse effects for the remaining socio-economic objectives, notably relating Public Rights of Way (SO9) and weak non-motorised access to the town centre from employment uses (SO12). Option D3 would support only a minor beneficial effect in terms of provision of infrastructure to support economic growth as it does not propose any strategic road infrastructure (SO11).
- 1.11.6 Sustainable transport (SO10) is another source of minor adverse effects for Option D4, again this is linked to the sustainable access to the site option, which is moderate by public transport but moderate to weak in terms of non-motorised access to the town centre and existing services, performing particularly poorly in the southwest of the site.
- 1.11.7 The environmental pollution and landscape impacts of development on this site and the lack of access point to the A350 corridor are significant sustainability issues that would need to be resolved to take forward this option. Despite the scale of employment development, this option is considered less sustainable than some other options as it delivers relatively less economic growth benefits due to the unattractiveness of its location.

1.12 Option D7

- Housing = 37.5.ha, 806 dwellings;
- Employment = 10.5ha;
- Green Space = 13.9ha; and
- Access = A4 Pewsham Way and/or river bridge crossing of the River Avon to the south

Figure 1.10: Option D7 – map



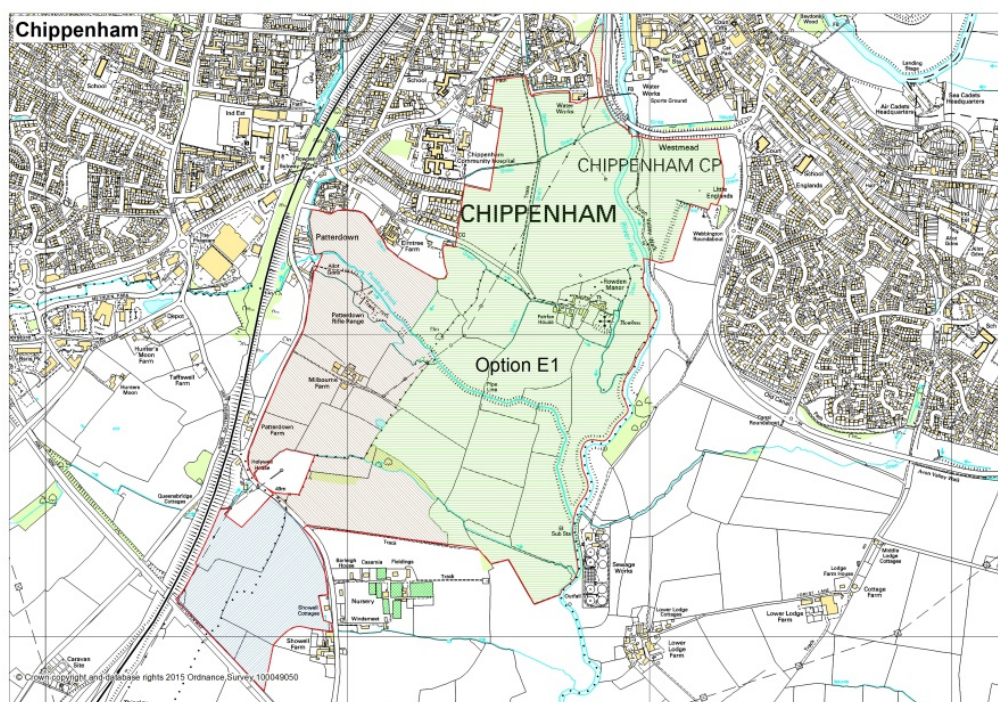
- 1.12.1 Overall, the assessment demonstrates that no major adverse effects are expected to arise from this site option development. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.12.2 Moderate adverse effects would result from the development of this option on SO5a due to the increase in carbon dioxide emissions associated with development of the site and SO7 due to effects on the visual separation between Pewsham and Naish Hill, due to the dome-like landscape in the area. Moderate adverse effects have been identified on SO1 as the proposed bridge crossing the River Avon would dissect the County Wildlife Site and on SO3 and SO5b as bridging of the Avon would likely alter the flow of the river which could have adverse effects on water resources downstream.
- 1.12.3 Option D7 proposes a river crossing of the Avon to the south as well as access via A4 Pewsham Way. It has been assumed that provision of a southern road linking the A350 to the A4 will be provided. Provision of the link road boosts the site’s performance against some economic objectives (SO11) with a major beneficial effect identified due to improved access to employment areas and the PRN (SO12).
- 1.12.4 In keeping with assessments for all other site options, Option D7 demonstrates moderate adverse effects (of problematic mitigation) against SO2 due to the extent to which greenfield land and BMV agricultural land covers the site and moderate beneficial effects relate to the site option’s potential to support the delivery of on-site renewable energy (SO5a).
- 1.12.5 Development of Option D7 would lead to minor adverse effects on a number of remaining environmental SA objectives (environmental pollution, vulnerability to effects of climate change and the historic environment). The proposed access from the south results in a minor adverse effect for air quality (SO4) as vehicles accessing the site would be able to avoid already constrained routes and the town centre through using the link road.

- 1.12.6 With regard to the remaining socio-economic SA objectives, the scale of housing proposed as part of Option D7 results in a minor beneficial effect on affordable housing (SO8).
- 1.12.7 Sustainable transport (SO10) is another source of minor adverse effects for Option D7, again this is linked to the sustainable access to the site option, which is moderate by public transport but moderate to weak in terms of non-motorised access to the town centre and existing services, performing particularly poorly in the southwest of the site.
- 1.12.8 The landscape impacts of development on this site and the dissection of the River Avon County Wildlife Site are significant sustainability issues that would need to be resolved to take forward this option. It is recommended a prevention of intrusive large buildings on the site and that studies are undertaken to establish the best location for the river crossing. Should these issues be satisfactorily resolved, development of this option has the potential for benefits, particularly in terms of local economic growth.

1.13 Option E1

- Housing = 42ha, 903 dwellings;
- Employment = 18.1ha;
- Green Space = 103ha; and
- Access = B458/B4643

Figure 1.11: Option E1 – map



- 1.13.1 Overall, the assessment demonstrates that no major adverse effects are expected to arise from this site option development. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.13.2 A couple of moderate adverse effects which would be problematic to mitigate are likely to arise from the development of this site option but generally these effects are shared by all site options rather than just for this particular site option. These are the extent of greenfield and BMV agricultural land (SO2) and the increase in carbon dioxide emissions associated with development (SO5a).
- 1.13.3 The assessment identifies major beneficial effects relating to the provision of employment land (SO11 and SO12), infrastructure to promote economic growth (SO11) and support for the vitality of existing

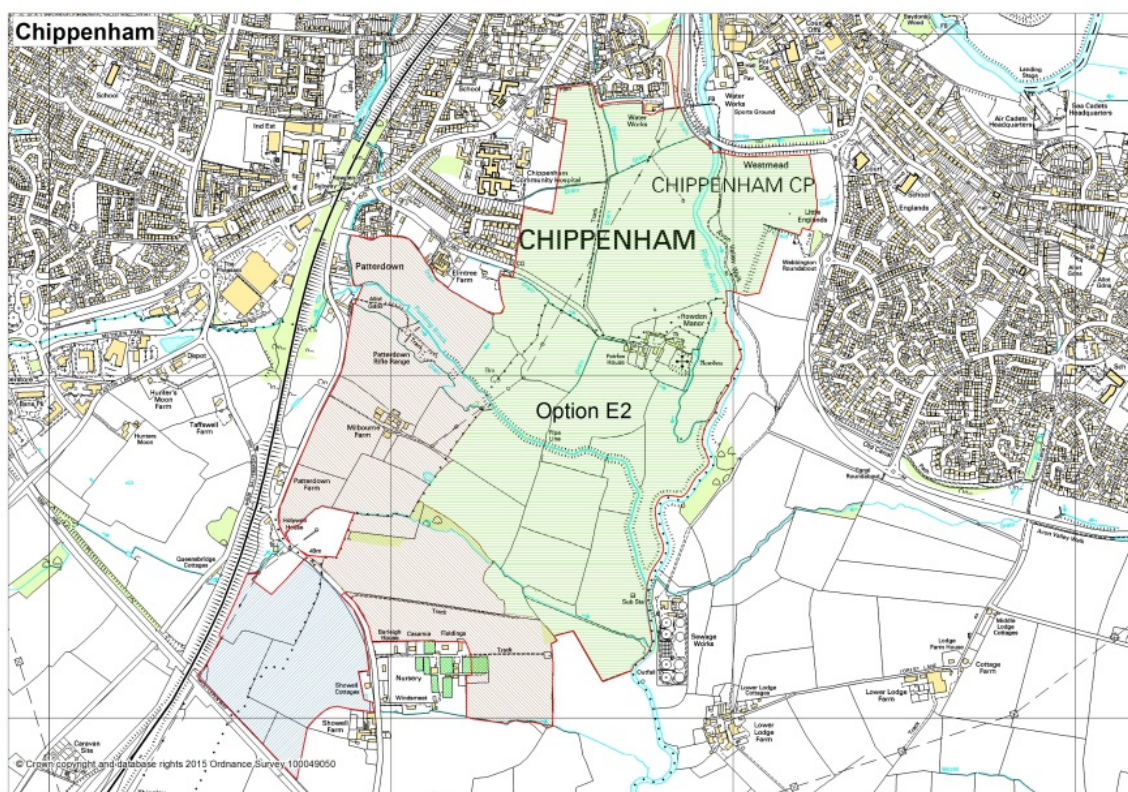
areas of employment (SO11 and SO12). The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route.

- 1.13.4 With regard to remaining environmental SA objectives, the presence of Pudding Brook and increased surface water runoff from development would lead to minor effects on SO3; and increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream would lead to minor adverse effects on SO5b. Development proposed at Option E1 would also lead to minor adverse effects on SO1, due to the River Avon County Wildlife site and the recorded presence of bats within the vicinity of the site, on SO6 due to development being proposed in land that contributes to the setting of the nearby Rowden Conservation and on SO7 as development of this site option proposes an extensive green buffer along the River Avon in the east of this site option which protects the flat and wide open views associated with the floodplain.
- 1.13.5 With regard to the remaining socio-economic SA objectives, Option E1 performs well, providing minor beneficial effects for affordable housing (SO8) and communities (SO9) objective, in terms of supporting reduction of deprivation and economy (SO11) and employment (SO12) objectives. However, a number of minor adverse effects for SO9 which proposals could mitigate are identified in relation to loss of an accessible area of open space, PROWs being affected and the provision of educational facilities
- 1.13.6 The site option is very well situated when considering access by public transport (SO10) but development of this site option could result in minor adverse effects relating to non-motorised access to the town centre and services.
- 1.13.7 This option has the potential to offer significant economic benefits together with low levels of environmental effects making it a higher sustainability performance option.

1.14 Option E2

- Housing = 53ha, 1140 dwellings;
- Employment = 18.1ha;
- Green Space = 103ha; and
- Access = B458/B4643

Figure 1.12: Option E2 – map



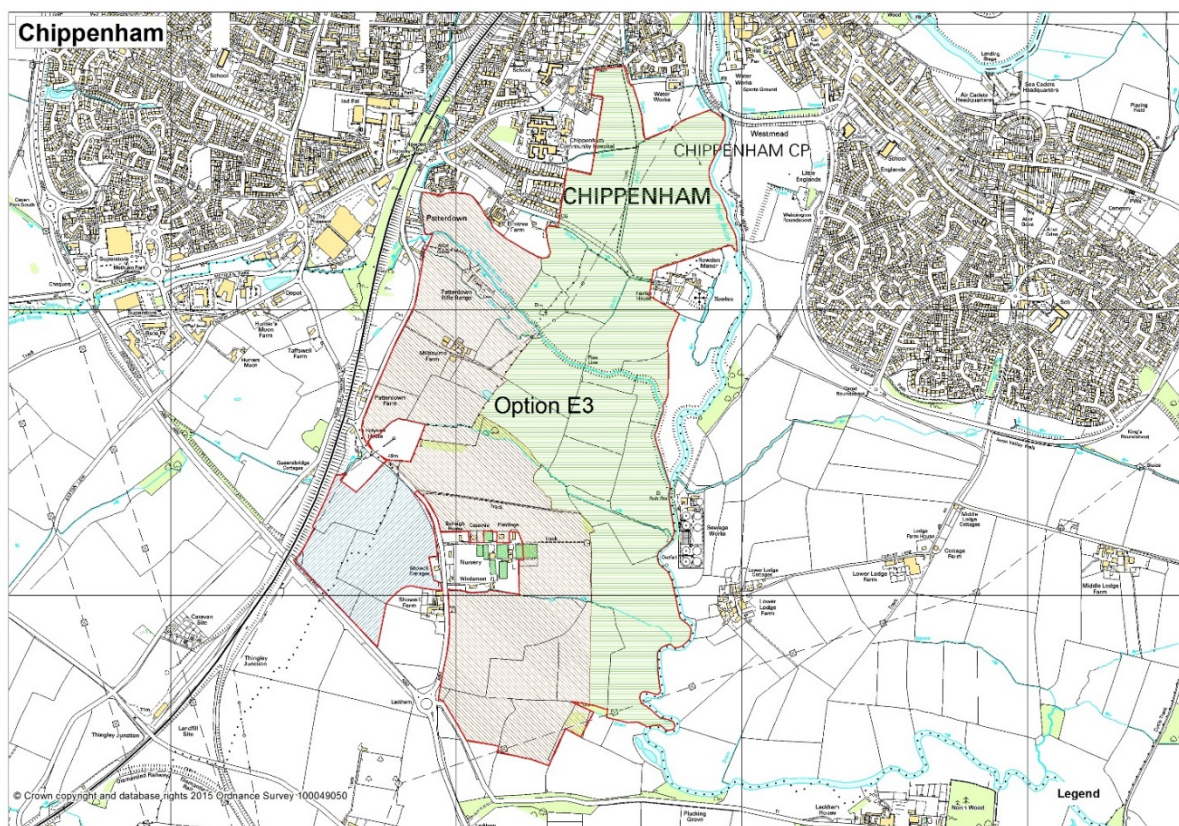
- 1.14.1 Overall, the assessment demonstrates that no major adverse effects are expected to arise from this site option development. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.14.2 A couple of moderate adverse effects which would be problematic to mitigate are likely to arise from the development of this site option but generally these effects are shared by all site options rather than just for this particular site option. These are the extent of greenfield and BMV agricultural land (SO2) and the increase in carbon dioxide emissions associated with development (SO5a).
- 1.14.3 The assessment identifies major beneficial effects relating to the provision of employment land (SO11 and SO12), infrastructure to promote economic growth (SO11) and support for the vitality of existing areas of employment (SO11 and SO12). The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route.
- 1.14.4 With regard to remaining environmental SA objectives, the presence of Pudding Brook and increased surface water runoff from development would lead to minor effects on SO3; and increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream would lead to adverse effects on SO5b. Development proposed at Site Option E1 would also lead to minor adverse effects on SO1, due to the River Avon County Wildlife site and the recorded presence of bats within the vicinity of the site, and on SO6 due to development being proposed in land that contributes to the setting of the nearby Rowden Conservation and on SO7 as development of this site option proposes an extensive green buffer along the River Avon in the east of this site option which protects the flat and wide open views associated with the floodplain.
- 1.14.5 Regarding remaining socio-economic objectives Option E1 performs well, providing minor beneficial effects for affordable housing (SO8) and minor beneficial effects communities (SO9) objectives in terms of supporting reduction of deprivation and economy (SO11) and employment (SO12) objectives. However, a number of minor adverse effects for SO9 which proposals could mitigate are identified in relation to loss of an accessible area of open space, PROWs being affected and the provision of educational facilities.

- 1.14.6 The site option is very well situated when considering access by public transport (SO10) but development of this site option could result in minor adverse effects relating to non-motorised access to the town centre and services.
- 1.14.7 This option has the potential to offer significant economic benefits together with low levels of environmental impact making it a higher sustainability performance option.

1.15 Option E3

- Housing = 80ha, 1720 dwellings;
- Employment = 18.1ha;
- Green Space = 91ha; and
- Access = B458/B4643

Figure 1.13: Option E3 – map



- 1.15.1 Overall, the assessment demonstrates that no major adverse effects are expected to arise from this site option development. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.15.2 A couple of moderate adverse effects which would be problematic to mitigate are likely to arise from the development of this site option but generally these effects are shared by all site options rather than just for this particular site option. These are the extent of greenfield and BMV agricultural land (SO2) and the increase in carbon dioxide emissions associated with development (SO5a).
- 1.15.3 The increased extent of residential development in Option E3 results on a moderate adverse effect against one environmental SA objective (landscape, SO7). This stems from the strip of indicative green space proposed at the southern extent of the site not being sufficiently wide to adequately screen the effects of development on the local landscape character and visual amenity.
- 1.15.4 Option E3 would have major beneficial effects through the provision of good quality affordable homes (SO8), of a mix of uses and strong access of employment area to the PRN and strategic lorry route

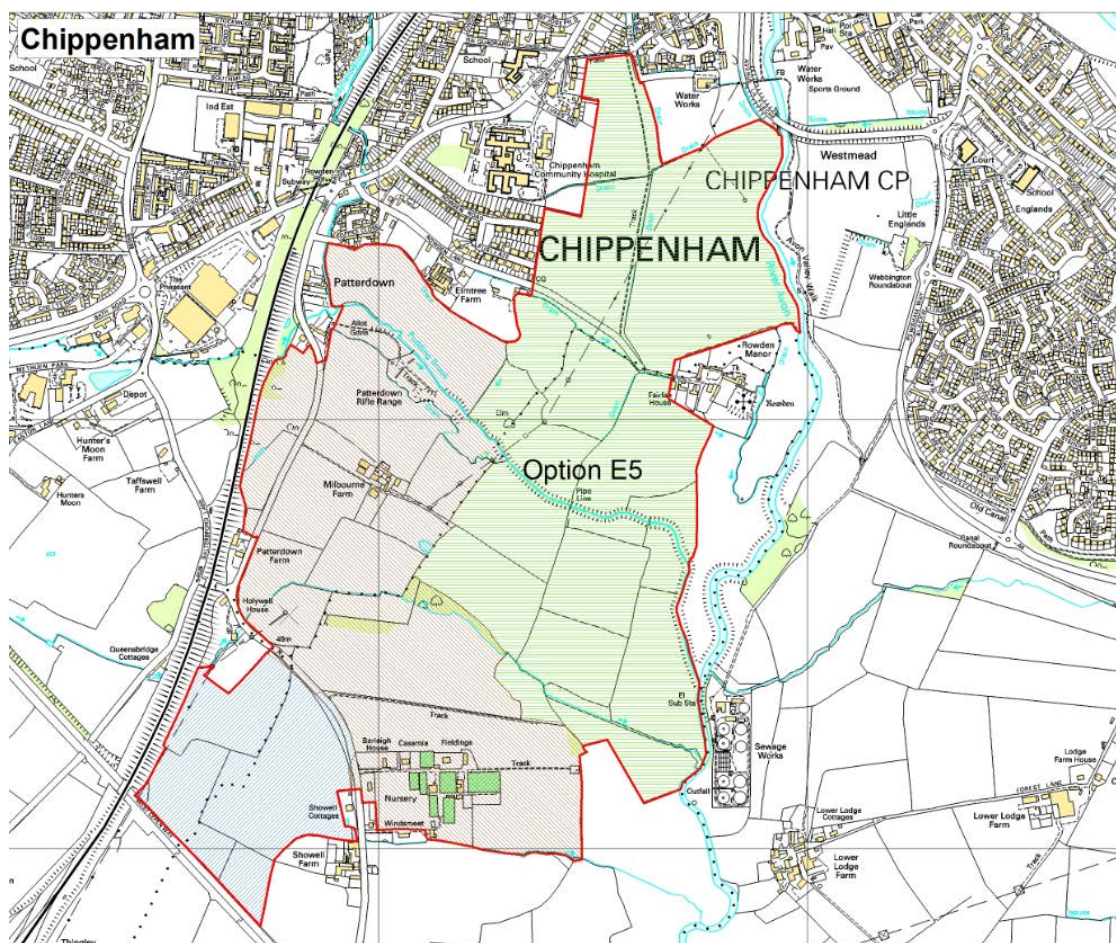
along the A350 and the potential to provide part of the southern link road to Chippenham, connecting the A350 south of the town to the A4 at Pewsham (SO11 and SO12).

- 1.15.5 With regard to remaining environmental SA objectives, the presence of Pudding Brook and increased surface water runoff from development would lead to minor effects on SO3; and increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream would lead to adverse effects on SO5b. Development proposed at Site Option E1 would also lead to minor adverse effects on SO1, due to the River Avon County Wildlife site and the recorded presence of bats within the vicinity of the site, and on SO6 due to development being proposed in land that contributes to the setting of the nearby Rowden Conservation.
- 1.15.6 Regarding remaining socio-economic objectives, Option E3 performs well, providing major beneficial effects for affordable housing (SO8) and some minor beneficial effects on communities (SO9) in terms of supporting reduction of deprivation, economy (SO11) and employment (SO12) objectives. Minor adverse effects are predicted on the community objective (SO9) in relation to loss of an accessible area of open space PROWs being affected and the provision of educational facilities.
- 1.15.7 The site is situated along the B4643, an existing public transport corridor, as such access to the site by public transport is strong (SO10).
- 1.15.8 The landscape impacts of development on this site is a significant sustainability issue that would need to be resolved to take forward this option. It is recommended the extent of the indicative proposed green space proposed in in the south east of the site would need to be increased. Should this issue be satisfactorily resolved, this option has the potential to offer significant economic benefits together with relatively low levels of environmental impact making it a higher sustainability performance option.

1.16 Option E5

- Housing = 64.5ha, 1385 dwellings;
- Employment = 18.1ha;
- Green Space = 75.4ha; and
- Access = B458/B4643

Figure 1.14: Option E5 – map



- 1.16.1 Overall, the assessment demonstrates that no major adverse effects are expected to arise from this site option development. A number of moderate and minor adverse effects are identified, so too are beneficial effects related to socio-economic SA objectives.
- 1.16.2 A couple of moderate adverse effects which would be problematic to mitigate are likely to arise from the development of this site option but generally these effects are shared by all site options rather than just for this particular site option. These are the extent of greenfield and BMV agricultural land (SO2) and the increase in carbon dioxide emissions associated with development (SO5a).
- 1.16.3 The assessment identifies major beneficial effects relating to the provision of employment land (SO11 and SO12), infrastructure to promote economic growth (SO11) and support for the vitality of existing areas of employment (SO11 and SO12). The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route.
- 1.16.4 With regard to remaining environmental SA objectives, the presence of Pudding Brook and increased surface water runoff from development would lead to minor effects on SO3; and increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream would lead to minor adverse effects on SO5b. Development proposed at Option E3 would also lead to minor adverse effects on SO1, due to the River Avon County Wildlife site and the recorded presence of bats within the vicinity of the site, on SO6 due to development being proposed in land that contributes to the setting of the nearby Rowden Conservation and on SO7 as development of this site option proposes an extensive green buffer along the River Avon in the east of this site option which protects the flat and wide open views associated with the floodplain.
- 1.16.5 In terms of the socio-economic objectives development of Option E5 would have major beneficial effects through the provision of good quality affordable homes (SO8), of a mix of uses and strong

access of employment area to the PRN and strategic lorry route along the A350 and the potential to provide part of the southern link road to Chippenham, connecting the A350 south of the town to the A4 at Pewsham (SO11 and SO12).

- 1.16.6 Regarding remaining socio-economic objectives, some minor beneficial effects are predicted on communities (SO9) in terms of supporting reduction of deprivation, economy (SO11) and employment (SO12) objectives. Minor adverse effects are predicted on the community objective (SO9) in relation to loss of an accessible area of open space, PROWs being affected and the provision of educational facilities.
- 1.16.7 The site option is very well situated when considering access by public transport (SO10) but development of this site option could result in minor adverse effects relating to non-motorised access to the town centre and services.
- 1.16.8 This option has the potential to offer significant economic benefits together with relatively low levels of environmental impact making it a high sustainability performance option.

1.17 Conclusions & Recommendations

- 1.17.1 The aim of this assessment exercise has been threefold:
- Identification of more sustainable (preferred) site options for consideration in the preferred development strategy;
 - Identification of less sustainable (not preferred) site options which should only be considered if more sustainable options are undeliverable; and
 - Identification of options which should not be given further consideration.
- 1.17.2 The following conclusions and recommendations are reached:

More sustainable options for development

- 1.17.3 Options B1, C1, C3, C4, D7, E1, E2, E3 and E5 are of relatively higher sustainability performance and are recommended for consideration in the development of the preferred development strategy.
- 1.17.4 However, significant sustainability issues associated with Options B1, C1, C3, C4, D7 and E3 (as identified in the discussion for each option) would need to be resolved prior to inclusion in the preferred development strategy.

Less sustainable options for development

- 1.17.5 Options D1, D3 and D4 are considered less sustainable than those identified above as they deliver the least beneficial effects compared to those in the more sustainable options. They should only be given further consideration in the preferred strategy if the options identified above are not deliverable.

Options which should not be given further consideration

- 1.17.6 Option A1 due to the major adverse biodiversity effects identified should not be given further consideration in the preferred strategy.
- 1.17.7 Option C2 due to the major adverse landscape effects identified should not be given further consideration in the preferred strategy.

Appendix A. Site assessments - detailed assessment tables

Table A.1: Option A1 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not directly affect any designated sites of biodiversity or geological value.</p> <p>Birds Marsh Wood County Wildlife Site (CWS) comprises the western border to the site. Parts of the CWS are classified as BAP Priority Habitats. Proposals for this site option incorporate a buffer zone, shown as green space on the indicative layout drawing.</p> <p>The cumulative adverse effects on Birds Marsh Wood from development of this site option and approved application (12/00560/OUT) on land to the south and west of the CWS would be significant. A buffer zone, sufficient in size to ensure no adverse effects from development, would likely leave insufficient space within the site option to deliver the level of mixed-use development proposed. This constitutes a major adverse effect.</p>	(- - -)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>The site is comprised largely of neutral grassland with mature hedgerows and hedgerow trees. Dog Kennel Plantation and several small areas of wood pasture are situated within the site as are a number of watercourses and ponds. These features contribute to habitat corridors which provide connectivity between Birds Marsh Wood and the wider area.</p> <p>Habitats within the site area are known to support populations of protected species including Great crested newt and Lesser and Greater horseshoe bats. The proposed layout for this site option would have moderate adverse effects on a number of these biodiversity features. Mitigation of effects would be problematic due to the extent of constrained land within the site.</p>	(- -)
2. Ensure efficient and effective use of land and the	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that proposed development would occur entirely on greenfield land. Due to the extent of greenfield land mitigation would be problematic.	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
use of suitably located previously developed land and buildings	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	The site is comprised predominantly of Grade 2 (very good) BMV agricultural land. A small area of Grade 3 (good) agricultural land is located along the western extent of the site and a small area of non-agricultural urban lands is present along the southern border of the site. Due to the extent of BMV land mitigating effects by constructing on poorer land is not achievable and development of the site would result in the permanent loss of BMV land. As such mitigation is considered problematic.	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	Due to its current agricultural use this site option is unlikely to require remediation of contamination. There are no sites of potential land contamination within option A1.	(0)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The site is not situated within a Mineral Safeguarding Zone.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	Site Option A1 is situated entirely within an Outer Source Protection Zone (Zone 2c) and several tributaries of the River Avon run through the site. Further proposals for development in Option A1 should ensure appropriate land management practices and provide buffer strips between indicative development areas and tributaries.	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Affect surface or groundwater resources in terms of volume, quality and flow?	<p>The site is situated entirely within Flood Zone 1 in the River Avon catchment, however adverse effects on the River Avon are not anticipated due to the distance and the presence of the railway embankment which impedes flows.</p> <p>Development of this greenfield site would likely increase surface water runoff due to increased impermeable surfaces. Mitigation could be achieved through incorporating surface water management measures into the further proposals for the site. The flat and elevated nature of the site combined with the clay substrata makes drainage by gravity less effective, as a result pumping would likely be required.</p> <p>Drainage issues at the site increase the propensity of groundwater flooding which could be exacerbated by development which increases impermeable surfaces, further proposals should take account of this.</p>	(-)
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	The site is not situated in proximity to an AQMA.	(0)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	Vehicular access to the site from the B4069 Maud's Heath Causeway north of Chippenham will increase pressure on the already constrained road. This would increase congestion and likely decrease air quality on the B4069 corridor into Chippenham.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>The increase in vehicles associated with development of the site would increase noise pollution as well as light pollution at night, affecting receptors along the B4069.</p> <p>The permitted link road in Area A would provide direct access to the PRN which would likely direct traffic and therefore environmental pollution away from the town centre. Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the effect of environmental pollution from development.</p>	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	The site is not situated in proximity to any existing sources of environmental pollution, as such no effects are expected	(0)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	<p>The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent, however the scale of development proposed at the site option and the site's strong to moderate non-motorised access to the town centre would likely result in less traffic generating carbon emissions.</p> <p>Carbon dioxide emissions from new buildings can be reduced by adhering to high standards of sustainable construction and design.</p>	(-)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation; thus carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For these positive effects to be maximised it is recommended that renewable energy generation such as solar PV is considered.	(+ +)

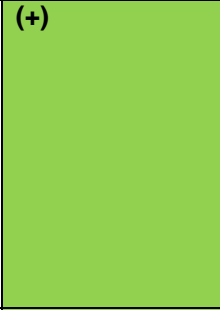
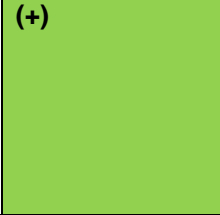
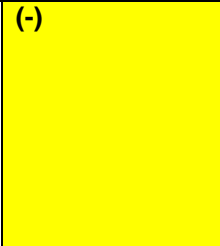
SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated entirely within Flood Zone 1 which means development would be less vulnerable to increasing extreme climatic events such as fluvial flooding, as such no effects are expected.	(0)
	- Address the risk of flooding from all sources?	<p>The site is situated in Flood Zone 1.</p> <p>Site option A1 is located upstream of Chippenham and surface water flows into the Avon. The presence of the railway embankment acts as a buffer to surface water runoff towards the Avon. Development of this site option must ensure flows into the Avon upstream of Chippenham are not increased by development.</p> <p>Due to the site's elevated and flat topography and clay substrata, there is an increased propensity for groundwater flooding. The railway embankment impedes runoff into the Avon, exacerbating conditions. Surface water management measures should be incorporated into further development proposals to ensure that existing or improved greenfield rates of surface water runoff are achieved and detention/attenuation ponds are provided, thus reducing the risk of groundwater flooding on-site.</p> <p>As surface water does not flow directly into the Avon development of this site option would need to connect with the existing drainage system.</p>	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>There are five listed buildings within the site, a cluster of three grade II listed buildings at Pound Farm along the B4069 and two grade II listed buildings at Barrow Farm.</p> <p>The site comprises open agricultural land which contributes to the setting of the Langley Burrell Conservation Area. Development of this site could not avoid these adverse effects. Mitigation is also considered problematic, even though tree planting could screen views of development this would not protect the open setting of the Conservation Area.</p> <p>There is high potential for unknown heritage assets of archaeological interest associated located in the site. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<p>7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>	<p>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</p> <ul style="list-style-type: none"> - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i> 	<p>There are no designated features within proximity of the site.</p> <p>Development of the site would adversely affect a number of landscape qualities including the visual prominence of Birds Marsh Wood, visual separation between Chippenham and Kingston Langley, the wooded backdrop to existing development along the B4069 and Langley Burrell and the setting of Langley Burrell Conservation Area.</p> <p>The landform in which this site option is situated blocks views between Chippenham, Kingston Langley and Langley Burrell. Development of this site option would exert an urban influence on the surrounding landscape and dilute the separate and isolated character for Kingston Langley and Langley Burrell. Incorporating green buffers to screen views of development from the north and east would go some way to reducing the visual impact of proposals. In addition, a lesser density of development and preventing intrusive large buildings on the site would need to be included as mitigation measures. Mitigation is considered problematic as a layout which favourably utilises the landform and existing and new woodland copses and trees to screen views would be difficult to achieve within the site option while maintaining the scale of development proposed.</p> <p>Additionally, large employment buildings would have adverse effects on visual amenity which would be problematic to mitigate using vegetation buffers and the existing landform.</p>	<p>(- -)</p>
<p>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix</p>	<p>- Help meet affordable housing needs/the needs of the local community (if known)?</p>	<p>A mixed use development of this site would deliver approximately 460 dwellings, which provides the opportunity to deliver good quality affordable housing that meets local needs in terms of tenure, size and type.</p>	<p>(+)</p>

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
of dwelling sizes, types and tenures			
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	<p>Development at this site option would occur directly north of one of the most deprived areas in Chippenham. The site option is also situated in proximity to a large area of the least deprived in Chippenham.</p> <p>The extant permission at Area A makes provision for new homes, employment land and a primary school which would support a reduction in local deprivation.</p> <p>Development of this site option has the potential to deliver employment land and community facilities which would support a reduction in nearby levels of high deprivation.</p>	(+) 
	- Result in the loss of any existing or proposed Community facility/green or amenity space or would it contribute to the construction of a new facility/space?	Development of the site would not result in the loss of any community facilities or amenity space. There are no accessible open spaces within the site although Birds Marsh Wood and Dog Kennel Plantation, are situated adjacent to the site option. Proposed green space in the north and west of the site would create new accessible open space while connecting the existing spaces. This would constitute a minor beneficial effect.	(+) 
	- Result in the loss of PROW or would it provide new PROW?	A network of Public Rights of Way (PROWs) run through the site. The PROWs create links between Jacksom's Lane, Hills Corner Road, Birds Marsh Wood and the B4069, most of the PROWs run through the area identified on the indicative layout drawing proposed for residential development. Due to the number of PROWs in the site adverse effects from development of the site are likely. Further development proposals for the site should incorporate PROWs, where it is demonstrated that loss or alteration of PROWs is unavoidable provision of suitable alternatives can be proposed to offset the impact.	(-) 

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Be accessible to educational and health facilities?	<p>Non-motorised access to secondary schools is strong, however secondary schools in Chippenham are reaching capacity and would be unlikely to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this.</p> <p>The site has weak non-motorised ease of access to the hospital and existing access by public transport is weak. Private vehicles accessing the hospital would be directed along the B4069 into Chippenham. Development at this site option would require improvements to public transport to ensure access to the hospital. Further development proposals should demonstrate how development could be supported by and integrate with improvements to off-site pedestrian and cycle facilities.</p>	(-)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<p>The site is situated along the B4069 Maud's Heath Causeway and has weak access by public transport. The B4069 is identified as having the potential to become a future public transport corridor. Development of the site could support an increase in the use of public transport services along this corridor.</p> <p>Ease of access to the town centre by non-motorised modes from the site is moderate and further proposals should explore opportunities to integrate with pedestrian and cycle network in the wider area.</p>	(-)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	<p>Development of the site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could create demand for a new public transport corridor along the B4069.</p> <p>This site option is unlikely to support improvements to pedestrian or cycle links to the town or railway station.</p>	(0)
11. Encourage a vibrant and diversified economy and	- Offer the potential to provide employment land for B1, B2 and B8 uses?	This site option proposes 3.6ha of employment land, the indicative layout shows this as one small area in the southeast of the site along the B4069. The scale and indicative layout offers the potential to deliver a small amount of employment land which would likely benefit from focusing on one B class use.	(+)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
provide for long-term sustainable economic growth		<p>Access to the PRN will be strong following the completion of the link road which forms part of the extant permission in Area A. This will improve access from the strategic lorry route from the A350.</p> <p>There is potential for strong access by public transport (along the B4069); however, existing public transport services are weak. Overall a minor beneficial effect is expected in terms of the potential to provide employment land at this site option.</p>	
	- Support the vitality and viability Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The proposed employment land in the southeast of option A1 is approximately 1.5km from Chippenham Railway Station and approximately 2km from the bus station. Pedestrian access from these hubs in the town centre is moderate. Employment land at this site option would support movement between the site and the town centre, supporting the town's viability. The small scale of employment land proposed limits the beneficial effect anticipated to a minor beneficial effect	(+)
	- Provide infrastructure that will help to promote economic growth?	<p>The road infrastructure proposed as part of this site option is unlikely to have any effect on economic growth in Chippenham.</p> <p>The indicative green space proposed within this site option is unlikely to provide any economic benefit to the town's economy.</p>	(0)
	- Be well connected to Principal Employment Areas?	The Parsonage Way Industrial Estate is situated in the immediate proximity of the proposed employment land in A1, along the B4069. As such connections between the existing and proposed sites would be strong.	(+)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to	- Support the vitality of existing employment areas?	The proposed employment land in Option A1 would likely support the vitality of the adjacent Parsonage Way Industrial Estate and nearby Langley Park employment area as a result of its proximity. However the small scale of the proposed employment land limits the beneficial effect expected. A minor beneficial effect is anticipated.	(+)
	- Provide employment land that meets commercial market requirements?	The site option proposes a small area for employment development, limiting the opportunities for development. Access to the PRN from this site option will be strong due to the link road which forms part of the existing permission in Area A. HGVs	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
meet the needs of local businesses and a changing workforce	(offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	and worker vehicles would avoid the town centre and congested routes through Chippenham. Further proposals should ensure that the layout and design of this site option integrates with the road network approved at the adjacent site. The indicative employment area is suited to small scale B1, B2 and B8 development.	
	- Provide employment land in areas that are easily accessible by sustainable transport?	Existing access by public transport is weak, there is strong potential for access by public transport (the B4069 corridor). Employment development would need to be supported by improved public transport services. Non-motorised access to the site from transport hubs and the town centre are moderate, pedestrian and cycle safety could be improved offsite along the B4069 to encourage access by sustainable transport modes.	(-)

Table A.2: Option B1 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not directly affect any designated sites of biodiversity or geological value.</p> <p>The River Avon CWS runs along the eastern extent of the site, the river is also a BAP Priority Habitat. The European Otter is recorded on this section of river. The presence of over-grown willow along the Avon and standing deadwood trees have potential to support roosting bats. The indicative greenspace proposed along the River reduces the potential for adverse effects from development on these ecological feature. In addition, the steep relief between the developable area and the River Avon CWS may prevent public access. This is important because of the existence of otters in this section of the river. The presence of Otter on the river will require proposals to demonstrate that measures to prevent adverse effects on this protected species has been included.</p> <p>This site could facilitate a bridge crossing the River Avon, this would dissect the County Wildlife Site and could had adverse effects on the site. Due to the extent of the CWS, which runs the entire length of the east of the site, avoidance is not achievable. While development proposals can incorporate mitigation measures which somewhat reduce or offset effects of a river crossing, mitigation of effects is likely to be problematic if a bridge is developed.</p>	(-)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	Two significant linear wooded features are present in the south and west of the site along the disused railway line and west along the railway embankment. The proposed site layout does not propose buffer zones between these features and residential or employment development which could have adverse effects on these natural features. Further proposals for this site option might make provision for buffer zones along the southern and western boundaries to reduce harm to these features.	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that proposed development would occur largely on greenfield land. There is a small amount of residential development proposed on previously developed land at Rawlings Farm in the west of the site option. Due to the extent of greenfield land mitigation would be problematic.	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	The site is comprised predominantly of Grade 2 (very good) BMV agricultural land. A small area of non-agricultural urban lands is located in the southwest of this site option, although this is insufficient to deliver a strategic, mixed-use development. As such mitigation of effects on BMV land would be problematic.	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	Due to its current agricultural use this site option is unlikely to require remediation of contamination. There are no sites of potential land contamination within this site option.	(0)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The site is not situated within a Mineral Safeguarding Area.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; • Groundwater Source Protection Zone 	The site is situated entirely within an Outer Source Protection Zone (Zone 2c). Two tributaries of the River Avon originate within the site, further development proposals should ensure appropriate land management practices and provide suitably sized buffer strips between development and these tributaries.	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Affect surface or groundwater resources in terms of volume, quality and flow?	The site is situated largely within Flood Zone 1 in the River Avon catchment. Potential water resource implications are anticipated due to the close proximity of the river to the site. Development of the site would increase impermeable surfaces, increase runoff rates and drain directly into the Avon. The effects on water resources from development of the site can be reduced through the provision of surface water management measures.	(-)
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	The site is not situated in proximity to an AQMA.	(0)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>Vehicular access to the site from Parsonage Way onto the B4069 north of Chippenham would place additional pressure on the already constrained road. A second vehicular access from Cocklebury Road would direct traffic to the A420 in the centre of Chippenham.</p> <p>The link road permitted in Area A will create strong access to the PRN and direct vehicles away from the centre of Chippenham, this will likely reduce the levels of environmental pollution this site would otherwise cause along already congested routes in the town centre.</p> <p>The strong to moderate non-motorised access to the town centre would support a development with reduced vehicle dependency, this would further reduce effects from development of the site on environmental pollution along the B4069 corridor</p>	(-)

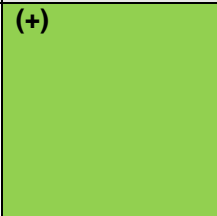
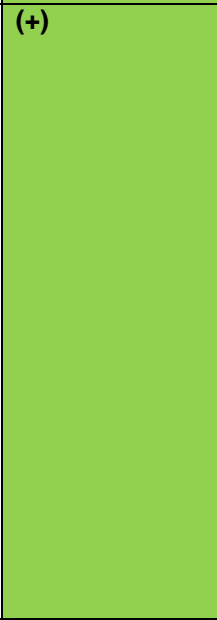

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>into Chippenham. Mitigation of environmental pollution in the town centre is considered achievable, however development of this site would still lead to an increase in noise pollution as well as light pollution at night, affecting receptors along on Cocklebury Road, Parsonage Way and the B4069.</p> <p>Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the impact of environmental pollution from development.</p>	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	Development in the west of the site would be in proximity to the railway line, an existing source of noise pollution which would likely harm residential amenity in the west of the site. This harm could be avoided by providing buffer zones between the railway line and development. Reducing harm is also achievable through landscaping and design.	(-)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	<p>The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent, however the small scale of this option coupled with the proximity of it to the town centre and transport hubs would not result in a significant increase in traffic generating carbon emissions.</p> <p>Carbon dioxide emissions from new buildings can be reduced to some extent through meeting standards of sustainable construction and design.</p>	(-)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For these positive effects to be maximised it is recommended that renewable energy generation such as solar PV is considered.	(+ +)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The indicative development areas of this site option are situated entirely within Flood Zone 1. Indicative green space is proposed in Flood Zone 2 – 3.	(0)
	- Address the risk of flooding from all sources?	The site is situated largely within Flood Zone 1 with the indicative area of greenspace in the east coinciding with a small area of Flood Zone 3. Development of greenfield land would increase surface water runoff flowing into the Avon upstream of Chippenham. Surface water management measures should be incorporated into development design to ensure existing greenfield rates of surface water runoff are achieved in order to reduce the risk of flooding onsite and minimise increases to peak flows on the River Avon downstream, particularly in Chippenham town centre.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>The Grade II listed farmhouse at Rawlings Farm is the only heritage asset within the site. The primary reason for the designation of this heritage asset derives from its architectural heritage interest which would not be affected by development.</p> <p>The site contains open agricultural land in the northeast which contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Development in these areas of the site could not avoid effects on the settings of these heritage assets. An area of greenspace is proposed in the northeast of the site, planting vegetation in this area to screen views would provide some mitigation. While tree planting and landscaping would screen views of development on-site this would not protect the open setting of the Conservation Areas, as such mitigation is considered problematic.</p> <p>There is high potential for unknown heritage assets of archaeological interest dating to prehistoric, Roman and medieval periods within the site option. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	There are no designated features within proximity of the site. The land which comprises Option B1 is prominent and forms the rural edge to Chippenham. The landform of this site option is elevated above the River Avon floodplain and supports the remoteness and separation of Langley Burrell. The relief of the site, which slopes eastward towards the Avon, makes mitigation of effects from development on visual amenity problematic to achieve. The linear wooded features along the west and south of the site screen views of Chippenham from the rural north. Development of the site would extend the urban character northwards into the open agricultural landscape. Incorporating green buffers to screen views of development from the north and east would go some way to reducing the visual impact of proposals. In addition, a lesser density of development and preventing intrusive large buildings on the site would need to be included as mitigation measures. Overall adequately mitigating adverse effects is expected to be problematic.	(- -)
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	The development of this site would deliver approximately 730 dwellings, which provides the opportunity to deliver good quality affordable housing that meets local needs in terms of tenure, size and type.	(+)
9. Reduce poverty and deprivation and promote more inclusive and self-	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	Development at Option B1 would be situated to the east of one of Chippenham’s least deprived areas. There are no deprived areas within proximity of this site option. Development at B1 would be unlikely to increase poverty or deprivation and should contribute to the low levels of deprivation experienced locally.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
contained communities	- Result in the loss of any existing or proposed Community facility/green or amenity space or would it contribute to the construction of a new facility/space?	Development of the site would not result in the loss of any existing or proposed community facilities or amenity space. The indicative greenspace proposed in the northeast of the site has the potential to be publically accessible open space and could link to accessible open space along the River Avon. The 12ha of green space proposed constitutes a minor beneficial effect.	(+)
	- Result in the loss of PROW or will it provide new PROW?	A byway enters the site in the west and becomes a PRoW, passing through the southwest of the site. A PRoW runs south to north connecting Upper Peckingell Farm with development in the north of Chippenham. Development of the site could disrupt either the PRoWs or the byway although avoidance of harm is straightforward. Where development seeks to alter a PRoW provision of an alternative routes should be provided to offset the impact.	(-)
	- Be accessible to educational and health facilities?	Development of the site would have weak non-motorised access to the hospital. The site has strong potential access by public transport. Motorised access would be directed through Chippenham. Access to the hospital using the existing road network would be direct. Although development of the site would be in proximity to Abbeyfield School, the River Avon constrains access. A river crossing would strengthen access. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this.	(-)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	The site has weak to moderate access by public transport, the B4069 is identified as having potential to become a public transport corridor which could improve public transport access. Ease of access to the town centre by non-motorised modes from the site is strong to moderate and improvements to offsite pedestrian and cycle facilities would likely improve this.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	The North Wiltshire Rivers (NWR) route (National Cycle Route 403) crosses the Avon and then follows it southwards in the southeast of the site, there is potential for development of the site to improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north.	(+) 
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	- Offer the potential to provide employment land for B1, B2 and B8 uses?	<p>This site option proposes 5ha of employment land, the indicative layout shows this as a small area in the northwest of the site along the railway embankment. The scale and proposed layout offers the potential to deliver a relatively small quantum of employment land which would likely benefit from focusing on one or two use classes.</p> <p>Following the completion of the link road as part of the existing permission in Area A, access to the PRN will be strong. This will create a strong link to the site from the strategic lorry route. HGVs and workforce traffic accessing the site from the PRN would be directed away from already congested routes in the town centre. Access to this site option would be provided from Cocklebury Road and Parsonage Way. Parsonage Way provides access to the adjacent employment sites from the B4069 and is suitable for to HGVs.</p> <p>The B4069 is identified as having potential to become a future bus corridor, as such there is potential for strong to moderate access by public transport, although existing public transport access is weak.</p> <p>This site option offers the potential to provide relatively small scale employment development, building on existing employment areas nearby.</p>	(+) 
	- Support the vitality and viability Chippenham town centre (proximity to town centre, built up areas,	The proposed employment land in the northwest of the site option is approximately 1.8km from the railway station and approximately 2.3km from the bus station. Non-motorised access from these transport hubs and the town centre to this site option is strong to moderate but could be enhanced through the development of the site.	(+) 

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
Page 12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	station hub, college)?	The proximity of the site to Chippenham town centre would support movement between the site and the town centre, supporting the town's viability.	
	- Provide infrastructure that will help to promote economic growth?	This site option proposes access via a Cocklebury Link Road connecting Darcy Close to Cocklebury Lane. This will add a second point of access to Monkton Park which is currently a cul-de-sac. The site could also contribute to an Eastern Link Road through production of a river bridge crossing of the River Avon to the south of the site.	(+)
	- Be well connected to Principal Employment Areas?	The employment land proposed in B1 would be situated immediately adjacent to the Parsonage Way Industrial Estate, access to the site from Parsonage Way would ensure very strong connections between the two sites.	(+)
	- Support the vitality of existing employment areas?	The indicative employment land proposed in B1 would likely support the vitality of the adjacent Parsonage Way Industrial Estate and nearby Langley Park employment area, however the small scale of indicative employment land proposed limits this to a minor beneficial effect.	(+)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	This site option proposes 5ha of employment development. The link road which forms part of the extant permission in Area A will provide strong access to the PRN and HGVs associated with B8 development would likely avoid the centre of Chippenham and existing constrained routes. Further proposals for this site option should relate to and integrate with the layout of the link road approved in Area A. The indicative area of employment land is situated approximately 1.8km from the town centre, and has strong PRN access and potential for strong access by public transport. The indicative employment area is suited to B1, B2 and B8 uses,	(+)
Provide employment land in areas that are easily accessible by sustainable transport?	The employment land proposed in the northeast of B1 currently has moderate access by public transport. On-site and off-site improvements to the pedestrian and cycle network would improve non-motorised access to the site from existing transport hubs in the town	(-)	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		centre. Development proposals could capitalise on the strong potential access by public transport along the B4069. This would improve sustainable access to employment development at this site.	

Table A.3: Option C1 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not directly affect any designated sites of biodiversity or geological value.</p> <p>The River Avon CWS runs along the western boundary of the site, the river is also a BAP Priority Habitat. The European Otter is recorded on this section of river. A key ecological feature within the site is the floodplain grazing marsh alongside the River Avon. This area could be important for wading/wintering birds. Proposals for site option C1 include a buffer zone along the River Avon shown as green space which would prevent adverse effects of development on the CWS. In addition, public access restrictions may be necessary due to the presence of otters in this section of the river.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, this would dissect the County Wildlife Site and could had adverse effects on the site. Due to the extent of the CWS, which runs the entire length of the west of the site, avoidance is not achievable. While development proposals can incorporate mitigation measures which somewhat reduce or offset effects of a river crossing, mitigation of effects is likely to be problematic. A moderate adverse effect is anticipated.</p>	(- -)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>Agriculturally improved fields are dominant at the site and boundary hedgerows are low in number, this reduces the ecological diversity of the site.</p> <p>In the northwest of the site the NWR route is supported by a wooded corridor, this feature has potential to be adversely effected by development of the site. There is also potential to protect and enhance the feature, extending it eastwards to improve habitat connectivity. Further development proposals for this site should consider extending this wooded area.</p>	(-)
2. Ensure efficient and effective use of land and the	- Use previously developed land, greenfield land or a mix of both?	The site is comprised largely of greenfield land. Previously developed land at Harden’s Farm is not included within the proposals as an area for development. Residential and employment development would result in the permanent loss of	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
use of suitably located previously developed land and buildings	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	greenfield land. Mitigation would be problematic. The site is comprised largely of Grade 3 agricultural land and Grade 4 (poor) agricultural land. A precautionary approach is taken in regard to Grade 3 land, as such it is presumed to be BMV land. A small area of non-agricultural land is present in the south of the site, adjacent to Pewsham. Much of the Grade 4 land coincides with the indicative area of green space along the River Avon. Insufficient poor or non-agricultural land exists within this site option to deliver development at the scale proposed in non BMV land. Development of this site area would likely result in the permanent loss of BMV land and this would be problematic to mitigate.	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	Due to its current agricultural use, this site option is unlikely to require remediation of contamination. A site of potential land contamination is situated in the southwest of the site in proximity to the River Avon, The indicative layout drawing shows an area of green space is proposed in this area, as such no effects on viability or deliverability is anticipated.	(0)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The site is not situated within a Mineral Safeguarding Area.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	With the exception of a small area of land in the south of the site the majority of land lies within an Outer Source Protection Zone (Zone 2c). A number of small watercourses associated with the River Avon run through the area, particularly in the west. Effects from development on the SPZ can be mitigated through provision of buffer strips where development is proposed to occur in proximity to water courses. Further development proposals should ensure appropriate land management practices.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p>The site is situated in the River Avon catchment. Potential water resource implications are anticipated as a result of the close proximity of the site to the river. Development of the site would increase impermeable surfaces and increase runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site could be reduced through the provision of surface water management measures.</p> <p>A number of small watercourses pass through the site and would be at risk of pollution from development. Further proposals should consider the effects from development on this feature.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects is likely to be problematic.</p>	<p>(- -)</p>
<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</p>	<p>-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?</p>	<p>The site is not situated in proximity to an AQMA.</p>	<p>(0)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	<p>-Lead to a decrease in air quality locally? Or increase noise or light pollution?</p>	<p>Vehicular access to the site from the A4 London Road in the south and river bridge crossing from the north would place additional pressure on roads already constrained by congestion (A4 and B4069).</p> <p>Based on the current road network access to the PRN directs vehicles through Chippenham, as such vehicle oriented development of the site would likely decrease air quality on these corridors and in the town centre. Mitigation of environmental pollution from development of the site is achievable, through the provision of river crossing to the north.</p> <p>An increase in vehicles associated with the development of the site would increase noise issues as well as light pollution at night, affecting receptors along the A4 London Road.</p> <p>The permitted link road in Area A, if integrated with a river crossing proposed as part of this site option, would provide an alternative route to the PRN, avoiding the centre of Chippenham. This would result in reduced levels of environmental pollution in the town centre and congested areas. This is dependent upon the delivery of the link road through Area A and further strategic road infrastructure through Area B.</p> <p>Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the impact of environmental pollution from development.</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	There are no existing sources of environmental pollution in proximity to the site, thus no effects are expected.	(0)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term. Carbon dioxide emissions from new buildings can be reduced to an extent through meeting standards of sustainable construction and design.	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For the above positive effects to be maximised it is recommended that renewable energy generation such as solar PV is considered.	(+ +)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The west of the site is situated within Flood Zone 2 - 3, this area is comprised of indicative green space. The majority of the developable area of the site is situated in Flood Zone 1 meaning development would be less vulnerable to increasing extreme climatic events such as fluvial flooding.	(0)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	<p>- Address the risk of flooding from all sources?</p>	<p>The west of the site lies within Flood Zone 2-3 and holds significant flood water storage capacity. The indicative layout demonstrates that development of the site would avoid this area.</p> <p>Development of greenfield land in Option C1 would increase rates of surface water runoff flowing directly into the Avon immediately upstream of Chippenham. Any increase in flows into the Avon due to the development of this site option would increase flood risk in the town centre. To prevent an increase in flood risk downstream proposals for this site option will be required to incorporate surface water management measures which ensure runoff rates are no greater than prior to development.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. The site is bound to the west by the Avon making avoidance of the river unachievable. Further proposals for development of the site should demonstrate how the bridge design adequately mitigates effects on the River Avon and prevents increased risk of flooding downstream.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects on river flows to prevent increased flood risk is likely to be problematic.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<p>6. Protect, maintain and enhance the historic environment</p>	<p>- Affect directly or indirectly a heritage asset?</p>	<p>There is one designated heritage asset within the site, the Grade II listed building at Harden’s Farm. The principal reason for its designation is the building’s architectural heritage interest, which would not be affected by the development of the site.</p> <p>Land in the north of the site contributes to the character of the Tytherton Lucas Conservation Area. Development in this area would likely adversely affect the remote and open setting of this heritage asset. This is likely to be exacerbated by the raised topography in the north of Option C1, which would increase the visual prominence of development from the Conservation Area. While vegetation buffers could be implemented to reduce views to an extent, this would adversely affect the open setting of the Conservation Area, making mitigation problematic. Despite the small extent of indicative development proposed in the Marden Valley it is likely that effects on the setting of the Conservation Area would be problematic to mitigate. Improved vegetation screening along the NWR route would contain views of development at the site, this would need to be considered by future development proposals.</p> <p>There are several non-designated heritage assets at Harden’s Farm including a medieval settlement and a ditch and pond of post medieval date. Development proposed in these areas could cause harm to these non-designated assets; however, provision of a buffer zone around Hardens Farm would prevent adverse effects.</p> <p>The disused Calne and Chippenham branch of the Great Western Railway passes east to west through the site.</p> <p>The NWR route passes east to west through the north of the site. This pedestrian and cycle path could be incorporated into the proposals and protected from adverse effects.</p> <p>There is high potential for unknown heritage assets of archaeological interest dating</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		from the prehistoric and medieval periods. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<p>7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>	<p>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</p> <ul style="list-style-type: none"> - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i> 	<p>There are no designated features within proximity of the site.</p> <p>The undulating topography of this site option makes development more suitable in some areas than others. Development of land north of the North Wiltshire Rivers route would reduce separation between Chippenham and Tytherton Lucas and the increase views of development at Chippenham as far as East Tytherton. This would be problematic to mitigate.</p> <p>Land immediately south of the NWR route is located on elevated land which is visually prominent in the area. Extending the green buffer along the NWR route would go some way to mitigating this. Large employment buildings proposed in this visually prominent area of the site option would likely be unsuitable and further development proposals should identify more suitable locations within this site option to locate employment land.</p> <p>The southern areas of this site option adjacent to Harden’s Mead have the highest capacity for development due to the increased urban influence associated with Pewsham and the favourable landform in the south of the site option.</p> <p>Development in the north of this site option would have adverse effects on visual amenity considered problematic to mitigate.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, avoidance is not achievable as the site is bound to the west by the river. Reduction of effects from the bridge on the visual integrity of the River Avon Valley could be achieved through design and landscaping in further development proposals for the site.</p> <p>Overall mitigation of visual effects from development proposed in the north of this site option would be problematic. This is due to the extent of indicative residential land proposed in the visually prominent Marden Valley.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development of the site could deliver approximately 775 homes which provides the opportunity to deliver good quality affordable housing that meets the local needs in terms of tenure, size and type.	(+)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	Site option C1 is situated within an area of moderate deprivation. Development at this site option would occur immediately north of an area of high deprivation at Pewsham. The indicative layout proposes residential development immediately adjacent to this area of deprivation. Development of this site option holds the potential to provide community facilities which would support a reduction in high levels of deprivation in the surrounding area.	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	Development of the site would not result in the loss of any existing community facilities or amenity space. There are no accessible open spaces within the site although playing fields at Harden's Mead and Abbeyfield School are situated adjacent to the site. The proposed green space along the River Avon could be publicly accessible and link to accessible open space further along the river. 35ha of green space is proposed, this would be a minor beneficial effect.	(+)
	- Result in the loss of PROW or provision of new PROW?	The NWR route is a Sustrans national cycle route (403). A number of PROWs link Harden's Farm to Chippenham in the south and Tytherton Lucas in the north. Proposed development areas could avoid the PROWs, however if it can be demonstrated that harm is unavoidable mitigation would be achievable through the appropriate provision of an alternative route. Further development proposals for this site would have to consider this.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Be accessible to educational and health facilities?	Residential development in the south of the site would benefit from strong non-motorised ease of access to Abbeyfield School. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. The entire site has weak non-motorised access to the hospital, however public transport services along the A4 would provide an alternative means off access to the hospital from the south of the site.	(-)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	Development proposed at the south of the site would benefit from strong ease of access by public transport along the A4 London Road. The north of the site benefits from the proximity of NWR route, which provides a non-motorised link to Chippenham. There is also potential for proposals to enhance non-motorised access in the south of the site by integrating the development with the cycle route. The permitted link road between the B4069 and A4 London Road in Area A, were it extended through Area B into this site option, could act as a future public transport corridor supporting improvements to connectivity. Development in the north of the site has weaker ease of access by public transport. Further development proposals should consider that the proposed residential and employment development in the north of the site would be poorly served by existing public transport services along the A4 by virtue of distance. Improved services along the existing A4 corridor would not be sufficient to improve this making mitigation problematic.	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	<p>The permitted link road between in Area A, were it extended through Area B into this site option, could act as a future public transport corridor supporting improvements to connectivity.</p> <p>Improving pedestrian and cycle access from the south of the site would rely upon proposals integrating with NWR route, this is considered achievable but must be considered by further development proposals.</p>	(+)
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	<p>Option C1 proposes 20ha for employment development. The indicative layout shows this as a large area in the northeast of the site bordering the NWR route and a smaller area to the south of Stanley Lane along the A4 London Road. The amount and indicative location of employment land supports the delivery of a mix of business use classes.</p> <p>This site option proposes access via a river bridge crossing of the River Avon to the north of the site, were this access road to integrate with the permitted link road in Area A, access to the PRN would be considerably strengthened.</p> <p>The A4 is identified as a strategic lorry route and the proposed River Avon crossing would likely integrate with the permitted link road in Area A, creating strong links to the PRN. This would support the development of B1, B2 and B8 uses at the site.</p> <p>The employment land proposed in the southeast of Option C1 in proximity to the A4 would benefit from strong access by public transport while the indicative area in the north of the site would require improvements to public transport to support development.</p>	(+)
	Support the vitality and viability Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The two areas proposed for employment development at this site option would be situated away from the town centre and existing built up areas. While new employment development would benefit existing employment in the town, the distance of these sites from the centre and the moderate non-motorised access will likely result in a limited interaction between the two areas.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	Provide infrastructure that will help to promote economic growth?	<p>The river bridge crossing of the River Avon proposed as part of this site option would contribute to the delivery of an eastern link road between the A350 north of Chippenham and the A4 to the east. This would support major employment and housing growth.</p> <p>The indicative green area proposed along the River Avon would support the formation of a continuous green infrastructure corridor along the river into the town centre, this could have minor beneficial effects on economic growth in Chippenham.</p>	(+++)
	Be well connected to Principal Employment Areas?	The indicative employment areas proposed currently shares little relation to existing Principal Employment Areas. However the provision of a highway access from the north and improvements to the NWR route has potential to create strong connections to the Parsonage Way Industrial Estate. Proposals for development should demonstrate through design how this would be achieved. A minor beneficial effect is expected.	(+)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The proposed employment sites in C1 are not situated in immediate proximity of any existing employment areas; however, there is potential for access to the proposed employment site in the north of this site option from Cocklebury Lane or Parsonage Way, both provide access to existing employment sites. This might support, to some extent, the vitality of these existing areas	(+)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p>HGVs associated with warehousing and storage type employment would have strong access to the strategic lorry route.</p> <p>The proposed river bridge crossing of the River Avon to the north of the site has the potential to integrate with the link road approved in Area A. This would improve access to the PRN and strategic lorry route along the A350.</p> <p>Both indicative areas are suitable for B1, B2 and B8 development, although the smaller site along Stanley Lane has stronger access by public transport making it the better suited of the two sites to employers with large workforces.</p> <p>This site option proposes 20ha of employment land which would meet commercial</p>	(+++)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		market requirements, this constitutes a major beneficial effect.	
	Provide employment land in areas that are easily accessible by sustainable transport?	<p>The employment land proposed in the southeast of C1 benefits from strong access by public transport.</p> <p>The larger site in the northeast of the site option is poorly served by public transport, however improvements to on-site pedestrian routes and integration with the NWR route would provide improved non-motorised access to public transport.</p>	(-)

Table A.4: Option C2 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not directly affect any designated sites of biodiversity or geological value.</p> <p>The River Avon CWS runs along the western boundary of the site, the river is also a BAP Priority Habitat. The European Otter is recorded on this section of river. The River Marden runs along the northern boundary of the site. A key ecological feature within the site is the floodplain grazing marsh alongside the Rivers Avon and Marden. This area could be important for wading/wintering birds. The presence of over-grown willow along the Avon and standing deadwood trees have potential to support roosting bats. Proposals for this site option include a buffer zone shown as green space along both rivers. This measure would prevent direct effects from development on ecological features associated with the floodplains of both rivers. In addition, public access restrictions may be necessary due to the presence of Otter on the Avon.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, this would dissect the County Wildlife Site and could have adverse effects on the site. Due to the extent of the CWS, which runs the entire length of the west of the site, avoidance is not achievable. While development proposals can incorporate mitigation measures which reduce or offset effects of a river crossing to some extent, mitigation of effects is likely to be problematic, as such a moderate adverse effect is anticipated.</p>	(- -)
	Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>At the western extent of the NWR route within the site a wooded corridor exists, this feature has potential to be adversely affected by development of the site. There is also potential to protect and enhance the feature, extending it eastwards to improve connectivity. Further development proposals for this site should consider extending the wooded area.</p> <p>Agriculturally improved fields are dominant within the site and boundary hedgerows</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		are low in number, this reduces the ecological diversity of the site.	
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that the proposed development would occur largely on greenfield land. While previously developed land at Harden’s Farm is not included within the proposals an area of land at New Leaze Farm is. Due to the extent of greenfield land mitigation would be problematic.	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	<p>The majority of the site is comprised of Grade 3 (good to moderate) BMV agricultural land.</p> <p>In the south of the site adjacent to Pewsham is an area of non-agricultural land. Much of the Grade 4 (poor) agricultural land coincides with the area of greenspace proposed along the River Avon’s floodplain.</p> <p>A precautionary approach is taken in regard to Grade 3 land, which is presumed to be BMV land. Avoidance of Grade 3 land would be difficult to achieve as insufficient poor and non-agricultural land exists within this site option to deliver strategic, mixed-use development. As such the development of C2 would likely result in the permanent loss of BMV land.</p>	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	Due to its current agricultural use, this site option is unlikely to require remediation of contamination. A site of potential land contamination is situated in the southwest of the site in proximity to the River Avon, The indicative layout drawing shows an area of greenspace is proposed in this area, as such no effects on viability or deliverability is anticipated.	(0)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The site contains a small area of land situated within a Mineral Safeguarding Area, this area is located in the north of the site on land which coincides with the indicative greenspace along the River Marden. As such development of the site would not lead to the sterilisation of viable mineral resources	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	The majority of this site option lies within an Outer Source Protection Zone (zone 2c). A number of small watercourses associated with the River Avon run through the area, particularly in the west. The indicative proposals include development within the SPZ, measures to mitigate effects from development on this feature include the provision of buffer strips where development is likely to occur in proximity to a watercourse and the use of appropriate land management practices.	(-)
	- Affect surface or groundwater resources in terms of volume, quality and flow?	<p>The site is situated in the River Avon catchment. Potential water resource implications are anticipated as a result of the close proximity of the site to both the Avon and the Marden. Development of the site would increase impermeable surfaces and increase runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site could be reduced through the provision of surface water management measures in further development proposals.</p> <p>A number of small watercourses pass through the site and would be at risk of pollution from development. Further proposals should consider the effects from development on this feature.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects is likely to be problematic.</p>	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	The site is not situated in proximity to an AQMA.	(0)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>The proposed site access points from the A4 London Road in the south of the site and the River Avon bridge crossing in the northwest of the site will place additional pressure on already constrained local roads, exacerbating existing conditions.</p> <p>Based on the current road network access to the PRN directs vehicles through the centre of Chippenham. As such vehicle oriented development of this site would likely decrease air quality in Chippenham and along the A4 and roads to the north.</p> <p>The increase in vehicles associated with development would likely increase noise pollution as well as light pollution at night, affecting receptors along the A4 and roads in proximity to the proposed north access. Mitigation of environmental pollution from development of the site is considered problematic.</p> <p>The permitted link road in Area A, if integrated with the river crossing access in the north of this site option would create an alternative route to the PRN, avoiding congested roads in Chippenham. This could result in a reduced level of environmental pollution in the town caused by development of C2 due to the diversion of traffic but it is unclear whether this would be sufficient to mitigate the adverse effects identified above.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		While the provision of the link road to the A350 and improvements to sustainable transport modes would somewhat lessen the effects of development on environmental pollution, the scale of development proposed would result in an increase in environmental pollution and measures to adequately mitigate these effects are considered problematic, as such a moderate adverse is expected.	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	There are no existing sources of environmental pollution within proximity to the site, thus no effects are expected.	(0)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term. Carbon dioxide emissions from new buildings can be somewhat reduced through meeting standards of sustainable construction and design.	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For the above positive effects to be maximised it is recommended, renewable energy generation such as solar PV is considered.	(+ +)
5b. Minimise our impacts on climate change –	- Be located within flood zone 1? If not, are there alternative sites in the area	The north and west of the site are situated within Flood Zone 2- 3, these areas are proposed as buffer zones, shown as green space on the indicative layout drawing. The rest of the site is situated in Flood Zone 1, as such development would be less	(0)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
through reducing our vulnerability to future climate change effects	that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	vulnerable to increasing extreme climatic events such as fluvial flooding. No effects are expected.	
	- Address the risk of flooding from all sources?	<p>The west of this site option lies within Flood Zone 2 - 3, this area holds a significant proportion of Chippenham's upstream flood water storage, protecting the town centre. The indicative layout drawing demonstrates that development would avoid this area.</p> <p>Development of greenfield land in Option C2 would lead to an increase in surface water running into the Avon and Marden immediately upstream of Chippenham. An increase in runoff from development of this site option would increase the risk of flooding in the town centre. Proposals for development would require the incorporation of surface water management measures to meet existing rates of runoff.</p> <p>Access from the north of Option C2 is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects downstream, particularly at the Radial Gate in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects on river flows to prevent increased flood risk is likely to be problematic.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>There is one designated heritage asset within the site, a Grade II listed building at Harden’s Farm. The principal reason for its designation is the buildings architectural interest which would be unaffected by the development of the site.</p> <p>The NWR route passes east to west through the north of the site. This pedestrian and cycle path could be incorporated into the proposals and protected from adverse effects.</p> <p>Land in the north of the site contributes to the character of the Tytherton Lucas Conservation Area. An extensive area of development is proposed north of the NWR route, this would likely harm the remote and open setting of this heritage asset the remote and open setting of this heritage asset. The elevated topography would likely exacerbate this, increasing the visual prominence of development from the Conservation Area. While vegetation buffers could be implemented to reduce views to some degree, this mitigation measure would adversely affect the open setting of the Conservation Area, making mitigation problematic. The extent of indicative development proposed in the Marden Valley adds to the difficulty anticipated in mitigating adverse effects.</p> <p>There are several non-designated heritage assets at Harden’s Farm and New Leaze Farm, including a medieval settlement, a ditch and pond of post-medieval date and other potentially prehistoric features. Avoidance of these areas is possible and should be considered by further proposals.</p> <p>The disused Calne and Chippenham branch of the Great Western Railway passes east to west through the site.</p> <p>There is high potential for unknown heritage assets of archaeological interest dating from the prehistoric and medieval periods. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains. This would need to be</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		considered in further development proposals for the site.	

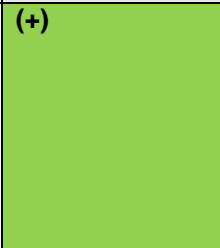
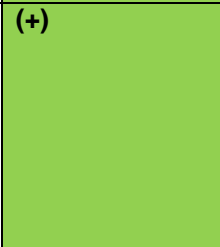
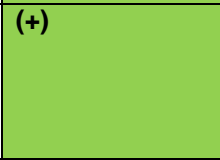
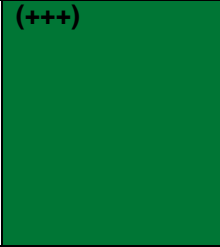

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<p>7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>	<p>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</p> <ul style="list-style-type: none"> - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i> 	<p>There are no designated features within proximity of the site.</p> <p>The size of this site option and the changing nature of the landscape makes development more suitable in some areas than others. The site option proposes an extensive area of residential development on land north of the NWR route and in the sensitive River Marden valley. Development in this area of the site would be visually prominent within open land with a strong rural character. Development in the north of this site option would reduce separation between Chippenham and Tytherton Lucas. Development at this site would be visible from the north and east, increasing Chippenham’s visual impact on the wider area. The scale of the development proposed makes mitigation unachievable.</p> <p>Land immediately south of the NWR Route is located on elevated land which is visually prominent in the area. Extending the green buffer along the NWR route would go some way to mitigating this. Large scale employment buildings would be poorly located in this prominent area of the site and further development proposals should propose a more suitable location for employment development.</p> <p>The southern areas of this site option adjacent to Harden’s Mead have the highest capacity for development due to the increased urban influence associated with Pewsham and the favourable landform in the south of the site option.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, avoidance is not achievable as the site is bound to the west by the river. Reduction of effects from the bridge on the visual integrity of the River Avon Valley could be achieved through design and landscaping in further development proposals for the site.</p> <p>Due to the extent of this site option avoidance of the most visually important land is not considered achievable. Insufficient land exists within this site option which can deliver the level of proposed growth without adversely affecting the local landscape character and visual amenity.</p>	<p>(- - -)</p>

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development of this site could deliver approximately 1890 dwellings, which provides the opportunity to deliver a significant number of good quality affordable housing which meets local needs in terms of tenure, size and type.	(+++)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	This site option extends across a vast rural area east of Chippenham, this area experiences moderate levels deprivation. To the south of C2 at Pewsham lies an area of high deprivation which extends into the town centre. Development at the scale of site option C2 creates opportunities to provide employment land and community facilities and services which would support reductions in deprivation in the surrounding area.	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	Development of the site would not result in the loss of any community facilities or amenity space. There are no accessible open spaces within the site although playing fields at Harden’s Mead and Abbeyfield School are situated adjacent to the site. The proposed green space along the Rivers Avon and Marden could be publicly accessible and link to accessible open space further along the river.	(+)
	- Result in the loss of PROW or provision of new PROW?	The NWR route is a Sustrans national cycle route (403). A number of PROWs link Harden’s Farm to Chippenham in the south and Tytherton Lucas in the north. Development of the site could avoid or the PROWs. Should harm be unavoidable mitigation would be achievable through the appropriate provision of an alternative route.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Be accessible to educational and health facilities?	<p>Residential development in the south of the site would benefit from strong non-motorised ease of access to Abbeyfield School, whereas development further north would have moderate access. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this.</p> <p>The entire site has weak non-motorised ease of access to the hospital, however public transport services along the A4 would provide an alternative means of access to the hospital from the south of the site.</p>	(-)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<p>The south of the site would benefit from strong ease of access by public transport along the A4 London Road. Development of the site could support an increase in the use of public transport services along this corridor.</p> <p>Access by public transport in the north of the site is weak, particularly north of the NWR route where a substantial area of indicative residential development is proposed. Improved services along the existing A4 corridor would be unlikely to improve access for development in the north of the site option, as such mitigation is problematic.</p> <p>Ease of access to the town centre by non-motorised modes from the site is moderate to poor and improvements to offsite pedestrian and cycle facilities would be required to improve this as part of further development proposals for this site.</p> <p>The close proximity of the National Cycle Route 403 provides direct access to Chippenham town centre from the north of the site option and further proposals should capitalise upon this.</p>	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	The NWR route (National Cycle Route 403) passes through the site and follows the Avon southwards providing cycle links to the railway station, town centre and Wiltshire College. Further development proposals should integrate with the cycle route and improve access to it from the A4 through the site. The permitted link road between in Area A, were it extended through Area B into this site option, could act as a future public transport corridor supporting improvements to connectivity.	(+) 
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	Site option C2 proposes 25ha for employment development. The indicative layout shows this as a large area at the heart of the site, bordering the NWR route and a smaller area south of Stanley Lane along the A4 London Road. The A4 is identified as a strategic lorry route and the proposed River Avon crossing would likely integrate with the permitted link road in Area A, creating strong links to the PRN. This would support the development of B1, B2 and B8 uses at the site. The employment land proposed in the southeast of Option C2 is situated in proximity to the A4 and would benefit from strong access by public transport.	(+) 
	Support the vitality and viability Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The two areas proposed for employment development in C2 would be situated away from the town centre and existing built up areas. Major employment development at these sites would support town centre uses, however the distance of these sites and the moderate to weak non-motorised access will likely limit interaction between the two areas.	(+) 
	Provide infrastructure that will help to promote economic growth?	The northern access proposed for this site option would likely integrate with the permitted link road through Area A and B between the A350 north of Chippenham and the A4 to the east. This would support the delivery of major employment and housing growth in Chippenham. The area of green space proposed along the River Avon would contribute to the formation of a continuous green infrastructure corridor along the river into the town centre, this could have beneficial effects on economic growth in Chippenham.	(+++) 
	Be well connected to Principal Employment	The indicative employment areas proposed currently shares little relation to existing Principal Employment Areas. However the provision of a highway access from the	(+) 

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	Areas?	north and improvements to the NWR route has potential to create strong connections to the Parsonage Way Industrial Estate. Proposals for development should demonstrate through design how this would be achieved. A minor beneficial effect is expected.	
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The two areas of indicative employment land in this site option are not situated in the immediate proximity of any existing employment areas; however, the potential exists for access from Parsonage Way Industrial Estate to the indicative employment site in the centre of C2, this could support this existing employment area to some extent.	(+)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)?	<p>This site option proposes two large areas for employment development. The sites have strong access to strategic lorry route, and following the completion of the approved link road in Area A, stronger access to the PRN. This will make both sites suitable for B2 and B8 uses.</p> <p>Access by public transport is stronger at the employment land proposed in the south of the site, making this indicative area more suited to employers with large workforces.</p> <p>Both indicative areas are suitable for B1, B2 and B8 development, although the smaller site along Stanley Lane has stronger access by public transport and would therefore be the better suited of the two sites for employers with large workforces. This site option proposes 25ha of employment land which would meet commercial market requirements, this constitutes a major beneficial effect.</p>	(+++)
	Provide employment land in areas that are easily accessible by sustainable transport?	<p>The employment land proposed in the southeast of C2 benefits from strong access by public transport.</p> <p>The larger site in the northeast of the site option is poorly served by public transport, however improvements to on-site pedestrian routes and integration with the NWR route would provide improved non-motorised access to public transport.</p>	(-)

Table A.5: Option C3 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	Development of the site would not directly affect any designated sites of biodiversity or geological value. The River Avon CWS runs along the western boundary of the site, the river is also a BAP Priority Habitat. The European Otter is recorded on this section of river. A key ecological feature within the site is the floodplain grazing marsh alongside the River Avon. This area could be important for wading/wintering birds. The presence of over-grown willow along the Avon and standing deadwood trees have potential to support roosting bats. Proposals for this site option include a buffer zone shown as green space along the Avon. This measure would prevent adverse effects of development on ecological features associated with the floodplain of the Avon. In addition, public access restrictions may be necessary due to the presence of otters in this section of the river. Due to the presence of Otter on this stretch of the River Avon proposals should be expected to demonstrate how the design ensures no adverse effects would occur from development on protected species. A minor adverse effect is expected.	(-)
	Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	At the northwest extent of the site, along the NWR route, is a wooded corridor, this feature has potential to be adversely effected by development of the site. There is also potential to protect and enhance the feature, extending it eastwards to improve connectivity. Further development proposals for this site should consider extending the wooded area. Agriculturally improved fields are dominant at the site and boundary hedgerows are low in number, this reduces the ecological diversity of the site.	(-)
2. Ensure efficient and effective use of land and the	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that the proposed development would occur largely on greenfield land. Previously developed land at Harden's Farm is not included within the proposals. Due to the extent of greenfield land mitigation would be problematic.	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
use of suitably located previously developed land and buildings	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	<p>The majority of the site is comprised of Grade 3 and Grade 4 agricultural land. Much of the Grade 4 (poor) agricultural land in the site coincides with the area of green space proposed along the River Avon. In the south of the site adjacent to Pewsham lies a small area of non-agricultural land is present.</p> <p>A precautionary approach to Grade 3 land presumes this to be BMV across the site option. Due to the extent of the Grade 3 land development of strategic, mixed-use development would likely result in the permanent loss of BMV land, this makes mitigation of effects problematic to achieve.</p>	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	Due to its current agricultural use, this site option is unlikely to require remediation of contamination. A site of potential land contamination is situated in the south west of the site in proximity to the River Avon, however the indicative layout proposes an area of green space at this location, as such no effects on viability or deliverability is anticipated.	(0)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	There are no Mineral Safeguarding Areas within the site option.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	With the exception of a small area of land in the south of the site the majority of land lies within an Outer Source Protection Zone (Zone 2c). A number of small watercourses associated with the River Avon run through the area, particularly in the west. The indicative proposals include development within the SPZ, further proposals should incorporate buffer strips between development and watercourses to mitigate effects from development. Proposals for development of this site option should demonstrate appropriate land management practices.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Affect surface or groundwater resources in terms of volume, quality and flow?	<p>The site is situated in the River Avon catchment. Potential water resource implications are anticipated as a result of the close proximity of the site to the Avon. Development of the site would increase impermeable surfaces and increase runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site could be reduced through the provision of surface water management measures in further development proposals.</p> <p>A number of small watercourses pass through the site and would be at risk of pollution from development. Further proposals should consider the effects from development on this feature.</p>	(-)
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	The site is not situated in proximity to an AQMA.	(0)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>The proposed site access point from the A4 London Road in the south of the site will place additional pressure on already constrained A4, exacerbating existing conditions.</p> <p>Based on the current road network, accessing the PRN would direct vehicles through the centre of Chippenham. As such vehicle oriented development of the site would likely decrease air quality in Chippenham and along the A4 and roads to the north.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>The increase in vehicles associated with development would likely increase noise pollution as well as light pollution at night, affecting receptors along the A4 and roads in proximity to the proposed north access. Mitigation of environmental pollution from development of the site is considered problematic.</p> <p>Mitigation of effects on Chippenham from development of the site are considered problematic. Unlike other site option in Area C, this site option does not propose a highway connection to the north capable of integrating with the permitted link road in Area A. As such development of the site can only reduce effects on environmental pollution from vehicles by encouraging sustainable transport modes to reduce private car dependency. This is considered somewhat achievable based on the moderate non-motorised access to the town centre.</p>	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	There are no existing sources of environmental pollution within proximity to the site, thus no effects are expected.	(0)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	<p>The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term.</p> <p>Carbon dioxide emissions from new buildings can be partially reduced through meeting standards of sustainable construction and design.</p>	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For the above positive effects to be maximised it is recommended that renewable energy generation such as solar PV is considered.	(+ +)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The west of the site is situated within Flood Zone 2 or 3, this area is proposed to be a buffer zones, shown as green space. The rest of the site is situated in Flood Zone 1 meaning development would be less vulnerable to increasing extreme climatic events such as fluvial flooding. No effects are expected.	(0)
	- Address the risk of flooding from all sources?	<p>The west of the site lies within Flood Zone 2 or 3 and holds significant flood water storage capacity upstream of Chippenham. The indicative layout drawing demonstrates that development would avoid this area.</p> <p>Development of this greenfield site would significantly increase surface water runoff upstream of Chippenham. An increase in runoff from development of this site option would likely increase flood risk downstream, particularly affecting the town centre. Further proposals should include surface water management measures in the design to ensure existing greenfield rates of surface water runoff are achieved.</p>	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>There is one designated heritage asset within the site, a Grade II listed building at Harden’s Farm. The principal reason for its designation is the buildings archaeological heritage interest which development of the site would not affect.</p> <p>Land to the north of the site contributes to the setting of the Tytherton Lucas Conservation Area. Land within this site option may have some influence on the setting of the conservation area. Vegetation planting along the NWR route would extend the existing green buffer and screen views of development at C3 from Tytherton Lucas. This would likely mitigate any adverse effects.</p> <p>There are several non-designated heritage assets at Harden’s Farm, including a medieval settlement, a ditch and a pond of post medieval date. Avoidance of these areas is possible and should be considered by further proposals.</p> <p>The disused Calne and Chippenham branch of the Great Western Railway passes east to west through the site.</p> <p>There is high potential for unknown heritage assets of archaeological interest dating from the prehistoric and medieval periods. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains. This would need to be considered in further development proposals for the site.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	There are no designated features within proximity of the site. Employment development at land directly south of the NWR route would be visually prominent on high ground. Further development proposals should seek to propose employment development in more suitable areas, extending the green buffers along the NWR route to reduce adverse effects on landscape character and visual amenity. Development proposed in the south of this site option should reflect the rural, low density character of Stanley Lane and avoid development beyond the high ground south of the lane.	(-)
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development of this site could deliver approximately 941 dwellings, which provides the opportunity to deliver good quality affordable housing which meets local needs in terms of tenure, size and type.	(+)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	Option C3 is situated within a rural area of moderate deprivation east of Chippenham. One of the most deprived areas in Chippenham is situated to the south of the site at Pewsham, this area of deprivation extends westward into Chippenham town centre. The indicative layout for this site option proposes residential development adjacent to this area. Development of this site option has the potential to deliver employment land and community facilities which would support a reduction in nearby levels of high	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		deprivation.	
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	Development of the site would not result in the loss of any community facilities or amenity space. There are no accessible open spaces within the site although playing fields at Harden’s Mead and Abbeyfield School are situated adjacent to the site. The proposed green space along the River Avon could be publicly accessible and link to accessible open space further along the river. 26.9ha of green space is proposed, this constitutes a minor beneficial effect.	(+)
	- Result in the loss of PROW or provision of new PROW?	A number of PROWs link Harden’s Farm to Chippenham in the south and Tytherton Lucas in the north. Development of the site could avoid or the PROWs. Should harm be unavoidable mitigation would be achievable through the appropriate provision of an alternative route.	(-)
	- Be accessible to educational and health facilities?	Residential development in the south of the site would benefit from strong non-motorised ease of access to Abbeyfield School, whereas development further north would have moderate access. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. The entire site has weak non-motorised ease of access to the hospital, however, public transport services along the A4 would provide an alternative means of access to the hospital from the south of the site.	(-)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	The south of the site would benefit from strong ease of access by public transport along the A4 London Road. Development of the site could support an increase in the use of public transport services along this corridor. Access by public transport in the north of the site is moderate to weak, further proposals should consider relocating employment development to an area with stronger public transport access.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>Improvements to existing services along the existing A4 corridor would somewhat enhance accessibility by public transport within the site, as such mitigation is deemed achievable.</p> <p>Ease of access to the town centre by non-motorised modes from the site is moderate to weak and improvements to offsite pedestrian and cycle facilities would be required to improve this as part of further development proposals for this site.</p> <p>The close proximity of the National Cycle Route 403 provides direct access to Chippenham town centre.</p>	
	<p>- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?</p>	<p>The North Wiltshire Rivers route (National Cycle Route 403) passes through the site and follows the River Avon southwards, providing cycle links to the railway station, town centre and Wiltshire College. Further development proposals should integrate with the cycle route and improve access to it from the A4 through the site.</p>	(+)
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>	<p>Offer the potential to provide employment land for B1, B2 and B8 uses?</p>	<p>Option C3 proposes 15.3ha for employment development. The indicative layout shows this as one large area in the northeast of the site to the south of the NWR route. The amount and layout of this indicative area would likely support the delivery of one or two use types.</p> <p>While employment development at this site would have strong access to the strategic lorry route and moderate access by public transport along the A4, access to the PRN is weak. HGVs and worker vehicles would be directed through the town centre, which would exacerbate existing congestion issues, particularly considering the scale of indicative employment area proposed. Mitigating the effects of employment development with large workforces would be problematic.</p>	(- -)
	<p>Support the vitality and viability Chippenham town centre (proximity to town</p>	<p>The area proposed for employment development in C3 is situated on the eastern edge of Chippenham away from the town centre and existing built up areas. Employment development at this site option would support town centre uses,</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	centre, built up areas, station hub, college)?	however the extent of this support is limited due to the distance between the town centre and the proposed employment area. Congestion would increase in the town centre as a result of the development of this site option. This would have adverse effects on the vitality of Chippenham town centre and would be problematic to mitigate.	
	Provide infrastructure that will help to promote economic growth?	The road infrastructure proposed as part of this scheme is unlikely to promote economic growth. This site option has the potential to integration with the North Wiltshire Rivers route and improve pedestrian and cycle links from the east of Chippenham with the town centre. This constitutes a minor beneficial effect. The indicative green space proposed along the River Avon would support the formation of a continuous green infrastructure corridor along the river into the town centre, this could have minor beneficial effects on economic growth in Chippenham.	(+)
	Be well connected to Principal Employment Areas?	The indicative employment areas proposed currently shares little relation to existing Principal Employment Areas. However improvements to the NWR route has potential to create strong non-motorised connections to the Parsonage Way Industrial Estate. Proposals for development should demonstrate through design how this would be achieved. A minor beneficial effect is expected.	(+)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing	Support the vitality of existing employment areas?	The indicative employment area proposed in Site Option C3 is not situated in immediate proximity of any existing employment areas. The NWR route provides a pedestrian and cycle connection between the proposed employment land and Parsonage Way Industrial Estate, a minor beneficial effect is anticipated as a result. While this might have provide some support the benefits are limited. Further proposals for development should ensure strong links between the two sites so development is able to support the vitality of the existing site.	(+)
	Provide employment land that meets commercial market requirements?	This site option provides employment land with strong connections to the strategic lorry network along the A4. However, unlike other site options in Area C this site option does not include the eastern link road. As a result access to the PRN for	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
workforce	(offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p>HGVs and workforce traffic would be directed through the centre of Chippenham along already congested routes. While improved access by public transport would mitigate this to some extent, significant employment development would increase congestion in the town centre, making employment land less desirable.</p> <p>Existing access by public transport is strong in the south of the site but moderate to weak in the north where the indicative layout proposes employment development. Further proposals for the site could improve non-motorised access on-site between the bus corridor on the A4 and the indicative employment area. On-site improvements would be required to support development with reduced car dependency. Development which attracts high levels of vehicle movement would require major improvements to public transport. Overall measures to reduce the adverse effects relating to the poor PRN access would not be sufficient, a moderate adverse effect is expected.</p>	
	Provide employment land in areas that are easily accessible by sustainable transport?	The proposed employment land in the northeast of the site option has moderate access by public transport along the A4. Improvements to on-site pedestrian routes and integration with the North Wiltshire River route would provide improved non-motorised access to the A4 public transport corridor and the Railway Station hub.	(-)

Table A.6: Option C4 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not directly affect any designated sites of biodiversity or geological value.</p> <p>The River Avon CWS runs along the western boundary of the site, the river is also a BAP Priority Habitat. The European Otter is recorded on this section of river. A key ecological feature within the site is the floodplain grazing marsh alongside the River Avon. This area could be important for wading/wintering birds. The presence of over-grown willow along the Avon and standing deadwood trees have potential to support roosting bats. Proposals for this site option include a buffer zone shown as green space along the Avon. This measure would prevent adverse effects of development on ecological features associated with the floodplain of the Avon. Public access restrictions may be necessary along sections of the River Avon, due to the presence of otters in this section of the river.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, this would dissect the County Wildlife Site and could had adverse effects on the site. Due to the extent of the CWS, which runs the entire length of the west of the site, avoidance is not achievable. While development proposals can incorporate mitigation measures which somewhat reduce or offset effects of a river crossing, mitigation of effects is likely to be problematic. A moderate adverse effect is anticipated.</p>	(- -)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>At the western extent of the North Wiltshire Rivers cycleway within the site a wooded corridor exists, this feature has potential to be adversely effected by development of the site. There is also potential to protect and enhance the feature, extending it eastwards to improve connectivity. Further development proposals for this site should consider extending the wooded area.</p> <p>Agriculturally improved fields are dominant at the site and boundary hedgerows are low in number, this reduces the ecological diversity of the site.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that the proposed development would occur largely on greenfield land. While previously developed land at Harden's Farm is not included within the proposals an area of land at New Leaze Farm is. Due to the extent of greenfield land mitigation would be problematic.	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	The majority of the site is comprised of Grade 3 and Grade 4 agricultural land. In the south of the site adjacent to Pewsham an area of non-agricultural land is present. Much of the Grade 4 (poor) agricultural land in the site coincides with the area of green space proposed along the River Avon. A precautionary approach is taken to Grade 3 land, it is presumed this the expanse of Grade 3 land across this site option is BMV. The lack of poor and non-agricultural land in C4 means development of this site option would result in the permanent loss of BMV land, making mitigation problematic.	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	Due to its current agricultural use, this site option is unlikely to require remediation of contamination. A site of potential land contamination is situated in the south west of the site in proximity to the River Avon, The indicative layout drawing shows an area of green space is proposed in this area, as such no effects on viability or deliverability is anticipated.	(0)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	There are no Mineral Safeguarding Areas within the site.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	With the exception of a small area in the south of this site option the majority of land is located within an Outer Source Protection Zone (Zone 2c). A number of small watercourses associated with the River Avon run through the area, particularly in the west. The indicative proposals include development within the Outer SPZ, where this occurs proposals should include measures to mitigate the effects of development, including appropriate land management and the provision of buffers	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 988</p>	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p>between watercourses and development.</p> <p>The site is situated in the River Avon catchment. Potential water resource implications are anticipated as a result of the close proximity of the site to the River Avon. Development of the site would increase impermeable surfaces and increase runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site could be reduced through the provision of surface water management measures in further development proposals.</p> <p>A number of small watercourses pass through the site and would be at risk of pollution from development. Further proposals should consider the effects from development on this feature.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects is likely to be problematic.</p>	<p>(- -)</p>
	<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</p>	<p>-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?</p>	<p>The site is not situated in proximity to an AQMA.</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	<p>-Lead to a decrease in air quality locally? Or increase noise or light pollution?</p>	<p>The proposed site access points from the A4 London Road in the south of the site and the River Avon bridge crossing in the northwest of the site will place additional pressure on already constrained local roads, exacerbating existing conditions.</p> <p>Based on the current road network accessing the PRN from the site directs vehicles through the centre of Chippenham along the constrained A4. As such vehicle oriented development of the site would likely decrease air quality in Chippenham and along the A4 and roads to the north.</p> <p>The increase in vehicles associated with development would likely increase noise pollution as well as light pollution at night, affecting receptors along the A4 and roads in proximity to the proposed north access. Mitigation of environmental pollution from development of the site is considered problematic.</p> <p>The permitted link road in Area A, if integrated with a river crossing proposed as part of this site option, would provide an alternative route to the PRN, avoiding the centre of Chippenham. This would result in reduced levels of environmental pollution in the town centre and congested areas. This is dependent upon the delivery of the link road through Area A and further strategic road infrastructure through Area B.</p> <p>Further proposals at this site should encourage and be supported by sustainable transport modes to reduce private car dependency and somewhat lessen the impact of environmental pollution from development.</p>	<p>(-)</p>
	<p>- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?</p>	<p>There are no existing sources of environmental pollution within proximity to the site, thus no effects are expected.</p>	<p>(0)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term. Carbon dioxide emissions from new buildings can be partially reduced through meeting standards of sustainable construction and design.	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation.. For the above positive effects to be maximised it is recommended that renewable energy generation such as solar PV is considered.	(+ +)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The west of the site is situated within Flood Zone 2 - 3, this area is a proposed buffer zones, shown as green space. The rest of the site is situated in Flood Zone 1 meaning development would be less vulnerable to increasing extreme climatic events such as fluvial flooding. No effects are expected.	(0)
	- Address the risk of flooding from all sources?	The west of the site lies within Flood Zone 2 or 3 and holds significant upstream flood water storage capacity, protecting Chippenham town centre. The indicative layout drawing demonstrates that development would avoid this area. Development of greenfield land in site option C4 would increase surface water runoff flowing directly into the Avon immediately upstream of Chippenham. Any increase in flows into the Avon from the development of this site option would greatly increase flood risk in the town centre. The incorporation of surface water management measures is necessary to ensure runoff rates are no greater than prior	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		to development. Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects on river flows to prevent increased flood risk is likely to be problematic.	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<p>6. Protect, maintain and enhance the historic environment</p>	<p>- Affect directly or indirectly a heritage asset?</p>	<p>There is one designated heritage asset within the site, a Grade II listed building at Harden’s Farm. The principal reason for its designation is the buildings architectural interest which would not be affected by the development of the site.</p> <p>Land in the north of the site contributes to the setting of the Tytherton Lucas Conservation Area and this Option proposes an extensive area of development within this land. This would likely harm the remote and open setting of this heritage asset. Mitigation of these effects would be problematic through a combination of the unfavourable, elevated topography and adverse effects that vegetation screening would have on the open setting of the Conservation Area.</p> <p>There are several non-designated heritage assets at Harden’s Farm and New Leaze Farm, including a medieval settlement, a ditch and pond of post medieval date and other potentially prehistoric features. Avoidance of these areas is possible and should be considered by further proposals.</p> <p>The disused Calne and Chippenham branch of the Great Western Railway passes east to west through the site.</p> <p>There is high potential for unknown heritage assets of archaeological interest dating from the prehistoric and medieval periods. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains. This would need to be considered in further development proposals for the site.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<p>7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>	<p>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</p> <ul style="list-style-type: none"> - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i> 	<p>There are no designated features within proximity of the site.</p> <p>The topography of this site option undulates, making development in some areas more suitable than others. Development of land north of the NWR route would reduce the separation between Chippenham and Tytherton Lucas, increasing views of development at Chippenham as far as East Tytherton. Mitigation of these effects is considered problematic.</p> <p>Land south of the North Wiltshire Rivers route is also prominent on high ground and development could impact on the visual amenity of the natural landscape. Extending the vegetation buffer along the NWR route could reduce the adverse effects to some extent. Employment development comprising large units in this area of the site option would be particularly prominent, further proposals should relocate the indicative employment area to elsewhere in Option C4.</p> <p>There is insufficient land in Option C4 to deliver the scale of development proposed in land which would be visually prominent across the wider area.</p> <p>The southern areas of the site option have a greater urban influence due to the proximity of Pewsham, moreover the landform in the south of the site would be favourable, containing views of development from the north.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing of the River Avon, avoidance is not achievable as the site is bound to the west by the river. Reduction of adverse effects could be achieved through design and landscaping in further proposals.</p>	<p>(- -)</p>

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development of this site could deliver approximately 1105 dwellings, which provides the opportunity to deliver good quality affordable housing which meets local needs in terms of tenure, size and type.	(+)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	Development at this site option would occur directly north of one of the most deprived areas in Chippenham which extends from the town centre to north Pewsham. Site Option C4 is situated in an area of moderate deprivation to the east of Chippenham. Development of this site option offers the potential for the delivery of community facilities and an area of employment land, this would support a reduction in levels of high deprivation present nearby.	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	Development of the site would not result in the loss of any community facilities or amenity space.. There are no accessible open spaces within the site although playing fields at Harden’s Mead and Abbeyfield School are situated adjacent to the site. The proposed green space along the River Avon could be publicly accessible and link to accessible open space further along the river.	(+)
	- Result in the loss of PROW or provision of new PROW?	The NWR route is a Sustrans national cycle route (403). A number of PROWs link Harden’s Farm to Chippenham in the south and Tytherton Lucas in the north. Development of the site could avoid these PROWs. Should harm from development be unavoidable, mitigation measures to reduce or offset the effects are achievable through the appropriate provision of an alternative route.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Be accessible to educational and health facilities?	<p>Residential development in the south of the site would benefit from very strong non-motorised ease of access to Abbeyfield School, whereas development further north would have moderate access. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this.</p> <p>The entire site has moderate to weak non-motorised ease of access to the hospital, public transport services along the A4 would provide an alternative means of access to the hospital from the south of the site.</p>	(-)
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<p>The south of the site would benefit from strong ease of access by public transport along the A4 London Road. Development of the site could support an increase in the use of public transport services along this corridor.</p> <p>Access by public transport north of the NWR route is weak, and moderate immediately south of it. Further proposals should consider that residential development in this area of the site would be poorly served by existing public transport and improved services along the existing A4 corridor would be unlikely to improve this, as such mitigation is problematic.</p> <p>The permitted link road between the B4069 and A4 London Road in Area A, were it extended through Area B into this site option, could act as a future public transport corridor supporting improvements to connectivity.</p> <p>Ease of access to the town centre by non-motorised modes from the site is categorised as moderate to weak and improvements to offsite pedestrian and cycle facilities would be required to improve this as part of further development proposals for this site.</p> <p>The close proximity of the National Cycle Route 403 provides direct access to Chippenham town centre from the north of the site option and further proposals</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		should capitalise upon this,	
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	<p>The permitted link road between in Area A, were it extended through Area B into this site option, could act as a future public transport corridor supporting improvements to connectivity.</p> <p>The North Wiltshire Rivers route (National Cycle Route 403) passes through the site and follows the Avon southwards providing cycle links to the railway station, town centre and Wiltshire College. Further development proposals should integrate with the cycle route and improve access to it from the A4 through the site.</p>	(+)
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	<p>This site option proposes two separate indicative areas of employment land totalling 10.08ha. The indicative layout shows this as a larger area and smaller area along the eastern boundary of the site option, separated by an area of residential development. The quantum of proposed employment land and the indicative layouts would likely support the delivery of one or two use types.</p> <p>Site option C4 proposes access from the north via a river bridge crossing of the River Avon, were this access road to integrate with the approved link road in Area A, access to the PRN from the site would be considerably improved. The A4 and A350 are classified as a strategic lorry route, meaning employment development at this site option would have strong access to the strategic road network. This would support the development of B1, B2 and B8 uses at the site.</p> <p>The southern extent of the indicative employment land in this site option would benefit from strong access by public transport while the indicative area in the north of the site would require improvements to public transport to support development.</p>	(+)
	Support the vitality and viability Chippenham town centre (proximity to town	The indicative employment land proposed for development in this site option would be situated on the eastern periphery of the town away from existing built up areas. While new development would provide benefits to existing town centre uses, the	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	centre, built up areas, station hub, college)?	distance to the town centre would limit the extent of this benefit.	
	Provide infrastructure that will help to promote economic growth?	The river bridge crossing of the River Avon proposed as part of this site option would contribute to the delivery of a eastern link road between the A350 north of Chippenham and the A4 to the east. This would support major employment and housing growth. Green space proposed along the River Avon would support the formation of a continuous green infrastructure corridor along the river into the town centre, this could have minor beneficial effects on economic growth in Chippenham.	(+++)
	Be well connected to Principal Employment Areas?	The indicative employment areas proposed currently shares little relation to existing Principal Employment Areas. However the provision of a highway access from the north and improvements to the NWR route has potential to create strong connections to the Parsonage Way Industrial Estate. Proposals for development should demonstrate through design how this would be achieved. A minor beneficial effect is expected.	(+)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The proposed employment sites in C4 are not situated in the immediate vicinity of any existing employment areas; however, the potential exists for site access to the proposed employment site in the east of this site option from Cocklebury Lane or the Parsonage Way Industrial Estate, this might provide some support to the vitality of existing employment areas.	(+)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	The proposed river bridge crossing of the River Avon to the north of the site has the potential to integrate with the A350-B4069 link road approved in Area A. This would improve access to the PRN and strategic lorry route along the A350, HGVs associated with warehousing and storage type employment would have strong access to the strategic lorry route. Both indicative areas are suitable for B1, B2 and B8 development, although the smaller southern site has stronger access by public transport along the A4 and would be better suited to employers with large workforces.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	Provide employment land in areas that are easily accessible by sustainable transport?	Indicative employment land proposed in the north of this site option would have moderate to weak access by public transport whereas development proposed in the south of this site would have stronger links.	(-)

Table A.7: Option D1 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not affect any designated sites of biodiversity or geological value.</p> <p>The old Wilts and Berks canal is an undesignated area with biodiversity value and is located in the east of the site. Mature trees line the canal on both sides forming a linear corridor of wetland habitats which links the River Avon to linear features to the north. The canal is known to support a breeding population of Great crested newts and may support roosting bats. Greenspace is proposed in the east of the site and acts as a buffer zone between development of the site and the canal, this prevents adverse effects from development are felt on this biodiversity feature.</p> <p>Bat activity is recorded in the area, development proposals should be informed by ecological surveys and where populations are identified proposals would need to incorporate measures which avoid adverse effects on populations and important habitats. Where it can be demonstrated that avoidance is not achievable proposals should offset adverse effects by providing replacement habitats.</p>	(-)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>Proposals include green space along the area of woodland in the southwest of the site, this buffer zone avoids adverse effects from development on this natural feature.</p> <p>Further proposals should take account of existing hedgerows and individual trees within fields, and should seek to retain them in situ or where this is not possible translocate them within the site.</p>	(-)
2. Ensure efficient and effective use of land and the use of suitably located previously	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that proposed development would occur largely on greenfield land. A small area of brownfield land at Forest Farm is proposed for residential development. Due to the extent of greenfield land mitigation would be problematic.	(- -)
	- Result in the permanent loss of the Best and Most	Development of the site would result in the permanent loss of Grade 3 agricultural land which comprises the entire site. The precautionary approach to Grade 3 land	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
developed land and buildings	Versatile Agricultural land (Grades 1, 2, 3)?	presumes all Grade 3 land to be BMV. As such development of the site would result in the permanent loss of BMV land, this would be problematic to mitigate.	
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	A site of medium potential contamination coincides with woodland which forms the southwest border of the site. Two narrow strips of medium potential contamination which follow a drainage ditch lie within the site and may require remediation. The limited extent of potentially contaminated land suggests development could avoid these areas and prevent constraint to development.	(-)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The site is not situated within a Mineral Safeguarding Area.	(0)
8. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; • Groundwater Source Protection Zone 	The site is not situated within a Groundwater Source Protection Zone, therefore it is unlikely that there would be any significant effect.	(0)
	- Affect surface or groundwater resources in terms of volume, quality and flow?	<p>The site is situated in Flood Zone 1 within the River Avon catchment, although potential water resource implications are not anticipated to be significant. The River Avon flows approximately 1.5km to the west and development of the site would result in an increase in impermeable surfaces which could increase runoff rates into the Avon. Further proposals should incorporate surface water management measures which achieve equivalent to greenfield rates of runoff in order to reduce adverse effects from development on the River Avon downstream, particularly in Chippenham town centre.</p> <p>A small watercourse passes through the site and would be at risk of pollution from development. Further development proposals should take this into account and ensure development would not have adverse effects on the quality or flow of this</p>	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		water resource.	
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	The site is not situated in proximity to an AQMA.	(0)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>Vehicular access to the site from the A4 east of Pewsham would place significant pressure on the already constrained road, increasing congestion and likely decreasing air quality on the A4 at Pewsham.</p> <p>Based on the current road network, accessing the PRN requires vehicles be directed through the centre of Chippenham. As such vehicle oriented development of the site would likely decrease air quality in Chippenham. The increase in vehicles associated with development of the site would also increase noise pollution as well as light pollution at night, affecting receptors along the A4. Mitigation of environmental pollution from development of the site is considered problematic.</p> <p>Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and</p>	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		somewhat reduce the impact of environmental pollution from development.	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	The site is not situated in proximity to any existing sources of environmental pollution and as such no effects are expected.	(0)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term. Carbon dioxide emissions from new buildings can be somewhat reduced through meeting standards of sustainable construction and design.	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation; thus reducing greenhouse gas emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For these positive effects to be maximised it is recommended that renewable energy generation such as solar PV is considered.	(+ +)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated entirely within Flood Zone 1 which means development would be less vulnerable to increasing extreme climatic events such as fluvial flooding. No effects are expected.	(0)
	- Address the risk of flooding from all sources?	<p>Drainage from development proposed at this site option will effect runoff rates downstream as surface water flows indirectly into the Avon. The small scale of this site option and its distance from the River Avon reduces the risk of adverse effects on peak flows downstream,</p> <p>Development of this site would require a connection to the town's drainage system, which may give rise to capacity and management issues.</p> <p>Surface water management measures should be incorporated into further proposals to ensure existing greenfield rates of surface water runoff are achieved, thus reducing the risk of groundwater flooding on-site and minimise increases to peak flows on the River Avon, affecting settlements downstream.</p>	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>There are no designated heritage assets within the site.</p> <p>There is no land within the site which contributes to the character of any designated heritage asset.</p> <p>There is high potential for unknown heritage assets of archaeological interest associated with the old Wilts and Berks canal located in the east of the site. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p> <p>The development of this site option provides the opportunity to restore the old Wilts and Berks canal which would have beneficial effects if considered. Overall a balanced effect is anticipated.</p>	(0)
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	<p>There are no designated features within proximity of the site.</p> <p>Development of the site could undermine a number of landscape qualities including the visual separation between the Limestone Ridge (Naish Hill) and Pewsham and the rural character of the approach to Chippenham along Pewsham Way. Retention and enhancement of the green buffer fronting the A4 London Road and Pewsham Way would reduce the visual impact of development on the rural approach to Chippenham.</p> <p>The mitigation of effects from development on the visually separate Naish Hill would be problematic to mitigate; however, the relatively small scale and compact nature of this site option limits the adverse effects this site option would have.</p>	(-)
8. Provide everyone with the opportunity to live in good	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development of this site would deliver approximately 482 dwellings, which provides the opportunity to deliver good quality affordable housing that meets local needs in terms of tenure, size and type.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures			
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	<p>Site option D1 is located to the east of Pewsham, in an area of relatively low deprivation. The eastern extent of an area of high deprivation is situated to the northwest of this site option. Development of D1 would occur in proximity to this area of high deprivation and proposals have the potential to deliver employment land which could support a reduction in nearby levels of high deprivation.</p> <p>The small scale of this site option, however, limits opportunities for the delivery of community facilities and therefore the beneficial effects that this site option could have on deprived areas nearby are limited.</p>	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	Development of the site would not result in the loss of any existing community facilities or amenity space. Proposed green space along the south and east boundaries of the site would create new amenity space. There are no existing accessible open spaces in the site. Proposed green space along the east and south of the site could be publicly accessible open space as well as improving access to the old Wilts and Berks Canal and wooded area in the southwest of the site. This would constitute a minor positive effect.	(+)
	- Result in the loss of PROW or provision of new PROW?	A PROW passes through the site in proximity to Forest Farm and could be adversely effected by development of the site. Loss of the PROW is easily avoidable through integration with further proposals. Where it can be demonstrated that permanent loss or alteration of the PROW is unavoidable this can be offset by the provision of a suitable replacement.	(-)
	- Be accessible to educational and health facilities?	Residential development of the site would benefit from strong non-motorised ease of access to secondary schools due to the proximity of Abbeyfield School. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site.	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. The site has moderate to weak non-motorised ease of access to the hospital, however, strong access by public transport services along the A4 provide an alternative mode of access to the hospital. Motorised access to the hospital would direct vehicles into Chippenham on the A4. While this site option is accessible to educational and health facilities, further proposals should seek to integrate with off-site pedestrian and cycle links to improve non-motorised access.</p>	
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>	<p>- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?</p>	<p>The site is situated south of the A4 London Road and as such has strong access by public transport from the north of the site. Development of this site option could support an increase in the use of existing bus services along this corridor.</p> <p>Ease of access to the town centre by non-motorised modes from the site is moderate in the west and weak to the east. Improvements to off-site pedestrian and cycle facilities would be required to improve this as part of further development proposals for this site.</p>	<p>(-)</p>
	<p>- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?</p>	<p>Development of the site option is unlikely to support significant improvements to public transport connectivity although residential and employment development of the site could increase the use of services.</p> <p>Due to this site option's peripheral location in the east of Chippenham there is limited potential to support improvements to pedestrian or cycle links to the town, railway station or Wiltshire College campuses.</p>	<p>(0)</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>	<p>Offer the potential to provide employment land for B1, B2 and B8 uses?</p>	<p>This site option proposes 3.3ha of indicative employment land. The proposed layout shows this is formed of a small area on the A4 London Road. The scale of this employment land would likely be suitable for employment development focused on one use class only. This would limit the availability of land for the identified uses with mitigation considered problematic.</p> <p>The A4 is identified as a strategic lorry route and also has strong access by public transport, although access to the PRN is weak. The site is considered suitable for</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		small scale B1, B2 and B8 development. HGVs and worker vehicles would be directed through the town centre, which would exacerbate existing congestion issues, particularly considering the scale of indicative employment area proposed. Mitigating the effects of employment development with large workforces would be problematic.	
	Support the vitality and viability Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The indicative employment land proposed for development in this site option would be small scale and situated on the periphery of the town. Employment development in this site option would provide a minor economic benefit to the town however this is limited due to the distance between the two areas.	(+)
	Provide infrastructure that will help to promote economic growth?	Road infrastructure proposed as part of this site option is unlikely to have any effects on economic growth in Chippenham. Areas of indicative green space have the potential to restore the old Wilts and Berks Canal, however the economic benefit of this is unlikely to be noticeable.	(0)
	Be well connected to Principal Employment Areas?	The area proposed for employment development is not situated in proximity to the Principal Employment Areas in Chippenham and has little potential for improving connections. No effect is expected.	(0)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The proposed land for employment development in D1 is not situated in proximity to any existing areas of employment land. The small quantum of employment land proposed in this site option, limits the likely effects of employment development on existing employment areas. No tangible effects are expected.	(0)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	This site option proposes a small area for employment development. Access from the PRN is weak and vehicles accessing the PRN would be directed through the town centre, limiting the attractiveness and commercial desirability of this site. B8 uses would benefit from strong access to the strategic lorry route along the A4, however the small site limits the scale of B8 development which this site option could support.	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		Access by public transport along the A4 is strong and this somewhat mitigates the weak non-motorised access to the town centre.	
	Provide employment land in areas that are easily accessible by sustainable transport?	The employment land proposed at Site Option D1 benefits from strong access by public transport. Non-motorised access to the town centre and transport hubs could be improved to ensure employment land is more accessible by a greater range of sustainable transport modes/services.	(-)

Table A.8: Option D3 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not affect any designated sites of biodiversity or geological value.</p> <p>The River Avon CWS and Mortimore's Wood CWS are situated to the west of the site and, in places, form the western site boundary. These sites are also BAP Priority Habitats. Development in proximity to these ecological features would likely have adverse effects on ecology. Avoidance of these features through the provision of buffer zones, as is proposed on the indicative layout drawing, would avoid adverse effects from development.</p> <p>The River Avon floodplain in the west of the site is of ecological significance and forms a strategic habitat corridor throughout the wider area. The indicative layout shows an extensive area of green space along the west of the site which would protect habitats associated with the river and would avoid adverse effects to its floodplain.</p> <p>Bat activity is recorded in the area, development proposals should be informed by ecological surveys and where populations are identified proposals would need to incorporate measures which avoid adverse effects on populations and important habitats. Where it can be demonstrated that avoidance is not achievable proposals should offset adverse effects by providing replacement habitats. As a result a minor adverse effect is expected</p>	(-)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>Proposals include green space along the area of woodland in the east of the site, this buffer zone avoids adverse effects from development on this natural feature.</p> <p>Hedgerows with hedgerow trees are present throughout the site, these features provide habitats connectivity and further proposals for development of the site could incorporate these features into the development. Where vegetation removal is demonstrated to be unavoidable translocation should be proposed prevent adverse</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		effects from development on habitat connectivity.	
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that proposed development would occur largely on greenfield land. Previously developed land includes a number of lodges and farmhouses along the southern site boundary. Due to the extent of greenfield land mitigation would be problematic.	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	The site is comprised largely of Grade 3 agricultural land. The precautionary approach to Grade 3 land presumes it to be BMV. Grade 4 (poor) agricultural land coincides largely with the area of green space proposed along the River Avon. As such there is insufficient poor agricultural land to deliver the level of mixed-use development proposed at this site option. Development of this site option would likely result in the permanent loss of BMV land, this would be problematic to mitigate.	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	A site of medium potential contamination coincides with the wooded area in the northeast of the site, this indicative layout shows that this area is not proposed for development and a buffer zone, shown as green space, is proposed. As a result no effects on the viability and deliverability of the site are expected.	(0)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The southwest of the site is situated within a Mineral Safeguarding Area, this area coincides with the proposed greenspace and as such development would not lead to the sterilisation of safeguarded mineral resources.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; • Groundwater Source Protection Zone 	The site is not situated within a Groundwater Source Protection Zone, therefore it is unlikely that there would be any significant effect.	(0)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Affect surface or groundwater resources in terms of volume, quality and flow?	<p>The site is situated within the River Avon catchment and on land adjacent to the river. Development of the site would lead to an increase in impermeable surfaces which could increase runoff rates in an area which flows directly into the Avon. Further proposals could reduce the potential effects of development on water resources, such as anthropogenic pollution and increasing peak flows on the Avon downstream, by incorporating surface water management measures into the design.</p> <p>A small watercourse passes through the north of the site and would be at risk of pollution from development. Further development proposals for the site should take this into account and ensure development would not have adverse effects on the quality or flow of this water resource.</p>	(-)
<p>§4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</p>	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	The site is not situated in proximity to an AQMA.	(0)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>Vehicular access to the site from the A4 Pewsham Way and/or the A4 London Road would place significant pressure on this already constrained route. An increase in congestion at the A4 would likely decrease air quality at Pewsham.</p> <p>Based on the current road network access to the PRN would direct vehicles through the central areas of Chippenham along the constrained A4. As such vehicle oriented development of the site would likely decrease air quality in Chippenham.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>The increase in vehicles associated with development of the site would also increase noise pollution as well as light pollution at night, affecting receptors along the A4. Mitigation of environmental pollution from development of the site is considered problematic.</p> <p>Further proposals for this D3 should encourage and be supported by sustainable transport modes which reduce private car dependency, this would to some extent reduce the levels of environmental pollution from development.</p>	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	The site is situated in proximity to the Chippenham Sewage Treatment Works (STW). The site option proposals include a green buffer along the west of the site which would help prevent nuisance to proposed development from odours associated with the facility. Application of odour control measures at the STW may also be required.	(-)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	<p>The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term.</p> <p>Carbon dioxide emissions from new buildings can be somewhat reduced through meeting standards of sustainable construction and design.</p>	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For these positive effects to be maximised it is recommended that, renewable energy generation such as solar PV is considered.	(++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated largely within Flood Zone 1. The areas of the site located in Flood Zones 2 and 3 are proposed as green space, as such no effects are expected.	(0)
	- Address the risk of flooding from all sources?	Drainage from development proposed at this site option will affect runoff rates downstream. Any increases in surface water runoff rates into the Avon caused by the development of this site option would increase the risk of flooding downstream. Surface water management measures should be incorporated into further proposals to ensure existing greenfield rates of surface water runoff are achieved	(-)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>There are no designated heritage assets within the site.</p> <p>Land in the west of the site may contribute to the setting of Rowden Conservation Area due to its proximity. A buffer zone, illustrated as green space on the indicative site layout drawing, is proposed along the west of the site, this will reduce the adverse effects of development on the setting of this heritage asset. Further development proposals for this site option should include mitigation measures such as landscaping or vegetation buffers to screen views and reduce adverse effects from development on the setting of the Conservation Area.</p> <p>There is high potential for unknown heritage assets of archaeological interest associated with the Pewsham Forest medieval deer park. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p>	(-)
7. Conserve and enhance the	- Impact on the visual amenity or character of the	There are no designated features within proximity of the site.	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	Development of the site would undermine a number of landscape qualities including the visual separation between the Limestone Ridge (Naish Hill) and Pewsham and the rural character of the approach to Chippenham along Pewsham Way. Further proposals for this site option could mitigate effects on the rural character of the area through the provision of green buffers along the A4 Pewsham Way. Due to the domed landscape rising from the River Avon in the west and south, mitigating effects from development on the visual separation between Naish Hill and Pewsham would be problematic.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development of this site deliver approximately 1518 dwellings, which provides the opportunity to deliver good quality affordable housing that meets local needs in terms of tenure, size and type.	(+++)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	Site option D3 is situated within an area of low deprivation to the south of Chippenham. Areas of high and relatively high deprivation border the site option to the west and northwest while low levels of deprivation are experienced at Pewsham to the northeast. The mixed-use development of this site option could include the provision of community facilities which would have wider benefits for deprived areas nearby. Employment land proposed as part of this site option is limited in size but would likely have minor beneficial effects on poverty in the surrounding area.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	Development of the site would not result in the loss of any community facilities or amenity space. Proposed green space along the River Avon in the west of the site would likely create accessible amenity space, this constitutes a minor positive effect. There are no existing accessible open spaces in the site, however Mortimore's Wood is situated adjacent to the site. The proposals include provision of green space in proximity of Mortimore's Wood which could facilitate improved access to this open space. This would constitute a minor positive effect.	(+)
	- Result in the loss of PROW or provision of new PROW?	A Bridleway between two fields dissects the site from south to north at the centre of the site, two PROWs follow existing field boundaries, one along the south east of the site and one north to south to the east of the bridleway. Loss of PROWs is avoidable through integration with further proposals for the site. Where it can be demonstrated that permanent loss or alteration of the PROW is unavoidable this can be offset by the provision of a suitable replacement.	(-)
	- Be accessible to educational and health facilities?	Access to Abbeyfield School is strong to moderate and would be directed along the A4 Pewsham Way. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. The site has strong to moderate non-motorised ease of access to the hospital, however, potential access by public transport services along the A4 could provide an alternative mode of access. While this site option is accessible to educational and health facilities, further proposals should seek to integrate with off-site pedestrian and cycle links to improve non-motorised access.	(-)
10. Reduce the need to travel and promote more sustainable	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there	The site is situated along the A4 Pewsham Way and has moderate access by public transport. Development of the site would require provision of on-site pedestrian links to the bus corridor at the A4 London Road.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
transport choices	scope to make it so?	Ease of access to the town centre by non-motorised modes is moderate to strong in the west of the site option and moderate to poor in the east. Further proposals would be required to consider how/if development in the east of the site option could be supported by and integrate with improvements to off-site pedestrian and cycle facilities.	
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	Development of the site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could increase the use of services. This site option is unlikely to support improvements to pedestrian or cycle links to the town or railway station. No effects are expected.	(0)
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	Option D3 proposes 10.7ha for employment development. The employment land is formed of a single area along the A4 Pewsham Way. The amount and indicative layout would support a mix of B class uses. The A4 is identified as a strategic lorry route and has strong to moderate access by public transport along the London Road. However, access to the PRN is weak and vehicles would be directed through the town centre. As such employment uses which result in high levels of vehicle movements will increase congestion in the town centre. While the strong to moderate access to public transport mitigates this to some extent mitigating effects against large employment sites would be problematic.	(- -)
	Support the vitality and viability Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The indicative employment areas proposed would be situated on the periphery of Chippenham. Employment development at this site option would provide an economic benefit to the town; however this is limited due to the distance between the two areas. Access from the PRN to employment land in this site option would be directed along already congested routes through the town centre, this would adversely affect the vitality of Chippenham and mitigation of effects would be problematic.	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	Provide infrastructure that will help to promote economic growth?	This site option does not incorporate any road infrastructure which would promote the economic growth of the town. The area of green space proposed along the River Avon in the west of the site option would have a minor beneficial effect on the town's economy, contributing to the integration of the river with the town centre.	(+)
	Be well connected to Principal Employment Areas?	The area proposed for employment development is not situated in proximity to the Principal Employment Areas in Chippenham and has little potential for improving connections. No effect is expected.	(0)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The area proposed for employment development is not situated in proximity to any existing areas of employment land.	(0)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	The proposed area for employment development comprises a relatively large site with strong links to the strategic lorry route, making it suitable for B8 development. Access to the site by public transport is moderate; improvements would be required to support employment types which employ a large workforce. Access from the PRN is weak and vehicles accessing the PRN would be directed along already congested routes through the town centre. This would reduce the commercial desirability of employment land at this site, particularly for B1 and B2 uses which would require stronger access to the PRN. Strengthening public transport access would mitigate this to some extent, however not sufficiently to address the scale of adversity anticipated from employment development with large workforces.	(- -)
	Provide employment land in areas that are easily accessible by sustainable transport?	The indicative employment area has moderate access by public transport which would require on-site improvements to pedestrian links between the public transport corridor along the A4 London Road and the employment site. Improvements to non-motorised links with the town centre and transport hubs may also be required to support employment development.	(-)

Table A.9: Option D4 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	Development of the site would not affect any designated sites of biodiversity or geological value. The old Wilts and Berks canal is an undesignated area with biodiversity value and is located in the east of the site. Mature trees line the canal on both sides forming a linear corridor of wetland habitats which links the River Avon to linear features to the north. The canal is known to support a breeding population of Great crested newts and may support roosting bats. Green space is proposed in the east of the site and acts as a buffer zone between development of the site and the canal, this ensures that no adverse effects from development are felt on this biodiversity feature. Bat activity is recorded in the area, development proposals should be informed by ecological surveys and where populations are identified proposals would need to incorporate measures which avoid adverse effects on populations and important habitats. Where it can be demonstrated that avoidance is not achievable proposals should offset adverse effects by providing replacement habitats. A minor adverse effect is expected.	(-)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	Proposals include green space along the area of woodland in the west of the site, this buffer zone avoids adverse effects from development on this natural feature. Hedgerows with hedgerow trees are particularly present in the east and south of the site, these features provide habitat connectivity and any further development proposals should consider incorporating these into the design. Where vegetation removal is demonstrated to be unavoidable translocation should be proposed in order to prevent adverse effects on habitat connectivity	(-)
2. Ensure efficient and effective use of land and the use of suitably	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that proposed development would occur largely on greenfield land. A small area of brownfield land at Forest Farm is proposed for residential development, there is another small area of previously developed land in the south west of the site. Due to the extent of greenfield land mitigation would be	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
located previously developed land and buildings		problematic.	
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	Development of the site would result in the permanent loss of Grade 3 agricultural land which comprises the entire site. The precautionary approach to Grade 3 land presumes it BMV. As such development of the site would result in the permanent loss of BMV land. This is considered problematic to mitigate.	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	A site of medium potential contamination coincides with the wooded area in the west of the site. Two narrow strips of medium potential contamination which follow a drainage ditch lie within the site and may require remediation. The limited extent of potentially contaminated land suggests development could avoid these areas and prevent constraint to development.	(-)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The site is not situated within a Mineral Safeguarding Area.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	The site is not situated within a Groundwater Source Protection Zone, therefore it is unlikely that there would be any significant effect.	(0)
	- Affect surface or groundwater resources in terms of volume, quality and flow?	The site is situated in Flood Zone 1 within the River Avon catchment, although potential water resource implications are not anticipated to be significant. The River Avon flows approximately 1km from the western extent of the site. Development of the site would result in an increase in impermeable surfaces which could increase	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>runoff rates into the Avon. Further proposals should incorporate surface water management measures which achieve equivalent to greenfield rates of runoff in order to reduce adverse effects from development on the River Avon downstream, particularly in Chippenham town centre.</p> <p>A small watercourse passes through the site and would be at risk of pollution from development. Further development proposals should take this into account and ensure development would not have adverse effects on the quality or flow of this water resource.</p>	
<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</p>	<p>-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?</p>	<p>The site is not situated in proximity to an AQMA.</p>	(0)
	<p>-Lead to a decrease in air quality locally? Or increase noise or light pollution?</p>	<p>Vehicular access to the site from the A4 Pewsham Way and/or the A4 London Road would place significant pressure on this already constrained route. An increase in congestion at the A4 would likely decrease air quality at Pewsham.</p> <p>Based on the current road network, access to the PRN would require vehicles navigate through the centre of Chippenham along the constrained A4. As such vehicle oriented development of the site would likely decrease air quality in Chippenham.</p> <p>The increase in vehicles associated with development of the site would also</p>	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>increase noise pollution as well as light pollution at night, affecting receptors along the A4. Mitigation of environmental pollution from development of the site is considered problematic.</p> <p>Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and somewhat reduce the impact of environmental pollution from development.</p>	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	The site is not situated in proximity to any existing sources of environmental pollution and as such no effects are expected.	(0)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	<p>The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term.</p> <p>Carbon dioxide emissions from new buildings can be somewhat reduced through meeting standards of sustainable construction and design.</p>	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For these positive effects to be maximised it is recommended that, renewable energy generation such as solar PV is considered.	(+ +)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated entirely within Flood Zone 1 which means development would be less vulnerable to increasing extreme climatic events such as fluvial flooding. No effects are expected	(0)
	- Address the risk of flooding from all sources?	<p>This site option is situated wholly within Flood Zone 1. Development of this predominantly greenfield site would increase rates of surface water runoff in an area which drains into the River Avon. The distance from this site to the Avon would require development to connect to the town's drainage system, this could give rise to capacity and management issues.</p> <p>Increases in rates of runoff into the Avon from development of this site could lead to an increase in the risk of flooding in settlements downstream. Surface water management measures should be incorporated into further development proposals to address flood risk downstream.</p>	(-)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>There are no designated heritage assets within the site.</p> <p>There is high potential for unknown heritage assets of archaeological interest associated with the old Wilts and Berks canal located in the east of the site. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p> <p>Development of the site offers the opportunity to restore the old Wilts and Berks Canal, This is considered a minor beneficial effect. Overall a balance of beneficial and adverse effects are expected</p>	(0)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	There are no designated features within proximity of the site. Development of the site could undermine a number of landscape qualities including the visual separation between the Limestone Ridge (Naish Hill) and Pewsham and the rural character of the south east approach to Chippenham along Pewsham Way. Further proposals for this site option can reduce the adverse effects development would have on the rural character of the area by enhancing the green buffer fronting the A4 London Road and Pewsham Way. Development in the south of this site option would adversely affect the visual separation between Naish Hill and Pewsham, due to the dome-like landscape in the area. Mitigation would be problematic as a result.	(- -)
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development of this site deliver approximately 804 dwellings, which provides the opportunity to deliver good quality affordable housing that meets local needs in terms of tenure, size and type.	(+)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	Site option D4 is located to the east of Pewsham, in an area of relatively low deprivation, however, an area of high deprivation is situated to the northwest of D4. Development of this site option would occur in proximity to this area of high deprivation, proposals have the potential to deliver employment land and community facilities which could have beneficial effects on areas of high deprivation nearby.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	Development of the site would not result in the loss of any existing community facilities or amenity space. There are no existing accessible open spaces in the site. Proposed green space along the east and across the centre of the site could be publicly accessible open space while simultaneously improving access to the old Wilts and Berks Canal and the wooded area in the west of the site. This would constitute a minor positive effect.	(+)
	- Result in the loss of PROW or provision of new PROW?	Several PROWs run through the site, one in proximity to the farm buildings at the centre of the site, one crosses the site north to south along a field boundary in the west of the site and a PROW and Bridleway form the southern and western boundaries of the site. Loss of PROWs is easily avoidable through integration with further proposals. Where it can be demonstrated that permanent loss or alteration of the PROW is unavoidable this can be offset by the provision of a suitable replacement.	(-)
	- Be accessible to educational and health facilities?	Residential development of the site would benefit from strong non-motorised ease of access to secondary schools due to the proximity of Abbeyfield School. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. The site has moderate to weak non-motorised ease of access to the hospital, however, strong access by public transport services along the A4 could provide an alternative mode of access to the hospital. Motorised access to the hospital would direct vehicles into Chippenham on the A4. While the development at the site would be accessible to educational and health facilities, further proposals should seek to integrate with off-site pedestrian and cycle links to improve non-motorised access.	(-)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	The site is situated along the A4 London Road and A4 Pewsham Way and has strong access by public transport, particularly in the northeast of the site option. Development of the site could support an increase in the use of public transport services along this corridor. Ease of access to the town centre by non-motorised modes from the site is	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		moderate in the west and moderate to weak in the east. Further proposals for this site option would be required to consider how/if development might be better supported by improvements to the wider pedestrian and cycle network.	
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	Development of the site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could increase the use of services. This site option has limited potential to support improvements to pedestrian or cycle links to the town, railway station or Wiltshire College campuses.	(0)
<p>U1. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>	Offer the potential to provide employment land for B1, B2 and B8 uses?	<p>Site option D4 proposes 8.5ha for employment development. The indicative layout shows this is formed of two small areas, a narrow strip along the A4 Pewsham Way and a small area on the A4 London Road. The amount and indicative layout would support a mix of B class uses.</p> <p>The A4 London Road follows the strategic lorry route, providing strong access for HGVs. However access to the PRN is weak and vehicles would be directed through the town centre. As such employment uses which result in high levels of vehicle movements will increase congestion in the town centre. While the strong to moderate access by public transport would mitigate this to some extent mitigating effects against large employers at the site would be problematic.</p>	(- -)
	Support the vitality and viability Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	<p>The two areas proposed for employment development in this site option would be small sites situated on the periphery of the town. Employment development in this site option would provide an economic benefit to the town; however this is limited to a minor beneficial effect due to the distance between the indicative employment area and the town centre.</p> <p>Access from the PRN to employment land in this Option D4 would be directed along already congested routes through the town centre, increasing congestion and adversely affect the vitality of Chippenham. Mitigation of effects would be</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce		problematic.	
	Provide infrastructure that will help to promote economic growth?	Due to its peripheral location infrastructure proposed as part of this site option is unlikely to promote economic growth. Areas of indicative green space have the potential to restore the old Wilts and Berks Canal, however the economic benefit of this is unlikely to be noticeable.	(0)
	Be well connected to Principal Employment Areas?	The area proposed for employment development is not situated in proximity to the Principal Employment Areas in Chippenham and has little potential for improving connections. No effect is expected.	(0)
	Support the vitality of existing employment areas?	The indicative areas for employment development in this site option are not located in proximity to any existing areas of employment land. The two sites are of a small scale which limits the likely effects employment development would have on existing employment areas. No tangible effects are expected.	(0)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	The small size of the two areas proposed limits the scale of B8 development at this site option; however small scale B8 development would be supported by strong access to the strategic lorry route. Access by public transport along the A4 London Road is strong and strong to moderate along the A4 Pewsham Way. Improvements would be required in order to ensure employment land is desirable to certain business use types and large employers. Weak access to the PRN is exacerbated by the requirement of vehicles to navigate already congested routes through the town centre to reach the site from the PRN. This will reduce the commercial desirability of this site, particularly for large employers. Strengthening public transport access would mitigate this to some extent, however a moderate adverse effect is anticipated.	(- -)
	Provide employment land in areas that are easily accessible by sustainable transport?	The proposed site for employment development along the A4 London Road benefits from very strong access by public transport. Further development proposals should ensure strong non-motorised connectivity between the A4 London Road and the employment site proposed in the west of the site.	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		Non-motorised access to the town centre and transport hubs could be improved to ensure employment land is more access by a greater range of sustainable transport modes/services.	

Table A.10: Option D7 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not affect any designated sites of biodiversity or geological value.</p> <p>The River Avon CWS and Mortimore's Wood CWS are situated to the west of the site and, in places, form the western site boundary. These sites are also BAP Priority Habitats. Development in proximity to these ecological features would likely have adverse effects on ecology. Avoidance of these features through the provision of buffer zones, as is proposed on the indicative layout drawing, would avoid adverse effects from development.</p> <p>Bat activity is recorded in the area, development proposals should be informed by ecological surveys and where populations are identified proposals would need to incorporate measures which avoid adverse effects on populations and important habitats. Where it can be demonstrated that avoidance is not achievable proposals should offset adverse effects by providing replacement habitats.</p> <p>The River Avon floodplain in the west of the site is of ecological significance and forms a strategic habitat corridor throughout the wider area. The indicative layout shows an extensive area of green space along the west of the site which would protect habitats associated with the river and would avoid adverse effects to its floodplain.</p> <p>Access from the south of the site is proposed in the form of a bridge crossing the River Avon, this would dissect the CWS. Avoidance of the CWS is not considered achievable as the river flows to the west and south of the site. As such proposals for the bridge would need to include within the design measures which reduce and offset the anticipated adverse effect. Reducing adverse effects to a sufficient level would be problematic, as such a moderate adverse effect is anticipated.</p>	(- -)
	- Affect natural features that	Hedgerows with hedgerow trees are present throughout the site, these features	

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	provide habitats connectivity and further proposals for development of the site could incorporate these features into the development. Where vegetation removal is demonstrated to be unavoidable translocation should be proposed prevent adverse effects from development on habitat connectivity.	
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that proposed development would occur largely on greenfield land. Previously developed land includes a number of lodges and farmhouses along the eastern and southern site boundaries. Due to the extent of greenfield land mitigation would be problematic.	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	The site is comprised largely of Grade 3 agricultural land. The precautionary approach to Grade 3 land presumes it to be BMV. Grade 4 (poor) agricultural land coincides largely with the area of green space proposed along the River Avon. There is insufficient poor agricultural land to deliver strategic, mixed-use development at this site option. As such mitigation is considered problematic.	(- -)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	There are no potential contamination sites within this site option.	(0)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The southwest of the site is situated within a Mineral Safeguarding Area, this area coincides with the proposed greenspace and as such development would not lead to the sterilisation of safeguarded mineral resources.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	The site is not situated within a Groundwater Source Protection Zone, therefore it is unlikely that there would be any significant effect.	(0)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p>The site is situated within the River Avon catchment and in proximity to the river. Development of the site would lead to an increase in impermeable surfaces which could increase runoff rates in an area which flows directly into the Avon. Further proposals could reduce the potential effects of development on water resources, such as anthropogenic pollution and increasing peak flows on the Avon downstream, by incorporating surface water management measures into the design.</p> <p>A small watercourse passes through the north of the site and would be at risk of pollution from development. Further development proposals for the site should take this into account and ensure development would not have adverse effects on the quality or flow of this water resource.</p> <p>Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects is likely to be problematic.</p>	<p>(- -)</p>
<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</p>	<p>-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?</p>	<p>The site is not situated in proximity to an AQMA.</p>	<p>(0)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	<p>-Lead to a decrease in air quality locally? Or increase noise or light pollution?</p>	<p>Two vehicular access points are proposed. The A4 Pewsham Way from the north and a bridge crossing from the south. Access from the A4 would place significant pressure on this already constrained route. An increase in congestion at the A4 would likely decrease air quality at Pewsham.</p> <p>Based on the current road network access to the PRN would direct vehicles through the centre of Chippenham. As such vehicle oriented development of the site would likely decrease air quality in the town centre.</p> <p>The increase in vehicles associated with development of the site would also increase noise pollution as well as light pollution at night, affecting receptors along the A4. Mitigation of environmental pollution from development of the site is considered problematic.</p> <p>This site option proposes a river crossing from the south, if this were to integrate with the A350 south of Chippenham access to the PRN would be significantly strengthened, this would relieve pressure on the A4 and reduce environmental pollution from vehicles in the town centre. This is dependent on the delivery of the southern link road through Area E.</p> <p>Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and somewhat reduce the impact of environmental pollution from development.</p>	(-)
	<p>- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?</p>	<p>The site is situated in proximity to the Chippenham Sewage Treatment Works (STW). The site option proposes to deliver a green buffer along the west of the site which would help prevent nuisance to proposed development from odours associated with the facility. Application of odour control measures at the STW may also be required.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term. Carbon dioxide emissions from new buildings can be reduced to some extent through meeting standards of sustainable construction and design.	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For these positive effects to be maximised it is recommended that, renewable energy generation such as solar PV is considered.	(+ +)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated largely within Flood Zone 1. The areas of the site located in Flood Zones 2 or 3 are proposed as green space and thus would not be the location for residential or employment development, as such no effects are expected.	(0)
	- Address the risk of flooding from all sources?	This site option is situated partially within Flood Zones 2 and 3. An indicative area of greenspace is proposed to coincide with areas of flood risk. Development of this site option would likely increase runoff rates, flowing directly into the Avon and would increase the risk of flooding downstream. In order to ensure greenfield rates of runoff are maintained following development, further proposals should incorporate surface water management measures to ensure existing greenfield rates of surface water runoff are achieved. Access from the north of the site is proposed in the form of a bridge crossing the	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects on river flows to prevent increased flood risk is likely to be problematic.	
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>There are no designated heritage assets within the site.</p> <p>Land in the west of the site may contribute to the setting of Rowden Conservation Area due to its proximity. A buffer zone, illustrated as green space on the indicative site layout drawing, is proposed along the west of the site, this will reduce the adverse effects of development on the setting of this heritage asset. Further development proposals for this site option should include mitigation measures such as landscaping or vegetation buffers to screen views and reduce adverse effects from development on the setting of the Conservation Area.</p> <p>There is high potential for unknown heritage assets of archaeological interest associated with the Pewsham Forest medieval deer park. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	<p>There are no designated features within proximity of the site.</p> <p>Development of the site would undermine a number of landscape qualities including the visual separation between the Limestone Ridge (Naish Hill) and Pewsham and the rural character of the approach to Chippenham along Pewsham Way. Further proposals for this site option could mitigate effects on the rural character of the area through the provision of green buffers along the A4 Pewsham Way.</p> <p>Due to the domed landscape rising from the River Avon in the west and south, mitigating effects from development on the visual separation between Naish Hill and Pewsham would be problematic.</p> <p>Access from the south of the site is proposed in the form of a bridge crossing the River Avon, avoidance is not achievable as the site is bound to the south and west by the river. Reduction of effects from the bridge on the visual integrity of the River Avon Valley could be achieved through design in further development proposals for the site.</p>	(- -)
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development at this site would deliver approximately 806 dwellings, which provides the opportunity to deliver good quality affordable housing that meets local needs in terms of tenure, size and type.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	Site option D7 is situated predominantly in an area of low deprivation. To the west of the site option lies an area of relatively high deprivation, although this is largely rural. Pewsham borders the site to the north, this is one of the least deprived areas of Chippenham. Development of this site option proposes employment land and has the potential to deliver community facilities which could have wider benefits for the surrounding area.	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	Development of the site would not result in the loss of any community facilities or amenity space. There are no existing accessible open spaces in the site, however Mortimore’s Wood is situated adjacent to the site. The proposals include provision of green space in proximity of Mortimore’s Wood which could facilitate improved access to this open space. This would constitute a minor positive effect.	(+)
	- Result in the loss of PROW or provision of new PROW?	A bridleway runs adjacent to part of the eastern boundary of the site. The bridleway is beyond the site option boundary and would not be effected by development.	(0)
	- Be accessible to educational and health facilities?	Access to Abbeyfield School is moderate and would be directed along the A4 Pewsham Way. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. The site has strong to moderate non-motorised ease of access to the hospital, and moderate access by public transport services along the A4 London Road. Motorised access to the hospital would direct vehicles through Chippenham along the A4 Pewsham Way. While this site option is accessible to educational and health facilities, further proposals should seek to integrate with off-site pedestrian and cycle links to improve non-motorised access.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<p>The site is situated along the A4 Pewsham Way and has moderate to weak access by public transport, performing particularly poorly in the southwest of the site option. Development of the site could support an increase in the use of public transport services along this corridor.</p> <p>Ease of access to the town centre by non-motorised modes from the northwest of this site option is moderate to strong, the southern areas of the site have moderate to weak non-motorised access. Further proposals for the development of this site option should demonstrate how/if development could be supported by and integrate with improvements to the wider pedestrian and cycle network.</p>	(-)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	<p>Development of the site option proposes highway access from the south of the in the form of a bridge crossing the River Avon. While this has potential to become a future public transport corridor, linking the A350 and A4, the likelihood of this occurring is not clear. The residential and employment development of the site could increase the demand for existing services.</p> <p>This site option is unlikely to support improvements to pedestrian or cycle links to the town or railway station. No effects are expected.</p>	(0)
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	- Offer the potential to provide employment land for B1, B2 and B8 uses?	<p>This site option proposes 10.5ha for employment development, formed of a single area on the A4 Pewsham Way. This would support a mix of employment use classes.</p> <p>The A4 is identified as a strategic lorry route, providing employment development at this site option with strong access to the strategic lorry route. Access via a river crossing over the River Avon to the south would provide strong links to the PRN south of Chippenham.</p> <p>Access by public transport is moderate with opportunities for improvement.</p>	(+)
	- Support the vitality and viability Chippenham town centre (proximity to town	The indicative employment areas proposed would be situated on the periphery of Chippenham. Employment development at this site option would provide an economic benefit to the town; however this is limited due to the distance between	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	centre, built up areas, station hub, college)?	the two areas.	
	Provide infrastructure that will help to promote economic growth?	<p>This site option proposes a river crossing of the River Avon to the south, completing a southern link road between the A350 and the A4. This would support major housing and employment development at Chippenham.</p> <p>The site option also includes the provision of a green infrastructure corridor along the River Avon, which would better connect the river with the town centre, having a minor beneficial effect on the town's economic growth.</p>	(+++)
	Be well connected to Principal Employment Areas?	The area proposed for employment development is not situated in proximity to the Principal Employment Areas in Chippenham. The provision of a river bridge crossing of the River Avon to the south would improve connections to the Methuen Business Park. A minor beneficial effect is expected.	(+)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The area proposed for employment development is not situated in proximity to any existing areas of employment land.	(0)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p>The size of the indicative employment area proposed in D7 would suit a reasonably sized B1, B2 or B8 development. B8 development would be supported by strong access to the strategic lorry route along the A4 Pewsham Way. This access would be strengthened by the provision of a link road to the south, connecting with the A350 south of Chippenham.</p> <p>Access by public transport from the site is moderate and would likely require improvements in order to be desirable to certain business use types and large employers. Existing access to the PRN is weak access and vehicles are required to navigate through the town centre to reach the site from the PRN. While this would reduce the commercial desirability of this site the provision of a southern access to the A350 PRN would mitigate this adverse effect. Furthermore, strengthening access by public transport and non-motorised access to public transport would mitigate this further, and should be considered by further proposals for development of Option D7.</p>	(+)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		Overall this site option proposes 10.5ha of employment which would meet commercial market requirements, constituting a minor beneficial effect.	
	Provide employment land in areas that are easily accessible by sustainable transport?	<p>The proposed area for employment development has moderate access by public transport. Improvements to on-site pedestrian access between the A4 London Road and the indicative employment area would be required to ensure employment development is supported by sustainable transport.</p> <p>Proposed employment land would also require improvements to off-site pedestrian and cycle infrastructure to ensure access to the town centre as non-motorised access is moderate.</p>	(-)

Table A.11: Option E1 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not directly affect any designated sites of biodiversity or geological value.</p> <p>The River Avon County Wildlife Site (CWS) forms the majority of the site option's eastern boundary and passes through the site in the north. The River Avon is a BAP Priority Habitat and the associated floodplain forms grazing marsh which could be important for wintering or wading birds. The indicative layout proposes a significant buffer zone, shown as green space, along the entire extent of the River Avon in the east of the site. As such no effects from development are expected on these biodiversity features.</p> <p>Daubenton's, Whiskered, Pipistrelle, Greater horseshoe, Lesser horseshoe, Brown long-eared, Brandt's, Serotine, Noctule and Soprano pipistrelle Bats are recorded in the site. Bat activity has been recorded at Patterdown in the west of the site and at Showell in the south. Development is proposed in proximity to both these areas and could have adverse effects on these populations. Further proposed development should be informed by ecological surveys to better understand how development of the site option can mitigate adverse effects.</p> <p>European Otter is recorded on the River Avon, no adverse effects from development are expected as a result of the extensive buffer zone proposed. Restricted access to the public may be necessary due to the presence of European Otter on this stretch of the river.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	The railway embankment running along parts of the west of the site is a significant green corridor and links with Pudding Brook which crosses the area west to east and flows into the Avon. Residential development is proposed to be situated on Pudding Brook in the west of the site, this could have adverse effects on habitat connectivity. Further development proposals for this site option can, using green buffers, avoid this area to prevent adverse effects. An area of neutral grassland in the north of the site is situated within the extensive area of proposed green space, this prevents adverse effects from development. Throughout the site large overgrown hedgerows and standing deadwood trees are significant ecological features which could be affected by residential and employment development in the west and south of the site. Further proposals for this site option should take account of this and prevent adverse effects from development by retaining these features or, where it can be demonstrated that harm is unavoidable, translocating them.	(-)
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	The indicative layout shows that proposed development would occur predominantly on greenfield land. Several areas of previously developed land are present in the site. Land at Showell Nursery is omitted from this site option. Due to the extent of greenfield land mitigation would be problematic.	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	The site is comprised predominantly of BMV agricultural land. Much of the area identified for development is coincides with Grade 2 (very good) land. The precautionary approach to Grade 3 land presumes Grade 3 land within this site option to be BMV. Areas of non-agricultural and poor land coincide with the extensive area of green space proposed. Insufficient non BMV land exists within this site option to deliver strategic, mixed-use development, thus development of this site option would result in the permanent loss of BMV land, mitigation is considered problematic.	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	<p>Remediation of contamination across much of the site is unlikely as a result of the land's agricultural use.</p> <p>The defunct Westmead Refuse Tip is situated in the northeast of the site option on the east bank of the River Avon. Remediation may be required, however an indicative area of green space is proposed for this area, as such viability and deliverability are unlikely to affect built development.</p> <p>Land at Chippenham Shooting Range, may have received waste for a period of time. Indicative proposals show residential development at this site for potential contamination. Further development proposals should be informed by land contamination surveys to assess the extent of constraint and therefore avoid adverse effects on viability and deliverability of development. Mitigation measures may involve straight disposal, in-situ or off-site treatments, depending on the type of land contamination.</p>	(-)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	<p>A Mineral Safeguarding Area may constrain development across the site option. A large amount of the MSA coincides with the area of proposed green space, however, much of the land proposed for residential development is situated within the MSA and could lead to sterilisation of viable mineral resources.</p> <p>The proportion of indicative residential land in this site option affected by the MSA is large. Further proposals for this site must take this into consideration and ensure that development on land affected by the MSA would not lead to the sterilisation of mineral resources.</p> <p>Proposed employment development in the southwest of the site option is entirely unaffected.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	An area of land between Rowden Lane and the B4528, proposed for residential development is situated within an Outer SPZ (Zone 2), as is part of the land proposed for employment development in the southwest of the site option (also Zone 2). Further proposals can sufficiently reduce the effects of development on the Outer SPZ through the incorporation of buffer strips between water courses and development and the use of appropriate land management practices. Pudding Brook runs through the site and flows into the River Avon, this watercourses would be at risk of increased rates of runoff, potentially carrying anthropogenic contaminants. Further development proposals should create a buffer zone between development and Pudding Brook to prevent adverse effects from development on water resources, this buffer zone would also ensure development avoids Flood Zones 2 – 3 associated with Pudding Brook.	(-)
	- Affect surface or groundwater resources in terms of volume, quality and flow?	The site is situated largely within Flood Zone 1 with some land adjacent to the Avon and Pudding Brook within Flood Zones 2 – 3. As development of the site option would flow directly into the River Avon adverse effects from development on water quality and flows are anticipated. Areas of this site option are identified as having a high propensity for groundwater flooding. These areas coincide with indicative green space, as such no effects are expected on development of this site. Development of this greenfield site would likely increase surface water runoff due to increased impermeable surfaces. Mitigation could be achieved through incorporating surface water management measures into the further proposals for the site.	(-)
4. Improve air quality throughout	-Take place within a designated Air Quality Management Area	The site is not situated in proximity to an AQMA.	(0)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
Wiltshire and minimise all sources of environmental pollution	(AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?		
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>The increase in vehicles associated with development of the site would contribute to a decrease in air quality and increase in noise pollution as well as light pollution at night, particularly affecting receptors along the B4528/B4643.</p> <p>Highway access is proposed from the B4528 for this site option, this would likely avoid significant increases in congestion and environmental pollution in central areas of Chippenham.</p> <p>Development will increase vehicle numbers, however, the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the effect of environmental pollution from development.</p>	(-)
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	<p>The Chippenham STW is situated to the southeast of the site option. Proposed green space along the River Avon provides a buffer between the facility and proposed development, as such no adverse effects are expected.</p> <p>The Chippenham Rifle Range is situated in the west of the site in the area proposed for residential development. This existing noise source would likely have adverse effects on development within immediate proximity. Further proposals for the site option should introduce a buffer zone to reduce effects on proposed development. The railway line running along parts of the west of the site option boundary could have adverse effects on residential and employment development in the west of the site. A suitable buffer zone could prevent or reduce noise impacts, alternatively</p>	(-)

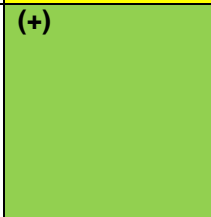
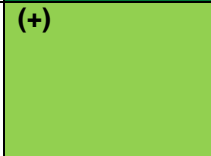
SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		further development proposals could introduce tree planting or landscaping to reduce effects	
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term. Carbon dioxide emissions from new buildings can be somewhat reduced through meeting standards of sustainable construction and design.	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation.. For these positive effects to be maximised it is recommended that, renewable energy generation such as solar PV is considered.	(+ +)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated predominantly in Flood Zone 1. Land along the River Avon is situated in Flood Zones 2 and 3, these areas coincide with the proposed green space. Residential development is proposed in the immediate proximity of Pudding Brook, some of this land is within Flood Zones 2 and 3. Further development proposals for this site option must avoid development proposed in flood risk areas, this can be achieved through the provision of green space. As the majority of development proposed occurs in Flood Zone 1 the proposals would be less vulnerable to increasing extreme climatic events such as fluvial flooding.	(-)
	- Address the risk of flooding from all sources?	All indicative developable areas are situated in Flood Zone 1. Development would increase surface water runoff in proximity to the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Surface water management measures should be incorporated into further development proposals to ensure that existing greenfield rates of surface water runoff are achieved, thus reducing the risk of flooding on-site and in	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>settlements downstream.</p> <p>The three listed buildings clustered at Rowden Farm; two grade II and one Grade II*, are the only listed buildings within the site. A moated site and fishponds southeast of Rowden Farm form a Scheduled Monument which is also situated within the site option.</p> <p>These heritage assets are situated in the east of the site within the indicative area of green space and as such development of the site is unlikely to have any adverse effects.</p> <p>The Rowden Conservation Area extends across the east of the site. The Conservation Area incorporates agricultural fields which contribute to the setting of Rowden Manor. Residential and employment development is proposed in the south and west of the site. While the indicative layout is proposed beyond the Conservation Area, some of the land may contribute to its setting. Where this is the case proposals should avoid this land or incorporate measures which reduce adverse effects on the heritage asset. As development which achievably mitigates potential adverse effects could be accommodated, a minor adverse effect is expected.</p> <p>16 non-designated heritage assets are situated within the approximate area of this site option, this includes evidence for Neolithic, Bronze Age, Iron Age and Roman settlements.</p> <p>There is high potential for unknown heritage assets of archaeological interest. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p>	(-)
7. Conserve and enhance the character and	- Impact on the visual amenity or character of the natural landscape?	<p>There are no designated features within proximity of the site.</p> <p>This site option proposes the majority of development to be focused in the west of</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	the site. The indicative layout makes provision for an area of green space between the River Avon and indicative development land. This proposed green buffer protects the visual amenity in the north of the site option, the flat and wide open views associated with the floodplain and minimises the urbanising influence development would have on the rural landscape to the east. As a result a minor adverse effect from development of this site option is expected on the visual amenity and local character of the surrounding area. Further proposals for this site option can ensure adverse effects on the character of the surrounding landscape are avoided through tree planting and landscaping.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	The development of this site would deliver approximately 903 dwellings, which provides the opportunity to deliver good quality affordable housing that meets local needs in terms of tenure, size and type.	(+)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	This site option is situated partially in land considered to have relatively high deprivation rates and partially in land considered to have relatively low deprivation rates. Two key areas of high deprivation in Chippenham are located to the northwest and northeast of this site option. The indicative layout proposes residential development in the west of the site in proximity to one area of high deprivation. The provision of community facilities and employment land as part of the mixed-use development of this site option would benefit the wider area and support reductions in deprivation nearby.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	An area of indicative residential development in the west of this site option proposes the loss of an area of accessible open space situated south of Rowden Lane. Further proposals for this site option could prevent the loss of this open space. Where it can be demonstrated that loss is unavoidable proposals should create additional open space to offset the loss. The indicative layout proposes a vast area of green space in the east of the area, this has potential to be delivered as accessible open space which would offset the loss of the existing accessible open space.	(-)
	- Result in the loss of PROW?	A number of PROW run through the site. Where PROWs pass through areas proposed for green space adverse effects are not anticipated. Proposed residential development in the west of site option has the potential to affect several PROWs. Further development proposals for the site should retain PROWs, where it is demonstrated that loss or alteration of PROWs is unavoidable provision of suitable alternatives can offset the impact.	(-)
	- Be accessible to educational and health facilities?	Access to secondary schools is weak by non-motorised modes. Access by public transport is strong, particularly in the west of the site, vehicular access would direct traffic through town to existing schools in the north and east. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. This site option has strong access the hospital which is situated immediately north of the areas proposed for residential development. Development at this site would benefit from the provision of a new school to serve the south of Chippenham.	(-)
10. Reduce the need to travel and promote more	- Occur in an area currently accessible by public transport/ walking and	The site is situated along the B4528 and B4643 which is well served by public transport. As such development of this site option would have strong access by public transport, particularly the western areas of the site. Development of the site	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
sustainable transport choices	cycling? If not, is there scope to make it so?	could support an increase in the use of public transport services along this corridor. Ease of access to the town centre by non-motorised modes from the site is strong in the north and moderate to weak in the south in the indicative area of residential development and employment areas. Further proposals for the development of this site option should demonstrate how/if development could be supported by and integrate with improvements to the wider pedestrian and cycle network.	
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	Development of the site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could increase demand for public transport services along the B4528 and B4643. Further proposals for this site option have the potential to create more direct pedestrian and cycle links to the town centre from the south.	(+) 
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	Site Option E1 proposes 18.1ha of employment development. The indicative layout shows this as a single area in the southwest of the site option along the B4528/B4643 and A350. The scale and layout of the indicative employment land suits a mix of use types. Access to the PRN and strategic lorry route along the A350 is strong. The B4528/B4643 is a bus corridor, making public transport access to the indicative employment area strong. This site option offers the potential to provide B1, B2 and B8 employment land.	(+++)
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The area proposed for employment development in this site option would be situated on the periphery of the town and away from existing built up areas. Employment development at the scale would support the vitality of the town, however the distance from the town centre is likely to limit this benefit.	(+) 
	Provide infrastructure that will help to promote economic growth?	This site option has the potential to deliver a stretch of the southern link road between the A350 south of Chippenham and A4 at Pewsham. This would support major housing and employment development.	(+++)



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		Option E1 includes an extensive area of green infrastructure along the River Avon which would better connect the River Avon with the town centre and have minor beneficial effects on the economic growth of Chippenham.	
	Be well connected to Principal Employment Areas?	The area proposed for employment development in E1 is situated in proximity to the Methuen Business Park and improvements to connections between the two sites would capitalise on this potential.	(+) 
12. Ensure adequate provision of high quality employment land and diverse opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the proposed employment development site in Site Option E1. Employment development at this site option would likely have beneficial effects on the vitality of existing employment areas in the south of Chippenham.	(+++)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route. Employment land proposed as part of this site option meets basic commercial market requirements for a range of employment types.	(+++)
	Provide employment land in areas that are easily accessible by sustainable transport?	Access by public transport is considered strong in the southwest of Site Option E1. The area proposed for employment development is situated on the B4528, which is an existing bus corridor into Chippenham. Non-motorised access from the indicative employment area to the town centre and transport hubs is weak, further proposals for the development of this site option should seek to improve pedestrian and cycle links through the site in order to provide a greater range of sustainable transport modes serving the proposed employment area.	(+) 

Table A.12: Option E2 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not directly affect any designated sites of biodiversity or geological value.</p> <p>The River Avon CWS forms the majority of the eastern boundary of the site. The River Avon is a Priority Habitat and the associated floodplain forms a grazing marsh which could be an important habitat for wading and wintering birds. The indicative layout proposes a significant green buffer along the entire extent of the River Avon in the east of the site. As such no effects from development are expected on these biodiversity features.</p> <p>Daubenton's, Whiskered, Pipistrelle, Greater horseshoe, Lesser horseshoe, Brown long-eared, Brandt's, Serotine, Noctule and Soprano pipistrelle Bats are recorded in the site. Bat activity has been recorded at Patterdown in the west of the site and at Showell in the south. Development is proposed in immediate proximity to both of these areas and could have adverse effects on these populations. Further proposed development should be informed by ecological surveys to better understand how development of the site option can mitigate adverse effects.</p> <p>European Otter is recorded on the River Avon, no adverse effects from development are expected as a result of the extensive buffer zone proposed. Public access restrictions might be an additional measure necessary to protect Otter species.</p>	(-)
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>The railway embankment running along parts of the west of site is a significant green corridor and links with Pudding Brook which crosses the site west to east and flows into the Avon. Residential development is proposed to be situated on Pudding Brook in the west of the site, this could have adverse effects on habitat connectivity. Further development proposals for this site option can, using green buffers, avoid this area to prevent adverse effects.</p>	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>An area of neutral grassland in the north of the site is situated within the extensive area of proposed green space, this prevents adverse effects from development.</p> <p>Throughout the site large overgrown hedgerows and standing deadwood trees are significant ecological features which development of the site has the potential to harm. Further proposals for this site option should take account of this and prevent adverse effects from development by retaining these features or, where it can be demonstrated that harm is unavoidable, translocating them.</p>	
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>	<p>- Use previously developed land, greenfield land or a mix of both?</p>	<p>The indicative layout shows that proposed development would occur predominantly on greenfield land. There are areas of previously developed land are present in the site. Land at Showell Nursery is omitted from this site option. Due to the extent of greenfield land mitigation would be problematic.</p>	<p>(- -)</p>
	<p>- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?</p>	<p>The site is comprised predominantly of BMV agricultural land. Much of the area identified for development is coincides with Grade 2 (very good) land. The precautionary approach to Grade 3 land presumes areas of Grade 3 within this site option to be BMV. A small area of Grade 1 (excellent) land is situated in the south of this site option. Areas of non-agricultural and poor land coincide with the extensive area of green space proposed.</p> <p>There is insufficient non-BMV land within this site option to deliver all the strategic, mixed-use development proposed, therefore development of this site option would likely result in the permanent loss of BMV land, mitigation is considered problematic.</p>	<p>(- -)</p>
	<p>- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</p>	<p>Remediation of contamination across much of the site is unlikely as a result of the land's agricultural use.</p> <p>The defunct Westmead Refuse Tip is situated in the northeast of the site option on the east bank of the River Avon. Remediation may be required, however as green space is proposed for this area viability and deliverability are unlikely to affect built development.</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		Two areas, land at Showell Nursery and land at Chippenham Shooting Range, may have received waste for a period of time. Land at Showell Nursery is omitted from this site option however residential development is proposed adjacent to this area. Proposals show residential development at the Chippenham Shooting Range, further development proposals should be informed by land contamination surveys to assess the extent of constraint and therefore avoid adverse effects on viability and deliverability of development.	
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	<p>A Mineral Safeguarding Area may constrain development across the site option. A large amount of the MSA coincides with the area of proposed green space, however, much of the land proposed for residential development is situated within the MSA and could lead to sterilisation of viable mineral resources.</p> <p>The proportion of indicative residential land in this site option affected by the MSA is large. Further proposals for this site must take this into consideration and ensure that development on land affected by the MSA would not lead to the sterilisation of mineral resources.</p> <p>Proposed employment development in the southwest of the site option is entirely unaffected.</p>	(-)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	<p>An area of land between Rowden Lane and the B4528/B4643, proposed for residential development is situated within an Outer SPZ (Zone 2), as is part of the land proposed for employment development in the southwest of the site option (also Zone 2). Further proposals can sufficiently reduce the effects of development on the Outer SPZ through the incorporation of buffer strips between water courses and development as well as the use of appropriate land management practices.</p> <p>Pudding Brook runs through the site and flows into the River Avon, this watercourses would be at risk of increased rates of runoff, potentially carrying anthropogenic contaminants. Further development proposals should create a buffer zone between development and Pudding Brook to prevent adverse effects from development on water resources, this buffer zone would also ensure development</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		avoids Flood Zones 2 – 3 associated with Pudding Brook.	
	- Affect surface or groundwater resources in terms of volume, quality and flow?	<p>The site is situated largely within Flood Zone 1 with some land adjacent to the Avon and Pudding Brook within Flood Zones 2 – 3. As development of the site option would flow directly into the River Avon adverse effects from development on water quality and flows are anticipated.</p> <p>Areas of this site option are identified as having a high propensity for groundwater flooding. These areas coincide with indicative green space, as such no effects are expected on development of this site.</p> <p>Development of this greenfield site would likely increase surface water runoff due to increased impermeable surfaces. Mitigation could be achieved through incorporating surface water management measures into the further proposals for the site.</p>	(-)
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in	The site is not situated in proximity to an AQMA.	(0)

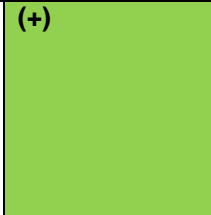
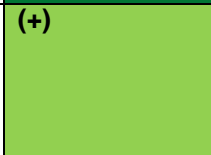
SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	line with local air quality management plan?		
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>The increase in vehicles associated with development of the site would contribute to a decrease in air quality and increase in noise pollution as well as light pollution at night, particularly affecting receptors along the B4528/B4643.</p> <p>Highway access is proposed from the B4528 for this site option, this would likely avoid significant increases in congestion and environmental pollution in central areas of Chippenham.</p> <p>Development will increase vehicle numbers, however, the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the effect of environmental pollution from development.</p>	(-)
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	<p>The Chippenham Sewage Treatment Works is situated to the site's southeast. Indicative green space is proposed along the River Avon and this provides a buffer between the facility and indicative development areas, as such no adverse effects are expected.</p> <p>The Chippenham Rifle Range is situated in the west of the site in the area proposed for residential development. This existing noise source would likely have adverse effects on development within immediate proximity. Further proposals for the site option should introduce a buffer zone to reduce effects on proposed development. The railway line running along parts of the west of the site option boundary could have adverse effects on residential and employment development in the west of the site. A suitable buffer zone could prevent or reduce noise impacts, alternatively further development proposals could introduce tree planting or landscaping to reduce effects</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings associated with new development. This is unavoidable to some extent and mitigation is likely to remain problematic in the short to medium term. Carbon dioxide emissions from new buildings can be reduced to an extent through meeting standards of sustainable construction and design.	(- -)
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation; thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For these positive effects to be maximised it is recommended that renewable energy generation such as solar PV is considered.	(+ +)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated predominantly in Flood Zone 1. Land along the River Avon is situated in Flood Zones 2 – 3, these areas coincide with the proposed green space. Residential development is proposed in the immediate proximity of Pudding Brook, some of this land is within Flood Zones 2 – 3. Further development proposals for this site option must avoid development proposed in flood risk areas, this can be achieved through the provision of green space. As the majority of development proposed occurs in Flood Zone 1 the proposals would be less vulnerable to increasing extreme climatic events such as fluvial flooding.	(-)
	- Address the risk of flooding from all sources?	The majority of indicative developable areas in Option E2 are situated in Flood Zone 1. An area proposed for residential development in proximity to Pudding Brook is located in Flood Zones 2 and 3. Further proposals should ensure a buffer zone is provided along Pudding Brook to reduce the risk of flooding. Development would increase surface water runoff in proximity to the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Surface water management measures should be	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		incorporated into further development proposals to ensure that existing greenfield rates of surface water runoff are achieved, thus reducing the risk of flooding on-site and in settlements downstream.	
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>The three listed buildings clustered at Rowden Farm; two grade II and one Grade II*, are the only listed buildings within the site. A moated site and fishponds southeast of Rowden Farm form a Scheduled Monument which is also situated within the site option.</p> <p>These heritage assets are situated in the east of the site within the area proposed for green space and as such development of the site is unlikely to have any adverse effects.</p> <p>The Rowden Conservation Area extends across the east of the site. The Conservation Area incorporates agricultural fields which contribute to the setting of Rowden Manor. Residential and employment development is proposed in the south and west of the site. While the indicative layout is proposed beyond the Conservation Area, some of the land may contribute to its setting. Where this is the case proposals should avoid this land or incorporate measures which reduce adverse effects on the heritage asset. As development which achievably mitigates potential adverse effects could be accommodated, a minor adverse effect is expected.</p> <p>16 non-designated heritage assets are situated within the approximate area of this site option, this includes evidence for Neolithic, Bronze Age, Iron Age and Roman settlements.</p> <p>There is high potential for unknown heritage assets of archaeological interest. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	There are no designated features within proximity of the site. This site option proposes the majority of development to be focused in the west of the site. The indicative layout makes provision for an area of green space between the River Avon and indicative development land. This proposed green buffer protects the visual amenity in the north of the site option, the flat and wide open views associated with the floodplain and minimises the urbanising influence development would have on the rural landscape to the east. As a result a minor adverse effect from development of this site option is expected on the visual amenity and local character of the surrounding area. Further proposals for this site option can ensure adverse effects on the character of the surrounding landscape are avoided through tree planting and landscaping.	(-)
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	A mixed use development of this site would deliver approximately 1140 dwellings, which provides the opportunity to deliver good quality affordable housing that meets local needs in terms of tenure, size and type.	(+)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	This site option is situated partially in land considered to have relatively high deprivation rates and partially in land considered to have relatively low deprivation rates. Two key areas of high deprivation in Chippenham are located to the northwest and northeast of this site option. The indicative layout proposes residential development in the west of the site in proximity to one area of high deprivation.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		The provision of community facilities and employment land as part of the mixed-use development of this site option would benefit the wider area and support reductions in deprivation nearby.	
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	An area of indicative residential development in the west of this site option proposes the loss of an area of accessible open space situated south of Rowden Lane. Further proposals for this site option could prevent the loss of this open space. Where it can be demonstrated that loss is unavoidable proposals should create additional open space to offset the loss. The indicative layout proposes a vast area of green space in the east of the area, this has potential to be delivered as accessible open space which would offset the loss of the existing accessible open space.	(-)
	- Result in the loss of PROW or provision of new PROW?	A number of PROW run through the site. Where PROWs pass through areas proposed for green space adverse effects are not anticipated. Proposed residential development in the west of site option has the potential to affect several PROWs. Further development proposals for the site should retain PROWs, where it is demonstrated that loss or alteration of PROWs is unavoidable provision of suitable alternatives can offset the impact.	(-)
	- Be accessible to educational and health facilities?	Access to secondary schools is weak by non-motorised modes. Access by public transport is strong, vehicular access would direct traffic through the town centre to existing schools in the north and east. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. This site option has strong access the hospital, particularly for the northern most area proposed for residential development.	(-)
10. Reduce the need to travel and promote more sustainable	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there	The site is situated along the B4528/B4643 which is well served by public transport. Development of the site could support an increase in the use of public transport services along this corridor.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
transport choices	scope to make it so?	Ease of access to the town centre by non-motorised modes from the site is strong in the north and moderate to weak in the south in the indicative area of residential development and employment areas. Further proposals for the development of this site option should demonstrate how/if development could be supported by and integrate with improvements to the wider pedestrian and cycle network.	
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	Development of the site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could increase the use of services along the existing corridor. Further proposals for this site option have the potential to provide more direct pedestrian and cycle routes to the town centre from the south.	(+) 
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	This site option proposes 18.1ha of employment development which is shown on the indicative layout as being formed of one large area in the southwest of the site option. The scale and location of this employment land would be suited to a mix of use types. Access to the PRN and strategic lorry route along the A350 is strong. The B4528/B4643 is a bus corridor, making public transport access to the indicative employment area strong. As such Site Option E2 offers the potential to provide B1, B2 and B8 employment land.	(+++)
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The area proposed for employment development in this site option would be situated on the outskirts of the town and away from existing built up areas. Employment development at the scale proposed would likely support the vitality and viability of the town; however the distance of this employment land from the town centre is likely to limit the benefits for the town centre.	(+) 
	Provide infrastructure that will help to promote economic growth?	There is potential for this site option to deliver a stretch of the southern link road to Chippenham between the A350 and the A4 at Pewsham. The provision of this road infrastructure would support the delivery of major housing and employment development.	(+++)

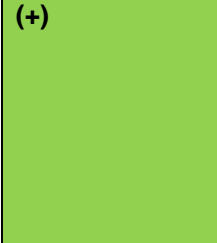
SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		The site option also proposes an extensive area of green infrastructure along the River Avon, this would have minor beneficial effects on economic growth by better connecting the river with the town centre.	
	Be well connected to Principal Employment Areas?	The area proposed for employment development in E2 is situated in proximity to the Methuen Business Park; however improvements to connections between the two sites would be required to capitalise on this proximity.	(+)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the proposed employment development area in this site option. Employment development at this site option would likely have beneficial effects on the vitality of existing employment areas in the south of Chippenham.	(+++)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	The quantum of indicative employment land proposed, strong access by public transport and strong access to the PRN and strategic lorry route make this site option well suited to a mix of use class types. Employment land at this site option meets the basic commercial requirements for B1, B2 and B8 uses.	(+++)
	Provide employment land in areas that are easily accessible by sustainable transport?	Access to site option E2 by public transport is strong. The indicative area for employment development is situated on the B4528/B4643, which is an existing bus corridor. Non-motorised access to the town centre and transport hubs is weak and would require on-site improvements to pedestrian and cycle links between the town centre and proposed employment land in order to provide a greater range of sustainable transport modes serving the proposed employment area.	(+) 

Table A.13: Option E3 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>Development of the site would not directly affect any designated sites of biodiversity or geological value.</p> <p>The River Avon County Wildlife Site (CWS) forms the site option's eastern boundary in the northeast and south east. The River Avon is a BAP Priority Habitat and the associated floodplain forms grazing marsh which could be important for wintering or wading birds. The indicative layout proposes a significant buffer zone, shown as green space, between proposed development and the River Avon in the east of the site. As such no effects from development are expected on these biodiversity features.</p> <p>Daubenton's, Whiskered, Pipistrelle, Greater horseshoe, Lesser horseshoe, Brown long-eared, Brandt's, Serotine, Noctule and Soprano pipistrelle Bats are recorded in the site. Bat activity has been recorded at Patterdown in the west of the site and at Showell in the south. Development is proposed in proximity to both these areas and could have adverse effects on these populations, particularly at Showell Nursery and land to the south where residential development would occur in proximity of existing agricultural buildings which may be potential roosting sites. Further proposed development should be informed by ecological surveys to better understand how development of the site option can mitigate adverse effects.</p> <p>European Otter is recorded on the River Avon, no adverse effects from development are expected as a result of the extensive buffer zone proposed. Additionally, public access restrictions may be necessary to protect Otter populations at this stretch of the Avon.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	<p>- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?</p>	<p>The railway embankment which forms part of the western boundary of this site option is a significant green corridor and links with Pudding Brook which crosses the area west to east and flows into the Avon. Residential development is proposed to be situated on Pudding Brook in the west of the site, this could have adverse effects on habitat connectivity. Further development proposals for this site option can, using green buffers, avoid this area to prevent adverse effects.</p> <p>An area of neutral grassland with potential to become species rich grassland is partially situated within the north of the site. Green space is proposed in this area which prevents adverse effects from development.</p> <p>Throughout the site large overgrown hedgerows and standing deadwood trees are significant ecological features which could be affected by residential and employment development in the west and south of the site. Further proposals for this site option should take account of this and prevent adverse effects from development by retaining these features or, where it can be demonstrated that harm is unavoidable, translocating them.</p>	(-)
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>	<p>- Use previously developed land, greenfield land or a mix of both?</p>	<p>The indicative layout shows that proposed development would occur predominantly on greenfield land. There are areas of previously developed land are present in the site. Land at Showell Nursery is omitted from this site option. Due to the extent of greenfield land mitigation would be problematic.</p>	(- -)
	<p>- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?</p>	<p>The site is comprised of Grades 1 (excellent), 2 (very good) and 3 (presumed good) BMV agricultural land. Areas of Grade 4 (poor) coincide with the area of green space proposed along the River Avon. A small area of non-agricultural urban lands is situated in the north of the site and coincides with the area of green space proposed.</p> <p>There is insufficient non-BMV land within this site option to deliver all the mixed-use development proposed, development of this site option would result in the permanent loss of BMV land, mitigation is considered problematic.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	Remediation of contamination across much of the site is unlikely as a result of the land's agricultural use. Two areas, land at Showell Nursery and land at Chippenham Shooting Range, may have received waste historically. Land at Showell Nursery is omitted from this site option however residential development is proposed adjacent to this site. Proposals show residential development at Chippenham Shooting Range, which could require remediation. Further development proposals for the site should undertake contaminated land surveys to assess the extent of constraint to development and thus reduce risk of adverse effects on viability and deliverability of proposed development.	(-)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	A Mineral Safeguarding Area may constrain development across a small part of this site option. Much of the MSA coincides with the proposed green space, however, an area of the land proposed for residential development is situated within the MSA and could lead to sterilisation of viable mineral resources. Further proposals for this site must take this into consideration and ensure that development on land affected by the MSA would not lead to the sterilisation of mineral resources. The proportion of the indicative residential area of this site option affected by the MSA is small. This site option contains a sufficient amount of land not in the MSA to deliver the indicative amount of residential and employment land set out. Proposed employment development in the southwest of the site option and residential development proposed west of the B4528/B4643 and at Showell Nursery would be entirely unaffected.	(-)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	An area of land between Rowden Lane and the B4528/B4643, proposed for residential development is situated within an Outer SPZ (Zone 2), as is part of the land proposed for employment development in the southwest of the site option (also Zone 2). Further proposals for development of this site option should seek to reduce the effects of development on the Outer SPZ by including within the design buffer strips between water courses and development and ensuring the use of appropriate land management practices.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>Pudding Brook runs through the site and flows into the River Avon, this watercourses would be at risk of increased rates of runoff, potentially carrying anthropogenic contaminants. Further development proposals should create a buffer zone between development and Pudding Brook to prevent adverse effects from development on water resources, this buffer zone would also ensure proposals avoids Flood Zones 2 – 3 associated with Pudding Brook.</p>	
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p>The site is situated largely within Flood Zone 1 with some land adjacent to the Avon and Pudding Brook within Flood Zones 2 – 3. As development of the site option would flow directly into the River Avon adverse effects from development on water quality and flows are anticipated.</p> <p>Areas of this site option are identified as having a high propensity for groundwater flooding. These areas coincide with indicative green space, as such no effects are expected on development of this site.</p> <p>Development of this greenfield site would likely increase surface water runoff due to increased impermeable surfaces. Mitigation could be achieved through incorporating surface water management measures into the further proposals for the site.</p>	(-)
<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</p>	<p>-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality</p>	<p>The site is not situated in proximity to an AQMA.</p>	(0)

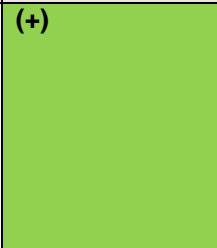
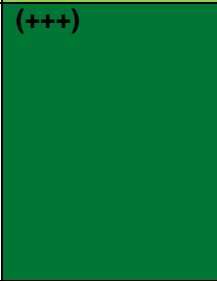
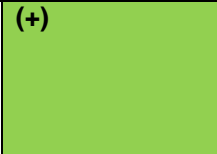

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	management plan? -Lead to a decrease in air quality locally? Or increase noise or light pollution?	The increase in vehicles associated with development of the site would contribute to a decrease in air quality and increase in noise pollution as well as light pollution at night, particularly affecting receptors along the B4528/B4643. Highway access is proposed from the B4528 for this site option, this would likely avoid significant increases in congestion and environmental pollution in central areas of Chippenham and at existing congestion points. Development will increase vehicle numbers, however, the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the effect of environmental pollution from development.	(-)
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	The Chippenham Sewage Treatment Works is situated to the southeast of the site option. Proposed green space in the southeast of the site provides a buffer between the facility and proposed development, as such no adverse effects are expected. The Chippenham Rifle Range is situated in the west of the site in the area proposed for residential development. This existing noise source would likely have adverse effects on development within immediate proximity. Further proposals for the site option should introduce a buffer zone, landscaping and vegetation screening to reduce effects on proposed development. The railway line running along the west of the proposed residential and employment areas in this site option boundary could have adverse effects on amenity, particularly for development west of the B4643. A buffer zone could prevent or reduce noise impacts, alternatively further development proposals could introduce tree planting or landscaping to reduce effects.	(-)
5a. Minimise our impacts on climate change –	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings. This is unavoidable to some extent.	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
through reducing greenhouse gas emissions		Carbon dioxide emissions from new buildings can be reduced to an extent through meeting standards of sustainable construction and design.	
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of the site has the potential to make provision for on-site renewable or very low carbon energy generation. For these positive effects to be maximised it is recommended that, renewable energy generation such as solar PV is considered.	(+ +)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated predominantly in Flood Zone 1. Land along the River Avon is situated in Flood Zones 2 – 3, these areas coincide with the proposed green space. Residential development is proposed in the immediate proximity of Pudding Brook, some of this land is within Flood Zones 2 – 3. Further development proposals for this site option must avoid development proposed in flood risk areas, this can be achieved through the provision of green space. As the majority of development proposed occurs in Flood Zone 1 the proposals would be less vulnerable to increasing extreme climatic events such as fluvial flooding.	(-)
	- Address the risk of flooding from all sources?	All indicative developable areas are situated in Flood Zone 1. Development would increase surface water runoff in proximity to the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Surface water management measures should be incorporated into further development proposals to ensure that existing greenfield rates of surface water runoff are achieved, thus reducing the risk of flooding on-site and in settlements downstream.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>There are no listed buildings within this site option, however, the setting of three listed buildings clustered at Rowden Farm are influenced by land within the site option.</p> <p>The Rowden Conservation Area extends across the east of the site. The Conservation Area incorporates agricultural fields which contribute to the setting of Rowden Manor. Residential and employment development is proposed in the south and west of the site. While the indicative layout is proposed beyond the Conservation Area, some of the land may contribute to its setting. Where this is the case proposals should avoid this land or incorporate measures which reduce adverse effects on the heritage asset. As development which achievably mitigates potential adverse effects could be accommodated, a minor adverse effect is expected.</p> <p>16 non-designated heritage assets are situated within the approximate area of this site option, this includes evidence for Neolithic, Bronze Age, Iron Age and Roman settlements.</p> <p>There is high potential for unknown heritage assets of archaeological interest. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p>	(-)
7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and</i>	<p>There are no designated features within proximity of the site.</p> <p>Development of this site option proposes an extensive green buffer along the River Avon which protects the flat and wide open views associated with the floodplain and minimises the effects of urbanisation on the rural landscape. The provision of this extensive green buffer protects the visual amenity in the north of the site option. South of Showell Nursery, however, the proposed green buffer between the river and proposed residential development narrows. This coincides with the most rural and remote area within this site option, as such development would have an increased urban influence on the southern approach to Chippenham. This is</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
distinctiveness and sense of place	<i>their setting;</i> - <i>Local amenity.</i>	deemed to be difficult mitigate with the proposed layout as the extent of the indicative green space proposed in the south of the site would need to be increased.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	The development of this site would deliver approximately 1785 dwellings, which provides the opportunity to deliver a significant number of good quality affordable homes that meets local needs in terms of tenure, size and type.	(+++)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	Site option E3 is situated partially in land considered to have relatively high levels of deprivation and partially in land considered to have relatively low levels of deprivation. Two key areas of high deprivation in Chippenham are located to the northwest and northeast of this site option. The indicative layout proposes residential development in the west of the site in proximity to one area of high deprivation. The provision of community facilities and employment land as part of the mixed-use development of this site option would benefit the wider area and support reductions in deprivation nearby,	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	An area of indicative residential development in the west of this site option proposes the loss of an area of accessible open space situated south of Rowden Lane. Further proposals for this site option could prevent the loss of this open space. Where it can be demonstrated that loss is unavoidable proposals should create additional open space to offset the loss. The indicative layout proposes a vast area of green space in the east of the area, this has potential to be delivered as accessible open space which would offset the loss of the existing accessible open	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		space. A number of PRowWs run through the site. Where PRowWs pass through areas proposed for green space adverse effects are not anticipated. Proposed residential development in the west of site option has the potential to affect several PRowWs. Further development proposals for the site should retain PRowWs, where it is demonstrated that loss or alteration of PRowWs is unavoidable provision of suitable alternatives can offset the impact.	(-)
	- Result in the loss of PRow or provision of new PRow? - Be accessible to educational and health facilities?	Access to secondary schools from this site option is weak by non-motorised modes, particularly in the south of the site option. Access by public transport is strong along the western extent of the site. Vehicular access to schools would direct traffic through the town centre to existing schools in the north and east. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. This site option has strong to moderate non-motorised access to the hospital, the northern areas perform particularly strongly as the hospital is situated immediately north of the indicative areas proposed for residential development.	(-)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	The site is situated along the B4528/B4643 which is well served by public transport. Development of the site could support an increase in the use of public transport services along this corridor. Ease of access to the town centre by non-motorised modes from the site is strong in the north and moderate to weak in the south in the indicative area of residential development and employment areas. Further proposals for the development of this site option should demonstrate how/if development could be supported by and integrate with improvements to the wider pedestrian and cycle network.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	Development of the site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could create demand for public transport services along the B4528/B4643. Further proposals for this site option have the potential to integrate on-site pedestrian and cycle routes into existing surrounding routes, creating more direct routes through the wider area, particularly between the town centre and areas further south.	(+) 
D1. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	Site Option E3 proposes 18.1ha of employment development in the southwest of the site option. The indicative layout shows this as a single area in the southwest of the site option along the B4528/B4643 and A350. The scale and layout of the indicative employment land suits a mix of use types. Access to the PRN and strategic lorry route along the A350 is strong. The B4528/B4643 is an existing bus corridor, providing strong public transport access to the indicative employment area. As such Site Option E3 offers the potential to provide B1, B2 and B8 employment land.	(+++) 
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The area proposed for employment development in this site option would be situated on the periphery of the town and away from existing built up areas. The scale of employment development proposed at this site option would support the vitality of the town, however the distance of the proposed site to existing town centre uses is likely to limit the extent of the beneficial effect.	(+) 
	Provide infrastructure that will help to promote economic growth?	This site option hold the potential to deliver strategic road infrastructure for Chippenham. Development of this site option would provide part of the southern link road to Chippenham, connecting the A350 south of the town to the A4 at Pewsham. This would support major housing and employment growth. Site Option E3 also proposes an extensive area of green infrastructure along the River Avon. This green space would provide a better connection to the town centre from the south along the river, this would likely have minor beneficial effects on economic growth.	(+++) 

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	Be well connected to Principal Employment Areas?	The indicative area of employment land proposed in Site Option E3 is situated in proximity to the Methuen Business Park; however improvements to connections between the two sites would be required to capitalise on this proximity.	(+)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the proposed employment development site in Site Option E3. Employment development at this site option would likely have beneficial effects on the vitality of existing employment areas in the south of Chippenham.	(+++)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route. Employment land proposed as part of this site option meets basic commercial market requirements for a range of employment types.	(+++)
	Provide employment land in areas that are easily accessible by sustainable transport?	Access by public transport is considered strong in the southwest of Site Option E3. The area proposed for employment development is situated on the B4528/B4643, which is an existing bus corridor. Non-motorised access to the town centre and transport hubs is weak. Further proposals for the development of this site option should seek to improve pedestrian and cycle links through the site in order to provide a greater range of sustainable transport modes serving the proposed employment area.	(+)

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Table A.14: Option E5 assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<p>1. Protect and enhance all biodiversity and geological features and avoid irreversible losses</p>	<p>- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?</p>	<p>Development of Site Option E5 would not directly affect any designated sites of biodiversity or geological value.</p> <p>The River Avon CWS forms much of the site’s eastern boundary. The river is also a BAP Priority Habitat and the floodplain associated with it forms areas of grazing marsh which have the potential to support wintering and wading birds. The indicative layout proposes a significant area of green space between this area and the developable area, this is shown as green space on the indicative layout drawing. As such no effects from development are expected on these biodiversity features.</p> <p>Protected species including Daubenton’s, Whiskered, Pipistrelle, Greater horseshoe, Lesser horseshoe, Brown long-eared, Brandt’s, Serotine, Noctule and Soprano pipistrelle Bats are recorded in the site. Bat activity has been recorded at Patterdown in the west of the site option and at Showell Nursery in the south. Developable areas are proposed in proximity to both these areas, as such development of this site option could adversely affect these populations.</p> <p>Further proposed development should be informed by ecological surveys to better understand how development of the site option can mitigate adverse effects.</p> <p>European Otter is recorded on the River Avon, no adverse effects from development are expected as a result of the extensive buffer zone proposed, public access restrictions may be necessary to provide further protection to Otter populations at this stretch of the Avon.</p>	<p>(-)</p>

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	<p>- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?</p>	<p>The railway embankment which forms the majority of the western boundary of Option E5 is a significant green corridor and links with Pudding Brook, which crosses the area west to east and flows into the Avon. Residential development is proposed to be situated on land which forms Pudding Brook and its flood zone. This could have adverse effects on habitat connectivity in the area. Further development proposals for this site option can, using green buffers, avoid this area to prevent adverse effects.</p> <p>An area of neutral grassland with potential to become species rich grassland is partially situated within the north of the site. Indicative green space is proposed in this area which prevents adverse effects from development.</p> <p>Large overgrown hedgerows and standing deadwood trees are present throughout the site, these are significant ecological features which could be affected by the development of this site option. Further proposals for this option E5 should take account of this and prevent adverse effects from development by retaining these features or, where it can be demonstrated that harm is unavoidable, translocating them.</p>	(-)
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>	<p>- Use previously developed land, greenfield land or a mix of both?</p>	<p>The indicative layout shows that proposed development would occur predominantly on greenfield land. A small area of land at Showell Nursery comprises previously developed land. Due to the extent of greenfield land mitigation would be problematic.</p>	(- -)
	<p>- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?</p>	<p>The site is comprised of Grades 1 (excellent), 2 (very good) and 3 (presumed good) BMV agricultural land. Areas of Grade 4 (poor) coincide with the area of green space proposed along the River Avon. A small area of non-agricultural urban lands is situated in the north of the site and coincides with the area of green space proposed.</p> <p>Under the presumption that Grade 3 land in this site option is BMV there remains insufficient poor and non-agricultural land within this site option to deliver the level of mixed-use development proposed, as such the development of this site option</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		would likely result in the permanent loss of BMV land.	
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	<p>Remediation of contamination across much of the site is unlikely as a result of the land's agricultural use.</p> <p>An area of land at Showell Nursery is identified as potentially having received waste in the past. Similarly land at Chippenham Shooting Range, situated within the developable area in this site, is recorded as having received waste. Remediation of these sites may be required prior to their development. Decisions should be based on the outcome of contaminated land surveys. These surveys should assess the extent of constraint to development, informing the extent to which contaminated land is a risk to viability and deliverability of proposed development.</p>	(-)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	<p>A Mineral Safeguarding Area may constrain development across a small part of this site option. Much of the MSA coincides with the indicative area green space proposed across much of the east of the site. Part of the developable area earmarked for residential development is situated within the MSA, development of this land could lead to the sterilisation of viable mineral resources. Further proposals for this site option would be expected to consider this and ensure that development on affected land would not sterilise mineral resources.</p> <p>The proportion of the indicative residential area of this site option affected by the MSA is small, making avoidance more achievable. The developable area within this site option is likely sufficient to deliver the scale of development proposed.</p>	(-)
3. Use and manage water resources in a sustainable manner	<p>- Be situated in any of the following:</p> <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	<p>The indicative area of residential development south of Rowden Lane is situated within an Outer SPZ (Zone 2), so too is a part of the indicative employment land in the southwest of the site option. Further proposals for development of this site option should seek to reduce the effects of development on the Outer SPZ by including within the design buffer strips between water courses and development and ensuring the use of appropriate land management practices.</p> <p>Pudding Brook runs through the site and flows into the River Avon, this watercourses would be at risk of increased rates of runoff, potentially carrying</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		<p>anthropogenic contaminants.</p> <p>Further development proposals should create a buffer zone between development and Pudding Brook to prevent adverse effects from development on water resources, this buffer zone would also ensure proposals avoids Flood Zones 2 and 3 associated with Pudding Brook.</p>	
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p>The developable area of E5 is situated largely within Flood Zone 1 with some land adjacent to Pudding Brook within Flood Zones 2 and 3. As development of the site option would flow directly into the River Avon adverse effects from development on water quality and flows are anticipated.</p> <p>Areas of this site option are identified as having a high propensity for groundwater flooding. These areas coincide with indicative green space, as such no effects are expected on development of this site.</p> <p>Development of this greenfield site would likely increase surface water runoff due to increased impermeable surfaces. Mitigation could be achieved through incorporating surface water management measures into the further proposals for the site.</p>	(-)
<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</p>	<p>-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?</p>	<p>The site is not situated in proximity to an AQMA.</p>	(0)

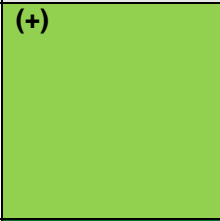
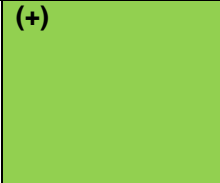

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>The increase in vehicles associated with the development of this site option would lead to a decrease in local air quality and increase in noise pollution as well as light pollution at night, particularly affecting receptors along the B4528/B4643.</p> <p>Highway access is proposed from the B4528, this would likely avoid existing areas of congestion and the town centre thus having limited effect in terms of increases in congestion and environmental pollution at these locations.</p> <p>Development will increase vehicle numbers, however, the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the effect of environmental pollution from development.</p>	(-)
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	<p>The Chippenham STW is situated to the southeast of the site option. Proposed green space in the southeast of the site provides a buffer between the facility and proposed development, as such no adverse effects are expected.</p> <p>The Chippenham Rifle Range is situated in the west of the site. This existing noise source would likely have adverse effects on development within its immediate proximity.</p> <p>Further proposals for the site option should introduce a buffer zone, landscaping and vegetation screening to reduce effects on proposed development, this would likely reduce the developable area to some extent.</p> <p>The railway line running along the west of the proposed residential and employment areas in this site option boundary could have adverse effects on development, particularly for development on the strip of land west of the B4643. A buffer zone could prevent or reduce noise impacts, alternatively further development proposals could introduce sufficient levels of tree planting or landscaping to reduce noise and vibration to acceptable levels.</p>	(-)
5a. Minimise our impacts on	- Reduce greenhouse emissions, in particular	The development of this site option would increase greenhouse gas emissions, in particular carbon emissions due to increased levels of traffic and new buildings.	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
climate change – through reducing greenhouse gas emissions	carbon dioxide emissions?	This is unavoidable to some extent. Carbon dioxide emissions from new buildings can be reduced to an extent through meeting standards of sustainable construction and design.	
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development of this site option has could support the provision of on-site renewable and very low carbon energy generation. For these positive effects to be maximised it is recommended that, renewable energy generation such as solar PV is considered.	(++)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	The site is situated predominantly in Flood Zone 1. Land along the River Avon is situated in Flood Zones 2 and 3, these areas generally coincide with the proposed green space, although an area of residential development proposed in proximity to Pudding Brook would be situated in Flood Zone 2 and 3. Further development proposals for this site would be required to avoid development in areas at risk of flooding. The small size of the affected area makes avoidance achievable while ensuring sufficient land in this site option exists to deliver the level of development proposed. A green buffer should be proposed along the entire length of Pudding Brook within this site option. Providing further proposals avoid Flood Zones 2 and three development would be less vulnerable to increasing extreme climatic events such as fluvial flooding.	(-)
	- Address the risk of flooding from all sources?	The majority of the indicative developable area is situated in Flood Zone 1. Avoidance of areas at Pudding Brook within Flood Zones 2 and 3 would be required to address the risk of flooding to development in the vicinity. Development of E5 would increase impermeable areas and therefore increase rates of surface water runoff in proximity to the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Further proposals for this site option should include surface water	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		management measures into the design to ensure that existing greenfield rates of surface water runoff are achieved.	
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>This site option contains no listed buildings, however, land which contributes to the setting of three listed buildings clustered at Rowden Farm is located within the site option.</p> <p>The Rowden Conservation Area extends across the east of the site. The Conservation Area incorporates agricultural fields which contribute to the setting of Rowden Manor. Residential and employment development is proposed in the south and west of the site. While the indicative layout is proposed beyond the Conservation Area, some of the land may contribute to its setting. Where this is the case proposals should avoid this land or incorporate measures which reduce adverse effects on the heritage asset. As development which achievably mitigates potential adverse effects could be accommodated, a minor adverse effect is expected.</p> <p>16 non-designated heritage assets are situated within the approximate area of this site option, this includes evidence for Neolithic, Bronze Age, Iron Age and Roman settlements.</p> <p>There is high potential for unknown heritage assets of archaeological interest. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains.</p>	(-)
7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i>	<p>There are no designated features within proximity of the site.</p> <p>This site option proposes the majority of development to be focused in the west of the site in proximity to existing development. The indicative layout makes provision for an area of green space between the River Avon and indicative development land. This proposed green buffer protects the visual amenity in the north of the site option, the flat and wide open views associated with the floodplain and minimises the urbanising influence development would have on the rural landscape to the</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
strengthening local distinctiveness and sense of place	<ul style="list-style-type: none"> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i> 	east. As a result a minor adverse effect from development of this site option is expected on the visual amenity and local character of the surrounding area. Further proposals for this site option can ensure adverse effects on the character of the surrounding landscape are avoided through tree planting and landscaping.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	The development of site option E5 would deliver approximately 1385 dwellings, which provides the opportunity to deliver a significant number of good quality affordable homes that meets local needs in terms of tenure, size and type.	(+++)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	<p>Site option E5 is situated in an area of land considered to have relatively high levels of deprivation and an area with relatively low levels of deprivation.</p> <p>Two areas with some of the highest levels of deprivation in Chippenham are located to the northwest and northeast of this site option. The indicative layout proposes residential development in the west of the site in proximity to one of these areas.</p> <p>The provision of community facilities and employment land as part of the mixed-use development of this site option would benefit the wider area and support reductions in deprivation nearby.</p>	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	An area of indicative residential development in the west of this site option proposes the loss of an area of accessible open space situated south of Rowden Lane. Further proposals for this site option could prevent the loss of this open space. Where it can be demonstrated that loss is unavoidable proposals should create additional open space to offset the loss. The indicative layout proposes a vast area of green space in the east of the area, this has potential to be delivered as	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
		accessible open space which would offset the loss of the existing accessible open space.	
	- Result in the loss of PROW or provision of new PROW?	A number of PROWs run through the site. Where PROWs pass through areas proposed for green space adverse effects are not anticipated. Proposed residential development in the west of site option has the potential to affect several PROWs. Further proposals for the site should demonstrate how development would retain PROWs, or where loss or alteration of a PROW is unavoidable, how a suitable alternative offsets this.	(-)
	- Be accessible to educational and health facilities?	Access to secondary schools from this site option is weak by non-motorised modes. Vehicles accessing schools in the north and east would be directed through the centre of Chippenham. Access by public transport in the west of the site is strong and offers a potential solution. Secondary schools in Chippenham are reaching capacity and may be unable to accommodate the number of pupils likely to arise from development of this site. Provision of educational facilities as part of development proposals or contribution to the delivery of new educational facilities off-site would mitigate this. This site option has strong to moderate non-motorised access to the hospital, the northern areas perform particularly strongly as the hospital is situated immediately north of the indicative areas proposed for residential development.	(-)
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	The site is situated along the B4528/B4643 which is well served by public transport. Development of the site could support an increase in the use of public transport services along this corridor. Ease of access to the town centre by non-motorised modes from the site is strong in the north and moderate to weak in the south in the indicative area of residential development and employment areas. Further proposals for the development of this site option should demonstrate how/if development could be supported by and integrate with improvements to the wider pedestrian and cycle network.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	This site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could create new demand for existing bus services along the B4528/B4643 corridor. Further proposals have the potential to integrate on-site pedestrian and cycle routes into existing routes in the wider area, creating more direct links between the town centre and areas further south.	(+) 
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	E5 proposes 18.1ha of employment development. This is shown on the indicative layout drawings as being formed of one large area in the southwest of the site option, bordered by the B4528/B4643 to the east and A350 to the south. Access to the PRN and strategic lorry route along the A350 is strong. The B4528/B4643 is an existing bus corridor, providing strong public transport access to the indicative employment area. The scale, layout and access of the indicative employment land suits a mix of use types.	(+++)
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	The area proposed for employment development in this site option would be situated on the periphery of the town and away from existing built up areas. The scale of employment development proposed at this site option would support the vitality of the town, although the moderate to weak non-motorised access and distance between the proposed site and town centre is likely to limit the extent to which the beneficial effect is felt.	(+) 
	Provide infrastructure that will help to promote economic growth?	This site option holds the potential to deliver part of the southern link road between the A350 south of Chippenham and the A4 to the east. This would support major housing and employment growth at adjacent sites. E5 also proposes an extensive area of green infrastructure along the River Avon, this would facilitate better connection to the town centre from the south which would likely have a minor beneficial effect on economic growth.	(+++)
	Be well connected to Principal Employment Areas?	The indicative area of employment land proposed in the southwest of this site option is situated in proximity to the Methuen Business Park. Improvements to connections between the two sites would capitalise on the potential.	(+) 

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the site...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the indicative employment site in the southwest of the site. Employment development at this site option would likely bring about beneficial effects for the vitality of existing these employment areas.	+++
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route. The employment land proposed at E5 meets basic commercial market expectations for a range of employment land types.	+++
	Provide employment land in areas that are easily accessible by sustainable transport?	Access to indicative employment land at this site option is strong by public transport due to the proximity of the B4528/B4643 corridor running adjacent to the site. Non-motorised access to the town centre and transport hubs is weak, however proposals for this site can make provision for strong and direct pedestrian and cycle links through the site to better link the town centre with the proposed employment area.	+

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Chippenham Site Allocations Plan Sustainability Appraisal Report

Wiltshire Council

Addendum 2: SA of Reasonable Alternative Development Strategies

April 2016

ATKINS



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1. Reasonable Alternative Development Strategies assessment

1.1 Introduction

- 1.1.1 This chapter carries out the next stage of reasonable alternative development strategies within the five strategic areas.
- 1.1.2 Following the SA of strategic site options reported in Part Two the Council has identified four alternative development strategies. The approach involved the development of alternative comparable sets of proposals, combining different site options that might best meet strategic requirements for employment and housing development over the plan period and deliver objectives of the Plan.
- 1.1.3 Each alternative development strategy must be developed to provide the 'at least' strategic requirements for housing and employment at Chippenham as set out in Core Policy 10 of the Wiltshire Core Strategy. The Core Strategy establishes indicative scales of the development for both housing and employment over the plan period 2006-2026. These are 'at least' 4510 dwellings and 26.5ha. Requirements for the remainder of the plan period have been updated to account for development and commitments since 2006 and the residual requirement calculated as 1608 dwellings and 21.5 ha of employment land (Table 1.1).

Table 1.1: Strategic land requirements 2006 – 2026

	Required 2006-2026	Completed April 2006 - 2015	Completions April 2015	Total Committed or built	Residual
Dwellings	4510	1015	1715	2902	1780
Employment land (ha)	26.5	-	-	5.0	21.5

- 1.1.4 Four alternative development strategies have been identified by the Council as capable of meeting the identified strategic land requirements, based on the site options in Table 1.2. All development strategies exceed the minimum residual requirements for dwellings set out above; all options exceed the minimum residual requirement for employment land apart from the Eastern Link Road Strategy which delivers 0.5ha less.

Table 1.2: Alternative Development Strategies

Strategy name	Site B1	Site C1	Site C4	Site D7	Site E2	Site E5	Dwellings (number)	Employment (ha)	Greenspace (ha)
Eastern Link Road	Yes		Yes				2000	21.0	56.4
Southern Link Road				Yes		Yes	2450	28.6	90.9
Submitted Plan	Yes	Yes			Yes		2500	43.1	155.0
Mixed	Yes					Yes	2050	23.1	92.4

1.2 Methodology

1.2.1 The assessments have been undertaken using the methodology for the assessment of Alternative Development Strategies set out in the SA Methodology chapter 2 in separate document Part One A. The following generic assessment scale has been utilised. Note: Major and moderate adverse and positive effects are considered significant.

Major adverse effect (---)	Option likely to have a major adverse effect on the objective with no satisfactory mitigation possible. Option may be inappropriate for mixed use development
Moderate adverse effect (--)	Option likely to have a moderate adverse effect on the objective with difficult or problematic mitigation
Minor adverse effect (-)	Option likely to have a minor adverse effect on the objective because mitigation measures are achievable to reduce the significance of effects
Neutral or no effect (0)	On balance option likely to have a neutral effect on the objective or no effect on the objective
Minor positive effect (+)	Option likely to have a minor positive effect on the objective as enhancement of existing conditions may result
Moderate positive effect (++)	Option likely to have a moderate positive effect on the objective as it would help resolve an existing issue
Major positive effect (+++)	Option likely to have a major positive effect on the objective as it would help maximise opportunities

1.2.2 The constraints maps and evidence used in the Strategic Areas and Strategic Site Options assessments have also informed the assessment of the Alternative Development Strategies (see Part One B - A Review of the Sustainability Appraisal of Strategic Areas).

1.2.3 In addition, new evidence from the Chippenham Site Allocations Plan Supplementary Transport & Accessibility Evidence: Step 2 document was used to inform the assessments.

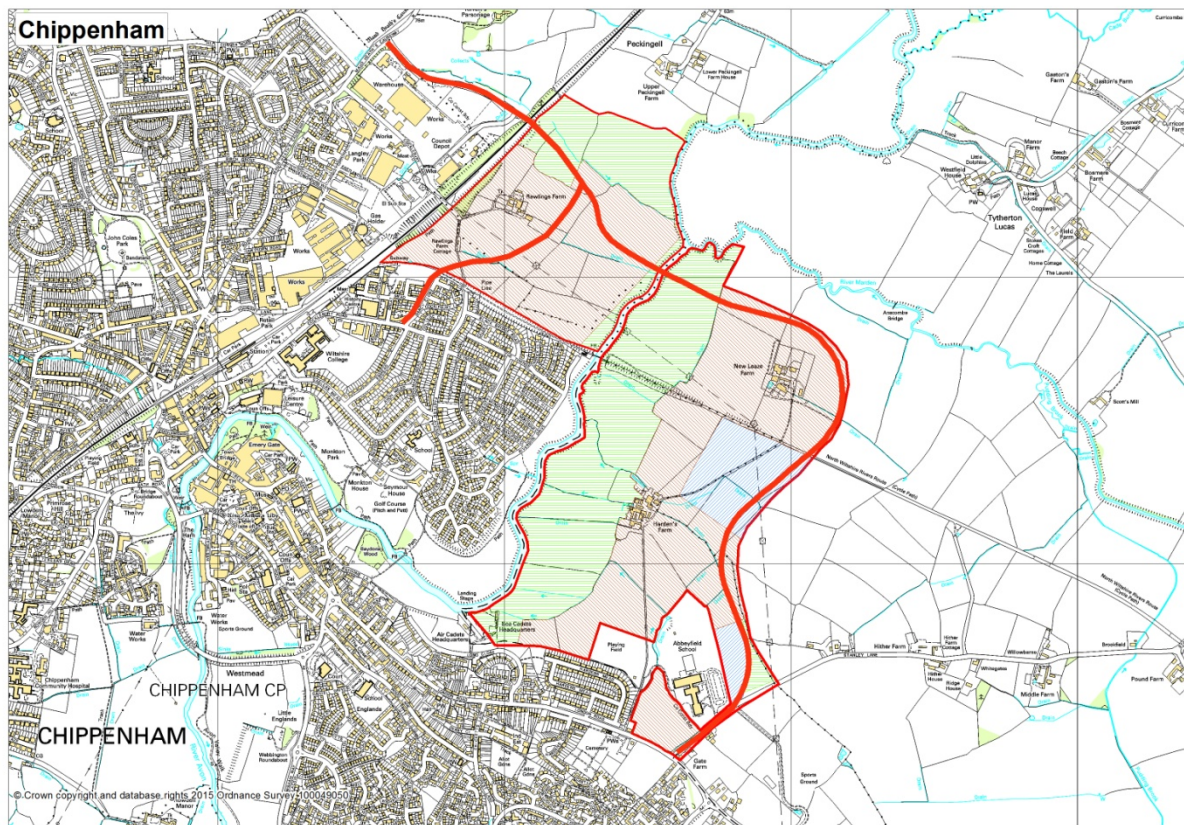
1.2.4 For each alternative strategy, the residential, employment and greenspace proposals were assessed together with the infrastructure requirements as identified in the following sections.

1.3 Eastern Link Road Strategy proposals

Eastern Link Road			
Site	Employment	Dwellings	Green space
B1 ¹	5.0	650	17.0
C4	16.0	1350	39.4
Total	21.0	2000	56.4

Comments: Site B1 amended by having a larger landscape buffer on the northern boundary. Development at low density throughout. 20% of developable area allowed to provide strong landscape framework. Reflects advice from TEP and SA.

Site C4 has been amended to provide a total of 16ha of employment land rather than the 10ha (in the current planning application) in order to meet strategic requirements for employment land over the plan period. The site is also extended by including land at Landers Fields for residential development at the southern end of the site. Land north of the North Wiltshire Rivers Way is proposed at a low density.



Infrastructure requirements: Complete Cocklebury Link Road and Eastern Link Road (using route suggested in current planning application) A4 to A350.

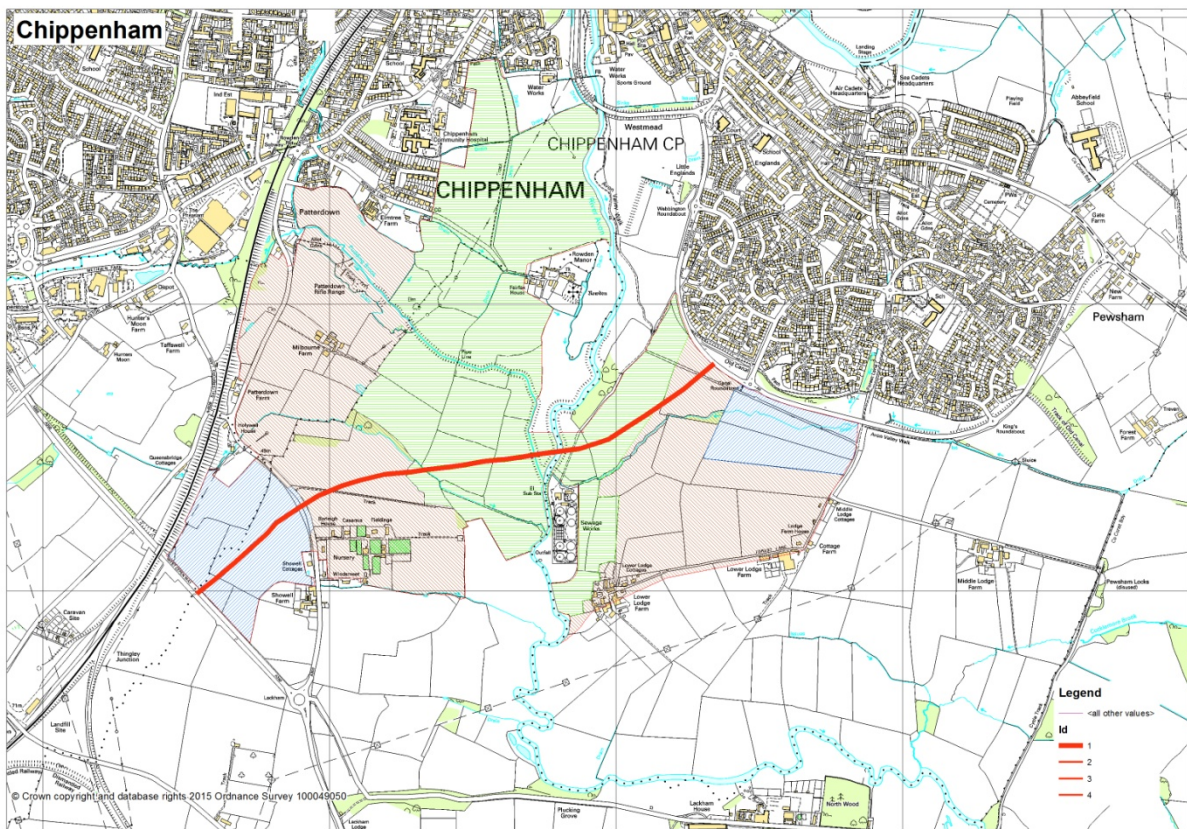
¹ Maps show site options from step 3. Amended plans are being produced.

1.4 Southern Link Road Strategy proposals

Southern Link Road			
Site	Employment	Dwellings	Green space
D7	10.5	1050	15.5
E5	18.1	1400	75.4
Total	28.6	2450	90.9

Comments: Site D7 extended into the southern tip of SHLAA site 3234 in order to provide access to the River Avon for a bridge.

Site E5 a similar extension is needed on the west bank of the River Avon (not shown as a SHLAA site). Current planning application component of this site set at 1000 dwellings plus land enveloped by urban extension. Addresses omission sites and new sites being made available.

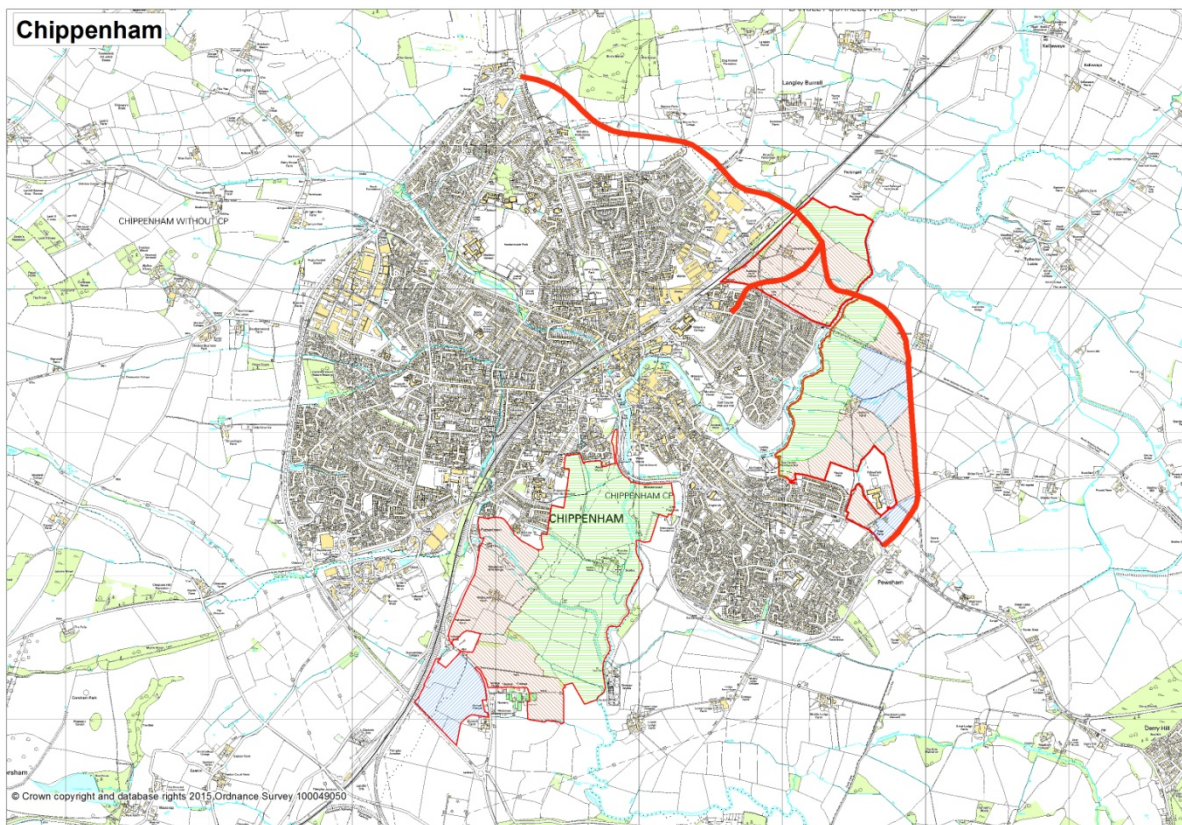


Infrastructure requirements: Southern Link Road from Pewsham Way to the B4528

1.5 Submitted Plan Strategy proposals

Submitted Plan			
Site	Employment	Dwellings	Green space
B1	5.0	650	17.0
C1	20.0	850	35.0
E2	18.1	1000	103.0
Total	43.1	2500	155.0

Comment: No changes from submitted plan proposals.



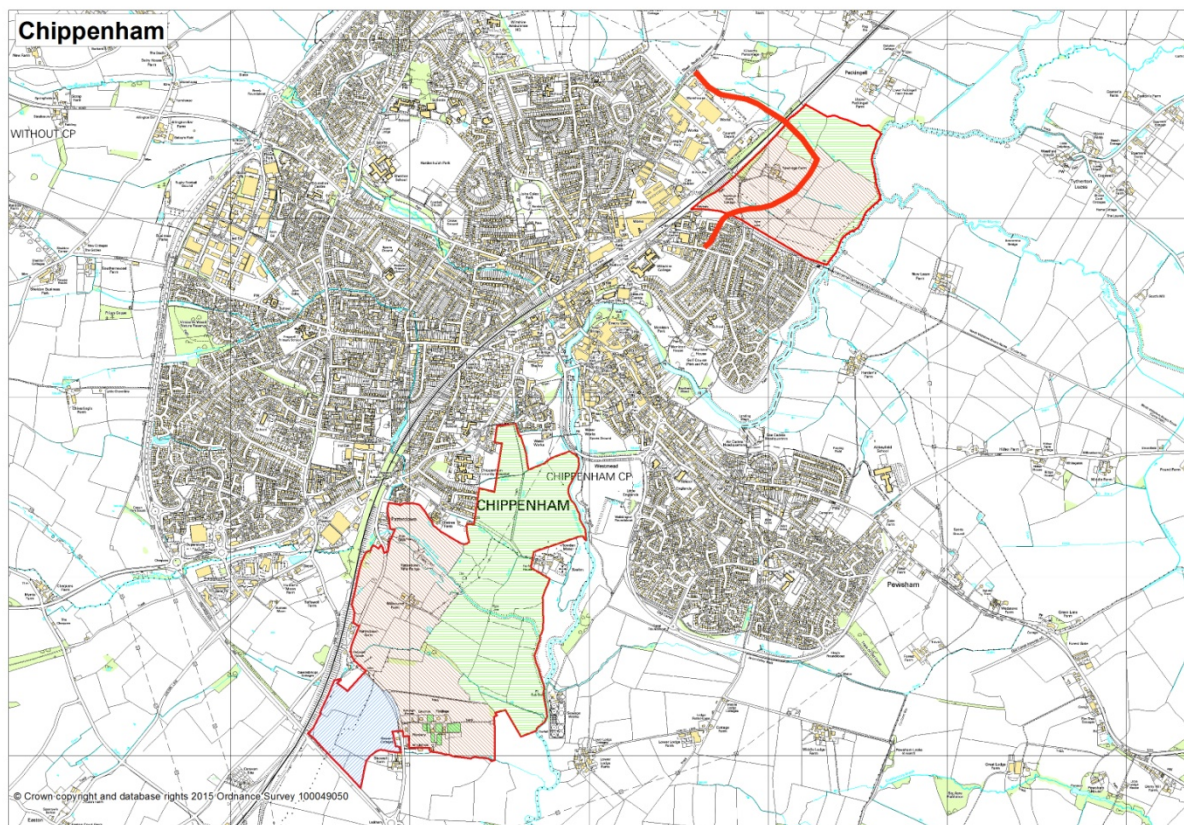
Infrastructure requirements: Complete Cocklebury Link Road and Eastern Link from A4 to A350.

1.6 Mixed Strategy proposals

Mixed Strategy			
Site	Employment	Dwellings	Green space
B1	5.0	650	17.0
E5	18.1	1400	75.4
Total	23.1	2050	92.4

Comment: Site B1 amended by having a larger landscape buffer on the northern boundary. Development at low density throughout. 20% of developable area allowed to provide strong landscape framework. Reflects advice from TEP and SA.

E5: Current planning application component of this site set at 1000 dwellings.



Infrastructure requirements: Complete Cocklebury Link Road.

1.7 Assessment results

- 1.7.1 Table 1.3 provides a comparison of the overall assessment results for each of the four Alternative Strategies and for each of the 12 SA Objectives indicating the main reasons for the scores. An indication of the Strategy which is preferred for each of the SA Objective is provided. The detailed assessments for each alternative are reported in Appendix A and should be referred to for complete assessment results.

Table 1.3: Summary of Alternative Development Strategies Assessments

SA Objective 1. Protect and enhance all biodiversity and geological features and avoid irreversible losses

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?			
(- -)	(- -)	(- -)	(-)
<p>As protected species are recorded in Sites B1 and C4 proposals should demonstrate how the design ensures no adverse effects on these species will occur from development. Ecological surveys should inform proposals. Protection, creation and avoidance of key habitats should be demonstrated through design.</p> <p>The Eastern Link Road (ELR) would dissect the River Avon County Wildlife Site (CWS), this is unavoidable. While the alignment and design of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this development strategy would have a moderate adverse effect.</p>	<p>Protected species are recorded in the vicinity of Sites D7 and E5, as such proposals should demonstrate how the design ensures no adverse effects on these species will occur from development. Ecological surveys should inform proposals. Protection, creation and avoidance of key habitats should be demonstrated through design.</p> <p>The Southern Link Road (SLR) would dissect the CWS, this is unavoidable. While the design and alignment of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this development strategy would have a moderate adverse effect.</p>	<p>The River Avon CWS is a consideration for Sites B1, C1 and E2 but indicative greenspace proposed along the river at all three sites would provide a buffer between proposed development and the CWS, its habitats and protected species it supports. Ecological surveys should be undertaken to inform proposals and ensure protected Otter and Bat species are not adversely effected by development. Protection, creation and avoidance of key habitats should be demonstrated through design.</p> <p>The ELR would dissect the CWS, this is unavoidable. While the alignment and design of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this development strategy would have a moderate adverse effect.</p>	<p>While proposals in Sites B1 and E5 would lead to development in proximity to the River Avon and Mortimore's Wood County Wildlife Sites, the potential for adverse effects is reduced through the provision of indicative greenspace which provides buffers between these sites and the developable areas.</p> <p>However, proposals for development should be expected to ensure that the design responds to ecological surveys and prevents or reduces adverse effects on protected species. Protection, creation and avoidance of key habitats should be demonstrated through design. A minor adverse effect is expected.</p>

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Eastern Link Road	Southern Link Road	Submitted	Mixed
- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?			
(-)	(-)	(-)	(-)
<p>Proposals for development should protect and where possible improve significant green corridors along the railway embankment to the west of Site B1 and the NWRR through Sites B1 and C4. This can be achieved through the provision of buffer zones and tree planting.</p> <p>Ecological surveys and habitat assessments should be carried out and the results should inform proposals as to the extent of adverse effects from development proposals and the ELR. Translocation of vegetation should be proposed where loss is unavoidable. These measures would mitigate adverse effects, as such a minor adverse effect is expected.</p> <p>The design of the ELR and Cocklebury Link Road (CLR) should demonstrate how vegetation loss is minimised in the south of Site B1 and at the NWRR in Site C4. A minor adverse effects is anticipated.</p>	<p>Proposals should plan a buffer zone between the developable area and Pudding Brook to protect significant green corridors along the railway embankment and Pudding Brook. Opportunities exist to enhance these assets through tree planting.</p> <p>Ecological surveys and habitat assessments should be carried out and the results should inform proposals as to the extent of adverse effects from development proposals and the SLR. Where loss of vegetation is unavoidable proposals should include translocation.</p> <p>The design and alignment of the SLR should demonstrate how vegetation loss is minimised in Sites D7 and E5. A minor adverse effects is anticipated.</p>	<p>Proposals should protect and enhance green corridors along the North Wiltshire Rivers Route (NWRR), railway embankment and Pudding Brook. This can be achieved through planting and the provision of green buffers between these corridors and development.</p> <p>Ecological surveys should be undertaken to ascertain the ecological significance of these green corridors and recommendations for appropriate mitigation should be taken incorporated into the design. Development proposals would result in the loss of hedgerows, where loss is demonstrated to be unavoidable translocation of vegetation and new planting would offset this effect.</p> <p>The design and alignment of the ELR should demonstrate how a minor adverse effects is anticipated.</p>	<p>Green corridors along the railway line, the NWRR in Site B1, and Pudding Brook in Site E5 should be protected from encroachment. Proposals can achieve this through the provision of a buffer zones between development and these corridors. The opportunity exists for development to enhance these features with tree planting.</p> <p>The biodiversity value of these natural features should be determined through ecological surveys, the results of which should inform design and appropriate measures to be included within the design.</p> <p>Proposals would likely result in the loss of vegetation, translocation of vegetation or plantation should be proposed to offset this. A minor adverse effect is expected.</p>

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1.7.2 The Mixed Strategy is the best performing development strategy in terms of biodiversity, scoring two minor adverse effects. Moderate adverse effects would arise from development of the Eastern Link Road Strategy (ELR Strategy), Southern Link Road Strategy (SLR Strategy) and Submitted Strategy. This relates to the provision of a bridge crossing the River Avon and dissecting the River Avon County Wildlife Site. Development of each of the four strategies would require proposals to incorporate mitigation measures in order to protect natural features such as the green corridors along the railway embankment, North Wiltshire River route and Pudding Brook.

SA Objective 2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Use previously developed land, greenfield land or a mix of both?			
(--)	(--)	(--)	(--)
This development strategy would result in the permanent loss of an extensive area of greenfield land to the east of Chippenham. Mitigation of effects is considered problematic.	This development strategy would result in the permanent loss of an extensive area of greenfield land in the south of Chippenham. Mitigation of effects is considered problematic.	This development strategy would lead to the permanent loss of greenfield land in the south and east of Chippenham. Mitigation would be problematic.	This development strategy would result in the permanent loss of greenfield land to the north and south of Chippenham. Mitigation would be problematic.
- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?			
(--)	(--)	(--)	(--)
This development strategy would lead to the permanent loss of BMV agricultural land. Insufficient non-BMV land exists within this development strategy to deliver the scale of development proposed. Mitigation of effects is considered problematic.	BMV agricultural land is extends across much of the land included within this development strategy, as a result development would lead to the permanent loss of BMV land. Insufficient non-BMV land exists within this development strategy to deliver the scale of development proposed. Mitigation of effects is considered problematic.	This development strategy would lead to the permanent loss of BMV agricultural land. Insufficient non-BMV land exists within this development strategy to deliver the scale of development proposed. Mitigation of effects is considered problematic.	While non-BMV land exists within this development strategy, the quantum is insufficient to deliver the scale of development proposed. Development of this strategy would result in the permanent loss of BMV agricultural land, mitigation is considered problematic.
- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?			

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Eastern Link Road	Southern Link Road	Submitted	Mixed
(0)	(-)	(-)	(-)
The area of potential land contamination within the development strategy area coincides with indicative greenspace in Site C4. No effects are expected.	Two sites of potential land contamination, both situated in Site E5, would require land contamination surveys to investigate the extent of contamination and how this would affect the viability and deliverability of residential development. The extent of these areas is small and development could achievable mitigate adverse effects. This constitutes a minor adverse effect.	Four sites of potential land contamination are identified within this development strategy. Two sites, one in Site C1 and one in Site E2 are situated within indicative greenspace and would have no effects. However two areas in Site E2 would require land contamination surveys to investigate the extent of contamination and how this would affect the viability and deliverability of development. A minor adverse effect is expected.	Two sites of potential land contamination, both situated in Site E5, would require land contamination surveys to investigate the extent of contamination and how this would affect the viability and deliverability of residential development. The extent of these areas is small and development could achievable mitigate adverse effects.
- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?			
(0)	(-)	(-)	(-)
The alternative strategy proposals are not situated within a Mineral Safeguarding Area.	A Mineral Safeguarding Area (MSA) extends across much of the developable area in Site E5. Where possible, proposals should avoid these areas. Where avoidance is deemed to be unachievable proposals should be expected to demonstrate how development would not lead to sterilisation of mineral resources or extract mineral resources prior to construction. A minor adverse effect is anticipated overall.	While Sites B1 and C1 entirely avoid MSAs, an MSA extends across much of the developable area in Site E5. Where possible, proposals should avoid these areas. Where avoidance is deemed to be unachievable proposals should be expected to demonstrate how development would not lead to sterilisation of mineral resources or extract mineral resources prior to construction. A minor adverse effect is anticipated overall.	Proposals at Site B1 would avoid MSAs, however much of the developable area in Site E5 occur in an MSA. Proposals should avoid this land where possible, however if avoidance is not achievable proposals should demonstrate how development would not result in the sterilisation of viable mineral resources. Proposals for extraction prior to development would also address this.

1.7.3 The ELR Strategy performs most favourably in terms of efficient and effective use of land. All four development strategies would have two moderate adverse effects, relating to greenfield land and Best and Most Versatile agricultural land. However, the ELR Strategy would have no effect in terms of

contaminated land and mineral resources, while the other three strategies would require mitigation against both aspects. As such the ELR Strategy is the preferred strategy in terms of SA Objective 2.

SA Objective 3. Use and manage water resources in a sustainable manner

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>Be situated in any of the following:</p> <ul style="list-style-type: none"> - Drinking Water Safeguarding Zone; or - Groundwater Source Protection Zone 			
(-)	(-)	(-)	(-)
<p>The developable areas in Sites B1, and C1 coincide with an Outer SPZ. Proposals in these areas should show appropriate land management practices and make provision of buffer strips between developable areas and watercourses. A minor adverse effect is expected.</p>	<p>Part of the indicative employment area in the southwest of Site E2 coincides with the Outer SPZ. Development proposed in this area should ensure that appropriate land management practices are proposed. A minor adverse effect is anticipated.</p>	<p>The developable areas in Site B1, Site C1 north of Stanley Lane and the southwest of Site E2 coincide with an Outer SPZ. Proposals in these areas should show appropriate land management practices and make provision of buffer strips between developable areas and watercourses. A minor adverse effect is expected.</p>	<p>The developable area in Site B1 and the southwest of Site E5 coincide with an Outer SPZ. Proposals should demonstrate land management practices considered appropriate for an Outer SPZ and make provision for buffer zones along watercourses associated with the Avon. Overall a minor adverse effect is anticipated</p>
<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>			
(--)	(--)	(--)	(-)
<p>Measures which reduce and where possible avoid adverse effects on the volume, flow and quality of water should be incorporated within development proposals. This should include surface water management measures and buffer zones between developable areas and the small watercourses associated with the Avon, particularly in Site C4.</p>	<p>Surface water management measures should be incorporated into the design of development proposals in order to reduce effects on the volume, flow and quality of surface water flows. Proposals for this development strategy should also incorporate buffer zones between developable areas and small water courses which flow into</p>	<p>Surface water management measures should be proposed as part of the design in order to reduce effects on the volume, flow and quality of surface water flows. Buffer zones, particularly along Pudding Brook in Site E2, should separate proposed development from watercourses. The river bridge crossing would likely</p>	<p>Measures which reduce and where possible avoid adverse effects on the volume, flow and quality of water should be incorporated within development proposals. This should include surface water management measures and buffer zones between developable areas and small watercourses, particularly in the west of Site C1 and Pudding Brook in Site</p>

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Eastern Link Road	Southern Link Road	Submitted	Mixed
The river bridge crossing would likely alter the flow of the river, potentially increasing flood risk downstream and on-site. Mitigation of anticipated effects would likely be problematic. A moderate adverse effect is expected.	the Avon, particularly Pudding Brook in Site E5. The river bridge crossing would likely alter the flow of the river, potentially increasing flood risk downstream and on-site. Mitigation of anticipated effects would likely be problematic. A moderate adverse effect is expected.	alter the flow of the river, potentially increasing flood risk downstream and on-site. Mitigation of anticipated effects would likely be problematic. A moderate adverse effect is expected.	E5. A minor adverse effect is anticipated.

1.7.4 The four development strategies score equally in terms of sustainable water resources. The identification of a preferred strategy in terms of SA Objective 3 is not possible.

SA Objective 4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?			
(0)	(0)	(0)	(0)
Implementation of this development strategy would not directly affect any AQMAs.	Implementation of this development strategy would not directly affect any AQMAs.	Implementation of this development strategy would not directly affect any AQMAs.	Implementation of this development strategy would not directly affect any AQMAs.
- Lead to a decrease in air quality locally? Or increase noise or light pollution?			
(-)	(-)	(-)	(-)
Proposals in areas of Site B1 and C4 with strong access by public transport and non-motorised access to the town should capitalise on sustainable access and encourage a reduction in private car dependency.	Development of both Site D7 and E5 should maximise the use of sustainable transport modes through the provision of non-motorised routes on-site which integrate with the wider network and existing bus corridors. A	Developers should capitalise on proposals in areas served by strong or moderate access by public transport or non-motorised access to the town centre. This can be achieved by providing high quality	Where development is proposed in areas with strong or moderate public transport access or non-motorised access to the town centre proposals should capitalise on this. This would support a reduction in private vehicle

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>This can be achieved by providing high quality pedestrian and cycle routes on-site which integrate with existing routes off-site, particularly the NWRR. This would strengthen access to the town centre and existing public transport corridor along the A4.</p> <p>While the ELR, which should be supported by the mitigation measures identified in the Supplementary Transport Assessment prepared by Atkins, would result in a balance of beneficial and adverse effects through the redistribution of polluting vehicles, the development of Sites B1 and C4 would lead to a net increase in vehicles using local roads. Overall a minor adverse effect is expected.</p>	<p>new bus corridor along the SLR would strengthen access by public transport. These measures would support a reduction in dependency on private vehicles. The implementation of the SLR, which should be supported by the mitigation measures set out in the Supplementary Transport Assessment prepared by Atkins, would result in a balance of beneficial and adverse effects through the redistribution of polluting vehicles. The development of Sites D7 and E5 would lead to a net increase in vehicles on local roads, constituting a minor adverse effect.</p>	<p>pedestrian and cycle routes on-site which connect with the wider network, such as the NWRR. This would encourage a reduction in private vehicle dependency and could therefore reduce environmental pollution. The ELR should be supported by the mitigation measures set out in the Supplementary Transport Assessment prepared by Atkins. A minor adverse effect is expected.</p>	<p>dependency and a reduction in environmental pollution. Integration with the NWRR and provision of high quality on-site non-motorised routes would should be demonstrated by proposals. While the CLR would reduce traffic flows in the town centre this is unlikely to sufficiently offset the increase in vehicles from the development of Sites B1 and E5. Overall a minor adverse effect is expected.</p>
<p>- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?</p>			
<p>(-)</p>	<p>(-)</p>	<p>(-)</p>	<p>(-)</p>
<p>The minor adverse effect associated with noise from the railway line in the west of Site B1 can be achievably mitigated through design. Measures should include noise barriers which protect developable areas from effects on amenity and buffer zones which avoid areas in immediate proximity of the noise source. No other sources of environmental pollution exist within proximity of this development strategy. A minor</p>	<p>Three sources of potential pollution are situated within this development strategy. The Shooting Range and railway line in Site E5 would require noise surveys to determine the extent of effects on amenity of future residents. Odour issues associated with the sewage works in Site D7 would require investigation. The provision of noise barriers and buffer zones may be required and the design should respond to the results</p>	<p>Three potential sources of pollution are identified in proximity of this development strategy. Noise pollution from the railway line may affect development in Sites B1 and E2. The shooting range in Site E2 is another consideration. Noise surveys should be undertaken and the results should inform the mitigation required. Noise barriers and buffer zones may be required. Odour issues associated with the sewage treatment works to</p>	<p>Three potential sources of pollution are identified in proximity of this development strategy. Noise pollution from the railway line may affect development in Site B1 and E2. The shooting range in Site E2 is another consideration. Noise surveys should be undertaken and the results should inform the mitigation required. Noise barriers and buffer zones may be required. Odour issues associated with the sewage treatment works to</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
adverse effect is anticipated overall.	of surveys and investigations. A minor adverse effect is expected.	the east of Site E2 should be investigated to ascertain the extent of the area affected. There are no sources of potential environmental pollution in Site C1. Overall a minor adverse effect is anticipated.	the east of Site E5 should be investigated to ascertain the extent of the area affected. This would constitute minor adverse effect.

1.7.5 With regard to SA Objective 4, all four development strategies score equally. While no effects are anticipated against any Air Quality Management Areas, proposals would be required to incorporate measures which mitigate effects on air quality, noise and light pollution. Opportunities exist for all four development strategies to reduce vehicle dependency by encouraging and improving sustainable access. All four development strategies have localised areas likely to be affected by existing sources of environmental pollution and mitigation may be required. A preferred development strategy is not identified against SA Objective 4.

SA Objective 5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Reduce greenhouse emissions, in particular carbon dioxide emissions?			
(--)	(--)	(--)	(--)
<p>Development at Site B1 is of a relatively small scale and supported by strong to moderate non-motorised access to the town centre, this limits the likely effect in terms of increases in carbon dioxide emissions. However development of Site C4 would result in a larger scale of development, mitigation of effects would be problematic.</p> <p>There is potential for the ELR to reduce carbon emissions in the town centre although this is not likely to be sufficient enough to offset the increases expected from the development of this strategy. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects. A moderate adverse effect is expected.</p>	<p>The scale of development proposed at Sites D7 and E5 would result in a notable increase in carbon dioxide emissions. Mitigation would be problematic.</p> <p>There is potential for the SLR to reduce carbon emissions in the town centre although this is not likely to be sufficient enough to offset the increases expected from the development of this strategy. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects. A moderate adverse effect is expected.</p>	<p>While the scale of Site B1 and its strong to moderate non-motorised access to the town centre would lead to a limited increase in greenhouse gas emissions, effects from larger scale of development at Sites C1 and E2 would be problematic to mitigate. There is potential for the ELR to reduce carbon emissions in the town centre although this is not likely to be sufficient enough to offset the increases expected from the development of this strategy. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects. A moderate adverse effect is expected.</p>	<p>Development at Site B1 is of a small scale and offers strong to moderate non-motorised access to the town centre, this limits the increase in carbon dioxide emissions expected. Development proposed at Site E5 would see a larger quantum of development. This would make mitigation problematic.</p> <p>The CLR is forecast to reduce traffic flows in the town centre, however this is unlikely to sufficiently offset the expected increase in vehicles. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects. Overall, a moderate adverse effect is expected from this development strategy.</p>
- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?			
(++)	(++)	(++)	(++)
<p>Both sites within this development strategy hold the potential to support the delivery of on-site renewable or</p>	<p>This development strategy offers the potential for the provision of on-site low carbon or renewable energy</p>	<p>Sites B1, C1 and E2 could incorporate on-site renewable or very low carbon energy generation into</p>	<p>Development proposals at both Sites B1 and E5 could be supported by the delivery of on-site renewable or very</p>

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Eastern Link Road	Southern Link Road	Submitted	Mixed
very low carbon energy generation. Development proposals for B1 and C4 should include solar photovoltaic panels into the design of residential and employment units.	generation such as solar photovoltaic. Development proposed in Site D7 and E5 should incorporate renewable energy technologies into the design of residential and employment units.	development proposals. Roof mounted solar photovoltaic panels should be included within the design of residential and employment units.	low carbon energy generation. Roof mounted solar PV should be incorporated into the design of residential and employment units.

1.7.6 The four development strategies score evenly against SA Objective 5a. While increases in greenhouse gas, particularly carbon emissions, would be problematic to mitigate, opportunities exist across all four strategies for proposals to make provision for on-site renewable energy generation. A preferred development strategy is not identified against SA Objecting 5a.

SA Objective 5b. Reduce our vulnerability to future climate change effects.

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Eastern Link Road	Southern Link Road	Submitted	Mixed
- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).			
(-)	(-)	(-)	(-)
This development strategy would be largely located within Flood Zone 1. Developable areas in Sites B1 and C4 are situated entirely within Flood Zone 1. The design and alignment of the river bridge should be expected to ensure floodwaters are not impeded and floodwater storage capacity is increased to account for potential adverse effects from the implementation of a bridge. The design and mitigation measures should be informed by a Flood Risk Assessment which determines the	This development strategy would be largely located in Flood Zone 1. With the exception of a small area of Site E5 near Pudding Brook the developable areas of this strategy avoid Flood Zones 2 and 3. Proposals should avoid development in areas at risk from fluvial flooding, this is achievable through provision of a buffer zone along Pudding Brook. The design and alignment of the river bridge should be expected to ensure floodwaters are not impeded and floodwater storage	This development strategy is generally comprised of land located in Flood Zone 1. Development proposals in E2 should avoid Flood Zone 2 and 3 along Pudding Brook. The extent of land affected makes this achievable, greenspace should be proposed. The design and alignment of the river bridge should be expected to ensure floodwaters are not impeded and floodwater storage capacity is increased to account for potential adverse effects from the	This development strategy is largely situated within Flood Zone 1. With the exception of a small area of land along Pudding Brook in Site E5 this development strategy avoids Flood Zones 2 and 3. Proposals for this development strategy should provide a buffer zone between the developable area and Pudding Brook to prevent risk from fluvial flooding. The small quantum of affected land makes mitigation achievable. A minor adverse effect is expected.

Eastern Link Road	Southern Link Road	Submitted	Mixed
significance of potential increases to flood risk on-site and downstream.	capacity is increased to account for potential adverse effects from the implementation of the bridge. The mitigation measures incorporated into the design should be informed by a Flood Risk Assessment which determines the significance of potential increases in flood risk on-site and downstream.	implementation of the bridge. The mitigation measures incorporated into the design should be informed by a Flood Risk Assessment which determines the significance of potential increases in flood risk on-site and downstream.	
- Address the risk of flooding from all sources?			
(- -)	(- -)	(- -)	(-)
<p>Surface water management measures should be required as standard by all proposals. Surface water management measures should ensure that greenfield rates of runoff or less are achieved.</p> <p>The scale of development, all of which is in proximity to the Avon, could have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented.</p> <p>Development of this strategy has the potential to create additional upstream floodwater storage capacity in Flood Zone 1, this would prevent adverse effects associated with development as well as reduce flood risk downstream, particularly in the town centre. Proposals should increase floodwater storage capacity in Flood Zone 1 to prevent increased</p>	<p>Proposals for development should ensure that land within Flood Zones 2 and 3 are avoided. A buffer zone along Pudding Brook would protect development from flooding.</p> <p>Proposals should incorporate surface water management measures. The scale of development, all of which is in proximity to the Avon, could have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented.</p> <p>Proposals should make provision for sufficient additional floodwater storage capacity within Flood Zone 1 to prevent increased flood risk from development and reduce flood risk downstream.</p> <p>The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream.</p>	<p>A small part of the developable area in Site E2 lies within an area at risk of fluvial flooding. Proposals should avoid Flood Zone 2 and 3. Surface water management measures should be expected as standard for development across this development strategy area. The scale of development, all of which is in proximity to the Avon, could have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented.</p> <p>Proposals should make provision for additional floodwater storage capacity in Flood Zone 1 to prevent increases in flood risk.</p> <p>The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream.</p> <p>This constitutes a moderate adverse</p>	<p>Proposals at Site E5 should avoid development along Pudding Brook within Flood Zone 2 and 3. This can be achieved through the provision of greenspace between Pudding Brook and the developable area. Proposals for development should incorporate surface water management measures to achieve greenfield runoff rates or better. The scale of development, all of which is in proximity to the Avon, could have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented.</p> <p>Groundwater flooding is common within the east of Site E5. While development avoids these areas it could exacerbate existing conditions and affect the performance of surface water management measures.</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
risks of flooding. The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream. This constitutes a moderate adverse effect.	This constitutes a moderate adverse effect.	effect.	Pumping may be required. Overall a minor adverse effect is expected.

1.7.7 The four development strategies score evenly against SA Objective 5b. Mitigation of effects from development of the four strategies would be required in order to address the risk of flooding from all sources. The necessity for surface water management measures to be included within proposals is shared by the four development strategies, due to the scale of development proposed and proximity to the River Avon. The ELR Strategy is the only strategy which does not propose residential development within Flood Zones 2 or 3. The SLR Strategy, the Submitted Strategy and Mixed Strategy would require alterations to their indicative layouts in proximity to Pudding Brook in order to avoid development in Flood Zones 2 or 3. The Mixed Strategy is the only strategy which does not propose a river bridge crossing of the Avon. Overall, the four development strategies score equally and no preferred strategy is identified against this SA Objective.

SA Objective 6. Protect, maintain and enhance the historic environment

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Affect directly or indirectly a heritage asset?			
(- -)	(- -)	(- -)	(- -)
This development strategy would have a moderate adverse effect on this SA Objective. This relates to proposed development in Site B1 and C4 occurring within land which contributes to the setting of two nearby Conservation Areas. The indicative layout for B1 proposes a green buffer to the north which reduces the effects of development on the open agricultural setting of	Mitigation of adverse effects from development in Sites E5 and D7 on the setting of the Rowden Manor Conservation Area can be achieved through the provision of landscaping and vegetation buffers. This would screen views of proposals. Land which contributes to the setting of the Conservation Area should be avoided by development proposals where possible.	Adverse effects from this development strategy relate to the setting of three Conservation Areas, non-designated assets and the high potential for unknown assets. Development proposed in Site B1 and C1 would have moderate adverse effects on the setting of the Tytherton Lucas Conservation Area, additionally development at Site B1 would affect the setting of the	While development at Sites B1 and E5 would be unlikely to directly affect any designated heritage assets, it would occur in land which contributes to the setting of three Conservation Areas. The indicative layout for Site B1 proposes a green buffer to the north which somewhat reduces the effects of development on the open agricultural setting of the Langley Burrell and Tytherton Lucas

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>Langley Burrell. While vegetation screening would reduce views of proposed development in both site options it would also diminish the open setting, this makes mitigation problematic.</p> <p>Development of this strategy has high potential to unearth as yet unknown archaeological assets, this constitutes a minor adverse effect which can be achieved through preservation in situ and recording. The scale of development proposed across this development strategy area has high potential to unearth as yet unknown archaeological assets, this constitutes a minor adverse effect which can be achieved through preservation and recording.</p> <p>Overall a moderate adverse effect is expected</p>	<p>The indicative alignment of the SLR would pass through the southeast of the Rowden Manor Conservation Area. The river crossing would occur partially within the Conservation Area. Proposals for the SLR should incorporate vegetation screening to reduce the visual impact of the road on the Conservation Area, although this may not be sufficient to mitigate the effects. As such this would likely result in a moderate adverse effect.</p> <p>Archaeological surveys should inform developers of the extent of risk in terms of archaeological remains. Commitment should be shown to preservation and recording of as yet unknown heritage assets. There is a high risk of as yet unknown archaeological assets being uncovered by development across much of this development strategy area. Archaeological investigations should inform all proposals. Where remains are discovered measures to mitigate effects are achievable. Preservation in situ of discrete areas of remains and recording for more widespread remains is recommended. Overall a moderate adverse effect is expected.</p>	<p>Langley Burrell Conservation Area. Landscaping and vegetation buffers would contain views of proposed development, which would reduce adverse effects on these assets, however these measures would also dilute the open landscape. This makes mitigation problematic.</p> <p>In Site E2 development could adversely affect the setting of the Rowden Manor Conservation Area. Mitigation of adverse effects can be achieved through the provision of landscaping and vegetation buffers which would screen views of proposals. This constitutes a minor adverse effect.</p> <p>There is a high risk of as yet unknown archaeological assets being uncovered by development across much of this development strategy area. Archaeological investigations should inform all proposals. Where remains are discovered measures to mitigate effects are achievable. Preservation in situ of discrete areas of remains and recording for more widespread remains is recommended. Overall a moderate adverse effect is expected.</p>	<p>Conservation Areas. While vegetation screening would reduce views of proposed development in B1 it would also diminish the open setting, this makes mitigation problematic.</p> <p>Mitigation of adverse effects on the setting of the Rowden Manor Conservation Area can be achieved through the provision of landscaping and vegetation buffers at E5. This would screen views of proposals. Land which contributes to the setting of the Conservation Area should be avoided by development proposals. A moderate adverse effect is anticipated from this development strategy.</p>

1.7.8 The four development strategies are assessed to be equally unfavourable in terms of this SA Objective. Proposals for development strategies to the north of Chippenham would adversely affect the Tytherton Lucas and Langley Burrell Conservation Areas. The Southern Link Road proposed in the SLR Strategy would likely have adverse effects on the Rowden Manor Conservation Area. Mitigation is considered problematic for all development strategies, as such none of the strategies are identified as being preferred.

SA Objective 7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>			
(- -)	(- -)	(- -)	(- -)
Moderate adverse effects would arise from development proposed in Options B1 and C4 as the land which forms large parts of these areas is elevated and visually prominent. Avoidance of these areas of land is not achievable by virtue of the quantum of land affected. While landscaping and vegetation screening would provide some mitigation of effects, measures which adequately mitigate adverse effects would be problematic. Low densities of development and strong landscape frameworks would reduce adverse effects to some extent, however not sufficiently to adequately mitigate the effects expected. A moderate adverse effect is anticipated.	While development of Site E5 would have no effect against this SA Objective and the adverse effects associated with the SLR could be reduced through design, the development of Site D7 would have moderate adverse effects on the visual separation of Pewsham and Naish Hill. Mitigation is considered problematic as the land proposed for development is domed, reducing the efficacy of landscaping and vegetation screening. Low densities of development and strong landscape frameworks would reduce adverse effects to some extent, however not sufficiently to adequately mitigate the effects expected. Overall a moderate adverse effect is expected.	Adverse effects arising from the development of this strategy are focused in the north of Sites B1 and C1, where proposed development would occur in visually prominent areas. Development in these areas would have adverse effects on the landscape character and visual amenity across a wide area, mitigation would be problematic. Low densities of development and strong landscape frameworks would reduce adverse effects to some extent, however not sufficiently to adequately mitigate the effects expected. As such a moderate adverse effect is expected from this development strategy.	A moderate adverse effect on the landscape north of Chippenham is likely to arise from the development of this strategy. Land which forms a large part of Site B1 is elevated and visually prominent. Avoidance of this land is not achievable. While landscaping and vegetation screening would provide some mitigation, measures which adequately mitigate the effects of development would be problematic. Reducing the effects of the CLR on visual amenity is achievable and the design and alignment proposed should demonstrate how the road minimises visual impact and avoids the most sensitive areas.

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1.7.9 All four development strategies are assessed equally in terms of this SA Objective. Proposals for each development strategy would affect the landscape character and visual amenity of a number of landscape features surrounding Chippenham. No preferred development strategy is identified for this SA Objective.

SA Objective 8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures

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Eastern Link Road	Southern Link Road	Submitted	Mixed
- Help meet affordable housing needs/the needs of the local community (if known)?			
(++)	(+++)	(+++)	(++)
This development strategy proposes approximately 2000 homes across the two sites. Overall development of this strategy would provide the potential to deliver good quality affordable homes in a range of sizes, types and tenures, which would contribute to meeting local housing need. The scale of housing proposed results in a moderate beneficial effect.	This development strategy proposes approximately 2450 dwellings across the two sites. The scale of this development strategy creates the opportunity for the delivery of a large number of good quality affordable housing in a range of sizes, tenures and types, which would contribute to meeting local housing need. The larger scale of housing proposed results in a major beneficial effect.	This development strategy proposes approximately 2500 dwellings across the three sites. This creates the opportunity for the delivery of a large number of good quality affordable housing in a range of sizes, tenures and types. This would contribute to meeting local housing needs. The larger scale of housing proposed results in a major beneficial effect.	This development strategy proposes approximately 2050 homes across the two sites.. Overall development of this strategy would provide the potential to deliver good quality affordable homes in a range of sizes, types and tenures, which would contribute to meeting local housing need. The scale of housing proposed results in a moderate beneficial effect.

1.7.10 Opportunities exist for all four development strategies to contribute to the delivery of good quality, affordable housing. The SLR Strategy and Submitted Strategy propose a larger number of dwellings than the ELR Strategy and Mixed Strategy. While all four development strategies perform well, the SLR Strategy and Submitted Strategy are identified as the preferred strategies for this SA Objective.

SA Objective 9. Reduce poverty and deprivation and promote more inclusive and self- contained communities

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?			
(+)	(+)	(+)	(+)

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>Development at Site B1 would be situated to the east of one of Chippenham's least deprived areas. However, development of Site C4 has the potential to lead to a decrease in poverty and deprivation in adjacent communities, particularly in high deprivation areas such as Pewsham, through the provision of jobs and community facilities.</p> <p>In addition, the ELR would support the delivery of community facilities and employment land which could have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham. A minor beneficial effect is identified.</p>	<p>Site D7 borders parts of Pewsham which are among the most deprived in Chippenham. Two areas with the highest levels of deprivation are also located to the northwest and northeast of Site E5. This Strategy has potential to support a decrease in poverty and deprivation in neighbouring areas of high deprivation through the delivery of local jobs, community facilities and services.</p> <p>In addition, the SLR would support the delivery of community facilities and employment land which could have widespread benefits for existing and proposed residential areas in the southwest of Chippenham and at Pewsham. A minor beneficial effect is identified.</p>	<p>Development at Site B1 would be situated to the east of one of Chippenham's least deprived areas. Development at site C1 would occur immediately north of an areas of high deprivation at Pewsham and Site E2 is partially located in an area with high deprivation and two areas with the highest levels of deprivation lie to the northwest and northeast of this Site. This Strategy holds the potential to provide community facilities and substantial employment land which would support a reduction in deprivation levels in the surrounding area, particularly in a number of areas of high deprivation.</p> <p>In addition, the ELR would support the delivery of community facilities and employment land which could have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham. A minor beneficial effect is identified.</p>	<p>Development at Site B1 would be situated to the east of one of Chippenham's least deprived areas. However, two areas with the highest levels of deprivation are also located to the northwest and northeast of Site E5. This Strategy holds the potential to provide community facilities and employment land which would support a reduction in deprivation levels in the surrounding area, particularly in a number of areas of high deprivation</p> <p>The provision of the CLR, employment land and potentially community facilities in the north of Chippenham could have a minor beneficial effect.</p>
<p>- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?</p>			
<p>(+)</p>	<p>(-)</p>	<p>(-)</p>	<p>(-)</p>
<p>No loss of community facilities or amenity space for this Strategy.</p> <p>This Strategy offers the potential to create accessible open space along the River Avon as part of the proposals for site C4 as well as</p>	<p>An area of indicative residential development in Site E5 would result in the loss of an area of accessible open space situated south of Rowden Lane.</p> <p>In order to offset the loss of the</p>	<p>Other than an area of open space situated south of Rowden Lane in Site E2 this Strategy would not result in the loss of any accessible open spaces.</p> <p>In order to offset the loss of existing</p>	<p>Other than an area of open space situated south of Rowden Lane in Site E5, this Strategy would not result in the loss of any accessible open spaces.</p> <p>In order to offset the loss of existing</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>enhance access to an existing accessible open space, this would constitute a minor beneficial effect.</p> <p>Benefits could be enhanced through ensuring that part of the greenspace that would be created through this Strategy is accessible open space.</p>	<p>existing accessible open space in the north of Site E5, proposals should be required to deliver part of the proposed areas of greenspace along the banks of the River Avon as accessible open space.</p> <p>There is also an opportunity to improve access to Mortimore's Wood as part of the proposals.</p> <p>Overall a minor adverse effect is anticipated, as there is no guarantee that the areas of greenspace would be accessible.</p>	<p>accessible open space in the north of Site E2, proposals should be required to deliver part of the proposed areas of greenspace along the River Avon as accessible open space.</p> <p>Overall a minor adverse effect is anticipated, as there is no guarantee that the areas of greenspace would be accessible.</p>	<p>accessible open space as a result of development in the north of E5 proposals should be required to deliver part of the proposed areas of greenspace along the River Avon as accessible open space.</p> <p>Overall a minor adverse effect is anticipated, as there is no guarantee that the areas of greenspace would be accessible.</p>
<p>- Result in the loss of PROW or provision of new PROW?</p>			
<p>(-)</p>	<p>(-)</p>	<p>(-)</p>	<p>(-)</p>
<p>PROWs are likely to be affected by development proposals at Sites B1 and C4. Where development proposals can demonstrate that the alteration or extinguishment of a PROW is unavoidable, the design should be required to make provision of an appropriate alternative route to offset the loss.</p> <p>The alignment of the ELR also has the potential to adversely affect a number of PROWs. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented</p>	<p>While development of Site D7 is unlikely to adversely affect any PROWs, development proposals for Site E5 are likely to affect PROWs. Where development proposals can demonstrate that the alteration or extinguishment of a PROW is unavoidable, the design should be required to make provision of an appropriate alternative route to offset the loss.</p> <p>The alignment of the SLR has the potential to adversely affect a number of PROWs. Measures including provision of pedestrian</p>	<p>PROWs are likely to be affected by development proposals at Sites B1, C1 and E2. Where development proposals can demonstrate that the alteration or extinguishment of a PROW is unavoidable the design should be required to make provision of an appropriate alternative route to offset the loss.</p> <p>The alignment of the ELR has the potential to adversely affect a number of PROWs. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented</p>	<p>PROWs are likely to be affected by development proposals at Sites B and E5. Proposed development should avoid the loss or alteration of PROWs. Where loss or alteration is unavoidable an alternative route should be proposed within the design.</p> <p>The alignment of the CLR could dissect a number of PROWs. Proposals for the road should incorporate appropriate signage and pedestrian crossings to mitigate any effect.</p> <p>Opportunities exist to enhance the</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>within the design.</p> <p>Opportunities exist to enhance the quality of existing PRowS through development of this strategy and this should be demonstrated through design.</p> <p>Overall, a minor adverse effect is anticipated.</p>	<p>crossings and appropriate signage would adequately mitigate adverse effects and can be implemented within the design.</p> <p>Opportunities exist to enhance the quality of existing PRowS through development of this strategy and this should be demonstrated through design.</p> <p>Overall, a minor adverse effect is anticipated.</p>	<p>within the design.</p> <p>Opportunities exist to enhance the quality of existing PRowS through development of this strategy and this should be demonstrated through design.</p> <p>Overall, a minor adverse effect is anticipated.</p>	<p>quality of existing PRowS through development of this strategy and this should be demonstrated through design.</p> <p>Overall, a minor adverse effect is anticipated.</p>
<p>- Be accessible to educational and health facilities?</p>			
<p>(-)</p>	<p>(-)</p>	<p>(-)</p>	<p>(-)</p>
<p>Southern areas of Site C4 outperform Site B1 and the north of Site C4 in terms of access to educational and health facilities. Weak sustainable access to these facilities from the north of the development strategy area constitute an adverse effect. Secondary Schools in Chippenham are reaching capacity and could be unable to support the number of new pupils associated with a development at the scale of this alternative. Proposals should be supported by the provision of new facilities or financial contributions to support offsite delivery of new facilities. A minor adverse effect is anticipated. While improving access to existing facilities from the north of Site C4 is</p>	<p>Weak non-motorised access to schools from E5 is offset by strong public transport access. Sustainable access is strong to moderate throughout this development strategy area. Secondary Schools in Chippenham are reaching capacity and could struggle to support the number of new pupils associated with a development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions to support offsite delivery of new facilities. A minor adverse effect is anticipated.</p>	<p>Poor access to existing educational or health facilities is experienced throughout this development strategy area. In some circumstances strengthening non-motorised or public transport access to existing facilities would be problematic. Secondary Schools in Chippenham are nearing capacity and could be unable to support the number of new pupils anticipated from development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions towards enabling the delivery of new facilities offsite. A minor adverse effect is anticipated.</p>	<p>Weak access to either education or health existing facilities is experienced throughout this development strategy. While weak non-motorised access to schools from Site E5 is offset by strong access by public transport, improvements to weak sustainable access between B1 and health and education facilities would be problematic to mitigate. Furthermore, secondary schools in Chippenham are nearing capacity and could be unable to support the number of new pupils associated with development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions to</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
considered problematic, the provision of new educational and health facilities as part of this development strategy would mitigate this adequately. This is considered achievable. As such a minor adverse effect is anticipated.			enable the delivery of new facilities offsite. A minor adverse effect is anticipated.

1.7.11 The four strategies could have beneficial effects against reducing poverty and deprivation with the Submitted Strategy potentially delivering the most benefits due to the larger scale of employment development proposed. Mitigation measures would be required for all four strategies to prevent harm to Public Rights of Way and strengthen access to health and educational facilities. All four development strategies propose significant areas of greenspace, opportunities exist to make these areas publicly accessible, however unlike the SLR Strategy, Submitted Strategy and Mixed Strategy, the ELR Strategy would not result in the loss of any existing accessible open space. The ELR Strategy and the Submitted Strategy are thus preferred strategies for this SA objective.

SA Objective 10. Reduce the need to travel and promote more sustainable transport choices

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?			
(-)	(-)	(-)	(-)
Proposals for development in Site B1 and the north of Site C4 should be supported by a new bus corridor along the proposed ELR, this would prevent an adverse effect in terms of poor access by public transport for development proposed in this area of this development strategy. Proposals should make provision of high quality non-motorised routes on-site which integrate with offsite	This development strategy should be supported by the provision of a new bus service along the A4 Pewsham Way or the SLR in order to strengthen access by public transport for development in the east of this strategy. Development of this strategy has the potential to deliver non-motorised routes on-site which would enhance access to the town centre from	Proposals for this development strategy should be supported by improvements to non-motorised access to the town centre, particularly for Sites C1 and E2. Access by public transport in Site B1 is weak to moderate. While development proposals can ensure on-site pedestrian and cycle links integrate well with the wider network, improvements to off-site	Proposals for employment development in the south of E5 would require improvements to non-motorised access. On-site non-motorised routes could be incorporated within the design. This would strengthen links between the town centre and the employment area. Access by public transport in Site B1 is weak. Proposals should be

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>pedestrian and cycle routes, particularly the NWRR, which provides direct access to Chippenham town centre. A minor adverse effect is expected as the weak access by public transport could be mitigated through a new bus corridor.</p>	<p>developable areas in the south of this development strategy. Proposals should capitalise on this opportunity. Off-site improvements to non-motorised routes would support this. A minor adverse effect is anticipated.</p>	<p>pedestrian and cycle routes would be required. Access by public transport is strong in Site E2, however a new bus corridor along the proposed ELR would be required to support development in Sites B1 and C1. A minor adverse effect is anticipated.</p>	<p>supported by the provision of a new bus corridor along the CLR. Overall a minor adverse effect is expected.</p>
<p align="center">- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?</p>			
<p align="center">(+)</p>	<p align="center">(+)</p>	<p align="center">(+)</p>	<p align="center">(+)</p>
<p>Opportunities to support improvements to pedestrian and cycle links are focused on the NWWR, which passes through both sites B1 and C4 and serves the railway station and town centre. The ELR could become a public transport corridor which would support proposed development.</p>	<p>Site E5 has greater potential to support improvements to pedestrian and cycle links than Site D7. Neither site would support improvements to public transport connectivity directly, although an increase in demand for existing services might manifest from development of Site E5.</p> <p>In contrast, the SLR, creates the potential for improvements to public transport connectivity by linking the B4643 with the A4 Pewsham Way. This constitutes a minor beneficial effect.</p>	<p>Development of all three sites (B1, C1 and E2) could enhance non-motorised access to central areas of Chippenham through on-site provision of pedestrian and cycle links. This would need to be supported by improvements to off-site pedestrian and cycle routes.</p> <p>There is limited potential to improve public transport connectivity, although the ELR could become a new bus corridor which would support proposed development in Sites B1 and C1.</p> <p>Overall this development strategy has the potential to improve connectivity, with the above enhancement measures incorporated into design.</p> <p>This constitutes a minor beneficial effect.</p>	<p>There is potential for development at Site B1 to integrate with and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north. Development proposals for this development strategy have the potential to support improvements to pedestrian and cycle links from the north along the NWRR and from the south (Site E5) through on-site connections between the indicative developable area and the town centre.</p> <p>There is limited potential for improvements to public transport connectivity, however development proposed in Site E5 might increase demand for existing services along the bus corridor to the west of the developable area.</p> <p>A minor beneficial effect is identified.</p>

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1.7.12 All four development strategies are assessed to be equal in terms of this SA Objective, as such no preferred strategy is identified.

SA Objective 11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth

Eastern Link Road	Southern Link Road	Submitted	Mixed
- Offer the potential to provide employment land for B1, B2 and B8 uses?			
(+)	(++)	(+++)	(++)
Employment development at Site B1 is limited by the scale of employment land proposed and restriction in terms of the scale and size of employment units. Site C4 has greater potential to provide a mix of employment land uses. The ELR will be important in ensuring stronger access to the PRN for employment development within Sites B1 and C4. Overall, given the quantum of employment land proposed (21ha, below the minimum requirement) together with the generally strong non-motorised and public transport access result in a slight effect.	Site E5 is well located to support the delivery of a range of employment uses. The provision of the link road to the A350 strengthens the access for employment development in Site D7. The overall development strategy proposes a range of employment land which would provide for a mix of use classes; B1, B2 as well as B8. This development strategy proposes 28.6ha of employment land with strong access to the PRN and strong to moderate public transport access. The indicative employment areas would be suited to a range of employment types, a moderate beneficial effect is expected.	A large quantum of employment development is proposed across Sites B1, C1 and E2. These indicative areas would have strong access to the PRN. The three sites would provide land suited to a mix of B1, B2 and B8 development. This development strategy proposes 43.1ha of employment land suited to a range of use classes, constituting a major beneficial effect.	Despite Site E5 being less well suited to Site B1 due to the visual prominence of the area, the overall development strategy proposes a range of employment land which would provide for a mix of use classes; including B1 and B2 as well as B8 at Site E5. This development strategy proposes 23.1ha of employment land with strong access to the PRN and strong to moderate public transport access. The indicative employment areas would be suited to a range of employment types, a moderate beneficial effect is expected.
- Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?			
(+)	(+)	(+)	(+)
Overall this development strategy would have a minor beneficial effect on the vitality and viability of the town centre through the provision of the ELR and development at Site B1 with strong to moderate non-motorised	This development strategy proposes residential and employment development at a scale which could have a major beneficial effect on the vitality and viability of the town centre, however existing connections	This development strategy would support the vitality and viability of the town centre, particularly through the delivery of the ELR, however the weak non-motorised access to the town centre from Sites C1 and E2	Development of this strategy would support a reduction in through traffic flows in the town centre while providing development in Site B1 with strong to moderate non-motorised access to central areas.

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Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>access to the town.</p>	<p>between developable areas and the town centre limits this to a minor beneficial effect.</p> <p>The beneficial effects could be enhanced through improving the connections between the developable areas and the town centre.</p>	<p>could limit the beneficial effect somewhat.</p> <p>The beneficial effects could be enhanced through improving the non-motorised access from Sites C1 and E2 to the town centre.</p>	<p>Employment development at Site E5 would support the vitality and viability of the town centre, however existing access limits the extent of this beneficial effect.</p> <p>The beneficial effects could be enhanced through improving the connections between the developable areas and the town centre.</p>
<p align="center">- Provide infrastructure that will help to promote economic growth?</p>			
<p>(+++)</p>	<p>(+++)</p>	<p>(+++)</p>	<p>(++)</p>
<p>The ELR (and CLR) would provide a northern bypass to Chippenham, linking the A350 with the A4 London Road via the B4069 as part of this development strategy constitutes infrastructure which will help promote economic growth. The delivery of the route would reduce journey times, traffic flows in the town centre and support major residential and employment growth.</p> <p>Additionally, Site C4 offers the potential for green infrastructure along the River Avon, connecting with the wider area and the potential for improved access to the NWRP.</p> <p>A major beneficial effect is anticipated on economic growth.</p>	<p>The delivery of the SLR between the A350 and the A4 Pewsham Way as part of this development strategy constitutes infrastructure which would help promote economic growth. The completion of the route would create a new road which would support the development of major residential and employment development as well as create a bypass to Chippenham town centre, reducing journey times between the A350 and A4 east of Chippenham. This would have a major beneficial effect on economic growth.</p> <p>Additionally Sites E5 and D7 propose green infrastructure corridors along or in the vicinity of the River Avon which would likely add a major</p>	<p>The ELR (and CLR) would provide a northern bypass to Chippenham, linking the A350 with the A4 London Road via the B4069 and would support major residential and employment development as well as reduce traffic flows in the town centre. This constitutes a major beneficial effect.</p> <p>Additionally Sites C1 and E2 propose green infrastructure corridors along the River Avon which would likely add a major beneficial effect on economic growth.</p>	<p>No substantial road infrastructure is proposed as part of this strategy.</p> <p>The provision of the CLR is forecast to reduce traffic flows in the town centre. Additionally the CLR would support the delivery of residential and employment development at Site B1. A moderate beneficial effect is anticipated from the provision of the CLR.</p> <p>Additionally, the indicative greenspace proposed along the River Avon in Site E5 adds a moderate beneficial effect.</p>

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Eastern Link Road	Southern Link Road	Submitted	Mixed
	beneficial effect.		
- Be well connected to Principal Employment Areas?			
(+)	(+)	(+)	(+)
This development strategy would provide employment land supported by road infrastructure which creates strong connections with the nearby Parsonage Way Industrial Estate. The NWRR provides a non-motorised connection to the Parsonage Way Industrial Estate. Improvements to the route and integration with proposals would be required to strengthen this connection further. A minor beneficial effect is anticipated overall.	Development proposed in Site E5 would have connections with Methuen Business Park. The implementation of the SLR would further strengthen these connections as well as creating a connection between the Methuen Business Park and development in Site D7. This constitutes a minor beneficial effect.	This development strategy proposes development in proximity to two Principal Employment Areas. While existing connections are moderate improvements to non-motorised access would support strengthened connections. This can be achieved on-site through development design. Overall a minor beneficial effect is expected.	This development strategy proposes development in the north and south of Chippenham within proximity to Principal Employment Areas. While the proximity of Sites B1 and E5 to Principal Employment Areas is favourable existing connections are relatively weak. The CLR would strengthen access between the Parsonage Way Industrial Estate and proposals for development at Site E5 should improve connection to Methuen Park in order to capitalise upon proximity. Motorised connections along the A350 are strong. This constitutes a minor beneficial effect.

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1.7.13 All four development strategies perform well against this SA Objective, however the Submitted Strategy is assessed to be the preferred strategy. It would deliver a large quantum of employment land for B1, B2 and B8 uses, provide strategic road infrastructure to support economic growth and would be well connected to Principal Employment Areas. For these reasons it outperforms the other three strategies.

SA Objective 12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce

Eastern Link Road	Southern Link Road	Submitted Plan	Mixed Strategy
- Support the vitality of existing employment areas?			

Eastern Link Road	Southern Link Road	Submitted Plan	Mixed Strategy
(+)	(+)	(+)	(+)
<p>This development strategy would see development at Site B1 occur in proximity to several existing areas of employment. Employment development at Site B1 has the potential to support the vitality of these areas through proximity.</p> <p>The implementation of the ELR and the potential for improvements to the NWRR would improve links between the existing and proposed employment areas. A minor beneficial effect is predicted.</p>	<p>This development strategy would have a minor beneficial effect in supporting the vitality of existing areas of employment. This is due to the proximity of several existing industrial estates located to the west of Site E5.</p>	<p>This development strategy proposes development in proximity to a number of existing employment areas in the north and southwest of Chippenham.</p> <p>The implementation of the ELR and potential for improvements to the NWRR would improve links between the existing and proposed employment areas. A minor beneficial effect on the vitality of existing employment areas is expected.</p>	<p>Development proposed as part of this strategy would provide limited support to existing employment sites in the north and south of Chippenham.</p> <p>A minor beneficial effect is anticipated, however opportunities exist to further improve connections between the existing and proposed sites, and this could be achieved through development proposals.</p>
<p>- Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)</p>			
(+)	(++)	(+++)	(++)
<p>Overall this development strategy would provide a good range of employment land (21ha across sites B1 and C4)) which would meet commercial market requirements for a variety of employment use classes including B1, B2 and B8.</p> <p>The quantum of employment land, is however, slightly lower than the minimum requirement for employment land and therefore the benefits are deemed only minor.</p>	<p>Employment land proposed across both Sites D7 and E5 would deliver 26.6ha of employment land. Strong to moderate access by public transport, strong access to the PRN and strategic lorry route and the size of the areas contribute to indicative employment land meeting commercial market requirements for a range of employment types, a moderate beneficial effect is anticipated.</p>	<p>Overall, development of this strategy would provide 43.1ha of employment land across a range of sites. The variety of employment land proposed would offer a range of commercial market requirements, thus supporting a range employment types and constituting a major beneficial effect.</p>	<p>Site B1 would provide employment land suitable for small scale employment development whereas employment land proposed at E5 would support a range of use classes and scales with strong access by public transport, strong access to the PRN and a large indicative area. A moderate beneficial effect is anticipated.</p>
<p>- Provide employment land in areas that are easily accessible by sustainable transport?</p>			

Eastern Link Road	Southern Link Road	Submitted Plan	Mixed Strategy
(-)	(-)	(-)	(-)
<p>This development strategy proposes employment development at Site B1 and in the east of Site C4 which would have moderate to weak access by public transport.</p> <p>Provision of a new bus corridor would be required to ensure stronger access by public transport, development of this strategy should make provision for a new bus route serving the north of the site. Non-motorised access to the town centre and transport hubs is moderate to strong from Site B1, however from Site C4, particularly in the east of the site, access is weak. Proposals should integrate with the NWRR in order to strengthen non-motorised access. Opportunities exist for proposals for this development strategy to improve the NWRR.</p> <p>Overall a minor adverse effect is anticipated.</p>	<p>Improvements to sustainable access would be required to support employment development at Site D7. The SLR, upon completion, has the potential to become a new bus corridor which would strengthen the sustainable access. Other measures include integrating on-site pedestrian and cycle links with the wider pedestrian and cycle network and ensuring non-motorised access to existing public transport. Overall a minor adverse effect is anticipated.</p>	<p>Provision of a new bus corridor along the ELR would be required to support proposals for this development strategy.</p> <p>Proposals should demonstrate how the design incorporates high quality pedestrian and cycle routes on-site, connecting with the wider network and providing stronger sustainable access for employment sites.</p> <p>Proposals should integrate with the NWRR. On-site provision of pedestrian and cycle links would create strong connections between the town centre and indicative employment development in the south of Site E2.</p> <p>Overall a minor adverse effect is anticipated.</p>	<p>Existing sustainable access to indicative employment areas could be strengthened. Improvements to sustainable transport access would be required to support the delivery of employment development in Sites B1 and E5.</p> <p>Proposals for development can make provision for on-site pedestrian and cycle links which integrate with the existing network. There are particular opportunities to strengthen non-motorised access in Site B1 by creating a connection with the NWRR in the south east of the site. Meanwhile connections to the town centre from the indicative employment land in Site E5 can be strengthened by the provision of a pedestrian and cycle route through the indicative greenspace in the north of Site E5.</p> <p>Overall a minor adverse effect is anticipated.</p>

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- 1.7.14 In terms of SA Objective 12, the Submitted Strategy is identified as the preferred strategy. This strategy proposes approximately double the quantum of employment land proposed by the ELR Strategy and Mixed Strategy and for this reason outperforms the other strategies in terms of support to existing employment areas and the provision of employment land which meets commercial market requirements. Opportunities exist within all four development strategies, to provide high quality employment land and diverse employment opportunities, however all four strategies would require improvements to sustainable transport access.
- 1.7.15 The scores for the four Alternative Strategies against each assessment criteria are presented for comparison purposes in Table 1.4.

Table 1.4: Summary of Alternative Development Strategies Assessments Scores

Topic		Eastern Link Road	Southern Link Road	Submitted	Mixed
ENVIRONMENT					
Biodiversity	SO1				
	SO1				
Land	SO2				
	SO2				
	SO2				
	SO2				
Water resources	SO3				
	SO3				
Air and environmental pollution	SO4				
	SO4				
	SO4				
Climate change - emissions	SO5a				
	SO5a				
Climate change - vulnerability	SO5b				
	SO5b				
Historic	SO6				
Landscape	SO7				
SOCIO-ECONOMIC					
Housing	SO8				
Community	SO9				
	SO9				
	SO9				
	SO9				
Sustainable transport	SO10				
	SO10				
Economy	SO11				
	SO11				
	SO11				
	SO11				
Employment	SO12				
	SO12				
	SO12				

1.8 Conclusions

1.8.1 On the basis of the comparative assessments undertaken for the alternative strategies (see summary scores in Table 1.4), the following conclusions can be reached:

- All alternative strategies present a mix of often common beneficial and adverse effects of varying scales and there is no single strategy that stands out as preferred for all three dimensions of sustainable development (environment, social and economic) simultaneously. For each strategy beneficial effects are more noticeable against socio-economic objectives whereas adverse effects are more prominent for the environmental objectives. The identification of preferred strategy(ies) must be therefore rely on finding the strategy that provides the best balance between the environmental and the socio-economic objectives.

Commonalities between strategies

- All alternative strategies are predicted to have moderate adverse effects of problematic mitigation for greenfield and BMV land (SO2), due to the permanent loss of substantial quantities of BMV agricultural land as insufficient non-BMV land exists within each development strategy to deliver the scale of development proposed. This loss is inevitable;
- All alternative strategies are predicted to have moderate adverse effects of problematic mitigation concerning the generation of increased carbon dioxide emissions (SO5a) from large scale development and vehicle emissions. This increase is inevitable given the large scale of development being proposed;
- All alternative strategies are predicted to have equal potential for the generation of renewable energy (SO5a). All development sites proposed in the strategies hold the potential to support the delivery of on-site renewable or very low carbon generation. This could offset to some extent the predicted significant increase in carbon dioxide emissions;
- All alternative strategies are assessed to have moderate effects deemed problematic to mitigate in terms of effects on heritage (SO6) and landscape character and visual amenity (SO7). Parts of the proposed development for all strategies would occur within lands which contribute to the open setting of nearby Conservation Area(s) and/or which are of an elevated nature and visually prominent and/or which contribute to the visual separation of Pewsham and Naish Hill.
- All alternative strategies are predicted to share minor adverse effects regarding access by sustainable transport to proposed residential and employment areas (SO10, SO12). Improvements to public transport and non-motorised access would be required for the four strategies. These improvements are considered achievable;
- All alternative strategies share minor adverse effects for water resources (SO3). Management measures would be needed to ensure greenfield rates of runoff or better and buffer zones between developable areas and small water courses such as Pudding Brook would be required. This is considered achievable.
- All alternative strategies share minor adverse effects air and environmental pollution (SO4). A balance of beneficial and adverse effects are predicted as a result of the new link roads proposed, but the level of development proposed is expected to lead to a net increase in vehicles using the local roads resulting in minor adverse effects on air quality.

Differences between strategies

- All but the Mixed Strategy alternative are predicted to have moderate adverse effects with mitigation considered problematic associated with designated and undesignated sites of biodiversity and geological value (SO1). This relates primarily to the provision of a bridge crossing the River Avon and dissecting the River Avon County Wildlife Site for the other three strategies. While the design and alignment of the bridge can somehow reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic because of the loss of the wildlife site habitats.

- All but the Mixed Strategy alternative are anticipated to have moderate adverse effects of problematic mitigation associated with water resources (SO3) and vulnerability to climate change (SO5b). This relates to the proposed river bridge crossings proposed by the other three strategies altering river flows and potentially impeding floodwaters.
- From an assessment perspective, prediction of minor adverse effects indicate that mitigation is possible and resulting effects will be minor (not significant), thus not a cause of concern. No effects being predicted aren't a cause of concern either. On the other hand, moderate adverse effects indicate that mitigation is problematic and might actually not work resulting in the occurrence of undesirable significant adverse effects. On this basis, the least number of moderate adverse effects a strategy presents the more preferred it becomes from a sustainability perspective.
- The Mixed Strategy alternative demonstrates the least number of effects deemed problematic to mitigate against environmental objectives and as such is considered the preferred alternative from an environmental sustainability perspective;
- From an assessment perspective, prediction of moderate or major beneficial effects indicate that a strategy would have significant positive effects which are welcomed from a sustainability perspective.
- The Submitted Strategy alternative provides the most major positive effects for socio-economic objectives (SO8, SO11 and SO12). This is due to the provision of a substantial quantum of dwellings (2500) and employment land (43.1 ha) and the provision of infrastructure that will help promote economic growth. It includes land with strong access to the PRN and a choice of locations in close proximity to Principal Employment Areas and existing employment areas. The quantum of employment land is approximately twice as much as for the other three strategies, as the strategy safeguards approximately 21.5 ha of employment land for the future in locations that are likely to become attractive to business in the next plan period. Without this additional employment land, the socio-economic benefits arising from the Submitted Strategy are comparable to those for the other strategies. The inclusion of this additional land (and provision of dwellings well above the residual requirement) in the plan would result in additional Greenfield/BMV site development that may not be necessary at this stage to fulfil the development need at Chippenham. In addition, the river crossing associated with link road is the main cause for moderate adverse effects being identified for the biodiversity, water resources and climate change vulnerability SA objectives.
- It should be noted that the fulfilment of the minimum residual housing and employment requirements (1780 dwellings and 21.5ha of employment land, see Table 1.1) is understood as representing the development need for Chippenham.
- On this basis, the ELR Strategy would deliver the least socio-economic benefits due to the quantum of employment land being proposed being smaller (21ha) than the minimum residual requirement (21.5 ha) and therefore its full potential has not been fulfilled through the proposed strategy. Although this shortfall could be addressed if this Strategy was to be taken forward, the ELR Strategy provides a choice of employment locations but relies on the provision of the ELR to bring land forward with strong access to the PRN. The river crossing associated with link road in the ELR Strategy is the main cause for moderate adverse effects being identified for the biodiversity, water resources and climate change vulnerability SA objectives.
- The SLR Strategy and the Mixed Strategy provide very similar levels of socio-economic benefits across the socio-economic objectives, with the difference that the SLR Strategy provides major beneficial benefits for affordable housing (SO8) and for provision of infrastructure that will help promote economic growth (SO11) as opposed to moderate beneficial effects being identified for the Mixed Strategy. This is due to the larger quantum of dwellings and the link road proposed for the SLR Strategy. Both strategies include employment land with strong access to the PRN and a choice of locations but the SLR strategy relies on the provision of the SLR to improve access to the PRN for the delivery of all employment land. The river crossing associated with link road in the SLR Strategy is the main cause for moderate adverse effects being identified biodiversity, water resources and climate change vulnerability SA objectives, and the provision of dwellings above the residual requirement associated with the SLR would result in additional

Greenfield/BMV agricultural land being developed which may not be needed at this stage to fulfil development need in Chippenham. The Mixed Strategy doesn't present such issues.

- Taking into account performance across the environmental and socio-economic objectives in order to find the preferred strategy together with the fulfilment of the minimum residual housing and employment requirements, it is considered that the Mixed Strategy is the alternative with the best sustainability performance and it is recommended as the preferred alternative. However, this would require satisfactory solution of the heritage and landscape adverse effects identified prior to taking this alternative forward;

Appendix A. Alternative development strategies – detailed assessment tables

Table A.1: Eastern Link Strategy assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
<p>1. Protect and enhance all biodiversity and geological features and avoid irreversible losses</p>	<p>- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?</p>	<p>B1 - Development of Site B1 would not directly affect any designated sites of biodiversity or geological value, however, the River Avon County Wildlife Site (CWS) runs along the eastern extent of the site. The Avon is also a BAP Priority Habitat. There is potential for the Avon and over-grown willow along the Avon to support populations of Otter and Bat. Indicative greenspace provides a buffer between development and river, the steep relief of the river bank may deter public access, protecting these species. Proposals should demonstrate how the design ensures no adverse effects on potential Otter populations will occur from development.</p> <p>C4 - Site C4 includes an extensive area of indicative greenspace which provides a buffer between the CWS and development as well as protecting the floodplain grazing marsh from development. This area could be important for populations of wintering and wading birds. Willows along the Avon may support populations of Bats. Ecological surveys would be required to better understand the importance for biodiversity features in this site. As with Site B1 the Otter is recorded on the Avon in proximity to Site C4. While the indicative greenspace would provide a buffer between development and the river, proposals should demonstrate how the design ensures no adverse effects on potential populations would occur from development.</p> <p>Eastern Link Road - Access from the north of the site is proposed in the form of a bridge crossing the River Avon, this would dissect the County Wildlife Site and could had adverse effects. Due to the extent of the CWS, which separates B1 and C4 entirely, avoidance would not be achievable. While development proposals can incorporate mitigation measures which somewhat reduce or offset effects of a river crossing, mitigation of effects is likely to be problematic. A moderate adverse effect is anticipated.</p> <p>Cocklebury Link Road - The Cocklebury Link Road (CLR) would have no direct effects on any designated or undesignated sites of biodiversity or geological value.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Overall - As protected species are recorded in B1 and C4 proposals should demonstrate how the design ensures no adverse effects on these species will occur from development. Ecological surveys should inform proposals. Protection, creation and avoidance of key habitats should be demonstrated through design. The ELR would dissect the CWS, this is unavoidable. While the design of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this developments strategy would have a moderate adverse effect.</p>	
	<p>- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?</p>	<p>B1 - Two linear wooded features are present in the south and west of the site along the disused railway line and the railway embankment. The proposed site layout does not propose buffer zones between these features and residential or employment development which could have adverse effects on these natural features. Further proposals for this site should incorporate buffer zones along the southern and western boundaries to reduce harm to these features.</p> <p>C4 - Agriculturally improved fields are dominant at the site and boundary hedgerows are low in number, this reduces the ecological diversity of the site. At the western extent of the North Wiltshire Rivers route (NWRR) a wooded corridor exists, this feature could be adversely effected by development of the site thus requiring mitigation. There is also potential to protect and enhance this feature, extending it eastwards to improve connectivity. Further proposals for Site C4 should protect and extend the wooded corridor.</p> <p>Eastern Link Road - The ELR would dissect the wooded feature along the railway embankment in the west of Site B1 as it crosses the railway and the NWRR on the east of C4. These dissections are considered unavoidable as such measures to minimise vegetation loss, such as replanting and translocation of vegetation, should be incorporated into the design.</p> <p>Cocklebury Link Road - The CLR could require the removal of hedgerows along Darcy Close and would dissect</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>a vegetated area in the southwest of Site B1. Ecological surveys should be undertaken to ascertain the ecological significance of these features and make recommendations for the design of the CLR. Proposals should demonstrate how vegetation loss is intended to be minimised and adverse effects mitigated.</p> <p>Overall - Proposals for development should incorporate buffer zones between developable areas and the significant green corridors along the railway embankment to the west of B1 and the NWRR through B1 and C4. Opportunities exist to enhance these features through development proposals. The design of the ELR and CLR should demonstrate how vegetation loss is minimised in the south of B1 and at the NWRR in C4. Translocation of vegetation should be proposed where loss is unavoidable. These measures would mitigate adverse effects, as such a minor adverse effect is expected.</p>	
<p>PS0 02. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>	<p>- Use previously developed land, greenfield land or a mix of both?</p>	<p>B1 - The indicative layout for B1 shows that proposed development would occur predominantly on greenfield land. While a small amount of residential development is proposed on previously developed land at Rawlings Farm, the extent of greenfield land across Site B1 makes avoidance problematic. Mitigation of effects would be problematic.</p> <p>C4 - Site C4 is comprised largely of greenfield land. While previously developed land at Harden's Farm is not included within the proposals an area of land at New Leaze Farm is. Due to the extent of greenfield land mitigation would be problematic.</p> <p>Eastern Link Road - The ELR is proposed on greenfield land. The extent of greenfield land across the development strategy area makes avoidance unachievable.</p> <p>Cocklebury Link Road - The CLR proposes to upgrade existing road infrastructure at Darcy Close and extend this on greenfield land on Site B1. Avoidance of greenfield land is not considered achievable, however the quantum of loss is relatively minimal. Mitigation of effects would be problematic.</p> <p>Overall -</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?</p>	<p>This development strategy would result in the permanent loss of an extensive area of greenfield land to the east of Chippenham. Mitigation of effects is considered problematic.</p> <p>B1 - The site is comprised predominantly of Grade 2 (very good) BMV agricultural land. A small area of non-agricultural urban lands is located in the southwest of this site, although this is not sufficient in size to deliver scale of development proposed. As such mitigation of effects on BMV land would be problematic.</p> <p>C4 - The majority of Site C4 is comprised of Grade 3 (good to moderate) and Grade 4 (poor) agricultural land. In the south of the site adjacent to Pewsham an area of non-agricultural land is present. Much of the Grade 4 agricultural land in the site coincides with the area of green space proposed along the River Avon. A precautionary approach is taken to Grade 3 land, it is presumed that the expanse of Grade 3 land across this site is BMV. As insufficient poor and non-agricultural land exists, development would result in the permanent loss of BMV land, making mitigation problematic.</p> <p>Eastern Link Road - The road infrastructure proposed could not avoid the permanent loss of BMV land which covers much of the area. Loss of BMV land through the provision of the ELR and CLR would be small due to the linear nature of development.</p> <p>Cocklebury Link Road - The CLR is proposed largely within non-agricultural urban lands, a small section is proposed in Grade 2 land. The area of BMV land affected is relatively small, however the permanent loss of BMV land is considered unavoidable.</p> <p>Overall - This development strategy would lead to the permanent loss of BMV land. Loss of BMV land is unavoidable and mitigation of effects is not considered achievable.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	<p>B1 - There are no sites of potential contamination within Site B1. The agricultural use of the land makes the need for remediation of contamination unlikely.</p> <p>C4 - Similarly C4 comprises agricultural land and the need for remediation is not considered likely. A site of potential land contamination is situated in the southwest of Site C4. As this coincides with indicative greenspace, no effects on viability or deliverability are anticipated.</p> <p>Eastern Link Road - Contaminated land is not expected to have any adverse effects on the deliverability or viability of the ELR.</p> <p>Cocklebury Link Road - There are no sites of potential contamination within proximity to the proposed alignment of the CLR.</p> <p>Overall - Across the two sites land contamination is expected to lead to viability or deliverability issues for development. The area of potential land contamination within the development strategy area coincides with indicative greenspace in Site C4. No effects are expected.</p>	(0)
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	The site is not situated within a Mineral Safeguarding Area.	(0)
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	<p>B1 - The site is situated entirely within an Outer Source Protection Zone (SPZ Zone 2c). Two tributaries of the River Avon originate within the site, proposals for development should demonstrate appropriate land management practices and ensure suitably sized buffer strips are proposed between development and watercourses.</p> <p>C4 -</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>With the exception of a small area in the south of Site C4 the majority of land is located within an Outer SPZ. A number of small watercourses associated with the River Avon run through the area, particularly in the west. The indicative proposals include development within the Outer SPZ, where this occurs proposals should include measures to mitigate the effects of development, including appropriate land management and the provision of buffers between watercourses and development.</p> <p>Eastern Link Road - Much of the ELR would be located within the Outer SPZ which covers much of the area. Design principles will be expected to include SUDS and surface water management measures which reduce effects on the Outer SPZ.</p> <p>Cocklebury Link Road - The CLR would be situated in an Outer SPZ. In order to prevent adverse effects from development on surface water, proposals for the road should incorporate surface water management measures.</p> <p>Overall - Development proposed in the Outer SPZ should show appropriate land management practices and make provision of buffer strips between developable areas and watercourses. Proposals for development, including the road infrastructure, should incorporate within the design surface water management measures which meet or exceed greenfield rates of surface water runoff. As these measures would achieveably mitigate adverse effects a minor adverse effect is expected.</p>	
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p>B1 - Site B1 is situated largely within Flood Zone 1 in the River Avon catchment. Potential water resource implications are expected as a result of the proximity of the Avon to indicative development at Site B1. Development of this site would increase impermeable surfaces and therefore runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site can be reduced through the provision of surface water management measures.</p> <p>C4 - Site C4 lies in proximity to the River Avon and River Marden. Potential water resource implications are anticipated as a result of the proximity of the site to both rivers.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Development of the site would lead to increased rates of runoff rates on land which drains directly into these rivers. The effects on water resources from development of Site C4 could be reduced through the provision of surface water management measures in further development proposals.</p> <p>A number of small watercourses pass through the site and would be at risk of pollution from development. Further proposals should consider the effects from development on this feature.</p> <p>Eastern Link Road - The ELR would result in an increase in impermeable surfaces throughout the development strategy area. Adverse effects on water resources from the implementation of road infrastructure can be reduced through provision of surface water management measures which ensure greenfield rates of runoff are achieved. Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects on river flows to prevent increased flood risk is likely to be problematic.</p> <p>Cocklebury Link Road - Impermeable surfaces proposed as part of the CLR would increase runoff rates. Surface water management measures such as swales and attenuation ponds would mitigate any adverse effects and should be included within design proposals.</p> <p>Overall - Measures which reduce and where possible avoid adverse effects on the volume, flow and quality of water should be incorporated within development proposals. This should include surface water management measures and buffer zones between developable areas and the small watercourses associated with the Avon, particularly in C4. Effects from the river bridge on the flow of the River Avon would likely be problematic to mitigate. Overall a moderate adverse effect is anticipated.</p>	
4. Improve air quality	-Take place within a designated Air Quality	Implementation of this development strategy would not directly affect any AQMAs.	(0)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
throughout Wiltshire and minimise all sources of environmental pollution	Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?		
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>B1 - Development of Site B1 would lead to an increase in vehicles on local roads. An increase in vehicles would lead to a decrease in air quality and an increase in noise pollution and light pollution. This would have a minor adverse effect. Access to the site is proposed from Parsonage Way onto the B4069 north of Chippenham, Cocklebury Road and the A4 London Road. The permitted link road in Area A would provide strong access to the A350, which is categorised as part of the Primary Route Network (PRN), this would reduce through traffic in the town centre. A second vehicular access is proposed from Cocklebury Road, this would provide direct access to the A420 in the centre of Chippenham.</p> <p>The strong to moderate non-motorised access to the town centre would support a reduction in vehicle dependency. Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the impact of environmental pollution from development.</p> <p>C4 - Development at the scale proposed for this site would result in a considerable increase in vehicles on local roads. The increase in vehicles associated with development of Site C4 would likely lead to a decrease in air quality and increase in noise pollution and light pollution at night. Non-motorised access to the town centre and existing services is moderate to weak, access to public transport in the south of the site is strong. Further proposals for development of Site C4 should encourage the use of sustainable</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		transport modes in order to encourage a reduction in vehicle dependency and somewhat lessen the effects from development on environmental pollution. Eastern Link Road (and Cocklebury Link Road) - It is presumed that the ELR would integrate with the link road permitted in Area A. The ELR is forecast to result in a 12-13% reduction in traffic flows in the town centre. This would likely equate to a reduction in noise pollution and an improvement to air quality. The ELR is expected to reduce congestion along the A4 Pewsham Way and London Road which is identified as a congested corridor. The beneficial effects from the ELR would, to some extent, offset the increase in pollution from vehicles associated with new development. However, increased congestion is anticipated at the Malmesbury Road Roundabout and on the A4 Bath Road. This constitutes a mix of beneficial and adverse effects. Overall - Proposals in areas with strong access by public transport and non-motorised access to the town should capitalise on sustainable access and encourage a reduction in private car dependency. This can be achieved by providing high quality pedestrian and cycle routes on-site which integrate with existing routes off-site, particularly the NWRR. This would strengthen access to the town centre and existing public transport corridor along the A4. While the ELR would result in a balance of beneficial and adverse effects through the redistribution of polluting vehicles, the development of Sites B1 and C4 would lead to a net increase in vehicles using local roads. Overall a minor adverse effect is expected.	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	B1 - Development in the west of the site would be in proximity to the railway line, an existing source of noise pollution which could affect amenity in the west of the site. This effect could be avoided through the provision of noise barriers, buffer zones between the railway line and development and reduced through landscaping and design. C4 - There are no existing sources of environmental pollution within proximity to the site, thus no effects are expected. Eastern Link Road -	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		The ELR is not expected to be affected by any existing sources of environmental pollution. Cocklebury Link Road - The CLR is unlikely to be affected by existing sources of pollution. Overall - The minor adverse effect associated with noise from the railway line in the west of Site B1 can be achievably mitigated through design. Measures should include noise barriers which protect developable areas from effects on amenity and buffer zones which avoid areas in immediate proximity of the noise source. No other sources of environmental pollution exist within proximity of this development strategy. A minor adverse effect is anticipated overall.	
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	B1 – While increased greenhouse gas emissions are anticipated from the development of Site B1 the small scale proposed coupled with the strong to moderate access to the town centre and transport hubs would likely lead to less traffic generating carbon emissions. Carbon dioxide emissions from new buildings can be reduced to some extent through meeting standards of sustainable construction and design. C4 - The larger scale of C4 compared to B1, coupled with the moderate to weak access to the town centre makes mitigation of increase carbon emissions from development problematic. Eastern Link Road - The provision of the ELR would redistribute vehicles which would also redistribute carbon emission produced by vehicles. There is potential for a 12-13% reduction in traffic flows in the town centre which could lead to a decrease in carbon emissions; however this is balanced by a forecasted increase in congestion at the Marlborough Road Roundabout and the A4 Bath Road. As such the ELR is not expected to bring about any beneficial effects with regard to this SA objective. Cocklebury Link Road - The CLR is forecast to reduce traffic flows in the town centre by approximately 6% which could result in a reduction in carbon dioxide emissions in congested areas.	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Overall - Site B1, through a combination of the scale of development proposed and strong access to the town centre, would have a limited effect in terms of increase in carbon dioxide emissions, whereas Site C4 would have a moderate adverse effect. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects, however a moderate adverse effect is expected as the ELR would redistribute vehicles and pollution rather than reduce them.</p>	
	<p>- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?</p>	<p>Both sites hold the potential to support the delivery of on-site renewable or very low carbon energy generation. Development proposals for B1 and C4 should include solar photovoltaic panels into their design.</p>	(++)
<p>5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects</p>	<p>- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).</p>	<p>B1 - The indicative development areas of this site are situated entirely within Flood Zone 1. C4 - The west of the site is situated within Flood Zone 2 - 3, although this area coincides with the indicative greenspace which provides a buffer between the River Avon and development. The developable areas of the site are situated in Flood Zone 1 making development less vulnerable to increasing extreme climatic events such as fluvial flooding. No effects are expected. Eastern Link Road - The river bridge crossing between Sites D7 and E5 would be situated within Flood Zone 3. This is unavoidable, therefore the design should ensure floodwaters are not impeded by new structures. Furthermore additional flood storage capacity should be created in Flood Zone one as necessary. Cocklebury Link Road - The CLR is proposed in Flood Zone 1. Overall -</p>	<p>(-)</p>

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		This development strategy would be largely located within Flood Zone 1. The design of the river bridge should be expected to ensure floodwaters are not impeded and floodwater storage capacity is increased to account for potential adverse effects from the implementation of a bridge. The design and mitigation measures should be informed by a Flood Risk Assessment which determines the significance of potential increases to flood risk on-site and downstream.	
	- Address the risk of flooding from all sources?	<p>B1 - The site is situated largely within Flood Zone 1 with the indicative area of greenspace in the east coinciding with a small area of Flood Zone 2-3. Development would increase rates of surface water runoff which flows into the Avon upstream of Chippenham. Surface water management measures would be required to as part of development design to ensure existing greenfield rates of surface water runoff are achieved. This would reduce the risk of ground and surface water flooding onsite and minimise increases to peak flows on the River Avon downstream, particularly in Chippenham town centre.</p> <p>C4 - The west of the site lies within Flood Zone 2 or 3 and holds significant upstream flood water storage capacity, protecting Chippenham town centre. The indicative layout drawing demonstrates that development would avoid this area. Development of greenfield land in Site C4 would increase surface water runoff flowing directly into the Avon immediately upstream of Chippenham. Any increase in flows into the Avon from the development of this site would greatly increase flood risk in the town centre. The incorporation of surface water management measures is necessary to ensure runoff rates are no greater than prior to development as a minimum.</p> <p>Eastern Link Road - The ELR would increase impermeable surfaces and therefore rates of surface water runoff. Effects from the implementation of the ELR can be mitigated through the incorporation of surface water management measures into the design. The bridge crossing of the River Avon would likely alter the flow of the river which could have adverse effects on the flood risk downstream, particularly at the Radial Gate in Chippenham. Avoidance of the Avon is not considered achievable and measures which</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>adequately mitigation effects from the bridge on river flows to prevent increased flood risk would be problematic.</p> <p>Cocklebury Link Road - An increase in impermeable surfaces, while small, would lead to increased rates of surface water runoff. As land in Site B1 flows directly into the Avon it is important that the design of the road makes provision for surface water management measures. Swales and attenuation ponds could be incorporated into the design of the road to ensure greenfield rates of runoff.</p> <p>Overall - Surface water management measures should be required as standard by all proposals. Surface water management measures should ensure that greenfield rates of runoff or less are achieved. Development of this strategy has the potential to create additional upstream floodwater storage capacity in Flood Zone 1, this would prevent adverse effects associated with development as well as reduce flood risk downstream, particularly in the town centre. Proposals should increase floodwater storage capacity in Flood Zone 1 to prevent increased risks of flooding. The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream. This constitutes a moderate adverse effect.</p>	
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>B1 - Site B1 contains one heritage asset, a listed building at Rawlings Farm. The building is listed for its architectural interest, as such development at Site B1 would not affect this asset. Open agricultural land within B1 contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Development in these areas of the site could not avoid effects on the settings of these heritage assets. An area of greenspace is proposed in the northeast of the site, planting vegetation in this area to screen views would provide some mitigation. While tree planting and landscaping would screen views of development on-site this would not protect the open setting of the Conservation Areas, as such mitigation is considered problematic.</p> <p>C4 - A listed building at Harden’s Farm is the only heritage asset within Site C4, again this</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>building is listed for its architectural merit and would be unaffected by adjacent development.</p> <p>Land in the north of the site contributes to the setting of the Tytherton Lucas Conservation Area and the indicative development area extends into this land. While vegetation buffers could screen views of development at Option C4 this would adversely affect the open setting of the Conservation Area, making mitigation problematic.</p> <p>Land south of the NWR route may contribute to the setting of the conservation area. Further proposals should incorporate vegetation screening along the NWR route to screen views of development from Tytherton Lucas, this would likely mitigate any adverse effects.</p> <p>There is high potential for unknown heritage assets of archaeological interest dating from the prehistoric and medieval periods. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains. This would need to be considered in further development proposals for the site.</p> <p>Eastern Link Road - The ELR passes through land which contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Where this occurs the design should ensure an unobtrusive route which minimises visual impact. The ELR has high potential to uncover as yet unknown archaeological assets. Archaeological investigations should inform proposals, Preservation in situ of discrete areas of remains and recording for widespread remains would achievable mitigate effects from the implementation of the link road.</p> <p>Cocklebury Link Road - The northern extent of the CLR is proposed on land which contributes to the rural and remote Conservation Areas at Tytherton Lucas and Langley Burrell. As avoidance of this land is not considered achievable proposals for the road should demonstrate how visual impact would be minimised through design.</p> <p>Overall - This development strategy would have a moderate adverse effect on this SA Objective.</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>This relates to proposed development in Site B1, Site C4 and the ELR occurring within land which contributes to the setting of two nearby Conservation Areas. The indicative layout for B1 proposes a green buffer to the north which reduces the effects of development on the open agricultural setting of Langley Burrell. While vegetation screening would reduce views of proposed development in both site options it would also diminish the open setting, this makes mitigation problematic. Development of this strategy has high potential to unearth as yet unknown archaeological assets, this constitutes a minor adverse effect which can be mitigated through preservation in situ and recording. The scale of development proposed across this development strategy area has high potential to unearth as yet unknown archaeological assets, this constitutes a minor adverse effect which can be mitigated by preservation and recording.</p>	
<p>PS07. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>	<p>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</p> <ul style="list-style-type: none"> - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i> 	<p>B1 - There are no designated features within proximity of the site. The land which comprises Site B1 is prominent and forms the rural edge to Chippenham. This site option is elevated above the River Avon floodplain and supports the remoteness and separation of Langley Burrell. The relief of the site, which slopes eastward towards the Avon, makes mitigation of effects from development on visual amenity problematic to achieve. The linear wooded features along the west and south of the site screen views of Chippenham from the rural north. Development of the site would extend the urban character northwards into the open agricultural landscape. There is some potential to incorporate green buffers which screen views of development from the north and east, While this could reduce the visual impact of proposals to some extent, adequately mitigating adverse effects is expected to be problematic.</p> <p>C4 - As with B1, Site C4 has no designated features within proximity of the site. The southern areas of the site have an urban influence and favourable landform, however land in the north of Site C4 is visually prominent throughout the wider area, particularly north of the NWRR. Development of land north of the NWR route would be visually prominent, reduce the separation between Chippenham and Tytherton Lucas and</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>increase views of development at Chippenham as far as East Tytherton. Mitigation of these effects is considered problematic.</p> <p>There is insufficient land in Option C4 to deliver the scale of development proposed without having adverse effects on the character of the landscape and visual amenity, mitigation is considered problematic and a moderate adverse effect is expected.</p> <p>Eastern Link Road - The ELR passes through areas in the north of the development strategy area as well as along the western extent of Site C4. These represent some of the most remote and rural areas. As such the design for the ELR should ensure that the route is unobtrusive and minimises effects on visual amenity.</p> <p>Cocklebury Link Road - Where the CLR passes through land in the north of B1 there is potential for an adverse effect on land which contributes to the remoteness of Langley Burrell. Proposals for this road infrastructure should demonstrate how the design of the route minimises the visual impact and effects to local amenity.</p> <p>Overall - Moderate adverse effects would arise from development proposed in Options B1 and C4 as the land which forms large parts of these areas is elevated and visually prominent. Avoidance of these areas of land is not achievable by virtue of the quantum of land affected. While landscaping and vegetation screening would provide some mitigation of effects measures which adequately mitigate adverse effects would be problematic. A moderate adverse effect is anticipated.</p>	
<p>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes,</p>	<p>- Help meet affordable housing needs/the needs of the local community (if known)?</p>	<p>Overall - This development strategy proposes approximately 2000 homes across the two sites. B1 proposes a smaller scale of development compared to C4. Overall development of this strategy would provide the potential to deliver affordable homes in a range of sizes, types and tenures, which meet local housing need. The scale of housing proposed constitutes a moderate adverse effect.</p>	<p>(++)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
types and tenures			
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	<p>B1 - Development at Option B1 would be situated to the east of one of Chippenham's least deprived areas. There are no deprived areas within proximity of this site option. Development at B1 would be unlikely to increase poverty or deprivation and should contribute to the low levels of deprivation experienced locally.</p> <p>C4 - Development of Site C4 would occur directly north of an area of high deprivation which extends from the town centre to north Pewsham. Site C4 is situated in an area of moderate deprivation to the east of Chippenham. Development of this site offers the potential for the delivery of community facilities and an area of employment land, this would support a reduction in levels of high deprivation present nearby.</p> <p>Eastern Link Road - The ELR would support the delivery of community facilities and employment land which would have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham. As such a minor beneficial effect is anticipated.</p> <p>Cocklebury Link Road - The CLR would support for the delivery of proposed employment land and community facilities in Site B1 which could benefit existing communities and support a reduction in deprivation locally. This constitutes a minor beneficial effect.</p> <p>Overall - Development of Site C4 has the potential to lead to a decrease in poverty and deprivation in adjacent communities, particularly high deprivation areas such as Pewsham, through the provision of jobs and community facilities. The ELR would support the delivery of community facilities and employment land which would have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	<p>B1 - Development of the site would not result in the loss of any existing or proposed community facilities or amenity space. Provision of green space in the northeast of the site could be publically accessible and link to accessible open space further south along the River Avon.</p> <p>C4 - Development of the site would not result in the loss of any community facilities or amenity space. There are no accessible open spaces within the site although playing fields at Harden’s Mead and Abbeyfield School are situated adjacent to the site. Development of Site C4 creates the opportunity to enhance access to these open spaces. The proposed green space along the River Avon could be publicly accessible and link to accessible open space further along the river.</p> <p>Eastern Link Road - The implementation of the ELR would not result in the loss of any accessible open spaces, although the dissection of the indicative green spaces along the eastern bank of the River Avon could be mitigated through design.</p> <p>Cocklebury Link Road - The CLR would not affect any areas of accessible open space.</p> <p>Overall - This development strategy offers the potential to create accessible open space along the River Avon as well as enhance access to an existing accessible open space, this would constitute a minor beneficial effect.</p>	(+)
	- Result in the loss of PROW or provision of new PROW?	<p>B1 - A byway enters Site B1 in the west and becomes a PRoW, passing through the southwest of the site. A PRoW runs south to north connecting Upper Peckingell Farm with development in the north of Chippenham. Development of the site could disrupt either of the PRoWs or the byway, however avoidance of adverse effects is straightforward. Where development seeks to alter a PRoW provision of an alternative routes should be provided to offset the impact.</p> <p>C4 - A small network of PRoWs links Harden’s Farm to Chippenham in the south and</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Tytherton Lucas in the north. Development of the site could avoid these PRoWs. Should adverse effects from development be unavoidable, mitigation measures to reduce or offset the effects are achievable through the appropriate provision of an alternative route.</p> <p>Eastern Link Road - The indicative alignment of the ELR has the potential to affect a number of PRoWs, as well as the NWRR. As avoidance is not considered achievable mitigation measures are required. Provision of pedestrian crossings and appropriate signage of PRoW would adequately mitigate adverse effects.</p> <p>Cocklebury Link Road - The CLR is proposed in an area with a number of PRoWs and a Byway. The indicative alignment dissects one PRoW and runs parallel to another. The implementation of the CLR has the potential to adversely affect a number of PRoWs, however, the design could incorporate nearby PRoWs into the design and provide enhancements to the existing PRoW network in the immediate vicinity of the CLR. Where the route dissects PRoWs pedestrian crossings and appropriate signage would effectively mitigate adverse effects.</p> <p>Overall - Where development proposals can demonstrate that the alteration or extinguishment of a PRoW is unavoidable the design should be required to make provision of an appropriate alternative route to offset the loss. The alignment of the ELR has the potential to adversely affect a number of PRoWs. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented within the design. Opportunities exist to enhance the quality of existing PRoWs through development of this strategy and this should be demonstrated through design.</p>	
	- Be accessible to educational and health facilities?	<p>B1 - Development of Site B1 would have weak non-motorised access to the hospital. Furthermore the site has weak access by public transport. Motorised access would be directed through central areas of Chippenham. Development at the site would be in proximity to Abbeyfield School. While the River</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Avon constrains direct access, implementation of the ELR would mitigate this.</p> <p>C4 - Residential development in the south of the site would benefit from very strong non-motorised ease of access to Abbeyfield School, whereas development further north would have moderate access. The entire site has moderate to weak non-motorised ease of access to the hospital, public transport services along the A4 would provide an alternative means of access to the hospital from the south of the site, however access from the north would be weak.</p> <p>Eastern Link Road - The ELR would improve motorised access to Abbeyfield School from B1, this is the only identified effect.</p> <p>Cocklebury Link Road - The CLR would provide an alternative motorised route to existing facilities, it is not anticipated that this would strengthen access to existing educational or health facilities.</p> <p>Overall - Southern areas of Site C4 outperform Site B1 and the north of Site C4 in terms of access to educational and health facilities. Weak sustainable access to these facilities from the north of the development strategy area constitute an adverse effect. Secondary Schools in Chippenham are reaching capacity and could be unable to support the number of new pupils associated with a development at the scale of this alternative. Proposals should be supported by the provision of new facilities or financial contributions to support offsite delivery of new facilities. Overall a minor adverse effect is anticipated.</p>	
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<p>B1 - While Site B1 has potential for strong access by public transport, current access is weak to moderate. Ease of access to the town centre by non-motorised modes from the site is strong to moderate and improvements to off-site pedestrian and cycle facilities would likely improve this.</p> <p>C4 - The south of the site would benefit from strong ease of access by public transport along the A4 London Road. Development in the south of Site C4 would likely support</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>an increase in the use of public transport services along this corridor. However access by public transport in the north of Site C4 is moderate to weak and improved services along the existing A4 corridor would be unlikely to alter this. Development in the north of C4 should be supported by a new bus corridor along the proposed ELR. Ease of access to the town centre by non-motorised modes from the site is categorised as moderate to weak. Proposals can improve non-motorised links on-site through design, improvements to offsite pedestrian and cycle facilities would be required to support this. In order to strengthen non-motorised access development should seek to integrate with the NWRR, which provides direct access to Chippenham town centre.</p> <p>Eastern Link Road - The ELR would link the A350 north of Chippenham with the A4 London Road east of Chippenham. The ELR could become a future public transport corridor which would strengthen access by public transport for proposed development in Sites B1 and C4.</p> <p>Cocklebury Link Road - No effects are expected from the implementation of the CLR.</p> <p>Overall - Proposals for development in B1 and the north of C4 should be supported by a new bus corridor along the proposed ELR, this would prevent an adverse effect in terms of poor access by public transport for development proposed in this area of this development strategy. Proposals should make provision of high quality non-motorised routes on-site which integrate with offsite pedestrian and cycle routes, particularly the NWRR, which provides direct access to Chippenham town centre. A minor adverse effect is expected as the weak access by public transport could be mitigated through a new bus corridor.</p>	
	<p>- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?</p>	<p>B1 - The NWRR crosses the River Avon in the southeast of B1 and then follows the river southwards. There is potential for development at Site B1 to integrate with and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north.</p> <p>C4 - The NWRR passes east to west through Site C4, crosses the River Avon into B1 and</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>follows the Avon southwards. This provides a direct cycle link to the railway station, town centre and Wiltshire College. Proposals for development of Site C4 should integrate with the cycle route and improve access to it from the A4 through the site.</p> <p>Eastern Link Road - The ELR would have the potential to become a future public transport corridor. The ELR could provide support for improvements to access by public transport between proposed development and the town centre, station or College.</p> <p>Cocklebury Link Road - The CLR is not anticipated to support improvements to public transport, pedestrian or cycle connectivity to key hubs in Chippenham.</p> <p>Overall - Opportunities to support improvements to pedestrian and cycle links are focused on the NWWR, which passes through both sites and serves the railway station and town centre. The ELR could become a public transport corridor which would support proposed development.</p>	
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>	<p>Offer the potential to provide employment land for B1, B2 and B8 uses?</p>	<p>B1 - Site B1 proposes 5ha of employment generating land, however the indicative layout does not establish the location of this area. The small quantum of land and landscape sensitivities make the site less well suited to large B8 units. The ELR will provide strong access to the PRN and holds the potential to become a future public transport corridor. Site B1 has strong to moderate non-motorised access to the town centre and transport hubs. This creates the potential for a range of employment generating uses.</p> <p>C4 - Site C4 proposes two separate indicative areas of employment land. The indicative layout shows this as a larger area and smaller area along the alignment of the ELR in the east of Site C4. The quantum of proposed employment land and the indicative layouts would likely support the delivery of a range of use class types. The ELR would provide strong links to the A350 PRN and strategic lorry route. The A4 is also categorised as a strategic lorry route. Non-motorised access to the town centre is weak and access by public transport along the A4 London Road is strong for the</p>	<p>(+)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>smaller site in the southeast and moderate to weak for the larger site in the east. The adjacent NWRR could support an improvement to non-motorised access from the town centre for proposed employment land.</p> <p>Eastern Link Road - The implementation of the ELR would strengthen access to the A350 PRN from indicative employment areas in Site C4, thus offering greater potential for employment development as part of this development strategy.</p> <p>Cocklebury Link Road - The CLR would integrate with the link road permitted in Area A, strengthening access to the PRN and strategic lorry route from Site B1.</p> <p>Overall - Overall this development strategy proposes a lower quantum of employment land than required by the plan. This limits the beneficial effects expected. Employment development at Site B1 is limited by the scale of employment land proposed and restriction in terms of the scale and size of employment units. C4 has greater potential to provide a mix of employment land uses. The ELR will be important in ensuring stronger access to the PRN for employment development within Sites B1 and C4. Overall, the quantum of employment land proposed and the generally strong non-motorised and public transport access constitutes a minor beneficial effect.</p>	
	<p>Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?</p>	<p>B1 - Employment development at Site B1 would have strong to moderate non-motorised access to the town centre and transport hubs. On-site enhancements to pedestrian and cycle links would further improve access. The proximity of the site to Chippenham town centre would support movement between employment land at Site B1 and the town centre, supporting the town's viability.</p> <p>C4 - The indicative employment land proposed at Site C4 would be located at the periphery of the town away from existing built up areas. While new development would provide benefits to existing town centre uses, the distance to the town centre would limit the extent of this benefit.</p> <p>Eastern Link Road -</p>	<p>(+)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The ELR would create an alternative route from the A350 north of Chippenham to the A4 London Road, it is forecast that this would reduce traffic flows in the town centre by approximately 12-13%. This would reduce congestion in the town centre which would have a beneficial effect.</p> <p>Cocklebury Link Road - The CLR would integrate with the permitted link road, this is forecast to reduce traffic flows in the town centre by approximately 6%. This would support the vitality of the town centre by reducing congestion and through traffic in central areas of the town.</p> <p>Overall - Overall this development strategy would have a minor beneficial effect on the vitality and viability of the town centre through the provision of the ELR and development at Site B1 with strong to moderate non-motorised access to the town.</p>	
	Provide infrastructure that will help to promote economic growth?	<p>B1 - Site B1 would not provide any infrastructure which would promote economic growth.</p> <p>C4 - Site C4 would deliver green space along the River Avon which would support the formation of a continuous green infrastructure corridor along the river into the town centre, this could have minor beneficial effects on economic growth. Improving the NWRR could support economic growth by strengthening non-motorised access to the town centre via existing and proposed employment areas.</p> <p>Eastern Link Road (and Cocklebury Link Road) - Implementation of the ELR would provide a northern bypass to Chippenham, linking the A350 with the A4 London Road via the B4069. The delivery of the route would reduce traffic flows in the town centre, lead to a slight improvement in average peak period journey times (2015-2026) and support major residential and employment growth.</p> <p>Overall - While Site B1 would not contribute any infrastructure which would promote economic growth, the overall development strategy would have major beneficial effects. This is predominantly the result of the link road, however Site C4 offers the potential for green infrastructure along the River Avon, connecting with the wider area and the potential for</p>	(+++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	Be well connected to Principal Employment Areas?	<p>improved access to the NWRR.</p> <p>B1 - Site B1 is situated immediately adjacent to the Parsonage Way Industrial Estate, access to the site from Parsonage Way would ensure strong connections between the Principal Employment Area and employment generating development at Site B1.</p> <p>C4 - The indicative employment areas proposed currently shares little relation to existing Principal Employment Areas. However the provision of a highway access from the north and improvements to the NWR route has potential to create strong connections to the Parsonage Way Industrial Estate. Proposals for development should demonstrate through design how this would be achieved. A minor beneficial effect is expected.</p> <p>Eastern Link Road - The ELR would strengthen connections between Site B1, indicative employment land in Site C4 and the Parsonage Way Industrial Estate.</p> <p>Cocklebury Link Road - Connections between the Parsonage Way Industrial Estate and development at Site B1 would be strengthened by the provision of the CLR. This would have a minor beneficial effect.</p> <p>Overall - This development strategy would provide employment land supported by road infrastructure which creates strong connections with the nearby Parsonage Way Industrial Estate. The NWRR provides a non-motorised connection to the Parsonage Way Industrial Estate. Improvements to the route and integration with proposals would be required to strengthen this connection further. A minor beneficial effect is anticipated overall.</p>	(+)
12. Ensure adequate provision of high quality	Support the vitality of existing employment areas?	<p>B1 - Employment development at Site B1 would likely support the vitality of the adjacent Parsonage Way Industrial Estate and nearby Langley Park employment area.</p> <p>C4 -</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce		<p>The proposed employment sites in C4 are not situated in the immediate vicinity of any existing employment areas; however, the ELR would improve motorised access to the Parsonage Way Industrial Estate. This might provide some support to the vitality of existing employment areas. Similarly the NWRR would link existing and proposed employment sites, potentially supporting the vitality of the existing area.</p> <p>Eastern Link Road - The ELR would strengthen motorised connections between areas of employment land proposed in C4 and the Parsonage Way and Langley Park employment areas.</p> <p>Cocklebury Link Road - The CLR would provide an alternative motorised access to existing employment areas which would support the vitality of these sites.</p> <p>Overall - This development strategy would see development at B1 occur in proximity to several existing areas of employment. Employment development at Site B1 has the potential to support the vitality of these areas through proximity. The implementation of the ELR and the potential for improvements to the NWRR would improve links between the existing and proposed employment areas.</p>	
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p>B1 - This site option proposes 5ha of employment development. The link road which forms part of the extant permission in Area A will provide strong access to the PRN and HGVs associated with B8 development would likely avoid the centre of Chippenham and existing constrained routes. The indicative area of employment land is situated approximately 1.8km from the town centre, and has strong PRN access and potential for strong access by public transport. The indicative employment area is suited to B1, B2 and B8 uses,</p> <p>C4 - 16ha of employment land is proposed in Site C4. Access to the PRN would be strengthened by the provision of the ELR. Access to the strategic lorry route along the A4 and A350 would be strong. Both indicative areas are suitable for B1, B2 and B8 development, although the smaller southern site has stronger access by public transport along the A4 and would be the better suited of the two to employers with</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		large workforces. Eastern Link Road - This road infrastructure would support indicative employment land in meeting commercial market requirements through strengthened access to the strategic road network. Cocklebury Link Road - Integration with the permitted link road in Area A creates strong connections to the PRN and strategic lorry route for employment development at Site B1. This ensures strong transport connections to the strategic road network for employment uses. Overall - Overall this development strategy proposes a lower quantum of employment land than required by the plan. This limits the beneficial effects expected. Overall this development strategy would 21ha of employment land which would meet commercial market requirements for a variety of employment use classes including B1, B2 and B8. A minor beneficial effect is expected.	
	Provide employment land in areas that are easily accessible by sustainable transport?	B1 - The NWRR is situated in the southeast of the site and provides strong links to the railway and town centre. On-site and off-site improvements to the pedestrian and cycle network would improve non-motorised access to the site from existing transport hubs in the town centre. Access by public transport is weak, although the potential exists for the B4069 or the ELR to become a public transport corridor, this would improve access to employment development at this site. C4 - Indicative employment land proposed in the north of this site would have moderate to weak access by public transport whereas development proposed in the south of this site would have stronger links. Improvements to and integration with the NWRR would strengthen non-motorised access to the town centre from proposed employment land in Site C4. Eastern Link Road - The ELR has potential to become a bus corridor which would strengthen access by	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>public transport for employment development throughout both sites but particularly Site B1 and the north of Site C4.</p> <p>Cocklebury Link Road - The CLR is unlikely to enhance sustainable transport access to proposed employment development in Site B1.</p> <p>Overall - This development strategy proposes employment development at Site B1 and in the east of Site C4 which would have moderate to weak access by public transport. Provision of a new bus corridor would be required to ensure stronger access by public transport, development of this strategy should make provision for a new bus route serving the north of the site. Non-motorised access to the town centre and transport hubs is moderate to strong from Site B1, however from Site C4, particularly in the east of the site, access is weak. Proposals should integrate with the NWRR in order to strengthen non-motorised access. Opportunities exist for proposals for this development strategy to improve the NWRR. Overall a minor adverse effect is anticipated.</p>	

Table A.2: Southern Link Road Strategy assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>D7 - There are no designated sites of biodiversity or geological value within proximity of Site D7. Two County Wildlife Sites (River Avon and Mortimore’s Wood) are situated to the west of this site and bordered extensively by indicative green space. Indicative greenspace is proposed along the Avon. This would protect habitats associated with the river, a BAP Priority Habitat which supports a population of European Otter, from adverse effects from residential and employment development. With Otter activity recorded along the Avon proposals should demonstrate how the design of development ensures no adverse effects would occur on this protected species.</p> <p>E5 - Similarly development of Site E5 would not have any effects on any designated sites of biodiversity or geological value. The two County Wildlife Sites (CWS) to the east of Site E5 and the habitats associated with the river and floodplain are protected from development by an extensive area of indicative green space. A number of protected species are recorded, including several species of Bat in the south and west and Otter along the east. Measures to prevent and reduce effects from development on these populations, such as buffer zones and habitat protection/creation, should be demonstrated through design. Ecological surveys should inform the extent of mitigation measures required.</p> <p>Southern Link Road - The Southern Link Road (SLR) would have no effect on any designated sites of biodiversity or geological value. The SLR proposes to bridge the River Avon, this would result in the dissection of the River Avon CWS and BAP Priority Habitat. Avoidance of the CWS is not considered achievable as the river flows to the west and south of the site. As such proposals for the bridge would need to include within the design measures which reduce and offset the anticipated adverse effect. Reducing adverse effects to a sufficient level would be problematic, as such a moderate adverse effect is anticipated.</p> <p>Overall -</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		Protected species are recorded in the vicinity of D7 and E5, as such proposals should demonstrate how the design ensures no adverse effects on these species will occur from development. Ecological surveys should inform proposals. Protection, creation and avoidance of key habitats should be demonstrated through design. The SLR would dissect the CWS, this is unavoidable. While the design of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this developments strategy would have a moderate adverse effect.	
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>D7 - A network of hedgerows with hedgerow trees provide habitat connectivity throughout Site D7 and development should avoid the loss of these features. Where avoidance is demonstrated to be unachievable replanting and translocation of vegetation should be proposed.</p> <p>E5 - As with Site D7, E5 has a network of hedgerows, many of which are mature and overgrown, these connect with Pudding Brook and the green buffer along the railway embankment to provide habitat connectivity throughout the area. The indicative layout proposes residential development on land surrounding Pudding Brook, this would likely have adverse effects on this natural feature and further proposals should include a green buffer to avoid harm.</p> <p>Southern Link Road - The alignment of the SLR would require dissection of hedgerows as well as development of land within the River Avon floodplain. This could adversely affect wildlife and reduce connectivity. Avoidance would be problematic, therefore proposals should seek to offset the effects of the SLR on natural features. Ecological surveys and habitat assessments would be necessary to demonstrate the extent of adverse effects from the SLR and inform the alignment and design.</p> <p>Overall - Where avoidance of biodiversity features such as mature hedgerows is demonstrated to be unachievable replanting and translocation of vegetation should be proposed. Proposals should plan a buffer zone between the developable area and Pudding Brook</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		to prevent adverse effects on this biodiversity feature. Ecological surveys and habitat assessments should be carried out and the results should inform proposals as to the extent of adverse effects from development proposals and the SLR. Subsequently the design of proposed development should respond to this and provide sufficient levels of mitigation to ensure no adverse effects occur.	
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	<p>D7 - Site D7 is situated largely in greenfield land. Mitigation is considered problematic due to the extent across the site.</p> <p>E5 - Other than land at Showell Nursery, Site E5 comprises greenfield land. There is insufficient brownfield land to deliver the scale of development proposed for this site, as such mitigation is problematic.</p> <p>Southern Link Road - The entire extent of the SLR is proposed in greenfield land. Avoidance of greenfield land is unavoidable making mitigation problematic.</p> <p>Overall - This development strategy would result in the permanent loss of greenfield land on a large scale.</p>	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	<p>D7 - Grade 3 (good to moderate) agricultural land extends across much of Site D7 with a small area of Grade 4 (poor) coinciding with the indicative green space proposed along the River Avon. The precautionary approach to Grade 3 land presumes it to be BMV. Insufficient poor agricultural land exists to deliver the scale of development proposed for this site. Mitigation would be problematic</p> <p>E5 - Site E5 contains areas of Grade 1 (excellent), Grade 2 (very good), Grade 3 (good to moderate) and grade 4 (poor) agricultural land. Presuming Grade 3 land to be BMV results in the developable area of Site E5 consisting predominantly of BMV land. Areas of Grade 4 land lie within the floodplain, as a result mitigation is considered problematic.</p>	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Southern Link Road - The alignment of the SLR passes through Grades 2 and 3 BMV land and Grade 4 land in proximity to the River Avon. Development of BMV land is unavoidable.</p> <p>Overall - Best and Most Versatile agricultural land is thought to extend over much of the land included within this Development Strategy, as a result development would lead to the permanent loss of BMV land on a large scale.</p>	
	<p>- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</p>	<p>D7 - There are no potential contamination sites within this site. Remediation of land is unlikely to be required considering the agricultural use of the site.</p> <p>E5 - Remediation of land is unlikely to be required due to the extent of historically agricultural land across Site E5, however land and Showell Nursery and land at Chippenham Shooting Range may have received waste in the past. Land contamination surveys would be needed to identify the extent of land requiring remediation and inform the extent to which contamination is a risk to the viability and deliverability of proposed development.</p> <p>Southern Link Road - The SLR does not pass through any sites of potential land contamination, the agricultural use of the area reduces the likelihood of remediation being required.</p> <p>Overall – Land contamination surveys should identify the extent of land requiring remediation in areas which have received waste historically. The results will inform developers as to the extent to which contamination is a risk to the viability and deliverability of proposed development. This constitutes a minor adverse effect.</p>	(-)
	<p>- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</p>	<p>D7 - The southwest of the site is situated within a Mineral Safeguarding Area MSA, this area coincides with the proposed greenspace and as such development would not lead to the sterilisation of safeguarded mineral resources.</p> <p>E5 -</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>In Site E5 an MSA extends across a small area, much of which is comprised of indicative green space. Small areas of indicative residential land coincides with the MSA, avoidance of these areas is achievable, alternatively proposals could demonstrate how development would not lead to sterilisation of mineral resources.</p> <p>Southern Link Road - As the road passes through the east of Site E5 and bridges the River Avon it dissects the MSA. As a result of the MSA's extent this is unavoidable, as such proposals should minimise the effects on mineral resources to prevent their permanent loss; or extract the mineral resources prior to construction.</p> <p>Overall – Development proposals should, where possible, avoid land located within an MSA. Where avoidance is deemed to be unachievable proposals should be expected to demonstrate how development would not lead to sterilisation of mineral resources or extract mineral resources prior to construction. A minor adverse effect is anticipated overall.</p>	
3. Use and manage water resources in a sustainable manner	<p>- Be situated in any of the following:</p> <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	<p>D7 - The site is not situated within a Groundwater Source Protection Zone (SPZ), therefore no effects are anticipated.</p> <p>E5 - Indicative residential land south of Rowden Lane in the west of Site E5 and indicative employment land in the south are located within an Outer SPZ. Development at E5 can reduce effects on this SPZ by ensuring appropriate land management practices and incorporating buffer zones between development and water courses, particularly Pudding Brook.</p> <p>Southern Link Road - The western extent of the Southern Link Road is located within an Outer SPZ. Proposals for the SLR should include sustainable drainage systems into the design to ensure the effects from development on ground water are minimised in the SPZ.</p> <p>Overall - Development proposed in the Outer SPZ should ensure that appropriate land management practices are proposed. Within the design buffer zones should be</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		incorporated between development and water courses, particularly Pudding Brook. The implementation of the link road should include provision of surface water management systems. Generally this development strategy avoids the Outer SPZ, however a minor adverse effect is anticipated. This Development Strategy largely avoids development within the Outer SPZ, however small areas of developable land in Site E5 and the western extent of the SLR coincide with the Outer SPZ, surface water management should be incorporated into the design to minimise the effects from development within the Outer SPZ.	
	- Affect surface or groundwater resources in terms of volume, quality and flow?	<p>D7 - Development of Site D7 would lead to an increase in impermeable surfaces which could increase runoff rates in an area which flows directly into the Avon. Surface water management measures should be incorporated into the design of development proposals in order to reduce effects on the quality and volume of surface water flows. A small watercourse which flows into the Avon passes through the north of the site and would be at risk of pollution from development. Proposals for development of Site D7 should demonstrate how the design accounts for this, perhaps through the use of SUDS.</p> <p>E5 - As with Site D7, development of Site E5 would lead to an increase in impermeable surfaces and therefore surface water runoff in proximity to the River Avon. The use of surface water management measures in development design would reduce the effects from development. Pudding Brook passes through Site E5 and indicative residential development is proposed in close proximity, putting the watercourse at risk of pollution. The use of SUDS would be required to mitigate these effects, however, areas of Site E5 are identified as having a high propensity for groundwater flooding. This makes drainage by gravity problematic, as such drainage would require pumping. While the affected areas generally coincide with the indicative greenspace and the River Avon's floodplain a minor adverse effect is anticipated.</p> <p>Southern Link Road - The SLR would result in an increase in impermeable surfaces throughout the development strategy area. Adverse effects on water resources from the</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		implementation of road infrastructure can be reduced through provision of surface water management measures which ensure greenfield rates of runoff are achieved. The SLR includes a proposed bridge crossing of the River Avon, this would likely alter the flow of the river which could have adverse effects on the River Avon downstream. As the River Avon passes between Sites D7 and E5 avoidance is not achievable. Adequate mitigation of effects is likely to be problematic. Overall - Surface water management measures should be incorporated into the design of development proposals in order to reduce effects on the quality and volume of surface water flows. Proposals for this development strategy should also incorporate buffer zones between developable areas and small water courses which flow into the Avon, furthermore development proposed in proximity of water courses should demonstrate the use of Sustainable Urban Drainage Systems. Effects from the river bridge on the flow of the River Avon would likely be problematic to mitigate. Overall a moderate adverse effect is anticipated.	
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	This Development Strategy would have no effects on any AQMAs.	(0)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	D7 - Development of this site would lead to a decrease in air quality and increase in noise pollution associated with the rise in vehicles using local roads. Light pollution at night	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>would also increase with a rise in vehicle numbers. Access to Site D7 is proposed from the A4 Pewsham Way and the SLR. Vehicles accessing the site from the already congested A4 would increase congestion and lead to a further decrease in air quality along this corridor.</p> <p>Access to the A350 Primary Route Network (PRN) from Site D7 would be directed away from Chippenham town centre by the provision of the SLR. Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and somewhat reduce the impact of environmental pollution from development.</p> <p>E5 - Development at Site E5 would increase vehicle numbers on local roads, this would result in a decrease in air quality, increase in noise pollution and increase in light pollution at night, receptors along the B4643 and B4528 would be worst affected. Access from the B4643 and A350 would avoid unnecessary through traffic in the town centre and at already congested routes. Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and somewhat reduce the impact of environmental pollution from development.</p> <p>Southern Link Road - The SLR would create a link between the A4 Pewsham Way and the A350, creating a bypass of the town centre, this would likely have a mix of beneficial and adverse effects. While increased levels of air and noise pollution would be experienced along the B4528, through residential areas on the western side of town and at the southern extent of the A350 Chippenham Bypass, this would be offset by a reduction in the town centre and on the A4.</p> <p>Overall - The predicted increase in air noise and light pollution associated with the proposed residential and employment development is somewhat offset by the provision of the SLR which is likely to redistribute through traffic away from the town centre. Development of both Site D7 and E5 should seek to maximise the use of sustainable transport modes through provision of high quality non-motorised routes and a new bus</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?</p>	<p>corridor along the SLR. This would reduce dependency on vehicles and to some extent reduce levels of air noise and light pollution associated with this Development Strategy.</p> <p>D7 - The site is situated in proximity to the Chippenham Sewage Treatment Works (STW). Site D7 proposes indicative green space along the west of the site, this would prevent nuisance to proposed development from odours associated with the facility. Application of odour control measures at the STW may also be required.</p> <p>E5 - Site E5 proposes an extensive area of green space between development and the STW. Sources of noise pollution include Chippenham Shooting Range in the centre of the site and the railway which forms the western boundary. Further proposals for Site E5 should introduce noise barriers, buffer zones, landscaping and vegetation screening to reduce effects of noise pollution on proposed development.</p> <p>Southern Link Road - No effects are expected from existing sources of pollution on the SLR</p> <p>Overall - A number of existing sources of pollution are located within and adjacent to this development strategy. The extent of the affected areas is small and mitigation is considered achievable. Proposals should be informed by noise surveys and avoid areas which would have adverse effects on amenity of future inhabitants. The provision of noise barriers would reduce the extent of adverse effects. This constitutes a minor adverse effect.</p>	<p>(-)</p>
<p>5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions</p>	<p>- Reduce greenhouse emissions, in particular carbon dioxide emissions?</p>	<p>D7 - Development of Site D7 would lead to an increase in greenhouse gas emissions, particularly carbon emissions, as a result of the increased levels of traffic and new buildings. Emissions can be reduced to some extent, however not sufficiently to adequately mitigate effects.</p> <p>E5 - Similarly the increase in vehicles and new buildings associated with the development of Site E5 would increase greenhouse gas, and in particular, carbon emissions.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Southern Link Road - The provision of the SLR would redistribute vehicles which would also redistribute carbon emission. There is potential reduce traffic by approximately 14% in the town centre which could lead to a decrease in carbon emissions; however increased congestion and peak journey times on the B4528 and A350 would have an adverse effect. As such the SLR is not expected to bring about any beneficial effects with regard to this SA objective.</p> <p>Overall - This development strategy would lead to an overall increase in vehicles and buildings which would contribute to an increase in greenhouse gas emissions. There is potential for the SLR to reduce carbon emissions in the town centre although this is not considered sufficient enough offset the increase brought about by proposed development.</p>	
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	This Development Strategy offers the potential for the provision of on-site low carbon or renewable energy generation such as solar photovoltaic. Development should incorporate renewable energy technologies into the design of residential and employment units.	(++)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	<p>D7 - The developable areas of Site D7 are located entirely within Flood Zone 1. Areas of Flood Zone 2 and 3 coincide with areas of indicative green space. As a result no effect is expected.</p> <p>E5 - Site E5 is situated predominantly within Flood Zone 1; however land adjacent to Pudding Brook which lies within Flood Zones 2 and 3 are proposed to deliver residential development. A green buffer should be proposed along the entire length of Pudding Brook within this site. The small size of the affected area makes avoidance achievable while ensuring sufficient land exists to deliver the level of development proposed within Site E5.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Southern Link Road - The river bridge crossing between Sites D7 and E5 would be situated within Flood Zone 3. This is considered unavoidable and development proposals should incorporate into the design additional flood water storage in Flood Zone 1 and ensure river flows are not adversely affected on the Avon.</p> <p>Overall – A green buffer should be proposed along the entire length of Pudding Brook to prevent development occurring within Flood Zones 2 or 3. The small size of the affected area makes avoidance achievable. The design of the river bridge should ensure floodwaters are not impeded and floodwater storage capacity is increased to account for potential adverse effects from the implementation of a bridge. The design and mitigation measures should be informed by a Flood Risk Assessment which determines the significance of potential increases to flood risk on-site and downstream. A minor adverse effect is expected.</p>	
	<p>- Address the risk of flooding from all sources?</p>	<p>D7 - Site D7 is situated partially within Flood Zones 2 and 3. An indicative area of greenspace is proposed to coincide with areas of flood risk. Development of this site would likely increase runoff rates, flowing directly into the Avon. In order to ensure greenfield rates of runoff are maintained following development, further proposals should incorporate surface water management measures.</p> <p>E5 - The majority of the indicative developable area is situated in Flood Zone 1. Avoidance of areas at Pudding Brook within Flood Zones 2 and 3 would be required to address the risk of flooding to development in the vicinity. Development of Site E5 would increase impermeable surfaces and therefore lead to an increased rate of surface water runoff on land which drains directly into the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Further proposals for this site should include within the design surface water management measures which achieve existing rates of greenfield runoff.</p> <p>Southern Link Road -</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The river bridge crossing between Sites D7 and E5 would likely alter the flow of the river which could have adverse effects on the flood risk downstream. Avoidance of the Avon is not achievable as the Avon separates the two Sites. Measures which would adequately mitigate effects from the bridge on river flows to prevent increased flood risk would be problematic.</p> <p>Overall - Proposals for development should ensure that land within Flood Zones 2 and 3 are avoided. A buffer zone along Pudding Brook would protect development from flooding. Proposals should incorporate surface water management measures. Proposals should make provision for sufficient additional floodwater storage capacity within Flood Zone 1 to prevent increased flood risk from development and reduce flood risk downstream. The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream. This constitutes a moderate adverse effect.</p>	
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>D7 - There are no designated heritage assets within the site. Land in the west of the site may contribute to the setting of Rowden Conservation Area due to its proximity. A buffer zone, illustrated as green space on the indicative site layout drawing, is proposed along the west of the site, this will reduce the adverse effects of development on the setting of this heritage asset. Further development proposals for this site option should include mitigation measures such as landscaping or vegetation buffers to screen views and reduce adverse effects from development on the setting of the Conservation Area.</p> <p>E5 - This site option contains no listed buildings, however, land which contributes to the setting of three listed buildings clustered at Rowden Farm is located within the site option. The Rowden Conservation Area extends across the east of the site. The Conservation Area incorporates agricultural fields which contribute to the setting of Rowden Manor. Residential and employment development is proposed in the south and west of the site. While the indicative layout is proposed beyond the Conservation Area, some of</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>the land may contribute to its setting. Where this is the case proposals should avoid this land or incorporate measures which reduce adverse effects on the heritage asset. As development which achievably mitigates potential adverse effects could be accommodated, a minor adverse effect is expected.</p> <p>16 non-designated heritage assets could be affected by development within E5. As with Site D7 there is potential for unknown heritage assets of archaeological interest. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for widespread remains.</p> <p>Southern Link Road - The river crossing would occur partially within the Rowden Manor Conservation Area. Proposals for the SLR should incorporate vegetation screening to reduce the visual impact of the road on the Conservation Area. While this would likely reduce the adverse effect to an extent, mitigation would likely be more problematic for the bridge. This would likely result in a moderate adverse effect.</p> <p>Overall - Mitigation of adverse effects from development of Sites D7 and E5 on the setting of the Rowden Manor Conservation Area can be achieved through the provision of landscaping and vegetation buffers. This would screen views of proposals. Land which contributes to the setting of the Conservation Area should be avoided by development proposals. Archaeological surveys should inform developers of the extent of risk in terms of archaeological remains. Commitment should be shown to preserving and recording of as yet unknown heritage assets. There is a high risk of as yet unknown archaeological assets being uncovered by development across much of this development strategy area. Archaeological investigations should inform all proposals. Where remains are discovered measures to mitigate effects are achievable. Preservation in situ of discrete areas of remains and recording for more widespread remains is recommended. The SLR would pass through the Conservation Area and would likely have adverse effects considered problematic to mitigate. A moderate adverse effect is expected.</p>	
7. Conserve and enhance the	- Impact on the visual amenity or character of the	D7 - There are no designated features within proximity of Site D7. Development of the site	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
<p>character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>	<p>natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i></p>	<p>would, however, undermine a number of landscape qualities including the visual separation between the Limestone Ridge (Naish Hill) and Pewsham and the rural character of the approach to Chippenham along Pewsham Way. While green buffers could mitigate the effects from development on the rural character, the domed landscape in D7 makes mitigation of effects on the visual separation between Naish Hill and Pewsham problematic.</p> <p>E5 - The majority of development proposed in E5 is focused in the west of the site. The indicative layout makes provision for an area of greenspace between the River Avon and indicative development land. This proposed green buffer protects the visual amenity in the north of the site option, the flat and wide open views associated with the floodplain and minimises the urbanising influence development would have on the rural landscape to the east. As a result a minor adverse effects from development of this site option is expected on the visual amenity and local character of the surrounding area. Further proposals for this site option can ensure adverse effects on the character of the surrounding landscape are avoided through tree planting and landscaping.</p> <p>Southern Link Road - Where the Southern Link Road crosses the River Avon and passes through the floodplain adverse effects are anticipated on the visual amenity of the flat and wide open views associated with the River Avon valley. Avoidance is not achievable as the site is bound to the south and west by the river. Reduction of effects from the bridge on the visual integrity of the River Avon Valley could be achieved through design in further development proposals for the site.</p> <p>Overall - While development of Site E5 and the SLR would have a minor adverse effect against this SA Objective, the development of Site D7 would have moderate adverse effects on the visual separation of Pewsham and Naish Hill.</p>	
<p>8. Provide everyone with the opportunity to live in good</p>	<p>- Help meet affordable housing needs/the needs of the local community (if known)?</p>	<p>D7 - The scale of development proposed for Site D7 offers the potential to deliver good quality affordable housing which would meet local needs through a range of tenures, sizes and types. This constitutes a major beneficial effect.</p>	<p>(+++)</p>

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		<p>E5 - The larger scale of development proposed as part of Site E5 provides an opportunity to deliver a large number of affordable homes which would meet local needs in terms of size, tenure and type. This constitutes a major beneficial effect.</p> <p>Southern Link Road – Road infrastructure would have no bearing on this SA Objective</p> <p>Overall - The scale of this development strategy creates the opportunity for the delivery of a large number of affordable homes, this constitutes a major beneficial effect.</p>	
<p>9. Reduce poverty and deprivation and promote more inclusive and self-contained communities</p>	<p>- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?</p>	<p>D7 - Site D7 is largely situated within an area of low deprivation. Pewsham borders this site to the north, parts of Pewsham are among the most deprived in Chippenham. Development of this site proposes employment land and development which proposes to deliver community facilities could have wider benefits for the surrounding area.</p> <p>E5 - Site E5 is situated partially within an area of land considered to have relatively high levels of deprivation and an area with relatively low levels of deprivation. Two areas with some of the highest levels of deprivation in Chippenham are located to the northwest and northeast of this site. The indicative layout proposes residential development in proximity to one of these areas. The provision of community facilities and employment land as part of the mixed-use development of this site would benefit the wider area and support reductions in deprivation nearby.</p> <p>Southern Link Road - The SLR would support the delivery of community facilities and employment land which would have widespread benefits for existing and proposed residential areas in the south of Chippenham. As such a minor beneficial effect is anticipated.</p> <p>Overall - Overall this Development Strategy has potential to support a decrease in poverty and deprivation in neighbouring areas of high deprivation through the delivery of local jobs, community facilities and services.</p>	<p>(+)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	<p>D7 - Development of the site would not result in the loss of any community facilities or amenity space. There are no existing accessible open spaces in the site, however Mortimore’s Wood is situated adjacent to the site. The proposals include provision of green space in proximity of Mortimore’s Wood which could facilitate improved access to this open space. This would constitute a minor positive effect.</p> <p>E5 - An area of indicative residential development in the west of this site option proposes the loss of an area of accessible open space situated south of Rowden Lane. Proposals should safeguard this open space, however where it can be demonstrated that loss is unavoidable measures to offset the adverse effect are achievable. The indicative greenspace proposed has the potential to be delivered as accessible open space, this would offset the loss of the existing accessible open space near Rowden Lane. Overall a minor adverse is expected.</p> <p>Southern Link Road - No loss of community facilities or amenity spaces are anticipated as a result of the SLR.</p> <p>Overall - The extensive area of greenspace proposed on both banks of the River Avon provide an opportunity to create an extensive area of publicly accessible open space. In order to offset the loss of existing open space as a result of development in the north of E5 proposals should be required to deliver vast areas of indicative greenspace as accessible open space. There is also an opportunity to improve access to Mortimore’s Wood, proposals should provide high quality non-motorised access to this open space. Overall a minor adverse effect is anticipated.</p>	(-)
	- Result in the loss of PROW or provision of new PROW?	<p>D7 - A bridleway runs adjacent to part of the eastern boundary of the site. The bridleway is beyond the site’s boundary and is unlikely to be affected by development.</p> <p>E5 - A number of PROWs cross through the site. Where PROWs pass through areas of indicative greenspace no effects are anticipated. However, proposed residential</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>development in the west of site has the potential to affect several PRowS. Proposals for development at Site E5 should demonstrate how development would retain PRowS, or where loss or alteration of a PRow is unavoidable, how a suitable alternative would offsets the loss.</p> <p>Southern Link Road - The proposed alignment would dissect two PRowS which pass north to south through Site E5. Avoidance would be problematic, however provision of pedestrian crossings and appropriate signage would adequately mitigate effects.</p> <p>Overall - While development of Site D7 is unlikely to adversely affect any PRowS, development proposals for E5 and the SLR, if able to demonstrate that the alteration or extinguishment of a PRow is unavoidable, should include within the design provision of an appropriate alternative route to offset the loss. The alignment of the ELR has the potential to adversely affect a number of PRowS. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented within the design. Opportunities exist to enhance the quality of existing PRowS through development of this strategy and this should be demonstrated through design.</p>	
	<p>- Be accessible to educational and health facilities?</p>	<p>D7 - Access to Abbeyfield School is moderate and would be directed along the A4 Pewsham Way. The site has strong to moderate non-motorised ease of access to the hospital, and moderate access by public transport services along the A4 London Road. Motorised access to the hospital would likely direct vehicles through Chippenham along the A4 Pewsham Way.</p> <p>E5 - Access to schools from this site is weak by non-motorised modes. Vehicles accessing schools in the north and east would likely be directed through the centre of Chippenham. Access by public transport in the west of the site is strong and offers a potential solution. Further proposals for this site should include provision of a school to serve the south of Chippenham. This site has strong to moderate non-motorised access to the hospital, the northern areas perform particularly strongly as the hospital</p>	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		is situated immediately north of the indicative areas proposed for residential development. Southern Link Road - This would create stronger motorised access to Abbeyfield School from Site E5. Overall - Weak non-motorised access to schools from E5 is offset by strong public transport access. Sustainable access is strong to moderate throughout this development strategy area. Secondary Schools in Chippenham are reaching capacity and could struggle to support the number of new pupils associated with a development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions to support offsite delivery of new facilities. A minor adverse effect is anticipated.	
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	D7 - The site is situated along the A4 Pewsham Way and has moderate to weak access by public transport, performing particularly poorly in the southwest of the site. Development of the site could support an increase in the use of public transport services along this corridor. E5 - The site is situated immediately east of the B4643 and B4528, an existing public transport corridor, as such access to the site by public transport is strong. The site would likely support an increase in demand for bus services along this corridor. Ease of access to the town centre by non-motorised modes from the site is moderate and weaker to the south. Further proposals have the potential to provide direct links within the proposed green area to better connect with the wider pedestrian and cycle network. Southern Link Road - The link road connects two existing bus corridors and has potential to become a future bus corridor, this would strengthen access by public transport for development in Site D7 and E5. Overall – This development strategy should be supported by the provision of a new bus service along the A4 Pewsham Way or the SLR in order to strengthen access by public	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		transport for development in the east of this strategy. Development of this strategy has the potential to deliver non-motorised routes on-site which would enhance access to the town centre from developable areas in the south of this development strategy. Proposals should capitalise on this opportunity. Off-site improvements to non-motorised routes would support this. A minor adverse effect is anticipated.	
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	<p>D7 - Residential and employment development of Site D7 has moderate to weak access by public transport and development is unlikely to increase demand for existing services along the A4 London Road. Due to the site's location development is unlikely to support improvements to pedestrian or cycle links to the town or railway station.</p> <p>E5 - This site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could create new demand for existing bus services along the B4528/B4643 corridor. Further proposals have the potential to integrate on-site pedestrian and cycle routes into existing routes in the wider area, creating more direct links between the town centre and areas further south.</p> <p>Southern Link Road - The SLR creates a link between the A4 Pewsham Way and the B4643. This has potential to improve public transport connectivity, although the likelihood of this occurring is unclear.</p> <p>Overall - Site E5 has greater potential to support improvements to pedestrian and cycle links than D7. Neither site would support improvements to public transport connectivity directly, although an increase in demand for existing services might manifest from development of E5. In contrast, the SLR, creates the potential for improvements to public transport connectivity by linking the B4643 with the A4 Pewsham Way. This constitutes a minor beneficial effect.</p>	(+)
11. Encourage a vibrant and	Offer the potential to provide employment land	D7 - This site proposes 10.5ha for employment development, formed of a single area on the	(++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
diversified economy and provide for long-term sustainable economic growth	for B1, B2 and B8 uses?	<p>A4 Pewsham Way. This would support a mix of employment use classes. The A4 is identified as a strategic lorry route, providing employment development at this site with strong access to the strategic lorry route. Access by public transport is moderate with opportunities for improvement.</p> <p>E5 - E5 proposes 18.1ha of employment development. This is shown on the indicative layout drawings as being formed of one large area in the southwest of the site, bordered by the B4643 to the east and A350 to the south. Access to the PRN and strategic lorry route along the A350 is strong. The B4643 is an existing bus corridor, providing strong public transport access to the indicative employment area. The scale, layout and access of the indicative employment land suits a mix of use types.</p> <p>Southern Link Road - The provision of the SLR would create strong access to the PRN from development in Site D7, this would improve access and offer greater potential to provide employment land for B1, B2 and B8 uses.</p> <p>Overall - Overall 28.6ha of employment land is proposed as part of this development strategy, this employment land would have strong access to the PRN and strong to moderate public transport access. The indicative employment areas are suited to a range of business uses. This constitutes a moderate beneficial effect.</p>	
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	<p>D7 - Site D7 proposes two indicative employment areas on the periphery of Chippenham. Employment development at this site would provide an economic benefit to the town; however this is limited due to the distance between the two areas.</p> <p>E5 - The area proposed for employment development in this site would also be situated on the periphery of the town and away from existing built up areas. The scale of employment development proposed at this site would support the vitality of the town, although the moderate to weak non-motorised access and distance between the proposed site and town centre is likely to limit the extent to which the beneficial effect is</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>felt.</p> <p>Southern Link Road - The SLR will provide an alternative route from the A350 to the A4 east of Chippenham which avoids the town centre. This would reduce congestion in the town centre which would have some beneficial effects.</p> <p>Overall - This development strategy proposes residential and employment development at a scale which would have a major beneficial effect on the vitality and viability of the town centre, however existing connections between developable areas and the town centre limits this to a minor beneficial effect.</p>	
	Provide infrastructure that will help to promote economic growth?	The delivery of the Southern Link Road between the A350 and the A4 Pewsham Way as part of this development strategy constitutes infrastructure which would help promote economic growth. The completion of the route would create a new road which would support the development of major residential and employment development as well as create a bypass to Chippenham town centre, reducing journey times between the A350 and A4 east of Chippenham. This would have a major beneficial effect on economic growth	(+++)
	Be well connected to Principal Employment Areas?	<p>D7 - The area proposed for employment development is not situated in proximity to the Principal Employment Areas in Chippenham. The provision of a river bridge crossing of the River Avon to the south would improve connections to the Methuen Business Park. A minor beneficial effect is expected.</p> <p>E5 - The indicative area of employment land proposed in the southwest of this site option is situated in proximity to the Methuen Business Park. Improvements to connections between the two sites would capitalise on the potential.</p> <p>Southern Link Road - Motorised access between the south of Site E5 and the Methuen Business Park would be improved through the completion of the SLR which connects with the A350, this would improve connections between the Methuen Business Park and development</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		proposed at Sites D7 and E5. Overall - Development proposed in Site E5 would have connections with Methuen Business Park. The implementation of the SLR would further strengthen these connections as well as creating a connection between the Methuen Business Park and development in Site D7. This constitutes a minor beneficial effect.	
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	D7 - The area proposed for employment development is not situated in proximity to any existing areas of employment land. E5 - The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the indicative employment site in the southwest of the site. Complementary employment uses at this site would likely bring about beneficial effects for the vitality of these existing employment areas. Southern Link Road - The SLR will improve access between Methuen Park, and Herman Miller Industrial Estate and the employment land proposed in the south of Site E5 via the A350, this would likely support the vitality of these employment areas. Overall - This development strategy would have a minor beneficial effect in supporting the vitality of existing areas of employment. This is due to the proximity of several existing industrial estates located to the west of Site E5.	(+)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	D7 - 10.5ha of employment land is proposed at D7. Employment development would have moderate to weak access by public transport. Improvements to on-site pedestrian access between the A4 London Road and the indicative employment area would be required to ensure employment development is supported by sustainable transport. This should be demonstrated through design. Proposed employment land would also require improvements to off-site pedestrian and cycle infrastructure to ensure access to the town centre as non-motorised access is strengthened. These measures would	(++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		improve the commercial desirability of employment land. E5 - The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route. The employment land proposed at E5 meets basic commercial market expectations for a range of employment land types. Southern Link Road - The SLR will improve access to the PRN for employment development in Site D7, increasing its commercial market desirability. Overall - Employment land proposed across both Site D7 and E5 would deliver 26.6ha of employment land. Strong to moderate access by public transport, strong access to the PRN and strategic lorry route and the size of the areas contribute to indicative employment land meeting commercial market requirements for a range of employment types, a moderate beneficial effect is anticipated.	
	Provide employment land in areas that are easily accessible by sustainable transport?	D7 - The proposed area for employment development has moderate access by public transport. Improvements to on-site pedestrian access between the A4 London Road and the indicative employment area would be required to ensure employment development is supported by sustainable transport. Proposed employment land would also require improvements to off-site pedestrian and cycle infrastructure to ensure access to the town centre as non-motorised access is moderate. E5 - Access to indicative employment land at this site is strong by public transport due to the proximity of the B4528/B4643 corridor running adjacent to the site. Non-motorised access to the town centre and transport hubs is weak, however proposals for this site can make provision for strong and direct pedestrian and cycle links through the site to better link the town centre with the proposed employment area. Southern Link Road - While this component of the Development Strategy would not create employment land	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>there is potential for the SLR to become a future public transport corridor which would increase access by sustainable transport for employment land proposed at both sites. The SLR links the B4528 which is an existing bus corridor with the A4 at Pewsham Way.</p> <p>Overall - Improvements to sustainable access would be required to support employment development at Site D7. The SLR, upon completion, has the potential to become a new bus corridor which would strengthen the sustainable access. Other measures include integrating on-site pedestrian and cycle links with the wider pedestrian and cycle network and ensuring non-motorised access to existing public transport. Overall a minor adverse effect is anticipated.</p>	

Table A.3: Submitted Strategy assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>B1 - Development of Site B1 would not directly affect any designated sites of biodiversity or geological value, however, the River Avon County Wildlife Site (CWS) runs along the eastern extent of the site. The Avon is also a BAP Priority Habitat. There is potential for the Avon and over-grown willow along the Avon to support populations of Otter and Bat. Indicative greenspace provides a buffer between development and river, the steep relief of the river bank may deter public access, protecting these species. Proposals should be informed by ecological surveys and should demonstrate how the design ensures adverse effects on identified protected species are avoided. This constitutes a minor adverse effect.</p> <p>C1 - No designated sites of biodiversity or geological value would be directly affected by development of Site C1. The River Avon CWS in the west of the site is also a BAP Priority Habitat. The European Otter is recorded on this section of river. A key ecological feature within the site is the floodplain grazing marsh alongside the River Avon, which could be an important habitat for wading/wintering birds. Proposals for Site C1 make provision for a buffer zone along the River Avon shown as green space on the indicative layout drawing. This would prevent adverse effects of development on the CWS. Additionally, public access restrictions may be necessary as the European Otter is recorded along this section of the river. Proposals should be informed by ecological surveys and should demonstrate how the design ensures adverse effects on identified protected species are avoided. This constitutes a minor adverse effect.</p> <p>E2 - As with B1 and C1, development of the site would not directly affect any designated sites of biodiversity or geological value. The River Avon CWS passes along the eastern boundary of the site. The floodplain forms a grazing marsh in this site which could have importance for wading and wintering birds. This area coincides with indicative greenspace which is proposed</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>between the River Avon and the developable area. This prevents effects from development on the CWS and associated habitats.</p> <p>Bats are recorded at Patterdown in the west of the site and at Showell in the south. Development is proposed in immediate proximity to both of these areas and could have adverse effects on these populations. Buffer zones between development and existing habitats or the creation of new habitats are measures which would avoid or reduce the effects on these populations. Further proposed development should be informed by ecological surveys to better understand how development of the site can mitigate adverse effects as well as the extent of areas affected.</p> <p>Ecological surveys should be undertaken to identify the extent of Otter activity along the river. As measures can be included within proposals to avoid or reduce adverse effects on Otter, a minor adverse effect is expected.</p> <p>Eastern Link Road - The Eastern Link Road (ELR) would lead to the dissection of the CWS between Site B1 and C1. Avoidance is not considered achievable as the CWS separates B1 and C1. While development proposals can incorporate mitigation measures which somewhat reduce or offset effects on of a river crossing, mitigation of effects is likely to be problematic. A moderate adverse effect is anticipated.</p> <p>Cocklebury Link Road - The CLR would have no direct effects on any designated or undesignated sites of biodiversity or geological value.</p> <p>Overall - The River Avon CWS is a consideration for all three Sites, however the ELR is the only component of this development strategy where measures to mitigate effects would be problematic to achieve. Indicative greenspace proposed along the river at all three sites would provide a buffer between proposed development and the CWS, its habitats and protected species it supports. Ecological surveys should be undertaken to inform proposals and ensure protected Otter and Bat species are not adversely effected by development.</p>	
	- Affect natural features that are important for wildlife or	<p>B1 - Two linear wooded features are present in the south and west of the site along the</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	disused railway line and the railway embankment. The proposed site layout does not propose buffer zones between these features and residential or employment development which could have adverse effects on these natural features. Further proposals for this site should incorporate buffer zones along the southern and western boundaries to reduce harm to these features. C1 - Site C1 is comprised largely of agriculturally improved fields, boundary hedgerows are low in number which reduces the ecological diversity of the site. The northwest extent of the NWRR in C1 is complemented by a linear wooded feature. There is potential for development to encroach on this feature, however the potential also exists for development to protect or enhance the wooded feature, extending it eastwards to improve habitat connectivity. Further development proposals for this site should consider extending this wooded area. E2 - Key natural features in Site E2 include a significant green corridor along the railway embankment which forms the western boundary, Pudding Brook flowing west to east into the Avon and a network of overgrown hedgerows. These features create habitat connectivity throughout Site E2. The indicative layout shows the developable area extends across Pudding Brook and hedgerows throughout the west of the site, there is no buffer proposed between the railway embankment green corridor. Further proposals should use greenspace to avoid development in proximity to Pudding Brook and the railway embankment as well as accommodating hedgerows into the design. Implementation of these measures would reduce adverse effects on habitat connectivity. Where loss of hedgerows is demonstrated to be unavoidable translocation and new planting would prevent permanent loss. Eastern Link Road - Natural features likely to be adversely affected by the ELR include the green corridor along the railway embankment to the west of Site B1. The dissection of this feature would be unavoidable, as such measures to minimise vegetation loss should be incorporated into the design; translocation is an option which should be considered. Cocklebury Link Road -	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The CLR could require the removal of hedgerows along Darcy Close and would dissect a vegetated area in the southwest of Site B1. Ecological surveys should be undertaken to ascertain the ecological significance of these features and make recommendations for the design of the CLR. Proposals should demonstrate how vegetation loss is intended to be minimised and adverse effects mitigated.</p> <p>Overall - Proposals should protect and enhance green corridors along the NWRR, railway embankment and Pudding Brook. This can be achieved through good design and the provision of green buffers between these corridors and development. The opportunity exists to enhance these corridors. Development proposals would result in the loss of hedgerows, where such loss is demonstrated to be unavoidable translocation of vegetation and new planting would offset this effect. Ecological surveys should be undertaken to ascertain the ecological significance of these green corridors and recommendations for appropriate mitigation should be taken incorporated into the design. A minor adverse effects is anticipated.</p>	
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>	<p>- Use previously developed land, greenfield land or a mix of both?</p>	<p>B1 - The indicative layout for B1 shows that proposed development would occur predominantly on greenfield land. While a small amount of residential development is proposed on previously developed land at Rawlings Farm, the extent of greenfield land across Site B1 makes avoidance problematic. Mitigation of effects is not considered achievable.</p> <p>C1 - Similarly Site C1 is comprised largely of greenfield land. Previously developed land at Harden’s Farm is not included within the developable area. Development of Site C1 would result in the permanent loss of greenfield land. Mitigation of effects is not considered achievable.</p> <p>E2 - As with B1 and C1, development of Site E2 would occur predominantly on greenfield land. There is insufficient brownfield land within this site to deliver the scale of proposed development. As such Site E2 would lead to the permanent loss of greenfield land. Mitigation of effects is not considered achievable.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Eastern Link Road - The ELR is proposed entirely within greenfield land. This is unavoidable and mitigation of effects is not deemed to be achievable.</p> <p>Cocklebury Link Road - The CLR proposes to upgrade existing road infrastructure at Darcy Close and extend this on greenfield land on Site B1. Avoidance of greenfield land is not considered achievable, however the quantum of loss is relatively minimal. Mitigation of effects would be problematic.</p> <p>Overall - This development strategy would lead to the permanent loss of previously undeveloped land in the south and east of Chippenham. Mitigation would be problematic.</p>	
	<p>- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?</p>	<p>B1 - Site B1 comprises a Grade 2 (very good) BMV agricultural land with a small area of non-agricultural urban lands in the southwest. There is insufficient land in Site B1 to deliver the scale of development proposed, as such development would lead to the permanent loss of BMV land. Mitigation of effects on BMV land would be problematic.</p> <p>C1 - Grade 3 (good to moderate) agricultural land and Grade 4 (poor) agricultural land extends across much of Site C1. A precautionary approach is taken in regard to Grade 3 land, as such it is presumed to be BMV. There is a small area of non-agricultural land in the south of the site. Much of the Grade 4 land coincides with the indicative area of green space along the River Avon. Insufficient non-BMV agricultural land exists within Site C1 to deliver mixed-use development at the scale proposed. Development of this site area would lead to the permanent loss of BMV land and this would be problematic to mitigate.</p> <p>E2 - The site is comprised predominantly of BMV agricultural land. Much of the area identified for development coincides with Grade 2 (very good) land, with a small area of Grade 1 (excellent) land situated in the south of E2. The precautionary approach presumes areas of Grade 3 within this site to be BMV. As such the majority of the development area in Site E2 is comprised of BMV land. Areas of non-agricultural and</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>poor land coincide with the extensive area of indicative greenspace. The lack of non-BMV land would result in the permanent loss of BMV land, mitigation is considered problematic.</p> <p>Eastern Link Road - The extent of BMV land across the development strategy area makes permanent loss unavoidable.</p> <p>Cocklebury Link Road - The CLR is proposed largely within non-agricultural urban lands, a small section is proposed in Grade 2 land. The area of BMV land affected is relatively small, however the permanent loss of BMV land is considered unavoidable.</p> <p>Overall - Development of Sites B1, C1, E2 and the ELR would constitute the permanent loss of BMV land on a large scale, adversely affecting agricultural land to the east and south of Chippenham.</p>	
	<p>- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</p>	<p>B1 - There are no sites of potential contamination within Site B1. The agricultural use of the land makes remediation of contamination unlikely.</p> <p>C1 - Due to its current agricultural use, this site is unlikely to require remediation of contamination. A site of potential land contamination is situated in the southwest of the site in the River Avon floodplain. Greenspace is proposed in this area, therefore no effects on viability or deliverability is anticipated.</p> <p>E2 - Site E2 is comprised largely of land in agricultural use, as such remediation of contamination across much of the site is unlikely. There are three sites of potential land contamination within E2. The defunct Westmead Refuse Tip is situated in the northeast of the site on the east bank of the River Avon. Remediation may be required, the results of land contamination surveys would identify the extent of contaminated land. As greenspace is proposed in this area, the viability and deliverability of development is unlikely to be a concern. Land at Showell Nursery and land at Chippenham Shooting Range, may have received</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		waste for a period of time. The indicative layout proposes residential development in these areas. As such development proposals should be informed by land contamination surveys. This would demonstrate the significant of adverse effects on development in terms of viability and deliverability. Eastern Link Road - Contaminated land is not expected to affect the deliverability or viability of the ELR. Cocklebury Link Road - There are no sites of potential contamination within proximity to the proposed alignment of the CLR. Overall - Localised areas of this development strategy may be adversely affected by sites of potential land contamination. Land contamination surveys would be required to provide further information and guide development proposals. Generally the area is comprised of land historically used for agriculture, as such contaminated land is unlikely to affect the viability or deliverability of development on a significant scale. A minor adverse effect is expected.	
	- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?	B1 - Site B1 is not situated within a Mineral Safeguarding Area. C1 - Site C2 is not situated within a Mineral Safeguarding Area E2 - Development at Site E2 would be located partially within an MSA. The extent of the MSA across the developable area at Site E2 is considerable and development could result in the sterilisation of valuable mineral resources. Proposals would need to take this into consideration and ensure that development of land within the MSA would not result in the sterilisation of any viable mineral resources. Eastern Link Road - The ELR is not proposed in land which is categorised as a Mineral Safeguarding Area. Cocklebury Link Road - The CLR is not situated within an MSA. Overall -	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		Sites B1 and C1 as well as the ELR will have no effect on viable mineral resources, however development proposed at Site E2 would occur partially within an MSA. The extent of the MSA makes avoidance problematic, however measures such as extraction prior to development could be taken to ensure that proposals would not result in sterilisation of resources.	
3. Use and manage water resources in a sustainable manner	- Be situated in any of the following: <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	<p>B1 - The site is situated entirely within an Outer Source Protection Zone (Zone 2c). Two tributaries of the River Avon originate within the site, proposals for development should demonstrate appropriate land management practices and ensure suitably sized buffer zones are proposed where development is proposed in proximity to watercourses.</p> <p>C1 - Much of Site C1 is situated within an Outer Source Protection Zone (Zone 2c). Small watercourses draining into the River Avon flow through the site, these are focused in the west of C1. Effects from development on the SPZ can be mitigated through provision of greenspace between proposed development and proximate watercourses. Adherence to appropriate land management practices would be required of development proposals for Site C1.</p> <p>E2 - An area of land in the west of Site E2, proposed for residential development, is situated within an Outer SPZ (Zone 2). An area of land proposed for employment development in the southwest of the site is also affected (Zone 2). Development proposals can sufficiently reduce the effects of development on the Outer SPZ through the incorporation of buffer zones along watercourses where development is proposed nearby. Appropriate land management practices should be demonstrated by development proposals.</p> <p>Pudding Brook flows through the site into the River Avon, this watercourses would be at risk of increased rates of runoff, potentially carrying anthropogenic contaminants. Further development proposals should make provision for a buffer zone between development and Pudding Brook to reduce adverse effects from development on water resources, this buffer zone would also ensure development avoids Flood Zones 2 – 3 associated with Pudding Brook.</p>	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Eastern Link Road - The indicative alignment of the ELR is proposed in the Outer SPZ which covers much of the area. Design principles to be incorporated within proposals for the road should include surface water management measures which reduce effects on the Outer SPZ.</p> <p>Cocklebury Link Road - The CLR would be situated in an Outer SPZ. In order to prevent adverse effects from development on surface water, proposals for the road should incorporate surface water management measures.</p> <p>Overall - Overall, this development strategy would lead to a large scale of development in land to the east and south of Chippenham, most of which would occur in Outer Source Protection Zones. This requires design proposals for development to demonstrate measures which prevent or adequately reduce adverse effects on source protection zones and the watercourses within them.</p>	
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p>B1 - Site B1 is situated largely within Flood Zone 1 in the River Avon catchment. Potential water resource implications are expected as a result of the proximity of the Avon to indicative development at Site B1. Development of this site would increase impermeable surfaces and therefore runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site can be reduced through the provision of surface water management measures.</p> <p>C1 - This site is situated in the River Avon catchment. Potential water resource implications are anticipated as a result of the close proximity of Site C1 to the river. Development of the site would increase impermeable surfaces and increase runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site could be reduced through the provision of surface water management measures.</p> <p>E2 - The site is situated largely within Flood Zone 1 with some land adjacent to the Avon and Pudding Brook within Flood Zones 2 – 3. As development of the site would flow</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>directly into the River Avon adverse effects from development on water quality and flows are anticipated.</p> <p>Areas of this site are identified as having a high propensity for groundwater flooding. While these areas coincide with indicative greenspace and would not affect development of this site, the performance of surface water management measures may be impeded.</p> <p>Development of this greenfield site would likely increase surface water runoff due to increased impermeable surfaces. Mitigation could be achieved through incorporating surface water management measures into the further proposals for the site.</p> <p>Eastern Link Road - The ELR would increase impermeable surfaces and rates of surface water runoff. In order to reduce the adverse effects on surface water the road design should incorporate surface water management strategies such as SUDS. The ELR includes a river bridge crossing of the River Avon which would likely alter the flow of the river. This could have adverse effects on the River Avon downstream, particularly at the Radial Gate in Chippenham town centre. As the River Avon separates Sites B1 and C1 avoidance is not achievable. Adequate mitigation of effects would be problematic.</p> <p>Cocklebury Link Road - Impermeable surfaces proposed as part of the CLR would increase runoff rates. Surface water management measures such as swales and attenuation ponds would mitigate any adverse effects and should be included within design proposals.</p> <p>Overall - Surface water management measures should be proposed as part of the design to ensure greenfield rates of surface water runoff following development. Avoidance of development in immediate proximity of Pudding Brook should be demonstrated by proposals for this development strategy. Mitigation of effects from the river bridge crossing on the flow of the River Avon would be problematic As such a moderate adverse effect is expected.</p>	
4. Improve air quality throughout	-Take place within a designated Air Quality Management Area	Implementation of this development strategy would not directly affect any AQMAs.	(0)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
Wiltshire and minimise all sources of environmental pollution	(AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?		
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p>B1 - Development of Site B1 would lead to an increase in vehicles on local roads. An increase in vehicles would lead to a decrease in air quality, an increase in noise pollution and light pollution at night. This would have a minor adverse effect. Access to the site is proposed from Parsonage Way onto the B4069 north of Chippenham, Cocklebury Road and the A4 London Road. The permitted link road in Area A would provide strong access to the A350, which is categorised as part of the Primary Route Network (PRN), this would reduce through traffic in the town centre. A second vehicular access is proposed from Cocklebury Road, this would provide direct access to the A420 in the centre of Chippenham. The strong to moderate non-motorised access to the town centre would support a reduction in vehicle dependency. Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the impact of environmental pollution from development.</p> <p>C1 - Development at Site C1 would result in an increase in cars on the local road network. This would decrease air quality and increase noise and light pollution, particularly along the already congested A4 London Road. Highways access is proposed from Parsonage Way and Cocklebury Road in the north and the A4 London Road in the south. Access to the A350 PRN would be strengthened by the ELR. This would lead to a reduction in through traffic in the town centre. Site C1 has weak to moderate non-motorised access to the town centre, but strong to</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>moderate access by public transport in the south of the site. Improvements to sustainable transport modes should be implemented through development of C1 to reduce the dependency on the private vehicle and support a reduction in environmental pollution.</p> <p>E2 - Development at Site E2 would lead to an increase in vehicle numbers on local roads. This would result in a decrease in air quality and increase in noise and light pollution, particularly affecting receptors along the B4643 and B4528. Access from the B4643 and A350 would avoid unnecessary through traffic in the town centre and at already congested routes. Development proposals should capitalise on the strong access by public transport and encourage sustainable transport modes in order to reduce private car dependency and lessen the effects of environmental pollution from development.</p> <p>Eastern Link Road (and Cocklebury Link Road) - The ELR is forecast to bring about a 13% (approx.) reduction in traffic flows in the town centre as well as reduce delays at a number of locations throughout the town. Furthermore traffic flows on the A4 Pewsham Way and London Road are forecast to reduce. The reduction in congestion would likely support an improvement regarding environmental pollution. The beneficial effects anticipated from the implementation of the ELR would, to some degree, offset the increase in pollution expected from new vehicles associated with this development strategy. The ELR would alter traffic flows at the Malmesbury Road Roundabout, creating 'turning movement conflicts'. This would require mitigation. Overall this constitutes a mix of beneficial and adverse effects.</p> <p>Overall - Developers should capitalise on proposals in areas with strong or moderate access by public transport or access to the town centre. Providing developable areas with strong sustainable access could support a reduction in private vehicle dependency and therefore reduce environmental pollution. The ELR should be supported by the mitigation measures set out in the Supplementary Transport Assessment prepared by Atkins. A minor adverse effect is expected.</p>	
	- Lie within an area of, or in close proximity to, any	B1 - Development in the west of the site would be in proximity to the railway line, an existing	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	significant source(s) of environmental pollution (air, noise, light)?	<p>source of noise pollution which could affect amenity in the west of the site. This effect could be avoided through the provision of noise barriers, buffer zones between the railway line and development and reduced through landscaping and design.</p> <p>C1 - There are no existing sources of environmental pollution in proximity of Site C1.</p> <p>E2 - Development at Site E2 is proposed in proximity to the Chippenham Rifle Range, this existing source of noise pollution would likely have adverse effects on development proposed in its proximity. Proposals should demonstrate how development design would reduce the effects on residential amenity, this could be achieved through noise barriers, buffer zones and vegetation screening. The railway passes along the west of Site E2, this could have adverse effects on residential and employment development in the west of the site. A suitable buffer zone could prevent or reduce noise impacts, alternatively further development proposals could introduce tree planting or landscaping to reduce effects</p> <p>The Chippenham Sewage Treatment Works is situated to the site's southeast, however an extensive area of indicative greenspace is proposed between this site and the developable area, preventing any adverse effects.</p> <p>Eastern Link Road - No effects on the ELR are anticipated from existing sources of environmental pollution.</p> <p>Cocklebury Link Road - The CLR is unlikely to be affected by existing sources of pollution.</p> <p>Overall - Small areas of are likely to be adversely affected by localised sources of pollution. Noise pollution from several sources in Site E2 would require investigation to assess the extent of developable area affected. Similarly in proposed development along the railway line in Site B1 should be informed by the results of noise assessments in order to establish the extent to which adverse effects associated with noise disruption would affect development. Avoidance of worst affected land and provision of noise barriers to prevent effects on the amenity of future residents are measures which proposals should incorporate into the design. This would constitute minor adverse effect.</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	<p>B1 - While increased greenhouse gas emissions are anticipated from the development of Site B1, the small scale development proposed coupled with the strong to moderate access to the town centre and transport hubs would likely lead to less traffic generating carbon emissions. Carbon dioxide emissions from new buildings can be reduced to some extent through meeting standards of sustainable construction and design.</p> <p>C1 - The development of Site C1 would result in new buildings and increased levels of vehicle traffic, both of which would increase greenhouse gas emissions, particularly carbon dioxide emissions. This is regarded as unavoidable to some extent. Mitigation is likely to remain problematic in the short to medium term. Developers should be encouraged to meet sustainable design standards, this can reduce carbon dioxide emissions from new buildings.</p> <p>E2 - As with Sites B1 and C1, development of this site would contribute to an increase in greenhouse gas emissions. The net addition of buildings and associated increase in private vehicles would increase carbon dioxide emissions. This is unavoidable to some extent and mitigation of effects is not considered achievable in the short to medium term.</p> <p>Eastern Link Road (and Cocklebury Link Road)- The provision of the ELR would redistribute vehicles which would also redistribute carbon emission produced by vehicles. A 13% reduction in traffic flows in the town centre is forecast, this could lead to a decrease in carbon emissions; however this is balanced by a forecasted increase in congestion at the Marlborough Road Roundabout. As such the ELR is not expected to bring about any beneficial effects with regard to this SA objective.</p> <p>Overall - While the scale of Site B1 and its proximity to the town centre can achievably reduce an increase in greenhouse gas emissions, effects from development of Sites C1 and E2, as a result of their size mitigation would be problematic. The ELR would redistribute vehicles and therefore redistribute carbon dioxide emissions as opposed to</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		reducing them. This development strategy is expected to have a moderate adverse effect.	
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Sites B1, C1 and E2 could incorporate on-site renewable or very low carbon energy generation into development proposals. Roof mounted solar photovoltaic panels should be considered.	(++)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	<p>B1 - The indicative development areas of this site are situated entirely within Flood Zone 1.</p> <p>C1 - The west of the site is situated within Flood Zone 2 and 3, indicative greenspace is proposed in this area. The majority of the developable area of the site is situated in Flood Zone 1 meaning development would be less vulnerable to increasing extreme climatic events such as fluvial flooding.</p> <p>E2 - The site is situated predominantly in Flood Zone 1. Land along the River Avon is situated in Flood Zones 2 and 3, these areas coincide with the area of indicative greenspace. Residential development is proposed in the immediate proximity of Pudding Brook, some of this land is within Flood Zones 2 and 3. Further development proposals for this site must avoid development proposed in flood risk areas, this is achievable. As the majority of development proposed occurs in Flood Zone 1 the proposals would be less vulnerable to increasing extreme climatic events such as fluvial flooding.</p> <p>Eastern Link Road - The river bridge crossing between Sites D7 and E5 would be situated within Flood Zone 3. This is unavoidable. As such proposals for the bridge should make provision for increased flood water storage in Flood Zone 1 where required to prevent flood risk on-site and downstream.</p> <p>Cocklebury Link Road -</p>	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		The CLR is proposed in Flood Zone 1. Overall - This development strategy is generally comprised of land located in Flood Zone 1. Development proposals should avoid Flood Zone 2 and 3 along Pudding Brook. The extent of land affected makes this achievable, greenspace should be proposed. As part of the river bridge design provision should be made for additional floodwater storage capacity within Flood Zone 1. The amount of additional capacity should be informed by the outcome of a flood risk assessment. The flood risk assessment should also highlight how the implementation of the river bridge would affect flows on the Avon and flood risk on-site and downstream. The bridge design should respond to the recommendations made in the flood risk assessment. A minor adverse effect is anticipated.	
	- Address the risk of flooding from all sources?	B1 - The site is situated largely within Flood Zone 1 with the indicative area of greenspace in the east coinciding with a small area of Flood Zone 2-3. Development would increase rates of surface water runoff which flows into the Avon upstream of Chippenham. Surface water management measures would be required to as part of development design to ensure existing greenfield rates of surface water runoff are achieved as a minimum. This would reduce the risk of groundwater flooding on-site and minimise increases to peak flows on the River Avon downstream, particularly in Chippenham town centre. C1 - The west of Site C1 is situated in Flood Zone 2-3, this area holds significant flood water storage capacity. The indicative layout demonstrates that development of the site would avoid this area. Development would increase impervious surfaces which would likely lead to increased rates of surface water runoff draining directly into the Avon immediately upstream of Chippenham. This would increase flood risk in the town centre, requiring development proposals to incorporate surface water management measures which ensure runoff rates following development are equal to greenfield rates as a minimum. E2 -	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The majority of indicative developable areas in Site E2 are situated in Flood Zone 1. An area proposed for residential development in proximity to Pudding Brook is located in Flood Zones 2 and 3. Further proposals should ensure a buffer zone is provided along Pudding Brook to reduce the risk of flooding.</p> <p>Development would increase surface water runoff in proximity to the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Surface water management measures should be incorporated into further development proposals to ensure that existing greenfield rates of surface water runoff are achieved as a minimum, thus reducing the risk of flooding on-site and in settlements downstream.</p> <p>Eastern Link Road - The ELR would create new impermeable surfaces which would prevent infiltration and increase rates of surface water runoff. The proposed design for the ELR would need to include surface water management measures which mitigate any increase in runoff caused by the road.</p> <p>The river bridge crossing between Site B1 and C1 would likely alter the flow of the river which could have adverse effects on flood risk downstream. Avoidance of the Avon is not achievable as the river runs along the length of Sites B1 and C1. Measures which would adequately mitigate effects from the bridge on river flows to prevent increased flood risk would be problematic.</p> <p>Cocklebury Link Road - An increase in impermeable surfaces, while small, would lead to increased rates of surface water runoff. As land in Site B1 flows directly into the Avon it is important that the design of the road makes provision for surface water management measures. Swales and attenuation ponds could be incorporated into the design of the road to ensure greenfield rates of runoff.</p> <p>Overall - A small part of the developable area in Site E2 lies within an area at risk of fluvial flooding. Proposals should avoid Flood Zone 2 and 3. Surface water management measures should be expected as standard for development across this development strategy area. The scale of development, all of which is in proximity to the Avon, could</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented. Proposals should make provision for additional floodwater storage capacity in Flood Zone 1 to prevent increases in flood risk. The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream. This constitutes a moderate adverse effect.	
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p>B1 - Site B1 contains one heritage asset, a listed building at Rawlings Farm. The building is listed for its architectural interest, as such development at Site B1 would not affect this asset. Open agricultural land within B1 contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Avoidance of this area is not considered achievable due to its extent across the site. However the indicative area of green space proposed along the northern boundary would reduce the effects of development to some extent. Furthermore, the planting of vegetation buffers in this area would reduce views of the proposed development from the north which would further reduce the visual impact on the Conservation Areas. While visual impact from development would be reduced the open agricultural landscape which contributes to the setting of these heritage assets would be reduced by the vegetation buffer, this makes mitigation problematic. A moderate adverse effect is expected.</p> <p>C1 - Within Site C1 one designated heritage asset is identified, the purpose for designated related to the building's architectural interest which would not be affected by the development at C1. Land in the north of Site C1 contributes to the character of the Tytherton Lucas Conservation Area. Development in this area would likely have adverse effect on the remote and open setting of this heritage asset. Residential development proposed in the Marden Valley is limited to a small area adjacent to the NWR. A low density of development would reduce the visual impact on the setting of the Conservation Area and allow space for vegetation screening and landscaping. These measures would reduce views of development, however they would not preserve the open nature of the</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>landscape. This constitutes a moderate adverse effect. There are a number of non-designated heritage assets at Harden's Farm. Development could adversely affect these assets; however, provision of a buffer zone around Hardens Farm would sufficiently mitigate effects. There is high potential for unknown heritage assets of archaeological interest dating from the prehistoric and medieval periods.</p> <p>E2 - Site E2 contains three listed buildings, all clustered at Rowden Farm. A Scheduled Monument is also located at Rowden Farm. These heritage assets are situated in the east of the site within the area identified as indicative greenspace, as such development of the site is unlikely to have any adverse effects. The Rowden Conservation Area extends across the east of the site. The Conservation Area incorporates agricultural fields which contribute to the setting of Rowden Manor. Residential and employment development is proposed in the south and west of the site, generally beyond the Conservation Area. While this land is outside of the Conservation Area parts of the indicative developable area may contribute to its setting. Vegetation buffers and landscaping would screen views of proposals and should be incorporated into the design. 16 non-designated heritage assets are situated within the approximate area of this site, this includes evidence for Neolithic, Bronze Age, Iron Age and Roman settlements. There is also a high potential for unknown heritage assets of archaeological interest.</p> <p>Cocklebury Link Road - The northern extent of the CLR is proposed on land which contributes to the rural and remote Conservation Areas at Tytherton Lucas and Langley Burrell. As avoidance of this land is not considered achievable proposals for the road should demonstrate how visual impact would be minimised through design.</p> <p>Eastern Link Road - As the indicative alignment of the ELR passes through land which contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas design of the road must minimise the route's visual prominence. The ELR has high potential to</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		uncover as yet unknown archaeological assets. Overall - Adverse effects from this development strategy relate to the setting of three Conservation Areas, non-designated assets and the high potential for unknown assets. Development proposed in Site B1 and C1 would have moderate adverse effects on the setting of the Tytherton Lucas Conservation Area, additionally development at Site B1 would affect the setting of the Langley Burrell Conservation Area. Landscaping and vegetation buffers will contain views of proposed development, which would reduce adverse effects on these assets, however these measures would also dilute the open landscape, constituting a moderate adverse effect. In Site E2 development could adversely affect the setting of the Rowden Manor Conservation Area. Mitigation of adverse effects on can be achieved through the provision of landscaping and vegetation buffers which would screen views of proposals. This constitutes a minor adverse effect. There is a high risk of as yet unknown archaeological assets being uncovered by development across much of this development strategy area. Archaeological investigations should inform all proposals. Where remains are discovered measures to mitigate effects are achievable. Preservation in situ of discrete areas of remains and recording for more widespread remains is recommended. Overall a moderate adverse effect is expected.	
7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i>	B1 - The land which comprises Option B1 is prominent and forms the rural edge to Chippenham. The landform of this site option is elevated above the River Avon floodplain and supports the remoteness and separation of Langley Burrell. The relief of the site, which slopes eastward towards the Avon, makes mitigation of effects from development on visual amenity problematic to achieve. The linear wooded features along the west and south of the site screen views of Chippenham from the rural north. Development of the site would extend the urban character northwards into the open agricultural landscape. Incorporating green buffers to screen views of development from the north and east would go some way to reducing the visual impact of proposals. In addition, a lesser density of development	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
and sense of place	- <i>Local amenity.</i>	<p>and preventing intrusive large buildings on the site would need to be included as mitigation measures. Overall adequately mitigating adverse effects is expected to be problematic.</p> <p>C1 - As with B1, there are no designated features within proximity of Site C1. The undulating topography of this site option makes development more suitable in some areas than others. Development of land north of the North Wiltshire Rivers route would reduce separation between Chippenham and Tytherton Lucas and the increase views of development at Chippenham as far as East Tytherton. This would be problematic to mitigate. Land immediately south of the NWR route is located on elevated land which is visually prominent in the area. Extending the green buffer along the NWR route would go some way to mitigating this. Large employment buildings proposed in this visually prominent area of the site option would likely be unsuitable and further development proposals should identify more suitable locations within this site option to locate employment land. Overall mitigation of visual effects from development proposed in the north of this site option would be problematic. This is due to the extent of indicative residential land proposed in the visually prominent Marden Valley.</p> <p>E2 - Again, E2 has no designated features within proximity of the site. Development of Site E2 makes provision for an extensive area of greenspace along the River Avon in the east of this site which protects the flat and wide open views associated with the floodplain. Development at this site is proposed in the west of the site in proximity to existing development. No effects are expected upon the local landscape or visual amenity.</p> <p>Eastern Link Road - The proposed ELR alignment passes through agricultural land north and east of Chippenham. Generally these areas are remote and rural in character, although proposed development would alter the character of these areas. The ELR would comprise the eastern edge of development in Site C1, as such proposals should</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		ensure that the road is unobtrusive and minimises effects on visual amenity and landscape character. Cocklebury Link Road - Where the CLR passes through land in the north of B1 there is potential for an adverse effect on land which contributes to the remoteness of Langley Burrell. Proposals for this road infrastructure should demonstrate how the design of the route minimises the visual impact and effects to local amenity. Overall - Adverse effects arising from the development of this strategy are focused in the north of Sites B1 and C1, where proposed development would occur in visually prominent areas. Development in these areas would have adverse effects on the landscape character and visual amenity across a wide area, mitigation would be problematic. As such a moderate adverse effect is expected from this development strategy.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	- Help meet affordable housing needs/the needs of the local community (if known)?	Overall - This development strategy proposes approximately 2500 dwellings across the three site. This creates the opportunity for the delivery of a good quality affordable housing in a range of sizes, tenures and types. This would contribute to meeting local housing needs, particularly in the south and east of Chippenham.	(+++)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	B1 - Site B1 is not situated in proximity to any areas of high deprivation C1 - Site C1 is situated within an area of moderate deprivation. Development at this site would occur immediately north of an area of high deprivation at Pewsham. The indicative layout proposes residential development immediately adjacent to this area of deprivation.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>E2 - This site is situated partially in land considered to have relatively high deprivation rates and partially in land considered to have relatively low deprivation rates. Two key areas of high deprivation in Chippenham are located to the northwest and northeast of this site. The indicative layout proposes residential development in the west of the site in proximity to one area of high deprivation.</p> <p>Eastern Link Road - The ELR would improve access to existing community facilities in the surrounding area as well as support the delivery of new facilities and employment land. This would have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham. As such a minor beneficial effect is anticipated.</p> <p>Cocklebury Link Road - The CLR would support for the delivery of proposed employment land and community facilities in Site B1 which could benefit existing communities and support a reduction in deprivation locally. This constitutes a minor beneficial effect.</p> <p>Overall - This development strategy holds the potential to provide community facilities and employment land which would support a reduction in deprivation levels in the surrounding area, particularly in a number of areas of high deprivation.</p>	
	<p>- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?</p>	<p>B1 - Development of the site would not result in the loss of any existing or proposed community facilities or amenity space. The indicative greenspace proposed in the northeast of the site has the potential to be publically accessible open space and could link to accessible open space along the River Avon. The 12ha of green space proposed constitutes a minor beneficial effect.</p> <p>C1 – Development of the site would not result in the loss of any existing community facilities or amenity space. There are no accessible open spaces within the site although playing fields at Harden’s Mead and Abbeyfield School are situated adjacent to the site. The proposed green space along the River Avon could be publicly accessible and link to accessible open space further along the river. 35ha of green space is proposed,</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		this would be a minor beneficial effect. E2 – Development of Site E2 would lead to the loss of an area of accessible open space in the west of the site along the B4528/B4643. Further proposals for this site could prevent the loss of this open space. Where it can be demonstrated that loss is unavoidable proposals should create additional open space to offset the loss. The indicative layout proposes a vast area of green space in the east of the area which has potential to be provided as accessible open space. This would offset the loss of existing open space, resulting in a minor adverse effect. Eastern Link Road - The ELR would not affect any accessible open spaces. Cocklebury Link Road - The CLR would not affect any areas of accessible open space. Overall - Other than an area in Site E2 this development strategy would not result in the loss of any accessible open spaces. Other than an area in Site E2 this development strategy would not result in the loss of any accessible open spaces. In order to offset the loss of existing open space as a result of development in the north of E5 proposals should be required to deliver vast areas of indicative greenspace as accessible open space. Overall a minor adverse effect is anticipated.	
	- Result in the loss of PROW or provision of new PROW?	B1 - In the west of Site B1 a Byway becomes a PRoW and passes through the southwest of the site. A PRoW runs south to north connecting Upper Peckingell Farm with development in the north of Chippenham. Development of the site could disrupt either of the PRoWs or the Byway, however avoidance of adverse effects is straightforward. Where development seeks to alter a PRoW provision of an alternative routes should be provided to offset the impact. C1 - A number of PRoWs link Harden’s Farm to Chippenham in the south and Tytherton Lucas in the north. Proposed development areas could avoid the PRoWs, however if it can be demonstrated that harm is unavoidable mitigation would be achievable through	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>the appropriate provision of an alternative route. Further development proposals for this site would have to consider this. The NWRR is a Sustrans National Cycle Route (403). Development should integrate with and where possible enhance this route.</p> <p>E2 – A number of PRoW run through the site. Where PRoWs pass through areas proposed for green space adverse effects are not anticipated. Proposed residential development in the west of Site E2 has the potential to affect several PRoWs. Further development proposals for the site should retain PRoWs, where it is demonstrated that loss or alteration of PRoWs is unavoidable provision of suitable alternatives can offset the impact.</p> <p>Eastern Link Road - The ELR would dissect a number of Rights of Way, including a network PRoWs south of Birds Marsh Wood, as well as several PRoWs in Site B1 and C1. Additionally, the ELR would dissect the NWRR. As avoidance of these features is not considered achievable, however the provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects.</p> <p>Cocklebury Link Road - The CLR is proposed in an area with a number of PRoWs and a Byway. The indicative alignment dissects one PRoW and runs parallel to another. The implementation of the CLR has the potential to adversely affect a number of PRoWs, however, the design could incorporate nearby PRoWs into the design and provide enhancements to the existing PRoW network in the immediate vicinity of the CLR. Where the route dissects PRoWs pedestrian crossings and appropriate signage would effectively mitigate adverse effects.</p> <p>Overall - Where development proposals can demonstrate that the alteration or extinguishment of a PRoW is unavoidable the design should be required to make provision of an appropriate alternative route to offset the loss. The alignment of the ELR has the potential to adversely affect a number of PRoWs. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented within the design. Opportunities exist to enhance the</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		quality of existing PRowS through development of this strategy and this should be demonstrated through design.	
	- Be accessible to educational and health facilities?	<p>B1 - Development of Site B1 would have weak non-motorised access to the hospital. Furthermore the site has weak access by public transport. Motorised access would be directed through central areas of Chippenham. Although development of the site would be in proximity to Abbeyfield School, the River Avon constrains access. The provision of the ELR mitigates this.</p> <p>C1 - Residential development in the south of the site would benefit from strong access to Abbeyfield School. Non-motorised access to the hospital from C1 is weak, however public transport services along the A4 would provide an alternative means off access to the hospital from the south of the site.</p> <p>E2 - Access to schools is weak by non-motorised modes. Access by public transport is strong, vehicular access would direct traffic through town to existing schools in the north and east. This site has strong access the hospital, particularly for the northern most area proposed for residential development.</p> <p>Eastern Link Road - The ELR would improve motorised access to Abbeyfield School from Site B1.</p> <p>Cocklebury Link Road - The CLR would provide an alternative motorised route to existing facilities, it is not anticipated that this would strengthen access to existing educational or health facilities.</p> <p>Overall - Poor access to existing educational or health facilities is experienced throughout this development strategy area. In some circumstances strengthening non-motorised or public transport access to existing facilities would be problematic. Secondary Schools in Chippenham are nearing capacity and could be unable to support the number of new pupils anticipated from development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		financial contributions towards enabling the delivery of new facilities offsite. A minor adverse effect is anticipated.	
10. Reduce the need to travel and promote more sustainable transport choices	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<p>B1 - The site has weak to moderate access by public transport, the B4069 is identified as having potential to become a public transport corridor which could improve public transport access. Ease of access to the town centre by non-motorised modes from the site is strong to moderate and improvements to offsite pedestrian and cycle facilities would likely improve this.</p> <p>C1 - Development proposed at the south of the site would benefit from strong ease of access by public transport along the A4 London Road. The north of the site benefits from the proximity of NWRR, which provides a non-motorised link to Chippenham. There is also potential for proposals to enhance non-motorised access in the south of the site by integrating the development with the cycle route. Development in the north of the site has weaker ease of access by public transport and would require the provision of a new public transport corridor along the proposed ELR to strengthen public transport access. Improvements to existing services along the A4 bus corridor would not be sufficient due to the distance of the corridor from the developable area in the north of C1.</p> <p>E2 - The site is situated along the B4643 which is well served by public transport. Development of the site could support an increase in the use of public transport services along this corridor. Ease of access to the town centre by non-motorised modes from the site is moderate and further proposals could create links within the proposed green area to better with the pedestrian and cycle network in the wider area.</p> <p>Eastern Link Road - The ELR has potential to become a future bus corridor which would strengthen access by public transport for proposed development, particularly in Site B1 and the north of</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>C1. Cocklebury Link Road - No effects are expected from the implementation of the CLR. Overall - Proposals for this development strategy should be supported by improvements to non-motorised access to the town centre, particularly for C1 and E2. While development proposals can ensure on-site pedestrian and cycle links integrate well with the wider network, improvements to off-site pedestrian and cycle routes would be required. Access by public transport is strong in E2, however a new bus corridor along the proposed ELR would be required to support development in B1 and C1. A minor adverse effect is anticipated.</p>	
	<p>- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?</p>	<p>B1 - The NWRR crosses the River Avon in the southeast of B1 and then follows the river southwards. There is potential for development at Site B1 to integrate with and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north. C1 - Site C1 has the potential to improve pedestrian and cycle access from the south of the site would rely upon proposals integrating with the NWRR. This would improve non-motorised access to the town centre, railway station and College. Proposals for development at Site C1 should capitalise upon this opportunity. E2 - At Site E2 there are opportunities to create on-site pedestrian and cycle links between the developable area and the town centre. Development at Site E2 is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could increase the use of services along the existing corridor. Cocklebury Link Road - The CLR is not anticipated to support improvements to public transport, pedestrian or cycle connectivity to key hubs in Chippenham. Eastern Link Road -</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The ELR has the potential to become a future public transport corridor. The ELR would not provide support for improvements to public transport or pedestrian links between development and the town centre, station or College.</p> <p>Overall - Development of all three sites could enhance non-motorised access to central areas of Chippenham through on-site provision of pedestrian and cycle links. This would need to be supported by improvements to off-site pedestrian and cycle routes. There is limited potential to improve public transport connectivity although the ELR could become a new bus corridor which would support proposed development in Site B1 and C1. Overall this development strategy has the potential to improve connectivity, measures would be required to ensure these measures are incorporated into design.</p>	
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>	<p>Offer the potential to provide employment land for B1, B2 and B8 uses?</p>	<p>B1 - Site B1 proposes 5ha of employment generating land, however the indicative layout does not establish the location of this area. The small quantum of land make the site less well suited to large B8 units. The ELR will provide strong access to the PRN and holds the potential to become a future public transport corridor. Site B1 has strong to moderate non-motorised access to the town centre and transport hubs. This creates the potential for a range of employment generating uses.</p> <p>C1 - 20ha of employment development is proposed at Site C1. The indicative layout shows this as two areas, a large area in the northeast bordering the NWRR and a small area south of Stanley Lane. The amount and indicative location of employment land supports the delivery of a mix of business use classes. Access to the PRN and strategic lorry route would be strong thanks to the provision of The A4 and A350 are identified as a strategic lorry route, employment development at the ELR. The employment land proposed in the southeast of Site C1 in proximity to the A4 would benefit from strong access by public transport while the indicative area in the north of the site would require improved access by public transport to support development.</p> <p>E2 -</p>	<p>(+++)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Site E2 proposes 18.1ha of employment development, the indicative layout drawing shows this as one large area in the southwest of the site along the A350. The scale and location of this employment land would be suited to a mix of use types. Access to the PRN and strategic lorry route along the A350 is strong. The B4528/B4643 is a bus corridor, making public transport access to the indicative employment area strong. As such Site E2 offers the potential to provide B1, B2 and B8 employment land.</p> <p>Eastern Link Road - Delivery of the ELR would create strong access to the A350 PRN from the indicative employment areas proposed in Site C4, thus offering greater potential for employment development as part of this development strategy.</p> <p>Cocklebury Link Road - The CLR would integrate with the ELR, strengthening access to the PRN and strategic lorry route from Site B1.</p> <p>Overall - A large quantum of employment development is proposed across Sites B1, C1 and E2. These indicative areas would have strong access to the PRN. The three site would provide land suited to a mix of B1, B2 and B8 development. This development strategy proposes 43.1ha of employment land suited to a range of use classes, constituting a major beneficial effect.</p>	
	<p>Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?</p>	<p>B1 - Employment development at Site B1 would have strong to moderate non-motorised access to the town centre and transport hubs. On-site enhancements to pedestrian and cycle links would further improve access. The proximity of the site to Chippenham town centre would support movement between employment land at Site B1 and the town centre, supporting the town's viability.</p> <p>C1 - At Site C1 the indicative employment areas have a peripheral location with moderate to weak access to the town centre. While new employment development would benefit existing employment in the town, the distance of these sites from the centre and the moderate non-motorised access will likely limit the beneficial effect.</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>E2 - The area proposed for employment development at Site E2 would be situated at the southern extent of the town at a distance from the town centre. Employment development at the scale proposed would likely support the vitality and viability of the town; however the distance of this employment land from the town centre is likely to limit this beneficial effect.</p> <p>Eastern Link Road (and Cocklebury Link Road - The ELR would create an alternative route from the A350 north of Chippenham to the A4 London Road, this is forecast to reduce traffic flows in the town centre by approximately 13%. This would reduce congestion, providing a beneficial effect for the town.</p> <p>Overall - This development strategy would support the vitality and viability of the town centre, particularly through the delivery of the ELR, however the weak non-motorised access to the town centre from C1 and E2 could limit the beneficial effect somewhat.</p>	
	Provide infrastructure that will help to promote economic growth?	<p>B1 - Site B1 would not provide any infrastructure which would promote economic growth.</p> <p>C1 - The indicative green area proposed along the River Avon would support the formation of a continuous green infrastructure corridor along the river into the town centre, this could have minor beneficial effects on economic growth in Chippenham. There is potential for proposals to integrate with and facilitate on-site improvements to the NWRR, providing cycle infrastructure that would strengthen access to the town centre and transport hubs.</p> <p>E2 - Site E2 proposes an extensive area of green infrastructure along the River Avon, this would have minor beneficial effects on economic growth by better connecting the river with the town centre.</p> <p>Eastern Link Road - This development strategy, in delivering the Eastern Link Road, would promote economic growth by reducing traffic flows in the congested town centre and supporting</p>	(+++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		major economic and employment development to the northeast of Chippenham. Cocklebury Link Road - The provision of this link road is forecast to reduce traffic flows in the town centre by approximately 6%. This would likely have a moderate beneficial effect on economic growth. Additionally the CLR would support the delivery of residential and employment development at Site B1. Overall - The ELR and CLR would support major residential and employment development as well as reduce traffic flows in the town centre. This constitutes a major beneficial effect. Additionally Sites C1 and E2 propose green infrastructure corridors along the River Avon which would likely have a minor beneficial effect on economic growth.	
	Be well connected to Principal Employment Areas?	B1 - The employment land proposed in B1 would be situated immediately adjacent to the Parsonage Way Industrial Estate, access to the site from Parsonage Way would ensure strong connections between the two sites. C1 - The indicative employment areas proposed currently shares little relation to existing Principal Employment Areas. However the provision of a highway access from the north and improvements to the NWR route has potential to create strong connections to the Parsonage Way Industrial Estate. Proposals for development should demonstrate through design how this would be achieved. A minor beneficial effect is expected. E2 - The area proposed for employment development in E2 is situated in proximity to the Methuen Business Park; however improvements to connections between the two sites would be required to capitalise on this proximity. Eastern Link Road - The ELR would strengthen connections between proposed employment development in Site B1, indicative employment land in Site C4 and the Parsonage Way Industrial Estate. Cocklebury Link Road -	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		Connections between the Parsonage Way Industrial Estate and development at Site B1 would be strengthened by the provision of the CLR. This would have a minor beneficial effect. Overall - This development strategy proposes development in proximity to two Principal Employment Areas. While existing connections are moderate improvements to non-motorised access would support strengthened connections. This can be achieved on-site through development design. Overall a minor beneficial effect is expected.	
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Support the vitality of existing employment areas?	B1 - Development at Site B1 would likely support the vitality of the adjacent Parsonage Way Industrial Estate and nearby Langley Park employment area. C1 - Development of Site C1, while not situated in immediate proximity of any existing employment areas, would have strong connections with the Parsonage Way Industrial Estate and the Langley Park employment area. These connections would be provided by the ELR and NWRR. Development of C1 offers the potential to improve the NWRR. E2 - The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the proposed employment development area in this site. Employment development at this site would likely have beneficial effects on the vitality of these existing employment areas in the south of Chippenham. Improved non-motorised access between the Site E2 and these employment areas should be strengthened through further proposals. Eastern Link Road - Implementation of the ELR will improve access to existing employment areas in the north of Chippenham as well as strengthening access to the PRN and strategic lorry route. Cocklebury Link Road - The CLR would provide an alternative motorised access to existing employment areas which would support the vitality of these sites. Overall -	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		This development strategy proposes development in proximity to a number of existing employment areas in the north and southwest of Chippenham. The implementation of the ELR and potential for improvements to the NWRR would improve links between the existing and proposed employment areas. A minor beneficial effect on the vitality of existing employment areas is expected.	
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p>B1 - Site B1 proposes 5ha of employment development. The small scale of indicative employment land and landscape constraints which prevent larger units being located at the site make B8 development unsuitable. Strong access to the PRN and strong to moderate non-motorised access to the town centre and transport hubs supports a range of business types. Improved access by public transport would further support employment development at Site B1 in meeting commercial market requirements.</p> <p>C1 - Access to the strategic lorry route and PRN would be strong at both indicative employment areas. The scale of the large employment area in the east of Site C1 is suited to a mix of employment types, however access by public transport is stronger at the smaller site along Stanley Lane, making it better suited to higher employment densities.</p> <p>E2 - The quantum of indicative employment land proposed, strong access by public transport and strong access to the PRN and strategic lorry route make this site well suited to a mix of use class types. Employment land at this site meets the basic commercial requirements for B1, B2 and B8 uses.</p> <p>Eastern Link Road - The ELR would strengthen access to the PRN for employment development located within Site B1 and C1.</p> <p>Cocklebury Link Road - Integration with the permitted link road in Area A creates strong connections to the PRN and strategic lorry route for employment development at Site B1. This ensures strong transport connections to the strategic road network for employment uses.</p>	(+++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Overall - Overall, development of this strategy would provide 43.1ha of employment land across a range of sites. The variety of employment land proposed would offer a range of commercial market requirements, thus supporting a range employment types and constituting a major beneficial effect.</p>	
	<p>Provide employment land in areas that are easily accessible by sustainable transport?</p>	<p>B1 - The NWRR is situated in the southeast of the site and provides strong links to the railway and town centre. On-site and off-site improvements to the pedestrian and cycle network would ensure improved non-motorised access to the site from existing transport hubs in the town centre. Access by public transport is weak, however there is potential exists for the B4069 or the ELR to become a future bus corridor which would strengthen access to employment development at this site.</p> <p>C1 - The employment land proposed in the southeast of C1 benefits from strong access by public transport. The larger site in the northeast of the site is poorly served by public transport, however improvements to on-site pedestrian routes and integration with the North Wiltshire River Routes would provide improved non-motorised access to public transport.</p> <p>E2 - Access to Site E2 by public transport is strong. The indicative area for employment development is situated on the B4643, which is an existing bus corridor. Non-motorised access to the town centre and transport hubs is weak and would require on-site improvements to pedestrian and cycle links between the town centre and proposed employment land in order to provide a greater range of sustainable transport modes serving the proposed employment area.</p> <p>Eastern Link Road - There is potential for the ELR to become a future bus corridor, access by public transport would be strengthened throughout Site B1 and C1 as a result.</p> <p>Cocklebury Link Road - The CLR is unlikely to enhance sustainable transport access to proposed employment</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		development in Site B1. Overall - Provision of a new bus corridor along the ELR would be required to support proposals for this development strategy. Proposals should demonstrate how the design incorporates high quality pedestrian and cycle routes on-site, connecting with the wider network and providing stronger sustainable access for employment sites. Proposals should integration with the NWRR. On-site provision of pedestrian and cycle links would create strong connections between the town centre and indicative employment development in the south of Site E2. A minor adverse effect is expected.	

Table A.4: Mixed Strategy assessment

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?	<p>B1 - No designated or undesignated sites of biodiversity or geological value would be directly affected by development of Site B1. The River Avon CWS runs along the eastern extent of the site, the river is categorised as a BAP Priority Habitat. European Otter is recorded along the River Avon and over-grown willow along the river have potential to support populations of protected Bat. Indicative greenspace provides a buffer between development and the river. The steep relief of the western bank of the river will likely impede public access to some extent. There remains, however, potential for a minor adverse effect from development on protected species, however mitigation of effects is achievable through design. Proposals should demonstrate how the design is informed by ecological surveys and how measures are incorporated into the development.</p> <p>E5 - Similarly development of Site E5 would not have any effects on any designated sites of biodiversity or geological value. The River Avon CWS and Mortimore’s Wood CWS to the east of Site E5 are protected from development by an extensive area of indicative greenspace, this would also protect associated habitats. A number of protected species are recorded in the south and west of E5, this includes several species of Bat and European Otter. Measures to reduce and prevent effects from development on these populations, such as buffer zones and habitat protection/creation, could achievably reduce adverse effects. Development proposals should be informed by ecological surveys and the proposals should demonstrate how the design incorporates measures which responds to identified populations of protected species.</p> <p>Cocklebury Link Road - The Cocklebury Link Road (CLR) would have no direct effects on any designated or undesignated sites of biodiversity or geological value.</p> <p>Overall - While this development strategy proposes development in proximity to two County</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		Wildlife Sites, the potential for adverse effects is reduced through the provision of indicative greenspace which provides buffers between these sites and the developable areas. However proposals for development should be expected to ensure that the design responds to ecological surveys and prevents or reduces adverse effects on protected species. A minor adverse effect is expected.	
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p>B1 - Two linear wooded features are present in the south and west of the site along the disused railway line and the railway embankment. The proposed site layout does not propose buffer zones between these features and residential or employment development which could have adverse effects on these natural features. Further proposals for this site should incorporate buffer zones along the southern and western boundaries to reduce harm to these features.</p> <p>E5 - E5 has a network of hedgerows, many of which are mature and overgrown, these connect with Pudding Brook and the green buffer along the railway embankment to provide habitat connectivity throughout the area. The indicative layout proposes residential development on land surrounding Pudding Brook, this would likely have adverse effects on this natural feature and further proposals should include a green buffer to avoid harm.</p> <p>Cocklebury Link Road - The CLR would dissect the green corridor along the railway line, this is unavoidable as this feature extends along the entire west boundary of Site B1. As such the design of the road should seek to reduce vegetation loss and avoid any areas of particular importance for wildlife. Where vegetation loss is unavoidable measures to offset effects to biodiversity should be demonstrated.</p> <p>Overall - Green corridors along the railway line, the NWRR in B1, and Pudding Brook should be protected from encroachment. Proposals can achieve this with the provision of a buffer between development and these corridors. The opportunity exists for development of this strategy to enhance these features. Proposals would likely result in the loss of vegetation, translocation of vegetation or plantation should be proposed to offset this.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		The biodiversity value of these natural features should be determined through ecological surveys, the results of which should inform design and appropriate measures to be included within the design. A minor adverse effect is expected.	
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	<p>B1 - The indicative layout for B1 shows that proposed development would occur predominantly on greenfield land. While a small amount of residential development is proposed on previously developed land at Rawlings Farm, the extent of greenfield land across Site B1 makes avoidance problematic. Mitigation of effects is not considered achievable.</p> <p>E5 - Other than land at Showell Nursery, Site E5 comprises greenfield land. There is insufficient brownfield land to deliver the scale of development proposed for this site, as such mitigation is problematic.</p> <p>Cocklebury Link Road - The CLR is located largely in greenfield land, the southern and western sections would occur on an existing road. Avoidance of greenfield land is not considered achievable, therefore the ELR would lead to the permanent loss of greenfield land. Mitigation of effects would be problematic.</p> <p>Overall - This development strategy would result in the permanent loss of BMV agricultural land to the north and south of Chippenham. There is insufficient previously development land to deliver the scale of development proposed by this development strategy</p>	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	<p>B1 - The site is comprised predominantly of Grade 2 (very good) BMV agricultural land. A small area of non-agricultural urban lands is located in the southwest of this site, although this is not sufficient in size to deliver scale of development proposed. As such mitigation of effects on BMV land would be problematic.</p> <p>E5 - E5 contains areas of Grade 1 (excellent), Grade 2 (very good), Grade 3 (good to</p>	(- -)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		moderate) and grade 4 (poor) agricultural land. Presuming Grade 3 land to be BMV results in the developable area of Site E5 consisting predominantly of BMV land. Areas of Grade 4 land lie within the floodplain, as a result mitigation is considered problematic. Cocklebury Link Road - The CLR is proposed largely within non-agricultural urban lands, a small section is proposed in Grade 2 land. Realignment of the road to incorporate urban lands could be achieved, thereby avoiding the permanent loss of BMV land, however the area affected is small and proposed development of B1 would result in the permanent loss of BMV land regardless. Overall - Non-BMV land exists in both Site B1 and E5, however the extent of this land is not sufficient enough to deliver the scale of development this strategy proposes. Furthermore areas of poor agricultural land coincide with areas at risk of fluvial flooding. Development of this strategy would result in the permanent loss of BMV agricultural land, mitigation is considered problematic.	
	- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?	B1 - There are no sites of potential contamination within Site B1. The agricultural use of the land makes remediation of contamination unlikely. E5 - Remediation of land is unlikely based on the extent of agricultural land across Site E5, however land and Showell Nursery and land at Chippenham Shooting Range may have received waste in the past. Land contamination surveys would identify the extent of land requiring remediation and inform the extent to which contamination is a risk to the viability and deliverability of proposed development. Cocklebury Link Road - There are no sites of potential contamination within proximity to the proposed alignment of the CLR. Overall - Two sites of potential land contamination, both situated in Site E5, would require land contamination surveys to investigate the extent of contamination and how this would	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</p>	<p>affect the viability and deliverability of residential development. The extent of these areas is small and development could achievably mitigate adverse effects.</p> <p>B1 - Site B1 is not situated within a Mineral Safeguarding Area.</p> <p>E5 - In Site E5 an MSA extends across a small area, much of which is comprised of indicative green space. Small areas of indicative residential land coincides with the MSA, avoidance of these areas is achievable. Alternatively proposals could demonstrate how development would not lead to sterilisation of mineral resources.</p> <p>Cocklebury Link Road - The CLR would not have any effects on any viable mineral resources as the area is not categorised as a MSA.</p> <p>Overall - Development at Site B1 and part of Site E5 would have no effect on viable mineral resources. Where possible development in the MSA in Site E5 should be avoided. Where development of Site E5 is proposed in a Mineral Safeguarding Area proposals should ensure that sterilisation of viable mineral resources would not occur. Proposals for extraction prior to development would also address this.</p>	(-)
<p>3. Use and manage water resources in a sustainable manner</p>	<p>- Be situated in any of the following:</p> <ul style="list-style-type: none"> • Drinking Water Safeguarding Zone; or • Groundwater Source Protection Zone 	<p>B1 - The site is situated entirely within an Outer Source Protection Zone (Zone 2c). Two tributaries of the River Avon originate within the site, proposals for development should demonstrate appropriate land management practices and ensure suitably sized buffer strips are proposed between development and watercourses.</p> <p>E5 - Indicative residential land south of Rowden Lane in the west of Site E5 and indicative employment land in the south are located within an Outer SPZ. Development at E5 can reduce effects on this SPZ by ensuring appropriate land management practices and incorporating buffer zones between development and water courses, particularly Pudding Brook.</p> <p>Cocklebury Link Road -</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		The CLR would be situated in an Outer SPZ. In order to prevent adverse effects from development on surface water, proposals for the road should incorporate surface water management measures. Overall - The majority of development proposed as part of this development strategy would be situated within an Outer SPZ. Development at the scale proposed by this strategy could not be delivered within these sites while avoiding SPZs. Proposals should demonstrate land management practices considered appropriate for an Outer SPZ and make provision for buffer zones along watercourses associated with the Avon. This would reduce adverse effects on watercourses in the SPZ from proximate development.	
	- Affect surface or groundwater resources in terms of volume, quality and flow?	B1 - Site B1 is situated largely within Flood Zone 1 in the River Avon catchment. Water resource implications could result due to the proximity of the River Avon to the developable area. Development of this Site B1 would increase impermeable surfaces, resulting in increased rates of runoff. Site B1 drains directly into the Avon, as such the effects on water resources from development of the site would require mitigation. Surface water management measures should be included within development design. E5 - Development of Site E5 create impermeable surfaces and increase surface water runoff rates in to the River Avon. The use of surface water management measures in development design would reduce adverse effects. Pudding Brook passes through Site E5 and indicative residential development is proposed in close proximity, putting the watercourse at risk of pollution. The use of SUDS would be required to mitigate these effects. Land in the east of Site E5 has a high propensity for groundwater flooding. This could affect the performance of surface water management measures. Affected areas coincide with the River Avon's floodplain which is proposed as greenspace, as such no effects are anticipated. Cocklebury Link Road - Impermeable surfaces proposed as part of the CLR would increase runoff rates. Surface water management measures such as swales and attenuation ponds would	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		mitigate any adverse effects and should be included within design proposals. Overall - Proposals should incorporate surface water management measures into the design to ensure greenfield rates of surface water runoff or better. Proposals should avoid development in proximity to Pudding Brook as it passes through Site E5. A green buffer between the watercourse and the developable area would address this. A minor adverse effect is anticipated.	
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	Implementation of this development strategy would not directly affect any AQMAs.	(0)
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	B1 - Development of Site B1 would lead to an increase in vehicles on local roads. An increase in vehicles would lead to a decrease in air quality, an increase in noise pollution and light pollution at night. This would have a minor adverse effect. Access to the site is proposed from Parsonage Way onto the B4069 north of Chippenham, Cocklebury Road and the A4 London Road. The permitted link road in Area A would provide strong access to the A350, which is categorised as part of the Primary Route Network (PRN), this would reduce through traffic in the town centre. A second vehicular access is proposed from Cocklebury Road, this would provide direct access to the A420 in the centre of Chippenham. The strong to moderate non-motorised access to the town centre would support a	(-)

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>reduction in vehicle dependency. Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the impact of environmental pollution from development.</p> <p>E5 - Development at Site E5 would increase vehicle numbers on local roads, this would result in a decrease in air quality, increase in noise pollution and increase in light pollution at night, receptors along the B4643 and B4528 would be worst affected. Access from the B4643 and A350 would avoid unnecessary through traffic in the town centre and at already congested routes. Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and somewhat reduce the impact of environmental pollution from development.</p> <p>Cocklebury Link Road - The implementation of the CLR is not forecast to reduce average peak period journey times. A reduction in traffic flows though the town centre is forecast at approximately 6%. This would likely reduce environmental pollution from vehicles in the town centre.</p> <p>Overall - Where development is proposed in areas with strong or moderate public transport access or non-motorised access to the town centre proposals should capitalise on this. This would support a reduction in private vehicle dependency and a reduction in environmental pollution. Integration with the NWRR and provision of high quality on-site non-motorised routes would should be demonstrated by proposals. While the CLR would reduce traffic flows in the town centre this is unlikely to sufficiently offset the increase in vehicles from the development of Sites B1 and E5. Overall a minor adverse effect is expected.</p>	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	<p>B1 - Development in the west of the site would be in proximity to the railway line, an existing source of noise pollution which could affect amenity in the west of the site. This effect could be avoided through the provision of noise barriers, buffer zones between the railway line and development and reduced through landscaping and design.</p> <p>E5 -</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Site E5 proposes an extensive area of green space between development and the STW. Sources of noise pollution include Chippenham Shooting Range in the centre of the site and the railway which forms the western boundary. Further proposals for Site E5 should introduce noise barriers, buffer zones, landscaping and vegetation screening to reduce effects of noise pollution on proposed development.</p> <p>Cocklebury Link Road - The CLR would not be affected by existing sources of pollution.</p> <p>Overall - Proposals should be informed by the results of noise surveys. The results should dictate the extent of a buffer zone between developable areas and the railway and Shooting Range. Noise barriers should be included within the design to ensure no effects on the amenity of future residents. Overall a minor adverse effect is expected.</p>	
<p>PS 5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions</p>	<p>- Reduce greenhouse emissions, in particular carbon dioxide emissions?</p>	<p>B1 - While increased greenhouse gas emissions are anticipated from the development of Site B1 the small scale proposed coupled with the strong to moderate access to the town centre and transport hubs would likely lead to less traffic generating carbon emissions. Carbon dioxide emissions from new buildings can be reduced to some extent through meeting standards of sustainable construction and design.</p> <p>E5 - Similarly the increase in vehicles and new buildings associated with the development of Site E5 would increase greenhouse gas, and in particular, carbon emissions.</p> <p>Cocklebury Link Road - The CLR is forecast to reduce traffic flows in the town centre by approximately 6% which could result in a reduction in carbon dioxide emissions in congested areas.</p> <p>Overall - While development at Site B1 is of a small scale and offers strong to moderate non-motorised access to the town centre, development at Site E5 would see a larger increase in development and vehicles in areas with weaker access by non-motorised modes to the town centre. The CLR is forecast to reduce traffic flows in the town centre, however this is unlikely to sufficiently offset the expected increase in vehicles. Development proposals should</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		encourage the use of sustainable transport and promote non-motorised modes through provision of strong pedestrian and cycle links on-site which integrate with the existing network. This could promote a reduction in vehicle dependency and somewhat reduce adverse effects. Overall, however, a moderate adverse effect is expected from this development strategy.	
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development proposals at both Sites B1 and E5 could be supported by the delivery of renewable or very low carbon energy generation. Roof mounted solar PV should be incorporated into the design proposals.	(++)
5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	<p>B1 - The indicative development areas of this site are situated entirely within Flood Zone 1.</p> <p>E5 - Site E5 is situated predominantly within Flood Zone 1; however land adjacent to Pudding Brook which is situated in Flood Zones 2 and 3 is proposed to deliver residential development. A buffer zone formed of greenspace should be proposed along Pudding Brook’s entire extent. The small size of the affected area makes avoidance achievable without prejudicing Site E5’s ability to deliver the level of development proposed within Site E5.</p> <p>Cocklebury Link Road - The CLR is proposed in Flood Zone 1.</p> <p>Overall - With the exception of a small area of land along Pudding Brook this development strategy avoids Flood Zones 2 and 3. Proposals for this development strategy should provide a buffer zone between the developable area and Pudding Brook to prevent risk from fluvial flooding. A minor adverse effect is expected.</p>	(-)
	- Address the risk of flooding from all sources?	<p>B1 - The site is situated largely within Flood Zone 1, the indicative area of greenspace in the east coincides with a small area of Flood Zone 2-3. Development would increase rates</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>of surface water runoff which flows into the Avon upstream of Chippenham. Surface water management measures would be required to as part of development design to ensure existing greenfield rates of surface water runoff are achieved as a minimum. This would reduce the risk of flooding onsite and minimise increases to peak flows on the River Avon downstream, particularly in Chippenham town centre.</p> <p>E5 - The majority of the indicative developable area is situated in Flood Zone 1. Avoidance of areas at Pudding Brook within Flood Zones 2 and 3 would be required to address the risk of flooding to development in the vicinity. Development of Site E5 would increase impermeable surfaces and therefore lead to an increased rate of surface water runoff on land which drains directly into the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Further proposals for this site should include within the design surface water management measures which achieve existing rates of greenfield runoff as a minimum.</p> <p>Cocklebury Link Road - An increase in impermeable surfaces, while small, would lead to increased rates of surface water runoff. As land in Site B1 flows directly into the Avon it is important that the design of the road makes provision for surface water management measures. Swales and attenuation ponds could be incorporated into the design of the road to ensure greenfield rates of runoff.</p> <p>Overall - Proposals for development should incorporate surface water management measures to achieve greenfield runoff rates or better. Groundwater flooding is common within the east of Site E5. While development avoids these areas it could exacerbate existing conditions and affect the performance of surface water management measures. Pumping may be required. Proposals should avoid development along Pudding Brook within Flood Zone 2 and 3. This can be achieved through the provision of greenspace between Pudding Brook and the developable area. Overall a minor adverse effect is expected.</p>	
6. Protect,	- Affect directly or indirectly	B1 -	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
maintain and enhance the historic environment	a heritage asset?	<p>Site B1 contains one heritage asset, a listed building at Rawlings Farm. The building is listed for its architectural interest, therefore proposals in proximity would not have any adverse effects. Open agricultural land within B1 provides the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Avoiding this land is not achievable as it extends across much of the site. The indicative area of greenspace proposed along the northern boundary could reduce the adverse effects to some extent. Furthermore, the planting of vegetation buffers in this area would reduce views of the proposed development from the north which would further reduce the visual impact on the Conservation Areas. While visual impact from development would be reduced the open agricultural landscape which contributes to the setting of these heritage assets would also be reduced by the vegetation buffer, this would result in a moderate adverse effect.</p> <p>E5 - There are three listed buildings within Site E5, these are clustered at Rowden Farm which is situated within an extensive area of indicative greenspace. The Rowden Conservation extends across the north east of the site and incorporates agricultural fields which contribute to the setting of Rowden Manor. While developable land is generally situated outside of the Conservation Area some residential land is located in land which contributes to the setting of the conservation area. Measures to mitigate the effects from development on the setting of the landscape should be included within development design.</p> <p>Site E5 also contains 16 non-designated heritage assets which could be affected by development. There is potential for unknown heritage assets of archaeological interest. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for widespread remains.</p> <p>Cocklebury Link Road - The northern extent of the CLR is proposed on land which contributes to the rural and remote Conservation Areas at Tytherton Lucas and Langley Burrell. As avoidance of this land is not considered achievable proposals for the road should demonstrate how visual impact would be minimised through design.</p> <p>Overall -</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>While development at Sites B1 and E5 would be unlikely to directly affect any designated heritage assets, it would occur in land which contributes to the setting of three Conservation Areas. The indicative layout for B1 proposes a green buffer to the north which somewhat reduces the effects of development on the open agricultural setting of the Langley Burrell and Tytherton Lucas Conservation Areas. While vegetation screening would reduce views of proposed development in B1 it would also diminish the open setting, this makes mitigation problematic. Mitigation of adverse effects on the setting of the Rowden Manor Conservation Area can be achieved through the provision of landscaping and vegetation buffers at E5. This would screen views of proposals. Land which contributes to the setting of the Conservation Area should be avoided by development proposals. A moderate adverse effect is anticipated from this development strategy.</p>	
<p>PS9 67. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>	<p>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</p> <ul style="list-style-type: none"> - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i> 	<p>B1 - There are no designated features within proximity of the site. The land which comprises Option B1 is prominent and forms the rural edge to Chippenham. The landform of this site option is elevated above the River Avon floodplain and supports the remoteness and separation of Langley Burrell. The relief of the site, which slopes eastward towards the Avon, makes mitigation of effects from development on visual amenity problematic to achieve. The linear wooded features along the west and south of the site screen views of Chippenham from the rural north. Development of the site would extend the urban character northwards into the open agricultural landscape. Incorporating green buffers to screen views of development from the north and east would go some way to reducing the visual impact of proposals. In addition, a lesser density of development and preventing intrusive large buildings on the site would need to be included as mitigation measures. Overall adequately mitigating adverse effects is expected to be problematic.</p> <p>E5 - Although there are no designated features within proximity of the site, a minor adverse effect from development is anticipated on the visual amenity and local character of the area surrounding</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>This site option proposes the majority of development to be focused in the west of the site. The indicative layout makes provision for an area of green space between the River Avon and indicative development land. This proposed green buffer protects the visual amenity in the north of the site option, the flat and wide open views associated with the floodplain and minimises the urbanising influence development would have on the rural landscape to the east. The greenspace is narrow in the south of the site option. As a result a minor adverse effects from development of this site option is expected on the visual amenity and local character of the surrounding area. Further proposals for this site option can ensure adverse effects on the character of the surrounding landscape are avoided through tree planting and landscaping.</p> <p>Cocklebury Link Road - Where the CLR passes through land in the north of B1 there is potential for an adverse effect on land which contributes to the remoteness of Langley Burrell. Proposals for this road infrastructure should demonstrate how the design of the route minimises the visual impact and effects to local amenity.</p> <p>Overall - A moderate adverse effect on the landscape north of Chippenham is likely to arise from the development of this strategy. While proposals could adequately mitigate effects on visual amenity from development in E5 and the CLR, mitigation would be problematic in B1.</p>	
<p>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures</p>	<p>- Help meet affordable housing needs/the needs of the local community (if known)?</p>	<p>Overall - This development strategy proposes approximate 2050 homes which would support the delivery of good quality affordable housing. Residential development at B1 and E5 could contribute to meeting local needs with regard to size, tenure and type of homes. The indicative number of homes proposed constitutes a moderate beneficial effect.</p>	<p>(++)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	<p>B1 - Site B1 is not situated in proximity to any areas of high deprivation</p> <p>E5 - Site E5 is situated within an area of land considered to have relatively high levels of deprivation and an area with relatively low levels. Two areas with some of the highest levels of deprivation in Chippenham are located to the northwest and northeast of this site. The indicative layout proposes residential development in proximity to one of these areas. Development which includes community facilities and employment land at this site would have beneficial effects for the wider area and could support a reduction in deprivation nearby, especially in adjacent areas with high deprivation.</p> <p>Cocklebury Link Road - The CLR would support for the delivery of proposed employment land and community facilities in Site B1 which could benefit existing communities and support a reduction in deprivation locally. This constitutes a minor beneficial effect.</p> <p>Overall - Development of this strategy is not likely to increase poverty or deprivation. The provision of the CLR, employment land and potentially community facilities in the north of Chippenham could have a minor beneficial effect. A larger scale of development at Site E5 creates more opportunities for the delivery of community facilities which would support a decrease in poverty and deprivation in neighbouring communities.</p>	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	<p>B1 - Development of the site would not result in the loss of any existing or proposed community facilities or amenity space. Greenspace proposed in the northeast of the site could be made publically accessible, creating green or amenity space in the north of Chippenham.</p> <p>E5 - An area of indicative residential development in the west of Site E5 proposes the loss of an area of accessible open space situated south of Rowden Lane. Further proposals for this site should seek to safeguard this area of accessible open space. If it is demonstrated that the loss of this open space is unavoidable the provision of the extensive area of greenspace proposed along the east of Site E5, which has potential</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		to be delivered as accessible open space, would sufficiently offset the loss. A minor adverse effect is anticipated Cocklebury Link Road - The CLR would not affect any areas of accessible open space. Overall - Both sites propose greenspaces which has the potential to be provided as publicly accessible open space. The green corridor along the Avon in Site E5 could provide a significant areas of accessible open space which would adequately offset the loss of an existing open space south of Rowden Lane. Overall this development strategy would have a minor adverse effect.	
	- Result in the loss of PROW or provision of new PROW?	B1 - A byway enters Site B1 in the west and becomes a PRow, passing through the southwest of the site. A PRow runs south to north connecting Upper Peckingell Farm with development in the north of Chippenham. Development of the site could disrupt either of the PRows or the byway, however avoidance of adverse effects is straightforward. Where development seeks to alter a PRow provision of an alternative routes should be provided to offset the impact. E5 - A number of PRows cross through the site. Where PRows pass through areas of indicative greenspace no effects are anticipated. However, the indicative developable area has the potential to affect several PRows. Proposals for development at Site E5 should demonstrate how the design retains PRows, or where loss or alteration of a PRow is unavoidable, how suitable alternatives would offset the loss. Cocklebury Link Road - The CLR is proposed in an area with a number of PRows and a Byway. The indicative alignment dissects one PRow and runs parallel to another. The implementation of the CLR has the potential to adversely affect a number of PRows, however, the design could incorporate nearby PRows into the design and provide enhancements to the existing PRow network in the immediate vicinity of the ELR. Where the route dissects PRows pedestrian crossings and appropriate signage would effectively mitigate adverse effects.	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Overall - Proposed development should avoid the loss or alteration of PRoWs. Where loss or alteration is unavoidable an alternative route should be proposed within the design. This development strategy provides the opportunity to enhance existing PRoWs, this should be demonstrated by development proposals. The alignment of the CLR could dissect a number of PRoWs. Proposals for the road should incorporate appropriate signage and pedestrian crossings to mitigate any effect. Overall a minor adverse effect is anticipated.</p>	
	<p>- Be accessible to educational and health facilities?</p>	<p>B1 - Development at B1 would have weak non-motorised access to the hospital. Furthermore the site has weak access by public transport. Motorised access would be directed through central areas of Chippenham. Although development of the site would be in proximity to Abbeyfield School, the River Avon constrains access. As the proposals do not involve a river crossing mitigation is considered problematic.</p> <p>E5 - Access to schools from this site is weak by non-motorised modes. Vehicles accessing schools in the north and east would likely be directed through the centre of Chippenham. Access by public transport in the west of the site is strong and offers a potential solution. Further proposals for this site should include provision of a school to serve the south of Chippenham. This site has strong to moderate non-motorised access to the hospital, the northern areas perform particularly strongly as the hospital is situated immediately north of the indicative area proposed for residential development.</p> <p>Cocklebury Link Road - Although the CLR would provide an alternative motorised route to existing facilities, it is not anticipated that this would strengthen access to existing educational or health facilities.</p> <p>Overall - Weak access to either education or health existing facilities is experienced throughout this development strategy. While weak non-motorised access to schools from Site E5</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>is offset by strong access by public transport, improvements to weak sustainable access between B1 and health and education facilities would be problematic to mitigate.</p> <p>Furthermore, secondary schools in Chippenham are nearing capacity and could be unable to support the number of new pupils associated with development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions to enable the delivery of new facilities offsite. A minor adverse effect is anticipated overall.</p>	
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>	<p>- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?</p>	<p>B1 - While Site B1 has potential for strong access by public transport, current access is weak to moderate. Ease of access to the town centre by non-motorised modes from the site is strong to moderate and improvements to offsite pedestrian and cycle facilities would likely improve this.</p> <p>E5 - The site is situated immediately east of the B4643 and B4528, an existing public transport corridor, as such access to the site by public transport is strong. The site would likely support an increase in demand for bus services along this corridor. Ease of access to the town centre by non-motorised modes from the site is moderate and weaker to the south. Further proposals have the potential to provide direct links within the proposed greenspace to better connect with the wider pedestrian and cycle network.</p> <p>Cocklebury Link Road - No effects are expected from the implementation of the CLR.</p> <p>Overall - Site B1 has strong non-motorised access to the town centre whereas in E5 non-motorised access is weak to moderate. In contrast access by public transport is weak in Site B1 and strong in E5. Proposals for both sites should address weaknesses in existing sustainable access as well as improving existing strengths.</p>	<p>(-)</p>

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SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	<p>B1 - The NWRR crosses the River Avon in the southeast of B1 and then follows the river southwards. There is potential for development at Site B1 to integrate with and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north.</p> <p>E5 - Site E5 is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could increase the demand for existing bus services along the B4643 corridor. Further proposals have the potential to integrate on-site pedestrian and cycle routes into existing routes in the wider area, creating more direct links between the town centre and areas further south.</p> <p>Cocklebury Link Road - The CLR is not anticipated to support improvements to public transport, pedestrian or cycle connectivity to key hubs in Chippenham.</p> <p>Overall - Development proposals for this development strategy have the potential to support improvements to pedestrian and cycle links from the north along the NWRR and from the south through on-site connections between the indicative developable area and the town centre. There is limited potential for improvements to public transport connectivity, however development proposed in Site E5 might increase demand for existing services along the bus corridor to the west of the developable area.</p>	(+)
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Offer the potential to provide employment land for B1, B2 and B8 uses?	<p>B1 - Site B1 proposes 5ha of employment generating land, however the indicative layout does not establish the location of this area. The small quantum of land and landscape sensitivities make the site less well suited to large B8 units. The ELR will provide strong access to the PRN and holds the potential to become a future public transport corridor. Site B1 has strong to moderate non-motorised access to the town centre and transport hubs. This creates the potential for a range of employment generating uses.</p> <p>E5 - E5 proposes 18.1ha of employment development. This is shown on the indicative</p>	(++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>layout drawings as being formed of one large area in the southwest of the site, bordered by the B4643 to the east and A350 to the south. Access to the PRN and strategic lorry route along the A350 is strong. The B4643 is an existing bus corridor, providing strong public transport access to the indicative employment area. The scale, layout and access of the indicative employment land suits a mix of use types.</p> <p>Cocklebury Link Road - The CLR would integrate with the link road permitted in Area A, strengthening access to the PRN and strategic lorry route from Site B1.</p> <p>Overall - Despite B8 development being less well suited to Site B1 due to the visual prominence of the area the overall development strategy proposes a range of employment land which would provide for a mix of use classes; including B1 and B2 as well as B8 at Site E5. This development strategy proposes 23.1ha of employment land with strong access to the PRN and strong to moderate public transport access. The indicative employment areas would be suited to a range of employment types, a moderate beneficial effect is expected.</p>	
	<p>Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?</p>	<p>B1 - Employment development at Site B1 would have strong to moderate non-motorised access to the town centre and transport hubs. On-site enhancements to pedestrian and cycle links would further improve access. The proximity of the site to Chippenham town centre would support movement between employment land at Site B1 and the town centre, supporting the town's viability.</p> <p>E5 - The area proposed for employment development in this site would also be situated on the periphery of the town and away from existing built up areas. The scale of employment development proposed at this site would support the vitality of the town, although the moderate to weak non-motorised access and distance between the proposed site and town centre is likely to limit the extent to which the beneficial effect is felt.</p> <p>Cocklebury Link Road -</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		The CLR would integrate with the permitted link road, this is forecast to reduce traffic flows in the town centre by approximately 6%. This would support the vitality of the town centre by reducing congestion and through traffic in central areas of the town. Overall - Development of this strategy would support a reduction in through traffic flows in the centre while providing development in Site B1 with strong to moderate non-motorised access to central areas. Employment development at E5 would support the vitality and viability of the town centre, however existing access limits the extent of this beneficial effect.	
	Provide infrastructure that will help to promote economic growth?	B1 - Site B1 would not provide any infrastructure which would promote economic growth. E5 - Site E5 proposes an extensive area of riverside green infrastructure which could have a minor beneficial effect in promoting economic growth. Cocklebury Link Road - The provision of this link road is forecast to reduce traffic flows in the town centre by approximately 6%. This would likely have a moderate beneficial effect on economic growth. Additionally the CLR would support the delivery of residential and employment development at Site B1. Overall - A moderate beneficial effect is anticipated from the provision of the CLR, the indicative greenspace proposed along the River Avon constitutes a minor beneficial effect.	(++)
	Be well connected to Principal Employment Areas?	B1 - The employment land proposed in B1 would be situated immediately adjacent to the Parsonage Way Industrial Estate, access to the site from Parsonage Way would ensure strong connections between the two sites. E5 - The indicative area of employment land proposed in the southwest of this site option is situated in proximity to the Methuen Business Park. Improvements to connections between the two sites would capitalise on the potential.	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Cocklebury Link Road - Connections between the Parsonage Way Industrial Estate and development at Site B1 would be strengthened by the provision of the CLR. This would have a minor beneficial effect.</p> <p>Overall - This development strategy proposes development in the north and south of Chippenham within proximity to Principal Employment Areas. While the proximity of Sites B1 and E5 to Principal Employment Areas is favourable existing connections are relatively weak. The CLR would strengthen access between the Parsonage Way Industrial Estate and proposals for development at Site E5 should improve connection to Methuen Park in order to capitalise upon proximity. Motorised connections along the A350 are strong. This constitutes a minor beneficial effect.</p>	
<p>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</p>	<p>Support the vitality of existing employment areas?</p>	<p>B1 - The small quantum of employment development proposed at Site B1 would provide limited support to the vitality of the proximate Parsonage Way Industrial Estate and Langley Park employment area. This constitutes a minor beneficial effect.</p> <p>E5 - The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the indicative employment site in the southwest of the site. Employment development at this site would likely bring about beneficial effects for the vitality of these existing employment areas, however improvements to non-motorised access between these areas would provide further support. This results in a minor beneficial effect.</p> <p>Cocklebury Link Road - The CLR would provide an alternative motorised access to existing employment areas which would support the vitality of these sites.</p> <p>Overall - Development proposed as part of this strategy would provide limited support to existing employment sites in the north and south of Chippenham. A minor beneficial effect is anticipated, however opportunities exist to further improve connections between the existing and proposed sites, and this could be achieved through development</p>	<p>(+)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		proposals.	
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p>B1 - Site B1 proposes 5ha of employment development, however, the indicative layout does not propose a location. The small scale of indicative employment land and landscape constraints which prevent larger units being located at the site make B8 development unsuitable. Strong access to the PRN and strong to moderate non-motorised access to the town centre and transport hubs supports a range of business types. Improved access by public transport would further support employment development at Site B1 in meeting commercial market requirements.</p> <p>E5 - The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route. The employment land proposed at E5 meets basic commercial market expectations for a range of employment land types.</p> <p>Cocklebury Link Road - Integration with the permitted link road in Area A creates strong connections to the PRN and strategic lorry route for employment development at Site B1. This ensures strong transport connections to the strategic road network for employment uses.</p> <p>Overall - Site B1 would provide employment land suitable for small scale employment development whereas employment land proposed at E5 would support a range of use classes and scales with strong access by public transport, strong access to the PRN and a large indicative area.</p>	(++)
	Provide employment land in areas that are easily accessible by sustainable transport?	<p>B1 - The NWRR is situated in the southeast of the site and provides strong links to the railway and town centre. On-site and off-site improvements to the pedestrian and cycle network would improve non-motorised access to the site from existing transport hubs in the town centre. Access by public transport is weak, although the potential exists for the B4069 or CLR</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each) Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence) <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>to become a public transport corridor, this would improve access to employment development at this site.</p> <p>E5 - Access to indicative employment land in the southwest of the site is strong by public transport with the B4643 bus corridor running to the east of the indicative employment area. Non-motorised access to the town centre and transport hubs is weak, however proposals for this site can make provision for strong and direct pedestrian and cycle links through the site to better link the town centre with the proposed employment area.</p> <p>Cocklebury Link Road - The CLR is unlikely to enhance sustainable transport access to proposed employment development in Site B1.</p> <p>Overall - Existing sustainable access to indicative employment areas could be strengthened. Improvements to sustainable transport access would be required to support the delivery of employment development in Sites B1 and E5. Proposals for development can make provision for on-site pedestrian and cycle links which integrate with the existing network. There are particular opportunities to strengthen non-motorised access in Site B1 by creating a connection with the NWRR in the south east of the site. Meanwhile connections to the town centre from the indicative employment land in Site E5 can be strengthened by the provision of a pedestrian and cycle route through the indicative greenspace in the north of Site E5.</p>	

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Chippenham Site Allocations Plan Proposed Changes to Pre-Submission Draft Plan

ATKINS

Revised Sustainability Appraisal Note

Wiltshire Council

April 2016

Notice

This document and its contents have been prepared and are intended solely for Wiltshire Council's information and use in relation to the Chippenham Site Allocations Plan.

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Document history

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Rev 2.0	Draft Final	CW	CW	CW	CW	29/04/16
Rev 1.0	Draft for comment	CW	CW	CW	CW	28/04/16

Client signoff

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1. Introduction

This Note sets out the assessment of the changes suggested by Wiltshire Council to the Sustainability Appraisal (SA) of Chippenham Site Allocations Pre-Submission Draft Plan (July 2015). Following consultation on the Pre-Submission Draft Plan between February and April 2015, a number of Changes were submitted to the Inspector in July 2015. A SA Note accompanied the submission reporting on the implications of the changes to the SA work.

Subsequent changes were suggested by the Council during the Examination of the Plan on 28 October 2015. These were submitted to the Inspector. Further changes have arisen as part of the Schedule of Works following the suspension of the Hearings in November 2015 and are being submitted to the Inspector. This Note revises the July 2015 SA Note in view of the changes made since July 2015.

The SA of the changes has been undertaken in compliance with the requirements of the Planning and Compulsory Purchase Act 2004 and the European Union Strategic Environmental Assessment (SEA) Directive 2001/42/EC and builds upon earlier SA work undertaken to inform the Pre-Submission Draft Plan and the Examination.

Reports and data sources that have been used to inform the assessments of the changes are listed in the references in Chapter 8 of this report.

2. Assessment of Changes

The Council's Schedule of Changes (April 2016) sets out revisions to the Pre-Submission Draft Plan.

Table 2.1 shows the proposed changes and considers their SA implications. The nature of each of the changes has been considered in order to establish their implications with reference to the results in the SA Report of the Pre-Submission Draft Plan and the July 2015 SA Note. Where policies were deleted, their previous SA assessment has been removed from the SA Note. Where changes were considered to materially change a policy, a revision of the previous SA assessment has been undertaken and further assessments undertaken as necessary. As a result, further assessments have been undertaken for all policies contained in the revised Draft Plan.

Although further assessments have been undertaken for each individual policy and/or supporting text to the policy, they have also taken into consideration all other relevant policies in the Draft Plan and also the policies in the adopted Wiltshire Core Strategy to ensure a comprehensive assessment.

The assessment methodology utilised in the further assessments is that described in Section 2 of the Part One A document.

Table 2.1 - Changes to the Pre-Submission Draft Plan and SA implications

Note: Proposed change shows deleted text in ~~strike through~~ and new text in **bold**

Change no.	Para.	Date of change	Proposed Change	SA Implications
52	1.6	July 2015	Add at the end of the bulleted list: “Evidence Paper 7 : Heritage Assets”	This modification was introduced to improve clarity. No SA implications.
2/01	2.15	October 2015	The A350 is one such barrier to development, but is also considered to be a clear and logical boundary to the town, which should not be breached by mixed use strategic site development during the plan period unless other options are exhausted.	This modification was introduced to improve consistency with the published evidence. It has no SA implications as it has not changed the allocations made by the Draft Plan.
53	Strategy box	July 2015	Amend reference Wiltshire Core Strategy, adopted January 2015, paragraph 5.46 and 5.47 and 5.47a	This modification was introduced to improve clarity. No SA implications.
	2.6	July 2015	Insert additional paragraph 2.6a as follows: “The centre of Chippenham has a designated conservation area. The Chippenham Conservation Area Management Plan (Adopted April 2010 as Supplementary Planning Guidance) provides development guidelines, which include protecting the settings of these and other key assets within the town. The churches of St Andrew and St Paul have tall steeples and are prominent in views of the town. This prominence reflects a deliberate design intention, and the setting of these assets therefore includes the wider landscape in which they are experienced. There are a number of significant assets within the town including: <input type="checkbox"/> Grade I listed The Ivy, The Yelde Hall and Sheldon Manor <input type="checkbox"/> Grade II* St Andrew’s Church, Hardenhuish House, St Paul’s Church and St Nicholas’s Church”	This modification was introduced to provide further context and highlights the existence of important heritage assets in Chippenham. It has no implications for the SA as the existence of important heritage assets is already considered in the SA of the site allocation policies.

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Change no.	Para.	Date of change	Proposed Change	SA Implications
2	3.6	July 2015	Amend paragraph 3.6 as follows: <p>“It is important that housing delivery is managed throughout the plan period to ensure that it takes place in step with the provision of new infrastructure. As well as facilities forming a part of development, this may, for instance, include strategic highway improvements that may be required to accommodate the impact of growth. The Core Strategy already identifies a number of improvements needed in Chippenham which need to be provided alongside development including enhanced health and emergency services. This is also recognised in the Infrastructure Delivery Plan (September 2013) which identifies extended GP services as prioritised essential infrastructure. The NHS and GPs in Chippenham are working towards a detailed proposal for delivering these enhancements. Sustainable construction and low-carbon energy will be integral to the development of all strategic sites.”</p>	This modification was introduced to provide further context to Plan objective 2: providing housing supported by appropriate infrastructure and clarifies that new improved infrastructure includes transport infrastructure encompassing the strategic road network, and health infrastructure. It has no implications for the SA.
3	3.7	July 2015	Amend paragraph 3.7 as follows: <p>“In relation to primary education there is a desire to rationalise primary school provision to include more two form entry schools as this size has advantages in revenue funding, sustainability and in teaching and learning. The revenue funding advantages include being able to achieve significant economies of scale, being more able to employ specialist staff and having a larger base budget that is more able to cope with fluctuations in income that result from changing pupil numbers. The proposals of the plan should seek to enable this change therefore focus on provision for two form entry primary schools as a part of the development of strategic sites.”.</p>	This modification is a factual update to the approach to delivering Plan objective 2: providing housing supported by appropriate infrastructure. It has been considered in the revised SA of Policies CH1 and CH2 (Chapters 3 and 4).
4	3.8	July 2015	Amend paragraph 3.8 as follows <p>“Improvements are planned to improve how the A350 works and development at Chippenham must not undo these benefits. Congested road corridors and junctions within the town impede and can deter travel to the town's businesses, services and facilities. In particular, congestion in and around the town centre, as recognised by the Chippenham Vision, needs to be addressed as a part of planning for the town's growth. This also goes for management measures to prevent negative impacts on junction 17 of the M4 motorway. Joint working with Highways England helps to identify the cumulative impacts of growth on the strategic road network and will inform measures to improve junction 17.”</p>	This modification was introduced to provide further context to Plan objective 3: improving connectivity and reducing traffic impacts, clarifying how the Plan objective requires traffic impacts on the wider road network to be managed, in particular M4 junction 17. It has been considered in the revised SA of Policies CH1 and CH2 (Chapters 3 and 4).
5	3.11	July 2015	Amend paragraph 3.11 as follows <p>“The allocation and development of strategic sites will inevitably bring about fundamental change from rural to urban to areas around the town. The landscape surrounding Chippenham provides the setting to the settlement, defining its edges and also providing characteristic glimpses from the town out to the countryside. Evidence Paper 4: Landscape Assessment (26) also raised specific concerns about protecting the setting and historic value of the conservation areas and heritage assets within each Strategic Area. Development should seek to respect the important landscape features that make up this character and look to capitalise on opportunities to protect and enhance local heritage assets as well as biodiversity.”</p>	This modification was introduced to clarify that heritage assessment was a key part of the evidence alongside landscape impact for Plan objective 5: minimising landscape impact and protecting the natural, historic and built environment. It has been considered in the revised SA of Policies CH1 and CH2 (Chapters 3 and 4).
3/01	3.11	October 2015	The allocation and development of strategic sites will inevitably bring about fundamental change from rural to urban to areas around the town.	This modification was introduced to correct a typographical error. No implications for the SA.

Change no.	Para.	Date of change	Proposed Change	SA Implications
6	4.3	July 2015	Amend paragraph 4.3 as follows “However, figures for housing supply are constantly changing, for example, since these were first published a further large site at Hunters Moon has been granted permission subject to the signing of a Section 106 Agreement. Figures also take account of brownfield sites identified in Core Policy 9 of the Wiltshire Core Strategy and the Chippenham Central Area Master Plan such as redevelopment proposals at Langley Park. The latest housing land supply statement therefore indicates that the residual requirement at Chippenham is now at least 1,935 homes.”	This modification was introduced to clarify how the scale of Greenfield land required has been estimated. It has no SA implications as it has not changed the allocations made by the Draft Plan.
S4/05	4.4	April 2016	Amend first sentence as follows: “ The Housing commitments at April 2014 form part of the development strategy for Chippenham as it is assumed the housing arising from the commitments will be built within the plan period and will ensure the overall scale of growth proposed in the core strategy is achieved.”	This modification was introduced to improve clarity. No implications for the SA.
S5/06	4.5	April 2016	Amend paragraph 4.5 as follows: “ This site for 750 homes and 2.7 hectares of employment land (12/00560/OUT) was approved subject to the signing of a section 106 agreement in April 2014. The final determination of the planning application and future applications on the site will be made in accordance with the relevant policies within the Wiltshire Core Strategy as well as the infrastructure requirements for Chippenham as a whole, as identified within the Chippenham Site Allocations Plan and the Infrastructure Delivery Plan. This site will deliver: ”	This modification was introduced to provide a factual update linked to the further revisions to Policy CH2. No implications for the SA.
	4.5	July 2015	Amend paragraph 4.5 as follows “This site will deliver: <ul style="list-style-type: none"> • A link road between Malmesbury Road (A350) and Maud Heath Causeway which will become the first section of an eastern link road through to the A4 • Provision for the long term protection and management of Birds Marsh Wood • Land for a one form entry primary school • Contributions to include: public open space, leisure provision, highway improvements and education contributions.” 	This modification removes the reference to school provision to reflect revised requirements and the introduction of Community Infrastructure Levy for the North Chippenham site which is a site already approved by the Council and not part of the Chippenham Site Allocations Draft Plan. No SA implications.
8	4.6	July 2015	Amend paragraph 4.6 as follows “This site will deliver: <ul style="list-style-type: none"> • Off-site highways works including to Pheasant roundabout; • Provision of new bus to allow dedicated service to run through the site; • The delivery of land for a primary school; • New Hill Top Park of 4.5 hectares; • Contributions to include: public open space, leisure provision, highway improvements and education 	This modification removes the reference to school provision to reflect revised requirements and the introduction of Community Infrastructure Levy for the Hunters Moon site which is a site already approved by the Council and not part of the Chippenham Site Allocations Draft Plan. No SA implications.

Change no.	Para.	Date of change	Proposed Change	SA Implications								
S4/07	Table 4.1	April 2016	<p>contributions.”</p> <p>Amend table 4.1 as follows:</p> <table border="1"> <thead> <tr> <th>Core Strategy Requirement</th> <th>Completions 2006-2014-2015</th> <th>Commitments April 2014-2015</th> <th>Residual Requirement</th> </tr> </thead> <tbody> <tr> <td>4510</td> <td>995-1015</td> <td>1580 1715</td> <td>1935-1780</td> </tr> </tbody> </table>	Core Strategy Requirement	Completions 2006- 2014 -2015	Commitments April 2014 -2015	Residual Requirement	4510	995 -1015	1580 1715	1935 -1780	This modification was introduced as factual update. It has implications for the SA as it amends the residual requirement for housing.
Core Strategy Requirement	Completions 2006- 2014 -2015	Commitments April 2014 -2015	Residual Requirement									
4510	995 -1015	1580 1715	1935 -1780									
S4/08	Table 4.2	April 2016	<p>Amend table 4.2 as follows:</p> <table border="1"> <thead> <tr> <th>Core Strategy Requirement</th> <th>Completions 2006-2014-2015</th> <th>Commitments April 2014-2015</th> <th>Residual Requirement</th> </tr> </thead> <tbody> <tr> <td>26.5ha</td> <td>0ha</td> <td>5.0ha</td> <td>21.5ha</td> </tr> </tbody> </table>	Core Strategy Requirement	Completions 2006- 2014 -2015	Commitments April 2014 -2015	Residual Requirement	26.5ha	0ha	5.0ha	21.5ha	This modification was introduced as factual update. It has no implications for the SA as the residual requirements for employment remains the same.
Core Strategy Requirement	Completions 2006- 2014 -2015	Commitments April 2014 -2015	Residual Requirement									
26.5ha	0ha	5.0ha	21.5ha									
S4/09	4.1—4.24	April 2016	<p>Delete paragraphs 4.10 to 4.24 and replace as follows:</p> <p>“Methodology</p> <p>4.10 The Wiltshire Core Strategy sets a minimum amount of additional housing and employment for Chippenham between 2006 and 2026. It also establishes a set of six criteria to guide Chippenham’s expansion (the Core Policy 10 criteria). These form the central basis for selecting ‘strategic sites’. A strategic site assessment framework was developed to define how the Core Policy 10 criteria are interpreted and was informed by comments from the community and other stakeholders.</p> <p>4.11 The WCS identifies, diagrammatically, a set of indicative strategic areas located east of the A350 as potential areas of future expansion for strategic mixed use sites. The ‘strategic areas’ are defined by barriers such as main roads, rivers and the main railway line. Land west of the A350 is not considered a reasonable alternative for the allocation of strategic sites. The Council's reasoning is set out in Briefing Paper 2, which explains the definition of strategic areas.</p> <p>4.12 The strategic areas and options for strategic sites have been assessed using sustainability appraisal. Sustainability appraisal performs a similar task to the strategic site assessment framework and reports on likely environmental, social and economic effects of the options in order to inform decision making. This work has</p>	This modification reports the enhanced methodology and summarises the revised proposals. It has implications for the SA.								

Change no.	Para.	Date of change	Proposed Change	SA Implications
			<p>been carried out independently to the council.</p> <p>4.13 Each of the strategic areas has been assessed to see how they perform against the criteria contained in the core strategy as well as the sustainability appraisal. A result of that process was to suggest different patterns for the town's growth involving different strategic areas. These are termed 'development concepts'.</p> <p>4.14 Based on information in the Council's Strategic Housing Land Availability Assessment more than twenty potential strategic site options were examined. An assessment of these sites removed those that could not realistically be considered developable, suitable and achievable, reduced the number to 14 site options that were the looked at in greater detail using both sustainability appraisal and an assessment of their strengths, weakness, opportunities and threats in terms of how they performed against the guiding criteria contained in WCS Core Policy 10. Based on these assessments and how well each strategic site option fitted with a development concept, four alternative strategies were compared, again using sustainability appraisal and SWOT assessment, and a preferred strategy selected. The process is set out diagrammatically below:</p> <p>4.15 A preferred strategy has been selected and modified to take account of the risks and constraints identified through the assessment process. These proposals have also been subject to sustainability appraisal. As a result of this process the preferred strategy is summarised below.</p> <p>4.16 SW Chippenham is an immediate phase of development geared to provide deliverable land for employment and housing. The proposals are to meet the great majority of land required urgently for employment development on an 18ha site at Showell Farm. This will provide serviced land for a variety of business uses.</p> <p>The Proposals</p> <p>4.17 The assessment of strategic areas, site options and alternative strategies is set out in detail in the Chippenham Site Allocations Plan: Site Selection Report (April 2016) The preferred strategy represents a combination of development concepts that capitalise on the locational advantage of the A350 corridor.</p> <p>4.18 The Council has already granted consent for a significant development north of Chippenham, located in Area A (see above) for a mix of uses including up to 750 new homes (Land at North Chippenham 12/00560/OUT). This development would have access to the A350 and it would provide a road built to a distributor road standard offering the opportunity for it to have a wider role in the network. This road can also provide a clear visual and man-made boundary to the town. The evidence suggests that further development north would have detrimental landscape and ecological effects, in particular with respect to cumulative impacts on the value of Birds Marsh Wood County Wildlife site, and fails to meet Criterion 5 (Landscape) of Core Policy 10 without offering significant benefit over and above the development already permitted.</p>	

Change no.	Para.	Date of change	Proposed Change	SA Implications
Page 1246			<p>South West Chippenham</p> <p>4.19 Within Area E, SW Chippenham is an immediate phase of development geared to provide deliverable land for employment and housing. The proposals are to meet the great majority of land required urgently for employment development on an 18ha site at Showell Farm. This will provide serviced land for a variety of uses. Landscape impacts are acceptable and land for employment development is well located and can be brought forward relatively quickly. A site is identified for approximately 1,000 new dwellings and 18ha land for employment. The housing trajectory indicates that about 850 dwellings could be built in the remainder of the Plan period, looking to 2026 (see Table 6.1).</p> <p>Rawlings Green</p> <p>4.20 Rawlings Green is a prominent area where development may have a wide landscape impact. Detrimental effects would need to be mitigated by an appropriate design and layout. Proposals require a low density of development and extensive strategic landscaping is identified for development at Rawlings Green. This would be capable of accommodating up to 650 new dwellings and 5ha of land for employment generating uses. Up to 200 new homes could be accommodated before a new link road is needed to connect the site over a new railway bridge to the distributor road provided as part of the North Chippenham development in Area A. This new road link will continue through the site to Monkton Park, which would provide a new access route to the A350 for the north of the town avoiding the town centre. It will serve the development itself and relieve current congestion that might otherwise worsen unacceptably on routes into and out of the town centre.</p> <p>4.21 The two sites can accommodate a total of approximately 2,050 homes although it is possible that not all this number will be built within the plan period to 2026. At a late point in the current plan period land allocated land will contribute to meeting housing requirements for the next plan period and reduce the potential for a fall off in housing supply while a new plan is emerging for the period beyond 2026. The scale of development recognises the additional complexity of ensuring deliverable. The amount of land allocated results in a scale of development that therefore exceeds the requirements set out in the Wiltshire Core Strategy. It is justified by the need for continuity in the provision of land for business and jobs as part of an employment led strategy. A choice of new locations for new homes provides a flexible choice of deliverable sites in terms of a range of potential house builders and the choice of homes. It also recognises that not all large strategic sites will be completed in the Plan period and the risks associated with the greater level of complexity involved in the delivery of large strategic sites.</p> <p>4.22 Development at Rawlings Green involves building new roads in step with the development in order to ensure there are no unacceptable traffic impacts and so that the wider benefits to the network are achieved as soon as possible. The proposals also include large new areas along the River Avon for country parks. These will provide</p>	

Change no.	Para.	Date of change	Proposed Change	SA Implications
			<p>easier and direct public access to the countryside for all residents and visitors. They will also include areas set aside to be managed to protect and improve their nature conservation value. As a substantial corridor of land it also provides opportunities for new and improved cycle and pedestrian links around the town, as well as to and from the town centre. These proposals go a substantial way to fulfilling a longstanding aspiration to capitalise on the River Avon as an asset to the town.</p> <p>4.23 The proposals in the Chippenham Site Allocations Plan must be read in conjunction with the Wiltshire Core Strategy. Proposals for new development will be considered against all relevant policies, including those relating to place shaping and high quality design. As with all planning applications the general policies, for example affordable housing (Core Policy 45), sustainable construction (Core Policy 41), high quality design (Core Policy 57) in the adopted Wiltshire Core Strategy apply to the consideration of these sites. The developers of strategic sites will prepare Sustainable Energy Strategies setting out how proposals meet carbon reduction targets, and identifying how maximum targets can be achieved, particularly where lower cost solutions are viable (such as Combined Heat and Power)."</p>	
Page 124	4.21	July 2015 Deleted April 2016	<p>Amend paragraph 4.21 as follows</p> <p>"This area has no obvious features that form a logical natural boundary. A chosen site option creates a new potential boundary by taking a new distributor road to form a corridor that would provide visual containment and an attractive edge to the town following a similar approach used for the existing Pewsham area in the south of the town and as proposed at North Chippenham."</p>	<p>This modification was introduced to clarify the wording of the 5th sentence of the proposals for the third preferred area to reflect the level of detail provided in the policy.</p> <p>It has now been deleted. No SA implications..</p>
	4/02	April 2016	<p>.... This area has no obvious features that form a logical natural boundary. The chosen site option identified in Figure 4.1 suggests creates a new potential boundary by taking a new distributor road to form a landscaped corridor that would provide visual containment and an attractive edge to the town. The final detailed alignment of the new distributor road will be determined through the master plan process that is required to support any planning application and will be informed by detailed studies in relation to, for example, landscape impact, biodiversity, heritage assets and ground conditions.</p>	<p>This modification had been introduced to improve internal consistency of the plan. It has now been deleted. No SA implications.</p>
	4/03	April 2016	<p>A key outcome of the development strategy is delivery of an Eastern Link Road.</p> <p>This will be provided as a part of the development of Rawlings Green and East Chippenham. Development committed at North Chippenham provides the northern section linking the A350 to the Rawlings Green proposal. Each of the Plan proposals involve the building of new roads in step with the additional development proposed in order to ensure there are no unacceptable traffic impacts and so that the wider benefits to the network are achieved as soon as possible. The proposals also include large new areas along the River Avon for country parks. These will provide easier and direct public access to the countryside for all residents and visitors. They will also include areas set aside to be managed to protect and improve their nature conservation value. As a substantial corridor of land it also provides opportunities for new and improved cycle and pedestrian links around the town, as well as to and from the town centre. These proposals go a substantial way to fulfilling a longstanding aspiration to capitalise on the River Avon as an asset to the town.</p>	<p>This modification had been introduced to acknowledge that a key outcome of the site selection process is the delivery of an eastern link road. It has now been deleted. No SA implications.</p>

Change no.	Para.	Date of change	Proposed Change	SA Implications
10	4.23a	July 2015	<p>Insert sub heading after paragraph 4.23 Consideration of planning applications and new paragraph 4.23a after existing:</p> <p><u>“Master plans</u></p> <p>The following proposals establish the principles of development at South West Chippenham, Rawlings Green and East Chippenham based on evidence prepared that is appropriate to plan making. Each policy also requires any application to be informed by a master plan which will reflect additional evidence prepared at a level of detail to support a planning application as well as the principles and requirements established in CH1, CH2 and CH3. Such evidence will include, but is not limited to a Landscape and Visual Impact Assessment, Heritage Assessment, Biodiversity Report, surface water management plan, Flood Risk Assessment and Highways Statement. Such new evidence can be used as a material consideration when considering a specific planning application. A master plan will refine and provide a more detailed distribution of land uses for each site than that shown in the indicative plans (figures 5.1-3). Further detailed landscape assessment may suggest boundaries that have a better visual impact. A minor variation in site boundaries from those on the policies map may therefore be justified on landscape grounds.</p> <p>Adopted standards for provision to meet leisure and recreation needs will be applied to each of the proposals. An audit of existing open space assets concludes that Chippenham does not have a shortage of outdoor sports provision. A shortage of amenity green space, parks and areas for informal recreation is addressed by provision for substantial open space by proposals contained in policy CH4.</p> <p>A master plan will also include an explanation and show the nature and location of surface water management measures.”</p>	<p>This modification was introduced to clarify the relationship between policies CH1-3 and the role and purpose of master plans.</p> <p>This modification has SA implications which have been considered as part of the re-assessments for revised policies CH1 and CH2 (Chapters 3 and 4).</p>
4/04	4.24b	April 2016	<p>4.24b Preferred areas for strategic sites have been selected using the six criteria contained in Core Policy 10 of the Wiltshire Core Strategy. Two of these concern transport and accessibility. They include, in the balance of considerations, how development might offer wider transport benefits for the existing community, how they achieve access to the local and primary road network and are capable of redressing transport impacts, including impacts affecting the attractiveness of the town centre.</p> <p>4.24c In assessing how to deliver these objectives the evidence suggested that there was an opportunity to capitalise on the dependencies which exist between strategic areas A, B and C to deliver growth and supporting infrastructure which is more advantageous, in transport and accessibility terms, than completely dispersed growth. [Insert footnote reference to paragraph 7.13, Part 1 of Evidence Paper 3]</p> <p>4.24d A link road around the town connecting the A4 to the A350 can help to relieve traffic within the built up area and particularly the town centre. Modelling traffic patterns shows a link north east of the town provides a greater benefit than south of the town. Such a link through Strategic Areas A, B and C can help unlock the town’s long term development potential.</p> <p>4.24e New roads are necessary to serve the development of both Rawlings Green and East Chippenham. Each site</p>	<p>This modification had been introduced to acknowledge that a key outcome of the site selection process is the delivery of an eastern link road. It has now been deleted. No SA implications.</p>

Change no.	Para.	Date of change	Proposed Change	SA Implications
			<p>requires more than one point of access onto the road network. The proposal therefore is that the main access roads for each development connect together and to that committed at North Chippenham so they deliver an Eastern Link Road that can provide infrastructure benefitting the whole town.</p> <p>4.24f – The committed development at North Chippenham includes a road which will link the A350 from Malmesbury Road roundabout to the B4069. Proposals for Rawlings Green include the provision of the Cocklebury Link Road (defined in Policy CH2) to continue this road over the railway to serve the development and provide a second access from the Monkton Park area that allows traffic to avoid the town centre. The master plan for Rawlings Green will also consider provision of the Eastern Link Road from the junction with the B4069. The completion of the link over the river to the A4 is included as a requirement for the East Chippenham site.</p> <p>4.24g – Proposals for East Chippenham will complete the link to the A4. Along with the precise alignment of the road, a detailed design treatment for the road corridor will be determined at the master planning stage of the development process for each proposal.</p>	
2/10	Figure 4.1	April 2016	Replace figure 4.1 as shown in appendix 1.	Modification introduced to clarify revised CH1 allocation. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
5/07	CH1	April 2016	<p>Replace Policy CH1 with the following policy</p> <p>Policy CH 1</p> <p>South West Chippenham</p> <p>Main site</p> <p>Approximately 171ha of land at South West Chippenham, as identified on the policies map, is proposed for a mixed use development to include the following:</p> <ul style="list-style-type: none"> • 1,000 dwellings • 18ha of land for employment (B1, B2, and B8 uses of the Use Classes Order) Land for a 2 Form Entry primary school • A local centre • Approximately 100ha 104ha as a riverside country park • strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting • no more than 800 homes to be completed before the Cocklebury Link Road (from the A350 to Cocklebury Lane) is open for use or a set of comprehensive transport improvement measures of equivalent benefit <p>Development will be subject to the following requirements:</p>	This modification reflects the proposed amendments to the South West Chippenham allocation. SA implications have been considered in the re-assessment of Policy CH1 (Chapter 3).

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Change no.	Para.	Date of change	Proposed Change	SA Implications
Page 1250			<ol style="list-style-type: none"> 1. surface water management that achieves equivalent or less than current Greenfield rates of run-off 2. financial contributions toward provision of new schools provision of sufficient school capacity to meet the need created by the development 3. A marketing strategy to be agreed with Wiltshire Council and carried out to ensure the early release of serviced land for employment is available for development before the completion of the 50th dwelling 4. a pedestrian and cycle route across the River Avon connecting to the town centre enhanced routes for cycling and walking to and from the town centre 5. a design and layout that preserves or enhances the importance and settings to designated heritage assets 6. Design and layout of development must not prohibit a potential future road connection to land to the east 7. measures to enhance the character of the Rowden conservation area <p>Development will take place in accordance with a main masterplan for the site, as shown on the policies map, approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement.</p> <p>Extension Sites</p> <p>Approximately 11ha of land at South West Chippenham, as identified on the policies map, is proposed for mixed use development to include the following:</p> <ul style="list-style-type: none"> • Up to 400 dwellings • strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting <p>Development will be subject to the following requirements:</p> <ol style="list-style-type: none"> 1. functional integration with the main site in terms of meeting local community needs and traffic management 2. that adequate infrastructure is available to serve the needs of the development 3. financial contributions towards provision of new schools and other infrastructure necessary to enable development to proceed 4. surface water management that achieves equivalent or less than current Greenfield rates of run-off 5. a design and layout that preserves the importance and settings to designated heritage assets 	
	11	CH1	July 2015 Incorporated into change	Amend bullet point 5 as follows: "104ha as a riverside country park"

Change no.	Para.	Date of change	Proposed Change	SA Implications
		S5/07 April 2016	"Approximately 100ha as a riverside country park"	100ha to reflect position emerging in relation to planning application 14/12118 and allowing also requirements which emerge in the management plan for CH4. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
12	CH1	July 2015 Incorporated into change S5/07 April 2016	Amend requirement (2) in policy CH1 "2. financial contributions toward provision of new schools provision of sufficient school capacity to meet the need created by the development."	This modification has been introduced to reflect the introduction of Community Infrastructure Levy charge rates whilst ensuring necessary school capacity and site viability. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
13	CH1	July 2015 Incorporated into change S5/07 April 2016	Amend requirement (3) in policy CH1 "3. serviced land for employment is available for development before the completion occupation of the 50th dwelling"	This modification has been introduced to improve clarity. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
	CH1	July 2015 Incorporated into change S5/07 April 2016	Amend requirement (4) in policy CH1 "4. a pedestrian and cycle route across the River Avon connecting to the town centre Enhanced routes for cycling and walking to and from the town centre"	This modification has been introduced to reflect Policy CH4 in that one of the purposes of the country park is to help integrate strategic sites with the town. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
15	CH1	July 2015 Incorporated into change S5/07 April 2016	Amend requirement (5) in policy CH1 "5. a design and layout that preserves or enhances the importance and settings to designated heritage assets"	This modification has been introduced to provide wording to match statutory duty to have regard to the need to preserve or enhance designated conservation areas. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
5/04	CH1	October 2015	Amend Policy CH1 as follows:	This modification reflects the Statement of Common Ground with Crest Nicholson and Redcliffe Homes. This modification

Change no.	Para.	Date of change	Proposed Change	SA Implications
		Incorporated into change S5/07 April 2016	No more than 800 homes to be completed before the Cocklebury Link Road (from the A350 to Cocklebury Lane) is open for use or a set of comprehensive transport improvement measures of equivalent benefit. Reason: To recognise that although the transport evidence highlights that cumulative impact of development need to be acknowledged and dealt with and the Cocklebury Link Road is necessary, that where CH1 SW Chippenham is concerned, there may be other appropriate transport solutions to mitigate the impacts.	may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
5/06	5.2	October 2015 Incorporated into change S5/07 April 2016	<u>Amend Paragraph 5.2 as follows</u> “A key element of these proposals is the early release of serviced land for employment development for a range of uses. A marketing strategy to be agreed with the Council will include details of the marketing campaign and site particulars. The marketing campaign should include (i) On site marketing boards displayed throughout the period in which the property is being marketed (ii) Registration on the Council’s Commercial Property Reason: To provide clarity on the content of a marketing strategy for the employment site.	This modification reflects the Statement of Common Ground with Crest Nicholson and Redcliffe Homes. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
	CH1	July 2015 Incorporated into change S5/07 April 2016	Amend final sentence of CH1 as follows: “Development will take place in accordance with a master plan for the site approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement. ”	This modification has been introduced to refer to the need for a master plan to support any planning application. It aids the clarity of the plan to explain the relationship between the plans policies, the master plan process and the evidence necessary to support a planning application. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
17	5.2	July 2015	Amend paragraph 5.2 as follows: “A key element of these proposals is the early release of serviced land for employment development for a range of uses. With easy access to the A350 and M4 premises within an attractive environment the area will accommodate existing local businesses looking to expand and attract inward investment from further afield. The Council with its partners will play a proactive role in partnership with developers in order to ensure development can take place, by marketing the site, brokering discussions with interested businesses and exploring other initiatives in collaboration with the Local Enterprise Partnership. Development of the site will deliver serviced land, with road access, utilities and communications infrastructure, as part of a first phase of development.	This modification has been introduced to the supporting text of Policy CH1 to explain that it may be necessary to provide a new access onto the A350 in the interests of highway function and economic growth. This modification has no SA implications as no allocation is being made for this potential direct access.
18	5.3	July 2015 Updated April 2016	Amend paragraph 5.3 as follows: The main site divides into three distinctive areas that will each help to retain the mature network of hedgerows and trees which with areas of greenspace will provide linkages through development to the wider countryside and retain the distinctive enclosed mature setting to the landscape. Master plan work must address environmental issues around	This modification was introduced to highlight the need for master planning to address issues around the gun club currently operating within the site. Updated to add reference to the main site in allocation CH1.

Change no.	Para.	Date of change	Proposed Change	SA Implications
			Patterdown Rifle Range operating within the allocation. Detailed design should also recognise the generally higher level of the road to the town."	This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
19	5.4	July 2015	Delete paragraph 5.4 as follows: " To help limit traffic impacts, housing development will commence adjacent to the B4528 between Showell Farm and Millbourne Farm toward the south of the allocation. "	This paragraph deletion has been introduced as it refers to the exact same area that is highlighted for residential development in Fig 5.1. No SA implications.
20	5.5	July 2015 Deleted April 2016 and superseded by change 5/02 below	Amend paragraph 5.5. as follows: " The proposals include provision of a large area of informal open space that includes the historic features assets and landscape setting to the Rowden Conservation Area. Development should be set back from the edge of Rowden Conservation Area. Layout and design must preserve the importance of agricultural land as a setting contributing to the significance of Rowden manor and farm. Enhancing the attractiveness and improving access to this area will realise this area's potential as an asset to the town for informal recreation and leisure. This includes interpretation of the Civil War battlefield and the buildings and setting to Rowden Manor. These elements will be considered in detail as a part of a historic assessment of the site which will inform the master plan."	This modification has been introduced to clarify how new development should best preserve the importance of an important heritage asset. It has been superseded (see change 5/02).
5/02	5.5	October 2015	The proposals include provision of a large area of informal open space that includes the historic features assets and landscape setting to the Rowden Conservation Area. Development should be set back from the edge of Rowden Conservation Area. Layout and design must preserve the importance of agricultural land as a setting contributing to the significance of Rowden manor and farm. The surrounding agricultural land contributes to the significance of Rowden Manor and farm, and the character and appearance of the Rowden Conservation Area. To ensure the significance of those affected heritage assets are safeguarded a further more detailed Historic Environment Setting Assessment will be required to inform the future Masterplan and the layout, design and appropriate distance of development from the boundary of the Conservation Area. Enhancing the attractiveness and improving access to this area will realise this area's potential as an asset to the town for informal recreation and leisure. This includes interpretation of the Civil War battlefield and the buildings and setting to Rowden Manor. These elements will be considered in detail as a part of a historic assessment of the site which will inform the master plan.	This modification has been introduced to better explain how Heritage Assets will be protected through the application process. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
S5/10	5.6	April 2016	Amend paragraph 5.6 as follows: "Land will be reserved within the scheme main site for a two form entry primary school. The estimated needs generated by the development of the main site itself do not by themselves require two forms of entry but reserving land allows for future expansion to accommodate the needs from development elsewhere within the allocation or likely beyond the plan period."	This modification has been introduced to add references to the main site in allocation CH1. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
21	5.7	July 2015 Incorporate s October 2015	Amend paragraph 5.7 as follows: "If a river footbridge is considered as part of the master plan process it should be located as sensitively as possible to avoid impact on riparian habitats and provide improved pedestrian and cycle links to the town centre avoiding busy roads and bat flight lines . A riverside country park will be managed to promote good pedestrian and cycle access to and from the	This modification was introduced to clarify the extent of transport improvements required as a part of the development. This modification may have SA implications which have been

Change no.	Para.	Date of change	Proposed Change	SA Implications
		change 5/01	town centre.”	considered in the re-assessment of Policy CH1 (Chapter 3).
22	5.8	July 2015	Additional sentence at the beginning of the paragraph 5.8 “Development plan policies (1) set out requirements for the additional open space and formal sports provision that will be necessary as a part of all new residential development.”	This modification has been introduced to provide additional text explaining standards for additional open space and formal sports provision that will be required as a part of development. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
23	5.9	July 2015	Delete last sentence of paragraph 5.9: “An area in the northwestern part of the site around Patterdown should also be left undeveloped and incorporated into green space, enhanced for great crested newts through the creation of ponds and other wetland habitats, scrub and woodland”	This deletion has been introduced as through the delivery of green infrastructure this land will perform a biodiversity and visual function in addition to flood risk management. Opportunities for biodiversity enhancement will be included in the management plan for the country parks (Policy CH4). No SA implications.
24	Footnote	July 2015	New footnote “Policies CF2 and CF3 North Wiltshire Local Plan 2011-Adopted June 2006 are set to be replaced by a new policy resulting from a partial review of the Wiltshire Core Strategy.”	This modification was introduced to clarify current and emerging policy. No SA implications.
25	5.10	July 2015	Amend paragraph 5.10 as follows:: “Any development impinging on designated Source Protection Zones must follow principles and practice necessary to safeguard them. Rates of surface water run off to the River must also remain at current levels or less in order to reduce the risk of flooding elsewhere. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. Any improvements to the water supply should also be put in place at the earliest opportunity. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures. These must take account of ground conditions and ensure sufficient land is set aside at the master plan stage.”	This modification was introduced to clarify the most appropriate means to manage surface water and establishes the need to undertake water supply improvements as soon as possible. This modification may have SA implications which have been considered in the re-assessment of Policy CH1 (Chapter 3).
S5/11	Figure 5.2	April 2006	Replace figure 5.2 as shown in appendix 1	Modification introduced to clarify revised CH2 allocation. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
26	CH2	July 2015	Amend 4 th bullet of CH2 point as follows: Distributor standard road That part of the Eastern Link Road from the B4069 Parsonage Way to the eastern boundary of the site, including connection over the main railway line-, and a road from this distributor standard road Eastern Link Road	This modification was introduced to clarify the timing and extent of road improvements required as a part of the development at Rawlings Green. No SA implications.

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Change no.	Para.	Date of change	Proposed Change	SA Implications
			to Darcy Close (Cocklebury Link Road)”	
27	CH2	July 2015	Amend bullet 6 of CH2 as follows: “ a an approximately 10ha Country Park along the northern edge of new development linking to the existing recreation areas along the river to Monkton Park area.”	This modification was introduced to indicate that the precise extent of country park will be determined through the master planning process. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
28	CH2	July 2015	Amend requirement (2) in policy CH2 “ 2. the connection to Darcy Close and a road crossing of the railway to be open for use before the completion of the the Eastern Link Road, completing a link between Cocklebury Road and the B4069 to be open for use, prior to the occupation of more than 200th dwellings” ”	This modification was introduced to clarify the timing and extent of road improvements required as a part of the development. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
Page 1255	CH2	July 2015	Amend requirement (3) in policy CH2 Error! Reference source not found.	2.1.1 This modification was introduced to reflect the introduction of Community Infrastructure Levy charge rates whilst ensuring necessary school capacity and site viability. 2.1.2 This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
30	CH2	July 2015	Amend final paragraph of policy CH2 All other aspects of development will take place in accordance with a master plan for the site approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement. ”	This modification has been introduced to refer to the need for a master plan to support any planning application. It aids the clarity of the plan to explain the relationship between the plans policies, the master plan process and the evidence necessary to support a planning application. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
S5/12	CH2	April 2016	Additional criterion 5 Design and layout of development must not prohibit a potential future road connection to land across the river to the south-east.	This modification has been introduced to ensure that development does not undermine the future development of the town. No SA implications.

Change no.	Para.	Date of change	Proposed Change	SA Implications
31	5.11	July 2015	Amend paragraph 5.11 as follows “Connection to the drainage network will also require enhancements off site. Any improvements to the water supply need to be put in place at the earliest opportunity. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures. These must take account of ground conditions and ensure sufficient land is set aside at the master plan stage. ”	This modification was introduced to clarify the most appropriate means to manage surface water and establish the need to undertake water supply improvements as soon as possible. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
S5/13	5.12	April 2016	“The site is prominent to a wide area. It forms a backdrop for westerly views from the River Avon floodplain, public rights of way, Tytherton Lucas and the Limestone Ridge. Development must avoid adversely affecting the rural and remote character immediately around the site and increasing the visual prominence and urban influence of Chippenham over a much wider area. In particular, development must have appropriate regard to the setting of Langley Burrell and Tytherton Lucas conservation areas beyond the site, as well Rawlings Farm, a listed building within. A strategic landscape scheme should:”	This modification has been introduced to clarify the areas that could be affected. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
32	5.16	July 2015	Amend paragraph 5.16 as follows Land will be reserved within the scheme for a two form entry primary school. The estimated needs generated by the development itself do not by themselves require two forms of entry but reserving land allows for future expansion likely beyond the plan period. this school will also be necessary to meet needs generated by development at North Chippenham. ”	This modification provides a revised rationale for this element of the scheme reflecting new evidence on how best to provide local school capacity. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
33	5.16	July 2015	Additional sentence to paragraph 5.16 as follows: “Error! Reference source not found.”	This modification provides additional text explaining standards for additional open space and formal sports provision that will be required as a part of development. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).
S5/14	5.17	April 2016	Amend paragraph 5.17 as follows: “The site is reasonably well located in relation to the town centre and development should include measures to enable as many trips as possible to the town centre to take place on foot, cycling or by public transport. This should include enhancing the attractiveness of the North Wiltshire Rivers Way. Open space will provide a connection to the river as a corridor for pedestrian and cycle access to the town centre. Nevertheless the site’s location will inevitably place strains upon existing traffic corridors into and out of the existing built up area, parts of which are already congested. The completion of new traffic routes including a bridge over the railway will do much to address such problems and ultimately should improve existing conditions. This new road infrastructure structure therefore needs to be provided as soon as possible.”	This modification requires the consideration of the North Wiltshire Rivers Way. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).

Change no.	Para.	Date of change	Proposed Change	SA Implications
34	5.18	July 2015	<p>Additional sentence to paragraph 5.18 as follows:</p> <p>“Land will be reserved in the vicinity of the western site boundary to facilitate the construction by a third party of a road over river bridge to enable the Eastern Link Road to be completed. Provision will be made within a legal obligation to ensure that the connection is deliverable by a third party without land ransom”</p>	<p>This modification provides additional text clarifying responsibilities for delivering this part of an Eastern Link Road.</p> <p>This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).</p>
S5/15	5.18	April 2016	<p>Add additional sub-heading and paragraphs after paragraph 5.18</p> <p>Cocklebury Link Road</p> <p>6.1 Rawlings Green is of a scale that it is necessary for it to have at least two different points of access.</p> <p>5.32 It would not be acceptable for Rawlings Green to have one point of access to serve 650 dwellings. Neither, given its scale and location, would it be acceptable for it to be served by just two accesses. Development of the site requires construction of a link road from Coclbury Road via Darcy Close to Parsonage Way and the B4069.</p> <p>5.33 The overall result is a new route around Chippenham; a Cocklebury Link Road Road. This is necessary for development to be acceptable and is directly related to the development, appropriate in scale and kind. It will be an express part of any development scheme permitted and built by the site’s developers.</p> <p>5.34 Road improvements through Monkton Park have been carefully considered recognising the sensitivity of traffic levels to residents and the potential to worsen existing issues such as congestion and on-street parking.</p> <p>5.35 Inevitably there are shorter term impacts before the link road is complete. In the absence of the Cocklebury Link Road, development at the 200 dwelling threshold for Rawlings Green is forecast to lead to a 30% increase in traffic flows on Cocklebury Road and up to a 55% increase in delay time experienced on the approach to the New Road / Station Hill junction, compared to the existing situation. This is expected to be a short term impact, as the Cocklebury Link Road would need to be open beyond the 200 dwelling threshold.</p> <p>5.36 Once complete and the benefits of the Cocklebury Link Road, in particular for residents of Monkton Park, are:</p> <ul style="list-style-type: none"> • In pure infrastructure terms, the Cocklebury Link Road doubles road capacity for traffic entering and leaving the existing Monkton Park area – there would be two single-carriageway routes rather than the present one single-carriageway route; • With the Cocklebury Link Road open and 650 dwellings at Rawlings Green, traffic flows and delays on Cocklebury Road / Station Hill are forecast to be at levels that are similar to those experienced now; and • When the complete Eastern Link Road is open, and dwelling numbers are at the levels proposed in the 	<p>This modification provides further clarity on the Cocklebury Link Road. This modification may have SA implications which have been considered in the re-assessment of Policy CH2 (Chapter 4).</p>

Change no.	Para.	Date of change	Proposed Change	SA Implications
			<p>Chippenham Site Allocations Plan to 2026, traffic flows and delays on Cocklebury Road / Station Hill are forecast to be 10-15% lower than experienced now.</p> <p>5.37 Traffic modelling evidence justifies a threshold for completion of the CLR, at the latest, by the occupation of 200 new dwellings served via Darcy Close. This is a requirement of the proposal. Sufficient commercial incentive exists to ensure that developer will comply. The delivery framework explains responsibilities and additional steps necessary to co-ordinate timely completion.</p> <p>The policies map shows geographically an alignment for the road.</p>	
<p>S5/16</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 1258</p>	<p>CH3</p>	<p>April 2016</p>	<p>Delete Policy CH3</p> <p>East Chippenham</p> <p>Approximately 91ha of land at East Chippenham, as identified on the policies map, is proposed for a mixed use development to include the following:</p> <ul style="list-style-type: none"> • 850 dwellings • approximately 5ha of land for employment (B1 and B2 of the Use Classes Order) with a further 15ha safeguarded for employment development beyond 2026 • land for a 2 Form Entry primary school • a local centre • 2.5ha safeguarded for the expansion of Abbeyfield School • That part of the Eastern Link Road distributor standard road from between the north-western boundary side of the site to and the A4, including connection a bridge over the River Avon connecting with the Rawlings Green site distributor road. (an Eastern Link Road) • strategic landscaping and open space to retain and reinforce existing hedgerows, establish new areas of substantial planting and landscaping, and to provide a visual boundary to the town along the route of the Eastern Link Road • a an approximately 35ha Country Park along the western side of new development • no more than 400 homes to be completed occupied before the Cocklebury Link Road is open for use. <p>Development will be subject to the following requirements:</p> <ol style="list-style-type: none"> 1. surface water management that can achieve less than current Greenfield rates of run-off and decreases flood risks 2. a road crossing of the River Avon open for use before the completion occupation of the 400th dwelling 3. the Eastern Link Road open for use in its entirety between the A350 Malmesbury Road and the A4 by completion the 	<p>This modification has been introduced to reflect that proposals for East Chippenham (CH3) have been removed from the Plan. SA has reported the likely effects of alternative development strategies that include these proposals and those that do not, including the selected one taken forward as the preferred strategy (See separate document Part 3 – SA of Alternative Development Strategies). This step carries out further assessments for all the policies that will be contained in the preferred strategy. The revised Sustainability Appraisal Note also reviews the combined effects of those policies.”</p>

Change no.	Para.	Date of change	Proposed Change	SA Implications
			<p>occupation of the 750th dwelling 4. serviced land for employment is available for development before the completion of the 50th dwelling 5. financial contributions toward provision of new schools provision of sufficient school capacity to meet the need created by the development 6. a design and layout that preserves the setting and importance of listed buildings on the site</p> <p>All other aspects of development will take place in accordance with a masterplan for the site approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement."</p>	
S5/17	Figure 5.3	April 2016	Delete figure 5.3	This modification has been introduced to reflect the removal of allocation CH3 from the plan. See above.
S5/18	5.19-5.31	April 2016	<p>Delete paragraphs 5.19 to 5.31 inclusive.</p> <p>5.19 A site is identified beyond the valley of the River Avon east of Chippenham. Flood risk areas (zones 2 and 3) that separate it from the town must remain undeveloped. This area plays an important role providing water storage that helps to protect the town from flooding. In recent times the town's protection has failed and development is a means to reduce risks for existing residents and business as well as protect the new uses that will occupy this site. Rates of surface water run off to the River must be less than current levels in order to reduce the risk of flooding elsewhere. Connection to the drainage network will also require enhancements off site. Any improvements to the water supply and foul drainage network need to be put in place at the earliest opportunity. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas, and a set of effective sustainable urban drainage measures. A sustainable urban drainage system will need to be designed and built to take into account 'clayey loamey' ground conditions and sufficient land outside flood risk areas will need to be set aside at the master plan stage.</p> <p>5.19a Land will be reserved in the vicinity of the eastern site boundary to facilitate the construction by a third party of a road over river bridge to enable the Eastern Link Road to be completed. Provision will be made within a legal obligation to ensure that the connection is deliverable by a third party without land ransom.</p> <p>5.20 Two areas of land are proposed for employment generating uses. A smaller area will provide for needs within the Plan period to 2026 and a second larger area is safeguarded for development focussing on needs up to and beyond 2026. The timing of its development and attractiveness to the market will depend upon a road connection to the A250 and M4 via completion of that part of an Eastern Link Road.</p> <p>5.21 The Council with its partners will play a proactive role in partnership with developers in order to ensure employment</p>	This modification has been introduced to reflect the removal of allocation CH3 from the plan. See above.

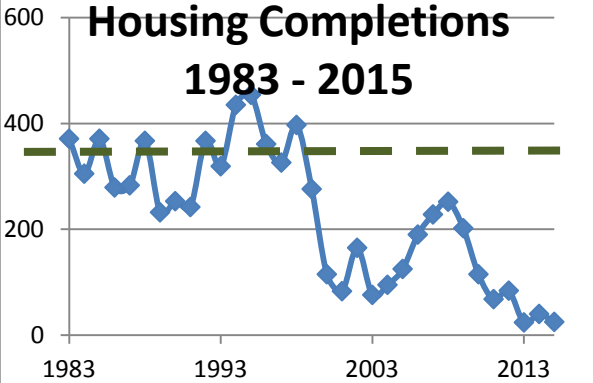
Change no.	Para.	Date of change	Proposed Change	SA Implications
Page 1260			<p>development can take place, by marketing the site, brokering discussions with interested business and exploring other initiatives in collaboration with the Local Enterprise Partnership. Development of the site will deliver serviced land, with road access, utilities and communications infrastructure. A southern area accessed via the A4 will be a first phase of development.</p> <p>5.22 The site is in a landscape which is strongly associated with the River Avon. Its development also needs to provide a new rural edge to east Chippenham when viewed from surrounding footpaths in the landscape and from higher ground. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development and provide a strong visual boundary to the site. Development should avoid high ground, retain the rural approach along Stanley Lane and reinforce a wooded and riparian character along the Avon valley.</p> <p>5.23 A strategic landscape scheme should:</p> <ul style="list-style-type: none"> ● Reinforce planting along the existing edges of Chippenham and adjacent to the North Wiltshire Rivers Route to reduce the glimpses of the urban edge from the wider countryside and especially in views from public rights of way close to Tytherton Lucas to help reinforce its rural and remote character; ● Extend and manage linear woodlands along the edge of the River Avon to help with screening, filtering and backgrounding of views towards existing (Chippenham) and proposed development; <p style="text-align: center;">4. —</p> <ul style="list-style-type: none"> ● Create bold landscape structure by reinforcing existing field boundaries with new hedgerow and tree planting and where possible creation copses and linear woodlands. Development to be inserted within the bold landscape structure; <p style="text-align: center;">2. —</p> <ul style="list-style-type: none"> ● Seek opportunities to reinforce the riparian character along the River Avon and River Marden including waterside meadows, areas of tree planting and areas for SuDS; 	

Change no.	Para.	Date of change	Proposed Change	SA Implications
S5/19	Policy CH4	April 2016	Amend first sentence of policy CH4 as follows: "Land adjacent to and relating to the River Avon running through the allocations at South West Chippenham and Rawlings Green and East Chippenham will be developed for use as country parks, to include the following uses."	This modification has been introduced to improve clarity. See above.
S5/20	5.32	April 2016	Amend penultimate sentence of paragraph 5.32 as follows: "A key role will also be for these areas to provide improvements to the rights of way network through introducing new green corridors., especially to and from the town centre but also other destinations like Abbeyfield School.. "	This modification has been introduced to improve clarity. See above.
S5/21	5.33	April 2016	Amend penultimate sentence paragraph 5.33 as follows: "Indicative aAreas are shown on the policies map and in figures 5.1, and 5.2 and 5.3 above."	This modification has been introduced to improve clarity. See above.
35	CH3	July 2015 Deleted April 2016 (see S5/18 above)	Amend bullet 6 in policy CH3 as follows " That part of the Eastern Link Road distributor standard road from between the north-western boundary side of the site to and the A4, including connection a bridge over the River Avon connecting with the Rawlings Green site distributor road. (an Eastern Link Road) "	This modification has been introduced to improve clarity. See above.
36	CH3	July 2015 Deleted April 2016 (see S5/18 above)	Amend bullet 7 in policy CH3 as follows " Strategic landscaping and open space to retain and reinforce existing hedgerows, establish new areas of substantial planting and landscaping, and to provide a visual boundary to the town along the route of the Eastern Link Road."	This modification has been introduced to improve clarity. See above.
37	CH3	July 2015 Deleted April 2016 (see S5/18 above)	Amend bullet 8 in policy CH3 as follows " a an approximately 35ha Country Park along the western side of new development."	This modification has been introduced to improve clarity. See above.
38	CH3	July 2015 Deleted April 2016 (see S5/18 above)	Amend bullet 9 in policy CH3 as follows " no more than 400 homes to be completed occupied before the Cocklebury Link Road is open for use."	This modification has been introduced to improve clarity. See above.

Change no.	Para.	Date of change	Proposed Change	SA Implications
39	CH3	July 2015 Deleted April 2016 (see S5/18 above)	Amend requirement (2) in policy CH3 as follows “2. a road crossing of the River Avon open for use before the completion occupation of the 400 th dwelling”	This modification has been introduced to improve clarity. See above.
40	CH3	July 2015 Deleted April 2016 (see S5/18 above)	Amend requirement (3) in policy CH3 as follows “3. the Eastern Link Road open for use in its entirety between the A350 Malmesbury Road and the A4 by completion the occupation of the 750th dwelling	This modification has been introduced to improve clarity. See above.
	CH3	July 2015 Deleted April 2016 (see S5/18 above)	Amend requirement (5) in policy CH3 as follows Error! Reference source not found.	This modification has been introduced to improve clarity. See above.
42	CH3	July 2015 Deleted April 2016 (see S5/18 above)	Amend final paragraph in policy CH3 as follows Error! Reference source not found.	This modification has been introduced to improve clarity. See above.
43	Policies map and figure 5.3	July 2015 Deleted April 2016 (see S5/18 above)	Amend Figure 5.3 and Appendix 1 The boundary to CH3 should be re-aligned as shown in appendix 1, below	This modification has been introduced to improve clarity. See above.
44	5.19	July 2015 Deleted April 2016 (see S5/18 above)	Amend paragraph 5.19 as follows and new paragraph 5.19a Rates of surface water run off to the River must be less than current levels in order to reduce the risk of flooding elsewhere. Connection to the drainage network will also require enhancements off site. Any improvements to the water supply need to be put in place at the earliest opportunity. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to	This modification has been introduced to improve clarity. See above.

Change no.	Para.	Date of change	Proposed Change	SA Implications
		above)	<p>flood risk areas, and a set of effective sustainable urban drainage measures. A sustainable urban drainage system will need to be designed and built to take into account 'clayey loamey' ground conditions and sufficient land outside flood risk areas will need to be set aside at the master plan stage.</p> <p>Land will be reserved in the vicinity of the eastern site boundary to facilitate the construction by a third party of a road over river bridge to enable the Eastern Link Road to be completed. Provision will be made within a legal obligation to ensure that the connection is deliverable by a third party without land ransom."</p>	
45	5.28	July 2015 Deleted April 2016 (see S5/18 above)	Error! Reference source not found.	This modification has been introduced to improve clarity. See above.
46	5.29	July 2015 Deleted April 2016 (see S5/18 above)	<p>Amend paragraph 5.29 as follows:</p> <p>"The riverside park would be central to creating attractive routes for walkers and cyclists. The pedestrian and cycle network should also be improved through the enhancement of the existing and provision of new routes, to retain the attractiveness of the Chippenham Calne cycleway and in particular specifically to increase the accessibility of Abbeyfield School, Stanley Park and the riverside to the existing urban area."</p>	This modification has been introduced to improve clarity. See above.
	5.30	July 2015 Deleted April 2016 (see S5/18 above)	<p>Amend paragraph 5.30 as follows</p> <p>"Development is expected to commence from a southern access to the A4. Evidence on the impacts of development of this site and elsewhere shows that new road infrastructure needs to be provided as soon as possible in order to prevent unacceptable impacts on the network. This will inevitably put an additional burden on this corridor into the town. Completion of a the Cocklebury Link Road link and an the Eastern Link rRoad around the town to the A350 north of the town will do much to tackle pressures from additional traffic. Transport assessments suggest that up to 400 new dwellings should can be provided before the Cocklebury Link Road Link should be is in place. A new bridge over the River Avon can then connect to the Rawlings Green part of this infrastructure and the rates and quantum of development can then increase. An Eastern Link rRoad to the A4 will be built in step with development and needs to be in place by the completion of the 750th dwelling."</p>	This modification has been introduced to improve clarity. See above.
48	5.31	July 2015 Deleted April 2016 (see S5/18 above)	<p>Delete paragraph 5.31</p> <p>"Evidence on the impacts of development of this site and elsewhere shows that new road infrastructure needs to be provided as soon as possible in order to prevent unacceptable impacts on the network. Consequently, to ensure timely delivery, a road bridge across the River Avon should in place by the occupation of the 400th dwelling and an eastern link road connecting to the A4 by the occupation of the 750th dwelling"</p>	This modification has been introduced to improve clarity. See above.

Change no.	Para.	Date of change	Proposed Change	SA Implications
S5/22	CH4	April 2016	Amend first sentence of policy CH4 as follows: "Land adjacent to and relating to the River Avon running through the allocations at South West Chippenham and Rawlings Green and East Chippenham will be developed for use as country parks, to include the following uses."	This modification has been introduced to improve clarity. See above.
S5/23	5.32	April 2016	Amend penultimate sentence of paragraph 5.32 as follows: "A key role will also be for these areas to provide improvements to the rights of way network through introducing new green corridors, especially to and from the town centre but also other destinations like Abbeyfield School. "	This modification has been introduced to improve clarity. See above.
49	5.33	July 2015 Amended 2016	Amend paragraph 5.33 as follows "In order to ensure these objectives are achieved in a complementary and comprehensive manner the management and use of new country parks will be directed by a management plan that will be approved by Wiltshire Council with the involvement of local stakeholders and land owners alongside specialist interests such as the Wiltshire Wildlife Trust. The precise boundaries for the country parks will be determined as part of the management plan process. Master Plans for each strategic site proposal (CH1-23) will define the precise boundaries to country parks and will show pedestrian and cycle routes across them necessary to connect the new development and necessary for it to proceed. Indicative areas are shown on Figures 5.1, 5.2 and 5.3 above It is envisaged that the long term management of the country parks will be secured through planning obligations relating to individual sites. Further work is being undertaken to develop the ownership, governance and detailed management of the Country Parks."	This modification to the supporting text of Policy CH4 Chippenham Riverside Country Parks clarifies how the proposal will be taken forward through the planning process. SA of Policy CH4 has been undertaken in this SA Note as this policy arose as a recommendation of the SA Report that accompanied the Pre-Submission Draft Plan on consultation. This modification will be considered in the context of the SA of Policy CH4 (Chapter 5).
S5/24	5.33	April 2016	Amend penultimate sentence paragraph 5.33 as follows: " Indicative Areas are shown on the policies map and in figures 5.1, and 5.2 and 5.3 above."	This modification has been introduced to reflect the removal of allocation CH3 from the plan. This needs to be reflected in the revised SA.
S6/02	Figure 6.1	April 2016	Replace figure 6.1 as shown in appendix 1	3. No SA implications

Change no.	Para.	Date of change	Proposed Change	SA Implications																																																																						
																																																																										
S6/03	Table 6.1	Table 6.1	<p>Replace table 6.1 as shown in appendix 1</p> <table border="1" data-bbox="488 724 1099 1257"> <thead> <tr> <th>Year</th> <th>Rawling s Green (B1)</th> <th>SW Chippenham (E5)</th> <th>Annual Total</th> <th>Cumulative Total</th> </tr> </thead> <tbody> <tr><td>2017</td><td></td><td></td><td></td><td></td></tr> <tr><td>2018</td><td></td><td>60</td><td>60</td><td>60</td></tr> <tr><td>2019</td><td>45</td><td>175</td><td>220</td><td>280</td></tr> <tr><td>2020</td><td>80</td><td>175</td><td>255</td><td>535</td></tr> <tr><td>2021</td><td>80</td><td>175</td><td>255</td><td>790</td></tr> <tr><td>2022</td><td>80</td><td>200</td><td>280</td><td>1070</td></tr> <tr><td>2023</td><td>85</td><td>200</td><td>285</td><td>1355</td></tr> <tr><td>2024</td><td>85</td><td>200</td><td>285</td><td>1640</td></tr> <tr><td>2025</td><td>85</td><td>90</td><td>175</td><td>1815</td></tr> <tr><td>2026</td><td>80</td><td>50</td><td>130</td><td>1945</td></tr> <tr><td>2027</td><td>30</td><td>50</td><td>80</td><td>2025</td></tr> <tr><td>2028</td><td></td><td>25</td><td>25</td><td>2050</td></tr> <tr><td>TOTAL</td><td>650</td><td>1400</td><td></td><td>2050</td></tr> </tbody> </table>	Year	Rawling s Green (B1)	SW Chippenham (E5)	Annual Total	Cumulative Total	2017					2018		60	60	60	2019	45	175	220	280	2020	80	175	255	535	2021	80	175	255	790	2022	80	200	280	1070	2023	85	200	285	1355	2024	85	200	285	1640	2025	85	90	175	1815	2026	80	50	130	1945	2027	30	50	80	2025	2028		25	25	2050	TOTAL	650	1400		2050	No SA implications.
Year	Rawling s Green (B1)	SW Chippenham (E5)	Annual Total	Cumulative Total																																																																						
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50	6.4 - 6.6	July 2015	<p>Amend paragraphs 6.4 – 6.6</p> <p>“In June May 2014 2015, Wiltshire Council submitted adopted a Community Infrastructure Levy (CIL) Draft Charging Schedule for independent examination Wiltshire Community Infrastructure Levy. CIL is a charge that local authorities in England can place on development in their area. The money generated through the levy will contributes towards the funding of infrastructure to support growth. From April 2015, The council will be is</p>	Text amendments necessary with the adoption of Community Infrastructure Levy. No SA implications.																																																																						

Change no.	Para.	Date of change	Proposed Change	SA Implications
Page 1266 S6/05			<p>restricted in its ability to pool infrastructure contributions from new development through the existing mechanism of Section 106 agreements.</p> <p>The Draft Charging Schedule proposes has differential charging rates based on the type and location of development. The Draft Charging Schedule also proposes has a reduced CIL rate for residential development within the strategically important sites as identified in the Wiltshire Core Strategy. This is due to the higher cost of delivering the critical on-site infrastructure needed to unlock the development potential of these strategically important mixed use sites. However, as a result of the removal of the Chippenham strategic sites formerly allocated in the Core Strategy, there would is not be a reduced rate for the sites identified in this Chippenham Site Allocations Plan. To reflect the fact that the standard rate of CIL is to be charged for the strategic sites in Chippenham, the Council is seeking fewer off site funding contributions than usual because a much higher proportion of infrastructure investment will need to be sourced from the CIL. This avoids an unacceptable burden on developers but necessitates much closer collaboration and co-ordination around how CIL funds are used to support growth. As such, the council has proposed a change to the draft charging schedule through the CIL examination process so that the lower rates of CIL will apply to the allocations in the CSA Plan.</p> <p>An independent examiner, appointed to review the CIL rates proposed in Wiltshire, in January 2015 held two days of hearing sessions to consider the Draft Charging Schedule (and subsequent modifications) published by Wiltshire Council. Once the examiners report has been received, the council plans to adopt and formally implement the CIL charging schedule by April 2015. Planning applications determined after the published implementation date will, if approved, be liable to pay CIL."</p>	
	6.10, 6.11 and Table 6.2	April 2016	<p>Insert the following:</p> <p>"Risk Management</p> <p>A part of monitoring the effectiveness of the Plan will be to maintain a risk register. An outline of main risks is as shown in the table below. It will be a task of the group to manage risks by identifying responsibilities and different mitigation measures that are either preventative or contingencies."</p> <p>Insert table 6.3 as shown in appendix 1.</p>	No SA implications.
S6/06	6.15	April 2016	<p>6.14a To monitor the implementation of the CSAP the Council already has in place the Wiltshire Monitoring Framework (WMF) which was developed to support policies in the Wiltshire Core Strategy. The WMF is reported on in the Annual Monitoring Report (AMR). In relation to Chippenham the following indicators are included based on the Wiltshire Core Strategy proposals for the community area:</p> <ul style="list-style-type: none"> • Permissions granted or refused that support policy • NOMIS official labour market statistics (e.g. Ratio of resident workers to jobs). 	No requirement for SA although the monitoring programme proposed by the SA has been a consideration.

Change no.	Para.	Date of change	Proposed Change	SA Implications
Page 1267 ₅			<ul style="list-style-type: none"> • % of new and converted dwellings on previously developed land. • Quantum of houses and employment land delivered since the start of the plan period. <p>In relation to the delivery of employment land the WMF also includes data collection on the quantum of land developed for employment by type across the whole of Wiltshire.</p> <p>6.14b The indicators listed above remain relevant to the delivery of the Chippenham Site Allocations Plan and will monitor the delivery of housing, employment land and the employment led strategy. In order to provide greater clarity for when a review of the Plan should be triggered and to ensure infrastructure is provided in a timely manner the following additional indicator will be added to the Wiltshire Monitoring Framework.</p> <p>Indicator: Average annualised total completions from allocated sites</p> <p>Target: 176 (1,935/11) dpa.</p> <p>Triggers for review (including assessing need to respond to any barriers to growth):</p> <p>a) 3 consecutive years where delivery of housing from the allocated sites is below 176 dpa following the adoption of the CSAP. b) Fewer than 880 dwellings built from within Chippenham site allocations by 2020.</p>	
		July 2015	<p>“Glossary</p> <p>Briefing Notes: A series of notes to provide background information on a number of recurring questions about the content of the plan and the process for preparing the plan</p> <p>Cocklebury Link Road: A road from Parsonage Way, over the railway line and via Darcy Close to Cocklebury Road that provides a second access to Monkton Park.</p> <p>Core Strategy: A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy.</p> <p>Eastern Link Road: A distributor standard road between the A350 Malmesbury Road and the A4</p> <p>Examination in Public (EiP) : An independent examination of draft plans.</p> <p>Evidence Papers: a set of documents that summarises the information described in the Strategic Site Assessment</p>	This modification was introduced to add a glossary of terms to remove the scope for ambiguity. No requirement for SA.

Change no.	Para.	Date of change	Proposed Change	SA Implications
Page 1268			<p>Framework. Separate evidence papers cover each of the Chippenham Core Strategy Criteria.</p> <p>Site Selection Report: A report explaining the Council's choices of preferred areas and site options drawing on evidence guided by the Strategic Site Assessment Framework and Chippenham Core Strategy Criteria.</p> <p>Strategic sites: Major development that delivers a mix of uses, critically local employment as well as homes, but also all the infrastructure (for example: primary schools, community facilities, formal and informal recreation facilities and often local shops and services) necessary to support the development of the site and wider impacts of significant growth (often funding contributions to facilities and infrastructure elsewhere made necessary by needs arising from development, for example, leisure facilities or bus services)</p> <p>Sustainability Appraisal (SA): An appraisal of the impacts of policies and proposals on economic, social and environmental issues.</p> <p>Strategic areas: The different broad directions for long term growth at Chippenham. Five areas have been identified for assessment. They are defined by significant obstacles to development such as transport corridors and the river and included on a diagram in suggested changes to the Wiltshire Core Strategy.</p> <p>Site options: detailed proposals for strategic sites. Located within a preferred area, their extent is shown on an ordnance survey base. These include an estimated number of new homes and the area that will be developed for new employment. The proposals also include specific requirements for new infrastructure necessary to serve the development and other requirements to ensure it takes an acceptable form.</p> <p>Preferred area: The strategic area (or areas) that perform best when considered by the strategic site assessment framework and sustainability appraisal.</p> <p>Strategic site assessment framework: How each of the six criteria set in the Wiltshire Core Strategy will be used to assess site options and strategic areas.</p> <p>The Chippenham 'core strategy' criteria (CP10 criteria): The six criteria setting out the principles guiding the selection of strategic sites around Chippenham, as established in Core Policy 10 (the Chippenham Area Strategy) of the Wiltshire Core Strategy."</p>	

4. Changes to Policy CH1

The changes to Policy CH1 and supporting text (as set in Table 2.1) have been assessed in Table B.1 in Appendix B, building from the assessment work undertaken in the SA Report which accompanied the Pre-Submission Plan on consultation and the previous SA Note which accompanied the Submission Plan.

Revised policy CH1 allocates approximately 182ha (previously 171ha) of land in South West Chippenham. It provides 1400 dwellings split between the main site and the extension sites and 18ha of land for employment (B1, B2, and B8 uses of the Use Classes Order); land for a 2 Form Entry primary school and a local centre are provided in the main site.

This sizeable allocation is likely to provide social and economic significant benefits such as providing good quality, affordable housing and varied housing (SA objective 8) and promoting more inclusive and self-contained communities (SA objective 9). The site provides a substantial amount of employment land, thereby contributing positively to the growth of the local economy and to the provision of jobs (SA objectives 11 and 12).

The allocation is well located in relation to existing facilities and services, and will provide additional facilities such as the riverside country park and enhanced routes for walking and cycling to and from the town centre, thereby reducing the need to travel by car and promoting more sustainable transport choices, positively contributing to SA objective 10.

The provision of the riverside country park (approx. 100ha) as part of the allocation will protect and enhance wildlife. This is likely to have significant beneficial effects upon biodiversity (SA objective 1) given the sizeable country park being created which will strongly counteract any negative effects on biodiversity arising from housing and employment development in part of the site. The park will make a significant contribution to Wiltshire's Green Infrastructure providing an important wildlife refuge and corridor.

Some adverse effects are associated with the policy, which primarily relate to environmental factors. The allocated area of land is greenfield and approximately half of it is classified as Grade 1 Agricultural Land resulting in a significant adverse effect for SA objective 2.

Related to this, there may be significant adverse effects on water resources (SO3), reducing vulnerability to climate change (SO5b), heritage (SO6) and landscape (SO7) as a result of development. Even though the proposed riverside country park will protect the visual amenity in the north of the allocation, the flat and wide open views associated with the floodplain and will minimise the urbanising influence development would have on the rural landscape to the east, there are landscape issues associated with the rest of the site. The proposed riverside country park encompasses the Rowden Conservation Area thus affording protection to this heritage asset. Effects on its settings will need to be carefully considered. Any new development on Greenfield sites is likely to increase run-off by virtue of increased impermeable area; surface water management that achieves equivalent or less than current Greenfield rates of run-off will be required so there will be no deterioration of current run-off conditions. Policy CH1 addresses these issues by requiring development to take place in accordance with a masterplan for the site informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Surface Water Management Plan and Flood Risk Assessment.

Adverse effects for air quality and environmental pollution (SO4) and greenhouse gas emissions (SO5a) are predicted due increased private car use as result of development. This will be counteracted to some extent by the provision of enhanced routes for cycling and walking to and from the town centre and employment outside the town centre avoiding traffic through the centre of Chippenham.

The sustainability issues and opportunities highlighted above will be further addressed through the master plan for the site and the detailed evidence that will be required to inform its development.

5. Changes to Policy CH2

The changes to Policy CH2 and supporting text (as set in Table 2.1) have been assessed in Table B.2 in Appendix B, building from the assessment work undertaken in the SA Report which accompanied the Pre-Submission Plan and the previous SA Note which accompanied the Submission Plan.

Policy CH2 continues to allocate land (approximately 50ha) at Rawlings Green. This allocation is smaller than the allocation CH1 at South West Chippenham. Policy CH2 provides 650 dwellings; 5ha of land for employment (B1, B2, C2, D1 and D2 of the Use Classes Order); land for a 2 Form Entry primary school and the Cocklebury Link Road.

Similarly to allocation CH1, allocation CH2 is well located in relation to existing facilities and services and will provide additional facilities such as the riverside country park and enhanced routes for walking and cycling to and from the town centre, thereby reducing the need to travel by car and promoting more sustainable transport choices, positively contributing to SA objective 10. However, while the allocation has potential for strong access by public transport, current access is weak to moderate and public transport will need to be improved for this allocation.

The allocation will provide good quality, affordable housing and varied housing (SA objective 8) and employment land which will contribute positively to the growth of the local economy and to the provision of jobs (SA objectives 11 and 12).

A riverside country park (approx. 10ha) will also be provided as part of the development of the site. This is likely to have significant beneficial effects upon biodiversity (SA objective 1) through the provision of the riverside country park which will protect and enhance wildlife and counteract any negative effects from development in part of the site.

There are a number of adverse effects associated with the policy, which primarily relate to environmental factors. The allocated area of land is greenfield and predominantly Grade 2 Agricultural Land resulting on a significant adverse effect for SA objective 2. Associated with this, there may be adverse effects on water resources (SO3), reducing vulnerability to climate change (SO5b), heritage (SO6) and landscape (SO7) as a result of development. Loss of countryside and effects on existing views, particularly those from Rawlings Farm are likely to occur. At the same time, the proposed riverside country park and the proposed retention and enhancement of landscaping such as hedgerows and trees have the potential to significantly enhance the character of the local landscape. Rawling Farm (a listed building) exists within the allocation and open agricultural land within the allocation provides the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. These may be affected by the proposed development. Any new development on Greenfield sites is likely to increase run-off by virtue of increased impermeable area; surface water management that achieves equivalent or less than current Greenfield rates of run-off will be required so there will be no deterioration of current run-off conditions. Policy CH1 addresses these issues by requiring development to take place in accordance with a masterplan for the site informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Surface Water Management Plan and Flood Risk Assessment.

Adverse effects for air quality and environmental pollution (SO4) and greenhouse gas emissions (SO5a) are predicted due increased private car use as result of development. The CLR link road will provide access to the existing built up area to the south of the site. Whilst this could divert traffic from the centre of Chippenham, potentially enhancing air quality in these areas, the new link road may encourage traffic through new areas increasing air pollution for existing and new receptors and is unlikely to be sufficient to offset the increase in vehicles from development.

The sustainability issues and opportunities highlighted above will be further addressed through the master plan for the site and the detailed evidence that will be required to inform its development.

6. (New) Policy CH4

Policy CH4 has been assessed in Table B.4 in Appendix B. This assessment has been undertaken in this SA Note as this (new) policy arose out of SA recommendations contained in the SA Report that accompanied the Pre-Submission Draft Plan. This policy was originally assessed in the July 2015 SA Note.

Policy CH4 provides clarification on the uses that developers will be required to consider in the development of land for the provision of the three country parks. These uses include informal open space; extended existing and new rights of way; areas for protection and enhancement of nature conservation interest; sports pitches and enhanced routes for cycling and walking to and from the town centre. In addition, no new buildings or structures are to be built within flood risk areas.

Policy CH4 delivers significant positive benefits for biodiversity (SA objective 1) as the creation of large country parks will allow for the protection of important nature conservation value of many of the features and habitats in these areas and their protection and enhancement in perpetuity. It will also give a very positive contribution for the retention and enhancement of the Green Infrastructure Network and introduce new green corridors. Significant positive benefits too for SA objective 2 as no soil resources will be lost and will also be protected in perpetuity and SA objective 6 (adapting to climate change) by helping to mitigate against potential urban heat island effects as well as attenuate rainfall run-off and contribute to reducing flood risk.

The proposed country parks also have the potential to significantly enhance the character of the local landscape as well as providing landscape screening and buffer of the proposed development (SA objective 7). In the case of Rowden Conservation Area the country park will provide a large informal open space area that includes the historic feature and landscape setting.

Policy CH4 delivers significant positive benefits for the economy. Being high quality environments, the proposed country parks offer comparative location advantages to attract and retain business, raising property and land values due to the proximity to their proximity and stimulating further economic investment (SA objective 11). The natural environment setting provided by the proposed country parks will provide an attractive setting for new business premises well as providing opportunities for recreation by workers during the working day. Also, high quality environments around where people live and work can inspire higher productivity and lower absenteeism amongst workforces (SA objective 12).

Policy CH4 also delivers benefits for water resources protection, air pollution reduction, carbon dioxide sequestration, social inclusiveness and more sustainable transport choices. No negative effects have been identified for this policy.

7. Combined effects of policies

A summary table of the effects of the three revised policies is presented below. The columns represent the overall summary of effects (SM) column which combines short, medium and long term effects identified in Tables B.1 to B.4 in Appendix B.

Table 7.1 - Summary effects of policies

SA Objective		Policy CH1	Policy CH2	Policy CH4
1	Protect and enhance all biodiversity and geological features and avoid irreversible losses	++	++	+++
2	Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	--	--	+++
3	Use and manage water resources in a sustainable manner	0	0	+
4	Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	+/-	+/-	+
5a	Minimise our impact on climate change...	+/-	+/-	+
5b	And reduce our vulnerability to future climate change	+	+	++
6	Protect, maintain and enhance the historic environment	-	-	+
7	Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	++/-	++/-	++
8	Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	+++	++	0
9	Reduce poverty and deprivation and promote more inclusive and self-contained communities	++/-	+/-	+
10	Reduce the need to travel and promote more sustainable transport choices	++	+/-	+
11	Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	++	+	++
12	Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local business and a changing workforce	++	+	++

Assessment Scale	Assessment Category
+++	Strongly positive
++	Moderately positive
+	Slightly positive
0	Neutral or no obvious effect
-	Slightly negative
--	Moderately negative
---	Strongly negative
?	Effect uncertain

For each of the SA objectives, commentary is provided below on the likely cumulative effects:

SA Objective	Commentary
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	<p>The assessment of each policy identifies a mix of effects. It generally identifies features at a localised level which may be positively and adversely affected such as hedgerows and trees. These are unlikely to be affected cumulatively as effects in one site policy are unlikely to affect another site policy. The only exception may be the River Avon County Wildlife Site which runs through all of the sites. If implemented according to high standards of ecological design, there is the potential for elevated and significant effects against this objective through a comprehensive improvement of ecology in the River Avon corridor.</p> <p>Overall, in terms of cumulative effects for CH1, CH2 and CH4, there is expected to be significant beneficial effects against this SA objective.</p>
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings.	<p>The assessment of CH1 and CH2 already concludes with significant adverse effects due to the loss of Grade 1 agricultural land. Together, the combined loss of Grade 1 agricultural land should be seen as significant, which may affect farming at a local level for Chippenham.</p> <p>Overall, in terms of cumulative effects for CH1 and CH2, there is expected to be significant negative adverse effects against this SA objective.</p>
3. Use and manage water resources in a sustainable manner.	<p>The assessment of CH1 and CH2 concludes with no effects. The connectivity between the different areas which all drain towards the River Avon mean that the increase in permeable area may lead to a cumulative increase in flood risk and an increase risk of water pollution. However, the policy wording provides a commitment to surface water management to achieve</p>

	<p>equivalent or less than current greenfield rates of run-off, which should mitigate any effects.</p> <p>Overall, in terms of cumulative effects for CH1 and CH2, there is expected to be neutral effects against this SA objective.</p>
<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</p>	<p>A mix of non-significant positive and negative effects are identified for CH1 and CH2.</p> <p>In combination, however, the scale of development is likely to see a considerable increase in the number of private car journeys. Although there are no AQMAs within Chippenham, effects on air, noise and light may all increase and be significant as a whole. It is acknowledged that some of this traffic will be diverted away from the centre of Chippenham through the new link road, and that accessibility is generally promoted through mixed use development on site, but there will be a residual increase in traffic and associated pollution.</p> <p>Overall, in terms of cumulative effects for CH1 and CH2, there is expected to be adverse effects against this SA objective.</p>
<p>5a. Minimise our impacts on climate change</p>	<p>In combination, CH1 and CH2 are likely to see a considerable increase in the amount of development and associated with the CLR, which is likely to lead to increased greenhouse gas emissions both during construction and operation.</p> <p>This is in spite of the positive measures such as the provision of a riverside park and the relative proximity to the town centre which will encourage walking and cycling. Overall, there will be an increase in Chippenham's carbon footprint.</p> <p>Overall, in terms of cumulative effects for CH1 and CH2, there is expected to be significant adverse effects against this SA objective.</p>
<p>5b. And reduce our vulnerability to future climate change</p>	<p>The assessment of CH1 and CH2 concludes with beneficial effects as development will largely be in Flood Zone 1. The connectivity between the different areas which all drain towards the River Avon mean that the increase in permeable area may lead to a cumulative increase in flood risk. The combined benefit of the proposed riverside parks on potential urban heat island effects as well as attenuating rainfall run-off and contribute to reducing flood risk is considered non-significant cumulatively.</p> <p>Overall, in terms of cumulative effects for CH1 and CH2, there is expected to be beneficial effects against this SA objective.</p>

<p>6. Protect, maintain and enhance the historic environment</p>	<p>Adverse effects are identified for CH1 and CH2. Effects on heritage are largely localised and include effects on conservation areas, listed buildings, the setting of listed buildings and archaeology. It is unlikely that the construction and operation of CH1 and CH2 in combination will affect these localised features.</p> <p>Overall, in terms of cumulative effects for CH1 and CH2, there is expected to be adverse effects against this SA objective.</p>
<p>7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>	<p>A mixture of significant positive and negative effects are identified for all policies. Given the scale and spread of development on the edge of Chippenham, there are likely to be adverse effects; the provision of strategic landscaping may help to reduce effects.</p> <p>On the other hand, the provision of a riverside country park and open space may offset effects and may together be regarded as an elevated and significant beneficial effect.</p> <p>Overall, in terms of cumulative effects for CH1, CH2 and CH4, there is expected to be both significant adverse and beneficial effects against this SA objective.</p>
<p>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures.</p>	<p>All policies identify significant beneficial effects against this objective. In combination, the effects are likely to be considerable given that the policies provide a substantial quantity of dwellings, thus helping the council meet its target. In doing so, 40% will be affordable (70% rent and 30% shared ownership) with a mix of dwelling sizes and tenures that reflects SHMA data.</p> <p>Overall, in terms of cumulative effects for CH1 and CH2, there is expected to be significant beneficial effects against this SA objective.</p>
<p>9. Reduce poverty and deprivation and promote more inclusive and self-contained communities.</p>	<p>CH1 and CH2 policies identify a mix of beneficial and adverse effects against this objective. In combination, the effects are likely to be considerable given that the policies provide a substantial quantity of dwellings, thus helping the council meet its target. In doing so, 40% will be affordable (70% rent and 30% shared ownership) with a mix of dwelling sizes and tenures that reflects SHMA data. The Riverside Park is another benefit that will arise as a result of the combination of multiple site policies.</p> <p>On the other hand, it is unlikely that there will be any cumulative adverse effects on more localised assets such as Public Rights of Way</p> <p>Overall, in terms of cumulative effects for CH1, CH2 and CH4, there is expected to be significant beneficial effects against this SA objective.</p>

<p>10. Reduce the need to travel and promote more sustainable transport choices.</p>	<p>Significant beneficial effects are identified for CH1 and mixed effects are identified for CH2.</p> <p>On the one hand, there may be cumulative beneficial effects as a result of multiple connected sustainable transport initiatives such as the Riverside Park which would provide new cycle and walkways. Furthermore, the provision of mixed uses within these sites within proximity to new and existing development has the potential to cumulatively improve effects against this objective. However, on the other hand, the scale of development is likely to see a considerable increase in the number of private car journeys. The development of CH2 with associated link road may increase traffic to/from the M4 to the north.</p> <p>Overall, in terms of cumulative effects for CH1, CH2 and CH4, there is expected to be a combination of beneficial and adverse effects against this SA objective.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>	<p>All policies identify beneficial effects against these two objectives. In combination, the effects are likely to be considerable, as this will help the council meet its target for employment land and will help the town attract and retain business.</p>
<p>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce.</p>	<p>Overall, in terms of cumulative effects for CH1, CH2 and CH4, there is expected to be significant beneficial effects against this SA objective.</p>

8. Conclusions

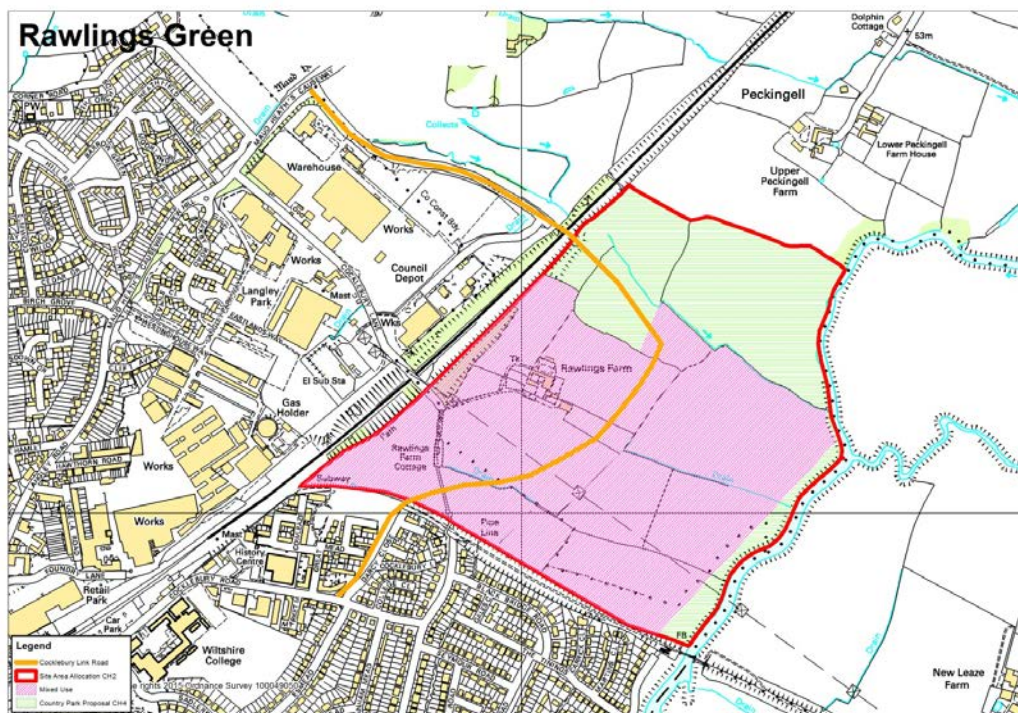
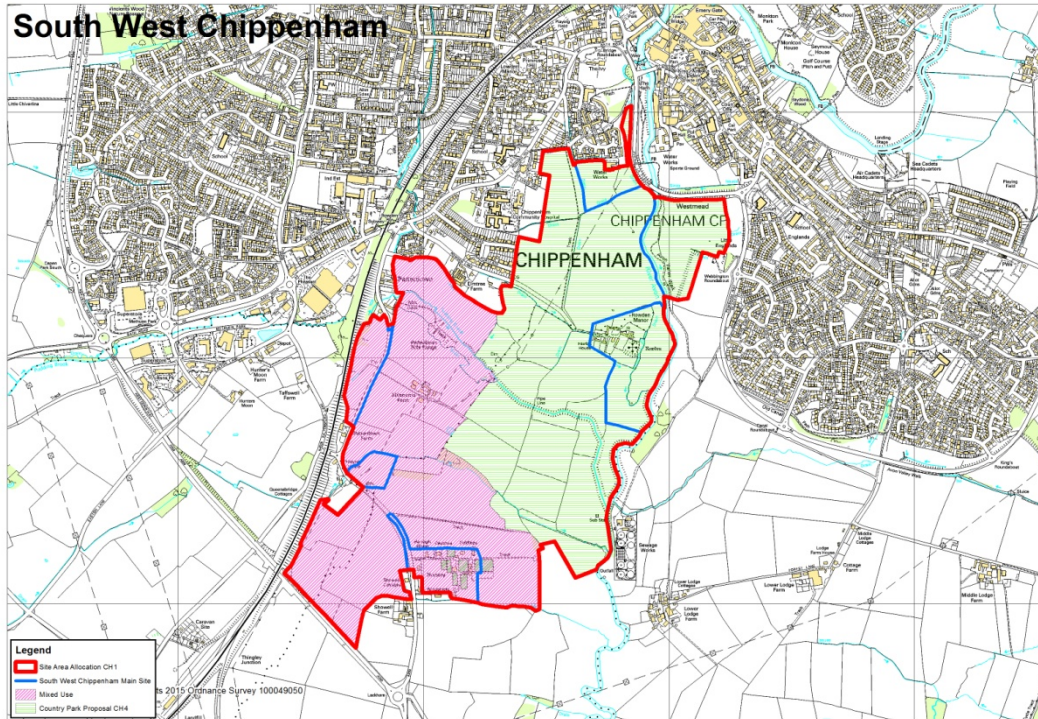
When considered together and given the scale of the proposed development, there are likely to be elevated effects, both beneficial and adverse, arising from the proposed policies:

- The two riverside country parks are likely to lead to a significant improvement of biodiversity in the River Avon corridor (SA objective 1);
- the significant loss of Grade 1 and 2 agricultural land may affect agricultural production around Chippenham (SA objective 2);
- the scale of development is likely to see an increase in the number of private car journeys, (SA objective 10) which will lead to increased air pollution (SA objective 4) and greenhouse gas emissions (SA objective 5a);
- substantial contribution to the economic and social sustainability of the town, by providing housing, employment and transport infrastructure; and
- provision of significant green infrastructure making a significant contribution to environmental, social and economic sustainability.

9. References

- Wiltshire Council, Chippenham Site Allocations Pre- Plan, Sustainability Appraisal Report, February 2015
- Wiltshire Council, Chippenham Site Allocations Pre-Submission Draft Plan, February 2015
- Wiltshire Council, Chippenham Site Allocations Sustainability Appraisal Note, July 2015

Appendix A. Revised boundaries of allocations CH1 and CH2



Appendix B. Policies Re-assessments

Table B.1 - Assessment of Policy CH1: South West Chippenham

POLICY CH1: South West Chippenham

Proposed changes to policy shows deleted text in ~~strike through~~ and new text in **bold**

Changes to SA assessment results shows deleted text in ~~strike through~~ and new text in **bold**

Main site

Approximately 171ha of land at South West Chippenham, as identified on the policies map, is proposed for a mixed use development to include the following:

- 1000 dwellings;
 - 18ha of land for employment (B1, B2, and B8 uses of the Use Classes Order);
 - Land for a 2 Form Entry primary school;
 - A local centre;
 - ~~404ha~~ **Approximately 100ha** as a riverside country park; and
- strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting.
- No more than 800 homes to be completed before the Cocklebury Link Road (from the A350 to Cocklebury Lane) is ~~completed~~ **open for use or a set of comprehensive transport improvement measures of equivalent benefit.**

Development will be subject to the following requirements:

1. surface water management that achieves equivalent or less than current Greenfield rates of run-off
2. ~~financial contributions toward provision of new schools~~ **provision of sufficient school capacity to meet the need created by the development**
3. **A marketing strategy to be agreed with Wiltshire Council and carried out to ensure the early release of serviced** land for employment is available for development before the ~~completion~~ **occupation** of the 50th dwelling
4. ~~a pedestrian and cycle route across the River Avon connecting to the town centre~~ **Enhanced routes for cycling and walking to and from the town centre**
5. a design and layout that preserves **or enhances** the importance and settings to designated heritage assets
6. design and layout of development must not prohibit a potential future road connection to land to the east
7. measures to enhance the character of the Rowden conservation area

Development will take place in accordance with a masterplan for the site, **as shown on the policies map**, approved by the Council prior to commencement. **The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement.**

Extension Sites

Approximately 11ha of land at South West Chippenham, as identified on the policies map, is proposed for mixed use development to include the following:

- Up to 400 dwellings
- strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting

Development will be subject to the following requirements:

1. functional integration with the main site in terms of meeting local community needs and traffic management
2. that adequate infrastructure is available to serve the needs of the development
3. financial contributions towards provision of new schools and other infrastructure necessary to enable development to proceed
4. surface water management that achieves equivalent or less than current Greenfield rates of run-off
5. a design and layout that preserves the importance and settings to designated heritage assets

Note: the assessments below consider the allocation in its integrity: main site and extension sites.

		Effects					Assessment					Commentary	Mitigation/Recommendations
SA Objective	Mag	Scale	Dur	T/P	Cert	ST	MT	LT	Sm				
1	Protect and enhance all biodiversity and geological features and avoid irreversible losses	✓	Local	ST-LT	Perm	Med	+/-	++	++	++	<p>The River Avon CWS and Mortimore's Wood CWS to the east of allocation CH1 will be protected from development by the proposed extensive riverside country park (104ha approx 100ha).</p> <p>The country park will protect and retain existing valuable habitats, create and restore riparian habitats, and provide wildlife corridors across the site from east to west. The fields located to the east of the hospital, within the proposed riverside country park, provide an opportunity to enhance grasslands. The proposed riverside country park will make a significant contribution to Wiltshire's Green Infrastructure Network providing an important wildlife refuge and corridor. The most obvious east to west connection corridors for wildlife are the Pudding Brook and the Holywell stream (watercourse running</p>	<p>CS Policy 50 Biodiversity and Geodiversity requires that any new development incorporates measures to protect and enhance biodiversity and geological features.</p> <p>It is considered that the proposed policy sets appropriate requirements in this regard.</p> <p>CS Policy 52: Green infrastructure requires development to make provision for the retention and enhancement of Wiltshire's Green Infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:</p> <p><input type="checkbox"/> Retain and enhance existing on site green infrastructure</p> <p><input type="checkbox"/> Make provision for accessible open</p>	

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										<p>from Holywell House).</p> <p>A number of protected species are recorded in the south and west of the allocation, this includes several species of Bat and European Otter. Measures to effectively reduce and prevent effects from development on these populations will be required. he site contains some ecologically important areas to be retained within the proposed developable area of the site (residential and employment areas). The majority of these areas are along field boundaries in the form of hedgerows. The policy proposes to retain and reinforce existing mature hedgerows and trees and establish new areas of substantial planting.</p> <p>The master plan for the site will be informed by detailed evidence which will include a Biodiversity Report. This report will need to address the issues and opportunities identified above.</p> <p>The policy proposals are likely to result in significant positive effects on this SA objective with regards to biodiversity; these effects will be more noticeable in the medium to longer term as the riverside country park establishes itself.</p> <p>Some negative short term effects are predicted during construction of the proposals the new housing and employment development but these will be temporary.</p> <p>There are no geological features of interest to report.</p>	<p>spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards</p> <p><input type="checkbox"/> Put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development</p> <p><input type="checkbox"/> Provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy and</p> <p><input type="checkbox"/> Identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.</p> <p><u>Recommendation:</u></p> <p><i>The proposed policy should make clear that the riverside park is to be designed and considered as part of the development proposals for the site alongside residential and employment proposals.</i></p> <p>Recommendation has been addressed through Policy CH4.</p>
--	--	--	--	--	--	--	--	--	--	--	--

2	Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	x	Local	MT-LT	Perm	Med	-	--	--	--	<p>As the allocated developable area is greenfield land and approximately half of the area allocated for residential development is classified as Grade 1 Agricultural Land, its development will lead to the loss of best and most versatile agricultural land.</p> <p>Land at Showell Nursery and Chippenham Shooting Range may have received waste in the past. Land contamination surveys will be needed to identify the extent of land requiring remediation Minerals Safeguarding Zone (MSA) extends across an area of the allocation, much of which is comprised of the proposed country park. Small areas of residential land coincide with the MSA and should be avoided. If avoidance of the MSA isn't achievable proposals will need to demonstrate how development would not result in the sterilisation of viable mineral resources.</p> <p>There is no re-use of existing buildings being proposed.</p>	<p>CS Policy 57 Ensuring high quality design and place shaping requires making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area</p> <p><u>Recommendation:</u></p> <p>The policy should indicate that:</p> <ul style="list-style-type: none"> - the loss of soil resources can be mitigated by re-using as much of the surplus resources on-site for amenity spaces and disposing any surplus soils thereafter in a sustainable manner (i.e. as close to the site as possible and to an afteruse appropriate to the soil's quality). - land contamination surveys will be carried out at Showell Nursey and Chippenham Shooting Range prior to development taking place. - design and layout of development must not result in the sterilisation of viable mineral resources. 	
3	Use and manage water resources in a sustainable manner	✓	Local	ST-LT	Perm	Med	0	0	0	0	<p>As the area is a greenfield site, its development is likely to lead to some adverse effects on water quality without appropriate mitigation in place. This is because any new development on Greenfield sites is likely to increase run-off by virtue of increased impermeable area. However, the policy requires surface water management that achieves equivalent or less than current Greenfield rates of run-off so there will be no deterioration of current run-off conditions.</p>	<p>CS Policy 67 Flood Risk requires that any new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage)</p> <p>It is considered that the proposed policy sets appropriate requirements in this regard. No recommendations.</p>	

											<p>Land on either side of the River Avon falls in Flood Zones 2 and 3 but this part of the site is proposed to form part of the riverside country park so no development will take place on this land. Indicative residential land south of Rowden Lane in the west and indicative employment land in the south are located within an Outer Source Protection Zone which must be safeguarded.</p> <p>The modifications to paragraph 5.10 (see Table 2.1) require that any development impinging on designated Source Protection zones must follow principles and practice necessary to safeguard them .</p> <p>The master plan will be informed by detailed evidence which will include a Surface Water Management plan and a Flood Risk Assessment. These will have the address the issues identified above.</p> <p>The likely effects on this SA objective are therefore positive neutral (as opposed to positive as originally identified) in that current run-off conditions will be maintained and not improved.</p>		
4	Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	?	Local	MT-LT	Perm	Med		+/-	+/-	+/-	+/-	<p>As the area is a greenfield site, its development is likely to affect local air quality and noise and light pollution to some extent due to private car usage increase.</p> <p>In order to counteract this, the policy requires the completion of a pedestrian and cycle route across the River Avon connecting to the town centre enhanced routes for cycling</p>	<p>CS Policy 55 Air Quality requires that any new development incorporates measures to effectively mitigate emission levels in order to protect public health, environmental quality and amenity</p> <p>It is considered that the proposed policy sets appropriate requirements in this</p>

												<p>and walking to and from the town centre which should encourage walking and cycling as opposed to the use of the private car by new residents and workers.</p> <p>Nevertheless, there will most likely be an increase in the number of cars in the area and associated pollution.</p> <p>On the other hand, development at this site, in particular of provision of employment outside the town centre, would avoid directing traffic through the centre of Chippenham and help improve the air quality in Chippenham town centre.</p> <p>A mix of non-significant positive and negative effects is predicted.</p>	<p>regard. No recommendations.</p>
5a	Minimise our impact on climate change...		Reg/Nat	MT-LT	Perm	High		+-	+-	+-	+-	<p>More housing and employment buildings and associated transport, will contribute to climate change through greenhouse gas emissions (carbon dioxide) from development.</p> <p>The policy locates the majority of the residential units close to the town centre and encourages walking and cycling through the provision of for the completion of a pedestrian and cycle route across the River Avon enhanced routes for cycling and walking to and from the town centre which should reduce transport emissions to some extent. Also, the allocation benefits from strong access by public transport.</p> <p>Also, by alleviating congestion in Chippenham town centre, this could contribute to a reduction of CO2 emissions locally.</p> <p>The proposed riverside country park</p>	<p>CS Policy 41: Sustainable construction and low carbon energy and CS Policy 61 Transport and New Development requires adherence to high quality construction and design that aim to minimise GHG emissions and that development is designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.</p> <p><u>Recommendation:</u></p> <p><u>The policy should indicate that:</u></p> <p>1) new development adheres to high quality design and construction standards and that it is designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.</p> <p>2) A Sustainable Energy Strategy for the proposed development should be</p>

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											will assist with carbon sequestration through the growth of new trees and other vegetation.	required.	
											Overall, an increase in the overall CO2 emissions is predicted as a result of the new development. This may be offset to some extent through adherence to the increasingly tighter building regulations, promotion of carbon friendly transport modes and the provision of on-site renewable or very low carbon energy generation.	3) The proposed development will be required to consider the provision of on-site renewable or very low carbon energy generation.	
5b	And reduce our vulnerability to future climate change	✓	Local	MT-LT	Perm	High		+	+	+	+	<p>The allocation is a greenfield site situated largely in Flood Zone 1. The only exception is land adjacent to Pudding Brook which is situated in Flood Zones 2 and 3 and is proposed to deliver residential development. The provision of a buffer zone between Pudding Brook and development will be necessary.</p> <p>Despite being largely is Flood Zone 1, development is likely to lead to some adverse effects on flooding without appropriate mitigation in place. This is because any new development on Greenfield sites is likely to increase run-off by virtue of increased impermeable area. However, the policy requires surface water management that achieves equivalent or less than current Greenfield rates of run-off so there will be no deterioration of current run-off conditions and development will be less vulnerable. In addition, the proposed riverside country park will help mitigate against potential urban heat island effects as well as attenuate rainfall run-off and</p>	<p>CS Policy 67 Flood Risk requires that any new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage).</p> <p>It is considered that the proposed policy sets appropriate requirements in this regard apart from the requirement to protect Flood Zone 2 and 3 either side of Pudding Brook.</p> <p>Recommendation:</p> <p>1) a buffer zone between Pudding Brook and development should be provided as part of development.</p>

												contribute to reducing flood risk.	
												<p>The master plan for the site will be informed by detailed evidence which will include a Surface Water Management plan and Flood Risk Assessment. These will have to address the issues and opportunities identified above.</p>	
6	Protect, maintain and enhance the historic environment	x	Local	ST-LT	Perm	Med		-	-	-	-	<p>There are three listed buildings within the allocation, these are clustered at Rowden Farm. The Rowden Conservation Area extends across the north east of the allocation and incorporates agricultural fields which contribute to the setting of Rowden Manor. Development will occur in land which contributes to the setting of Rowden Conservation Area.</p> <p>The proposed riverside country park encompasses the Rowden Conservation Area and the policy requires that measures to enhance the character of the conservation area will be required as part of the park development a design and layout that preserves or enhances the importance and settings to designated heritage assets. In addition, the modifications to paragraph 5.5 (see Table 2.1) require that development should be set back from the edge of Rowden Conservation Area. Layout and design must preserve the importance of agricultural land as a setting contributing to the significance of Rowden manor and farm. The changes also require an historic assessment of the site which will inform the masterplan. This should help mitigate any potential significant negative</p>	<p>CS Policy 58: Ensuring the conservation of the historic environment requires that Wiltshire's important monuments, sites and landscapes and areas of historic and built heritage significance are protected and enhanced.</p> <p><i>Recommendation:</i></p> <p><i>In addition to the requirements already set in the proposed policy, there should be a requirement for a Heritage Assessment to be provided as part of the development proposals.</i></p> <p>Recommendation has been addressed in policy modified supporting text.</p>

												<p>effects on the Conservation Area.</p> <p>Numerous archaeological findspots and features have been identified throughout the site, therefore any residential and employment proposals may have an impact upon these. There are also a number of listed buildings immediately outside the western edge of the site and development within the site may impact upon their settings. The policy requires a design and layout that preserves the importance and settings to designated heritage assets and that development will take place in accordance with a master plan for the site approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Heritage Assessment. This should reduce the significance of any negative effects.</p>	
7	Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	✓	Local	ST-LT	Perm	Med	+/-	++/-	++/-	++/-	<p>The area is a greenfield site with large grassland areas, limited field boundaries and extensive views north towards the centre of Chippenham. Residential and employment development of this area has the potential to negatively impact on local landscape and also affect existing views.</p> <p>The allocation proposes the majority of development to be focused in the west of the site. The proposed riverside country park will protect the visual amenity in the north of the allocation, the flat and wide open views associated</p>	<p>CS Policy 51: Landscape requires that applications for development which would by its nature, scale, appearance or location have the potential to change local landscape character must be accompanied by a Landscape and Visual Impact Assessment.</p> <p><i>Recommendation:</i></p> <p><i>The proposed policy should require that a Landscape and Visual Impact Assessment is undertaken as part of the development proposals.</i></p> <p>Recommendation has been</p>	

Page 1289											<p>with the floodplain and will minimise the urbanising influence development would have on the rural landscape to the east.</p> <p>In addition, the proposed riverside country park has the potential to significantly further enhance the character of the local landscape. as well as providing landscape screening and buffer of the proposed development from the south-eastern part of Chippenham.</p> <p>The proposed retention and reinforcement of existing mature network of hedgerows and trees and establishment of new areas of substantial planting will help creating a high quality setting for the development and provide linkages to the wider countryside.</p> <p>The master plan for the site will be informed by detailed evidence which will include a Landscape Visual Impact Assessment. This will have to address the issues and opportunities identified above.</p> <p>A mix of significant positive and negative effects is predicted arising from the country park proposals and residential and employment proposals, respectively.</p>	<p>addressed in modified policy.</p> <p>CS Policy 57 Ensuring high quality design and place shaping requires the retention and enhancement of existing important landscaping and natural features, (for example trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development</p> <p>It is considered that the proposed policy sets appropriate requirements in this regard. No recommendations.</p>

8	Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	✓✓	Local	ST-LT	Perm	High		+	+++	+++	+++	<p>The policy provides for the delivery of 1400 dwellings of which 40% will be affordable (according to CS43 Providing affordable homes) with a mix of dwelling sizes and tenures that reflect the Strategic Housing Market Assessment.</p> <p>This is a significant contribution to the target of at least a further 2,625 dwellings to be delivered in Chippenham as set in CS Policy 9 Chippenham Central Areas of Opportunity.</p>	<p>CS Policy 43: Providing affordable homes and Core Policy 45 Meeting Wiltshire's housing needs are applicable.</p> <p><u>Recommendation:</u></p> <p><i>For the sake of clarity, it is recommended that the proposed policy clarifies that the affordable housing target for this site is 40%.</i></p>
9	Reduce poverty and deprivation and promote more inclusive and self-contained communities	?	Local	MT-LT	Perm	Med		+/-	+/-	+/-	+/-	<p>This land allocation wouldwill deliver 1400 homes of mixed tenure and size, including affordable homes. This wouldwill help those who can't afford market prices.</p> <p>The allocation will also provide additional employment opportunities thus potentially helping reduce poverty and deprivation. Two areas with the highest levels of deprivation are located to northwest and northeast of the allocation.</p> <p>It wouldwill also incorporate public transport links, pedestrian and cycle routes and open space (riverside country park), stimulating community interaction and cohesion. The location of The new local centre is such that it would benefit both new and existing residents further promoting community interaction and cohesion.</p> <p>However, the policy doesn't consider specifically the housing needs of the elderly and vulnerable people as set</p>	<p>CS Policy 46: Meeting the needs of Wiltshire's vulnerable and older people requires the provision, in suitable locations, of new housing to meet the specific needs of vulnerable and older people.</p> <p><u>Recommendations:</u></p> <p><i>1-The proposed policy should require that some of the new housing meets the specific needs of vulnerable and older people.</i></p> <p><i>2-The proposed policy should require that existing PRow's are considered and incorporated in the development where feasible. Where loss or alteration is unavoidable alternative routes should be provided.</i></p>

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											<p>in CS Policy 46.</p> <p>Also, a number of Public Rights of Way (PROW) cross the site, but the proposed policy text does not recognise the need to protect these from the development.</p> <p>Secondary schools in Chippenham are nearing capacity and could be unable to support additional number of pupils associated with development. The policy recognises this shortfall through requiring the provision of sufficient school capacity to meet the need created by the development.</p>	
10	Reduce the need to travel and promote more sustainable transport choices	✓	Local	ST-LT	Perm	Med	++	++	++	++	<p>The proposed site has very good access to public transport, lying within 400m of a public transport corridor and therefore encouraging sustainable transport choices. Proposed residential development is mostly within reasonable walking and cycling distance to the town centre as well as being concentrated around the proposed local centre further reducing the need to travel by car.</p> <p>The proposed riverside country park will provide new cycle and footpaths enhanced routes for cycling and walking extending to the employment and residential areas thus increasing the connectivity of the site and encouraging walking and cycling.</p> <p>New residents/workers would therefore have a variety of sustainable transport modes to choose from to commute and for access to local services and facilities. Therefore, this should help reduce the need to travel</p>	<p>CS Policy 60 Sustainable Transport requires the council to help reduce the need to travel particularly by private car, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire</p> <p>It is considered that the proposed policy sets appropriate requirements in this regard. No recommendations.</p>

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											centre. This will assist with the provision of long-term sustainable economic growth.		
12	Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local business and a changing workforce	✓✓	Local	ST-LT	Perm	High		++	++	++	++	<p>The allocation will support a range of employment use classes and scales with strong access by public transport and to the PRN.</p> <p>The indicative area of employment land proposed in the southwest of the allocation is situated in proximity to the Methuen Business Park. Improvements to connections between the two sites would capitalise on the proximity potential.</p> <p>The natural environment setting of the site will provide an attractive setting for new business premises and will offer the potential for improved property as well as providing opportunities for recreation of workers during the working day in the riverside country park.</p>	<p>Recommendation:</p> <p><i>The policy should recognise the need to improve the connections between the employment areas being created and Methuen Business Park</i></p>
<p>POLICY CH2: Rawlings Green</p> <p>Proposed changes to policy shows deleted text in strike through and new text in bold</p> <p>Changes to assessment results shows deleted text in strike through and new text in bold</p> <p>Approximately 50ha of land at Rawlings Green, as identified on the policies map, is proposed for a mixed use development to include the following:</p> <ul style="list-style-type: none"> 650 dwellings 													

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Table B.2 – Assessment of Policy CH2 : Rawlings Green

- 5ha of land for employment (B1, B2, C2, D1 and D2 of the Use Classes Order)
- Land for a 2 Form Entry primary school
- ~~Distributor standard road~~ **That part of the Eastern Link Road** from the B4069 Parsonage Way to the eastern boundary of the site , including connection over the main railway line, and a road from ~~this distributor standard road~~ **Eastern Link Road** to Darcy Close (Cocklebury Road)
- strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting; and
- **a an approximately 10ha Country Park** along the northern edge of new development linking to the existing recreation areas along the river to Monkton Park area

Development will be subject to the following requirements:

1. surface water management that achieves equivalent or less than current Greenfield rates of run-off
2. ~~the connection to Darcy Close and a road crossing of the railway before the completion of the~~ **the Eastern Link Road, completing a link between Cocklebury Road and the B4069 to be open for use, prior to the occupation of more than 200th-dwellings**
3. ~~financial contributions toward provision of new schools~~ **provision of sufficient school capacity to meet the need created by the development**
4. a low density design and layout that preserves the setting and importance of listed buildings on the site
5. **Design and layout of development must not prohibit a potential future road connection to land across the river to the south-east.**

All other aspects of development will take place in accordance with a masterplan for the site approved by the Council prior to commencement. **The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement.**

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		Effects					Assessment						
SA Objective		Mag	Scale	Dur	T/P	Cert	ST	MT	LT	Sm	Commentary	Mitigation/Recommendations	
1	Protect and enhance all biodiversity and geological features and avoid irreversible losses	✓	Local	ST-LT	Perm	Med	+/-	++	++	++	The proposed site is Greenfield arable land of limited ecological value, although some areas on the western and southern boundaries and the boundary between the proposed residential/employment area and park area are identified as important ecology areas to be retained or protected. The River Avon CWS runs along the eastern extent of the site, the river is categorised as a BAP Priority Habitat. European Otter is recorded along the River Avon and over-grown willow along the river have potential to support populations of protected Bat The proposed country park (approx 10ha) will protect and retain existing valuable habitats and offers an opportunity for creating new habitats along a 100m corridor in the River Avon County Wildlife Site. The supporting text to the policy refers to reinforce the riparian character along the River Avon and small tributaries flowing through the strategic area including retention/creation and future management of waterside meadows, pollarding	CS Policy 50 Biodiversity and Geodiversity requires that any new development incorporates measures to protect and enhance biodiversity and geological features. It is considered that the proposed policy needs to require full ecological surveys to be undertaken to inform the proposed development. CS Policy 52: Green infrastructure requires development to make provision for the retention and enhancement of Wiltshire's Green Infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to: <input type="checkbox"/> Retain and enhance existing on site green	

											<p>willow trees, new areas of tree planting and multifunctional green links to new SuDS areas.</p> <p>The policy requires strategic landscaping and open space to retain and reinforce existing hedgerows thus protecting these features and also establish new areas of planting. The master plan for the site will be informed by detailed evidence which will include a Biodiversity Report. The report will have to address the issues and opportunities identified above.</p> <p>The Cocklebury Link Road (CLR) would have no direct effects on any designated or undesignated sites of biodiversity or geological value.</p> <p>The policy proposals are likely to result in significant positive effects on this SA objective with regards to biodiversity as a result of the creation of the country park; these effects will be more noticeable in the medium to longer term as the country park establishes itself.</p> <p>Some negative short term effects are predicted during construction of the housing and employment development proposals, but these will be temporary.</p> <p>There are no geological features of interest to report.</p>	<p>infrastructure</p> <p><input type="checkbox"/> Make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards</p> <p><input type="checkbox"/> Put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development</p> <p><input type="checkbox"/> Provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy and</p> <p><input type="checkbox"/> Identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.</p> <p><u>Recommendations:</u></p> <p><i>1) The proposed policy should make clear that the country park is to be designed and considered as part of the development proposals for the site alongside residential and employment proposals.</i></p> <p>Recommendation has been addressed through Policy CH4.</p> <p><i>2) The proposed policy should require that full ecological surveys are completed in order to inform the development of the proposals, in view of the presence of ecologically sensitive areas inside the proposed site.</i></p> <p>Recommendation addressed through the inclusion of a Biodiversity Report with the master plan.</p>	
2	Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	x	Local	MT-LT	Perm	Med		--	--	--	--	<p>As the allocated developable area is greenfield land and over half of the area identified for housing/employment falls predominantly on Grade 2 agricultural land, its development will lead to the loss of best and most versatile agricultural</p>	<p>CS Policy 57 Ensuring high quality design and place shaping requires making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and</p>

											land. There are no known sites of potential land contamination nor mineral safeguarding area in this allocation. There is no re-use of existing buildings being proposed.	to the wider character of the area <u>Recommendation:</u> The policy should indicate that: <i>- the loss of soil resources can be mitigated by re-using as much of the surplus resources on-site for amenity spaces and disposing any surplus soils thereafter in a sustainable manner (i.e. as close to the site as possible and to an afteruse appropriate to the soil's quality).</i>
3	Use and manage water resources in a sustainable manner	✓	Local	ST-LT	Perm	Med	0	0	0	0	As the area is a greenfield site, its development is likely to lead to some adverse effects on water quality without appropriate mitigation in place. This is because any new development on Greenfield sites is likely to increase run-off by virtue of increased impermeable area. However, the policy requires surface water management that achieves equivalent or less than current Greenfield rates of run-off so there will be no deterioration of current run-off conditions. Land on either side of the River Avon falls in Flood Zone 2 but this land has been excluded from the site and abuts the proposed country park. None of the residential/employment area is located within areas at known high risk of flooding. The master plan will be informed by detailed evidence which will include a Surface Water Management plan and a Flood Risk Assessment. These will have to address the issues identified above. The likely effects on this SA objective are therefore positive neutral (as opposed to positive as originally identified) in that current conditions will be maintained.	CS Policy 67 Flood Risk requires that any new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage) It is considered that the proposed policy sets appropriate requirements in this regard. No recommendations.

4	Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	?	Local	MT-LT	Perm	Med		-/+	-/+	-/+	-/+	<p>As the area is a greenfield site, its development is likely to affect local air quality and noise and light pollution to some extent due to private car usage increase.</p> <p>The proposals include the provision of a new the CLR providing access to the existing built up area to the south of the site. Whilst this could divert traffic from the from the centre of Chippenham, potentially enhancing air quality in these areas, the newlink road may encourage traffic through new areas increasing air pollution for existing and new receptors and is unlikely to be sufficient to offset the increase in vehicles from development.</p> <p>No pedestrian and cycling links are included in the proposals which could encourage walking and cycling as opposed to the use of the private car, even though there is great potential for such links to be provided. Development at this allocation will be of small scale and will offer strong to moderate non-motorised access to the town centre, this will limit the increase in pollution.</p> <p>There will most likely be an increase in the number of cars in the area and associated air pollution as a result of the proposed development.</p> <p>A mix of non-significant positive and negative effects is predicted.</p>	<p>CS Policy 55 Air Quality requires that any new development incorporates measures to effectively mitigate emission levels in order to protect public health, environmental quality and amenity</p>
5a	Minimise our impact on climate change...	?	Reg/Nat	MT-LT	Perm	High		+/-	+/-	+/-	+/-	<p>More housing and employment buildings and associated transport, will contribute to climate change through greenhouse gas emissions (carbon dioxide) from development.</p> <p>The policy would result in additional traffic being directed through the town centre</p>	<p>CS Policy 41: Sustainable construction and low carbon energy and CS 61 Policy Transport and New Development requires adherence to high quality construction and design that aim to minimise GHG emissions and that development is designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable</p>

											<p>potentially increasing emissions. On the other hand, as the majority of residential units would be close to the town centre this could encourage walking and cycling as an alternative to the private car.</p> <p>Development at this allocation will be of small scale and will offer strong to moderate non-motorised access to the town centre, this limits the increase in carbon dioxide emissions.</p> <p>The proposed country park will assist with carbon sequestration through the growth of new trees and other vegetation.</p> <p>Overall, an increase in the overall CO2 emissions is predicted as a result of the new development. This may be offset to some extent through adherence to the increasingly tighter building regulations and promotion of carbon friendly transport modes.</p>	<p>transport alternatives.</p> <p><u>Recommendation:</u></p> <p>1) The proposed policy should require that new development adheres to high quality design and construction standards and that it is designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.</p> <p>2) A Sustainable Energy Strategy for the proposed development should be required.</p>
Sb	And reduce our vulnerability to future climate change	✓	Local	MT-LT	Perm	High		+	+	+	<p>As the area is a greenfield site, its development is likely to lead to some adverse effects on flooding without appropriate mitigation in place. This is because any new development on Greenfield sites is likely to increase run-off by virtue of increased impermeable area. However, the policy requires surface water management that achieves equivalent or less than current Greenfield rates of run-off and decreases flood risk so there will be no deterioration of current run-off conditions and development will be less vulnerable.</p> <p>Land on either side of the River Avon falls in Flood Zone 2 but this land has been excluded from the allocation and abuts the proposed country park. The proposed development areas of this allocation are situated entirely within</p>	<p>CS Policy 67 Flood Risk requires that any new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage).</p> <p>It is considered that the proposed policy sets appropriate requirements in this regard. No recommendations.</p>

6	Protect, maintain and enhance the historic environment	x	Local	ST-LT	Perm	Med	-	-	-	-	<p>Flood Zone 1.</p> <p>The proposed riverside country park will help mitigate against potential urban heat island effects as well as attenuate rainfall run-off and contribute to reducing flood risk.</p> <p>The master plan for the site will be informed by detailed evidence which will a Surface Water Management plan and Flood Risk Assessment. These will have to address the issues and opportunities identified above.</p>						
											<p>The allocation contains one heritage asset, a Grade II listed building at Rawlings Farm. In addition, open agricultural land within the allocation provides the setting of the Langley Burrell and Tytherton Lucas Conservation Areas.</p> <p>The proposed development could affect the settings of the Grade II listed building at Rawlings Farm in order to address this, the policy requires a low density design and layout that preserves the setting and importance of listed buildings on the site.</p> <p>In addition to built heritage, there is potential for archaeological impacts due to the presence of yet unknown archaeological assets.</p> <p>The master plan for the site will be informed by detailed evidence which will include a Heritage Assessment. This assessment will have to address the issues identified above.</p>	<p>CS Policy 58: Ensuring the conservation of the historic environment requires that Wiltshire's important monuments, sites and landscapes and areas of historic and built heritage significance are protected and enhanced.</p> <p>Recommendation:</p> <p>In addition to the requirements already set in the proposed policy, there should be a requirement for a Heritage Assessment to be provided as part of the development proposals.</p> <p>The recommendation has been addressed through the requirement for the master plan to be informed by a Heritage Assessment.</p>					

7	Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	?	Local	ST-LT	Perm	Med		+/-	++/-	++/-	++/-	<p>The area is a greenfield site elevated above the River Avon floodplain with a predominantly open aspect, with views across long distances and a generally vegetated urban edge. It supports the remoteness of Langley Burrell. The southern boundary of the site is defined by a well vegetated urban edge; the north-eastern boundary of the site is defined by a ridgeline. There is a key view of the surrounding countryside from Rawlings Farm looking east.</p> <p>esidential and employment development of this area has the potential to significantly negatively impact on local landscape and also affect existing views, particularly those from Rowlings Farm, due to the relief of the site, which slopes eastward towards the Avon.</p> <p>The linear wooded features along the west and south of the site screen views of Chippenham from the rural north. Development of the site would extend the urban character northwards into the open agricultural landscape.</p> <p>The policy proposes retention and reinforcement of existing mature network of hedgerows and trees and establishment of new areas of substantial planting will help creating a high quality setting for the development and provide linkages to the wider countryside. Also, employment uses for this allocation exclude B8, warehousing and distribution uses that are likely to result in large unduly obtrusive buildings. Extension and management of linear woodland and tree cover along the railway and towards the Avon will help screen views towards the proposed development.</p> <p>The proposed country park has the potential to significantly enhance the character of the local landscape as well as providing landscape screening as well as providing and a green corridor along the River Avon, better integrating it with the town centre.</p> <p>The master plan for the site will be informed by detailed evidence which will include a Landscape and Visual Impact Assessment. This assessment will have to address the</p>	<p>CS Policy 51: Landscape requires that applications for development which would by its nature, scale, appearance or location have the potential to change local landscape character must be accompanied by a Landscape and Visual Impact Assessment.</p> <p>Recommendation:</p> <p>The proposed policy should require that a Landscape and Visual Impact Assessment is undertaken as part of the development proposals.</p> <p>The recommendation has been addressed through the requirement for the master plan to be informed by a Landscape and Visual Impact Assessment.</p> <p>CS Policy 57 Ensuring high quality design and place shaping requires the retention and enhancement of existing important landscaping and natural features, (for example trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development</p> <p>It is considered that the proposed policy sets appropriate requirements in this regard.</p> <p>Recommendation</p> <p>The policy should require that proposals for the CLR should demonstrate how the design of the route minimises the visual</p>
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											<p>issues identified above.</p> <p>Where the CLR passes through land in the north of the allocation there is potential for an adverse effect on land which contributes to the remoteness of Langley Burrell. This needs to be considered in the policy. A mix of significant positive and negative effects is predicted arising from the country park proposals and residential and employment proposals, respectively.</p>	<p>impact and effects to local amenity.</p>	
8	Provide everyone with the opportunity to live in good	✓✓	Local	ST-	Perm	High		+	++	++	++	<p>The policy provides for the delivery of 650 dwellings of which 40% will be affordable</p>	<p>CS Policy 43: Providing affordable homes and Core Policy 45 Meeting</p>

	quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures			LT								(according to CS43 Providing affordable homes) with a mix of dwelling sizes and tenures that reflect the Strategic Housing Market Assessment. This is a significant contribution to the target of at least a further 2,625 dwellings to be delivered in Chippenham, as set in CS Policy 9 Chippenham Central Areas of Opportunity.	Wiltshire's housing needs are applicable. <u>Recommendation:</u> <i>For the sake of clarity, it is recommended that the proposed policy clarifies that the affordable housing target for this site is 40%.</i>
9	Reduce poverty and deprivation and promote more inclusive and self-contained communities	?	Local	MT-LT	Perm	Med		+/-	+/-	+/-	+/-	This land allocation would deliver 650 homes of mixed tenure and size, including affordable homes. This would help those who can't afford market prices. The allocation will also provide additional employment opportunities thus helping reduce poverty and deprivation, although development in this allocation situated to the east of Chippenham's least deprived areas. However, the policy doesn't consider specifically the housing needs of the elderly and vulnerable people as set in CS Policy 46. Also, the supporting text to the policy recognises the need to maintain the network of existing Public Rights of Way, but the proposed policy does not acknowledge this need. Secondary schools in Chippenham are nearing capacity and could be unable to support additional number of pupils associated with development. The policy recognises this shortfall through requiring the provision of sufficient school capacity to meet the need created by the development.	CS Policy 46: Meeting the needs of Wiltshire's vulnerable and older people requires the provision, in suitable locations, of new housing to meet the specific needs of vulnerable and older people. <u>Recommendations:</u> <i>1-The proposed policy should require that some of the new housing meets the specific needs of vulnerable and older people.</i> <i>2-The proposed policy should require that existing PRow's are considered and incorporated in the development.</i>

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10	Reduce the need to travel and promote more sustainable transport choices	?	Local	ST-LT	Perm	Med	+/-	+/-	+/-	+/-	<p>The proposed site allocation has good pedestrian and cycle links and the addition of a new railway crossing would further enhance these and increase the accessibility to the site. In addition, it is within close proximity to the local public transport corridor, including very good access to Chippenham railway station. This is likely to promote sustainable transport choices. However, while the allocation has potential for strong access by public transport, current access is weak to moderate and public transport will need to be improved for this allocation. The NWRR crosses the River Avon in the southeast of the allocation and then follows the river southwards. There is potential for development to integrate with the NWWR and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north.</p> <p>It is expected that new traffic generated by the development may result in significant adverse impact on the existing highway network, particularly as it would require traffic to go through Chippenham town centre, which already suffers from significant levels of congestion, although this potential congestion could be addressed by the link road and railway line crossing.</p> <p>A mix of non-significant positive and negative effects is predicted.</p>	<p>CS Policy 60 Sustainable Transport requires the council to help reduce the need to travel particularly by private car, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire</p> <p><u>Recommendation:</u></p> <p><i>It is recommended that requirements for improvements to public transport and integration with the NWRR to improve pedestrian and cycling links to the railway station, town centre and Wiltshire College s introduced in the policy.</i></p>
11	Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	✓	Local	ST-LT	Perm	Med	+	+	+	+	<p>This development will provide a small scale 5ha of B1/B2 employment uses to respond to identified local need, therefore positively contributing to the local economy. These uses would be co-located within the area of residential land.</p> <p>This site allocation lies approximately 1.5</p>	<p>CS Policy 34 Additional employment land supports proposals for employment development (use classes B1, B2 or B8) within the Principal Settlements, Market Towns and Local Service Centres, in addition to the employment land allocated in the Core Strategy.</p>

											<p>miles from Chippenham town centre and is easily accessible by non-motorised modes of transport and. It is also in an area of moderate access to the public transport corridor. The CLR will provide strong access to the PRN and holds the potential to become a future public transport corridor. The proximity of the allocation to Chippenham town centre would support movement between the allocation and the town centre, supporting the town's viability.</p> <p>The CLR will integrate with the permitted link road and reduce congestion and through traffic in central areas of the town. This will provide further support to the vitality of the town.</p> <p>This will assist with the provision of long-term sustainable economic growth.</p>	<p>It is considered that the proposed policy sets appropriate requirements in this regard. No recommendations.</p>	
2	Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local business and a changing workforce	✓	Local	ST-LT	Perm	High		+	+	+	+	<p>Integration of the CLR with the permitted link road creates strong connections to the PRN and strategic lorry route for employment development for this allocation. This ensures strong transport connections to the strategic road network for employment uses.</p> <p>The natural environment setting of the site will provide an attractive setting for new business premises and will offer the potential for improved property as well as providing opportunities for recreation of workers during the working day in the urban park.</p>	None identified.

Table B.3– Assessment of Policy CH4: Chippenham Riverside Country Parks

POLICY CH4: Chippenham Riverside Country Parks													
Proposed changes to policy shows deleted text in strike through and new text in bold													
New assessment text in bold													
Land adjacent to and relating to the River Avon running through allocations at South West Chippenham and Rawlings Green and East Chippenham will be developed for use as country parks, to include the following uses:													
<ul style="list-style-type: none"> informal open space extended existing and new rights of way areas for protection and enhancement of nature conservation interest sports pitches enhanced routes for cycling and walking to and from the town centre 													
Development will be subject to the requirements that no new buildings or structures are built within flood risk areas.													
The use of these areas will take place in accordance with a management plan approved by the Council.													
<i>Effects</i>							<i>Assessment</i>						
SA Objective	Mag	Scale	Dur	T/P	Cert		ST	MT	LT	Sm	Commentary	Mitigation/Recommendations	
1	Protect and enhance all biodiversity and geological features and avoid irreversible losses	✓	Local	ST-LT	Perm	Med		++	+++	+++	+++	<p>The creation of country parks at the allocations CH1 and CH2 will allow for the protection of important nature conservation value of many of the features and habitats in these areas and their protection and enhancement in perpetuity. It will also give a very positive contribution for the retention and enhancement of the Green Infrastructure Network and introduce new green corridors. These effects will</p>	<p>Policy CH4 is in line with the requirements of CS Policy 50 Biodiversity and Geodiversity and Policy CS52 Green infrastructure.</p> <p>CS Policy 50 requires that any new development incorporates measures to protect and enhance biodiversity and geological features.</p>

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POLICY CH4: Chippenham Riverside Country Parks

Proposed changes to policy shows deleted text in ~~strike through~~ and new text in **bold**

New assessment text in **bold**

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								<p>become strong as the country parks become established.</p> <p>The management and use of the new country parks will be directed by a management plan that will be approved by Wiltshire Council with the involvement of local stakeholders and landowners alongside special interests such as the Wiltshire Wildlife Trust. This will provide clear direction to developers and ensure the implementation of the parks.</p>	<p>CS Policy 52: Green infrastructure requires development to make provision for the retention and enhancement of Wiltshire's Green Infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Retain and enhance existing on site green infrastructure <input type="checkbox"/> Make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards <input type="checkbox"/> Put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development <input type="checkbox"/> Provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy and <input type="checkbox"/> Identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire. <p><u>Recommendations</u></p> <p><i>1- Paragraph 5.30 of the Plan indicates that further work is being undertaken to develop the ownership,</i></p>
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POLICY CH4: Chippenham Riverside Country Parks

Proposed changes to policy shows deleted text in ~~strike through~~ and new text in **bold**

New assessment text in **bold**

																No recommendations.
5a	Minimise our impact on climate change...	✓	Reg/Nat	MT-LT	Perm	High		+	+	+	+					<p>The proposed country parks park will contribute to carbon dioxide sequestration by woody vegetation thus contributing positively to this objective</p> <p>CS Policy 41: Sustainable construction and low carbon energy and CS 61 Transport and New Development requires adherence to high quality construction and design that aim to minimise GHG emissions and that development is designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.</p> <p>No recommendations.</p>
5b	And reduce our vulnerability to future climate change	✓	Local	MT-LT	Perm	High		+	++	++	++					<p>By helping to mitigate against potential urban heat island effects as well as attenuate rainfall run-off and contribute to reducing flood risk, the proposed country parks will have a significant positive effect on this objective.</p> <p>CS Policy 67 Flood Risk requires that any new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage).</p> <p>No recommendations.</p>
6	Protect, maintain and enhance the historic environment	✓	Local	ST-LT	Perm	Med		+	+	+	+					<p>By keeping land undeveloped, the proposed country parks may help preserve archaeological findspots and features. In the case of Rowden Conservation Area the country park will provide a large informal open space area that includes the historic feature and landscape setting.</p> <p>CS Policy 58: Ensuring the conservation of the historic environment requires that Wiltshire's important monuments, sites and landscapes and areas of historic and built heritage significance are protected and enhanced.</p> <p>No recommendations.</p>

POLICY CH4: Chippenham Riverside Country Parks

Proposed changes to policy shows deleted text in ~~strikethrough~~ and new text in **bold**

New assessment text in **bold**

7	Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	✓	Local	ST-LT	Perm	Med		+	++	++	++	The proposed country parks have the potential to significantly enhance the character of the local landscape as well as providing landscape screening and buffer of the proposed development. In the case of Rowden Conservation Area the country park will provide a large informal open space area that includes the historic feature and landscape setting.	<p>CS Policy 51: Landscape requires that applications for development which would by its nature, scale, appearance or location have the potential to change local landscape character must be accompanied by a Landscape and Visual Impact Assessment.</p> <p>CS Policy 57 Ensuring high quality design and place shaping requires the retention and enhancement of existing important landscaping and natural features, (for example trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development</p> <p>No recommendations.</p>
8	Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures						0	0	0	0	No predicted effects as the policy does not allocate housing.	N/A	
9	Reduce poverty and deprivation and promote more inclusive and self-contained communities	✓	Local	MT-LT	Perm	Med		+	+	+	The proposed country parks will extend existing and provide new Public Rights of Way, provide additional informal open space and sports pitches which will contribute to increase community inclusiveness. Thus a positive	No recommendations.	

POLICY CH4: Chippenham Riverside Country Parks

Proposed changes to policy shows deleted text in ~~strike through~~ and new text in **bold**

New assessment text in **bold**

												contribution to the achievement of this objective.	
10	Reduce the need to travel and promote more sustainable transport choices	✓	Local	ST-LT	Perm	Med		+	+	+	+	To the extent that enhancement of the existing and provision of new walking and cycling routes will be part of the proposed country parks, they will contribute positively to the achievement of this objective.	CS Policy 60 Sustainable Transport requires the council to help reduce the need to travel particularly by private car, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire No recommendations.
11	Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	✓	Local	ST-LT	Perm	Med		++	++	++	++	High quality environments such as the proposed country parks offer comparative location advantages to attract and retain business. They are likely to raise property and land values due to the proximity to high quality green space and stimulate further economic investment.	None identified.
12	Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local business and a changing workforce	✓✓	Local	ST-LT	Perm	High		++	++	++	++	The natural environment setting provided by the proposed country parks will provide an attractive setting for new business premises as well as providing opportunities for recreation during the working day. Also, high quality environments around where people live and work can inspire higher productivity and lower absenteeism amongst workforces.	None identified.

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Addendum to Evidence Paper 2: Housing and Community Facilities

Planning for Air Quality Chippenham

1. Introduction

- 1.1 The air quality in Wiltshire is predominantly very good with the majority of the county having clean unpolluted air. There are however a number of locations where the combination of traffic, road layout and geography result in pollutants being trapped so that the concentrations increase to unacceptable levels.
- 1.2 The relatively few locations where Wiltshire may fail to meet the national standards have to be investigated and sampled in order to determine the true extent of the problem. If significant pollution is identified the council has to declare an Air Quality Management Area (AQMA) and put plans in place to seek to improve the air quality.
- 1.3 The ageing population, requirements for new housing and essential development across Wiltshire have the potential to increase the number of people living and working in areas with poor air quality and it is important that Wiltshire Council takes steps to manage this situation to minimise or eliminate possible harm.

2. Wiltshire Council Policy

- 2.1 Wiltshire Council has developed a suite of documents on air quality to form a framework around which improvements in air quality will be built, as follows.

Policy/ Strategy	Focus
Wiltshire Air Quality Strategy ¹	Framework document for the whole of Wiltshire
Wiltshire Council Emerging Developer Guidance ²	Developer advice on assessing air quality in connection with development in and outside AQMAs
Air Quality Action Plan for Wiltshire ³	Improvement of Air Quality within Wiltshire 8 AQMAs. Including community plans
Wiltshire Core Strategy Core Policy 55 ⁴	Future development

¹ Wiltshire Air Quality Strategy 2011-2015 is available at <http://www.wiltshireairquality.org.uk/reports>

² Wiltshire Council Draft Supplementary Planning Document 2012 is available at <http://www.wiltshireairquality.org.uk/reports>

³ Wiltshire Air Quality Action Plan June 2015 is available at: <http://www.wiltshireairquality.org.uk/reports>

⁴ Wiltshire Core Strategy Core Policy 55 Air Quality is available at <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/wiltshirecorestrategy.htm>

Wiltshire Air Quality Website ⁵	Public Access to data and reports.
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Wiltshire Air Quality Strategy

- 2.2 The Air Quality Strategy is a high level guiding document to inform policy and direction across a range of council services with the aim to improve air quality.
- 2.3 Delivering improvements to local air quality requires input from a wide range of planning and other professions. The Air Quality Strategy is a key document which identifies the importance of good air quality to the people of Wiltshire; It provides a focus and mechanism to promote communication and cooperation within Wiltshire Council, between external organisations and with the community as a whole, to address localised areas of poor air quality in the area.
- 2.4 The document is currently being refreshed to reflect changes and achievements.

Developer Guidance

- 2.5 Wiltshire council is preparing [air quality guidance for developers](#)⁶ which provides advice on how to assessment of the impact of a proposed development on air quality and how to interpret the data produced by the assessment. Assessments have to be made having regard to the national air quality objectives and local data. The developments proposed around Chippenham will trigger the requirement for an air quality assessment.
- 2.6 A key principle of Local Air Quality Management (LAQM) is for local authorities to integrate air quality considerations with other policy areas, such as planning. It is therefore important for Wiltshire to identify how we can best bring air quality considerations into the planning process at the earliest possible stage. It is no longer satisfactory to simply demonstrate that a development is no worse than the existing or previous land use on a particular site. The Wiltshire Air Quality Strategy and the emerging Supplementary Planning Document are key documents in addressing this.
- 2.7 Where developments take place in an AQMA, mitigation measures must be considered as standard practice, particularly in cases where the development is new and does not replace an existing use. This is especially important where the development has provision for a large number of parking spaces, significantly increase the number of journeys by private transport, and/or heating plant. In some cases it may be necessary to recommend refusal where a development is so contrary to the objectives of the Air Quality Action Plan and Strategy. This guidance takes into account and supports advice contained in the National Planning Policy Framework.

Core Policy 55

- 2.8 Wiltshire Core Strategy Core Policy 55 requires that all development, which because of the size, nature or location will have the potential to exacerbate known areas of poor air quality, is required to overcome this barrier to development by demonstrating the measures they will take to help mitigate these impacts. In line with the Air Quality Strategy, additional guidance incorporating a developer's toolkit has been produced and consulted upon. This guidance

⁵ Wiltshire Air Quality Website is available at <http://www.wiltshireairquality.org.uk/>

⁶ Wiltshire Council Draft Supplementary Planning Document 2012 is available at <http://www.wiltshireairquality.org.uk/reports>

document will be refreshed in light of recent guidance produced by [Environmental Protection UK](#) on Planning for Air Quality and will be published as soon as practicable to give positive advice to prospective developers on how to address the issue of air quality effectively so their investment can go ahead.

Air Quality Action Plan for Wiltshire

- 2.9 In areas where an exceedance of an air quality objective is identified Local authorities are obliged to declare an Air Quality Management Area (AQMA) and develop an action plan detailing how levels of the pollutant concerned will be reduced to a level below the objective. Wiltshire Council has published its Air Quality Action Plan which is in two parts; High level actions reflecting wider strategies and policies of the council that will impact air quality and local action community plans developed by individual communities affected.
- 2.10 There are eight [AQMAS](#) in Wiltshire, seven of which have been declared in respect of nitrogen dioxide and one which has been declared in respect of both Nitrogen dioxide and fine particulates.

Local Air quality Working Groups

- 2.11 Local air quality action planning groups comprising councillors and local people have been established in areas where Air Quality Management Areas have been declared under the auspices of the area boards.
- 2.12 Air quality is increasingly raised as an issue by local residents in connection with new development. Developers should work with these groups from an early stage in order that address local concerns regarding air quality can be addressed and resolved at an early stage. This should include groups in neighbouring area boards, in the case of Chippenham, this would include the Calne air quality group.

3. Approach to Development

- 3.1 It is no longer satisfactory to simply demonstrate that a development is no worse than the existing or previous land use on a particular site. In order for Wiltshire to be able to revoke AQMAS positive steps will be required to reduce emissions and in Wiltshire this means reducing traffic within the AQMA and managing traffic levels in areas of elevated pollution (36-40ug/m³) to ensure there is no further deterioration.
- 3.2 In order to do this, developers must have regard to the [air quality zones](#) that accompany the emerging Wiltshire Developer Guidance. These areas incorporate areas of expected growth over the life of the Wiltshire Core Strategy. Applications for development proposed in these areas will need to be accompanied by an air quality assessment based on recognised dispersion modelling with data outputs quantified in terms of the relevant air quality objective(s).
- 3.3 These assessments are informed by the transport assessments developed to support the applications. The air quality data will only be as good as the traffic data input to the dispersion modelling. In light of this transports assessments must have regard to cumulative impact of developments proposed within the core strategy and represent a realistic prediction of future levels of traffic on the network. The assessment must include the impact of traffic generated on the associated town or city centre and areas of congestions (e.g. out of town retail parks)

- 3.4 Development should design in air quality mitigation measures. There are a number of approaches to this for example:
- Avoid the creation of canyon streets as these do not facilitate pollutant dispersion.
 - Avoid properties that front directly onto the street, particularly where the road is on an incline.
 - Avoid creating children's play areas close to busy roads.
 - Open space facilitates pollutant dispersal, and nitrogen dioxide falls significantly with distance from road side.
 - Facilitate alternatives to use of the private car, such as safe cycle routes which link with the existing infrastructure.
 - Consider links to public transport services and facilities to support public transport (bus shelters, Real time passenger information etc.)
 - Make provision for local services reducing the need for short local journeys by private car.
- 3.5 Well-designed development can have a positive impact on health inequalities. Improvements to improve air quality should be seen as an opportunity to build and promote healthy desirable communities in which to live, work and raise families.

4. Estimating road traffic emissions through dispersion modelling

- 4.1 Defra provide technical guidance for the purposes of LAQM.TG(16), as referred to in paragraph 4.3. Detailed within this guidance is information on estimating road traffic emissions.
- 4.2 The Design Manual for Roads and Bridges (DMRB) model, developed by Highways England, can be used to predict both nitrogen dioxide and fine particulate annual mean concentrations. The latest version to use and procedures for its use are described on the [LAQM Support Helpdesk website](#).
- 4.3 Where the DMRB assessment indicates that exceedances of the objectives are likely, more detailed modelling work may then be required. This may include the use of more complex dispersion models, and/or the use of local monitoring. However, where a good agreement between the DMRB model results and monitoring is demonstrated, then this model may be sufficient to determine the area of exceedance of the objective. In circumstances where complex road layouts, such as large junctions or complex street canyons are being assessed, then more detailed modelling is recommended. Further guidance on detailed dispersion modelling of road traffic sources is provided in paragraph 7.346 of [LAQM.TG\(16\)](#).

5. National perspective

- 5.1 The comments above relate to the Local Air Quality Management regime and duties placed on local authorities. It is relevant to consider the wider UK picture and EU requirements for air quality delegated to national governments.
- 5.2 The UK Government published a draft action plan for dealing with nitrogen dioxide in December 2015 for consultation and quickly followed this by publication of the final documentation in mid-January 2016. The publication of the action plan was prompted by the Supreme Court and the announcement by the EU that they intended to

commence infraction proceedings against the UK for non-compliance with the EU “air quality” directive, specifically nitrogen dioxide and fine particulates.

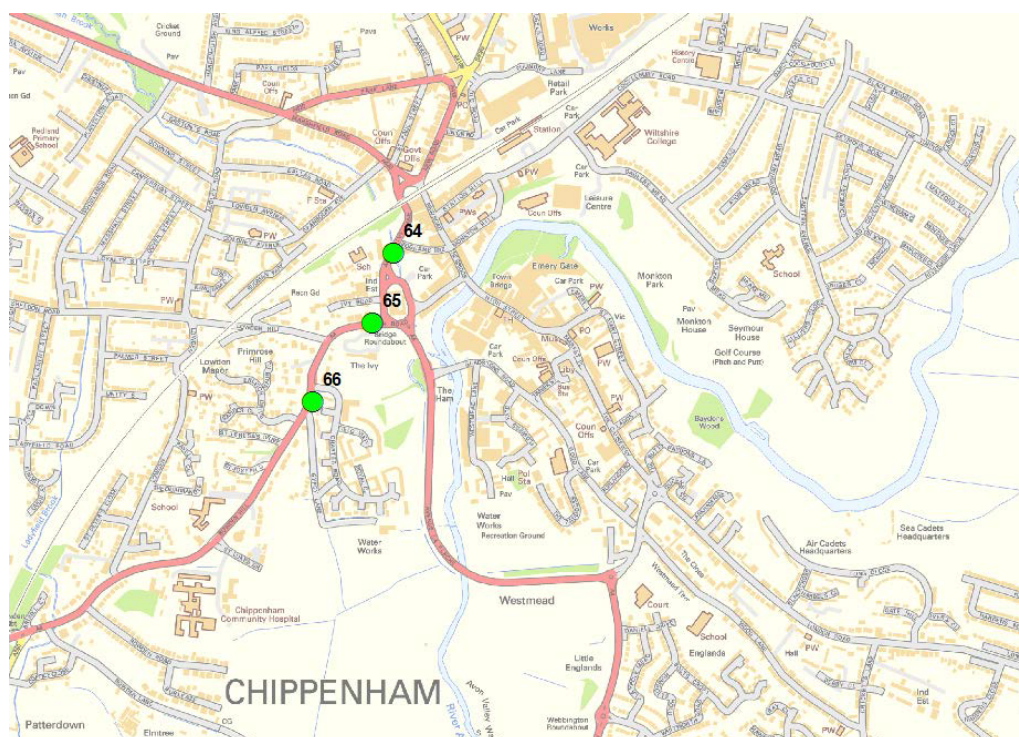
- 5.3 The Government’s action plan places a large emphasis on local authorities needing to achieve air quality objectives through their local action plans by 2020. Only limited national actions were included. ClientEarth the pressure group behind the Supreme Court case which ruled against the Government last year have indicated they will challenge the Governments new action plan as it fails to meet the criteria set by the Directive that objectives/ limits must be achieved in as short a time as possible.
- 5.4 Wiltshire’s actions are included in the measures for the south west along with other authorities in the southwest agglomeration. Local authorities will be receiving great scrutiny of their progress with improvements to air quality.

6. Air Quality Monitoring in Chippenham.

- 6.1 Air quality in Chippenham is monitored using nitrogen dioxide diffusion tubes. The location of these is reviewed annually as it is the annual mean objective for nitrogen dioxide that is of primary concern both within Wiltshire and the UK more generally.
- 6.2 Within Wiltshire the locations that have been found to exceed this objective have tended to be in terraced, canyon type streets, sometimes with an incline and that are heavily trafficked. In 2012 monitoring was undertaken across Chippenham in a number of locations where, in officers experience, pollutant levels were likely to be elevated and potentially at risk of exceeding the annual mean objective for nitrogen dioxide. The results of this survey are presented below.

Site ID	Site Name	Site Type	In AQMA?	Data capture (months)	2012 Annual Mean
P12/81	Dentist, Malmesbury Road	Roadside	N	12	29
P12/82	42 New Road	Roadside	N	12	28
P12/59	Providence Terrace, Ivy Lane	Roadside	N	12	31
P12/60	Bridge Centre, Bath Road	Roadside	N	11	47
P12/83	Rugby Club, West Cepen Park	Roadside	N	12	38
P12/84	Dual Carriageway	Roadside	N	12	18

- 6.2 The results indicated an elevated level in the vicinity of the Bridge Centre. Results for the dual carriageway are low owing to the significant distance between it and any relevant receptors. The survey was further refined with a focus on the Bridge Centre. Three road side locations were selected for investigation and these are shown on the map below.



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6.3 Recent annual mean results for nitrogen dioxide at these locations are presented in the table. All figures are expressed in micrograms per cubic metre ($\mu\text{g}/\text{m}^3$)

Ref	Location	Type	2012	2013	2014	2015*
64	Providence Terrace	roadside	31	32	29	27.3*
65	Bridge Centre	roadside	47	47	47	relocated
65	Bridge centre	Property façade	-	-	-	28.7
66	Bath Road Rowden Hill	roadside	-	41	41	36.6*

*Provisional results corrected for distance from property façade but not bias adjusted.

6.4 The Annual mean objective for nitrogen dioxide is $40\mu\text{g}/\text{m}^3$. Air quality guidance is written in terms of 'relevant exposure' and for the annual mean this would be regarded as being at the façade of dwellings, schools or hospitals. The properties present in this location are set back from the road and levels of nitrogen dioxide fall significantly with distance. The Bridge Centre diffusion tube was located 9.2m from the façade of the nearest property and so in assist in determining whether an Air Quality Management Area was required local residents were approached and agreement obtained to locate a tube at the façade of their property.

- 6.5 Diffusion tubes were relocated in June 2015 and the results obtained are significantly lower at the facades ($28.7\mu\text{g}/\text{m}^3$ & $27.3\mu\text{g}/\text{m}^3$) compared to what was measured being measured at the road side. In light of this data it was determined there was not a need to declare an AQMA, however levels will continue to be monitored. The tube located at Rowden Hill remains at a roadside location. The results indicated levels are below the $40\mu\text{g}/\text{m}^3$ annual mean objective at the road side, however it should be noted the nearest residential exposure is 8.3m from the road side so relevant exposure would be expected to be even lower.
- 6.6 A monitoring location has recently been established close to the A350 on Malmesbury Road following concerns being raised about levels in this locality.

Appendix 1: Air quality Objectives

Pollutant	Air Quality Objective		Date to be achieved by
	Concentration	Measured as	
Benzene	16.25µg/m ³	Running annual mean	31.12.2003
	5.00µg/m ³	Running annual mean	31.12.2010
1,3-Butadiene	2.25µg/m ³	Running annual mean	31.12.2003
Carbon monoxide	10.0mg/m ³	Running 8-hour mean	31.12.2003
Lead	0.5µg/m ³	Annual mean	31.12.2004
	0.25µg/m ³	Annual mean	31.12.2008
Nitrogen dioxide	200µg/m³ not to be exceeded more than 18 times a year	1-hour mean	31.12.2005
	40µg/m³	Annual mean	31.12.2005
Particles (PM ₁₀) (gravimetric)	50µg/m ³ , not to be exceeded more than 35 times a year	24-hour mean	31.12.2004
	40µg/m ³	Annual mean	31.12.2004
Sulphur dioxide	350µg/m ³ , not to be exceeded more than 24 times a year	1-hour mean	31.12.2004
	125µg/m ³ , not to be exceeded more than 3 times a year	24-hour mean	31.12.2004
	266µg/m ³ , not to be exceeded more than 35 times a year	15-minute mean	31.12.2005

28th April 2016

Tim McCombe
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Landscape and Design Team
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Dear Tim,

Re: – Habitats Regulations Assessment (HRA) Update of the Chippenham Site Allocations Plan

I have now reviewed the proposed modifications to the Chippenham Site Allocations Plan with regards to any implications for the conclusions of the Habitats Regulations Assessment (HRA) screening assessment previously carried out by the Council¹. Having reviewed the proposed modifications I am satisfied that they would not materially affect the conclusions.

In reviewing the conclusions of the HRA I have also had regard to potential in-combinations effects from other plans and projects which have come forward since the HRA was carried out, particularly major planning applications at the town, and I am satisfied that they would not give rise to likely significant effects in-combination with the Plan. I have also had regard to recent relevant survey information for the allocated sites which has been submitted to the Council and I am satisfied that it does not alter the conclusions of the HRA.

In conclusion I am satisfied that the conclusions of the HRA remain sound, and that the Plan would not have any significant effects on European sites (Natura 2000), and as such no appropriate assessment of the Plan is required.

Yours sincerely,

Jon Taylor
Landscape and Design Manager

Email: jon.taylor@wiltshire.gov.uk

¹ Chippenham Site Allocation Plan: Habitat Regulations Assessment (HRA) Screening, June 2015

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