



*Making Chapmanslade a better place to live, work, play and visit.*

**An overview of the Parish of Chapmanslade  
and the residents' aspirations for its future**

**Chapmanslade Parish Council, 2019**

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## Contact details:

To comment on this Plan or get involved in any way with initiatives arising from it, please make contact via the Chapmanslade website at:  
<http://www.chapmanslade.org.uk>.

Alternatively, come along to any Parish Council meeting (dates are available on the website) and speak to one of your Parish Councillors.

# Foreword

*Chapmanslade is a lively Wiltshire village with a welcoming community who seek to play an active role in its development. As the village's representative to the County Council, The Parish Council has been keen to ensure it correctly reflects the thoughts and expectations of the community and, through a dedicated team of volunteers, conducted a **Voice of the Village** survey in 2017. The survey identified a series of initiatives that the community wished to see either developed or expanded, leading to the decision to write this **Parish Plan**, which provides a framework within which the various initiatives could be coherently developed and implemented.*

*This Parish Plan aims to provide information about the parish, its environment, community make-up, facilities, and amenities, while concurrently offering suggestions (drawn from the **Voice of the Village** survey) on how it could be improved, both in the short term and within the next 5 years. Some initiatives identified in the survey have already come to fruition, including: the Explorer Trail community events; adoption and improvement of parish footpaths; the establishing of a walking group 'The Chicken Chasers'; purchase of an interactive speed warning sign; erection of a heavy goods vehicle sign on the A36 directing lorries towards Frome (avoiding Chapmanslade) and the generation of a Village Facebook page. Other initiatives highlighted in the plan will only be realised through the efforts of willing volunteers who offer to take them forward.*

*Let's work together to ensure the parish becomes an even better place for all residents to live.*

*On behalf of the Parish Council, I commend this report.*

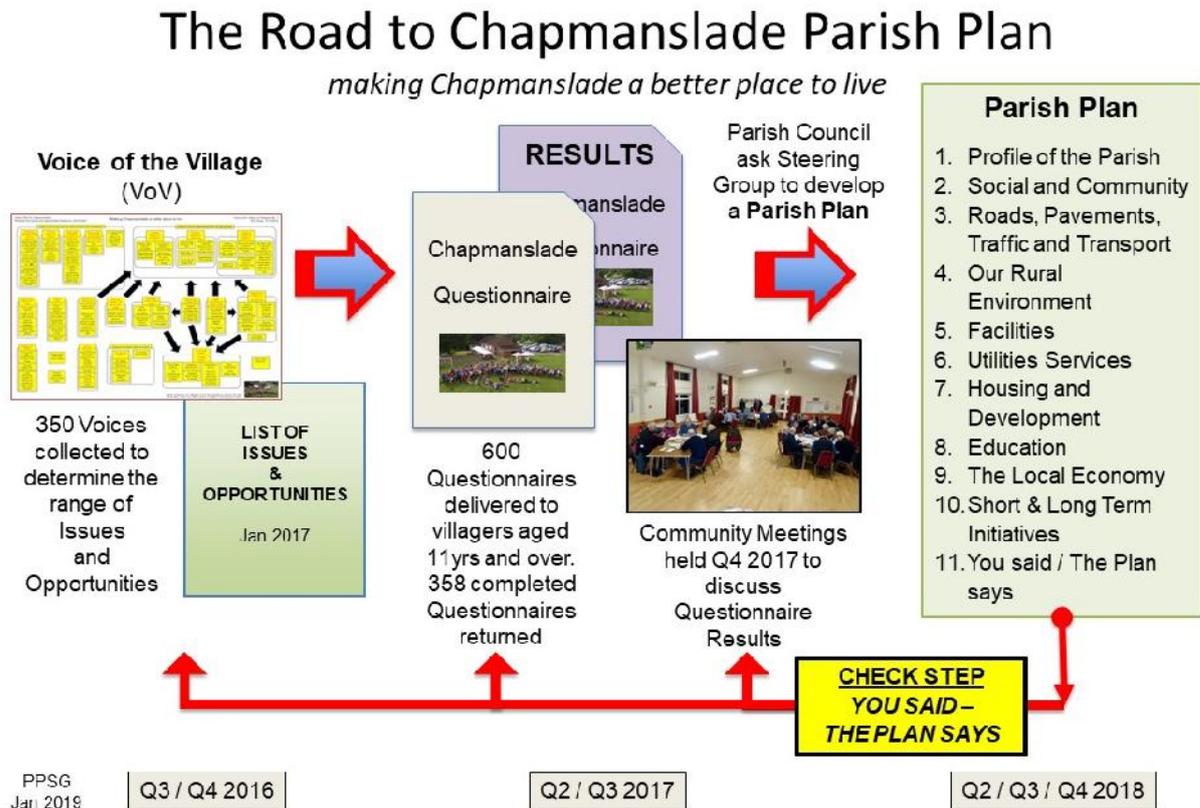
Keith Mustow

Chairman

Chapmanslade Parish Council

## Timeline

This Parish Plan has been developed using materials from the 'Voice of the Village' survey generated on behalf of the Parish Council. It is estimated that well over half the community of Chapmanslade have contributed by giving their views and feedback. The figure below shows the reference materials used and the process that was followed. All materials are available on the Chapmanslade website at: <http://www.chapmanslade.org.uk/ParishPlan>.



A list of the actions from the plan that relate to comments made in the 'Voice of the Village' are given in **Section 11**

# Profile of the Parish

## 1.1 Introduction

Chapmanslade is a thriving and active West Wiltshire parish populated with some 650 inhabitants. There is a strong community spirit with a friendly, positive and welcoming outlook.



As far as we can ascertain, this is the only place in the country with the name of Chapmanslade. The name even appears in the Oxford Living Dictionary as an example place name. The Old English 'slade' could describe either a way through or a flat grassy area between woodlands where a 'chapman' (a pedlar) could rest and obtain refreshment. The active Village History Group has investigated the history of Chapmanslade and its name (see **Appendix 1**).

Chapmanslade is a village situated within a beautiful rural landscape, on the border with Somerset some 3 miles from Westbury, Frome, Warminster and the Longleat estate, and close to the beautiful Roman/Georgian City of Bath to the north and the historic City of Salisbury to the south. It is well placed to access West Country history, culture and tourism.

Sitting on an east west ridge, 150m at its highest point, affords us wonderful views of the countryside whichever way one turns. The village is surrounded by working farms with the A36 trunk road running just to its North and open agricultural farmland and farms (arable and pasture) and woodland to its South, leading towards Cley Hill, which is owned by the National Trust, and the Longleat Estate. Beyond is Salisbury Plain and Stonehenge. The local countryside is accessible by many footpaths and bridleways (see **Section 4**).



The village forms the northern part of Cranbourne Chase, which is chalk plateau in central southern England, straddling the counties Dorset, Hampshire and Wiltshire, part of which has been designated an Area of Outstanding Natural Beauty. Rodden Brook rises to the South of the village running down to Corsley Mill and several ponds are found in Black Dog Woods to the North, the most substantial of which is linked to Barters Farm Nursery.

There are several special landscape areas within the village and it is noted for its rural views from the road that runs through the middle. The village housing has many gardens that lead directly into the countryside, further accentuating its rural position.

## 1. Profile of the Parish



*The Three Horseshoes*

As for facilities, there are a thriving pub, a church, a primary school, a pre-school, a village hall, a playing field, a children's play area, clubs and societies, and local businesses, all of which play a part in parish life (See **Sections 5 & 9**). Additional facilities, e.g. shops, supermarkets, health and leisure are readily available in nearby towns accessed principally by car, as our local bus service is infrequent. (see **Section 3**)

### 1.2 Parish Boundaries

- Northern boundary - formed largely by the A36 at the top of Black Dog Woods.
- Southern boundary - runs close to or along Rodden Brook through Corsley Mill in the west, on to Divers Bridge, Water Farm, Dye House and Thoulstone Farm up to the A36 in the east.
- Western boundary - is the county boundary with Somerset.
- Eastern boundary - formed around the Short Street hamlet to the north then across the A3098 cutting through the middle of Thoulstone Park to the A36.

### 1.3 Our neighbouring parishes are:

- Corsley to the south.
- Dilton Marsh to the north east
- Upton Scudamore to the east.
- Berkley and Rodden, both in Somerset, to the west. People who live just over the border, especially in Rodden, are very much seen as being part of the Chapmanslade community.

A map of the parish on the next page has some local features marked.

The parishes of Chapmanslade and Corsley, showing neighbouring towns and villages, railway stations and major routes are shown on the map in **Appendix 2**.

More detailed maps giving additional information can be found on the Chapmanslade website at <http://www.chapmanslade.org.uk/ParishPlan/maps>

# 1. Profile of the Parish

Map of the Parish and local areas (the parish boundary is marked on the map in **Appendix 2**)



(Courtesy of Google Maps)

# Social and Community

Most parishioners who took part in the 'Voice of the Village' exercise, including the Village Questionnaire, liked living in Chapmanslade in part because of the friendliness of neighbours and the strong community spirit. Many people cited the mix of people and age groups, and the welcoming nature of the village to both newcomers and visitors. They also appreciated easy access to the countryside and to places where they can meet to be sociable (the pub, church, village hall, Memorial Playing Field and playground).

Taking into consideration the results of the various forms of community engagements that have taken place in the lead-up to preparing the Parish Plan (See **Page iii**), the following topics have been considered in this section:

- Health & Wellbeing - facilities for all ages to keep fit and active
- Leisure opportunities for all age groups
- Ensuring a safe, inclusive and connected community
- Community Events (in particular those which encourage greater inclusiveness)
- Use of Community Hubs (church, school, village hall, playground, the pub)
- Care in the Community
- Local Transport (other than Public Transport)
- Communication – keeping the community informed and in-touch

In addition, the following underlying factors, identified as being the basis for a healthy and positive social and community life, have also been considered:

- Good communication across the whole community
- A caring supportive environment
- A sense of belonging
- Cross generational interaction
- Good and inclusive use of built and open spaces
- Strong relationships built over time
- A feeling of being connected to the village

2.1 The current implementation of the results of the Village Questionnaire in 2017 requires recognition of both the wide range of possible areas on which to focus and the need for a manageable, targeted and realistic strategy, the Social & Community Plan will focus on the following three areas:

**A. Social Hubs** are places where people can meet, connect, socialise and exchange information. The following types of hubs have been identified:

- Built
- Open space
- Virtual / online
- Groups (both social and administrative)

(A list of social hubs and groups in the community is given in **Appendix 3**)

**B. Community Exchange** is the mechanism for matching the skills, experience and availability of neighbours and local volunteers with the needs of members of the community who may be isolated or most in need of help, so that they are supported as required.

## 2. Social and Community



Neighbours, friends and family are currently carrying out some of this type of activity but as a community we do not yet have a coordinated way of identifying or focusing on this need. The Chapmanslade Community Facebook page addresses this to a limited extent and has been used to provide online alerts for checking on elderly relatives or neighbours (and pets) and to ask for volunteers to support local events.

**C. Communication** in an effective manner is seen as being key to all aspects of parish life, irrespective of whether it is social, environmental, crime, safety, or other aspects. There is a need to communicate both within the community and outwards to other communities and to services provided by the wider community.

The Facebook page is also used to post local crime and security alerts issued through the Wiltshire and Swindon Community Messaging system. Current methods of communication are shown in **Appendix 4**.

The Bridge magazine is delivered monthly to residents in Chapmanslade and Corsley. It contains a list of events for the next few weeks and topical articles of local interest, together with adverts from local businesses.

There are two proposed developments which, if they go ahead, will bring both concerns and opportunities in relation to our community over a relatively short period of time (3 – 5 years).

- The proposed development at Barbers Farm of new homes would increase our current population by approximately 20%.
- The recently-agreed development of a high-end residential holiday resort at Thoulstone Park submitted by Natural Retreats (now known as Together Travel), potentially provides an additional social hub – albeit not within walking distance for most parishioners.

See Housing and Development (**Section 7**) for further details of these developments.

2.2 The following issues are considered to be positive by residents.

**Social Hubs.** All the hubs work to a certain extent and there is reasonable demographic coverage of the community. An on-line presence has the capability to reach most of the community

**Community Exchange.** A strong community spirit overcomes some issues of concern

**Communication.** All forms of communication work reasonably well, and the parish has embraced the use of technology in the Social and Community space to supplement and enhance other, perhaps slower, forms of communication. There is now some knowledge of on-line forms of communication

The village questionnaire and 'Voice of the Village' found that most people are aware of most issues and events. This is of importance as there are several localised informal groups in place.

2.3 There are, however, some issues of concern

**Social Hubs.** Information exchange between existing hubs is often *ad hoc* and 'manual'. There is no electronic / online exchange of information such as dates and times of events, and hubs which are specialised or have limited membership can create layering or stratification of information and awareness.

## 2. Social and Community



**Community Exchange.** There is a requirement for transport and other help for those in need. There is some provision through the Westbury and District Link Scheme, which is occasionally advertised in The Bridge and elsewhere. An informal communication platform would be useful in identifiable emergencies where local support can be of use, and there is currently no plan for action in such emergencies.

**Communication.** Forms of communication need to be inclusive and wide-ranging, embracing the young and the elderly, and those residents who are less computer literate or not online. There are 'communication' gaps at the age extremes of our community. Some of the current systems rely on single sources of support without which they would fail. As a community there is no coherent communication strategy for letting people know what is happening in the parish, who to go to in case of need, and how to seek help.

2.4 Over the next five years we hope for developments in all three areas.

**Social Hubs.** Existing hubs (see **Appendix 3**) should be maintained and improved to encourage greater participation of all age groups in community activities. The church and village hall buildings could be developed to provide wider community use. The facilities at the Memorial Playing Fields are planned to be improved. If the Thoulstone Park development goes ahead, parish residents have been promised full access to the facilities at reasonable cost.

**Community Exchange.** A Community Exchange mechanism should be well-established, helping to link the social needs of members of our community with local solutions at an everyday neighbour-orientated level. This will include those who are at risk through age or infirmity. We will explore how other communities did this and how they implemented appropriate solutions.

Proactive actions should be put in place to identify all new residents and make them feel welcomed and become involved in parish life if they so wish. Actions will need to include the development of 43 new homes at Barbers Farm, should it go ahead.

A parish civil emergencies plan should be established identifying the relevant types of risk in which the community can help, and the roles, responsibilities, contacts and communication strategy.

**Communication** (see **Appendix 4**). The Village Website will remain updated with an appropriate operating system, and several administrators will take shared responsibility for maintaining and updating the site. The membership and reach of the Chapmanslade Community Facebook page will be widened to include a greater percentage of the community. A coherent way of letting people know what is happening in the parish will be established, including a parish diary. A list of who to go to in case of need, and how to seek help, will be established.

### Priority future actions:

- Update the church building to provide a well-used social hub.
- At the Memorial Recreation Playing Field - New and updated children's play equipment plus sporting and keep fit facilities for all ages.
- Establish a Community Exchange mechanism.
- Build and manage a new website.
- Develop a parish-wide on-line diary.
- Improve community communications and engagement.

# Roads, Pavements, Traffic and Transport

## 3.1 Roads

- 3.1.1 The main road running through Chapmanslade is the A3098 from Westbury to Frome. As an A Classified Road it is inspected monthly whereas the C-class road from Chapmanslade to Corsley is inspected every 3 months. Any defects are treated based on their urgency, and serious highway defects are usually attended to within 24 hours. Those sites where there is an injury, accident or other identified problem are generally treated as a priority, and other sites are dealt with as resources permit.



White lines, road studs and other road markings need to be renewed periodically, although such repair is weather-dependent.

Key routes in Wiltshire receive precautionary salting when ice is forecast. These include all motorways, trunk roads, class A and B roads and important lower-class roads. The only strategic HGV lorry route within the parish is the A36, linking Bath and Salisbury. The speed of vehicles and poor visibility at the top and bottom of Black Dog Hill may be responsible for several recent serious accidents. Double white lines have recently been extended and more action may be required to enhance road safety.

The A36 is maintained by Highways England. The remaining roads in the parish are maintained by Wiltshire Council. The Parish Steward carries out minor highways work such as road, pathway, drainage and verge maintenance, alongside sign cleaning/clearing. Maintenance issues for the Parish Steward to consider can be reported to the Chair of the Parish Council.

- 3.1.2 The road connections are good in all directions, with the A3098 connecting directly to the A36 and with a short connection to the A361 and A350.

- 3.1.3 The road surface from Dead Maids through Chapmanslade needs re-surfacing as a priority. This is particularly dangerous for cyclists, for whom the A3098 is part of Route 22 of the National Cycle Network. In several places the A3098 is below the normal width of a two-lane A road (6.7m) and there are no white lines.



- 3.1.4 Over the next 5 years, we hope for increased reporting of issues, resulting in better maintenance of road surfaces.

## 3.2 Pavements

- 3.2.1 Wiltshire Council is responsible for the maintenance of publicly-owned surfaced pavements within the County. These are inspected regularly, and areas of high pedestrian activity will be repaired rapidly. However, pedestrian activity is relatively

### 3. Roads, Pavements, Traffic and Transport



low in Chapmanslade and some pavements are on private land.

3.2.2 The High Street section of the parish has a pavement, but it varies in width and quality. There is no pavement to the eastern end of the village and beyond to Dead Maids, Short Street and Thoulstone. There is only a short length of pavement in Huntenhull Lane, which is an extension of pavements in Brimhill Rise.

3.2.3 The pavement along the High Street is not continuous throughout the village, so that pedestrians have to cross the road to remain on the pavement. This is particularly problematic for those with limited mobility and with prams or push chairs, and for everyone at times of high traffic flow. In several places the footpath on private land is substandard. The street lighting is by sodium lights and not at a consistent level throughout the village.

The pavement is not wide enough in places to allow wheelchair or pushchair access and is challenging for the less able. This is often exacerbated by cars parking on the pavement.

3.2.4 Over the next 5 years, we wish to see an upgrade to street lighting to give better downward-directed white light. This will give better definition for pedestrians and drivers, and better colour rendition on security cameras. We also wish to improve the condition, width and consistency of pavements.

#### 3.3 Traffic

3.3.1 There is a 30 m.p.h. limit through the village, with higher limits on leaving the village boundaries. A professional traffic survey was carried out in 2015 showing the volume and speed of traffic on the A3098. This is shown in **Appendix 5**. About 60% of drivers were noted speeding at 36-40 m.p.h. in the High Street during peak times, with a higher percentage and higher speeds (in excess of 40 m.p.h.) when the road is quieter at 6.30-7.30 a.m.. Community Speed Watch has noted an increase in the volume of traffic and we now regularly get up to 600 vehicles at morning and evening peak times, compared with about 400 in 2015; a 50% increase in 3 years.

The village centre becomes congested twice a day during school pick-up and drop-off times as 75% of the school's pupils come from outside the village. Cars parked in the High Street throughout the day also have some impact on traffic flow.

There is currently a weight restriction of 18 tonnes on the A3098. Signage from the A36 has not previously deterred oversize lorries from turning off onto A3098, and the road layout effectively forces them to come through the village. There is clearer signage regarding weight limits and alternative routes for lorries coming from Frome, and new signs have recently been placed on the A36. There is no formal 'lorry watch' in the village, but large lorries are often recorded by residents and, if possible, companies are contacted. A report was sent to Wiltshire County Council in 2017.

3.3.2 Community Speed Watch is active in the village, operating deliberately irregularly every month, and this acts as a precautionary measure for drivers. The Parish Council has purchased a Speed Indicator Device with the assistance of a Wiltshire County Council grant. The impact of the device sited at the Frome end of the village is positive, and the Community Speed Watch team is looking for additional sites at the Westbury end of the village to increase deployment opportunities and broaden its impact.

### 3. Roads, Pavements, Traffic and Transport



A reduction to a weight limit of 7.5 tonnes on the A3098 has been requested by the Parish Council and has been agreed, but it is awaiting resolution of a plan for the A350/A303 upgrade, which is a long term project. In the interim, new signage has been placed on the A36 for lorry drivers.

The proposed development of homes on Barbers Farm may increase the number of pupils from the village at Chapmanslade School, thereby reducing congestion at school times. Funding may become available for traffic calming if this development goes ahead.

3.3.3 The main issue of concern is the speed of traffic through the village. This includes both commuters and farm vehicles. In particular, large farm and commercial vehicles can exacerbate traffic problems at school drop-off and pick-up times. There is a risk to pupils and other pedestrians due to the volume of traffic, vehicles going onto the pavement to pass one another, and drivers speeding once clear of the congestion.

3.3.4 Over the Next 5 Years we would like to address the traffic speed and congestion. This will require a further traffic survey and the identification of appropriate solutions. These may include a 20 m.p.h. speed limit, speed indicator devices, road calming measures, and clear road markings. They require engagement with Wiltshire Council.

Continuation of current discussions between the School and the Parish Council and the School's reminders to parents are required to generate possible solutions to the congestion at peak school times. We note that the School has no authority or capacity to manage parking.

There should be clearer signage on approach routes about weight limits and we support the Local Government Association campaign to enforce the use of commercial vehicle satnavs in lorries.

#### 3.4 Transport

3.4.1 The A3098 connects directly or indirectly to the major roads, A36, A361 and A350 for car traffic and the village is close to excellent rail links in Westbury. There are also stations at Frome, Warminster and (on demand) at Dilton Marsh. (See the map in **Appendix 2**) and on the village website at <http://www.chapmanslade.org.uk/ParishPlan/maps>.

There is a limited bus service through Chapmanslade operated by FromeBus between Frome and Westbury up to 6 times a day during working hours, with a more limited service on Saturdays and none on Sundays or Bank Holidays. There are occasional services to Trowbridge and Warminster and school buses during school terms.

There are local taxi services in Frome, Westbury and Warminster that are used by residents. There are no such services in Chapmanslade. There is a voluntary payment transport service run by the Westbury and District Link scheme for elderly and disabled residents and those in need. Taxi travel is also provided to airports in Bristol, Cardiff, Southampton, Birmingham and London, all of which are also accessible by train.

3.4.2 Road connections are good in all directions. Westbury station is a rail junction with direct links to London (Paddington and Waterloo), Penzance, Cardiff, Southampton, Swindon, Brighton and intermediate stations. There is car parking available at Westbury, Warminster and Frome stations.

3.4.3 During school terms special buses transport pupils from Chapmanslade to Matravers School and Kingdown in Warminster. Only those to Matravers are free for pupils;

### 3. Roads, Pavements, Traffic and Transport



Kingdown pupils travel by public bus. FromeBus indicates that the current timetable is likely to operate until 2025.

3.4.4 Over the next 5 years we seek better transport opportunities for residents not wishing to, or unable to, drive. This could be through the Westbury and District Link Scheme or through a local volunteer-operated scheme. The MP for Somerton and Frome is pressing for better rail services from Frome.

#### Priority future actions

- Discuss with Wiltshire County Council the optimum solutions for traffic calming.
- Traffic group to continue consider ways of encouraging the public to park further away from the school site and mechanisms for preventing impatient drivers from mounting pavements during times of congestion.
- Determine the ownership of pavements through the village and encourage private owners of land with pavements to upgrade these, with help from the Parish Council.
- Work with cycling groups to have A3098 repaired where the road surface has deteriorated\*
- Discuss with Wiltshire County Council lighting in the village.
- Continue to press for a reduced weight limit in the village.

# Our Rural Environment

4.1 There are many positive aspects to the local environment, which are appreciated by parish residents. These include the rural location, the Memorial Playing Field and play area, numerous footpaths and bridleways, and some cycle paths.

The village is surrounded by a mixture of managed countryside ranging from large open/hedge-bounded fields (both pasture and laid to crops) to dense woodland (deciduous and pine). This ensures that a huge variety of flora and fauna thrives throughout the year.



The village hall sits within the Memorial Playing Field. The field is currently laid-out as a football pitch with full-sized netted goals and pitch markings. To one side of the pitch is a fenced-off children's play area, equipped with slides, climbing frames and swings. It is aimed at younger children, not teenagers.

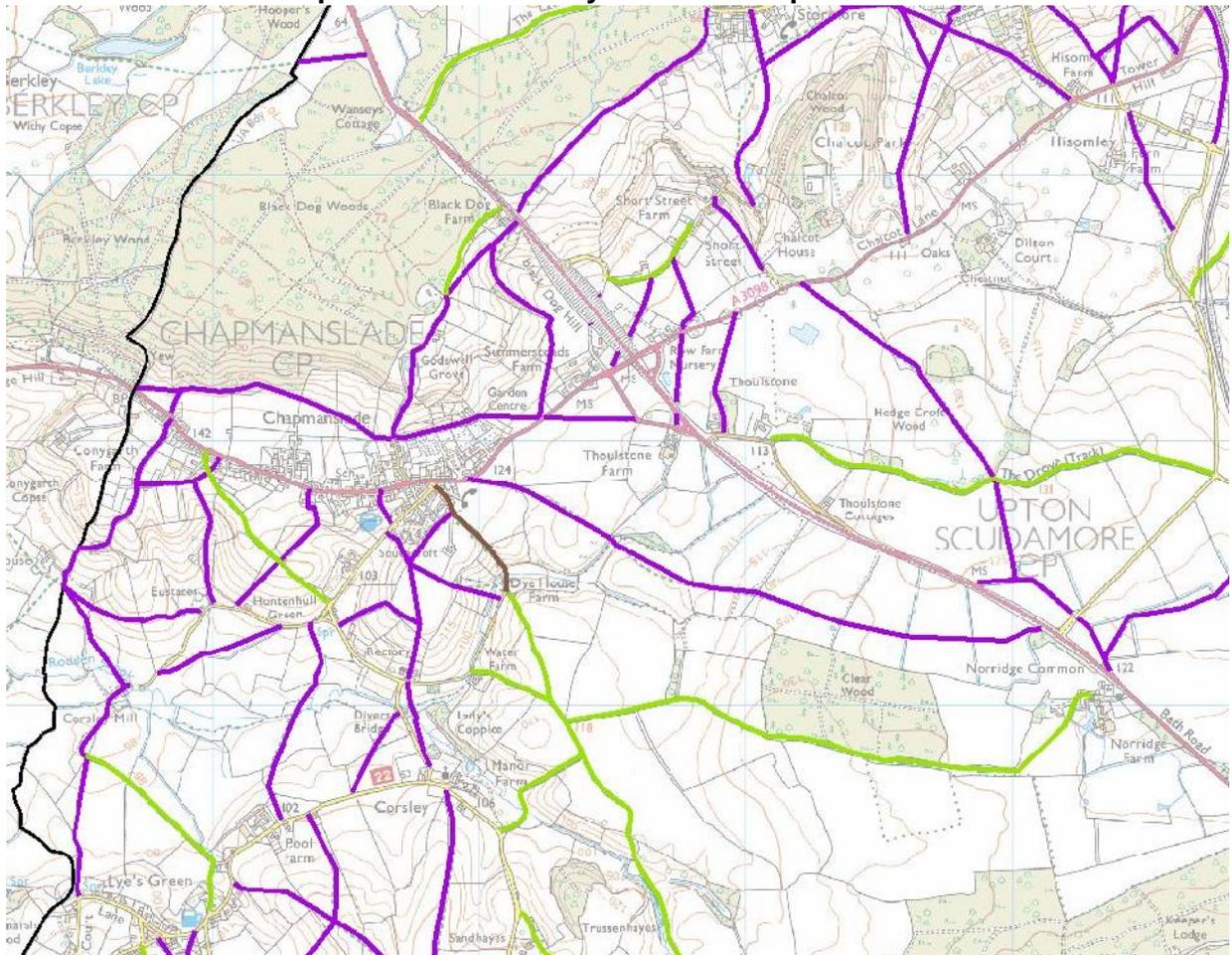
The Memorial Playing Field is used for a number of community events. It is also used regularly by the Frome Town Youth football club. A cricket pavilion exists, but this has fallen into disrepair and is now used primarily for storage. The playground is a popular resource for children in the village and is well used. Some of the equipment is getting old, and the opportunity exists to replace some equipment, and build on what already exists.

The parish contains a network of footpaths and bridleways that run in all directions from the main village centre. A map of these is shown below. Most are well maintained and walked by a cross-section of both residents and visitors. The footpaths group has been very successful in clearing the footpaths in the parish, which has led to the generation of a walking group and path adoption by parish members.



The parish is located between three market towns each with its own railway station and a good selection of shops and other services. Increasingly the parish is being used as a conduit by cyclists between these centres as well as more residents using bicycles as a healthier mode of transport. The National Cycle Network Route 22 connects Chapmanslade and West Wiltshire with the network to the south via Longleat.

**Wiltshire Council Footpaths and Bridleways around Chapmanslade**



(Footpaths in purple and bridleways in green. Courtesy of Wiltshire Council)

4.2 The Village Questionnaire in 2017 raised several issues of concern. The main one of these was the considerable increase in the volume of traffic passing through the village, which is considered in **Section 3**.

Although the footpath network is excellent and is being maintained by volunteers, for most of the footpath network there is limited access for those of limited mobility as well as for pushchairs or wheelchairs due to the nature of the ground and use for cattle grazing.

The lack of right of way access to the North of the village towards Short Street is a concern as it means pedestrians must either cross large fields that often contain cattle or walk on the road where it narrows as it exits the village towards Westbury. Both options bring additional risk.

There is concern about the inappropriate behavior of some individuals, leaving dog 'poo bags' in hedges or not removing dog faeces. Country Code signs could be erected on the major footpaths/

4.3 Over the next 5 years it is hoped that the parish path network will continue to be improved and accessible footpaths can be established to encourage all residents to make the most of the countryside. A more effective link could be established between



## 4. Our Rural Environment



the village and Short Street and Upton Scudamore, re-establishing the route which existed before the A36 upgrade at Black Dog Hill in 1975. Ideally this would be a cycleway. This has also led to the desire to expand the links from the village towards Warminster and Frome, both through the introduction of kissing gates to improve access as well as improved rights of way, especially for bicycles.

Action is underway to involve Sustrans and the Frome Missing Links project to further the initial plans of creating a recognised cycle route between the three towns. Once established, sections of that route could be diverted away from the motorised traffic by utilising existing bridleways and footpaths. Eventually, with the goodwill of landowners and volunteers, some new sections could be created to provide safe and easy access for many user groups into the future.

The “Rec Action Group” (a Sub-Committee of the Village Hall Committee) has been set up to review options for making wider use of the Memorial Playing Field, including equipment and activities for older children, an exercise track for adults, seating and a public convenience. Other possibilities to promote use of the field, such as a community orchard, will also be explored.

We also hope to engage with ENTRUST (<http://www.entrust.org.uk>) to establish funding for a community project. The parish is eligible as the nearest landfill site (west of Chitterne) is within a 10-mile radius of Chapmanslade.

### Priority Future Actions

- Work with others to establish footpaths suitable for pushchairs and wheelchairs and cycle routes..
- Develop a map of footpaths and cycleways in the area.
- Upgrade the play area at the Memorial Playing Field.
- Explore opportunities to establish a community orchard.
- Investigate funding for a community project.

# Parish Facilities

The parish has a number of facilities including a church (St Philip & St James), a pub (The Three Horseshoes) and, in the Memorial Playing Field, a village hall (equipped with a theatre stage and kitchen) and children's play area facilities.

## 5.1 Shopping

5.1.1 Chapmanslade does not currently have any shops of its own following the historic closure of its post office, and other local shops. However, it is well served by shops in the neighbouring towns of Frome, Warminster, and Westbury which are a short distance away, with a variety of supermarkets, chain stores, and independent shops, plus regular weekly markets available. A wider variety of shops can be found further afield, for example in Trowbridge, Salisbury, Bath and Bristol.

There are challenges to accessing shops for residents who do not have access to a car, with limited public transport available via the village bus service. Online shopping is also a popular choice for many residents.

A small trial stocking basic supplies, such as bread and milk, was run in the pub some time ago, but due to limited success this did not continue.

5.1.2 There has been an aspiration from some residents for a village shop, however the economics of this are challenging, as has been shown through the recent closure of Maiden Bradley's community shop. A possible longer-term solution is in the development of Barbers Farm. Potential investment could be made into the plant centre with permanent buildings being erected. In turn this could lead to a farm shop being added which could also provide much of the shop convenience that residents require.

5.1.3 Tutorials on online shopping for residents with access to broadband could be a short-term measure, as could expansion and more use of the Westbury and District Link scheme for non-driving residents. A local volunteer scheme could be established to do shopping for the housebound.

## 5.2 The Parish Church (see also **Section 2**)

5.2.1 The Church of St Philip & St James sits at the geographical centre of the village alongside the village school and pre-school. The church is in the Salisbury diocese, with the vicar supporting a number of local churches, including St Margaret's at Corsley, Horningsham and Longbridge Deverill churches. Services are held throughout the year for all members of the parish including 'Messy Church' for the younger members of the congregation. It is the Christian and community focus for key annual events such as Christmas, Easter and Remembrance Sunday, which are always very well supported by the village.



## 5. Parish Facilities

The church continues to be a popular hub for churchgoers within the community and is also used as a resource by other groups and activities, such as the recent use for rehearsals of the village pantomime. The church is in a good general state of repair and is supported by church wardens and volunteers. Like many churches there are challenges with falling attendances and covering running costs. The parish churches of St Philip & St James and St Margaret's need £80,000 a year in running costs and receive no central grant from the Church of England to support this. Hence these costs fall to churchgoers and the local community to maintain this asset. The church members will continue to explore how this money can be raised, and how the churches can be used differently to increase their value to the community. The current church costs are shown in **Appendix 6**.

- 5.2.2 Over the next 5 years it is hoped that the churches can be developed as community spaces to widen their use as a local asset. Applications for grants and funding will hopefully support future improvements to facilities including removal of some pews, installation of a disabled toilet, and a cupboard housing a sink so that hot drinks can be served.

### 5.3 The Three Horseshoes pub

- 5.3.1 The privately-owned pub is a popular and well-used community hub. The landlord and his team deliver a varied offering of food and drink, with a mix of both restaurant style



tables for meals and a less formal seating and bar area, together with garden seating. The pub is well supported by residents and patrons from the wider area and is also used free of cost for a variety of village clubs and various meetings including the History Group, Loose Women, the School PTFA, the Parish Plan team and for community coffee mornings. It provides part-time employment for residents.

- 5.3.2 From 2019 the pub plans to update its à la carte menu to a more organic and local based focus. An application for an 8-bedroom Bed and Breakfast accommodation development in the adjacent building will be resubmitted following the expiry of the previous application, and it is planned that this would be completed within 2 years. The pub also plans to continue with a series live music nights on a regular basis.

### 5.4 Village Hall and Memorial Playing Field

- 5.4.1 The village hall is a large well-equipped building that is used for key community events



including the very successful pantomime, the village fête and other community days, such as village meetings and Parish Council meetings. It is equipped with a performing stage, fully fitted kitchen and communal area capable of seating over 120 people. The hall is also used for a variety of clubs and is available for hire for private events and functions, including birthday parties.

## 5. Parish Facilities

The running of the Hall and main fundraising activities are overseen and organised by the Village Hall Committee. Historically, the Parish Council has granted a sum of money from the parish precept, which goes towards the running costs of the hall, enabling monies raised from fund-raising activities to go directly to renovation and improvements. The hall requires approximately £7,500 a year to cover ongoing costs. Larger repairs and investment projects add additional *ad hoc* costs. Recent investment has included a disabled access toilet, a new hall floor, LED lighting and a cinema style screen and projector equipment. **Appendix 7** shows the current costs of running the village hall.

5.4.2 The Village Hall Committee continually maintains the fabric and decoration of the hall to keep it an attractive and practical space for hirers. Plans for installation of a loop system for the hard of hearing, and Wi-Fi are among improvements being investigated.

5.4.3 The Village Hall Committee is always keen to recruit new members with enthusiasm and fresh ideas. Although the village hall will continue to be improved with more stage lighting and theatrical equipment, current actions are predominantly focussed on improving the surrounding Memorial Playing Field and playground.

5.4.4 A newly-formed Memorial Playing Field “Rec Action Group” is working with the Village Hall Committee on upgrading the facilities. These should include lighting of the road to the hall from the A3098, an external accessible toilet and upgrades to the play area and equipment.



### 5.5 The Village School

5.5.2 Chapmanslade School continues to be well regarded and popular with families from the Chapmanslade and Corsley parishes and the surrounding area. The school also has a pre-school on site, thus providing care from ages 2 – 11 on the one site. These are described in more detail in **Section 8**.

### Priority Future Actions

- Establish a mechanism to train residents who wish to shop online.
- Provide transport for residents who need shopping, hospital visits, etc.
- Develop use of the church building as a community asset.
- Facilities to be further developed around the village hall and Memorial Playing Field.

# Utility Services

## 6.1 Broadband and Telephone

- 6.1.1 Chapmanslade is generally well provisioned for telephone and broadband services, with services available via the Openreach Network (supplying companies including BT, TalkTalk, and Sky) and Virgin fibre-optic cable, both of which can be used to provide telephone and broadband services.

For those with “regular broadband” fed from the BT telephone exchange in Huntenhull Lane via copper-wire connection, speeds of up to a nominal 20Mb download can be expected, although speeds reduce the further a house is from the telephone exchange. Super-fast fibre broadband speeds of up to 80Mb can be supplied to users in the High Street and adjoining roads following upgrading of the cabinet that feeds this area.

The cable company Virgin Media also supplies connectivity to users in the High Street and adjoining roads, with various packages and speeds available via a cable connection.

Unfortunately, some “Not spots” exist in the parish, including parts of Huntenhull Lane, where the faster speeds are not available to residents as their homes are fed directly from the telephone exchange and not via super-fast fibre. Virgin Media’s network also doesn’t extend that far. Short Street, receives lower broadband speeds due to the distance from the cabinet providing fibre connection.

Telephone landline connections are good, with a local telephone exchange, but mobile telephone signals are highly variable, with some areas unable to receive any carrier and others limited to a single provider or only to 2G signals. A 4G signal is available in parts of the parish.

- 6.1.2 It is hoped that high-speed broadband will further expand in the parish. The UK government has ambitions for a “full-fibre Britain” with all houses fed with a fibre optic cable by 2033. In the shorter term Openreach, and the Government-funded “Wiltshire Online” continue to review superfast broadband roll out across the county and will review opportunities to upgrade the network and roll out faster speeds where possible. However, due to the relatively low number of premises affected by limited speeds in Chapmanslade, it is possible that this may take some years for those affected to see improvements. Alternatively, a “Community Funded Partnership” could be explored with Openreach, with a view to upgrade the network for affected premises ahead of their central plans, as has happened in nearby Corsley.

## 6.2 Electricity Supply

- 6.2.1 Currently, mains electricity is available throughout the parish, and, although parts of the village suffer intermittent interruptions to supply during periods of bad weather, service is generally consistent. A recent issue with an access dispute to repair faulty equipment led to several months when parts of the village were being run on backup generators. However, this has now been resolved.

## 6. Utility Services



The absence of a good mobile phone signal in many parts of the parish limits the opportunity for roll-out of smart electricity meters.

- 6.2.2 Over the next five years SSE propose to take remedial action to maintain an effective supply, having identified the root cause of recent outages. SSE will also upgrade the network to accommodate future housing and other developments. The proposed housing development at Barbers Farm (**Section 7**) will use electricity for heating.

### 6.3 Water and Sewerage

- 6.3.1 Chapmanslade is fed by mains water and the vast majority of the village also has access to mains drainage, with both provided by Wessex Water.
- 6.3.2 Occasionally the sewerage and run-off water systems become blocked and remedial action needs to be taken. There is concern that future housing development may cause problems with the volume of sewage and run-off, and this will be taken into account in developments. (See **Section 7**).

### 6.4 Mains Gas / Heating

- 6.4.1 The village currently has no mains gas supply, so heating provision comes from a variety of sources, namely oil, bottled or tanked LPG gas, or electricity. Some residents have also had solar panels installed. For some years the possibility of mains gas being supplied to the village has been investigated, with the two most recent efforts being in 2014 and 2017, both of which were unsuccessful.
- 6.4.2 Wales and West Utilities manages the gas pipelines in the area, and gas could be bought through a variety of energy supply companies. In the desk-top exercise conducted in 2017 Wales and West Utilities assumed that 223 properties could be included in a scheme and the 'Penetration Level' (i.e. number of properties expected to be connected within 20 years) would be 156 properties, each paying a variable cost depending on the length of pipe from the main to their house. They needed 62 properties to accept the cost per household and only 36 properties showed an interest. So the scheme did not go ahead.
- 6.4.3 The proposed Barbers Farm development (see **Appendix 8**) brought the potential opportunity to contribute funding for gas provision to the village, which was reviewed alongside other uses of the funds. The Parish Council decided that greater benefit would be gained through supporting road safety improvements. There is continued interest from some residents for provision of mains gas, but it is likely that the cost of installation and a new boiler is limiting the number committing to a scheme.
- 6.4.4 Opportunities exist to reduce the cost of heating oil through approaching different suppliers, and bulk buying schemes. These include "The Oil Club", and other community-based schemes as oil prices are subject to ongoing fluctuation.

LPG can also be acquired at more competitive rates by regularly contacting alternative suppliers and negotiating prices. Other examples include companies who obtain a corporate discount for members.

## 6. Utility Services



### Priority Future Actions

- Seek a champion for each service – broadband, telephone, electricity, and water/sewerage.
- Lobby MP and network providers for better broadband and mobile 'phone connectivity.
- Ask businesses to seek improved services.
- Log faults in utilities on Chapmanslade Website.
- Develop local community purchasing schemes for oil and for LPG.
- Provide information on cybersecurity for residents working online.

# Housing and Development

- 7.1 Chapmanslade is a village mainly spread along a main road with housing that is varied in size, design, age and materials. Originally centred around a few farms and related home-



based businesses such as weaving, a blacksmith and the village shop, it has extended in both breadth and depth over the last 150 years due to development along the High Street, in Wood Lane, Pedlars Grove, Huntenhull Lane and Short Street. Centred on the village church, the earliest buildings are constructed from a mix of stone and brickwork following a traditional country style.

More recent construction has introduced more modern materials and styles ranging from bungalows to contemporary, open plan designs that give the village an eclectic mix of properties. This mix has fortunately led to a very diverse spectrum of age and socio-economic background of residents. The need to build more houses nationally is also reflected in the village, with frequent requests on infill as well as brown/greenfield sites.



- 7.2 The 'Voice of the Village' survey indicated an even split between those who wish to see more houses (including affordable/shared ownership), those without a firm view and those who did not wish to see any new building:

An analysis of views on the scale of house building indicated that, should additional houses be built, the number should be limited, with over half the respondents neutral or in favour of a development of up to 20 homes. (See **Section 11**, page 36).

As there is no clear view within the village around housing styles or demand, the Parish Council takes a pragmatic view when assessing planning requests, seeking to maintain the character of the village while addressing the national and local demands for housing.

The Voice of the Village questionnaire specifically noted that additional housing, especially at the lower end of the market (i.e. for 1st time buyers) is required.

## **Barters Farm:**

Most recently, a request to build around 43 new properties on a brown-field site (Barters Farm) has been proposed. This offers additional accommodation of 2- to 4-bedroom houses, which could bring additional families to the village school, church, village hall and Three Horseshoes pub. Comments were received from several residents and a decision is expected in due course following objection from the Parish Council. A revised plan for the site is anticipated, with a 3-bedroom property likely to sell for around £350,000. The current plan is shown in **Appendix 8**.

Development of the site brings with it the potential for funding traffic calming measures.

## 7. Housing and Development



### **Thoulstone Park:**

In July 2018, the Parish Council supported a planning application for the development of part of Thoulstone Park by Together Travel (formerly Natural Retreat)s, a company who specialise in the building of small, high-end residential holiday resorts. This has now been approved by the planning authority. The development offers the chance to bring jobs to the parish as well as new leisure facilities, together with an opportunity to link-up Chapmanslade with Warminster through support for improved public rights of way.

Building work is expected to start in 2019. The plan is shown in **Appendix 9**.

- 7.3 The intention to build on the Barters Farm and Thoulstone Park sites has raised questions within the village, primarily around increased traffic and the challenge of access to local towns due to poor public transport and limited easy cycleways and footpaths.

Given that this is the second time that land at Barters Farm has been sold for development, there is also concern that further parcels of land will be sold-off for residential development. This is over and above any demand already fulfilled by the phase 2 plans. Likewise, there are concerns that in time Thoulstone Park may become the start of a larger development.

The load on sewerage systems and the conversion of gardens and fields to solid surfaces generating run-off may cause problems. Wessex Water has stated that additional development generating an increase in foul water flow may stimulate possible improvements to the Divers Bridge pumping station. However, there would need to be a robust strategy in the development plans to accommodate any additional surface water run-off.

- 7.4 Over the next 5 years it is hoped that no further major residential sites will be developed, although limited infill in the village is anticipated. Instead, it is hoped that further development of playground facilities and improvements to the village hall and the village school will occur. For people to reach these, development of the pavements and associated footpaths would be very beneficial.

### **Priority Future Actions**

- Parish Council to address some of the traffic issues in the village, possibly using income from developers.
- Engage with Together Travel to ensure development fits with parish aspirations for rights of way, business and leisure facilities.
- Development applications to be advertised on the Chapmanslade website and Facebook page.

# Education

- 8.1 Chapmanslade has an excellent primary school which shares its site with the 'Busy Bees' Pre-School. They are located in the High Street at the core of the village. There are no secondary schools or places of Further or Higher Education in the parish and students over the age of 11 must travel elsewhere to continue their education.

## **Busy Bees Pre-School:**



The Pre-School is a non-profit charitable trust and provides a small and friendly environment for up to 20 children from the age of 2 to school age. The staff work closely with Chapmanslade Primary School and children are strongly supported in their transition to the primary school of their choice. Many of the children transfer to Chapmanslade School at the start of the academic year that they are 5, and the familiar setting and facilities help them settle in easily. There is a good relationship and communication between the School and the Pre-School, enhanced by the Chair of the Pre-School also being a School Governor.

Busy Bees is open from 0800 to 17.00 Monday to Friday during term time only, and also provides a Breakfast Club and Afterschool Club for children attending Chapmanslade Primary School. They offer flexible patterns of attendance so that parents can choose the times and days that suit the needs of their families. The curriculum planning is based on the Early Years Foundation Stage Framework.

## **Chapmanslade School:**

Chapmanslade Church of England Voluntary Aided Primary School has 117 pupils on its roll in 4 classes and has a planned admission of 17 in each year group. The Governing Body of the School is very active and comprises Parent Governors, Staff Governors, a Local Authority Governor, Foundation Governors, appointed by the Diocese, co-opted Governors and the Headteacher.

The school sits in the centre of the village next door to the church, with which it has close links. Members of the church community lead school worship on a regular basis. Governors and the Parochial Church Council have met together for training provided by the Diocese on the Vision for Education and how the community and the School can work supportively together.



The catchment area of the School is the same as the parishes of Chapmanslade and Corsley (see the map in **Appendix 2**). Children within the parishes are given priority, but children from Frome, Westbury and Warminster attend the school because of its good reputation. The criteria for admission are listed on the school website.

The school premises include the main school building, a large school hall, with small kitchen attached, and two classrooms with outside facilities. The school also has access to a grassed area at the rear and a large secure playground at the front of the school.

## 8. Education



### **Secondary, Further and Higher Education:**

At the end of year 6 (age 11) children transfer to secondary schools, all of which are located outside the parish. Chapmanslade is within the catchment area of Matravers School in Westbury, although secondary schools, such as Kingdown in Warminster or others in Frome, Salisbury or Bath, may be selected by parental choice. The majority of primary school leavers go on to Kingdown, which was judged “Good” at its last Ofsted inspection.

There is no university in Wiltshire, but there are several nearby in Bristol and Bath, and many students go further afield. Wiltshire College and University Centre offers Further and Higher Education opportunities, through its campuses at Trowbridge, Chippenham, Lackham and Salisbury. Apprenticeships, HNC, HND and Foundation degree qualifications can be taken. It also offers BA and BSc degree programmes in association with partner universities.

There are University of the Third Age (U3A) groups close-by in both Warminster and Westbury, which provide a variety of study groups for retired and semi-retired people. The village has an active group working on local history, which follows similar principles to U3A and will be publishing a book on the history of Chapmanslade. Other members of the village have worked as external degree students at the Open University, Oxford University and other institutions.

**Appendix 10** gives more details of Chapmanslade School and Pre-School and the local secondary schools.

- 8.2 The village considers the Busy Bees Pre-School to be a friendly and welcoming environment for young children and its co-location with Chapmanslade School makes the transition of children from pre-school to Chapmanslade School relatively easy.

Chapmanslade School is a successful school, which was judged “Good” at its last Ofsted inspection. The children are encouraged to be healthy, feel safe and develop good attitudes to their behaviour and their learning. The Head Teacher, staff and Governors all have expectations for all learners to progress and achieve at a high level through a high standard of teaching. There is a very active Parent Teachers and Friends Association which assists the school in fundraising and helps with pupils’ activities.

The school is small enough to allow a high level of pastoral care, yet big enough to be vibrant and energetic. The range of opportunities provided for the pupils is wide, including sporting activities and health and wellbeing high on the agenda.

There have recently been extensive improvements to all areas of the school, including new toilet facilities, site security measures, parking off-road for staff and refurbished classrooms within the main building. These have improved the learning environment, increased site security and utilised the space more effectively. Wiltshire Council has no plans at present for expansion of the school.

The assessment results at the end of Key Stage 2 in 2018 were well above the National and Wiltshire averages and clearly reflect the strength of the teaching and learning, pupil engagement and enthusiasm and the ambitious targets set.

- 8.3 Future infrastructure planning needs to ensure that Busy Bees Pre-School remains viable and co-located with Chapmanslade School. Given the current support for the pre-school and the increased use by parents of the school for breakfast and after-school clubs we see the pre-school remaining a key part of the community within the parish. The pre-school portacabin, formerly a classroom used by the primary school, has a limited life and a significant investment would be required to replace it.

## 8. Education



There is concern in the village about road congestion at school drop-off and collection times. The behaviour of some drivers increases the risk of injury to a child or parent. This requires ongoing action (see **Section 3**). The school staff send out frequent reminders in newsletters to parents regarding safe parking. Off-road parking for parents is available free of charge courtesy of the pub and Barbers Farm Nurseries.

There are no plans to increase the intake to Chapmanslade School. If there are further developments of housing for young families in the catchment area, then priority should be given to them, which means that intake from outside the catchment area will have to be accommodated elsewhere.

The School engages well with the Parochial Church Council (PCC) and this continues to be a high priority.

8.4 The school will be 150 years old in 2022 and the school aims to celebrate this significant event.

Some parish residents would value opportunity to undertake courses through U3A covering local and national issues. These can be taken in Westbury, but travel arrangements may be difficult for some.

### Priority Future Actions

- Celebrate the Anniversary of the School within the village.
- Continue dialogue between the Parish Council, the School and parents about traffic issues.
- Work with the Pre-School to consider fundraising for replacement of their portacabin.
- Establish interest in residents attending U3A groups and explore solutions to attending, such as volunteer transport or establishing local groups.

## The Local Economy

The history of the village (see **Appendix 1**) indicates that residents of Chapmanslade have always been enterprising and hardworking. The village has benefited from, and is shaped by, its geography - located on a ridge that has for centuries served as a trading route linking local market towns.

The larger area surrounding Chapmanslade was a centre for the cloth trade from the 16<sup>th</sup> to mid-19<sup>th</sup> centuries – with Westbury and Frome (understood to be larger than Bath in the early C.18<sup>th</sup>) flourishing over much of this time. The coming of the railways, in the mid-1850s, as the cloth industries were declining, brought new opportunities - including industries developed around the discovery of iron ore near Westbury and brick making.

Given its rural location, farming and market gardening was Chapmanslade’s mainstay - with records from the 1930’s showing 21 farms in the parish – including many small plots. There are also records of tradesmen providing a range of services in the village and local towns.

Opportunities for employment were largely limited by distance, even in the 1930s, since walking was the principal means of travel to work. This restricted access to the jobs market resulted in many of working age, particularly during downturns in the economy and lack of local jobs, having to leave Chapmanslade to find opportunities elsewhere in the UK and as far afield as Australia.

The nature of employment has changed fundamentally since then, with increased mobility, mobile phones and internet connectivity. However, there remain some striking similarities with work patterns from earlier times. For example, the recent questionnaire showed the following distribution of employment locations:

Location	Chapmanslade	Warminster	Westbury	Frome	Other
Resident’s Workplace	43	32	26	41	89

Particularly interesting is the high percentage of residents who still work either in Chapmanslade (19%), or one of the near-by towns (43%). These<sup>1</sup> have, over the centuries, been closely linked with Chapmanslade’s economy. The balance (38%) work elsewhere. The location of Chapmanslade – with good road and railway links provides many opportunities with Bath reachable in 30 minutes, and Swindon and Bristol around 1 hour. Rail links to London are already reasonably quick, particularly from Westbury (1 hour 20 minutes) - and are due to improve with electrification of the line and the extension of Crossrail to Reading by the end of 2019.

With the good transport links and high-speed broadband available in much of the village, Chapmanslade provides a good and improving location for those working from home – particularly for those engaged in the knowledge economy. Local rail stations and airports (see **Section 3**) provide ready access for travel to business meetings.

<sup>1</sup> In particular Frome (population: 26,200), Warminster (17,000), Westbury (17,000) all within 5 miles.

## 9. The Local Economy



There are also several businesses in the village. The Three Horseshoes pub is a significant asset for the parish. It provides part time employment for young residents and is an excellent hub for business meetings and entertaining clients. The Green Farm Industrial Estate provides a base for a roofing contractor, and garden machinery and vehicle maintenance workshops. There is also an increasing number of artisan enterprises, including pottery and other rural crafts, which potentially benefit from the market in Frome, a music recording studio, practitioners in yoga, and child-minding services.

Given the village's rural location, farming continues to be important – although now with just two farms and some rented fields. The trend is towards increasingly large units. This provides far fewer opportunities for those wanting a small-holding to pursue economic activities as a livelihood, or for some additional income.

There is also a large nursery and garden centre (Barters Farm Nurseries Ltd), providing some local employment and contributing to the local economy. It is possible that there is some onward custom for the Three Horseshoes pub by customers of Barters. As indicated in **Section 7**, part of Barters Farm is subject to a planning application for a housing development.

Other residents in the parish are owners or directors of local businesses and enterprises – some operating locally with others serving national and international markets.

A final area of economic activity is the hospitality industry. With many outstanding places<sup>2</sup> to visit within just 30 minutes, Chapmanslade provides an excellent base for short or long holiday breaks. There is currently some high-quality, small-scale tourist accommodation in the village. This may expand in the near future. Together Travel, a company providing luxury cottage accommodation in tourist destinations across the UK, currently has plans approved for developing Thoulstone Park as a holiday destination. The Parish Council has confirmed its support, which could provide some employment as well as recreational facilities for Chapmanslade residents.

There is, therefore, much about the Chapmanslade economy – based on the varied employment and enterprise - that supports the Wiltshire County Strategy for Economic Development. It continues to be a resourceful and active community with low levels of unemployment. As indicated above, over 60% of residents in employment work in Chapmanslade or within 5 miles of the parish. There is increasing diversification, particularly those working in the knowledge economy. And many above retirement age continue in employment, and/or play an active role in supporting parish life.

Chapmanslade can confidently claim that it is contributing to Core Policy 34, which aims to support the rural way of life. The parish has the potential, particularly with the Together Travel proposal, and improvements to the Three Horseshoes, to develop internal opportunities to support growth in Wiltshire's tourism sector (Core Policy 39). There is also much in this Parish Plan to suggest that Chapmanslade contributes to a further objective, *'as a resilient community that has a good level of self-containment that benefits from, and helps to create, local jobs in support of the local economy'*.

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<sup>2</sup> Longleat and Centre Parks are on the doorstep, with other natural and heritage sites including Stonehenge, Stourhead, Bath, Salisbury, Frome and Areas of Outstanding Natural Beauty close-by.

## 9. The Local Economy



The SWOT Analysis below highlights some of the current positive and negative perceptions of economic opportunities for Chapmanslade residents

<b>Strengths</b>	<b>Weaknesses</b>
<ol style="list-style-type: none"> <li>1. Located within 15 minutes by car of 3 market towns with good employment and business opportunities. Bath within 30 minutes.</li> <li>2. Extensive employment opportunities within 1 hour – incl. Bristol, Salisbury &amp; Swindon.</li> <li>3. Good homeworking environment - pleasant surroundings.</li> <li>4. Transport links good for employees and homeworkers – 3 stations within 15 minutes' drive; A303 easily accessible; M4 45 minutes.</li> <li>5. Good internet connectivity in most of the parish.</li> <li>6. Easy access (within 15 minutes) for IT support and hardware repairs, etc.</li> <li>7. Good pub facilities for meetings, corporate meals and entertainment.</li> <li>8. Easy access to local shops within 15 minutes to buy business consumables – printer ink, paper, etc.</li> <li>9. A good number of local tradesmen available in parish and locally.</li> <li>10. Green Farm Industrial Estate with three units - including garage for keeping cars on the road in an emergency.</li> </ol>	<ol style="list-style-type: none"> <li>1. Patchy mobile phone coverage within the parish (important requirement for home workers and other businesses based in parish).</li> <li>2. Poor internet speeds in some parts of parish (e.g. Short Street).</li> <li>3. Isolated for people who can't, or are no longer able to drive.</li> <li>4. Colleges for training quite distant if dependent on public transport.</li> <li>5. Transport links to the north through Westbury inadequate – as a result of no Westbury bypass and A350 subject to delays – particularly with heavy trucks - resulting in long journey times to M4.</li> </ol>
<b>Opportunities</b>	<b>Threats</b>
<ol style="list-style-type: none"> <li>1. Potential opportunities for Chapmanslade to increase holiday accommodation (B &amp; B and holiday lets), recognising Wiltshire Councils priority to grow tourism in the county.</li> <li>2. New developments at Thoulstone and Longleat could offer jobs in hospitality at Natural Retreats and Longleat Hotel – with possible training opportunities in hotel/holiday developments for young people entering the jobs market.</li> <li>3. Lots of light industry locally (Frome, Westbury, and Warminster) also gives opportunities for entry- and higher- level employment and training.</li> <li>4. Frome is an increasingly thriving centre with potential for growth.</li> <li>5. Cycle paths would make travel to local employment easier and reduce emissions.</li> <li>6. Electrification of line from Westbury and Crossrail will reduce journey time to and across London (from December 2019).</li> </ol>	<ol style="list-style-type: none"> <li>1. Increasing levels of traffic in village makes it a less pleasant place to work.</li> <li>2. Agriculture operations getting larger as land owners increase size of holdings – making it difficult for small holders to buy/rent land to provide an adequate basic income.</li> <li>3. Concerns that Owner may want to sell Green Farm Industrial Estate for housing development.</li> <li>4. Plans to develop Barthers Farm nursery for housing will also reduce number of businesses, and employment opportunities, in the parish.</li> </ol>

## 9. The Local Economy



### Priority Future Actions

- Publish a list of local businesses on website.
- Establish a community business club/meeting place for home workers to provide social contact and networking.
- Establish a register to provide local childcare/ parent care to allow some part time working. Advertise all local part time jobs on the village website.
- Set up a working group to explore types of small businesses that could be easily set up in the parish.
- Explore opportunities for training of those interested in tourism/hospitality, whether for employment or establishing a small business.

## Short and Long-term Initiatives

The Priority Future Actions shown in each of the preceding sections are collated and expanded in the following tables (as Desired Outcomes). It is anticipated that actions will evolve and be updated over time, with regular review by the Parish Council. In addition to these Initiatives, it is expected that individuals and groups will respond to the issues raised in the Parish Plan with their own initiatives, making Chapmanslade a better place to live, work, play and visit.

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
<b>Social &amp; Community</b>				
S&C 1	The church building has been updated to provide a social hub which meets community needs	Dec 2024	Church Warden and PCC	Consult residents using 'Voice of the Village' data. Develop a Phased Project Plan. Secure funding. Seek community help.
S&C 2	The community is supporting the school in its educational endeavours and in being part of the social life of the village	Sep 2019	School Head & Governors, PTFA	Communicate and liaise with the community.  See Education Section.
S&C 3	An outside toilet facility is available for users of the Memorial Recreation Ground when the village hall (VH) is locked	2023	VH Committee	Make the case for providing a toilet facility to the VH Committee. See Facilities section
S&C 4	Lighting has been provided to illuminate the road / path leading from the A3098 to the VH	2022	VH Committee	Make the case for providing lighting to the VH Committee. See Facilities Section
S&C 5	Playground equipment has been revamped and updated	Dec 2020	Rec Action Group	Work with contractors on type of equipment and sources of funding
S&C 6	Keep-fit / jogging track has been provided at the Recreation Ground	Dec 2022	Rec Action Group	As for S&C 5 above
S&C 7	Transport offered to those that need it to attend VH events	April 2019	VH Committee	Get backing of Committee. Advertise for all events at the VH
S&C 8	As Together Travel (Natural Retreats) development at Thoulstone goes ahead maximum access to on-site facilities has been arranged	As and When	PC / S&C Group	Liaise with developers. Promote the advantages of providing access
S&C 9	Busy Bees Pre-School helping the Community Speedwatch team. Learning experience for children; encouragement for motorists to slow down thru' village	1Oct 2018 and ongoing	Community Speed Watch Team	Liaise with Busy Bees and Debbie our PCSO. Publicise on the website and in local press
S&C 10	Wiltshire's Bobby Van Trust Online Team provide free 'Stay Safe' talks to residents over 60 years of age	Nov 2018 and ongoing	S&C Group	Liaise with Sarah Tuck, Online Team Coordinator, and our PCSO. Invite to one of the Community Coffee Mornings in the pub?
S&C 11	A Community Exchange mechanism (Hub?) has been established and community transport is provided.	Dec 2020	S&C Group	Set up a team. Check out how other communities do this: 4 Villages Link scheme Frome Volunteer Bank My Community – Locality Age Concern Wiltshire - Wellbeing Frome Rotary – Westbury & District Link Scheme
S&C 12	A Parish Civil Emergencies Plan is in place	Dec 2021	S&C Group	Liaise with Wiltshire Council, Parish Council and other parishes
S&C 13	A new website which has the support of the Parish Council (PC) has been built using an up-to-date Operating System	March 2019	Community Comms Group	Design the system so that multiple administrators can update the content. Ensure consistent with needs of the PC
S&C 14	Facebook Community has increased its membership to over 300 (approx. 50% of parishioners) – with a wider age spectrum	April 2019	ALL members Community Comms Gp	Spread the word; encourage friends, family and colleagues to sign-up. Offer to help. Put an article in The Bridge.
S&C 15	Establish a village 'men's group equivalent to "loose women"	2019ff	Community Comms Gp	Require a keen volunteer to establish this

## 10. Short- and Long-term Initiatives

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
S&C 16	Work of the S&C Group has been widely communicated to encourage community engagement	2019ff	Community Comms Gp	Explore putting a series of monthly articles in The Bridge

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
<b>Roads, Pavements, Traffic and Transport</b>				
R&T 1	Road is resurfaced at Dead Maids, improving Route22 of National Cycle Network	Dec 2019	Wiltshire Council	Interested residents to work with cycling groups and make request of Parish Steward
R&T 2	Reporting of road surface faults occurs on a regular basis	Dec 2019	All residents	Request through Parish Steward
R&T 3	Footpaths on private land have been improved	2020	Wiltshire Council	Parish Council to encourage landowners and make request through Parish Steward
R&T 4	Width and routing of pavements through village has improved	2023	Wiltshire Council	Parish Council to make request of Wiltshire Council
R&T 5	Improved street lighting, with more lights with downward white LEDs	2023	Wiltshire Council	Request through Parish Council
R&T 6	Weight restriction is 7.5t through village and signage improved from A36	2021	Wiltshire Council	Maintain requests to Wiltshire Council from Parish Council and individuals
R&T 7	Reduced congestion in High Street, particularly related to school times	Dec 2019	School and Parish Council	Continue to raise awareness of need to drive cautiously during drop-off and pick-up times and to remind parents to park sensitively (e.g. at Barbers Farm and the Pub)
R&T 8	Reduced speed of cars through village	Sep 2020	Parish Council	Speed indicator Device. More local 30 mph signs. Volunteers for Community Speed Watch
R&T 9	Further professional traffic survey done	2020	Parish Council	Parish Council policy decision
R&T 10	Traffic calming measures in place	2022	Wiltshire Council	Funding from Barbers Farm development via Parish Council
R&T 11	Local transport scheme established for those in need	June 2019	All	Advertise the Westbury & District Link Scheme. Parish Plan group to consider initiating a Chapmanslade-specific scheme.

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
<b>Our Rural Environment</b>				
RE 1	All footpaths in the parish regularly maintained	Dec 2019	All	Footpath group to request further volunteers
RE 2	Some footpaths are suitable for wheelchairs, buggies and those with reduced mobility	May 2020	Footpath group	Footpath group to work through Parish Council to Wiltshire Council
RE 3	Cycleways developed across the parish and from Chapmanslade to local towns	Mid-2021	Footpath group	Footpath group to work with Sustrans, Frome Missing Links Project and other parishes
RE 4	Equipment and facilities at Memorial Playing Field improved	2019ff	Rec Action Group	Committee to decide optimal activities, working with Village Hall Committee, Parish Council & residents
RE 5	One or more community projects (e.g. Community Orchard, exercise track) prioritised and funding identified	Sept 2019	Parish Council	Parish Council to engage with residents to identify projects and with ENTRUST and others to explore funding
RE 6	Make available a map of all footpaths in the Parish, indicating which are suitable for wheelchairs and pushchairs	Sept 2019	Parish Council	Parish Council to engage with Footpath group in producing a map.
RE 7	Improve the appearance of the village by having planting at each end of the village	April 2020	Parish Council	Parish Council to request volunteers to donate plants and time

**10. Short- and Long-term Initiatives**



## 10. Short- and Long-term Initiatives

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
<b>Village Facilities</b>				
PF 1	Residents with access to broadband able to shop online.	Oct 2019	Volunteer with appropriate experience	Advertise tutorial sessions on online shopping. Volunteers to visit residents in their homes on request
PF 2	The village church used as a community facility.	Dec 2019	Parochial Church Council	Discuss possible fundraising with diocese and residents
PF 3	Village hall maintained and developed as a community facility	Ongoing	Village Hall Committee	Generate fundraising activities in collaboration with residents.
PF 4	Playing field and playground developed as a community asset	2020	Memorial Playing Field Committee	Hold open meeting. Volunteer-led fundraising activities
PF 5	Lighting provided for access to village hall and outside toilet for user of Memorial playing Field.	2021	Village Hall Committee	Residents to make case to Village Hall Committee and assist with fundraising.

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
<b>Utility Services</b>				
US 1	A champion and point of contact for each utility service in place	May 2019	Parish Council	Ask residents to volunteer to be Parish Champion for interacting with service providers.
US 1	Improved broadband connectivity throughout the parish	2022	All	Ask local businesses to request improved broadband connection from providers. Residents lobby local MP
US 2	Improved mobile telephone signals throughout the parish	2021	All	Plot local "not spots"; advertise workarounds. Ask local businesses to lobby network providers.
US 3	Watching brief established for broadband, 'phone, electricity, water & sewerage, and gas supply	Sep 2019	All	Log any faults on Chapmanslade website and lobby providers
US 4	Local community purchasing schemes for oil and LPG established	Oct 2019	1 oil-user & 1 LPG-user	Seek interest from residents and seek quotations from suppliers. Existing schemes may suffice.

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
<b>Housing and Development</b>				
H&D 1	Parish Council discussed use of funding promised by developers to address traffic issues	Mid-2020	Parish Council	Work with Wiltshire Council to develop optimum traffic calming measures.
H&D 2	Together Travel's Thoulstone Park Development fits with parish aspirations	Jan 2020	Parish Council	Open discussion about rights-of-way, leisure facilities, etc..
H&D 3	Applications for development routinely brought to residents' attention	May 2019	Parish Council	Work through website and Facebook group administrators to ensure applications are advertised

## 10. Short- and Long-term Initiatives

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
<b>Education</b>				
E 1	Celebrated the 150 <sup>th</sup> Anniversary of Chapmanslade School	2022	PTFA	To engage the community in supporting the School in celebrating its 150 <sup>th</sup> Anniversary.
E 2	Improved traffic issues at school drop-off and pick-up times	Dec 2019	Parish Council	Continue to raise awareness of need to drive cautiously and to remind parents to park sensitively (see also R&T7)
E 3	Have new premises for Pre-School	2024	Pre-School Chair	Open discussions with PC and parish residents on opportunities to raise funding for new premises.
E 4	Established opportunities for residents to attend U3A groups	2020	Local volunteer	Hold open meeting of interested residents and develop transport arrangements or establish local groups.

Ref	Desired Outcome	By WHEN	WHO	HOW we will go about achieving the Desired Outcome
<b>Local Economy</b>				
LE 1	Published list of local businesses so residents support them	June 2019	Webmaster	Ask local businesses to self-nominate and create list on website
LE 2	Provided peer support for local home businesses	Dec 2019	Local business person	Establish regular meeting of local homeworkers for networking and social contact
LE 3	Established list of occasional registered childminders	April 2019	Local volunteer	Seek names from residents and advertise on village website
LE 4	Set up scheme to advertise local part-time jobs on village website	May 2019	Webmaster	Advertise the address for registering opportunities
LE 5	Identified types of business that could be established in the parish	Jan 2020	Volunteer business person	Establish a Local Economy Working group to undertake the analysis and implementation
LE 6	Provided training opportunities to work in tourism/hospitality	Mar 2020	Local Economy WG	Explore opportunities and funding for training and advertise these

### NOTES:

1. **Ref:** Reference can be used to help track progress and achievement of each Desired Outcome.
2. **Desired Outcome:** The term 'Desired Outcome' is used rather than say 'Action'. It is written as though it has already been achieved.
3. **By WHEN:** Helps to give a sense of momentum and an indication of difficulty.
4. **WHO:** Indicates WHO will be involved and/or take a lead role in achieving the DO.
5. **HOW:** Not a list of detailed action points, more a description of the approach to be taken.

## You said / The Plan says

The tables in this Section compare the **Results of the 'Voice of the Village' Questionnaire** with the **Desired Outcomes** of the Parish Plan, to ensure that the declared wishes of the parishioners are captured in the Parish Plan.

The tables are given in the order in which they appear in the Questionnaire.

### Questionnaire Results 1: Roads, Pavements, Traffic

QUESTIONS	Strongly Agree / Agree	Neutral	Strongly Disagree / Disagree	Interpretation including Comments	Parish Plan Desired Outcome
The speed of traffic is a cause for concern	88%	11%	1%	Majority are concerned about speed and volume of traffic	Discuss and implement traffic calming. R&T8, 9
The volume of traffic in the village is a cause for concern	75%	22%	3%		
Traffic congestion at drop-off and pick-up times at the school is a cause for concern	88%	10%	2%	This is a significant issue for many villagers	Discuss with appropriate parties. R&T7
The number of large lorries using our roads is of concern	79%	17%	3%	Major concern	Signage on A36 R&T6
Speed limits should be extended further from the village centre	49%	22%	28%	Split view	No action proposed. For discussion with Wiltshire Council
Traffic calming measures should be introduced to slow traffic	62%	17%	22%	Majority agreement.	Discussion with Wiltshire Council R&T10
Pedestrian's safety requires review regarding:	71%	18%	10%	Poor surfaces.	Action for Wiltshire Council and private landowners. R&T4
a. Pavements					
b. Street lighting	44%	38%	17%	Split views	For local discussion R&T5
c. Road crossing	64%	24%	12%	Largely favourable	No recommendation as needs discussion,
Traffic congestion at drop-off and pick-up times could be reduced by:				This is a major issue of concern, but there is no agreed solution	Discussion with School, Parish and County Councils
a. Provision of car parking on the High Street	81%	13%	6%		
b. Residents only parking areas on the High St	42%	20%	38%		
c. Yellow lines along the High Street	42%	18%	39%		

## 11. You said / The Plan says

### Questionnaire Results 2: Community

QUESTIONS	Strongly Agree / Agree	Neutral	Strongly Disagree / Disagree	Interpretation including Comments	Parish Plan Desired Outcome
The number of village events is sufficient	56%	37%	28%	No consensus for more events	No action
More whole village events are required to suit all age groups	29%	64%	7%	Comments suggest more sporting opportunities	More activities S&C5, 6, 15
The village should support an annual charity	36%	44%	15%	Folks support charities of their own choosing	None required
There should be more inter village activities	21%	68%	10%	Mainly neutral	None
We should take greater pride in the appearance of the village	70%	25%	4%	Strong support. No village sign (now replaced) and more flowers (already addressed at Rec ground but nowhere else)	None May need further action on flower / bulb planting
More could be done for younger members of our community: a. Youth club b. Skate park c. Improved Play equipment	60% 39% 68%	34% 40% 27%	6% 21% 5%	Support for improved play equipment and health and fitness equipment. Also, something specific for teenagers	S&C3, 5, 6 VF4
More could be done to include the elderly and vulnerable in our community: a. Community Club b. Social Events c. Community Volunteer scheme d. Volunteer transport scheme	63% 58% 56% 63%	36% 41% 42% 36%	1% 1% 1% 1%	Activities/clubs for health and wellbeing and socializing strongly supported. Help needed for those with transport issues to attend events at the village hall	S&C4, 6, 7, 8 VF1 RE2 R&T11

## 11. You said / The Plan says

### Questionnaire Results 3: Facilities and Utilities

QUESTIONS	Strongly Agree / Agree	Neutral	Strongly Disagree / Disagree	Interpretation including Comments	Parish Plan Desired Outcome
The facilities in the village are good	46%	27%	26%	General agreement but comments suggest there is room for improvement. Fundraising required	VF2, 5
The village would benefit from additional or enhanced facilities such as: a. Toilets when using the Recreation ground b. More litter bins c. More Eco-friendly dog waste bins d. Safer jogging, walking, cycling	60% 74% 76% 69%	30% 20% 21% 27%	10% 6% 3% 4%	Strong consensus for social and community facilities at the Recreation ground (no strong disagreement)	S&C3, 6 VF4, 5 R&T1 RE3
The village hall is a centre for village activities with sufficient amenities for a variety of activities	73%	23%	6%	Comments suggest more sporting / fitness opportunities could be developed	S&C6 VF3, 4
The village hall could be improved	24%	70%	5%	Small meeting room and IT facilities needed	VF3
Utilities in the village are good	40%	39%	21%	Some parts of the parish are less well served than others	US1 to 5
The village would benefit from improved utilities such as: a. Faster broadband b. Improved electricity supply (fewer interruptions to service) c. Improved mobile phone reception	64% 56% 74%	29% 35% 21%	12% 10% 5%	Faster broadband required at locations off the High Street. Numerous short interruptions can be a nuisance. It would be great to have better phone reception – so long as no unsightly phone mast is required.	US1, 2, 3, 4
Public transport links are sufficient for the village	17%	29%	54%	Poor infrequent bus service, particularly to Warminster, but doubts as to whether an improved public bus service is viable. Perhaps a voluntary scheme would be possible?	R&T11

## 11. You said / The Plan says

### Questionnaire Results 4: Natural Environment

QUESTIONS	Strongly Agree / Agree	Neutral	Strongly Disagree / Disagree	Interpretation including Comments	Parish Plan Desired Outcome
More could be done to safeguard and enhance our natural environment	61%	37%	2%	Possible enhancement projects to be discussed	RE5
The village street scene (the appearance of the village) could be improved	63%	34%	3%	Possible projects to be discussed	RE5 R&T5
ALL green spaces and open areas should be protected from development	65%	21%	15%	Majority agreement. Information required on specifics	H&D3
SOME green spaces and open areas should be protected from development	64%	20%	16%		
There is sufficient access to the countryside	84%	11%	5%	Agreed, but some limitations	RE1, 2, 3
Use could be made of green spaces or open areas for community use such as:	51%	38%	30%	Needs village-wide discussion to prioritise and fund projects	RE5
a. Community orchard					
b. Car park	46%	33%	21%		
c. Green energy	36%	45%	19%		
d. Community garden	54%	35%	12%		
e. Community allotment	54%	36%	10%		

## 11. You said / The Plan says

### Questionnaire Results 5: Development

QUESTIONS	Strongly Agree / Agree	Neutral	Strongly Disagree / Disagree	Interpretation including Comments	Parish Plan Desired Outcome
There is a need for new homes in the village	34%	34%	32%	Equal split of opinion. Need information on proposed developments	H&D3
If new homes were to be provided, what type and size should they be:				These all aim to meet perceived needs of community going forward (especially young families and the elderly). Sufficient large homes already.	H&D3
a. Affordable - to buy?	75%	22%	3%		
b. Affordable - to rent?	57%	26%	17%		
c. Retirement or sheltered housing?	40%	38%	21%		
d. Larger homes?	12%	38%	51%		
What type of development would be appropriate:				A mixture of views. Villagers can express opinions on individual developments.	H&D3
a. Small? (say 1 – 9 homes)	65%	21%	14%		
b. Larger? (say 9 – 20 homes)	33%	24%	44%		
c. Mixed development?	45%	36%	19%		
d. All developments concentrated on one site?	20%	43%	36%		
How and where should developments be situated:				There is a preference for building within the existing boundary, but little wish to convert houses to flats.	H&D3
a. Within the existing boundary?	55%	28%	17%		
b. Outside the existing boundary?	25%	35%	40%		
c. By converting existing houses to flats?	12%	39%	49%		
What principles should apply to any new housing:				Some preference for traditional designs and definite preference for affordable eco-friendly high-quality accommodation.	H&D3
a. Limited to two stories?	72%	20%	9%		
b. Innovative in design?	29%	44%	27%		
c. Traditional design?	62%	31%	7%		
d. Affordable?	75%	19%	6%		
e. High quality?	72%	23%	5%		
f. Eco/high efficiency?	75%	20%	6%		
g. Have off-street parking?	88%	8%	4%	Strong request	R&T7

## 11. You said / The Plan says

### Questionnaire Results 6:

NOTES for this Table:

1. The "Total No of Comments" column indicates the number of similar comments mentioned throughout all sections of the Questionnaire Results Report based on a subjective grouping.
2. The number of comments can only be indicative of the relative strength of support because the same comment could have been given in reply to multiple questions (even by the same person) thereby inflating the number.

	<b>Top 10 WE WOULD LIKE:</b>	<b>Total No. of Comments</b>	<b>Interpretation / breakdown of the Comments</b>	<b>Parish Plan Actions</b>
1	Traffic problems to be addressed – particularly along the High Street	333	Less traffic, speed of traffic, fewer HGVs, congestion at school drop-off and pick-up times	R&T Section
2	A Shop/post office and/or Café	215	Somewhere to meet/socialize. Less use of car	S&C Section
3	More facilities and clubs that encourage and support health and fitness for all ages and abilities	111	Jog/walk/cycle/fitness – primarily at the village hall and Memorial Playing Field. Includes ideas such as updated children's play equipment, toilet facilities when Hall is closed, jogging track, outside gym	S&C 6
4	Improved roads and pavements	97	Poor state of: Roads, Road markings (white lines, speed roundels etc.), Pavements, and Street Lighting	R&T1-5
5	Improved footpaths	81	To give improved access and ease of use of our network of footpaths for all abilities	RE1, 2
6	An improved Street Scene	76	Improve the general look of the village – signage, cleanliness, more flowers etc.	R&T1-5
7	Improved transport to local towns and schools	62	Not just for the older generation. No only public transport	R&T11
8	More for older, less able folks to do	50	Social activities, home visits, open spaces to meet (community garden / allotment)	S&C7, 9, 10
9	More activities for youngsters / teens	38	Somewhere for the younger generation to meet and socialize. Including healthy / sporting activities	S&C5,6, 8
10	A more inclusive, less stratified community	31	More joint initiatives/events between school, church, village hall, pub – for all ages	S&C1, 15 VF2, 3

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