

Planning For Chippenham

July 2023

1.Introduction

'Planning for Chippenham' is a guide to how the Local Plan Review ('the Plan'), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the current policy context that has informed the place-based policies for Chippenham within the Plan, as follows:

olicy	Title
6	Chippenham
7	Land South of Chippenham and East of Showell Farm
8	Chippenham Town Centre

A table containing the current planning policies for Chippenham and their status is included in Appendix 1.

The Plan sets what local priorities will shape development and future growth in Chippenham ('place shaping priorities'). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town's future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Chippenham - Context and challenges

Population	36,500 ¹	3rd largest of the County's 16 main settlements
Strategic role	Principal Settlement	Potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

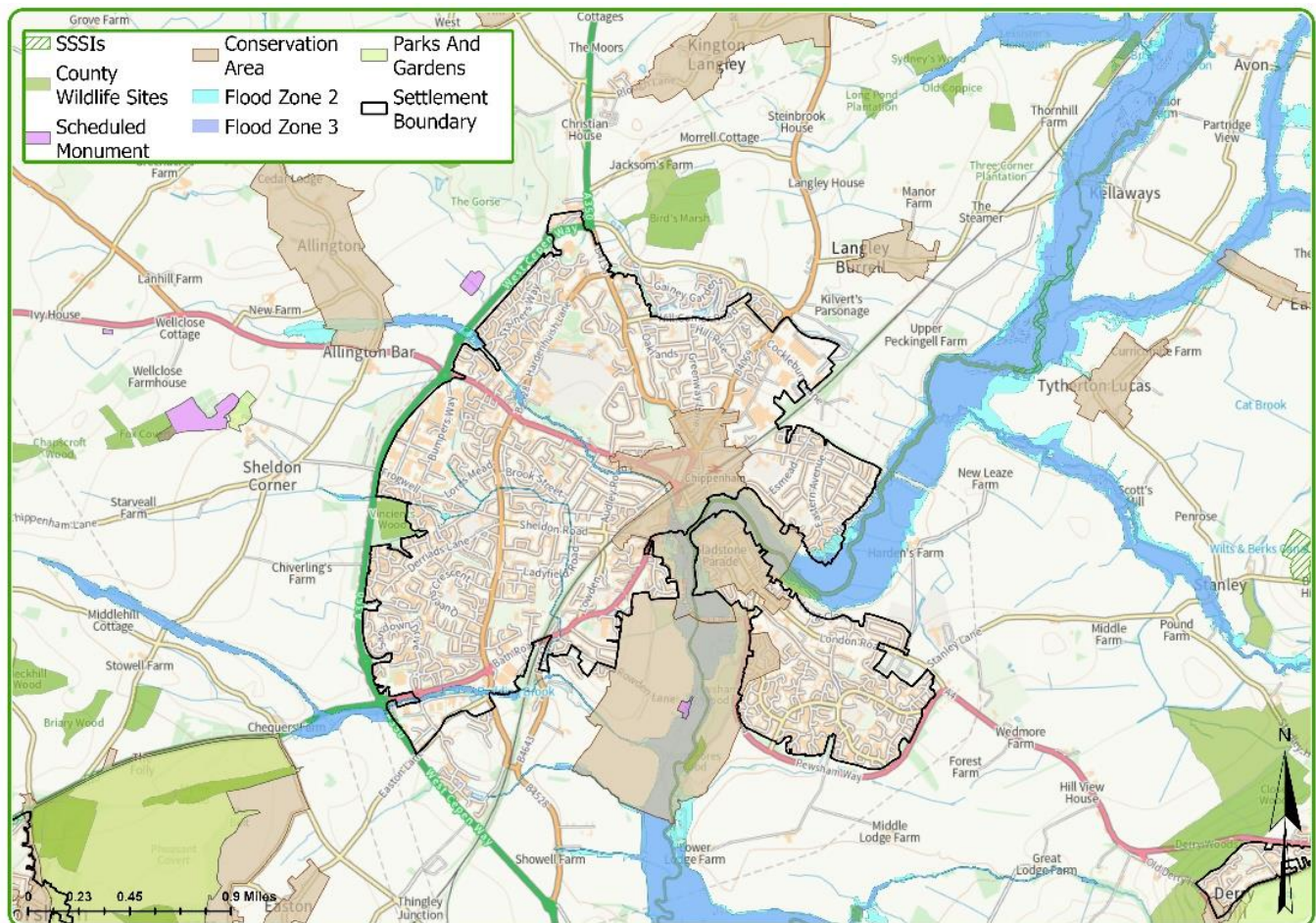


Figure 1 Environmental constraints and designations at Chippenham.

The River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain.

¹ [Census 2021, ONS](#)

To the west and north, the A350 is a main traffic artery through the County. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts. There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.

Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town.

Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities.

Hardens Farm to the east of the River Avon is a listed building.

Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham. The listed Kilvert Parsonage is also located in this area.

The listed Rowden Manor, Showell Farm and Lackham House are located to the south of the town.

There is a Minerals Safeguarding Area alongside the River Avon.

How has Chippenham developed?

The River Avon is the original and defining feature of Chippenham. The arrival of the railway shifted the focus of the town and saw development north of the railway. Development since has spread the urban area to the A350 which forms a clear boundary to the west of the town. The River Avon along the east of the town is a less strong boundary since the large development of Pewsham. Development extending directly north, and south is underway, and growth is also planned south of the railway on the east of the town.

CSAP Site CH1 South West Chippenham is a mixed use allocation to provide 1400 dwellings, 18ha employment land and supporting infrastructure. The site consists of Rowden Park and three smaller extension sites. Rowden Park and two of the smaller sites have planning permission and development is underway, Showell Farm is allocated to provide the employment land, has planning permission and development has commenced. The smaller Holywell House site has yet to have planning permission granted.

CSAP Site CH2 Rawlings Green is a mixed-use allocation to provide 650 dwellings, 5ha employment land and supporting infrastructure. The site has outline planning permission, but development has yet to commence. A Link Road from Parsonage Way to Darcy Close, including a bridge over the main railway line and a road to Darcy Close (Cocklebury Link Road) is required, but has yet to be completed.

Both sites include substantial new areas adjacent to and relating to the River Avon set aside for country parks which will help the strategic sites integrate with the town. CSAP Policy CH3 Chippenham Riverside Country Park outlines the uses which will be acceptable in the country park which includes informal open space, extended existing and new rights of way, areas for protection and enhancement of nature conservation interest, sports pitches and enhanced routes for cycling and walking to and from the town centre.

Two other significant sites which now have planning permission and where development is underway are North Chippenham and Hunters Moon. In 2023 planning permission has also been granted on appeal on part of the Barrow Farm site (Site 7) at north Chippenham.

The following diagram shows how much housing has been delivered in Chippenham from 2006 to 2022.

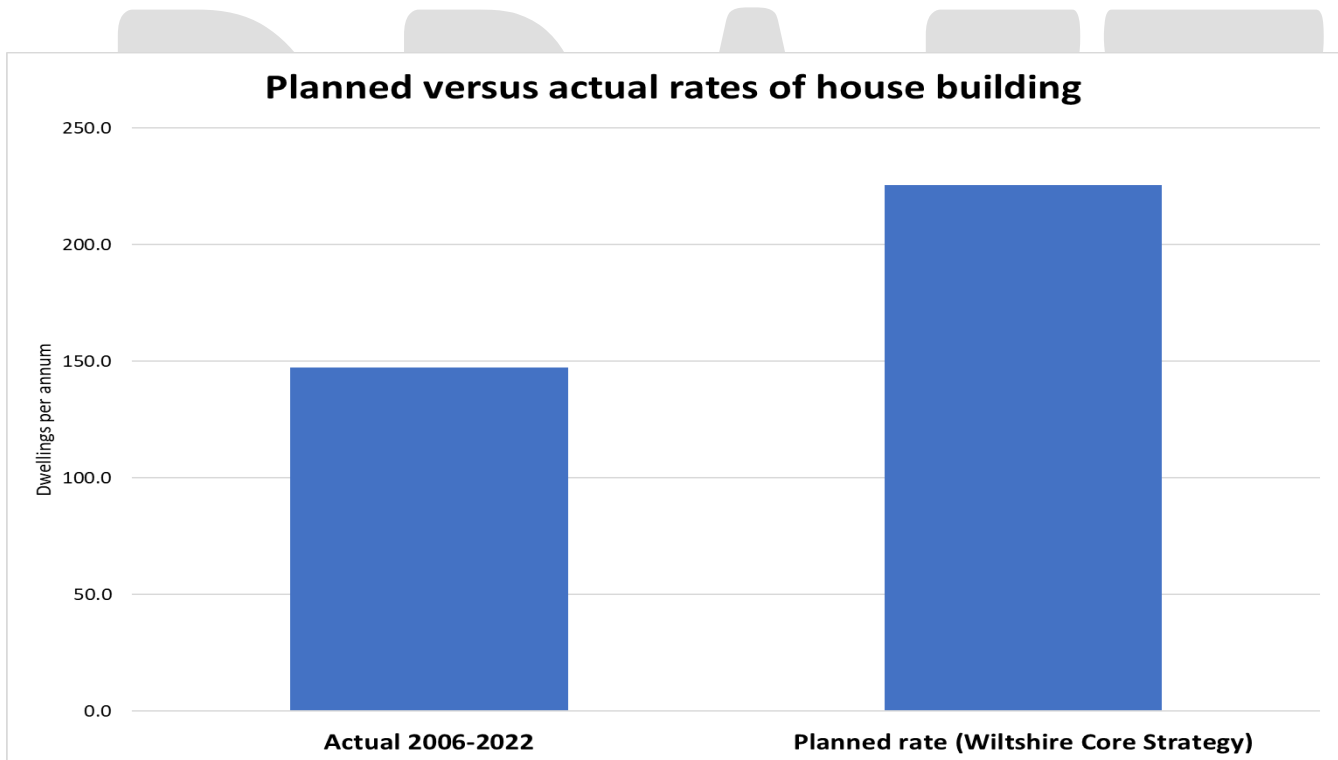


Figure 2. Wiltshire Core Strategy planned growth compares to actual rates of house building at Chippenham.

Public Administration & Defence is by far the most dominant employment sector in Chippenham. The Wholesale & Retail, Repair of Motor Vehicles and Motorcycles sector is relatively concentrated although it has experienced a small decline in recent years. The Transport & Storages sector has seen some growth in recent years, albeit from a small base.

Chippenham is home to a number of the county's larger employers in sectors including manufacturing, pharmaceuticals and IT/electronics; with concentrations at Langley Park,

Bumpers Farm and Methuen Park. There is virtually full occupancy of sites/premises, and businesses report a shortage of availability.

Recent investments include the 32 ha St Modwen Park development north of the town at M4 Junction 17 now coming forward for large unit uses up to 74,000 sq m; Woods Valldata's new HQ on the last undeveloped site on the Bumpers Farm Estate, which enjoys very high levels of occupancy; former Herman Miller office and industrial facilities taken up by Bechtle and Wincanton respectively; Wavin Group's factory/stockyard expansion; and mixed use redevelopment at Langley Park. The forthcoming 18 ha Southpoint Business Park south of the town at Showell Farm is expected to help meet demand for larger business units up to 500,000 sq ft (46,500 sq m). The multi-partner new Business Cyber Centre at Greenways Business Park represents a significant IT sector investment. Building of eight small units has started at Methuen Park, all of which have been sold off plan.

Chippenham is the strongest office location in Wiltshire, but commuting levels have not recovered to pre-pandemic levels. Of note is the emerging pharmaceuticals sector in the Chippenham and Corsham area, which is looking for larger offices for headquarters functions.

It remains the case that Bumpers Farm, Methuen Park and Parsonage Way should continue to be designated as Principal Employment Sites.

The Wiltshire Retail and Town Centres Study (WRTCS)² concludes that, overall, Chippenham remains a healthy town centre, which has been able to adapt to the on-going trends facing the UK retail sector and also the changes in out of centre floorspace in the town. The town centre has seen falling vacant retail units alongside changes to the comparison goods and service sectors, which have mirrored the national trend. Given the growing amount of food store floorspace outside of the town centre, the centre will increasingly concentrate upon top-up food shopping trips and there is a need to ensure that the High Street and the two purpose-built shopping areas (Emery Gate and Borough Parade) continue to underpin the health of the centre.

There has been a noticeable increase in the number of convenience goods retailers in the centre over the past several years. The proportion of comparison goods retailers remains above the national average although the number of such retailers in the centre has declined in line with the national trend. The number of service uses has increased, and service uses now occupy the same proportion units in the centre as comparison goods retailers.

Within the convenience goods sector, the largest retailers are Tesco Metro in the Emery Gate, an Iceland on High Street and a Little Waitrose in Borough Parade. Due to their size, these

² Wiltshire Retail and Town Centres Study (Avison Young, 2020)

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stores are generally orientated towards top-up food shopping and provide an important contribution to the overall role and function of the town centre.

Chippenham has long had a good range of convenience goods floorspace across the whole town. Over the past three decades this provision has been dominated by the Sainsburys and Morrisons supermarkets which are located on the western and northern edges of the town respectively. They draw from a wide area and have traditionally been the dominant main food shopping destinations. The town centre has a modest-sized Tesco along with a selection of local independents, an Iceland and a Little Waitrose store. Over the past couple of years these stores have been joined by an ALDI store at Langley Park and a Lidl store at Hungerdown Road. This now gives Chippenham a good range and choice of provision albeit skewed towards stores outside of the town centre. The strength in the quality of the convenience offer in the town is supported by three quarters of first choice main food trips and three quarters of top-up trips being retained. This is reinforced by the attraction of main and top-up food shopping trips from surrounding areas/settlements.

The town centre includes comparison retail provision, but this is supplemented by provision elsewhere in the town. Hathaway Retail Park is located within walking distance of the primary shopping area. In addition to this, there is out of centre comparison goods floorspace located at Methuen Park which includes Next, TK Maxx and B&M. Whilst it may be suggested that recent new comparison goods retailers located outside of the town centre, could be an influence/threat over its future health, they have provided significant additional choice and competition and have allowed some retailers to locate in Chippenham that would not have had the opportunity to otherwise do so.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

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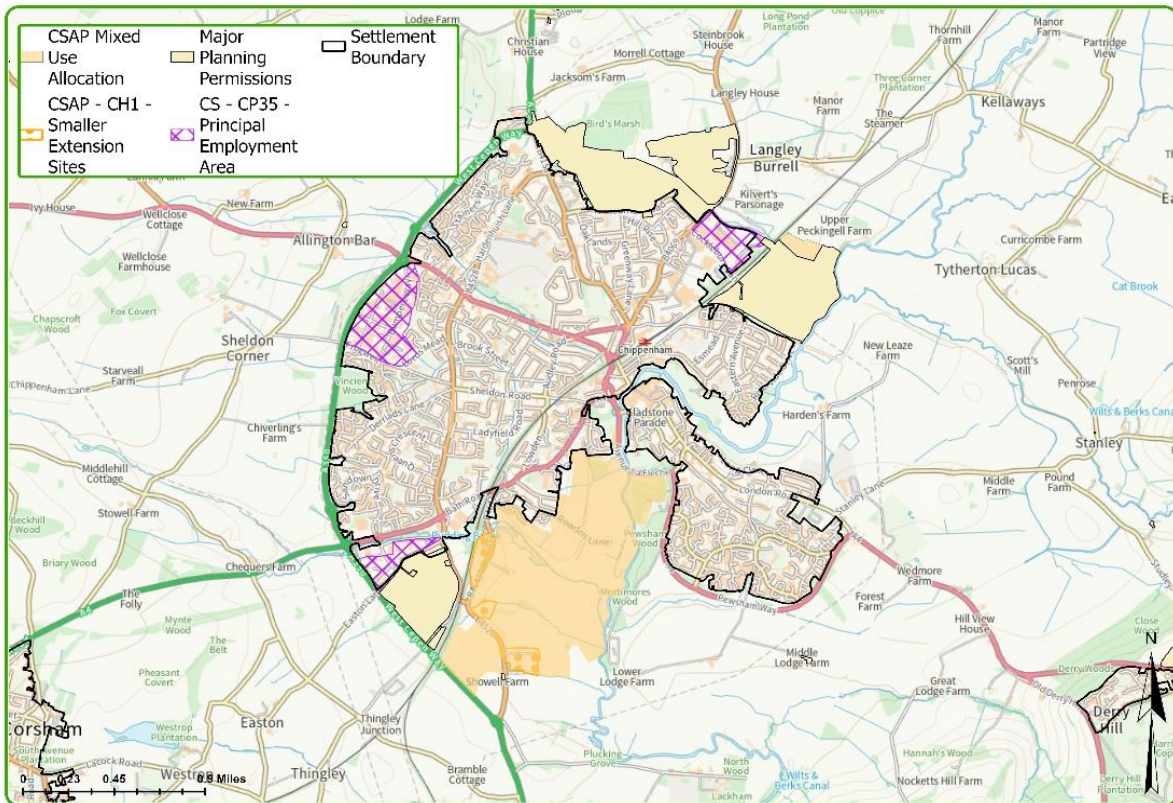


Figure 3. Current major planning applications and development plan allocations at Chippenham.

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Chippenham has developed over recent years is in summary:

Chippenham is experiencing significant growth. There are opportunities for future growth, but some represent a new direction. The town has excellent transport links, which makes it an attractive location for economic investment. All growth possibilities, no matter what the scale, raise the very strong prospect of significant traffic congestion in and around the town centre and a new distributor road to link the A4 with the A350 will be necessary.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Chippenham Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Development to provide new employment opportunities including for SMEs and start-up businesses with a strong emphasis on timely delivery to redress the existing levels of net out-commuting within the town and better enable people to live and work locally.

PSP 2 Ensuring the Town Centre will be a vibrant meeting place for the community to shop, interact and enjoy their leisure time, and a visitor destination in its own right by:

- Serving as a centre for sub-regional public services; and retaining a mix of national traders and attracting independent traders whose presence will embed its Market Town character.

- Conserving and enhancing the special historic character of the Town Centre.

- Developing the Bath Road Car Park / Bridge Centre site as a mixed-use scheme which complements and enhances the Town Centre and secures completion of planned highways improvements.

- Continuing to make improvements to Chippenham Railway Station and Cocklebury Road area to attract inward investment to this area.

PSP 3 Improved access to the River Avon valley through Chippenham as an important green and blue infrastructure corridor for the town.

PSP 4 Ensuring a network of well-connected footpaths and cycleways and connectivity for public transport across the town, to/from the town centre, and through into the surrounding countryside, so that more people can choose active travel and public transport as a means of getting around.

PSP 5 Linking the A4 to the A350 which will provide for a more resilient local network addressing traffic congestion within the town centre.

PSP6 Respect the individual identities of villages within the landscape setting of Chippenham and their relationship to the town.

PSPs sit alongside the spatial strategy for Chippenham. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Chippenham that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy³, respond to concerns about the loss of greenfield land, coupled with the significant environmental constraints which restrict the availability of land for development.

The new strategy identifies a requirement of 5850 homes for the plan period 2020 to 2038. An increase in rates of house building at Chippenham compared to the Wiltshire Core Strategy is justified moving forwards.

The Employment Land Review concludes there is an indicative forecast demand for around 9ha employment land at the town (comprising 1.5-3.8ha offices and 5.2ha industrial land). Due to the constraints identified at Corsham which may prevent the delivery of employment land in that location, the employment land for Chippenham has been increased to 15ha.

³ Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)



Figure 4. Wiltshire Core Strategy growth compared with Wiltshire Local Plan Review growth.

The growth planned for Chippenham will help to ensure it continues to be a Principal Settlement. Opportunities are provided for appropriate economic growth which supports both inward investment and the expansion and creation of local businesses, coupled with the timely delivery of supporting infrastructure to mitigate the impact of growth on local services and facilities and the provision of mixed-use development to provide the opportunity for people to choose to live and work locally.

3. Local Plan Proposals

Protecting the environment

The River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain. To the west and north, the A350 is a main traffic artery through the County. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts. There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.

Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town. Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities.

Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham.

How many more homes?

From the increased scale of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 2091 homes to be accommodated at Chippenham up until 2038.

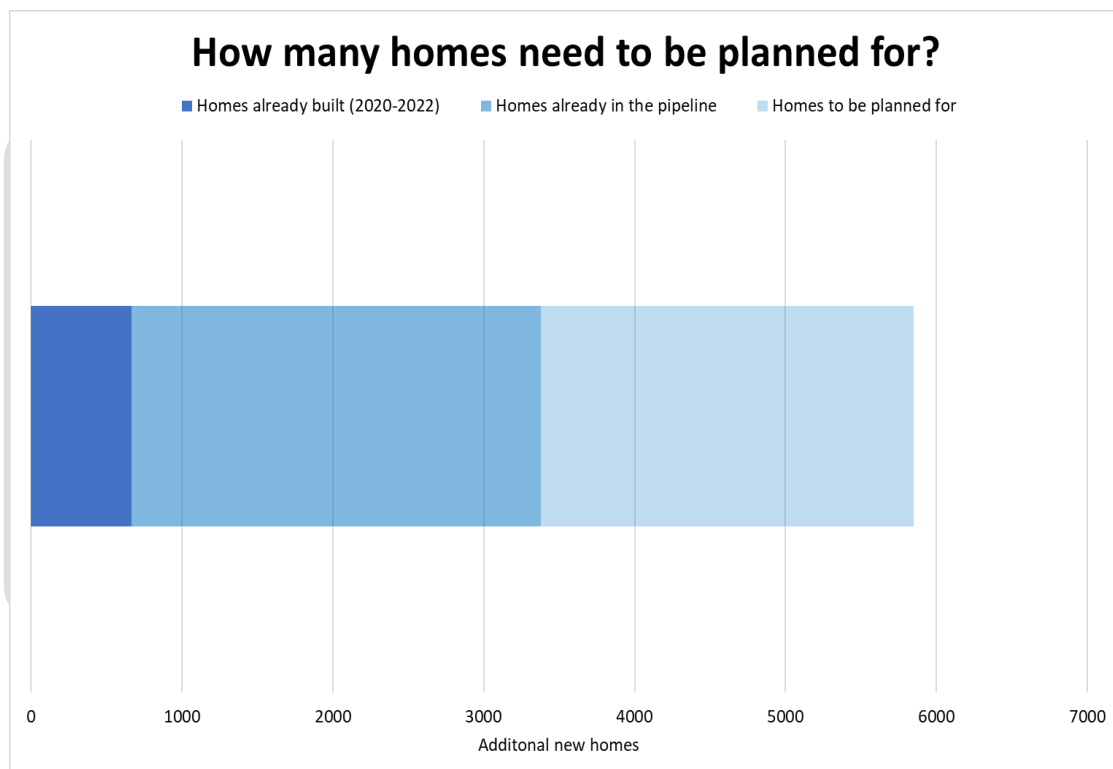


Figure 5. Calculating how many homes need to be planned for at Chippenham.

Selecting sites

Eight sites were considered reasonable alternatives for new homes and assessed through sustainability appraisal (See Figure 6).

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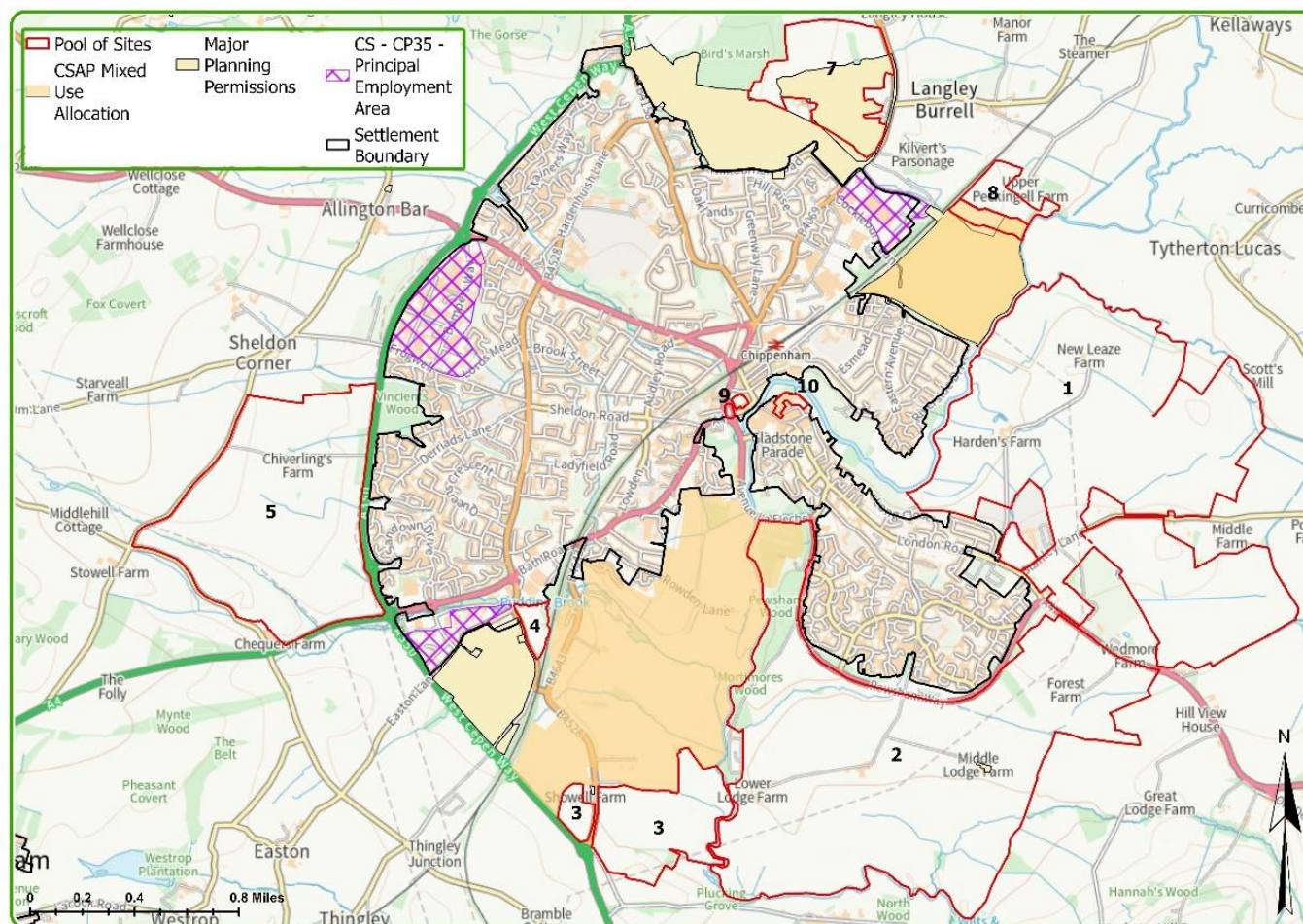


Figure 6. The pool of sites for sustainability appraisal at Chippenham.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits.

Representations were submitted to the Regulation 18 consultation in 2021 from the developers of Rawlings Green seeking an extension of the site towards Peckingham Farm and change of use of land designated to be part of the Country Park area in the Chippenham Site Allocations Plan Policy CH2.

Following the consultation in 2021, Site 6 has been removed from further consideration because no representations were received at the Regulation 18 stage.

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Recently a planning application was granted on land which forms part of Site 7 and is for up to 230 dwellings, a local centre and supporting infrastructure with vehicular access from the B4069.⁴

A new site has also been submitted for consideration.

Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability Appraisal showed that all the sites have a range of positive and negative effects.

From the seven sites assessed through the Sustainability Appraisal, Site 1 performs strongly in housing, employment and transport objectives, but overall, the differences between the sites are graduated without any one being more marked. Sites 2, 3, 5 and 7 score better than the other sites partly due to having more positive effects for housing, employment and transport. Sites 4 and 8 perform marginally worse.

All the sites were then evaluated according to how well they could support the Place Shaping Priorities.

Site 1 continues to perform well. the site performs strongly in achieving most of the Place Shaping Priorities. However, it is now clear that Site 1 East Chippenham is not currently available during the plan period due to access issues and therefore does not perform strongly against PSP5 and therefore cannot be selected as the preferred site for this plan period.

Sites 2 and 3 perform more strongly in terms of achieving Place Shaping Priorities compared to sites 5 and 7 and merits sites 2 and 3 being selected as the preferred sites for this plan period.

Sites 4 and 8 do not perform well against several of the Place Shaping Priorities.

The methodology and detailed assessments made in the site selection process are all explained in Appendix 2. The Sustainability Appraisal process and its results are contained in a separate report⁵.

⁴ PL/2022/04681 - Land off the B4069 East of Barrow Farm, Langley Burrell - APP/Y3940/W/22/3309170

⁵ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

What development is proposed?

Sites 2 and 3 are more than capable of meeting the scale of residual requirements for new homes that should be planned for in this plan period.

In due course, a review of the Chippenham Community Neighbourhood Plan may lead to the allocation of additional land for development. Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals of the Local Plan Review. The overall amount of land earmarked for development will exceed residual requirements but will provide a good degree of contingency and flexibility, as well as a wider choice, in order to best ensure development needs are met.

The Local Plan Review, however, proposes the central strategic development proposals. They are explained below.

Land South of Chippenham and East of Showell Farm

Use	Scale/Area
Residential	Approximately 2525 dwellings
Employment	Approximately 15ha.
Green space	Open space provision to include an extension to the Riverside Country Park. Enhancement of retained features to mitigate against the loss of pastoral land of relatively low ecological value.
Landscape	Landscape mitigation to safeguard areas of highly sensitive surviving historic landscape character.
Education	Two 2FE primary schools incorporating two 80 place nurseries. Two additional 80 place nurseries. Financial contributions required towards the expansion of existing secondary schools and a site safeguarded for a future 10FE secondary school.
Road Infrastructure	A new southern road connecting the A4 with the A350 including a bridge over the River Avon and floodplain.

Walking and Cycling Infrastructure	Include sustainable transport linkages and onsite PRowS to increase access to the town centre and existing services.
Health Provision	Financial contributions towards health services.
Community Infrastructure	Allotments; District and Local Centre
<p>Vehicular access is possible from the A4 and the A350 at the Lackham roundabout. A bridge over the River Avon and floodplain is required. The delivery of the road will be phased and the phasing for the delivery of the development including housing and employment land will have to take this into account.</p> <p>The site is extensive. The existing River Country Park will be extended. The greenspace would help to safeguard against adverse effects of recreation pressures on protected sites for biodiversity off site. Including sustainable transport links and onsite PRowS will increase access to the town centre and existing services including the Chippenham Community Hospital.</p>	

The site's main role is to provide additional homes and employment land over the plan period.

There will be a variety of dwelling types, including a significant proportion of affordable homes.

It will include employment land responding to the demand for further employment growth in Chippenham.

The site is extensive and supporting infrastructure including a local and district centre and primary schools will be provided. Financial contributions will be sought towards the expansion of the existing Hardenhuish, Sheldon and Abbeyfield Secondary Schools. A new secondary school is not required at present, but a new site will be safeguarded for the provision of a 10FE secondary school in the future.

Some facilities are within a 20-minute walk of certain areas of both sites. There would be the opportunity to improve the pedestrian and cycleways to and from the town centre, so residents would be able to easily visit the town centre through sustainable transport modes. However, there is likely to be some reliance upon public transport to access the town centre and local facilities. Overall, these improvements would help to increase footfall and boost local trade.

The Chippenham Community Hospital cannot be accessed directly from the site. Provision to address this will need to include a crossing over the River Avon allowing onward travel through Rowden Park to the hospital site. Potential measures required include bespoke provision of bus service provision and/or footway/cycleway across third party land.

The area of development also does not encroach on nearby villages including Derry Hill and Lacock.

The proposals support Place Shaping Priorities. Evidence establishes potential for a range of negative effects that can be mitigated as follows:

- Creation of buffers adjacent to both sides of all watercourses and to the protected route of the former canal. All hedgerows and treelines to be retained and enhanced, and habitat areas created that connect existing habitat, especially woodland areas.
- The site is within a mineral safeguarding area and to prevent the unnecessary sterilisation of minerals, the prior extraction of minerals, where practicable, will be encouraged.
- Make necessary provision to prevent harm or pollution to any surface or groundwater, particularly when designing Surface Water Drainage Systems.
- The area covered by Wessex Water has been classed by the Environment Agency as 'seriously water stressed'. Steps will need to be taken to ensure the efficient use of water through the development and occupation of the site.
- Significant water infrastructure crosses the site. It is likely that significant off-site water supply and foul network infrastructure reinforcements would be required. An offsite sewer would be required direct to the works and works may be required to the twin syphons crossing beneath the river.
- To address the impacts the surface water, development should follow the surface water hierarchy. Where infiltration is not a viable option then flows being released from the site would need a controlled discharge and to be agreed with the council on a site-by-site basis. Flows from greenfield sites should aim for 20% betterment over pre-developed discharge rates.
- The site is close to sewage treatment works so there may be odour implications which will need to be investigated and will require mitigation such as separation distance.
- The availability of a range of reliable and accessible sustainable transport options will be necessary to help avoid significant impacts on local air quality.
- More stringent policy with regards the control of surface water discharges from new development is required.
- There are possible impacts on several designated and non-designated heritage assets. The requirement to respect the setting of Lackham House is likely to preclude some or all development over the southern part of the site. Further detailed heritage assessment will be required prior to any application.
- There are possible impacts on archaeological remains across the site, where preservation is likely to be required. A mitigation strategy could also include preservation and a potential management strategy.
- There are a number of public rights of way that will need to be protected and enhanced.

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- The development is of such a scale that local constraints are varied and widespread and will include capacity insufficiencies in the Town Centre and onto the Principal Road network.
- Traffic from new development in this location would feed into the network of roads that goes through Chippenham, Calne, Corsham and Bradford on Avon, with potential to further contribute to elevation of emissions.
- There will need to be a positive strategy for energy and there are parts of the sites that could be suitable for renewable and low carbon energy sources and supporting infrastructure. It is considered that the current energy infrastructure would struggle to cope with the increased demand of this site, increasing the cost associated with reinforcing the grid. However, further evidence is required to confirm this.
- New developments should consider incorporating EV charging points, which will encourage the use of more sustainable modes of transport but will increase the energy demand of the site.
- Sustainable transport linkages and onsite PRowS could be improved to increase access to the town centre and existing services and facilities in the town.
- A new access onto the A350 will require capacity to accommodate dualling of the main line. The internal access roads will also need to accommodate through traffic from growth in Chippenham.

How the site may be developed is shown on the draft framework plan below (Figure 7). This illustrates one treatment of the sites that meets mitigation requirements and the homes, employment, other uses and infrastructure envisaged.

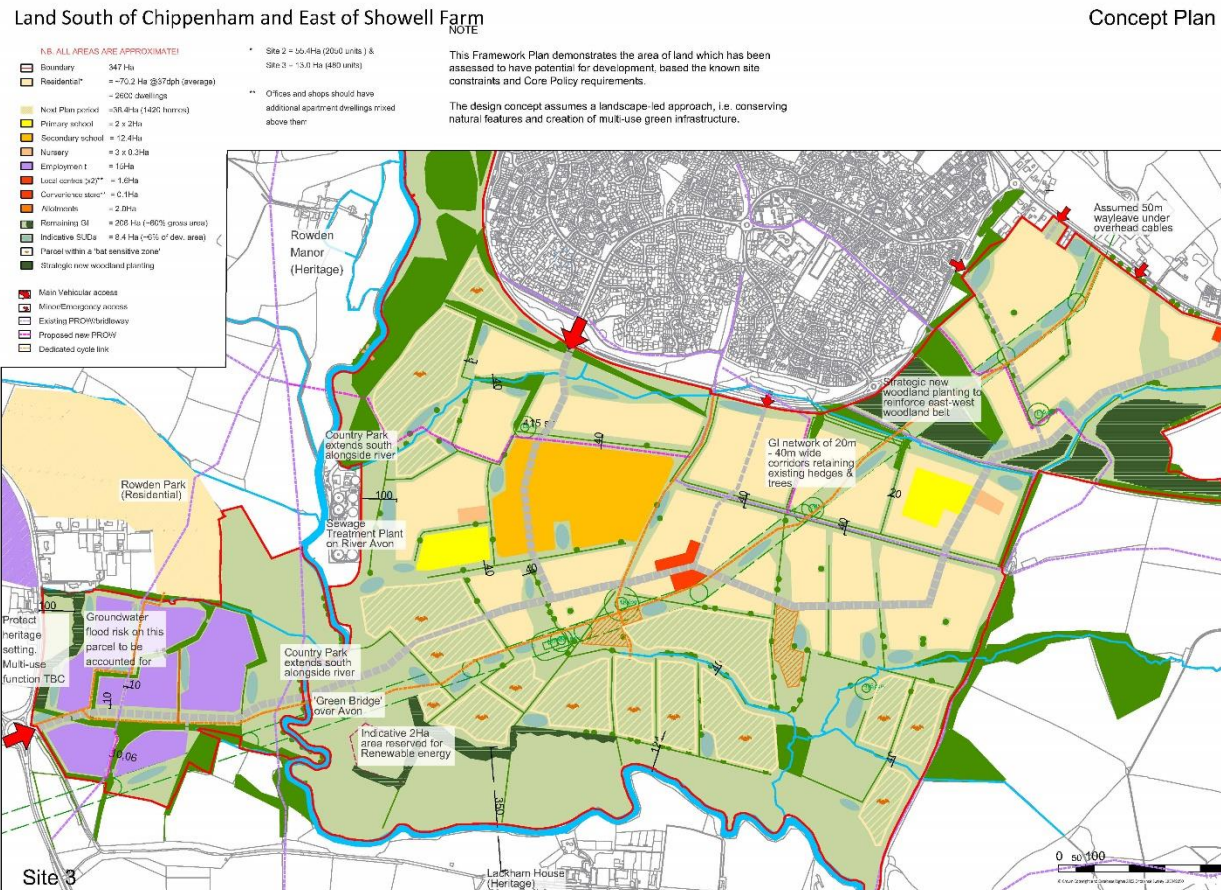


Figure 7. Concept plan for Land South of Chippenham and East of Showell Farm.

Broad Location for Growth

The plan commits to planning for a longer-term pattern of growth for the town. This would include consideration of a significant urban extension or 'broad location for growth'. Further work will define where and what scale, type, mix and form of development it may deliver, enabling a lengthy lead in to identify and Plan for the co-ordination of major infrastructure and extensive community engagement to shape their form. They are intended to be delivered toward the end of the plan period and beyond its end date.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

The Local Plan Review defines a hierarchy of town centres and the extent of town centres and primary shopping areas. The town centre hierarchy is largely consistent with the settlement hierarchy set out in Policy 68 Managing Town Centres. The role of each centre correlates to the role of the wider settlement within the settlement hierarchy. The town centre hierarchy

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defines Town Centres Boundaries and Primary Shopping Areas within Principal Settlement, Market Towns and Local Service Centres. Within this hierarchy, Principal Settlements provide strategic centres; Market Towns are large shopping and service focused centres with smaller catchments; and Local Service Centres provide a range of shops and services for the local population, thus serving a village centre function.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Chippenham is defined as a Principal Settlement in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

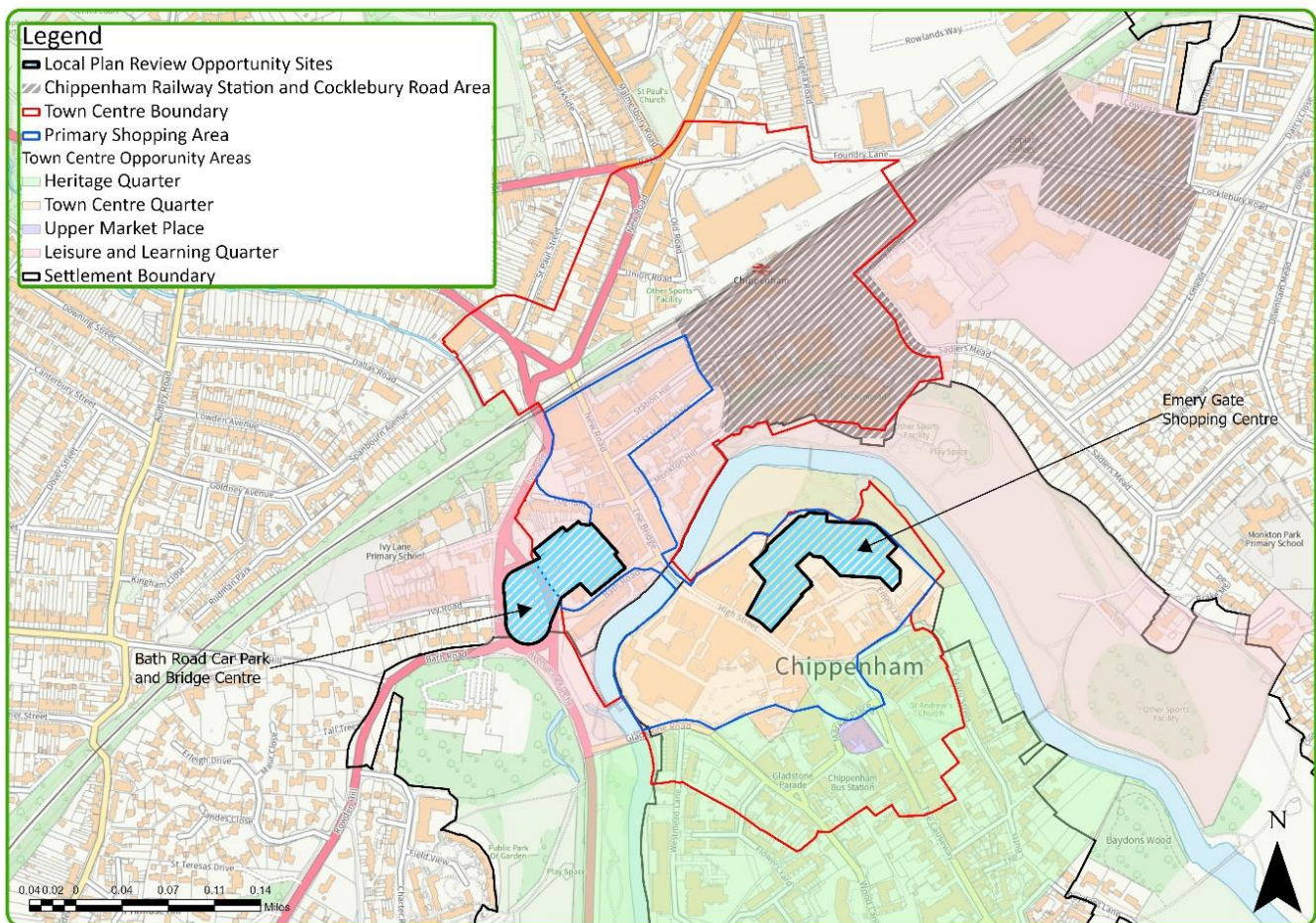


Figure 8. Chippenham town centre and areas of opportunity

The Local Plan aim is to strengthen the town centre.

Chippenham is a Principal Settlement which provides services and facilities for the local community and residents in surrounding villages in North Wiltshire. The Retail Study 2020 identifies that Chippenham experienced a decade of strong retail growth between 2010 to 2020. This included the development of several out-of-town convenience and comparison-shopping sites. The town centre has in recent years seen changes to the comparison goods and service sectors and more recently as a result of the COVID pandemic has experienced an increase in the number of vacant units. There is also competition from comparison goods retail shops at Bath, Bristol, Swindon and Cribbs Causeway.

The Retail Study forecasts a need for additional convenience and comparison retail floorspace at Chippenham, based on shopping trends and growth in catchment spending.

However, the operators Aldi and Lidl have both had planning permission granted for new stores in Chippenham since 2020 which have been built and are now operating at Langley Park (Aldi), Methuen Park (Aldi) and Pewsham Way (Lidl) and so it is not necessary to allocate new sites at Chippenham for additional convenience retail in the Local Plan Review.

In terms of comparison shopping, the Study cautions whether Chippenham has any needs for improvement beyond those already achieved over the past decade because this is likely to be challenging on the basis of the current state of the UK non-foods sector and a general reluctance by a number of retailers to open new stores/expand existing floorspace; the improvements that have already been made in recent year may comprise a natural limit for what the town can achieve (in terms of improvements) in the short to medium term; and the continuing influence of larger competing destinations such as Bath, Bristol, Swindon Outlet Centre and Cribbs Causeway which will inevitably continue to draw some trips of comparison shopping trip away from Chippenham.

In the Wiltshire Core Strategy, regeneration of the town centre was a priority. Core Policy 9 Chippenham Central Area of Opportunity included key principles to be taken into consideration when delivering development on sites in the central area. Bath Road/Bridge Centre Site and Langley Park were identified as two key regeneration opportunity sites:

- (i) Bath Road Car Park/Bridge Centre Site - to form a retail extension to the town centre to provide a supermarket and comparison units.
- (ii) Langley Park - to deliver a mixed-use site solution for a key redevelopment opportunity area to support the retention of significant business uses on part of the site.

Planning For Chippenham

A Chippenham Central Area masterplan was also prepared to provide a more detailed framework for regeneration opportunity sites in the town centre.

Since the Core Strategy was adopted, Langley Park has been redeveloped in part to provide a mix of uses including an Aldi supermarket, hotel and residential development. The remaining part of the site continues to be used for employment and is called the Langley Park Industrial Estate. It is an important employment site in Chippenham, which benefits from its location near to the Chippenham Railway Station. Representations were submitted to the Regulation 18 Local Plan Review consultation in 2021 seeking the allocation of part of the employment site for alternative uses including residential uses. Since then, new owners have taken over and the Council understands they no longer want part of the site to be considered for allocation for alternative uses and instead are focusing on making improvements to the site for employment purposes. This site is removed from the Local Plan Review Chippenham Town Centre policy.

Chippenham Railway Station and Cocklebury Road area is an important public transport interchange and transport gateway to the town centre and to the nearby Wiltshire College and businesses located including those on Langley Park Industrial Estate and therefore is identified in the Chippenham Town Centre policy.

The Bath Road/Bridge Centre site has yet to be redeveloped. The site remains an important site for the town, but it is no longer appropriate for large scale retail development. Bath Road is currently used as a car park and the Bridge Centre roundabout serves as an important gyratory in facilitating traffic management in and around the town centre. Any future proposals for the site could potentially include a mix of uses including residential, retail, employment and leisure uses, but part of the site should be retained for continued use as a car park. The roundabout gyratory forms an important part of the transport network in the town and any proposals for the redevelopment of the site must include highway improvements.

Chippenham Town Council are preparing a Neighbourhood Plan which includes evidence and policies for the town centre and mixed-use proposals for the Bath Road and Bridge Centre Site.

The Bath Road Car Park and Bridge Centre Site continues to be identified as an opportunity site in the Local Plan Review. Any such proposals for the site must ensure heritage assets are protected and enhanced, and pedestrian links to the town centre and River Avon corridor are improved and enhanced.

The owners of Emery Gate Shopping Centre submitted representations to the Regulation 18 consultation in 2021 seeking more flexibility in planning policy to enable alternative uses

including residential to be provided alongside retail at the shopping centre. They highlighted there being some uncertainty about Tesco's future tenancy and therefore a future reconfiguration of the shopping centre needed to be considered. Since 2021, the owners of the shopping centre have changed, but the Council understands the new owners are continuing to explore options for a reconfiguration of the shopping centre in order to provide more leisure and residential uses alongside retail. Therefore, the Emery Gate Shopping Centre is identified an opportunity site in the Local Plan Review.

Any development proposals for Emery Gate must ensure the shopping centre retains some anchor retail units, which in combination with other uses help to encourage people to visit the town centre. Any residential uses must be on upper floors and not have a detrimental impact on the continuing use of other units for retail, leisure and commercial uses. Active frontage on to the River Avon corridor must be maximised, and improved pedestrian links provided between the shopping centre, the River Avon and the High Street. A review must be carried out of car parking requirements at the Emery Gate Car Parks to consolidate that use where possible and open up development opportunities on the site.

Chippenham Railway Station and Cocklebury Road Area are also important areas for the town centre. Proposals for further inward business investment in this area should be supported, with opportunities to ensure improved pedestrian and cycling links to/from the Railway Station, nearby residential areas and the town centre.

An updated Chippenham Masterplan is being prepared by the Chippenham Town Centre Partnership Board, which includes representatives from Wiltshire Council, Chippenham Town Council and other stakeholders. Four opportunity areas have been identified, within which there are specific proposals for improvements considered necessary to deliver a thriving, vibrant and prosperous town centre.

All these proposals will contribute to delivering three of the Chippenham place shaping priorities, which concern the town centre (2, 3 and 4). Policy 8 Chippenham Town Centre has been included in the plan.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Chippenham that have been devised in consultation with Chippenham Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

A Chippenham Neighbourhood Plan is being prepared. A Regulation 14 consultations took place in 2022 and 2023. The Neighbourhood Plan contains the vision, objectives and policies identified by the community over the period 2023 to 2038. The Neighbourhood Plan is not allocating any sites for housing, although it is including proposals for the redevelopment of the Bath Road and Bridge Centre site in the town centre which include residential uses as part

of a mix of uses. Although this Neighbourhood Plan does not include housing allocations, there is a possibility that a future plan review could do so.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Chippenham neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁶. Ten per cent of the scale of growth identified at Chippenham suggests a neighbourhood area requirement for Chippenham of approximately 585 dwellings. There is a limited supply of brownfield sites in the town and most opportunities will be windfall and difficult to identify, meaning a lower baseline requirement is necessary.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Chippenham neighbourhood area requirement (up to 2038)	200
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Local Infrastructure

The growth of Chippenham needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g. community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises the key measures required to be put in place to address growth proposals for Chippenham as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Three nurseries and two 2FE primary schools will be required and a site safeguarded for a future 10FE secondary school. Financial contributions will be required towards the expansion of existing secondary schools. Abbeyfield School is already due to be expanded to accommodate needs arising from existing new development as a result of the Chippenham Site Allocations Plan allocations.

⁶ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

Sustainable transport

Chippenham is located adjacent to the A350 primary route corridor which provides north-south links in west Wiltshire to the M4 in the north and A36 in the south.

Other main routes include the A4 linking to the west towards Bath and east towards Calne and Marlborough, and the A420 linking to Bristol in the west and Swindon in the east.

The above routes are serviced by bus routes with regular 20-minute services to Bath and Swindon with others providing links to other surrounding towns and many neighbouring villages. Chippenham also benefits from a bus station. Chippenham Railway Station, well connected to the town centre, is served by the Great Western Mainline providing direct rail links to Bath, Bristol and onwards to South Wales in the west and Swindon, Reading and London to the east.

Current constraints/local concerns:

- AM and PM peak hour delays particularly on the A350, A4 and the A420.
- Congestion within the town centre at the Bridge Centre gyratory and Park Lane/New Road/Marshfield Road one-way system to the north of the town centre.
- The A350 around Chippenham carries the highest volume of vehicles and HGVs on Wiltshire's Primary Route Network.

Opportunities:

- A new road linking the A4 with the A350.
- Good quality radial cycle routes and safe cycle storage facilities if high levels of mode shift from car to bicycle are to be realised.

Health and social care

There are four GP surgeries in Chippenham.

Lodge Surgery has been redeveloped internally to support an increasing population. Hathaway Surgery has some capacity for new patients, but other practices do not.

Chippenham Hospital has been identified for potential redevelopment or new build and is a way to provide additional provision in the town. This has not taken place yet, but a strategic approach and review is underway.

Financial contributions towards health provision will be required.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety, Melksham and Mannington are all constrained. The Bulk Supply Points across Wiltshire are also constrained.

It is considered that the current energy infrastructure at Chippenham would struggle to cope with the increased demand of these sites, increasing the cost associated with reinforcing the grid. However further evidence is required to confirm this. As these are large sites the energy demand would be significantly higher than a smaller site.

If the sites were to be bought forward with their own self-supporting local network through renewable energy generation, these costs could be significantly less.

Due to the uptake of low carbon technology, and the move towards net zero, the Climate Change Committee have estimated that energy demand could almost treble by 2050. This increased pressure on the system is something SSEN, as Distribution Systems Operator, is working on to manage new system capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure. Early engagement with SSEN may be required to discuss connections issues and new solutions may be required.

It is likely that significant off-site water supply and foul network infrastructure reinforcements would be required. An offsite sewer would be required direct to the works. Depending on the scale of development west of the River Avon, works may be required to the twin syphons crossing beneath the river.

Appendix 1 Policy Context

Strategic policy	Title	Retained, Replaced or Deleted
WCS Core Policy 9	Chippenham Central Area of Opportunity (i) Bath Road Car Park/Bridge Centre Site (ii) Langley Park	Replaced with Policy 8 Chippenham Town Centre
WCS Policy 10	Spatial Strategy for Chippenham Community Area Includes Principal Employment Areas: Bumpers Farm Industrial Estate, Methuen Park and Parsonage Way Industrial estate	Replaced with Policy 6 Chippenham
CSAP Policy CH1	South West Chippenham	Retained
CSAP Policy CH2	Rawlings Green	Retained
CSAP Policy CH3	Chippenham Riverside Country Parks	Retained
North Wiltshire Local plan 2011 Policy H2	Housing Allocations: Works, Cocklebury Road, Chippenham (as part of a mixed use scheme) 66 dwellings	Deleted

	Foundary Lane, Chippenham (as part of a mixed use scheme) 250 dwellings	
North Wiltshire Local Plan 2011 Policy R1	Town centre primary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R2	Town centre secondary frontage areas	Deleted and Replaced with Policy 68 Managing Town Centres
North Wiltshire Local Plan 2011 Policy R7	Upper floors in town centres	Deleted and Replaced with Policy 68 Managing Town Centres

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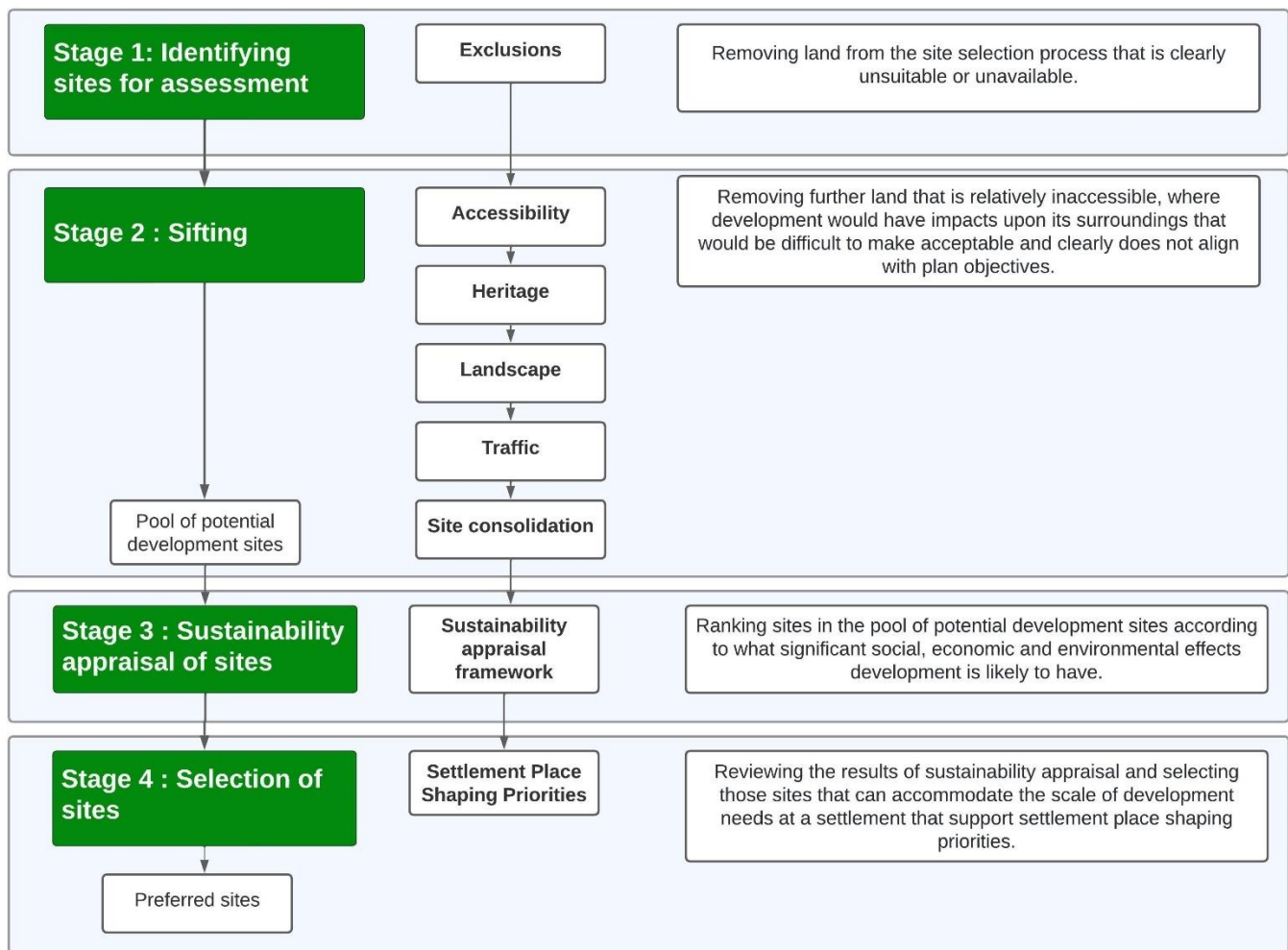
Appendix 2 Site Selection

Site Selection: Chippenham

The purpose of this appendix is to explain the site selection process at Chippenham, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁷ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁸. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Chippenham.

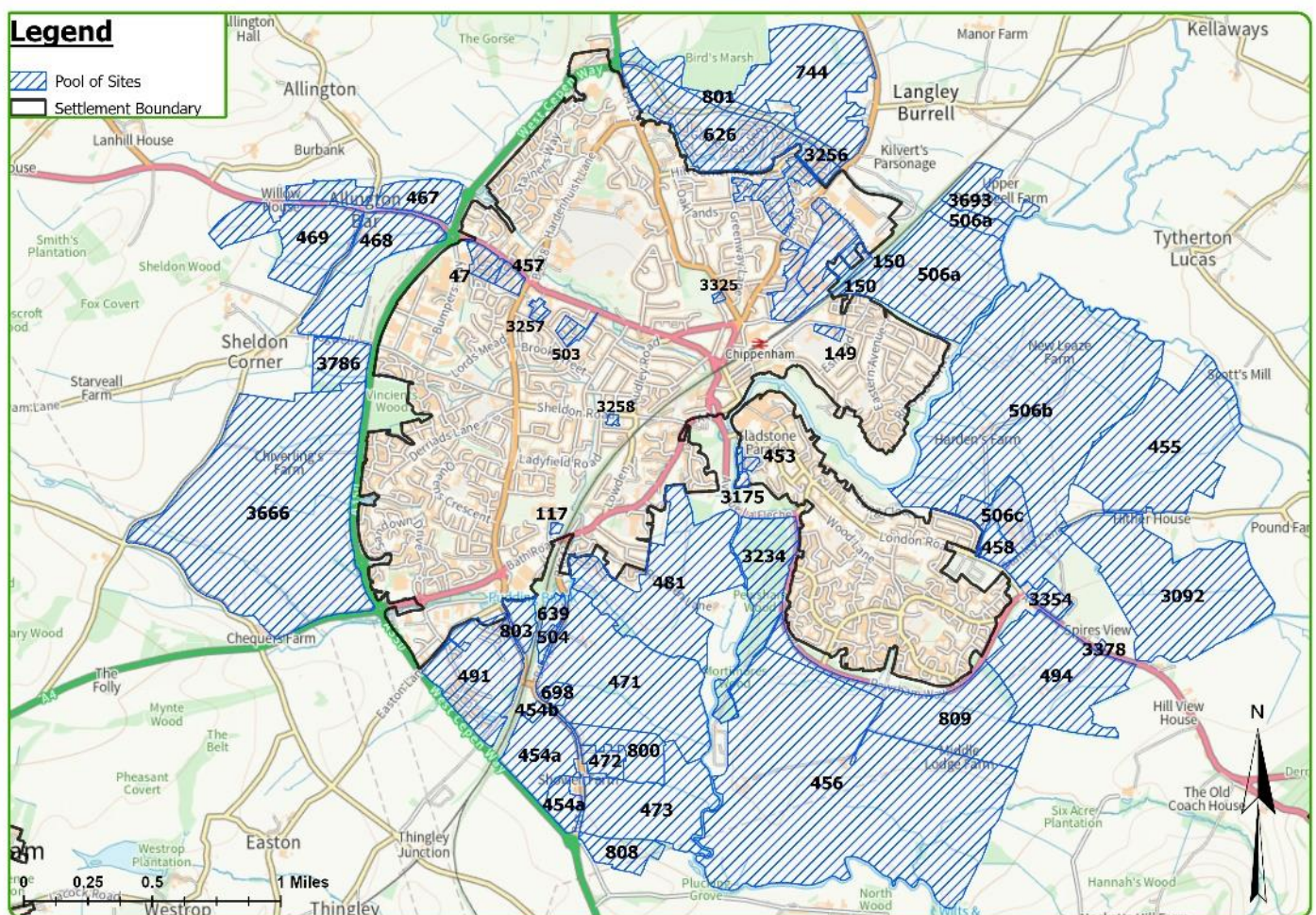


Figure 9. The pool of sites at the beginning of the site selection process at Chippenham.

⁷ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

⁸ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

23 sites at Chippenham were excluded at Stage 1.

Table 1: Sites Excluded

Site ref.	Reason for removal at Stage 1
47	Built out.
117	Unavailable. Small Site. Part of Industrial Estate
149	Built out
150	Has planning permission and partially completed
453	Unavailable. Redevelopment completed
454a	Part of CSAP CH1 South West Chippenham (Northern part of site) Remainder of site isn't being promoted.
457	Built out
458	Unavailable.
467	Unavailable. No reps submitted at Reg 18 consultation stage.
468	Unavailable. No reps submitted at Reg 18 consultation stage.
469	Unavailable. No reps submitted at Reg 18 consultation stage.
471	Part of Part of CSAP CH1 South West Chippenham
472	Part of CSAP CH1 South West Chippenham
473	Part of CSAP CH1 South West Chippenham
481	Part of CSAP CH1 South West Chippenham
491	Has planning permission. Being built out.
503	Built out.
504	Part of CSAP CH1 South West Chippenham
626	Has planning permission. Being built out.
639	Part of CSAP CH1 South West Chippenham

698	Part of CSAP CH1 South West Chippenham
800	Part of CSAP CH1 South West Chippenham
801	Has planning permission. Being built out.
3258	Small site
3257	Unavailable. Redeveloped.
3175	Built out.
3256	Unavailable. Existing housing.
3325	Small Site

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁹) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to Accessibility and Wider Impacts, and Strategic Context, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

⁹ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal, but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Chippenham:

Context criteria	Detail
Long-term pattern of development	<p>The River Avon is the original and defining feature of Chippenham. The arrival of the railway shifted the focus of the town and saw development north of the railway. Development since has spread the urban area to the A350 which forms a clear boundary to the west of the town. The River Avon along the east of the town is a less strong boundary since the large development of Pewsham. Development extending directly north, and south is underway, and growth is also planned south of the railway on the east of the town.</p>
Significant environmental factors	<p>The River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain.</p> <p>To the west and north, the A350 is a main traffic artery through the County. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts.</p> <p>There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors.</p> <p>Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town. Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities.</p>

	<p>Hardens Farm to the east of the River Avon is a listed building.</p> <p>Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham. The listed Kilvert Parsonage is also located in this area.</p>
<p>Scale of growth and strategic priorities</p>	<p>Chippenham is designated as a Principal Settlement. The town is experiencing significant growth. Further growth is now planned.</p> <p>Chippenham has excellent transport links, being in close proximity to the M4, the A350 and is located on the main Bristol to London railway route (Great Western Railway); which makes it an attractive location for economic investment.</p> <p>The Place Shaping priorities identified for Chippenham include providing new employment opportunities to enable people to live and work locally; improving the resilience of the town centre; continuing with improved access to the River Avon valley through Chippenham as an important Green Infrastructure corridor for the town; having a network of well-connected footpaths and cycleways and connectivity for public transport; linking the A4 to the A350 with the provision of a new road; and respecting identities of villages within the landscape setting of the town.</p>
<p>Future growth possibilities for the urban area</p>	<p>There are opportunities for future growth, but some represent a new direction. Combined with the scale of growth intended this indicates a significant impact.</p> <p>Land to the east of the River Avon and south of Pewsham provide ample opportunities for further housing and employment development. Other areas to the north are more limited, and land west of the A350 also provide opportunities for further housing and employment development.</p> <p>Generally, the larger land opportunities will breach the current boundaries of the A350 and River Avon respectively and need new infrastructure to do so.</p> <p>All growth possibilities, no matter what the scale, raise the very strong prospect of significant traffic congestion in and around the town centre. Work on the Chippenham Site Allocations Plan showed that a connection from the A4 and the A350 was essential to the long-term growth future of the town; and safeguarding measures were made within its allocations to allow for future connections to be made.</p>

Table 2: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Floodrisk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Strategic context and overall judgement	Taken Forward
506b	Land at East of Chippenham (Hardens Farm and New Lease Farm)						<p>This site is located east of Chippenham.</p> <p>It has average accessibility to local facilities.</p> <p>A small part of the site is affected by pluvial flooding associated with the River Avon and surface water flooding around Hardens Farm and further east. Management measures are achievable.</p> <p>The site would be visible from the Monkton Park housing estate and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road.</p> <p>The site contains designated and non-designated heritage assets Development could have an impact on historic assets: setting of Grade II listed Hardens Farm, Tytherton Lucas Conservation Area and non-designated New Lease Farmstead.</p> <p>The site, to the east of the River Avon, would represent a fresh direction for expanding the urban area.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓

455	Land to the North of London Road and West of Stanley Lane						<p>This site is located to the east of site 506b (East of Chippenham). It borders Stanley Lane and has average accessibility to local facilities.</p> <p>The River Marden is situated to the north of the site. As a result, there is a fluvial flood risk, particularly at the top of the site. A small part of the site has been subject to historical flooding. Management measures are achievable. There is a surface water flood risk, in the centre of the site and downstream of the North Wiltshire River Cycle route.</p> <p>The site would be visible from Stanley lane and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road. Development would have some impact on settings of Grade II listed Hither Farm and Middle Farm. This impact would significantly increase in combination with Site 3092.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3354	Jeys Farm, Pewsham						<p>This is a small site located to the east of Chippenham adjacent to the A4. It has good accessibility to local facilities in Pewsham and in the town centre.</p> <p>Flood risk is low. Management measures are straightforward and there is no reduction in the site capacity. There is considered to be no</p>	✗

						<p>harm to heritage assets. The site is well screened from A4 London Road and distant views to Derry Hill, Nocketts Hill, and Naish Hill to the South and South East. The site is small and is not considered to be strategic. It is accessible from the A4 but is not immediately adjacent to other sites being promoted in the area and so cannot be considered in combination with one or more of them. Exclude from further consideration because of its size and isolation.</p>	
3092	Forest Gate Farm					<p>.This site is located east of Chippenham between Stanley Lane and the A4. It has average accessibility to local facilities. The only flood risk associated with the site is surface water flooding, which is widespread across the site, but particularly toward the south of the site around Green Lane Farm. Management measures are achievable. Development will have some impact on Grade II listed Hither Farm and Middle Farm. Impact significantly increased in combination with Site 455. Southern edge adjacent to route of former canal. Possible impact on setting of the Grade II* listed Bowood Registered Park and Garden. Impact on separate character of Old Derry.</p> <p>The site would be highly visible from Stanley Lane and the various isolated farmsteads along it. There are also distant views to Derry Hill to the South East.</p> <p>There is good access to the A4. The site in combination with site 506b and 3092 provides the opportunity for a</p>	✓

						<p>new eastern link road to link the A4 with the A350 if required.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
456	Land South of Pewsham					<p>This site is located south of Pewsham, east of the River Avon and extends towards Lacock. Part of the northern boundary is near to the A4, although it is separated by a strip of land belonging to site 809.</p> <p>It has average accessibility to local facilities. Historical flooding has taken place, to the south of the site associated with the River Avon. There is also a surface water flood risk associated with the River Avon tributaries. Consequently, the site has a medium risk of flooding. Management measures are achievable.</p> <p>There are some less than significant heritage impacts. The southern half of the site has a potential impact on setting of Grade II listed Lackham House and its designed landscape. The North-west side of the site impacts on Rowden Conservation Area.</p> <p>This is a large site that would have a visual impact on the Avon Valley and Lackham College. The site will be open to distant views from the hills to the south and south east. The site in combination with site 809 provides the</p>	✓

						<p>opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
809	Lane South of Pewsham Way					<p>This site is located south of Pewsham. It borders the A4 road and is between sites 494 and 456. It has good access to the A4. It has average accessibility to local facilities.</p> <p>There is a medium flood risk, associated with surface water flooding towards the east of the site. This may be a capacity issue with water passing under the main road and holding back into this site. Management measures are achievable</p> <p>There is no harm to heritage assets, although there is a contribution of the landscape setting to the Grade I listed Bowood Registered Park and Garden and impact on settings of non-designated farmsteads. The site has open views from Pewsham Way and the south of the site will be open to distant views from the hills to the south and south east. Eastern edge is adjacent to route of former canal.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓

494	Forest Farm						<p>This site is located south east of Pewsham and is adjacent to the A4 road. It has good access to the primary route network. It has average accessibility to local facilities. Flood risk is rated good, although there is evidence of surface water flooding. Management measures are straightforward.</p> <p>There is less than substantial harm to heritage assets. There is the possibility of impact on setting of Grade I listed Bowood Registered Park and Garden, Grade II listed Pewsham House and non-designated heritage farmsteads.</p> <p>The site is highly visible from A4 London Road with distant views to Derry Hill, Nocketts Hill, and Naish Hill to the South and South East. Mitigation is possible.</p> <p>The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3234	Patterdown / Rowden						<p>This site is located south of Pewsham between the River Avon and Pewsham Way. It has good access to the primary route network. It has good accessibility to local facilities in the town. There is a risk of surface water flooding and pluvial flooding as a result of its location adjacent to the River Avon. . Historical</p>	✓

							<p>flooding has affected some of the site. Management measures are straightforward.</p> <p>The site is considered to have less than significant impact on heritage assets. There will be some impact on Rowden Conservation Area and setting of Grade II and II* listed buildings and scheduled moated site at Rowden Manor.</p> <p>The landscape impacts are acceptable with some mitigation. The site is well screened from Pewsham way with good tree and hedgerow cover. There are middle distance views to the West across the Avon Valley to the Community Hospital site and adjacent residential areas. Mortimer's Wood Nature Reserve is in the southern portion of the site.</p> <p>The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
473	Land Opposite Showell Farm						<p>This site is located immediately south of the South West Chippenham site which is an existing allocation and has planning permission.</p> <p>Accessibility to local facilities is average and the site has good access to the A350 and B4528. This site has a medium flood risk due to the proximity to</p>	✓

						<p>the River Avon and the historical flooding which has taken place on the eastern side of the site. There is a risk of surface water flooding on part of the site and this site carried the highest groundwater risk which can be overcome.</p> <p>The site is considered to have less than significant impact on heritage assets. Grade II listed Showell Farm is a large multi yard farmstead with good survival of significant buildings. Whilst currently well screened from views to the A350 any access from this road onto the site is likely to significantly degrade this.</p> <p>The site in combination with site 456, 494 and 809 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
494	Forest Farm					<p>This site is located south east of Pewsham and is adjacent to the A4 road. It has good access to the primary route network. It has average accessibility to local facilities.</p> <p>Flood risk is rated good, although there is evidence of surface water flooding. Management measures are straightforward.</p> <p>There is less than substantial harm to heritage assets. There is the possibility of impact on setting of Grade I listed Bowood Registered Park and Garden, Grade II listed Pewsham House and non-designated heritage farmsteads.</p>	✓

						<p>The site is highly visible from A4 London Road with distant views to Derry Hill, Nocketts Hill, and Naish Hill to the South and South East. Mitigation is possible.</p> <p>The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
803	Land at Chippenham Business Park adjoining Saltersford Lane					<p>This site is located south of Methuen Park between Hunters Moon and the railway line. Accessibility to local facilities is good and the site has no significantly harmful effects on congested roads. The site is rated as having good flood risk impacts. The key impacts are Groundwater / Surface Water and recorded flooding risks. The groundwater risk is the highest possible but can be mitigated. The surface water risk is predominantly located at the far north and south of the site. The recorded historical flooding is also situated at the top of the plot and associated to the nearby watercourse. Management measures are achievable. There is no harm to heritage assets. Grade II listed Patterdown Farm is physically and visually separated by railway embankment. The site is generally well screened from view with the railway embankment as a green infrastructure corridor running along its eastern boundary. Whilst there are some gaps along the hedge</p>	✓

						<p>line along Saltersford Lane these can be dealt with through mitigation.</p> <p>Take forward for further consideration. This is a smaller site, which does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
808	Land East of Access to Lackham College					<p>This site is located south of Showell and the South West Chippenham allocation. The A350 is nearby.</p> <p>Accessibility to local facilities is average and access to the primary road network is good. This site has medium flood risk.</p> <p>This site is at risk of surface water flooding which is located towards the east of the plot and also in the North East corner. Historically, a small part of the site has also flooded due to channel capacity issues from the nearby River Avon. Management measures are achievable.</p> <p>There is no harm to heritage assets.</p> <p>The site is exposed to views from the A350 which would require mitigation.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
744	Land to the North of Barrow Farm					<p>This site is located to the north of Chippenham and east of Birds Marsh Wood. It is adjacent to the north Chippenham urban extension which is being built out. which has planning permission.</p>	✓

							<p>Accessibility to local facilities is average, and the site has no significantly harmful effects on any congested roads.</p> <p>The site is classed as having medium flood risk and management measures are achievable, This site has risks from groundwater and surface water flooding, which can be mitigated against.</p> <p>This site will have a less than substantial impact on the settings of listed buildings including Barrow Farm which is within the site and Langley House to the north east of the site.</p> <p>Whilst the southern half of the site is low lying the site rises up to the North east making any development here more incongruous within the predominantly rural context. Development of this site risks coalescence between Chippenham and the village of Langley Burrell.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
3666	Land west of Chippenham						<p>This site is located west of Chippenham and the A350 and north of the A4 where the two roads meet. Accessibility to facilities is average and has no significantly harmful effects on congested corridors. This site has medium flood risk. The risks</p>	✓

						<p>from this site include recorded flood outlines, focused around the north of the site and the North East corner under the A350. The surface water risk at this site key spots could be linked to capacity and following natural flows under the A350. Groundwater risk is fairly consistent across the entire site. Management measures are achievable. Main site would have severe impact on setting of Grade II listed Chiverlins Farm leading to complete loss of agricultural setting. Southern section would impact on the intact Mynte Farmstead group and Chequers Farm. Farmsteads have a fundamental relationship with their surrounding hinterland and mitigation likely to be difficult. South of site has likely impact on setting of high status Corsham Court Registered Park and Garden and approach. The landscape impacts are acceptable with some mitigation. The site has open views and a prominent position from both the A350 and A4 with the land rising up from Holywell. Take forward for further consideration. Does not appear to have any overriding significant impacts that justify</p>	
--	--	--	--	--	--	---	--

							excluding the site at this stage.	
3693, and Part of 506a	Land at Peckingell Farm and Rawlings Green						<p>This site is located to the north east of Chippenham and to the east of the railway line. Land to the south of the site is allocated for development (CSAP CH2 Rawlings Green) with the southern section of this site forming the northern section of the Rawlings Green site and is designated as a country park</p> <p>The site has flood risk, but management measures are achievable. This site has some groundwater risk. This too can again be mitigated.</p> <p>It has average accessibility to local facilities. The accessibility of the location is dependent on the delivery of the adjacent Rawlings Green site including a bridge over the railway.</p> <p>The site would have an impact on setting of Grade II listed Upper Peckingell and Lower Peckingell farmsteads and remove much of remaining immediate agricultural setting and context. Mitigation is likely to be very difficult to achieve to offset harm caused. There could be some level of development linked to the site to south but there would be a need for mitigation in form of landscaping which would be likely to reduce capacity.</p> <p>The pattern of vegetation creates a locally wooded landscape that contributes to a strong sense of separation between Chippenham and outlying rural settlements.</p>	✓

							<p>The railway and associated vegetation also provide separation of the site from Langley Burrell to the north. Trees towards the southern area of the site provide a narrow buffer to the allocated land to the south forming part of Rawlings Green site.</p> <p>Take forward for further consideration</p>	
3786	Adj A350						<p>This site is located west of Chippenham and the A350. Accessibility to facilities is average and has no significantly harmful effects on congested corridors.</p> <p>This site has medium flood risk. The risks from this site include recorded flood outlines, focused around the north of the site and the North East corner under the A350. The surface water risk at this site key spots could be linked to capacity and following natural flows under the A350. Groundwater risk is fairly consistent across the site. Management measures are achievable.</p> <p>There may be some impact on setting of Grade II listed Chiverlins Farm</p> <p>The landscape impacts are acceptable with some mitigation. The site has open views and a prominent position from both the A350 and A4.</p> <p>Take forward for further consideration.</p>	✓

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
506b; 455; 3092;	These sites mostly abut each other and are all located east of Methuen Park, Rawlings Green, the River Avon and between the River Avon and the A4 corridor.
494; 809; 456	These sites abut each other and are all located South of Pewsham, West of the River Avon.
473; 808; 454b	These sites are located west of the River Avon, either side of the B4578, south of Rowden Park near to the Lackham Roundabout onto the A350
3666 and 3786	These sites abut one another and are both located west of the A350.
3693 and 506a (Part)	These sites abut one another and form an extension of the Rawlings Green site.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Land East of Chippenham	506b; 455; 3092; 458; 3354
2	Land South of Chippenham	494; 809; 456, 3234
3	Land East of Showell Farm	473,808
4	Land Adj Saltersford Lane	803
5	Land West of A350 Chippenham	3666 and 3786
7	Barrow Farm	744
8	Land at Peckingell Farm and Rawlings Green	3693, 506a(part)

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report¹⁰, which also includes the detailed assessments made for each site.

¹⁰ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

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Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

Seven sites assessed through Sustainability Appraisal at Stage 3, were taken forward as preferred sites for further consideration at Stage 4:

- Site 1 Land East of Chippenham
- Site 2 Land South of Chippenham
- Site 3 Land East of Showell Farm
- Site 4 Land at Chippenham Business Park adjoining Saltersford Lane
- Site 5 Land West of Chippenham Adj a350 and A4
- Site 7 Barrow Farm
- Site 8 Land at Peckingell Farm and Rawlings Green

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- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

TABLE SHOWING SUMMARY OF ASSESSMENT SCORES LISTED IN ORDER OF SITE SUSTAINABILITY PERFORMANCE

Site	Overall site score (+ position)	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
1	-5(1 st)	-	--	--	--	-	0	--	-	+++	+++	--	+++
2	-7 (2 nd Joint)	--	--	--	--	-	0	--	--	+++	++	--	+++
3	-7(2 nd Joint)	-	--	--	--	--	0	--	-	+++	++	--	++
5	-7(2 nd Joint)	-	--	--	--	-	0	--	--	+++	++	--	++
7	-7(2 nd Joint)	--	--	--	--	-	0	--	--	+++	+++	--	++
4	-8(6 th Joint)	-	-	--	--	--	0	-	0	+	+	-	+
8	-8(6 th Joint)	-	--	--	--	-	0	--	--	++	+	--	+

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities’ that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

Potential sites at Chippenham were assessed against the Place Shaping Priorities, which is set out in the following table:

Table 4 Place Shaping Priorities Assessment

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
1	1st	Strength	Neutral	Strength	Strength	Strength	Neutral
		<p>Could include employment land as part of a mixed-use development. This would provide employment land on the eastern side of the town, to enable people to live and work locally. Employment opportunities on the site, in the town centre and near the railway</p>	<p>This site is a large site, parts of which are some distance from the town centre. However, there is the opportunity to include paths, cycleways and public transport routes linking with the town centre, enabling people to visit the town centre shops and services.,</p>	<p>The River Avon is to the west of this site and the Country Park established as part of the Rawlings Green allocation is opposite. There is the opportunity to extend the Riverside Country Park and enhance the ecology along the River Avon and</p>	<p>There is the opportunity to include a network of footpaths and cycleways and connectivity for public transport so that more people can choose active travel and public transport as a means of getting around e.g. improved links to and from Abbeyfield School and</p>	<p>This site is located to the east of the town and provides the opportunity to include a new eastern link road from A4 to the A350. This will help to address congestion issues in and around the town centre. The site also provides the opportunity to improve the pedestrian,</p>	<p>Part of this site north of the North Rivers Cycle Route including New Leazes Farm may have an effect on the landscape setting of Tytherton Lucas village. The eastern part of this site may have an effect on the landscape setting of</p>

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
		station and Cocklebury Road area would be accessible by walking, cycling and public transport. Development of this site may encourage further inward investment in and around the railway station and Cocklebury Road area.	ensuring the town centre continues to thrive and remain vibrant.	provide further opportunities for pathways and cycleways to and from the town centre.	Stanley Road Playing Fields. .	cycling and public transport links between areas to the north of Chippenham (e.g. Monkton Park) and Abbeyfield Secondary School.	Derry Hill village. A large part of the site falls outside of these areas.
2	joint 2nd	Strength	Neutral	Strength	Strength	Strength	Neutral
		Could include employment land as part of a mixed-use development.	This site is a large site, parts of which are some distance from the town	The River Avon is to the west of this site and the Country Park	This site could include a network of well-connected footpaths and	This site is located to the south of the town and provides the	Part of the site around Forest Farm may have an effect on the

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
		<p>This would provide employment land on the eastern side of the town and enable people to live and work locally</p>	<p>centre, however there is the opportunity to include paths and cycleways linking with the town centre, enabling people to visit the town centre, shops and services., ensuring the town centre continues to thrive and remain vibrant, minimising congestion and improving air quality.</p>	<p>established as part of the South Chippenham (Rowden Park) site on the opposite side. There is the opportunity to extend the Riverside Country Park to provide further opportunities for pathways and cycleways linking the site to the town centre and to enhance the ecology along the River Avon Corridor.</p>	<p>cycleways and connectivity for public transport so that more people can choose active travel and public transport as a means of getting around.</p>	<p>opportunity for a new southern link road from A4 to the A350 if required.</p>	<p>landscape setting of Derry Hill village. A large part of the site falls outside of these areas.</p>

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
3	joint 2nd	Neutral	Neutral	Strength	Strength	Strength	Strength
		Could include employment land as part of a mixed-use development, which would provide further employment opportunities to enable people to live and work locally.	This site is some distance from the town centre, however there is the opportunity to include paths and cycleways linking with the Rowden Park site and the town centre, which could provide opportunities for people to visit the town centre ensuring it remains vibrant, minimising congestion and	The River Avon is to the east of this site and to the north is the Country Park established as part of the Chippenham Site Allocations Plan is part of the South Chippenham (Rowden Park) site There is the opportunity to extend the Riverside Country Park which will also provide further opportunities	This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided across the town, to/from the town centre, and through into the surrounding countryside,	This site is located adjacent to the B4528 road and is near to the Lackham roundabout which connects with the A350. Land will be required for a southern link road to join up with the A350 at the Lackham roundabout.	This site doesn't have any effect on villages near to Chippenham and their landscape setting.

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
			improving air quality.	for pathways and cycleways to be established linking the site to the town centre and to enhance the ecology along the River Avon Corridor.			
4	Joint 6th	Weakness	Neutral	Weakness	Weakness	Weakness	Strength
		This is a relatively small site, which could provide some employment land to complement other sites offer in the town including nearby	The town centre is easily accessible from this site along the A4. and there is the opportunity for people to visit and use the shops and	This site is not located near to the River Avon and so limits the opportunity to improve access to the River Avon valley through	This site is a small site which is near to the A4 and the railway line. Although there are footways and public transport provided along the A4 and the	This site is a small site which on its own won't help to provide for a more resilient local network addressing traffic	This site doesn't have any effect on villages near to Chippenham and their landscape setting.

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
		on the Methuen Business Park., but the amount of land this site could provide may not be substantial and other land would be required.	services ensuring the town centre remains vibrant, minimising congestion and improving air quality. However, there are a range of out of town shops near to this site e.g. Bath Road Retail Park and Sainsbury's, Cepen Park which may deter trips to the town centre.	Chippenham as an important green infrastructure corridor for the town.	existing built up area, which can be accessed from the site, the site may not be large enough or suitable to include extensive new links. .	congestion within the town.	
5		Strength	Neutral	Weakness	Neutral	Weakness	Strength

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
	Joint 2nd	<p>Could include employment land as part of a mixed-use development. to enable people to live and work locally. The site benefits from a location adjacent to A350 which is an important economic corridor. However, the A350 is also a barrier to linking any development with the town and providing opportunities for people to travel</p>	<p>The town centre is accessible via the A350/A4, but as this site is on the western side of the A350, there would be significant severance for pedestrian and cyclist trips to the town centre which may restrict visits to the town centre shops and services or it may encourage car based trips to the town centre, both of which could</p>	<p>This site is not located near to the River Avon and it doesn't provide the opportunity to improve access to the River Avon valley through Chippenham.</p>	<p>This site is located adjacent to the A4/A350. This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided. However, the site is located on the western side of the A350 and the A350 is a barrier to linking development</p>	<p>This site is located adjacent to the A4/A350. It doesn't provide any opportunities to provide for a more resilient local network addressing traffic congestion within the town.</p>	<p>This site doesn't have any effect on villages near to Chippenham and their landscape setting.</p>

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
		to the site from elsewhere in Chippenham by foot or bicycle in particular.	have an negative impact on the vibrancy of the town centre, traffic congestion and air quality. There are shops and facilities in the Cepen Park, Bumpers Farm, and Bath Road areas which also may deter trips to the town centre.		with the town which may deter people from making trips by foot and bicycle in particular.		
7	Joint 2nd	Strength	Strength	Weakness	Strength	Weakness	Weakness
		Could include a mix of employment as part of a mixed-use development	This site is to the north of the town and could provide opportunities	This site is not located near to the River Avon and doesn't provide the	This is a large site where there is the space to include a network of well-	This site would be accessed via the Northern distributor road being provided	This site could have an impact on the landscape setting for

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New infrastructure	PSP6 Surrounding Villages
		in order to provide employment opportunities to enable people to live and work locally.	for people to visit and use the facilities available in and around the town centre and enable the town to remain vibrant, improve congestion and air quality.	opportunity to improve access to the River Avon valley through Chippenham.	connected footpaths and cycleways and connectivity for public transport could be provided.	as part of the North Chippenham development and wouldn't provide any further opportunities to provide for a more resilient local network addressing traffic congestion within the town.	Langley Burrell. The entire site is located with the landscape setting of the village.
8	Joint 6th	Strength Could include a mix of employment as part of a mixed use development in order to	Strength This site could provide opportunities for people to visit and use the facilities	Strength This site is located adjacent to the River Avon and would provide the	Strength This is a large site where there is the space to include a network of well-connected	Neutral This site would be accessed via the Cocklebury Link Road and northern distributor road	Weakness A large part of the site could have an impact on the landscape setting for

Site	SA Rank	PSP1 Employment	PSP2 Town Centre	PSP3 the River Avon Corridor	PSP4 Accessibility	PSP5 New Infrastructure	PSP6 Surrounding Villages
		<p>provide employment opportunities to enable people to live and work locally.</p>	<p>available in and around the town centre and enable the town to remain vibrant, improve congestion and air quality.</p>	<p>opportunity to improve access to the River Avon valley through Chippenham.</p>	<p>footpaths and cycleways and connectivity for public transport could be provided. However, this may be reliant on the railway crossing and Cocklebury Link Road being provided as part of the existing Rawlins Green site.</p>	<p>via a new railway bridge which has yet to be built. It wouldn't provide any further opportunities to provide for a more resilient local network addressing traffic congestion within the town.</p>	<p>Langley Burrell and is located within the landscape setting of the village.</p>

Summary

Site	Stage 4 ranking	SA ranking of site	PSP1	PSP2	PSP3	PSP4	PSP5	PSP6	Change from SA ranking
1	1 st (joint)	1 st	√	√/x	√	√	√	√/x	No Change
2	1 st (joint)	2 nd (joint)	√	√/x	√	√	√	√/x	↑
3	1 st (joint)	2 nd (joint)	√	√/x	√	√	√	√/x	↑
8	4 th	6 th (joint)	√	√/x	√	√	√	x	↑
5	5 th	2 nd (Joint)	√	√/x	x	√	x	√	↓
7	6 th	2 nd (joint)	√	√/x	x	√	x	x	↓
4	7 th	6 th (joint)	x	√/x	x	x	x	√	↓

The outcome of Stage 4 of the site selection process for Chippenham can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that Land South of Chippenham and Land East of Showell Farm emerged as the preferred sites at Chippenham:

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Chippenham.

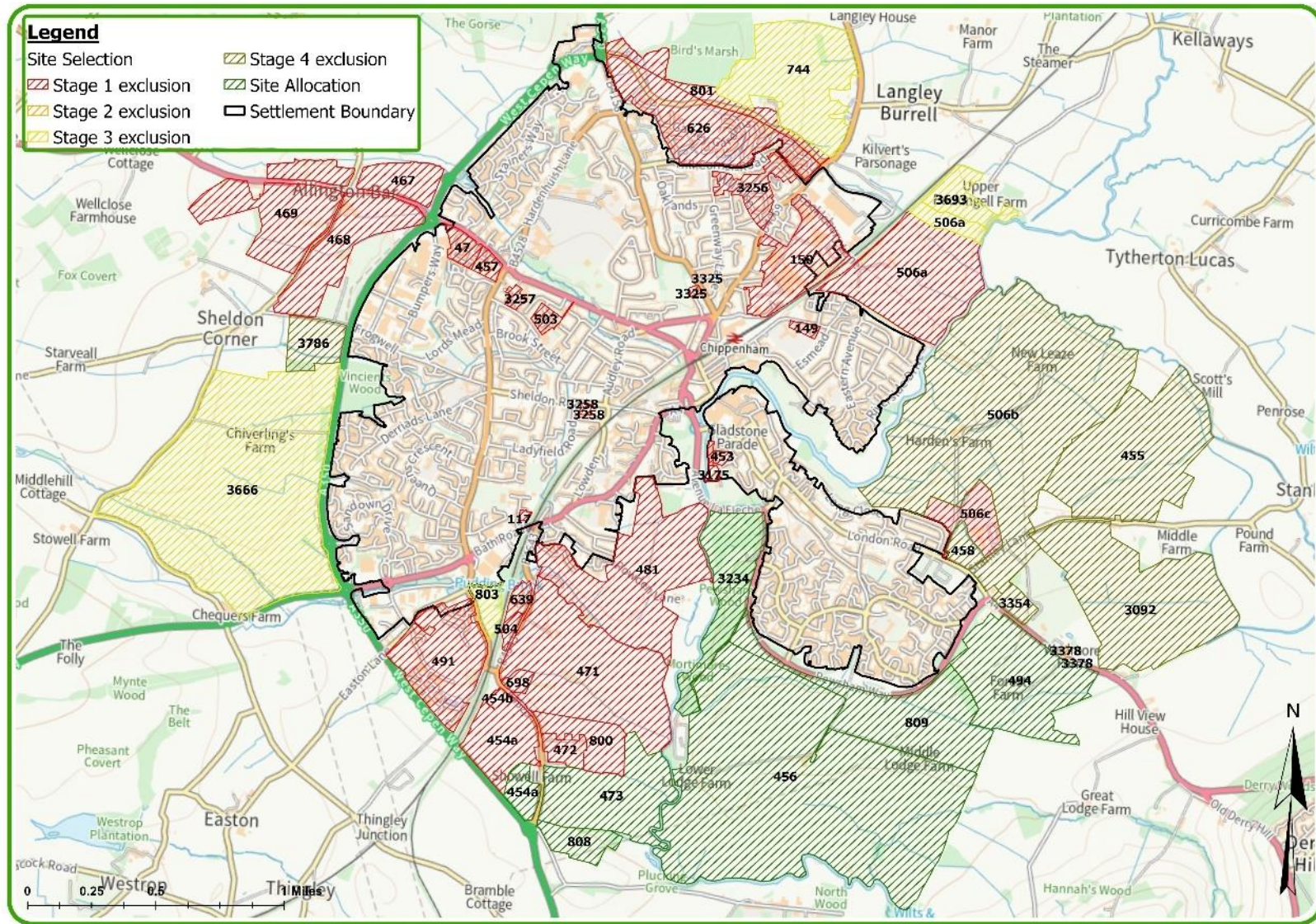


Figure 9. The results of the site selection process at Chippenham.