



Chippenham Site Allocations Plan

Proposed Adopted Version

Council

May 2017

Wiltshire Council

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1 Introduction

Purpose of the Plan

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

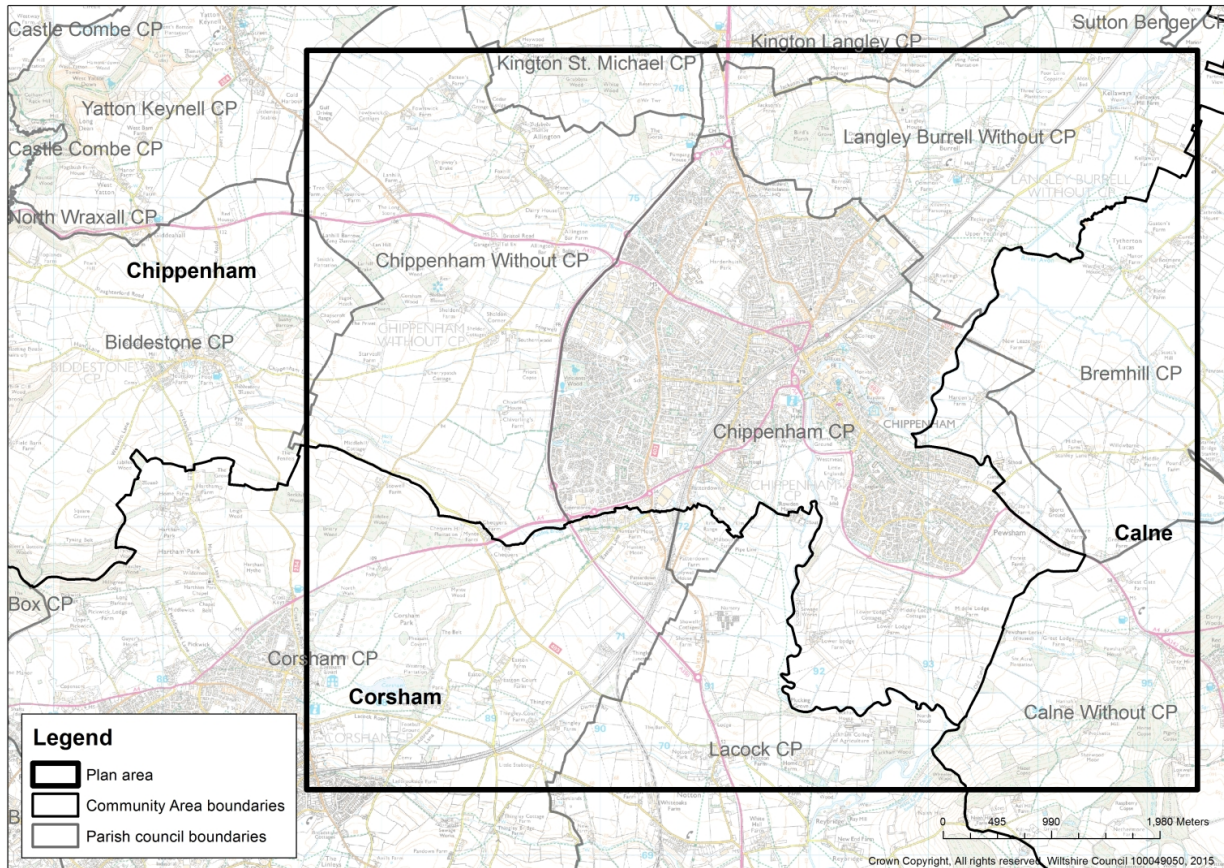
Plan Area

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

1 Wiltshire Core Strategy Development Plan Document, Adopted January 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

2 Wiltshire Strategic Housing Land Availability Assessment as updated by the Call for Sites exercise for Chippenham, Spring 2014. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

Figure 1.1 Map of the Plan area



How this Plan has been prepared

- 1.5** The WCS sets the scale of growth to be delivered at Chippenham for the period 2006-2026. Core Policy 10 of the WCS requires that approximately 26.5 ha of employment land and at least 4,510 new homes are delivered at the town by 2026 but does not identify specific sites to deliver the growth. The selection of sites for allocation to deliver this growth has been guided by the criteria included in Core Policy 10 and by the key issues identified in the Chippenham Area Strategy section of the WCS (expressed at paragraphs 5.44 to 5.54).
- 1.6** The criteria in Core Policy 10 formed the basis for the comparative assessment of strategic areas and sites. For each criteria, evidence was gathered to support decisions on the choice of strategic areas and sites. The evidence papers are available on the council's website and are:
- Evidence Paper 1: Economy
 - Evidence Paper 2: Housing and Community Facilities
 - Evidence Paper 3: Transport and Accessibility (Parts 1 and 2)
 - Evidence Paper 4: Landscape Assessment
 - Evidence Paper 5: Biodiversity
 - Evidence Paper 6: Flood Risk and Surface Water Management
 - Evidence Paper 7: Heritage Assets.

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

Sustainability appraisal

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

Policies Map

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

Consultation

- 1.11** On 14 July 2015, following consideration by Cabinet on 9 July, Council approved the submission of the draft Chippenham Site Allocations Plan (the Plan), together with proposed changes, to the Secretary of State for Examination. The proposed changes had arisen as a result of consultation on the Pre-Submission draft Plan in February 2015.
- 1.12** The Plan was subsequently submitted on 30 July 2015. The appointed Inspector, Patrick Whitehead, wrote to the Council on 18 September setting out his Initial Appraisal of the Plan to which the Council responded. On 5 October, the Inspector confirmed that on the basis of the Council's response he was content for the examination to proceed to the hearing sessions. The hearings opened on 10 November and were programmed to run until 19 November 2015.
- 1.13** On day two, the Inspector suspended proceedings when the Inspector raised concerns about the evidence supporting the Plan. The Inspector set out his concerns in letters to the Council of 16 and 30 November 2015. In response the Council wrote to the Inspector on 4 December 2015 and provided a Schedule of Work designed to address his concerns.
- 1.14** The outcome of this Schedule of Work was reported to Cabinet on 19 April 2016 and subsequently to Council on 10 May 2016 where approval was given to consult on Proposed Modifications to the Plan and the revised evidence base that was the outcome of the Schedule of Work. The Proposed Modifications were consulted on over the period 23 May – 5 July 2016.
- 1.15** All comments received as part of this consultation were forwarded to the Inspector for his consideration. Following receipt of this information hearings were reopened between 27 September and 4 October 2016. As a consequence of these hearing sessions further

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

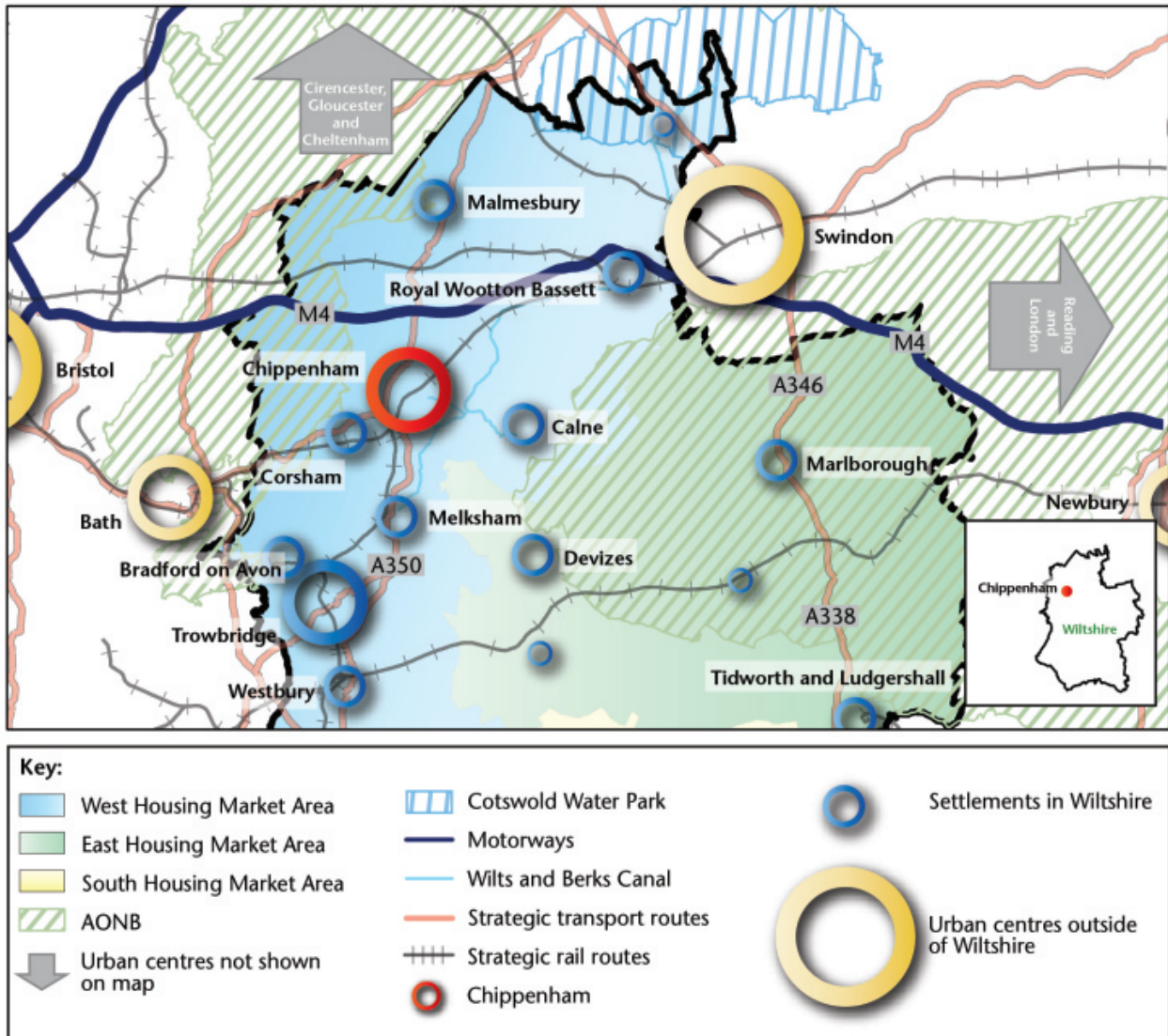
changes were proposed to the draft Plan which were consulted on over the period 31 October to 12 December 2016. The response to this consultation was also sent to the Inspector for his consideration.

1.16 The Inspector issued his Report to the Council on 21 February 2017.

2 Context

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

Figure 2.1 Chippenham Location Map



- 2.5** The town's green infrastructure network, particularly along the River Avon, is a key feature of the town that still connects and draws residents towards the river and town centre. Developing possibilities to make more of the river around Chippenham is a longstanding local ambition.
- 2.6** As a historic market town Chippenham has grown in the past and responded to change brought about by the railway and new road connections. The historical development of the town is described in the Chippenham Central Area Masterplan⁽⁴⁾.
- 2.7** The centre of Chippenham has a designated conservation area. The Chippenham Conservation Area Management Plan (Adopted April 2010 as Supplementary Planning Guidance) provides development guidelines, which include protecting the settings of these and other key assets within the town. The churches of St Andrew and St Paul have tall steeples and are prominent in views of the town. This prominence reflects a deliberate design intention, and the setting of these assets therefore includes the wider landscape in which they are experienced. There are a number of significant assets within the town including:

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

- Grade I listed The Ivy, The Yelde Hall and Sheldon Manor
- Grade II* St Andrew's Church, Hardenhuish House, St Paul's Church and St Nicholas's Church.

National policy context

National Planning Policy Framework

- 2.8** The National Planning Policy Framework⁽⁵⁾ (NPPF) sets out the government's planning policies for England. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions. One of its core principles is that development should be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area. This Plan is being prepared in accordance with that principle.
- 2.9** At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a 'golden thread' running through plan-making and decision-taking. For plan-making, this means that local planning authorities should positively seek opportunities to meet the development needs of their area. The NPPF asks that Councils boost significantly housing supply. In recent times, house building in Chippenham has been at its lowest for thirty years. The Plan allocates land to address this situation.

Local context

Wiltshire Core Strategy

- 2.10** The Wiltshire Core Strategy⁽⁶⁾ was adopted by Wiltshire Council on 20 January 2015. The Core Strategy covers the whole of Wiltshire (excluding Swindon) and sets out the council's spatial vision, key objectives and overall principles for development in the county to the year 2026. The Core Strategy has been produced to be consistent with national policy and the Wiltshire Community Plan.
- 2.11** The Core Strategy identifies six key challenges for Wiltshire⁽⁷⁾:
- Economic growth to reduce levels of out commuting from many of Wiltshire's settlements
 - Climate change opportunities to reduce greenhouse gas emissions and mitigate the consequences of a changing climate
 - Providing new homes to complement economic growth and a growing population
 - Planning for a more resilient community
 - Safeguarding the environmental quality of the County whilst accommodating new growth, and
 - Infrastructure investment to meet the needs of the growing population and economy.
- 2.12** The Chippenham Site Allocations Plan is concerned with determining where the levels of growth identified in the Wiltshire Core Strategy are to be delivered at Chippenham and faces these same key challenges.
- 2.13** The Chippenham Area Strategy section of the Core Strategy sets out the main specific issues that should be addressed in planning for the Chippenham Community Area, including objectives to prioritise new employment provision to help redress existing levels of net out-commuting, manage the delivery of housing development throughout the plan period to

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

6 Wiltshire Core Strategy Development Plan Document, January 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

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

ensure a steady supply of new homes, and to enhance Chippenham's offer as a service centre. Key issues and considerations include recognising the River Avon as an important asset, recognising the ecological value of Birds Marsh Wood and the need for improvements in public transport connectivity and pedestrian and cycle links to key locations in the town.

The strategy for the Chippenham area

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

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

(Wiltshire Core Strategy, adopted January 2015, paragraph 5.46 and 5.47)

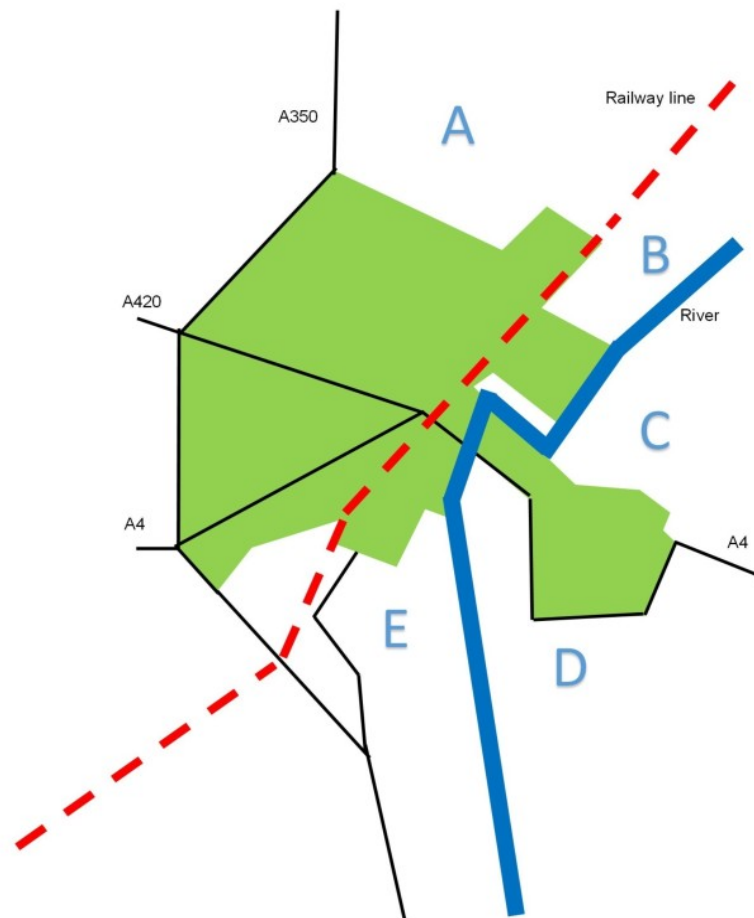
- 2.14** The Wiltshire Core Strategy identifies the overall level of housing and employment growth at the town but does not allocate strategic sites for development. Core Policy 10 establishes a need to identify at least a further 2,625 dwellings (once existing completions and commitments have been taken into account⁽⁸⁾) and approximately 26.5ha of land for employment development on land adjoining the built up area.
- 2.15** The role of this Chippenham Site Allocations Plan is to plan positively for the most appropriate and sustainable large mixed use land opportunities necessary to deliver at least this scale of growth. In this context there are a number of strategic areas where large mixed use sites could be located and these broad 'strategic areas' are identified in the Wiltshire Core Strategy, as illustrated in figure 2.2.
- 2.16** These broad 'strategic areas' for growth are indicated by barriers such as main roads, rivers and the main railway line. The A350 is one such barrier to development, but is also considered to be a clear and logical boundary to the town, which should not be breached⁽⁹⁾. Hence no strategic areas, for the purpose of the CSAP Plan, are shown west of the A350.

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

9 Briefing Paper 2: Definition of Strategic Areas (updated January 2015) provides a more detailed explanation of how the strategic areas were defined. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

Figure 2.2 Chippenham Strategic Areas, Wiltshire Core Strategy

Chippenham Strategic Areas



Swindon and Wiltshire Local Economic Partnership

- 2.17** The Swindon and Wiltshire Local Economic Partnership (LEP) are seeking to capitalise on Wiltshire's pivotal location for growth⁽¹⁰⁾. The location of Chippenham is recognised as presenting an opportunity for economic growth given its proximity to the M4 and location on the Great Western Railway. The Swindon and Wiltshire Strategic Economic Plan (SEP)⁽¹¹⁾ prioritises investment in improvements to the A350 Corridor and includes support for growth in and around Chippenham.
- 2.18** In December 2014, the Swindon and Wiltshire LEP secured a £129 million 'Growth Deal' from the Government's Local Growth Fund to support economic growth in the area⁽¹²⁾. Swindon and Wiltshire LEP and Central Government have agreed to co-invest in nine identified jointly-agreed priorities including provisionally allocating funds to two projects that will directly affect Chippenham:

10 Swindon and Wiltshire Local Enterprise Partnership Proposal 2011

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

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

- Chippenham station hub - Redevelopment of Chippenham station including enhanced parking and retail offer and new railway crossing
- A350 Dualling Chippenham Bypass - Dualling the A350 north of Chippenham from Badger Roundabout to Chequers Junction.

Wiltshire and Swindon Local Nature Partnership (Link2Nature)

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

Wiltshire Community Plan

2.20 The Wiltshire Community Plan 2011-2026: People, Places and Promises⁽¹³⁾ has three overarching priorities:

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

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

Chippenham Vision

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

2.23 A specific role of the Chippenham Vision was to develop a masterplan for the centre of Chippenham. Core Policy 9 of the Wiltshire Core Strategy (Chippenham Central Areas of Opportunity) identifies redevelopment opportunities in Chippenham town centre and the adjacent Langley Park area. Supported by Wiltshire Council, the Chippenham Vision partnership published and consulted on a draft Chippenham Central Area Masterplan to provide further detail and guidance on development to be brought forward in accordance with Core Policy 9. The Masterplan⁽¹⁴⁾ will be used to support the implementation of Core Policy 9 of the Wiltshire Core Strategy. It was originally envisaged that elements of this masterplan may need to be reflected in specific policies in the CSA Plan. However, the masterplan can be supported and delivered through Core Policy 9 of the WCS alone. Instead

13 Wiltshire Community Plan 2011-2026: People, Places and Promises. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

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

the proposals of the CSA Plan seek to deliver some of the wider aspirations of the Chippenham Vision, for example greater access to the river corridor and investment in employment opportunities.

Relationship with Neighbourhood Planning

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

Cross-boundary matters

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

2.26 The Council engaged with neighbouring authorities and statutory consultees throughout the preparation of the WCS, which sets the framework for this Chippenham Site Allocations Plan. This engagement is documented in evidence to the WCS⁽¹⁵⁾. The strategy for Chippenham within the WCS is based on delivering significant job growth, which will help to improve the self containment of the town by providing more jobs for local people and helping to redress the existing levels of out-commuting to settlements such as Bath, Bristol and Swindon.

2.27 How the outcomes from the duty to cooperate has informed the preparation of the Chippenham Site Allocations Plan is set out in a separate report⁽¹⁶⁾.

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

16 Chippenham Site Allocations Plan: draft Statement on Duty to Cooperate, July 2015

3 Vision and objectives

A Vision for Chippenham

- 3.1** Wiltshire Council, as part of the Chippenham Vision, have worked together since 2010 to develop a strong, positive future for Chippenham⁽¹⁷⁾. The collaboration informed both the Wiltshire Core Strategy content for Chippenham and the Chippenham Central Area Master Plan.
- 3.2** The strategy for Chippenham, as explained in the Wiltshire Core Strategy⁽¹⁸⁾, is based on delivering significant job growth, which will help to improve the self-containment of the town by providing more jobs for local people. To ensure employment is accessible to the local population a suitable distribution and choice of employment sites should be provided at the town. Employment sites should form part of mixed use urban extensions, incorporating housing, that are well integrated with the town. As identified in the Core Strategy, currently, the limited opportunities for the redevelopment of brownfield sites in Chippenham means that it is necessary to identify greenfield sites on the edge of town. The Core Strategy establishes that the strategy for growth at Chippenham should focus on mixed use strategic sites (paragraph 5.55). The WCS also recognises the need to improve public transport connectivity and pedestrian and cycle links; protect landscape character and biodiversity and recognises the role of the River Avon as an important asset running through the town.
- 3.3** All these issues are reflected in the Vision for Chippenham included in the draft Chippenham Central Area Masterplan⁽¹⁹⁾. For this reason it is proposed that the same vision is adopted for the Chippenham Site Allocation Plan to demonstrate support for a joint vision for the town.

17 Chippenham Visioning: ATLAS Report on the visioning event held on 23 September 2010 brings together previous work and summarises a workshop event to help develop a long term vision for the town. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

18 Wiltshire Core Strategy, January 2015, paragraphs 5.46 and 5.47 supported by the issues and consideration set out at paragraph 5.48

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

Chippenham Vision

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

Objectives

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

Objective 1: delivering economic growth

- 3.5** As the Core Strategy acknowledges, new employment provision in Chippenham is a priority and will help to redress the existing levels of net out-commuting. Land for new employment generating uses is allocated as an important element on each strategic site. Evidence Paper 1: Economy⁽²⁰⁾ recognises that there needs to be a range and choice of employment sites to provide the best possible prospects for employers to invest locally. Chippenham is a good location on both the M4/Great Western main line corridor and the A350 corridor. At the moment evidence shows there is a lack of available employment land and premises. Rectifying this position must be a priority if the vision is to provide a choice of quality work for young people and to reduce net out commuting. Part of the role of the Site Allocations Plan is to build upon the successful employment locations in Chippenham already protected for employment uses through Wiltshire Core Strategy Core Policy 35; deliver the opportunities for employment uses identified through the Chippenham Central Area masterplan and to identify new employment land to ensure that Chippenham can meet the needs of employers

20 Evidence Paper 1 Economy Interim Paper December 2014. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

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

Objective 2: providing housing supported by appropriate infrastructure

3.6 The provision of new housing in Chippenham has dwindled in the recent past partly due to the recession and the lack of available land as previous plan allocations have been built⁽²¹⁾. For this Plan there will be a mix of house types and locations (open market and affordable) delivered alongside supporting services and facilities. It is important that housing delivery is managed throughout the plan period to ensure that it takes place in step with the provision of new infrastructure. As well as facilities forming a part of development, transport improvements will be required to accommodate the impact of growth, including measures for cycling, walking and public transport access to the town centre and employment areas. The Core Strategy already identifies a number of improvements needed in Chippenham which need to be provided alongside development including enhanced health and emergency services. This is also recognised in the Infrastructure Delivery Plan (September 2013) which identifies extended GP services as prioritised essential infrastructure. The NHS and GPs in Chippenham are working towards a detailed proposal for delivering these enhancements. Sustainable construction and low-carbon energy will be integral to the development of all strategic sites.

3.7 Evidence Paper 2 includes a specific statement on education⁽²²⁾. In relation to secondary schools there is some capacity over the early years of the plan period at all three secondary schools (Hardenhuish, Sheldon, Abbeyfield), with the most capacity at Abbeyfield School. However, this capacity will not accommodate all the planned growth anticipated in the plan period so it is essential that the plan identifies opportunities to respond to future need. In relation to primary education there is a desire to rationalise primary school provision to include more two form entry schools as this size has advantages in revenue funding, sustainability and in teaching and learning. The revenue funding advantages include being able to achieve significant economies of scale, being more able to employ specialist staff and having a larger base budget that is more able to cope with fluctuations in income that result from changing pupil numbers. The proposals of the plan therefore focus on provision for two form entry primary schools as a part of the development of strategic sites.

Objective 3: improving connectivity and reducing traffic impacts

3.8 The scale and rate of growth that Chippenham will accommodate over the plan period will increase pressures on the road network. The A350 plays an important role both in supporting the town's economy but also a much wider area. Improvements are planned to improve how the A350 works and development at Chippenham must not undo these benefits. Congested road corridors and junctions within the town impede and can deter travel to the town's businesses, services and facilities. In particular, congestion in and around the town centre, as recognised by the Chippenham Vision, needs to be addressed as a part of planning for the town's growth. This also goes for management measures to prevent negative impacts on junction 17 of the M4 motorway. Joint working with Highways England helps to identify the cumulative impacts of growth on the strategic road network and will inform measures to

21 Housing Land Supply Statement 2014 Table 1, Page 7, Wiltshire Council July 2014. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

22 Evidence Paper 2: Housing and Community Facilities, July 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

improve junction 17. The location and development of strategic sites must at least prevent unacceptable traffic impacts, but it may also benefit how the local network functions by involving the provision of new road infrastructure.

Objective 4: improving access to sustainable transport

3.9 The need to improve access to sustainable transport is recognised in the Wiltshire Community Plan and in the Chippenham Vision. Public transport connectivity and pedestrian and cycling links to the town, town centre, railway station and Wiltshire College campus also needs to be improved including better integration of different modes. Evidence Paper 3: Transport and Accessibility⁽²³⁾ seeks to provide a balance of judgement against these wide ranging and often opposing issues and concerns (for example improved access to the primary road network to enable traffic to leave Chippenham without exacerbating existing areas of congestion whilst promoting alternatives to the private car). Development should seek to promote easier access to key services by non motorised transport, improve access to public transport, offer efficient access to the primary road network, particularly by HGV traffic, and avoid unnecessary traffic in the town centre. Seizing the opportunity to improve sustainable transport connectivity to the town centre though improving access to the River Avon corridor whilst respecting its character and value is a clear challenge for the Plan.

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

3.10 The value of the River Avon through the town and the sensitivity of the landscape setting around Chippenham, particularly the town's relationship with surrounding villages, is repeatedly raised in consultations about Chippenham⁽²⁴⁾. The River Avon is an important asset for the town and the local environment, and should be better integrated with the town centre and urban extensions as part of a green infrastructure strategy, as a green corridor for wildlife, as a recreational space and as a sustainable transport route for pedestrians and cyclists. The Chippenham Vision recognises how this can become a defining and connecting feature within the town. There are also specific concerns about protecting the ecological value of the Birds Marsh Wood County Wildlife Site and Village Green and Birds Marsh Meadow County Wildlife Site. Evidence Paper 4: Landscape Assessment⁽²⁵⁾ and Evidence Paper 5: Biodiversity⁽²⁶⁾ recognises all these issues; issues which should also be recognised and protected.

3.11 The allocation and development of strategic sites will inevitably bring about fundamental change from rural to urban around the town. The landscape surrounding Chippenham provides the setting to the settlement, defining its edges and also providing characteristic glimpses from the town out to the countryside. Evidence Paper 4: Landscape Assessment⁽²⁷⁾ also raised specific concerns about protecting the setting and historic value of the conservation

23 Evidence Paper 3: Transport and Accessibility Part 1, December 2014 and Part 2, January 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

24 Wiltshire 2026 Consultation Methodology and Output Report August 2010. For access to this document, please refer to the Chippenham Site Allocations Plan webpage. Wiltshire 2026 Consultation Methodology and Output Report Appendices August 2010. For access to this document, please refer to the Chippenham Site Allocations Plan webpage. Chippenham Feedback Hullavington Village Hall July 2010. For access to this document, please refer to the Chippenham Site Allocations Plan webpage. Chippenham Workshop Report March 2011 Wiltshire Core Strategy Consultation Document Consultation Statement January 2012 Regulation 22(i)(c) Statement - Consultation Methodology and Output Report June 2012. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

25 Landscape Assessment Evidence Paper July 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

26 Biodiversity Evidence Paper July 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

27 Landscape Assessment Evidence Paper July 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

areas and heritage assets within each Strategic Area. Development should seek to respect the important landscape features that make up this character and look to capitalise on opportunities to protect and enhance local heritage assets as well as biodiversity.

Objective 6: managing flood risk

3.12 All areas at risk of flooding should be avoided. Evidence Paper 6: Flood Risk and Surface Water Management⁽²⁸⁾ identified parts of Chippenham as flood risk areas although much of the most vulnerable areas are protected by flood defences and river management. Some parts of the Plan area are considered susceptible to groundwater flooding and increased discharges to aquifers through infiltration using Sustainable Urban Drainage Systems (SUDS) may lead to future groundwater flooding issues. There are two levels of assessment (Strategic Flood Risk Assessment (SFRA)), Levels One and Two, the second of which is more detailed than the first. Both potentially have a part to play in planning future development. Generally, SFRA Level 1 establishes flood risk zones so that all new development can be guided to zone 1: the areas of least risk. An SFRA level 1 study involving Chippenham was carried out in 2007 and has been updated regularly since to take account of new legislative requirements and new information. The Environment Agency (EA) has recently confirmed that this remains a sound basis upon which to base site selection and to apply a sequential approach.

28 Flood Risk and Surface Water Management Evidence Paper July 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

4 Development strategy

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

Updating the housing requirement

- 4.3** The data included in the Wiltshire Core Strategy identified that land for a further 2,625 new homes would be required at Chippenham to meet the at least 4,510 homes to be built by 2026⁽³⁰⁾. However, figures for housing supply are constantly changing. Figures also take account of brownfield sites identified in Core Policy 9 of the Wiltshire Core Strategy and the Chippenham Central Area Master Plan such as redevelopment proposals at Langley Park. The latest housing land supply assessment⁽³¹⁾ therefore indicates that the residual requirement at Chippenham is now at least 1,660 homes.
- 4.4** The Housing and Employment commitments form part of the present development strategy for Chippenham and should be delivered within the plan period in order to ensure at least the rate of growth proposed in the Core Strategy. Failure to deliver these commitments will result in an additional need for new sites. Housing delivery is monitored on an annual basis and will inform decisions on future planing applications. The commitments includes a further significant site at North Chippenham in addition to Hunters Moon. These are discussed further below.

North Chippenham

- 4.5** This site for 750 homes and 2.7 hectares of employment land (12/00560/OUT) will deliver:
- a link road between Malmesbury Road (A350) and Maud Heath Causeway
 - provision for the long term protection and management of Birds Marsh Wood
 - public open space, leisure provision, highway improvements and education.

Hunters Moon

- 4.6** This site for 450 homes and 2.3 hectares of employment land (13/01747/FUL) has also been approved subject to the signing of a section 106 agreement. This site will deliver:
- off-site highways works including to Pheasant roundabout
 - provision of new bus to allow dedicated service to run through the site
 - new Hill Top Park of 4.5 hectares
 - public open space, leisure provision, highway improvements and education.

29 For further information see Briefing Note 5 - The Role of Strategic Sites, December 2014. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

30 For further information see Briefing Note 3 - The Housing Requirement for Chippenham. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

31 Housing Land Supply Statement, April 2016, published November 2016.

Table 4.1 Chippenham Housing Land Supply at April 2016

Core Strategy Requirement	Completions 2006-2016	Commitments April 2016	Residual Requirement
4510	1135	1715	1660

Source: Wiltshire Housing Land Supply Statement April 2016 (November 2016).

* Figures rounded to the nearest 5

Updating the employment requirement

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

Table 4.2 Chippenham Employment Land Supply at April 2016

Core strategy employment land requirement	Completions 2006-2016	Employment commitments April 2016	Residual requirement
26.5 ha	0 ha	5.0 ha	21.5 ha

Establishing an evidence base

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

- Evidence Paper 1: Economy
- Evidence Paper 2: Housing and Communities Facilities
- Evidence Paper 3: Transport and Accessibility Parts 1 and 2
- Evidence Paper 4: Landscape Assessment
- Evidence Paper 5: Biodiversity
- Evidence Paper 6: Flood Risk and Surface Water Management
- Evidence Base 7: Heritage Assets
- Sustainability Appraisal Report Volumes 1 and 2

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

32 The process and outcomes are explained in full in the Chippenham Site Allocations Plan: Site Selection Report, May 2016

Methodology

- 4.10** The Wiltshire Core Strategy sets a minimum amount of additional housing and employment for Chippenham between 2006 and 2026. It also establishes a set of six criteria to guide Chippenham's expansion (the Core Policy 10 criteria). These form the central basis for selecting 'strategic sites'. A strategic site assessment framework was developed to define how the Core Policy 10 criteria are interpreted and was informed by comments from the community and other stakeholders⁽³³⁾.
- 4.11** The WCS identifies, diagrammatically, a set of indicative strategic areas located east of the A350 as potential areas of future expansion for strategic mixed use sites. The 'strategic areas' are defined by barriers such as main roads, rivers and the main railway line. Land west of the A350 is not considered a reasonable alternative for the allocation of strategic sites. The Council's reasoning is set out in Briefing Paper 2, which explains the definition of strategic areas⁽³⁴⁾.
- 4.12** The strategic areas and options for strategic sites have been assessed using sustainability appraisal. Sustainability appraisal performs a similar task to the strategic site assessment framework and reports on likely environmental, social and economic effects of the options in order to inform decision making. This work has been carried out independently to the council⁽³⁵⁾.
- 4.13** Each of the strategic areas has been assessed to see how they perform against the criteria contained in the core strategy as well as the sustainability appraisal. A result of that process was to suggest different patterns for the town's growth involving different strategic areas. These are termed 'development concepts'.
- 4.14** Based on information in the Council's Strategic Housing Land Availability Assessment more than twenty potential strategic site options were examined. An assessment of these sites removed those that could not realistically be considered developable, suitable and achievable, reduced the number to 14 site options that were the looked at in greater detail using both sustainability appraisal and an assessment of their strengths, weakness, opportunities and threats in terms of how they performed against the guiding criteria contained in WCS Core Policy 10. Based on these assessments and how well each strategic site option fitted with a development concept, four alternative strategies were compared, again using sustainability appraisal and SWOT assessment, and a preferred strategy selected. The process is set out diagrammatically below:
- 4.15** A preferred strategy has been selected and modified to take account of the risks and constraints identified through the assessment process. These proposals have also been subject to sustainability appraisal. As a result of this process the preferred strategy is summarised below.

The Proposals

- 4.16** The assessment of strategic areas, site options and alternative strategies is set out in detail in the Chippenham Site Allocations Plan: Site Selection Report (May 2016). The preferred strategy represents a combination of development concepts that capitalise on the locational advantage of the A350 corridor.

33 Chippenham Site Allocations Plan: Strategic Site Assessment Framework, December 2014. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

34 Briefing Note 2: Definition of Strategic Areas, Updated January 2015. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

35 Chippenham Site Allocations Plan: Sustainability Appraisal Report, Atkins, April 2016. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

- 4.17** The Council has already granted consent for a significant development north of Chippenham, located in Area A (see above) for a mix of uses including up to 750 new homes (Land at North Chippenham 12/00560/OUT). This development would have access to the A350 and it would provide a road built to a distributor road standard offering the opportunity for it to have a wider role in the network. This road can also provide a clear visual and man-made boundary to the town. The evidence suggests that further development north would have detrimental landscape and ecological effects, in particular with respect to cumulative impacts on the value of Birds Marsh Wood County Wildlife site, and fails to meet Criterion 5 (Landscape) of Core Policy 10 without offering significant benefit over and above the development already permitted.

South West Chippenham

- 4.18** Within Area E, SW Chippenham is an immediate phase of development geared to provide deliverable land for employment and housing. The proposals are to meet the great majority of land required urgently for employment development on an 18ha site at Showell Farm. This will provide serviced land for a variety of uses. Landscape impacts are acceptable and land for employment development is well located and can be brought forward relatively quickly. The SW Chippenham allocation comprises the Rowden Park site which is identified for approximately 1,000 new dwellings and 18ha land for employment and additional smaller extension sites identified for approximately 400 new dwellings. The housing trajectory indicates that about 1400 dwellings could be built in the remainder of the Plan period, looking to 2026 (see Table 6.1).

Rawlings Green

- 4.19** Rawlings Green is a prominent area where development may have a wide landscape impact. Detrimental effects would need to be mitigated by an appropriate design and layout. Proposals require a low density of development and extensive strategic landscaping is identified for development at Rawlings Green. This would be capable of accommodating up to 650 new dwellings and 5ha of land for employment generating uses. Up to 200 new homes could be accommodated before a new link road is needed to connect the site over a new railway bridge to the distributor road provided as part of the North Chippenham development in Area A. This new road link will continue through the site to Monkton Park, which would provide a new access route to the A350 for the north of the town avoiding the town centre. It will serve the development itself and relieve current congestion that might otherwise worsen unacceptably on routes into and out of the town centre. It is an objective of this Plan that the route through North Chippenham connecting the B4069 with the A350 must be in place before any development commences beyond the first phase of 200 dwellings on the Rawlings Green allocation.
- 4.20** The two sites can accommodate a total of approximately 2,050 homes although it is possible that not all this number will be built within the plan period to 2026. At a late point in the current plan period allocated land may contribute to meeting housing requirements for the next plan period and reduce the potential for a fall off in housing supply while a new plan is emerging for the period beyond 2026. The scale of development recognises the additional complexity of ensuring deliverable land. The amount of land allocated results in a scale of development that therefore exceeds the requirements set out in the Wiltshire Core Strategy. A choice of new locations for new homes provides a flexible choice of deliverable sites in terms of a range of potential house builders and the choice of homes. It also recognises that it is possible that not all large strategic sites will be completed in the Plan period and the risks associated with the greater level of complexity involved in the delivery of large strategic sites.

- 4.21** Development at Rawlings Green involves building new roads in step with the development, including completion of a link between Cocklebury Road and the A350, together with the provision of a new bridge over the railway, in order to ensure there are no unacceptable traffic impacts and so that the wider benefits to the network are achieved as soon as possible. The proposals also include large new areas along the River Avon for country parks. These will provide easier and direct public access to the countryside for all residents and visitors. They will also include areas set aside to be managed to protect and improve their nature conservation value. As a substantial corridor of land it also provides opportunities for new and improved cycle and pedestrian links around the town, as well as to and from the town centre. These proposals go a substantial way to fulfilling a longstanding aspiration to capitalise on the River Avon as an asset to the town.
- 4.22** Both proposals safeguard the potential for future road alignments to the east and south of the town and require that their design and layout must not prohibit road connections in the future. This is based on evidence prepared for the Plan⁽³⁶⁾ that indicates an Eastern Link Road and/or a Southern Link Road may be longer term solutions to improving the town's network resilience. The policies ensure that development during the Plan period does not undermine the future development of the town and will enable further investment in roads to support the growth of the town if required in future plan periods.

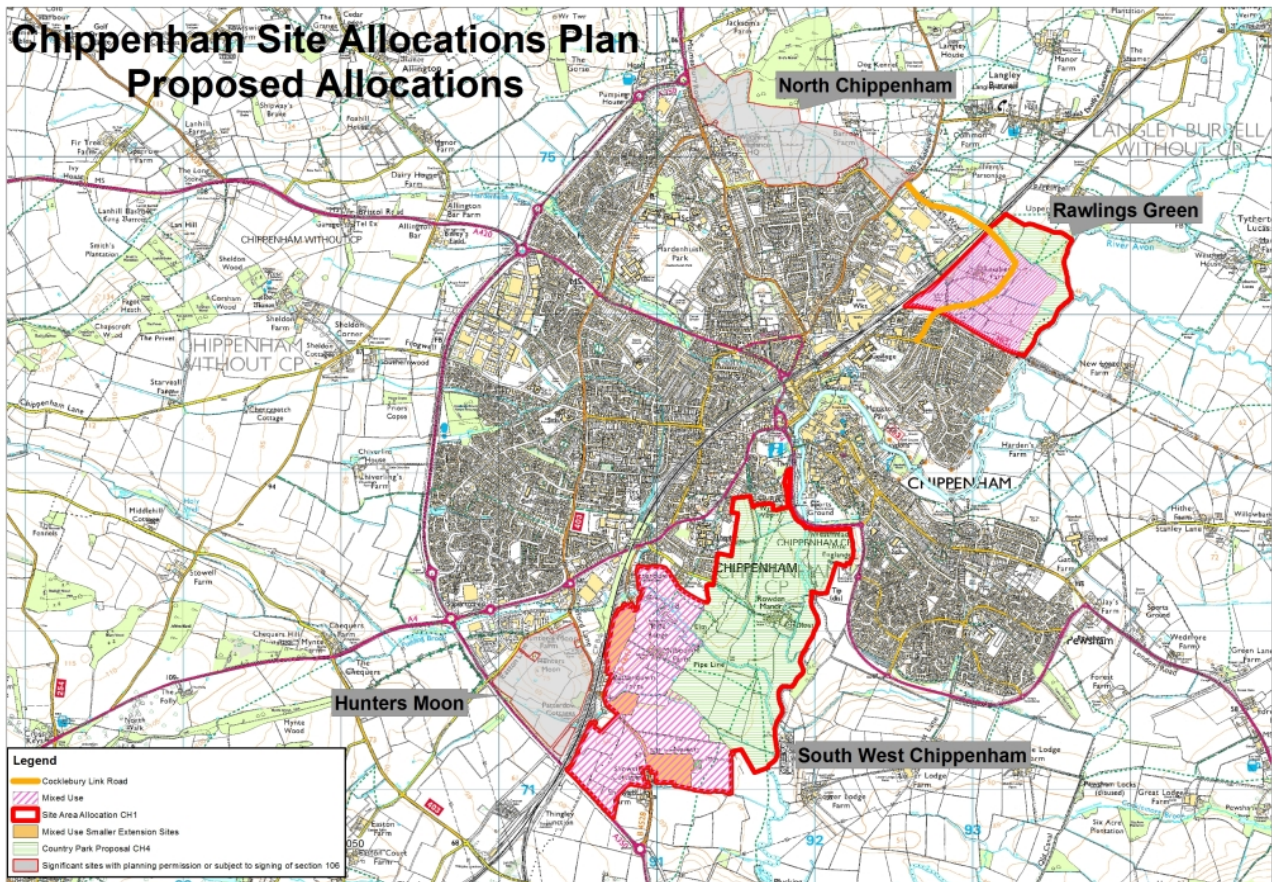
Master plans

- 4.23** The following proposals establish the principles of development at South West Chippenham and Rawlings Green based on evidence prepared that is appropriate to plan making. Each policy also requires any application to be informed by a master plan which will reflect additional evidence prepared at a level of detail to support a planning application as well as the principles and requirements established in policies CH1 and CH2. Such evidence will include, but is not limited to, a Landscape and Visual Impact Assessment, Heritage Assessment, Biodiversity Report, surface water management plan, Flood Risk Assessment and Highways Statement. Such new evidence can be used as a material consideration when considering a specific planning application. A master plan will refine and provide a more detailed distribution of land uses for each site. Further detailed landscape assessment may suggest boundaries that have a better visual impact. A minor variation in site boundaries from those on the policies map may therefore be justified on new evidence presented at the time of the application.
- 4.24** Adopted standards for provision to meet leisure and recreation needs will be applied to each of the proposals. An audit of existing open space assets concludes that Chippenham does not have a shortage of outdoor sports provision. A shortage of amenity green space, parks and areas for informal recreation is addressed by provision for substantial open space by proposals contained in policy CH4.
- 4.25** A master plan will also include an explanation and show the nature and location of surface water management measures.
- 4.26** The proposals in the Chippenham Site Allocations Plan must be read in conjunction with the Wiltshire Core Strategy. Proposals for new development will be considered against all relevant policies, including those relating to place shaping and high quality design. As with all planning applications the general policies, for example affordable housing (Core Policy 45), sustainable construction (Core Policy 41), high quality design (Core Policy 57), in the adopted Wiltshire Core Strategy apply to the consideration of these sites. The developers

36 Position Statement Improving Network Resilience in Chippenham and Transport and Accessibility Evidence Paper Part 2a: Assessing Alternative Development Strategies

of strategic sites will prepare Sustainable Energy Strategies setting out how proposals meet carbon reduction targets, and identifying how maximum targets can be achieved, particularly where lower cost solutions are viable (such as Combined Heat and Power).

Picture 4.1 Composite plan of Chippenham Strategic Site Allocations



Chippenham Settlement Boundary

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

4.28 Areas which have been included are:

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

4.29 Areas which have been excluded are:

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

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

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

4.32 A report on the consultation for the review of settlement boundaries which indicates where amendments have been made can be found on the [Chippenham community engagement webpage](#)⁽³⁷⁾

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

5 Site allocations

South West Chippenham

Policy CH 1

South West Chippenham

Rowden Park Site

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

- 1,000 dwellings
- 18ha of land for employment (B1, B2, and B8 uses of the Use Classes Order) adjacent to the A350
- Land for a 2 Form Entry primary school
- A local centre
- Approximately 100ha as a riverside country park
- strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting
- No more than 800 homes to be completed before the Cocklebury Link Road (from the A350 to Cocklebury Lane) is open for use or a set of comprehensive transport improvement measures of equivalent benefit.

Development will be subject to the following requirements:

1. Surface water management that achieves equivalent or less than current Greenfield rates of run-off
2. Provision of sufficient school capacity to meet the need created by the development
3. A marketing strategy to be agreed with Wiltshire Council and carried out to ensure the early release of serviced land for employment
4. Enhanced routes for cycling and walking to and from the town centre
5. A design and layout that preserves or enhances the importance and settings to designated heritage assets
6. Design and layout of development must not prohibit a potential future road connection to land to the east from the A350 to the river
7. Measures to enhance the character of the Rowden conservation area
8. A design and layout that allows for the appropriate integration of the smaller extension sites included on the policies map.

Development will take place in accordance with a masterplan for Rowden Park, the main site, as shown on the policies map, approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement.

Smaller Extension Sites

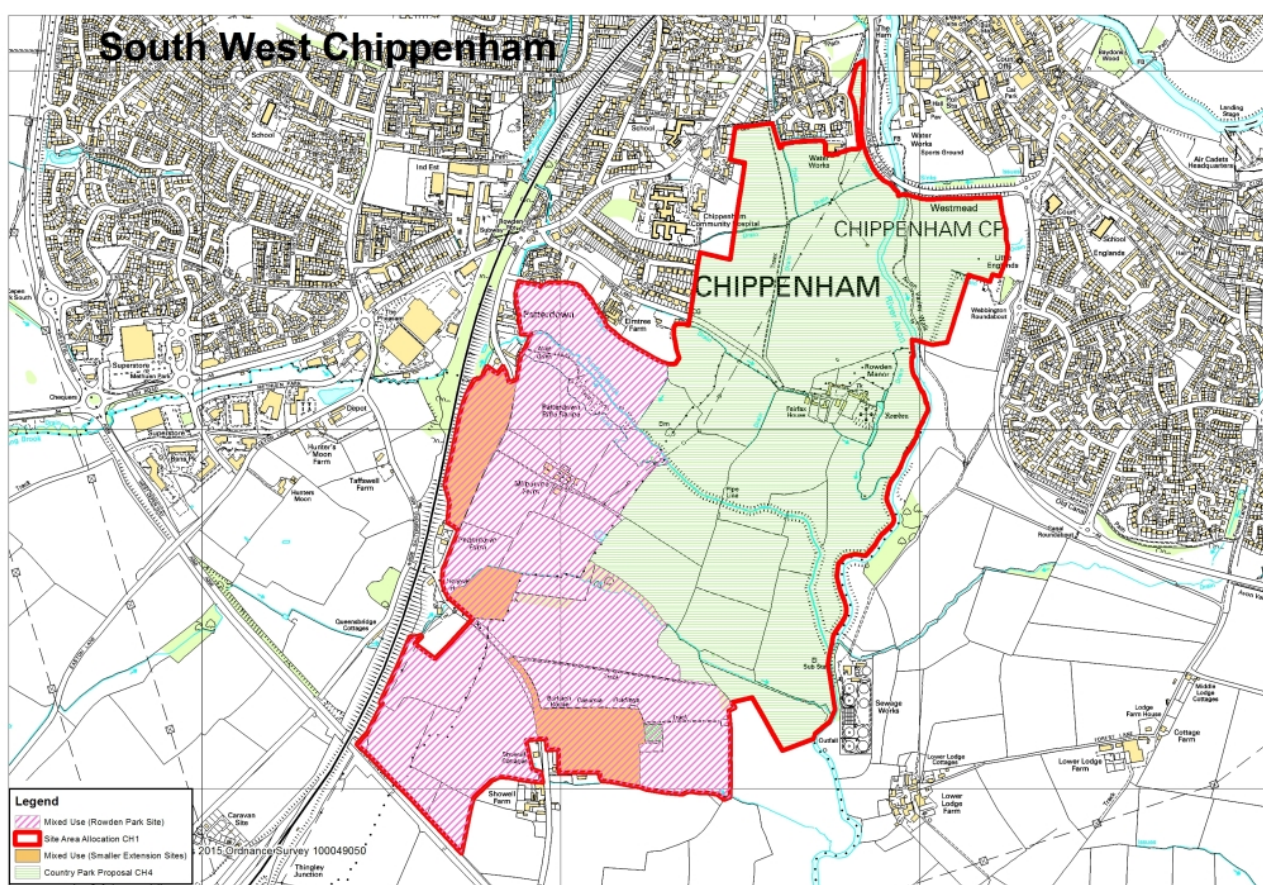
Approximately 11ha of land at South West Chippenham, as identified on the policies map, is proposed for residential development to include the following:

- Up to 400 dwellings
- Strategic landscaping and open space, including the retention of important hedgerows, where appropriate, to provide a 'soft' urban edge to development.

Development will be subject to the following requirements:

1. A design and layout that integrates with the Rowden Park site in terms of meeting local community needs and traffic management
2. That adequate infrastructure is available to serve the needs of the development
3. Financial contributions towards provision of new schools and other infrastructure necessary to enable development to proceed
4. Surface water management that achieves equivalent or less than current Greenfield rates of run-off
5. A design and layout that preserves the importance and settings to designated heritage assets.

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



- 5.1 The development of this area requires a comprehensive treatment to the western side of the River Avon valley south of Chippenham. To support a supply of deliverable land, treatment of the site will be divided between the Rowden Park site and smaller extension sites.
- 5.2 The Rowden Park site will provide a mixed use development and comprises the site allocation as shown on the Policies Map excluding the smaller extension sites. This will provide a mixed use development. Much smaller sites are likely to provide additional housing once the Rowden Park site progresses and as the urban area is extended outwards from the town.
- 5.3 Development will therefore be led by a single master plan for a predominant part of the site, the Rowden Park site, as shown on the policies map. Proposals for this site are well advanced and this site will set in place employment land, land for a new school and other infrastructure. Master planning will show comprehensive transport linkages within the allocation and to key destinations elsewhere. It is envisaged that further opportunities for development will arise

as development envelopes the other parcels of land, but as the detailed design and timing of these sites has yet to be determined, they need not form part of the Rowden Park site masterplan.

- 5.4** A key element of these proposals is the early release of serviced land for employment development for a range of uses. With easy access to the A350 and M4 the area will accommodate existing local businesses looking to expand and attract inward investment from further afield. The Council with its partners will play a proactive role in partnership with developers in order to ensure development can take place, by marketing the site, brokering discussions with interested business and exploring other initiatives in collaboration with the Local Enterprise Partnership. Development of the site will deliver serviced land, with road access, utilities and communications infrastructure, as a part of a first phase of development. A marketing strategy to be agreed with the Council will include details of the marketing campaign and site particulars. The marketing campaign should include (i) On site marketing boards displayed throughout the period in which the property is being marketed (ii) Registration on the Council's Commercial Property Database (iii) Web based marketing. Site particulars should include (i) Location Plan and description of the site (ii) Marketed Use of the Site including all options available to future owners (iii) Relevant Dimensions (iv) Relevant planning conditions or covenants (v) Known Costs.
- 5.5** The Rowden Park site divides into three distinctive areas that will each help to retain the mature network of hedgerows and trees which with areas of greenspace will provide linkages through development to the wider countryside and retain the distinctive enclosed mature setting to the landscape. Master plan work must address environmental issues around Patterdown Rifle Range operating within the allocation. Detailed design should also recognise the generally higher level of the road to the town. It should maintain this to provide some separation from development in order to help retain the rural character of the approach to the town, affecting the road users perception, and maintaining some of the wider views of the rural landscape.
- 5.6** To help limit traffic impacts, housing development will commence adjacent to the B4528 between Showell Farm and Milbourne Farm toward the south of the allocation. Improvements will be necessary to the A350 junction alongside other off-site measures necessary to mitigate the impacts of development. This will help to alleviate impacts on the local road network around the town centre and the Lowden Hill area.
- 5.7** The proposals include provision of a large area of informal open space that includes the landscape setting to the Rowden Conservation Area. The surrounding agricultural land contributes to the significance of Rowden Manor and farm, and the character and appearance of the Rowden Conservation Area. To ensure the significance of those affected heritage assets are safeguarded a further more detailed Historic Environment Setting Assessment will be required to inform the future Masterplan and the layout, design and appropriate distance of development from the boundary of the Conservation Area. Enhancing the attractiveness and improving access to this area will realise this area's potential as an asset to the town for informal recreation and leisure. This includes interpretation of the Civil War battlefield and the buildings and setting to Rowden Manor.
- 5.8** Land will be reserved within the Rowden Park site for a two form entry primary school. The estimated needs generated by the development of the main site do not by themselves require two forms of entry but reserving land allows for future expansion to accommodate the needs from development elsewhere or beyond the plan period.
- 5.9** If a river footbridge is considered as part of the master plan process it should be located as sensitively as possible to avoid impact on riparian habitats and provide improved pedestrian and cycle links to the town centre avoiding busy roads and bat flight lines. A riverside country

park will be managed to promote good pedestrian and cycle access to and from the town centre. Opportunities should also be explored to improve connections from the site to the Methuen Business Park.

- 5.10** Development plan policies ⁽³⁸⁾ set out requirements for the additional open space and formal sports provision that will be necessary as a part of all new residential development. The riverside park should be designed and considered as part of the development proposals, including ecological surveys and assessments, protection and retention of existing valuable habitats, creation and restoration of floodplain and riparian habitats, and provision of wildlife corridors across the site from east to west. The most obvious east to west connection corridors for wildlife are the Pudding Brook and the Holywell stream (watercourse running from Holywell House).
- 5.11** The Pudding Brook area should be protected from development. The precise flood zone boundaries to the Pudding Brook will need to be defined and protected from development. The brook should be retained and enhanced through appropriate management and include a footpath or cycleway to the green space in the east. The Holywell stream to the south of Milbourne Farm is also a locally significant ecological feature. This should be retained and enhanced as part of development. An area in the northwestern part of the site around Patterdown should also be left undeveloped and incorporated into green space, enhanced for great crested newts through the creation of ponds and other wetland habitats, scrub and woodland.
- 5.12** Flood risk areas (zones 2 and 3) must remain undeveloped. This includes areas around smaller water courses within the site for which flood risk will also need to be assessed alongside the main river. Pudding Brook is one such area. Rates of surface water run off to the River must also remain at current levels or less in order to reduce the risk of flooding elsewhere. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures. These must take account of ground conditions and ensure sufficient land is set aside at the master plan stage. Any improvements to the water supply and foul drainage network should be put in place at the earliest opportunity. Any development impinging on designated groundwater Source Protection Zones must follow principles and practice necessary to safeguard them.

38 Policies CF2 and CF3 North Wiltshire Local Plan 2011 - Adopted June 2006 are set to be replaced by a new policy resulting from a partial review of the Wiltshire Core Strategy.

Rawlings Green

Policy CH 2

Rawlings Green

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

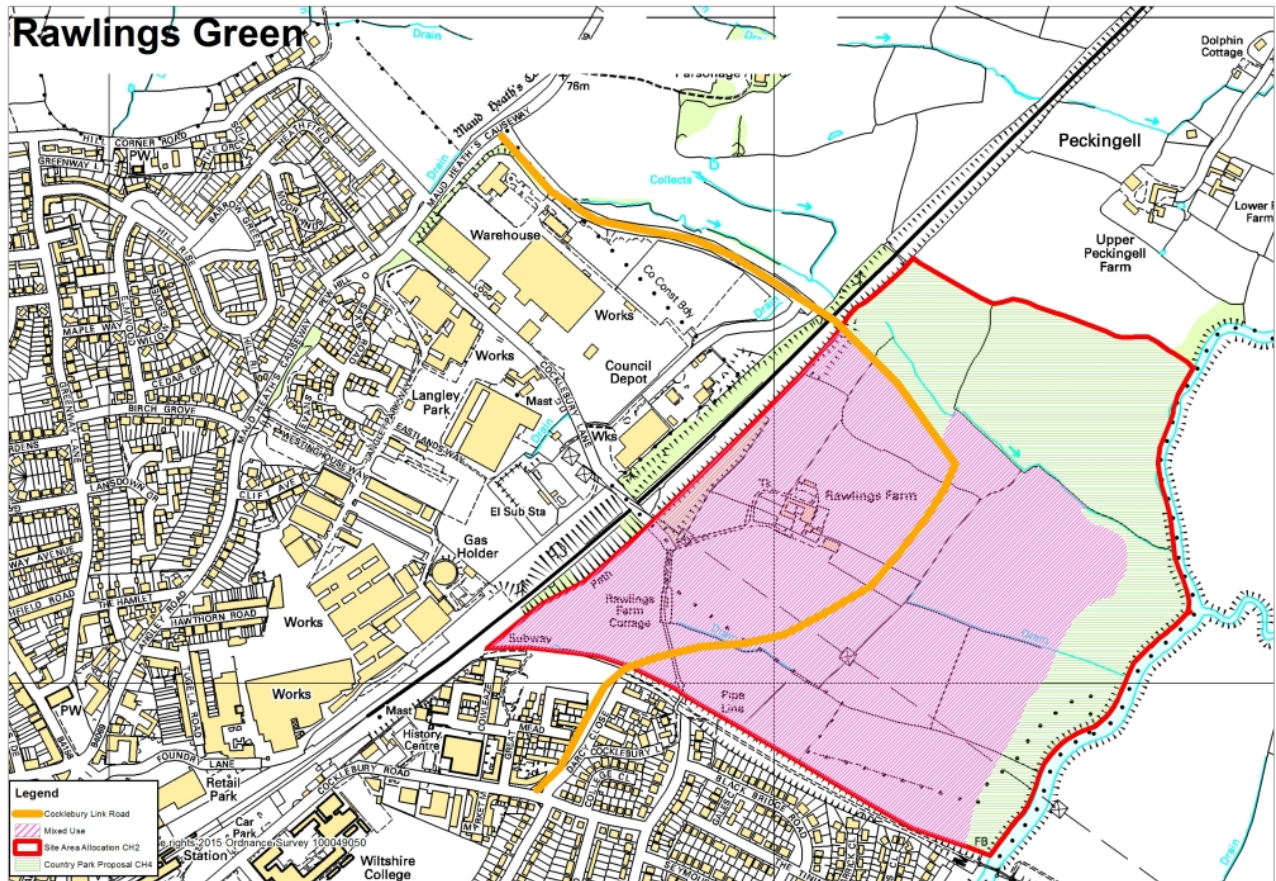
- No more than 650 dwellings, including a first phase of no more than 200 dwellings
- 5ha of land for employment generating uses (B1, B2, C2, D1 and D2 of the Use Classes Order)
- Land for a 2 Form Entry primary school
- A Link Road from Parsonage Way to Darcy Close, including connection over the main railway line and a road to Darcy Close (Cocklebury Link Road) to be completed and open for use as part of the first phase of development
- Strategic landscaping and open space to retain and reinforce existing hedgerows and establish new areas of substantial planting, including strong groups of new tree planting along the lower eastern edge of development, in accordance with the principles set out at paragraph 5.12
- An approximately 10ha Country Park along the northern and eastern edge of new development linking to the existing recreation areas along the river to Monkton Park as indicated in Figure 5.2. No new buildings should be located in the Country Park unless they are ancillary to the use of the Country Park, or to the east of the 50m contour.

Development will be subject to the following requirements:

1. Surface water management that achieves equivalent or less than current Greenfield rates of run-off
2. Completing a link between Cocklebury Road and the B4069 to be open for use, prior to the occupation of 200 dwellings, secured through measures attached to grant of planning permission
3. Development beyond the first phase of 200 dwellings shall not commence before the link road to the A350 is open for use or a set of comprehensive transport improvement measures of equivalent benefit is in place
4. Provision of sufficient school capacity to meet the needs created by the development
5. A low density design and layout that preserves the setting and importance of listed buildings on the site and, in accordance with principles set out in paragraph 5.12, screens and filters existing and proposed locations for mixed use development and avoids harmful visual impacts by development on exposed valley slopes
6. Design and layout of development must not prohibit a potential future road connection to land across the river to the south-east.

All other aspects of development will take place in accordance with a master plan for the site approved by the Council prior to commencement. The master plan will be informed by detailed evidence which will include a Landscape Visual Impact Assessment, Heritage Assessment, Biodiversity Report, Surface Water Management plan, Flood Risk Assessment and Highways Statement.

Picture 5.2 Indicative plan for the Rawlings Green strategic site allocation



5.13 The area slopes down to the River Avon. Flood risk areas (zones 2 and 3) must remain undeveloped. Rates of surface water run off to the River must also remain at current levels or less in order to reduce the risk of flooding elsewhere. Connection to the drainage network will also require enhancements off site. Any improvements to the water supply and foul drainage network need to be put in place at the earliest opportunity. Consideration of flood risk and necessary improvements to the drainage network must precede detailed development proposals. This must involve determining accurate boundaries to flood risk areas and a set of effective sustainable urban drainage measures. These must take account of ground conditions and ensure sufficient land is set aside at the master plan stage.

5.14 The site is prominent to a wide area. It forms a backdrop for westerly views from the River Avon floodplain, public rights of way, Tytherton Lucas and the Limestone Ridge. Development must avoid adversely affecting the rural and remote character immediately around the site and increasing the visual prominence and urban influence of Chippenham over a much wider area. In particular, development must have appropriate regard to the setting of Langley Burrell and Tytherton Lucas conservation areas beyond the site, as well Rawlings Farm, a listed building within. A strategic landscape scheme should:

- Retain and reinforce planting along the edges of Chippenham (and along the North Wiltshire Rivers Route) to filter and reduce views of the urban edge from the wider countryside. Especially views from public rights of way close to Tytherton Lucas to help maintain the rural and remote character of this village
- Extend and manage linear woodlands and tree cover along the railway and towards the edge of the River Avon to help with screening, filtering and backgrounding of views towards existing (Chippenham) and proposed development

- Create bold landscape structure by reinforcing existing field boundaries with new hedgerow and tree planting and where possible creation of copses and linear woodlands. Development to be inserted within the bold landscape structure
- Seek opportunities to reinforce the riparian character along the River Avon and small tributaries flowing through the strategic area including retention/creation and future management of waterside meadows, pollarding willow trees, new areas of tree planting and multifunctional green links to new SuDS areas
- Development to be aligned to the grain of topography and existing contours through careful location of buildings and infrastructure avoiding unnecessary cut and fill earthwork operations
- Maintain the network of PRow, set within green corridors though the landscape to preserve the existing good links from Chippenham to the river and countryside to the east and to help integrate proposed development within the landscape
- Conserve and enhance the setting to the listed buildings at at Rawlings Farm; and Upper Peckingell Farm.

5.15 Development is envisaged within a strong landscape framework and the capacity of this site has been estimated using a low density of 30 dwellings per net hectare.

5.16 Large industrial buildings are unduly obtrusive because of the prominence of the site. The range of employment uses should therefore clearly exclude B8, warehousing and distribution uses that are likely to result in buildings on this scale. Removing B8 uses suggests a different style and scale of employment. Alongside this particular area's good location in relation to central Chippenham, there is therefore a different employment generating potential and a more flexible approach to provision and delivery alongside housing development.

5.17 A new railway bridge represents an opportunity to enhance the value of the railway line to flora and fauna. Tree and shrub planting should help to create woodland, hedgerows and scrub to create or extend new habitats including roosting bat and nesting bird features within the bridge itself. This will create a wooded corridor along the western boundary. Southern boundary woodland should be extended to re-connect habitats to this area so there is an uninterrupted corridor east and west.

5.18 Land will be reserved within the scheme for a two form entry primary school. The estimated needs generated by the development itself do not by themselves require two forms of entry this school will also be necessary to meet needs generated by development at North Chippenham. Development plan policies⁽³⁹⁾ set out requirements for the additional open space and formal sports provision that will be necessary as a part of all new residential development.

5.19 The site is reasonably well located in relation to the town centre and development should include measures to enable as many trips as possible to the town centre to take place on foot, cycling or by public transport. This should include enhancing the attractiveness of the North Wiltshire Rivers Way. Open space will provide a connection to the river as a corridor for pedestrian and cycle access to the town centre. Nevertheless the site's location will inevitably place strains upon existing traffic corridors into and out of the existing built up area, parts of which are already congested. The completion of new traffic routes including a bridge over the railway will do much to address such problems and ultimately should improve existing conditions. This new road infrastructure structure therefore needs to be provided as soon as possible. Road proposals should demonstrate how the design of the route minimises visual impact and effects on local amenity.

39 Policies CF2 and CF3 North Wiltshire Plan 2011- Adopted June 2006 are set to be replaced by a new policy resulting from a partial review of the Wiltshire Core Strategy

- 5.20** Traffic modelling shows there would be unacceptable harm if development of the site exceeded 200 dwellings without completion of road infrastructure. A precise point below the occupation of the 200th dwelling when road infrastructure must be fully delivered will be set as a condition of planning permission and will be agreed as a part of negotiations with a developer. Land will be reserved in the vicinity of the eastern site boundary to facilitate the construction by a third party of a road over the river so as not to prohibit a future road connection to land to the south-east should one be required in future plan periods. Provision will be made within a legal obligation to ensure that the connection is deliverable by a third party if required in the future.

Cocklebury Link Road

- 5.21** Rawlings Green is of a scale that it is necessary for it to have at least two different points of access.
- 5.22** It would not be acceptable for Rawlings Green to have one point of access to serve 650 dwellings. Neither, given its scale and location, would it be acceptable for it to be served by a second access which does not connect through to the first. Development of the site requires construction of a completed link road from Cocklebury Road via Darcy Close and a new bridge over the railway to Parsonage Way and the B4069 as an essential part of the first phase of development. The link road from the B4069 to the A350 must also be open to traffic or a set of comprehensive transport improvement measures of equivalent benefit must be in place prior to any development commencing beyond the first phase of development of the Rawlings Green site.
- 5.23** The overall result is a new route around Chippenham; a Cocklebury Link Road. This is necessary for development to be acceptable and is directly related to the development, appropriate in scale and kind. It will be an express part of any development scheme permitted and built by the site's developers.
- 5.24** Road improvements through Monkton Park have been carefully considered recognising the sensitivity of traffic levels to residents and the potential to worsen existing issues such as congestion and on-street parking.
- 5.25** Inevitably there are shorter term impacts before the link road is complete. In the absence of the Cocklebury Link Road, development at the 200 dwelling threshold for Rawlings Green is forecast to lead to a 30% increase in traffic flows on Cocklebury Road and up to a 55% increase in delay time experienced on the approach to the New Road / Station Hill junction, compared to the existing situation. This is expected to be a short term impact, as the Cocklebury Link Road would need to be open beyond the 200 dwelling threshold. Appropriate mechanisms will be attached to any planning permission to secure the delivery of the Cocklebury Link Road within a certain time based on the occupancy of dwellings and a time period. Conditions attached to the permission (for example which requires a phasing plan) or a Section 106 Agreement (which can be linked to a bond) are options available to the Local Planning Authority to secure timely delivery of the road. In implementing the Plan the Council will monitor the delivery of the necessary infrastructure to ensure that development comes forward in a timely and coordinated fashion. It will, with its partners, play a pro-active role in collaboration with developers to ensure the completion of the new link road to the A350 and the railway bridge. In this regard, it will use its powers, including its ability to resolve financial imbalances, for example by providing early funding to accelerate the provision of infrastructure or in circumstances where delivery is significantly delayed and there are no other options, by using its compulsory purchase powers.
- 5.26** Once complete and the benefits of the Cocklebury Link Road, in particular for residents of Monkton Park, are:

- In pure infrastructure terms, the Cocklebury Link Road doubles road capacity for traffic entering and leaving the existing Monkton Park area – there would be two single-carriageway routes rather than the present one single-carriageway route.
- With the Cocklebury Link Road open and 650 dwellings at Rawlings Green, traffic flows and delays on Cocklebury Road / Station Hill are forecast to be at levels that are similar to those experienced now.
- Traffic modelling evidence justifies a threshold for completion of the CLR, at the latest, by the occupation of 200 new dwellings served via Darcy Close. This is a requirement of the proposal. Sufficient commercial incentive exists to ensure that developer will comply. The delivery framework explains responsibilities and additional steps necessary to co-ordinate timely completion.

5.27 Figure 5.2 shows geographically an alignment for the road

Chippenham Riverside - country parks.

Policy CH 3

Chippenham Riverside Country Parks

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

- **Informal open space**
- **Extended existing and new rights of way**
- **Areas for protection and enhancement of nature conservation interest**
- **Sports pitches**
- **Enhanced routes for cycling and walking to and from the town centre.**

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

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

5.28 Proposals for strategic sites involve substantial new areas set aside for country parks which will help the strategic sites integrate with the town. The primary aim of these areas will be to improve public access to and enjoyment of the countryside. Existing assets and features will be enhanced, such as around the Rowden Conservation Area. There will be greater scope for new uses in other areas, for example for more formal use as sports pitches. Evidence also highlights the important nature conservation value of many of the features and habitats in these areas and their inclusion within a country park is one means to achieve their protection and enhancement in perpetuity. A key role will also be for these areas to provide improvements to the rights of way network through introducing new green corridors. The great majority of the land identified lies within flood risk areas and is unsuited to sensitive uses or any new building.

5.29 In order to ensure these objectives are achieved in a complementary and comprehensive manner the management and use of new country parks will be directed by a management plan that will be approved by Wiltshire Council with the involvement of local stakeholders and land owners alongside specialist interests such as the Wiltshire Wildlife Trust. Master

Plans for each strategic site proposal (CH1-2) will define the precise boundaries to country parks and will show pedestrian and cycle routes across them necessary to connect the new development to the town centre and to other key destinations elsewhere.

- 5.30** The proposed country park areas are shown on the policies map and Figures 5.1 and 5.2. It is envisaged that the long term management of the country parks will be secured through planning obligations relating to individual sites. Further work is being undertaken to develop the ownership, governance and detailed management of the Country Parks ⁽⁴⁰⁾.

Strategic Transport Network (A350 at J17 of M4)

- 5.31** The strategic transport network is illustrated in Figure 4.1a of the Wiltshire Core Strategy ⁽⁴¹⁾ and includes the M4 in Wiltshire as part of the Strategic Road Network (SRN) and the A350 as part of the Primary Route Network (PRN). Core Policy 66 of the Wiltshire Core Strategy establishes a commitment to maintain, manage and selectively improve the A350 corridor to support development growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster and maintain and enhance journey time reliability⁽⁴²⁾. In addition, as recognised at paragraph 2.16 of the Plan, the Swindon and Wiltshire Local Enterprise Partnership prioritise investment in improvements to the A350 which has resulted in the partnership securing funding for a A350 Improvement package through the Growth Deal⁽⁴³⁾.
- 5.32** Working in conjunction with Highways England, evidence has shown that the proposals of the Plan will have a cumulative severe impact on Junction 17 of the M4 which will result in queuing on both the M4 mainline and the A350 at Junction 17 by 2026. This presents both a safety issue and operational performance issue which will result in reduced journey time reliability and potential for increased vehicle conflict on the high speed network.
- 5.33** Wiltshire Council and Highways England recognise the need for the part signalisation of the junction to resolve these issues. Design and delivery of the proposed work will be agreed with Highways England and set out within the Chippenham Transport Strategy. Detailed work is being undertaken to implement a scheme within the current highway which incorporates protection for the geological SSSI associated with the west bound of slip road.

40 Chippenham Riverside Country Park Future Management Draft Report by Natural England and Wiltshire Council, May 2016

41 Wiltshire Core Strategy Figure 4.1a Wiltshire Key Diagram (Strategic Transport Network)

42 Wiltshire Core Strategy core policy 66 and paragraph 6.174

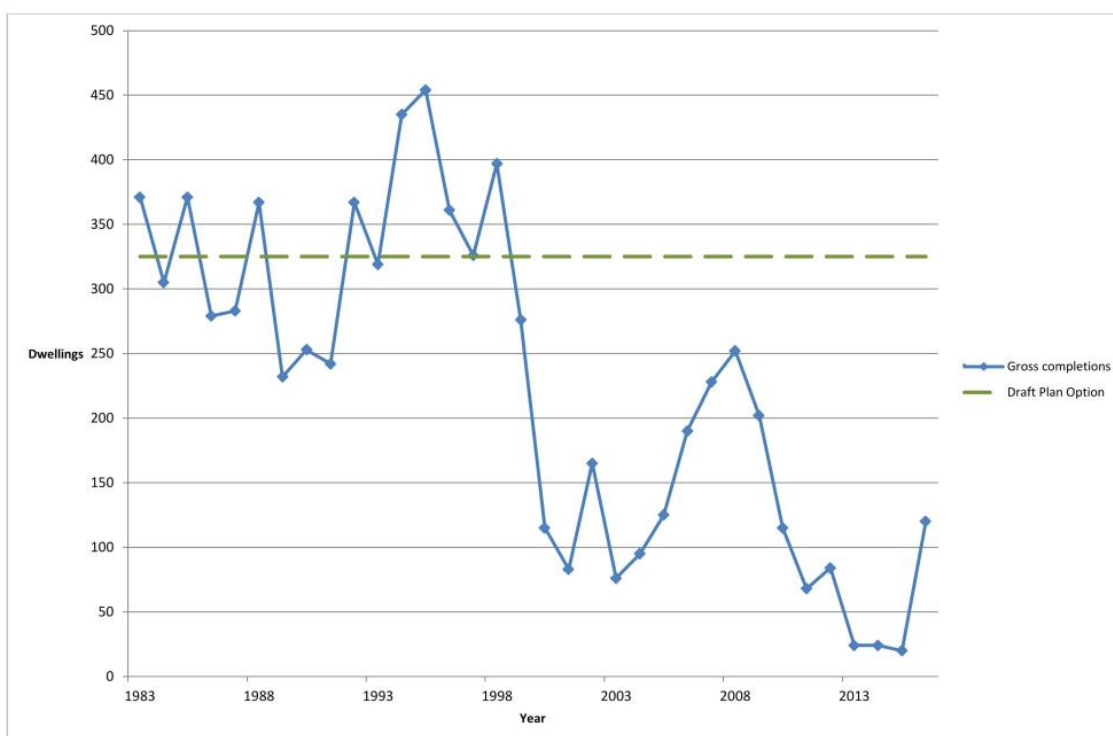
43 Swindon and Wiltshire Strategic Economic Plan: Swindon and Wiltshire Secure £129 million Growth Deal, 19 December 2014

6 Monitoring and Implementation

Housing delivery

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

Picture 6.1 Chippenham housing completions 1983 - 2016 compared to average future anticipated completions based on proposed Plan option



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

Table 6.1 Housing delivery trajectory for Chippenham site allocations

Year	Rawlings Green (Area B)	South West Chippenham (Area E)	Annual total	Cumulative total
2016/17				
2017/18		60	60	60
2018/19	20	150	170	230

Year	Rawlings Green (Area B)	South West Chippenham (Area E)	Annual total	Cumulative total
2019/20	80	175	255	485
2020/21	80	175	255	740
2021/22	155	175	330	1070
2022/23	155	200	355	1425
2023/24	160	200	360	1785
2024/25		90	90	1875
2025/26		50	50	1925
2026/27		50	50	1975
2027/28		50	50	2025
2028/29		25	25	2050
TOTAL	650	1400		2050

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

Community Infrastructure Levy (CIL)

6.4 In May 2015, Wiltshire Council adopted a Community Infrastructure Levy (CIL) Charging Schedule⁽⁴⁴⁾. CIL is a charge that local authorities in England place on development in their area. The money generated through the levy contributes towards the funding of infrastructure to support growth. The council is restricted in its ability to pool infrastructure contributions from new development through the existing mechanism of Section 106 agreements.

6.5 The Charging Schedule has differential charging rates based on the type and location⁽⁴⁵⁾ of development. The Charging Schedule also has a reduced CIL rate for residential development within the strategically important sites as identified in the Wiltshire Core Strategy. This is due to the higher cost of delivering the critical on-site infrastructure needed to unlock the development potential of these strategically important mixed use sites. However, as a result of the removal of the Chippenham strategic sites formerly allocated in the Core Strategy, there is not a reduced rate for the sites identified in this Chippenham Site Allocations Plan. To reflect the fact that the standard rate of CIL is to be charged for the strategic sites in Chippenham, the Council is seeking fewer off site funding contributions than usual because a much higher proportion of infrastructure investment will need to be sourced from the CIL. This avoids an unacceptable burden on developers but necessitates much closer collaboration and co-ordination around how CIL funds are used to support growth.

44 Wiltshire Community Infrastructure Levy. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

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

Viability

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

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

- 6.7** The proposals in this plan include significant infrastructure costs, therefore, in December 2014, Wiltshire Council appointed consultants BNP Paribas to undertake an assessment of the viability of the proposed strategic site allocations.
- 6.8** The main objective of the study was to assess the viability and deliverability of the development proposed at each of the strategic sites under consideration in the council's preferred option for growth. Of particular importance was the need to establish that the level of development proposed at each strategic site allocation would be sufficient to provide the road infrastructure identified with it, alongside other necessary infrastructure and policy requirement. The study concluded that the proposed site allocations identified within CSA Plan are deliverable within the current policy context and on the basis of the general assumptions made in the report including in relation to land values and house prices⁽⁴⁶⁾.

Monitoring

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

46 Chippenham Sites Allocations Plan: Strategic Site Viability Assessment, April 2016. For access to this document, please refer to the Chippenham Site Allocations Plan webpage.

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

6.13 To monitor the implementation of the CSAP the Council already has in place the Wiltshire Monitoring Framework (WMF) which was developed to support policies in the Wiltshire Core Strategy. The WMF is reported on in the Annual Monitoring Report (AMR). In relation to Chippenham the following indicators are included based on the Wiltshire Core Strategy proposals for the community area:

- Permissions granted or refused that support policy
- NOMIS official labour market statistics (e.g. Ratio of resident workers to jobs)
- % of new and converted dwellings on previously developed land
- Quantum of houses and employment land delivered since the start of the plan period.

In relation to the delivery of employment land the WMF also includes data collection on the quantum of land developed for employment by type across the whole of Wiltshire.

6.14 The indicators listed above remain relevant to the delivery of the Chippenham Site Allocations Plan and will monitor the delivery of housing, employment land and the employment led strategy. In order to provide greater clarity for when a review of the Plan should be triggered and to ensure infrastructure is provided in a timely manner the following additional indicator will be added to the Wiltshire Monitoring Framework.

Indicator: Average annualised total completions from allocated sites

Target: 162 (1,780/11) dpa.

Triggers for review (including assessing need to respond to any barriers to growth):

- a. 3 consecutive years where delivery of housing from the allocated sites fall below 162 dwellings per annum starting from 2018
- b. Fewer than 480 dwellings built from within Chippenham site allocations by 2020.

Risk Management

6.15 A part of monitoring the effectiveness of the Plan will be to maintain a risk register. An outline of main risks is as shown in the table below. It will be a task of the group to manage risks by identifying responsibilities and different mitigation measures that are either preventative or contingencies.

Table 6.2 Chippenham Outline Risk Register

	Generic	Site Specific	Assessment
Unavailable	Land not made available by land		All land included within SHLAA is considered available. All land owners

	Generic	Site Specific	Assessment
	owners or no clear undertaking to do so		have indicated a willingness to release land for development but no firm agreement between land owners to ensure comprehensive approach.
Unsuitable	Location cannot be developed, employment land requirements will not be met or significantly less developable land	No employment land is made available, is reduced in scale or is delayed	Current application for significant provision for employment land at Showell Farm. Form of employment provision at Rawlings Green has yet to be agreed and developer aspirations may not conform to plan objectives.
		Development increases flood risks	Design of sustainable drainage measures advanced west of the river at SW Chippenham. Sustainable drainage measures appear at an early stage at Rawlings Green. No indication that effective measures are impossible to implement. Little risk that larger amounts of land may be required, reducing developable area.
		Development has an unacceptable impact upon heritage assets	Significance of heritage assets and their setting have been assessed and mitigation considered possible. Development at SW Chippenham has less than substantial harm. Further detailed work required at Rawlings Farm.
		Development has unacceptable visual impacts	Development at SW Chippenham within existing visual envelope of urban area. Low density at Rawlings Green appears to be accepted by developers.
Unachievable	Unrealistic prospect of significant development within 5 years	Access cannot be achieved to Darcy Close from Rawlings Green	Detailed design stage has been reached and there is agreement in principle between land owners.
		Access cannot be achieved to Parsonage Way and A350	Detailed design stage has been reached and there is agreement in principle between land owners.
Viable	Insufficient incentive for land owner/developer	There are 'big ticket' infrastructure items and it has not been established that a	Developer has submitted planning application for SW Chippenham. No developer yet firmly associated with taking forward detailed proposals at Rawlings Green.

	Generic	Site Specific	Assessment
		development can fund this and other policy requirements (such as affordable housing)	
		Inadequate level of affordable housing (less than 40%)	

7 Glossary

Briefing Notes: A series of notes to provide background information on a number of recurring questions about the content of the plan and the process for preparing the plan

Cocklebury Link Road: A road from Parsonage Way, over the railway line and via Darcy Close to Cocklebury Road that provides a second access to Monkton Park.

Core Strategy: A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy.

Examination in Public (EiP): An independent examination of draft plans.

Evidence Papers: a set of documents that summarises the information described in the Strategic Site Assessment Framework. Separate evidence papers cover each of the Chippenham Core Strategy Criteria.

Site Selection Report: A report explaining the Council's choices of preferred areas and site options drawing on evidence guided by the Strategic Site Assessment Framework and Chippenham Core Strategy Criteria.

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

Sustainability Appraisal (SA): An appraisal of the impacts of policies and proposals on economic, social and environmental issues.

Strategic areas: The different broad directions for long term growth at Chippenham. Five areas have been identified for assessment. They are defined by significant obstacles to development such as transport corridors and the river and included on a diagram in suggested changes to the Wiltshire Core Strategy.

Site options: detailed proposals for strategic sites. Located within a strategic preferred area, their extent is shown on an ordnance survey base. These include an estimated number of new homes and the area that will be developed for new employment. The proposals also include specific requirements for new infrastructure necessary to serve the development and other requirements to ensure it takes an acceptable form.

Strategic site assessment framework: How each of the six criteria set in the Wiltshire Core Strategy will be used to assess site options and strategic areas.

The Chippenham 'core strategy' criteria (CP10 criteria): The six criteria setting out the principles guiding the selection of strategic sites around Chippenham, as established in Core Policy 10 (the Chippenham Area Strategy) of the Wiltshire Core Strategy.

8 Appendix 1

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

Figure 8.1 South West Chippenham Policy Map

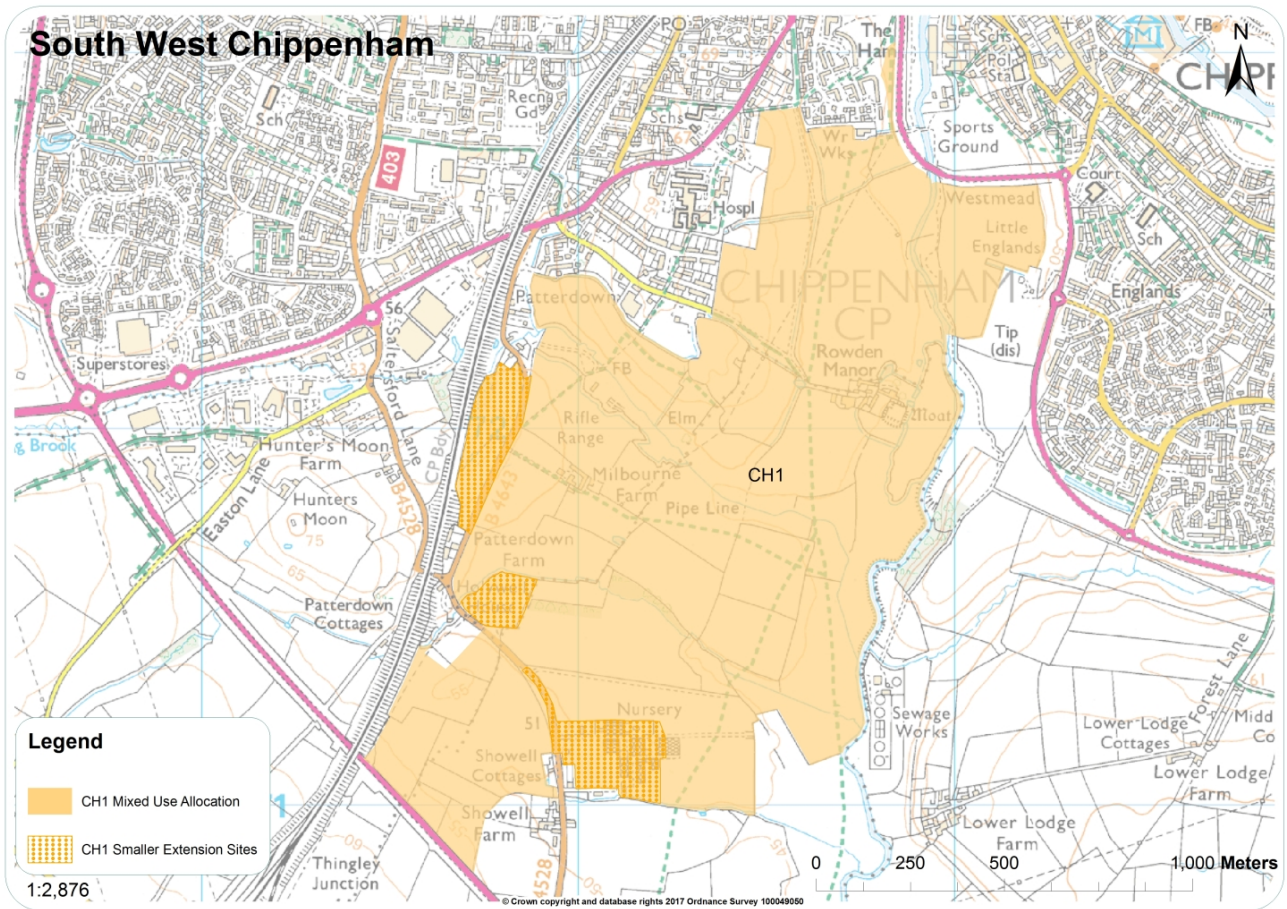
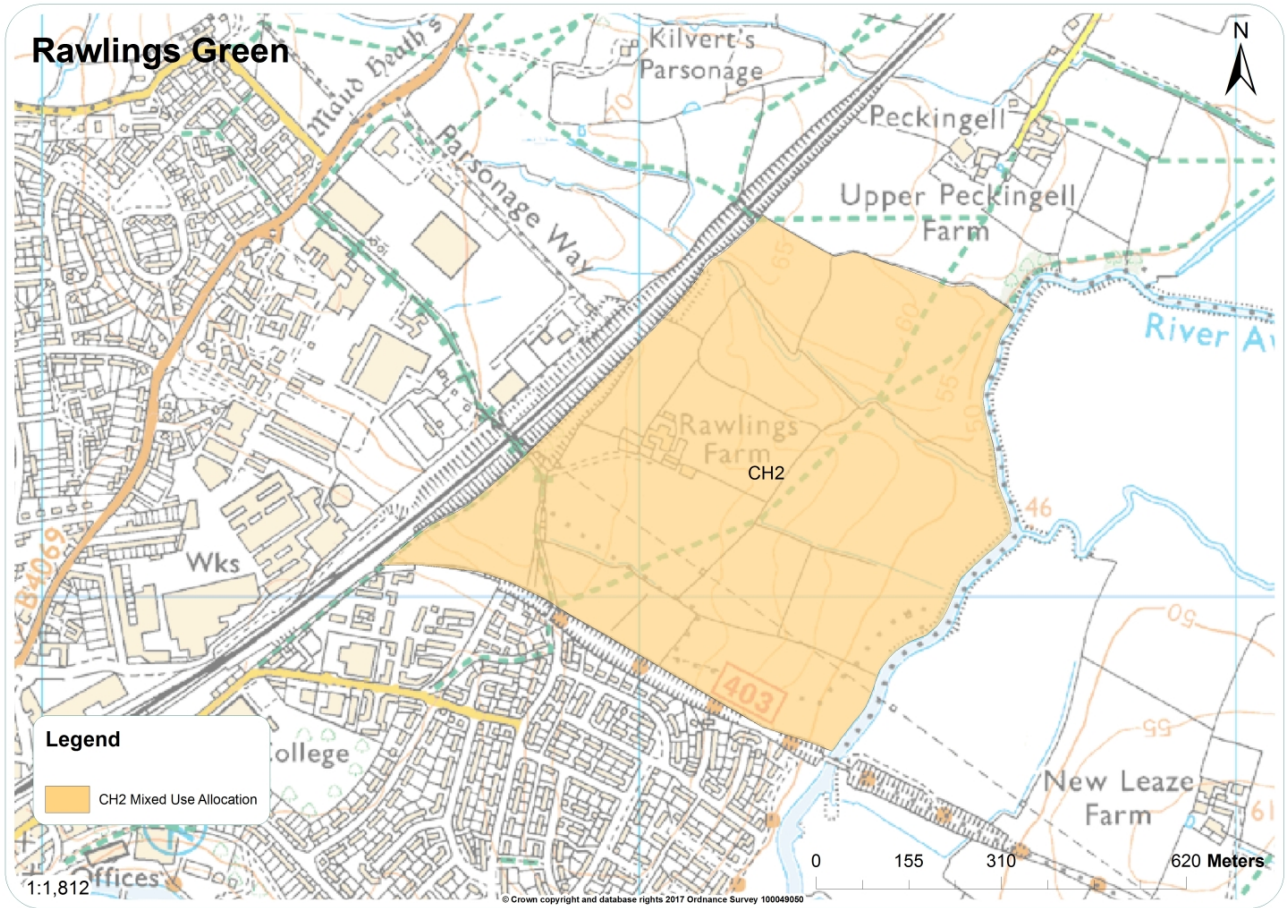


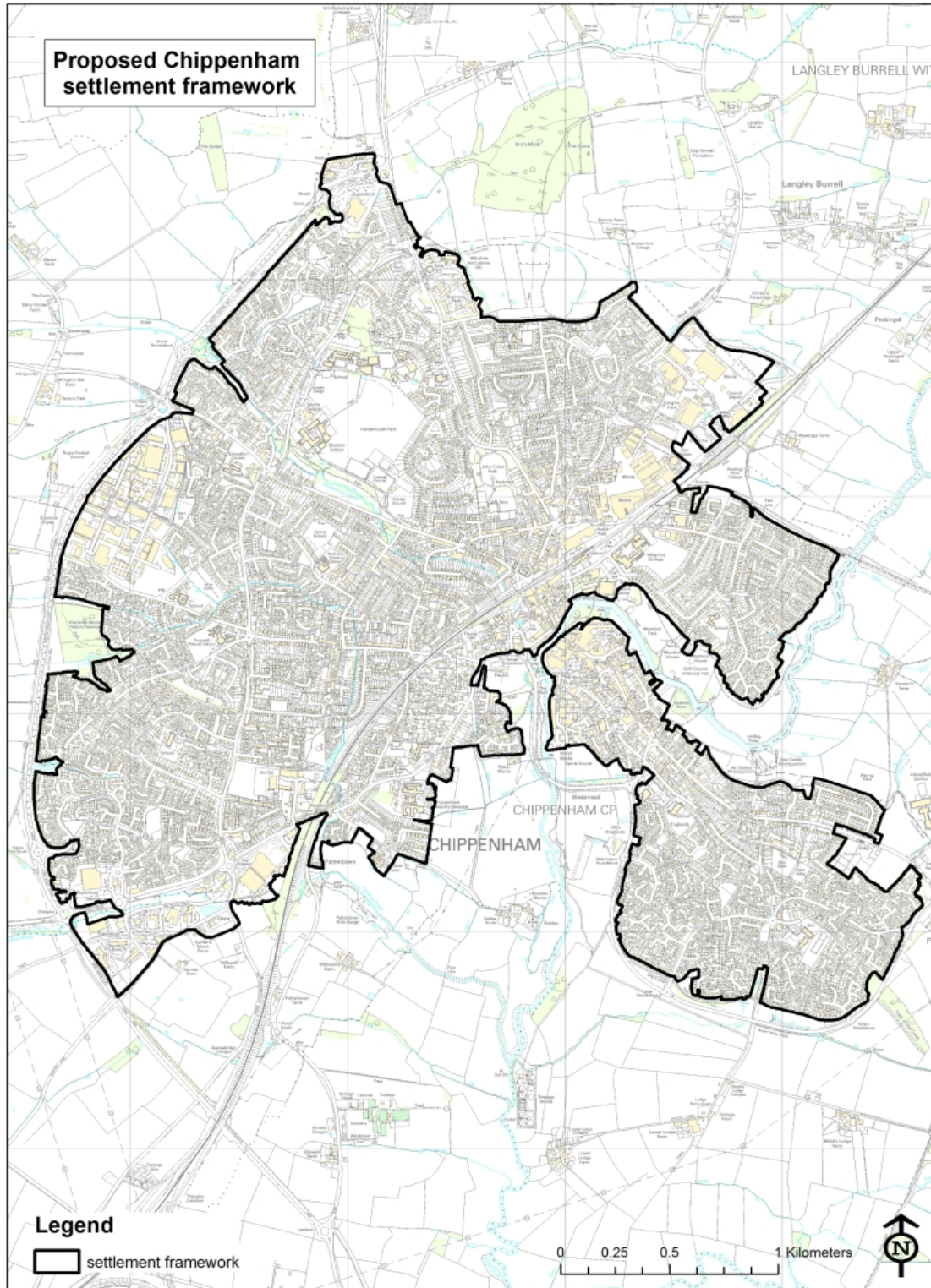
Figure 8.2 Rawlings Green Policies Map



9 Appendix 2

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

Figure 9.1 Chippenham settlement framework



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Chippenham Site Allocations Plan Proposed Adopted Version Council May 2017

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

For further information please visit the following website:

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