

# Chippenham

## Housing Infrastructure Fund (HIF) Bid

**DRAFT – WORK IN PROGRESS**

Calne Area Board - 12<sup>th</sup> November 2019

# Agenda

1. Wiltshire Council HIF bid – Purpose and Objective
2. HIF bid – the opportunity
3. Draft development principles
4. Possible indicative timeline
5. Possible optional road route
6. Engagement & Communications - Ideas

# Wiltshire Council submitted a HIF bid to prepare for future demand

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1. The Chippenham Housing Market Area will need to deliver c.15-20k new homes by the mid 2030s
2. Economic analysis identifies Chippenham as ideally located for growth and investment
3. Current infrastructure provision is already inadequate and needs upgrading
  1. Chippenham through roads and town centre
  2. M4 Junction 17
4. Residents are clear about the priorities that will make a difference to their lives
  1. Alleviating congestion and providing better access
  2. Improving parking provision
  3. Enhancing retail and leisure provision

A HIF grant is a huge opportunity to shape and control development in the long term

# The opportunity arising from the HIF grant is unprecedented

1. Rare chance to lead all development with infrastructure...
  - overcoming ad hoc developer led schemes that bring no benefit
2. Build in sustainability from the outset...
  - respond to the Council's declared climate emergency
  - maximise blue and green infrastructure; walking and cycling options
  - connect the existing to the new
3. Develop a masterplan and design the whole rather than separate parts
  - Use of design code or guide
4. Engage with all stakeholders positively from the beginning and throughout

Infrastructure funding allows the Council to embed principles of development from the outset

# We can create principles of development that will underpin the scheme for many years

## 1. Sustainable

- environmentally sensitive; local energy solutions; local waste management solutions; carbon neutral; material choices

## 2. Aspirational

- Leverage transport networks; Future proofed developments; Opportunity led; long term masterplan design standards

## 3. Smart

- Technologically integrated; Citizen focused; Self Service enabled

## 4. Wealth Creating

- inward investment; job opportunities; local economy boost

## 5. Economic Value Adding

- Innovative business models; long term revenue streams; net contributor to the wider area

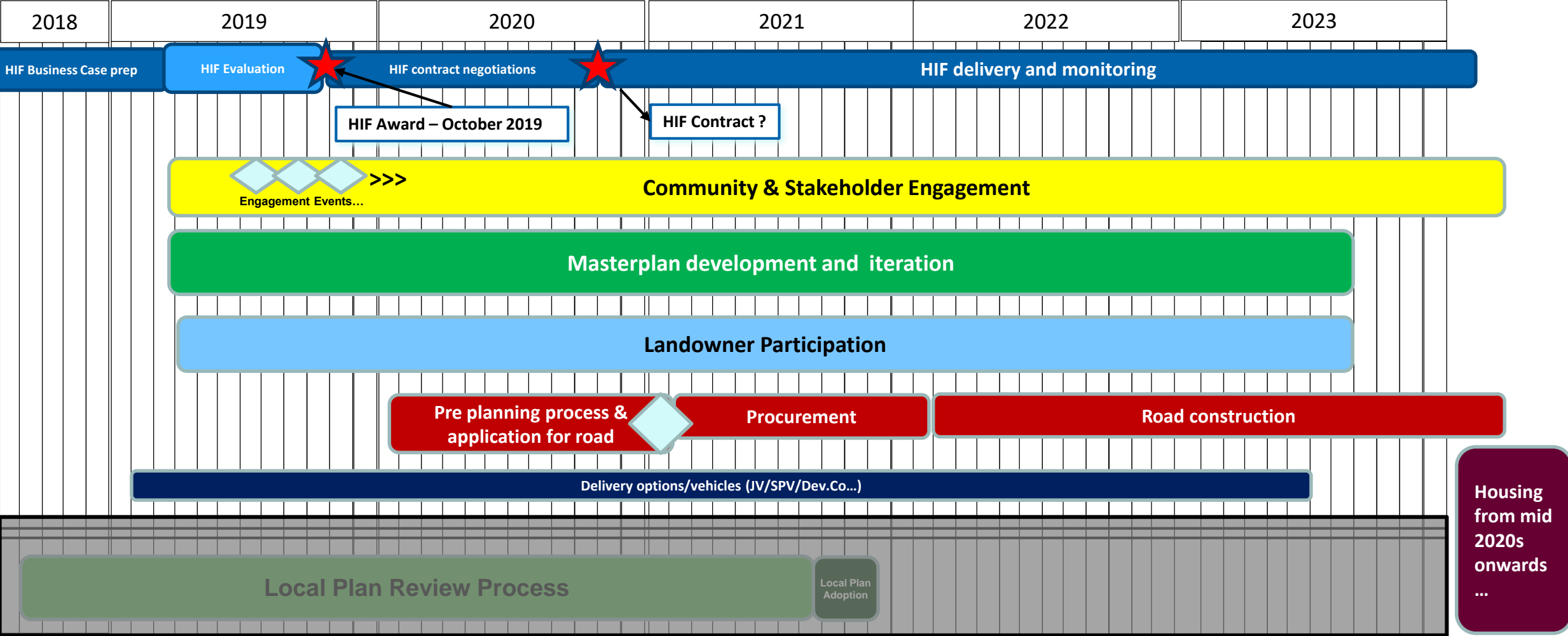
## 6. Socially Inclusive

- Education; Health; Care; Leisure; Green space...

## 7. Attractive

- Physically appealing; Ease of movement; Broad range of services

# Possible and indicative timeline



# HIF funded new distributor road - indicative route possibility

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- The bid document outlines the **approximate** route of a possible new distributor road
- Suggested single carriageway & 30/40/50 mph speed limit – not another A350 trunk road
- Relieves town centre congestion & parking issues
- Enables delivery of enhanced retail and leisure facilities
- Unlocks land for housing
- Landowners a mixture of private owners/developers and Wiltshire Council

# We will keep everybody informed throughout including formal consultation as required

## Engagement Ideas...

### Community liaison groups/Stakeholder workshops

- Targeted meetings with key identified stakeholders to discuss plans and gain views, ideas, perceptions.

### Public consultation events

- Chippenham Town Centre – all weather story boards/standalone exhibition with comment options (online, box, interactive technology if possible) for thoughts and suggestions on the proposed plans for the road and town centre regeneration and highlighting the benefits and positive messaging around this. What do you love most and like least about living in Chippenham?

### Help us make Chippenham great(er)

- An interactive street/door to door survey asking local residents and business owners which parts of Chippenham they love and which parts they'd like to see improved/utilised better.

### Schools competition 'My Chippenham'

- opportunity for primary aged children to get involved in plans. The brief: what is your favourite part of/thing to do in Chippenham and why? Or: if you were king or queen of Chippenham for a day. What would you change?

### Chippenham Futures "Shop"

- Town Centre Unit showcasing and displaying plans. Place to hold workshops and drop in clinics. Facility to put development front & central to the town's future