

# AGENDA SUPPLEMENT (1)

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**Meeting:** Cabinet  
**Place:** Council Chamber - Council Offices, Browfort, Devizes  
**Date:** Tuesday 24 May 2011  
**Time:** 2.00 pm

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**The Agenda for the above meeting was published on 16 May 2011. Since the agenda was published statements and questions from members of the public were received and are attached.**

Please direct any enquiries on this Agenda to Yamina Rhouati, of Democratic Services, County Hall, Bythesea Road, Trowbridge, direct line 01225 718024 or email [yamina.rhouati@wiltshire.gov.uk](mailto:yamina.rhouati@wiltshire.gov.uk)

Press enquiries to Communications on direct lines (01225)713114/713115.

This Agenda and all the documents referred to within it are available on the Council's website at [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk)

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4. **Public participation** (Pages 1 - 28)

Statement from:

Mr Mark Fox  
Mr Edward Head  
Mr John Bowley  
Ms Margaret Barley

Question from:

Mr Graham Heard  
Mr Patrick Kinnersly

Question and statement from:

Ms Marilyn Mackay

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DATE OF PUBLICATION: 20 May 2011



**Wiltshire Council**

**Cabinet**

**24 May 2011**

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**Public Participation  
Statement from Edward Heard, Managing Director –  
*CHIPPENHAM 2020 LLP***

Chippenham 2020 and Barratts are progressing comprehensive mixed use development proposals at East Chippenham to include residential, employment, a neighborhood centre, primary schools and potentially new secondary school provision, an extensive network of green infrastructure and public open spaces along the River Avon corridor, sustainable drainage and on-site renewable energy measures. The development would be delivered on a phased basis, to be agreed with the Council, with up to 1,500 dwellings delivered by 2026. Details of the comprehensive scheme have been previously submitted to the Council.

Chippenham 2020 can already demonstrate its commitment to the regeneration of the Town Centre through its controlling interest in the old Royal Mail Sorting Office which is shortly to be redeveloped to include offices and a Convenience Store with the creation of 70 new jobs. We have also acquired the old Stronghold premises where our office is now established and, after appropriate consultation, we are considering the development of Station Square as a commercial hub around the Railway Station.

Our comments on Tuesday will cover two areas, firstly the technical aspects as to why in our opinion the process as currently drafted is flawed, and secondly we will focus on the extraordinary opportunities for the town and its people.

**1. The Consultation Process.**

It will be recalled that the previous consultation document, entitled Wiltshire 2026 – Planning for Wiltshire’s Future (2009) included the preferred Strategic Site option for 3,450 dwellings at East and North Chippenham and we cannot comprehend why the new proposed Draft Core Policy 7 (the Spatial Strategy) disregards this option all together, despite the clear advantages to the town and its people in almost every way (see 2 below).

It should be noted that pages 92 and 93 of the Core Strategy document clearly outline the “Specific issues that should be addressed in planning for the Chippenham Community Area”. The new South West option does little or nothing to address any of these issues whilst there is potential in the East to satisfactorily address them all.

The Draft Core Policy 7, as drafted, will consult upon only two options, but since both include the same major proposed expansion to the South West, the major

part of the consultation is effectively pre-determined and therefore flawed, and the public and other interested parties will be denied the opportunity of playing their rightful part.

**The Cabinet is respectfully requested to amend the potential development options proposed for Chippenham in the draft document to include a third option with suggested wording as follows:**

**Option 3**

	<b>Employment</b>	<b>No Dwellings</b>	<b>Phase</b>
<b>North Chippenham</b>	<b>2.5 ha</b>	<b>750</b>	<b>Phase 1</b>
<b>East Chippenham Area of Search</b>	<b>6 ha Up to 24 ha</b>	<b>Up to 1500</b>	<b>Phase 1 Phase 2 Phases 1 and 2</b>

The final two paragraphs of draft Core Policy 7 should be deleted from the consultation Draft Core Strategy as it does not refer to the East Chippenham Area of Search and solely refers to the South West Chippenham Area of Search. This bias suggests that the outcome of the forthcoming consultation is already decided. If the consultation is to be conducted on a level playing field it is essential that this amendment is included now.

Given this is the final public consultation stage, before the preparation of the Pre-Submission Draft Core Strategy in the Autumn, Chippenham 2020 consider that the proposed consultation, as currently drafted, would seriously prejudice fair and open consideration of the East Chippenham development option.

**2. The Opportunity.**

The comprehensive East Chippenham development proposals have a number of benefits which should be set out in the forthcoming consultation document to offer local residents and other consultees a genuine alternative to the South West Chippenham proposal and the opportunity to express their views. We believe that, properly managed, this proposed development has the potential to be an exemplar scheme of national importance. Despite worries to the contrary, the site is deliverable now - the land assembly is complete between ourselves and Barratts with whom we are working closely, and we also have agreement in principal with Network Rail to allow the required road bridge.

Amongst the many benefits it will bring the following three stand out:

- Substantial Highways and Transport improvements through the construction of an eastern link/ring road taking traffic from the A429 from the north directly to the A4 to the east. It is the traffic congestion and lack of easy parking that keeps people and quality shops out of the Town Centre and therefore prevents its regeneration. This new road will

dramatically improve the situation and facilitate the transformation of the High Street.

- “Chippenham Riverside” as the scheme would be called would have the River at its very core and, embracing the adjoining estates of Monkton Park and Hardens Mead, would, by skilful master planning, encourage and draw all residents the short distance along the river corridor right into the Town Centre (see indicative plan attached).
- The sustainable communication aspects of the site are exemplary – the existing network of footpath and cycle routes would be extended and improved to give quick and easy access to the Town Centre, the Railway Station and Wiltshire College, and Abbeyfield School is already within the site. The viability and suitability of a “green energy” Riverbus is also being investigated.

We urge you to test the proposed South West expansion against every one of the above criteria and draw your own conclusions. It totally fails to address the three main concerns of traffic, town centre regeneration and the river. However it has one major political advantage in that it has few neighbours and is therefore likely to lead to few objections!

Please do not subject the people to Chippenham to the same old mistakes of the past. Let us at least engage in a proper debate about how to make the most of this exciting opportunity for the town. Please don't accept average and mundane suburban sprawl when something exceptional is within your grasp. The people who live in and around Chippenham truly deserve better.

Chippenham 2020 would welcome the opportunity to work with the Council and others on the changes required to the proposals for the Chippenham Community Area.

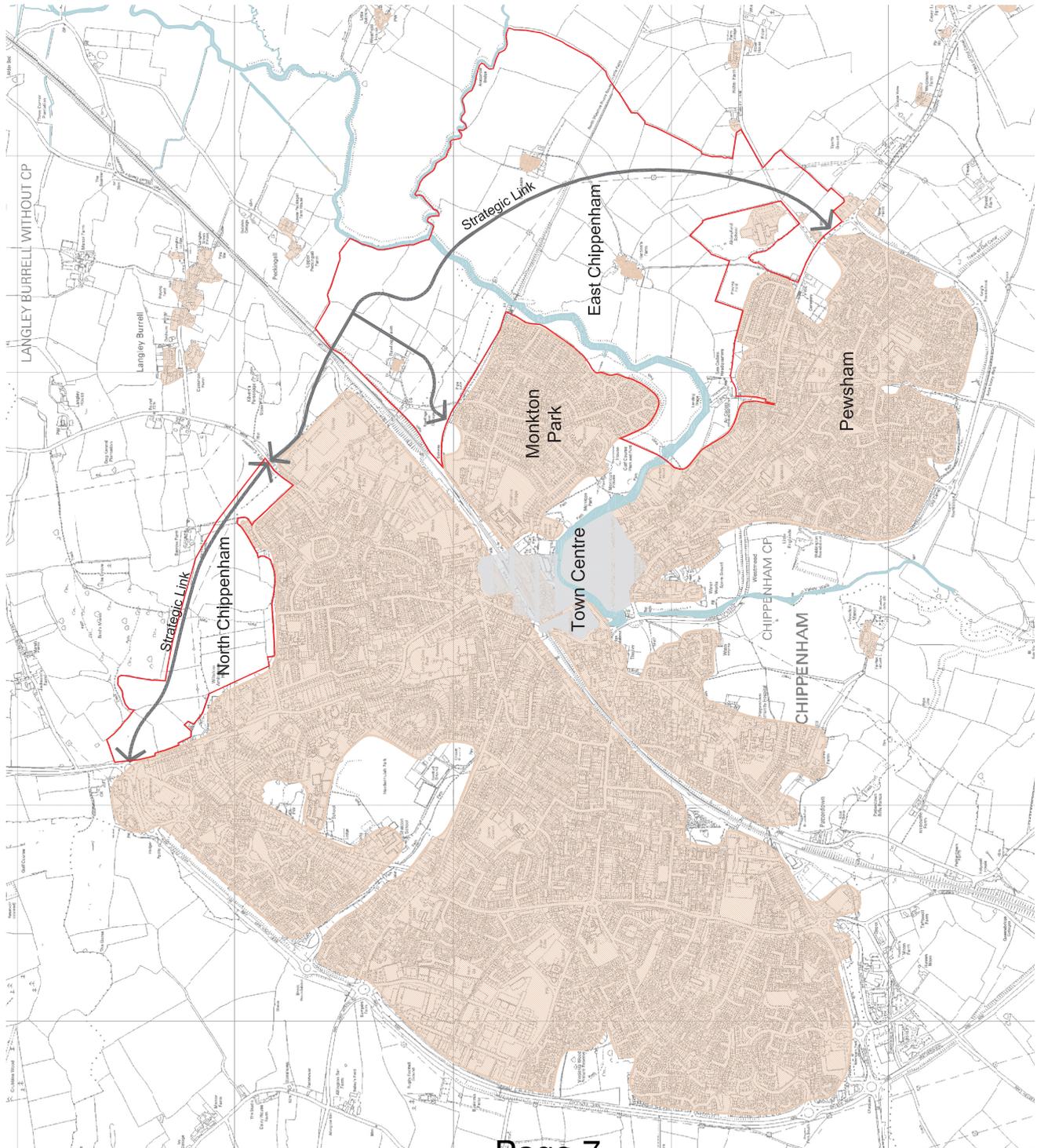
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Revision \_\_\_\_\_ Date \_\_\_\_\_ Dm Ckd \_\_\_\_\_



Project  
**East Chippenham**

Drawing Title  
**Location Plan**

Date	Scale	Drawn by	Check by
19.05.11	NTS@A4	PT	MD
Project No	Drawing No	Revision	
18715	9052	-	



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**Public Participation  
Statement from Mr Mark Fox, Pegasus Planning Group**

As you will be aware, the forthcoming Cabinet is due to consider a report on the Wiltshire Core Strategy Consultation Document. It is recommended that the Core Strategy be subject to public consultation between 13<sup>th</sup> June and 8th August 2011. The Cabinet Report seeks approval of the documentation for the purposes of consultation, including the proposed Community Area Strategies as set out in Appendix 4 of the Committee papers.

Barratt Strategic note that the previous consultation document, entitled Wiltshire 2026 – Planning for Wiltshire’s Future (2009), amongst other proposals, included the preferred Strategic Site option for 3,450 dwellings at East and North Chippenham.

Barratt Strategic has extensive development interests at East and North Chippenham. Barratt Strategic, Chippenham 2020 and other landowners are progressing the phased delivery of a comprehensive mixed use urban extension at East Chippenham. Details of the emerging comprehensive scheme and the associated Evidence Base has been previously submitted to the Council by Pegasus Planning in response to the consultation in 2009 and more recently in May 2010.

However, Barratt Strategic is extremely concerned over the proposed options to be consulted upon at Chippenham in the latest documentation by the Council, which exclude the potential comprehensive East Chippenham option but includes development at the South West Chippenham Area of Search in both options.

The proposed consultation documentation appears unduly biased towards the inclusion of the South West Chippenham Area of Search and is potentially unfair and unreasonable as it excludes an option for consultation purposes at East Chippenham, which does not also include any housing development at South West Chippenham. Therefore, the public of Chippenham and other stakeholders are potentially being denied the opportunity of commenting on and/or supporting development at East Chippenham, without endorsing, by default, development at the South West Chippenham Area of Search. The consultation options appear pre-determined in favour of the South West Chippenham Area of Search, which undermines the value and transparency of the consultation exercise to be undertaken.

Therefore, Barratt Strategic respectfully request the Cabinet to amend the potential options at Chippenham to include a third option, before the consultation takes place, as follows:

### Option 3

	<b>Employment (ha)</b>	<b>No Dwellings</b>	<b>Phase</b>
North Chippenham	2.5	750	Phase 1
East Chippenham	6 ha		Phase 1
Area of Search	Up to 24 ha	Up to 1500	Phase 2 Phases 1 & 2

Furthermore, if this change is accepted, the Cabinet is also requested to amend or delete the final sentence of Draft Core Policy 7, which solely refers to the South West Chippenham Area of Search, to avoid any unintended bias or potential pre-determination within the proposed consultation documentation.

Barratt Strategic fully appreciates the significance of the forthcoming public consultation exercise to the Core Strategy process and the importance of local community opinion, in light of the Government's Localism agenda which is supported by Wiltshire Council. Therefore, in the interests of fair and transparent decision making; a genuine alternative to the South West Chippenham Area of Search should also be included in the forthcoming Core Strategy Consultation Document.

It is puzzling and unclear why the Council's previously stated "preferred" location for development is no longer even included as an option to be tested against the other reasonable alternatives at Chippenham in the consultation process.

It should be noted that Barratt Strategic have discussed the emerging proposals with Chippenham Town Council, Chippenham Vision Board and others. As a consequence of the early local community engagement to date, the emerging development proposals have been revised, (see Phase 1 plan), to deliver more employment land at East Chippenham, in particular as part of Phase 1.

Therefore, the Cabinet is also respectfully requested to amend Option 2, Para (iv) and Figure 4 to include 6 ha of employment land and 700 dwellings.

Barratt Strategic consider that the consultation for Option 2 should also refer to the delivery of the Monkton Park link. Delivery of this link road is a long standing aspiration of the former North Wiltshire District Council, and in combination with the new railway crossing, will relieve traffic in the town centre and improve accessibility for local residents and the proposed new development.

Barratt Strategic is committed to the early delivery of the initial phase of development at East Chippenham, including the employment proposals.

Barratt Strategic commend the comprehensive mixed use East Chippenham development scheme to the Council for inclusion in the Consultation Draft documentation.

The scheme will be sensitively designed, in conjunction with the local community, as a high quality, sustainable, low carbon urban extension. It will ultimately comprise

approximately 3,200 dwellings, at least 30 ha of employment land/uses including employment at the proposed neighbourhood centre, local centre; 3 primary schools and potentially a new secondary school, an extensive network of green infrastructure and public open spaces including alongside the River Avon, sustainable drainage measures and on-site renewable energy measures, including an innovative anaerobic digestion plant.

The development would be delivered on a phased basis, at a level to be agreed with the Council, with up to 1,500 dwellings being delivered by 2026, in line with the Council's aspirations for Options 1 and 2.

It is noted that the North and comprehensive East Chippenham proposal would deliver substantial highway and transport benefits for Chippenham, far greater than would arise from the South West Chippenham alternative.

Should the Council resolve to proceed with the consultation, as proposed, Barratt Strategic will review all their available options to ensure that a fair and transparent consultation is undertaken in respect of the future growth of Chippenham.

Barratt Strategic will, of course, be responding to the Council regarding the Consultation Draft Core Strategy and the development opportunity at East Chippenham in due course.

Barratt Strategic would welcome the opportunity to work with the Council and others on the changes to the consultation documentation necessary to incorporate the East Chippenham alternative for the Chippenham Community Area.

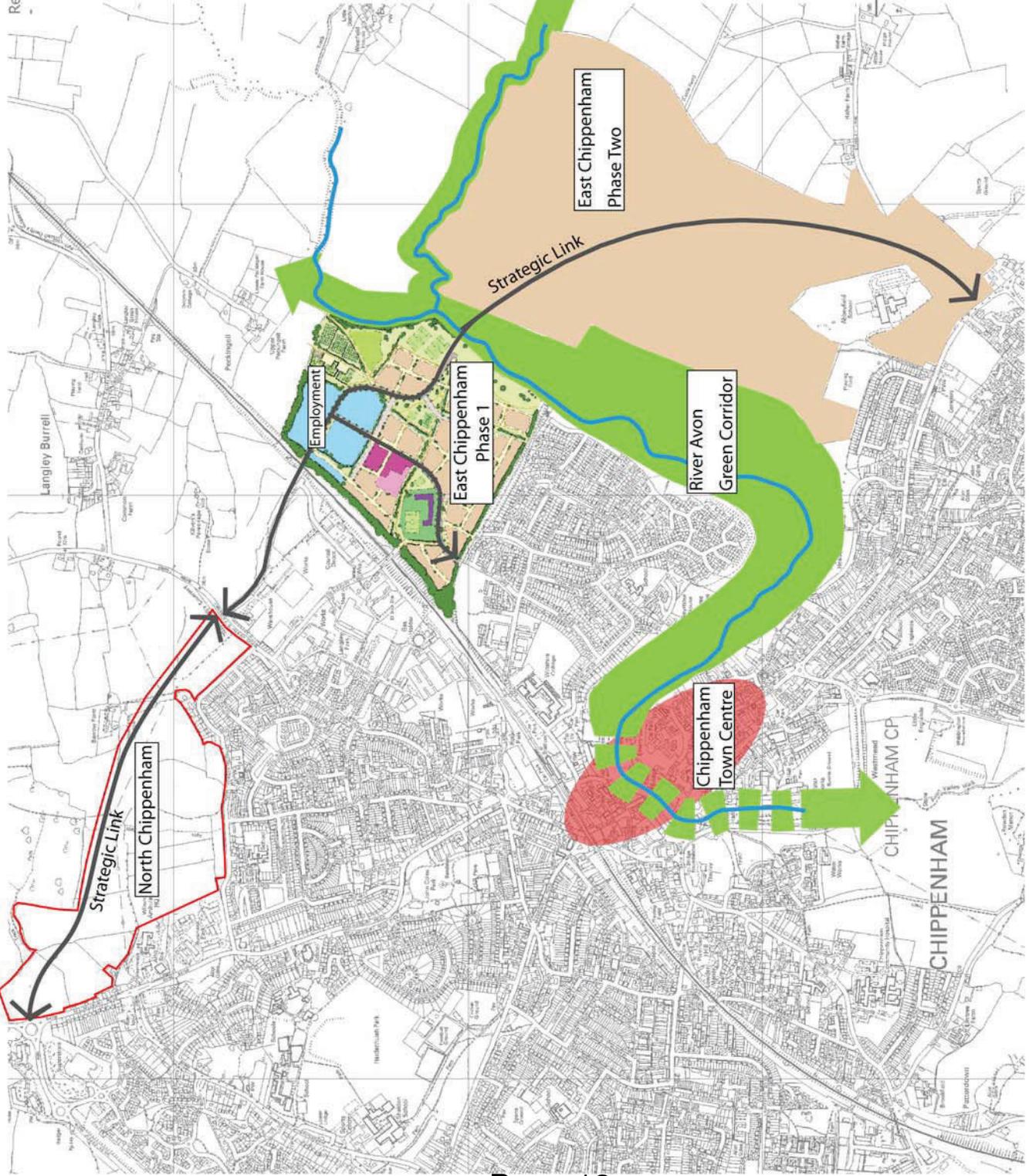
Barratt Strategic consider it is important, in the interests of fair and transparent decision making, that the public and other stakeholders are given the opportunity to comment upon all potential development options at Chippenham at the same time as the outcome of the forthcoming consultation exercise will inform future decision making on the content of the emerging Wiltshire Core Strategy.

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Date    Dm    Ckd

Revision



Project  
Land at East Chippenham

Drawing Title  
East Chippenham Strategic  
Masterplan

Date	19.05.11	Scale	1:20,000@A4	Drawn by	CDB	Check by	MD
Project No	18715	Drawing No	9061	Revision			

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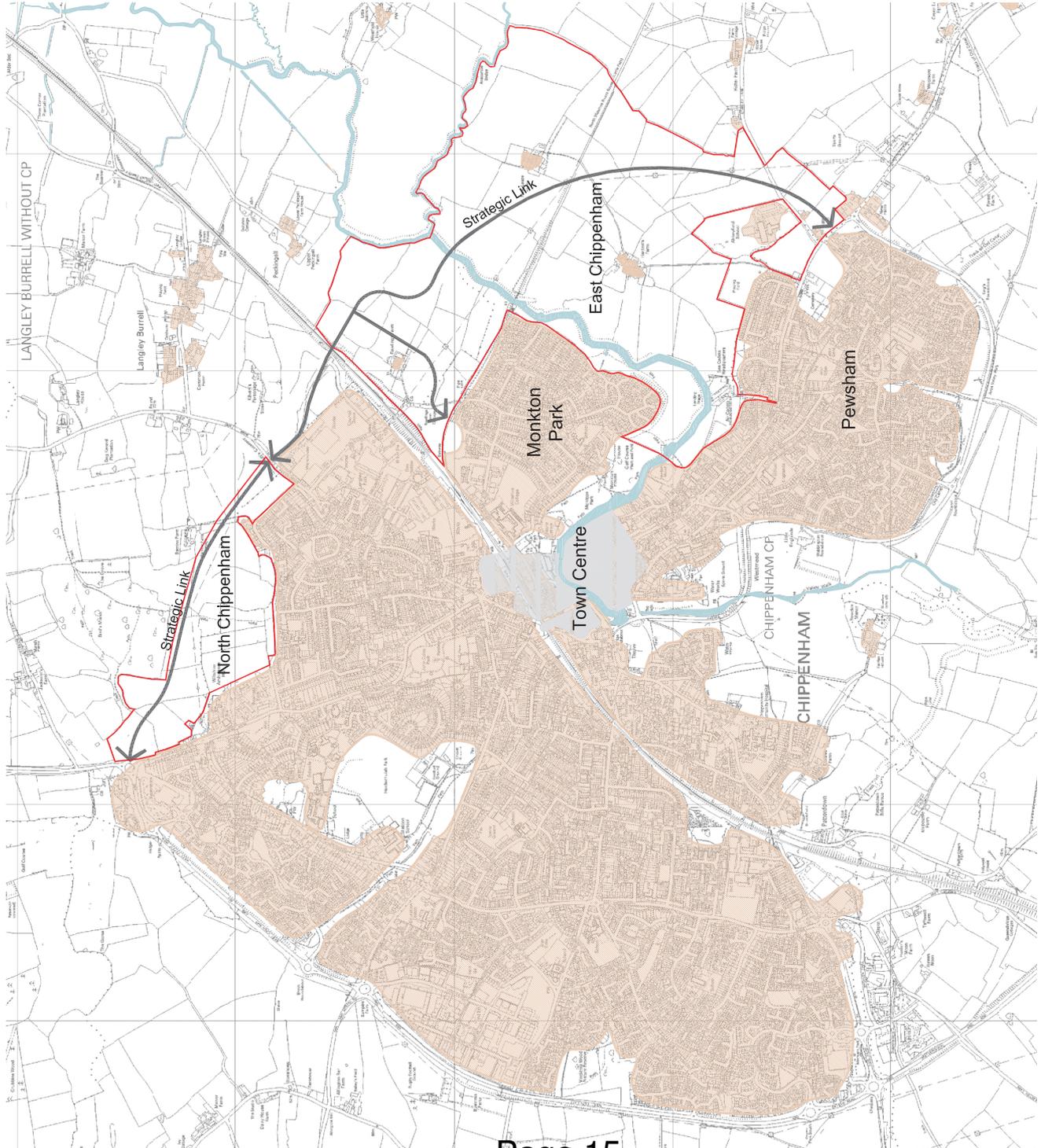
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Project  
**East Chippenham**

Drawing Title  
**Location Plan**

Date	Scale	Drawn by	Check by
19.05.11	NTS@A4	PT	MD
Project No	Drawing No	Revision	
18715	9052	-	



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Revision	Date	By	Of
A	13.01.11	CDM	JH
B	14.02.11	CDM	JH
C	16.02.11	CDM	JH
D	16.02.11	CDM	JH
E	17.03.11	CDM	JH

Incorporating comments from JHB  
 Amendments to Emp areas  
 (4ha shown)  
 Amendments to Emp areas  
 (3.5ha shown)  
 Amendments to Emp areas (6.5ha shown). Location of Primary School revised.

**NOTE:**  
 Phase One provides 6.5ha of employment.

**Project**  
 Land at East Chippenham

**Drawing Title**  
 Development Concept Plan  
 (Phase One)

Date: 13.01.11  
 Scale: 1:2500@A2  
 Project No: 18715  
 Drawing No: 9304

Drawn by: CDM  
 Check by: JH  
 Revision: E



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 12/03/2011 10:00:00 - 20/03/2011 - Date: 20/03/2011 - User: JH - Project: East Chippenham - Drawing No: 9304 - Revision: E

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**Wiltshire Council**

**Cabinet**

**24 May 2011**

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**Public Participation  
Statement from Margaret Barley, Lacock, Chippenham  
Wiltshire Core Strategy**

It has been drawn to my attention that although there were 4 options regarding the expansion of Chippenham mentioned in the October 2009 paper on Strategic Sites, the new document, which admittedly is for consultation, contains only two options both involving massive developments to the south of Chippenham in the Showell area and largely contained within Lacock Parish.

Whilst I do realise that the next stage of the process is one of consultation, I would request that at that meeting it is drawn to the attention of the Cabinet that two very similar options do not really constitute options at all. The impact of this scale of development on the surrounding area - which is some of the best in this part of Wiltshire - and the increased traffic on the A350, which will be further aggravated by extensive development in Trowbridge, will massively change the area to the south and west of Chippenham.

I am also concerned as to the extent of consultation with Lacock Parish Council in arriving at these two "options" and will be pressing it to become extremely proactive in objecting to any such proposals.

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**Wiltshire Council**

**Cabinet**

**24 May 2011**

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**Public Participation  
Statement from Mr John Bowley, Warminster  
On the Wiltshire Core Strategy**

I object to new housing allocations in greenfield areas and to new sales conglomerates, which I believe to be unnecessary, not viable, not really wanted and counter-productive.

Planning for new housing out to the Warminster Bypass line has always been expected, though it seems to contradict previous denials that such would have been an outcome of the proposed, failed, Westbury Bypass project. The new housing market is anyway weak. No reasonable case exists for blighting countryside by hanging housing allocations over it.

I am reminded of an observation of a West Ashton parish councillor that the land allocated for a business park or suchlike on that side of Trowbridge had not been developed during the recent past best years of the British economy; therefore it is illogical to expect it now.

There is poor employment in West Wiltshire, but, for example, we recall Ushers Brewery being shut down for no good reason, blowing away lots of local jobs, and Wiltshire Council counter-productively shedding its skilled staff over many years. I contend that it is absurd of Wiltshire Council to allocate new business areas on the argument of local job creation.

New shopping centres are likely to be counter-productive for our town centres. Here in Warminster, there are conspicuous empty premises on the High Street and East Street. Many shops are struggling. New retail conglomerations would suck the life out of them.

Another example of bad planning which comes to mind is the vanity pavement widening here in Warminster. This burnt-off lots of public money counter-productively. The historic character of the Market Place has been eroded as the once wide road has been narrowed. Most of the rearrangements have been a waste of effort. They appear not to be enforced. Selfish people are regularly parking their cars in the marked loading bays. Vans drive up over and park on the pavements. Lorries, unable or not bothered to use the loading bays, stop doubled-parked in the roadway. So it has all been counter-productive and wasteful.

With many examples, I have no confidence in Wiltshire Council's ability to plan usefully.

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20<sup>th</sup> May 2011

Ms Yamina Rhouati  
Wiltshire Council  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

yamina.rhouati@wiltshire.gov.uk

Dear Ms Rhouati

**Wiltshire Core Strategy Consultation Document  
Cabinet Meeting 24<sup>th</sup> May 2011 at 2.00pm (Item 5)  
Response on behalf of Barratt Strategic**

As you will be aware, the forthcoming Cabinet is due to consider a report on the Wiltshire Core Strategy Consultation Document. It is recommended that the Core Strategy be subject to public consultation between 13<sup>th</sup> June and 8th August 2011. The Cabinet Report seeks approval of the documentation for the purposes of consultation, including the proposed Community Area Strategies as set out in Appendix 4 of the Committee papers.

Barratt Strategic note that the previous consultation document, entitled Wiltshire 2026 – Planning for Wiltshire's Future (2009), amongst other proposals, included the preferred Strategic Site option for 3,450 dwellings at East and North Chippenham.

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However, Barratt Strategic is extremely concerned over the proposed options to be consulted upon at Chippenham in the latest documentation by the Council, which exclude the potential comprehensive East Chippenham option but includes development at the South West Chippenham Area of Search in both options.

The proposed consultation documentation appears unduly biased towards the inclusion of the South West Chippenham Area of Search and is potentially unfair and unreasonable as it excludes an option for consultation purposes at East Chippenham, which does not also include any housing development at South West Chippenham. Therefore, the public of Chippenham and other stakeholders are potentially being denied the opportunity of commenting on and/or supporting development at East Chippenham, without endorsing, by default, development at the South West Chippenham Area of Search. The consultation options appear pre-determined in favour of the South West Chippenham Area of Search, which undermines the value and transparency of the consultation exercise to be undertaken.

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**Option 3**

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It should be noted that Barratt Strategic have discussed the emerging proposals with Chippenham Town Council, Chippenham Vision Board and others. As a consequence of the early local community engagement to date, the emerging development proposals have been revised, (see Phase 1 plan), to deliver more employment land at East Chippenham, in particular as part of Phase 1.

Therefore, the Cabinet is also respectfully requested to amend Option 2, Para (iv) and Figure 4 to include 6 ha of employment land and 700 dwellings.

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Barratt Strategic commend the comprehensive mixed use East Chippenham development scheme to the Council for inclusion in the Consultation Draft documentation.

The scheme will be sensitively designed, in conjunction with the local community, as a high quality, sustainable, low carbon urban extension. It will ultimately comprise approximately 3,200 dwellings, at least 30 ha of employment land/uses including employment at the proposed neighbourhood centre, local centre; 3 primary schools and potentially a new secondary school, an extensive network of green infrastructure and

public open spaces including alongside the River Avon, sustainable drainage measures and on-site renewable energy measures, including an innovative anaerobic digestion plant.

The development would be delivered on a phased basis, at a level to be agreed with the Council, with up to 1,500 dwellings being delivered by 2026, in line with the Council's aspirations for Options 1 and 2.

It is noted that the North and comprehensive East Chippenham proposal would deliver substantial highway and transport benefits for Chippenham, far greater than would arise from the South West Chippenham alternative.

Should the Council resolve to proceed with the consultation, as proposed, Barratt Strategic will review all their available options to ensure that a fair and transparent consultation is undertaken in respect of the future growth of Chippenham.

Barratt Strategic will, of course, be responding to the Council regarding the Consultation Draft Core Strategy and the development opportunity at East Chippenham in due course.

Barratt Strategic would welcome the opportunity to work with the Council and others on the changes to the consultation documentation necessary to incorporate the East Chippenham alternative for the Chippenham Community Area.

Barratt Strategic consider it is important, in the interests of fair and transparent decision making, that the public and other stakeholders are given the opportunity to comment upon all potential development options at Chippenham at the same time as the outcome of the forthcoming consultation exercise will inform future decision making on the content of the emerging Wiltshire Core Strategy.

Yours sincerely

**Mark Fox**  
Director

Encs

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**Wiltshire Council**

**Cabinet**

**24 May 2011**

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**Public Participation  
From Graham Heard, General Manager – National Trust  
Wiltshire Core Strategy**

**Question**

Has the physical impact of developing the Showell Nursery site been considered, including its effect on Lacock in terms of water quality and setting?

I would like to say that the Trust would be concerned about expansion towards Lacock and the potential impact on the village and we would want to be involved in any future consultation on the matter.

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**Wiltshire Council**

**Cabinet**

**24 May 2011**

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**Public Participation  
From Patrick Kinnersly – Secretary, White Horse Alliance  
Wiltshire Core Strategy**

**Question**

We note that the majority of new housing and employment areas proposed in the draft Wiltshire Core Strategy would be located on sites remote from the major settlements and having no connections to public transport or rail-freight facilities.

Has the Council modelled the resulting increases in car and commercial vehicle traffic over the plan period? What increases over present traffic levels are predicted over the next five, ten and fifteen years on the A350, A36 and other routes through West Wiltshire? How does the Council plan to deal with these increases and prevent a steady worsening of congestion and delays on the road network?

In view of the Government's announcement on 21 May that it will halve carbon emissions within Wiltshire's current plan period to 2026, what changes will the Council now make to the draft Core Strategy to ensure that Wiltshire can achieve the reduction in road traffic needed to meet this legally binding cut in emissions?

Will the Council move the emphasis of its spatial strategy away from out-of-town locations to brown-field sites closer to town centres?

Will the Council transfer transport investment from road to rail, bus, cycling and walking? Will it commit capital from the Infrastructure Levy to funding of the TransWilts rail service between Salisbury and Swindon via Melksham and the other key settlements in what it so revealingly calls 'The A350 Growth Corridor'?

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**Wiltshire Council**

**Cabinet**

**24 May 2011**

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**Public Participation  
From Marilyn Mackay – Chippenham Community Voice  
Wiltshire Core Strategy**

**Question**

With reference to the Chippenham area, whilst we note in the draft core strategy various positive responses to consultation meetings with residents, we want to put it on record that a point we have raised strongly has been ignored. Additionally, we have had no replies from the spatial planning team to our emails on this.

What has been left off maps, at consultation events, is the area within Chippenham Community Area around Junction 17 on the M4 motorway. You speak on page 22 of a 'gateway' into Chippenham, which this is. It is further north than the gateway near Birds Marsh which you identify, and could indeed be of outstanding design with landscaped setting. We have suggested submitting it for an architectural competition, to ensure iconic structures, which could attract national/international media interest. It could encourage the creative and pro-environmental hi-tech industries. It could be a positive narrative for Chippenham.

It would have the advantage of freeing up brownfield sites in the town for housing, and take pressure off other areas for the scale of business and housing allocations, in the Birds Marsh and Monkton Park areas and that leaking into Corsham Community Area. It could link Chippenham town with the northern villages of Chippenham Community Area. There is already road infrastructure in place for development of this area. The argument about out-commuting could be addressed in the plan.

At consultation meetings the area around the A420, on the west side, have also been discussed, but left out of this plan and we wonder why.

Why has the option for Junction 17 been ignored? Will you consider it now?

**Statement**

There have been surveys and consultation meetings, and residents have made it abundantly clear they do not want excessive additional scale of housing in the town. 4,000 we regard as excessive. We approve of it following employment development and being phased. We would like further local consultation on this scale of housing. By contrast, we acknowledge there will be need for some organic growth. We appreciate a wider distribution of housing sites. We would like to see encouragement of eco-housing, where it is constructed.

I would appreciate if you would confirm receipt of this email, please, and that the above can be raised in discussion at the meeting.

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