

MF/VG/B.0219

20<sup>th</sup> May 2011

Ms Yamina Rhouati  
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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.

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.

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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**

	Employment (ha)	No Dwellings	Phase
North Chippenham	2.5	750	Phase 1
East Chippenham Area of Search	6 ha Up to 24 ha	Up to 1500	Phase 1 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.

Yours sincerely

**Mark Fox**  
**Director**

Encs