

Wiltshire Council

Cabinet

24 May 2011

**Joint Response to Mr Edward Heard, Managing Director –
CHIPPENHAM 2020 LLP
and Mr Mark Fox, Pegasus Planning Group**

Considerable consultation has already been undertaken regarding the different development options at Chippenham. The evidence, including recent consultation events with the local community, indicates that the options now presented provide the best solution to accommodate sustainable development at the town in light of the proposed reduction in the overall number of homes to be provided during the plan period. This has led to the other options previously consulted on being discounted at this stage.

The area to the East (previously identified as the 'preferred option' within Wiltshire 2026) has not been ignored and Option 2 allows for development to come forward on a specific site, albeit at a lower level of up to 700 dwellings rather than the up to 1,500 sought. The proposed Strategy for Chippenham includes the delivery of a significant strategic employment site to the south of the town (28 hectares). The proposed alternative Option 3 only allows for 6 hectares of employment land (potentially 24 hectares in the longer term, as part of a phase 2) to be initially delivered to the east. This does not meet the immediate requirement to deliver a significant strategic employment site that is attractive to market (both in scale and access) prior to significant housing developments taking place, which is fundamental to the Strategy for Chippenham.

The draft Core Policy 7 is considered to be reasonable in light of the Options presented. However, as requested by Pegasus Planning Group on behalf of Barratts it may be possible to amend Option 2 of draft Core Policy 7 subject to further consideration by officers to include a range from 2.5 hectares up to 6 hectares employment land for the purposes of consultation.

This is an additional stage of consultation, which is proposed to open on 13 June 2011 and as such I would encourage you to submit your comments in full through the formal process.