

# Update for Chippenham Area Board

ITEM 9(vii)

<b>Update from</b>	<b>Chippenham Vision</b>
<b>Date of Area Board Meeting</b>	Monday 4 July 2011

## Headlines

- Vision consultation with School students. Chippenham Vision conducted a consultation session with 40 6<sup>th</sup> Form students from Sheldon School. Using the same format as previous consultation asked the students about their Vision for the future of the town. Pending approval from the school the results will be posted on the Vision website.
- Core Strategy. The Chippenham Vision will be producing a response to the Core Strategy and looking at how it will support the delivery of the Vision objectives. Where Vision partners do not achieve consensus on key issues it is expected that individual partners will form their own response.
- Developer meetings. The Vision has continued to meet with various developers and landowners in order to remain informed regarding their objectives and proposals for various sites and to understand the benefits or impacts such proposals might have on the delivery of the Vision.

More details can be found in the Vision Bulletin - <http://www.thechippenhamvision.co.uk/documents.aspx>

## Projects

- Focus site. The decision on the redevelopment of the Focus site has been deferred further until 13<sup>th</sup> July to allow the Legal Department of Wiltshire Council to seek an opinion on the objections raised to the application. The Vision Board remains concerned regarding the impact of edge of town retail development on the vitality of the town centre.
- Langley Park. Detailed assessment of development options are continuing. Following a procurement exercise Carter Jonas (Oxford) have been appointed to carry out the financial appraisals. The resulting assessment will inform the Core Strategy
- Employment Land Study. Thanks to work initiated by the Chippenham Vision a countywide study on the demand for employment land is to be carried out. This project has the support and backing of the Wiltshire Strategic Economic Partnership and the local economic partnerships for Wiltshire as well as the Spatial Planning service for the Council. Chippenham Vision is providing project management and co-ordination.
- Benchmarking  
Action for Market Towns' consultancy, amt-i, has developed a practical approach to measuring the performance of market town centres. Town Benchmarking provides towns with a framework and methodology to collect pertinent data, giving an insight into how your town centre is performing, what is working well and what can be improved and how your town compares against a national figure. The cost is £200. The Vision Board approved use of this tool at the last Board Meeting. AMT will provide guidance and documentation on collecting the data. They also validate the information and provide a detailed report.  
More details can be found at <http://towns.org.uk/2010/08/05/town-benchmarking/>

## Future Events/Dates for the diary

- Vision Board meeting 6<sup>th</sup> July.