

Realising Our Potential



A Vision for Chippenham

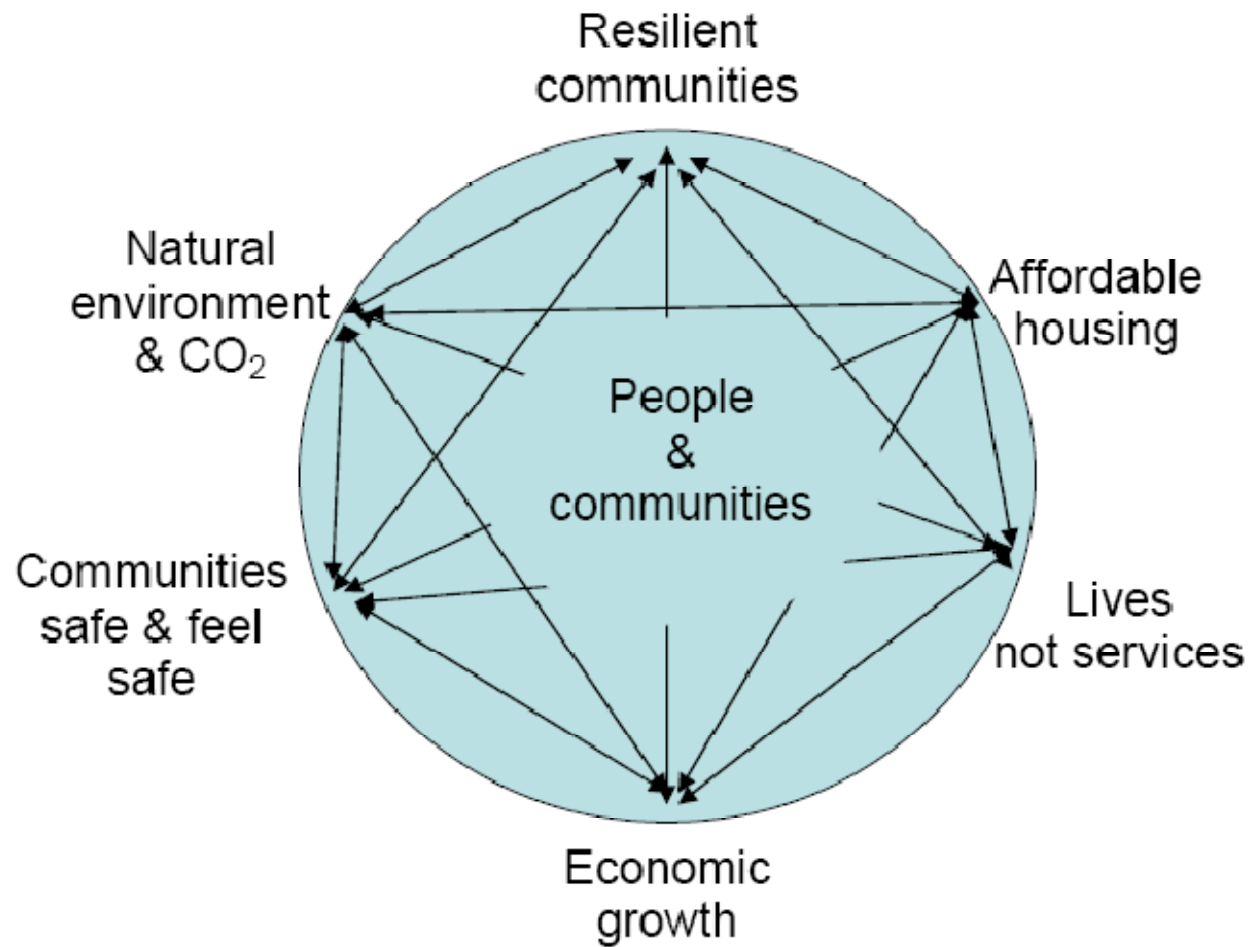
Welcome to Chippenham!



Background

- Largest historical market town in Wiltshire
- 47% of total employment in North Wiltshire
- Over 50% of retained spend in North Wiltshire
- Strategically Significant Town in RSS 2026
 - 5,500 new dwellings
 - 6,200 new jobs
 - 42ha of employment land
- Growth must be positive, sustainable & resilient
- Economic, social & environmental benefits

Local Agreement for Wiltshire



Why Have a Vision?

- Retail & leisure competition from Bristol, Bath, Swindon (& Trowbridge?)
- Concern over simply becoming a dormitory to main centres.
- Congested traffic and inadequate parking management
- There is currently no Chippenham “Brand” or “USP”
- Narrow variety of venues for children, young people and adults
- Unattractive public buildings and unsightly ‘heritage’ buildings
- Railway line divides the town and is penetrated at very few locations.
- River frontage is inactive and dominated by service areas in town centre

‘Chippenham is ‘punching below its weight’ and, without a Vision, is in danger of becoming just a dormitory town for Swindon, Bath & Bristol, without facilities and an identity in its own right.’

Chippenham Employment Provision Study

King Sturge, SWRDA sponsored, 2007

Studies & Surveys

- RiverGreen Millennium Bid - NWDC, CTC et al,1999
- Chippenham Conservation Area Statement (2004) and Management Plan(2007) - NWDC et al
- Chippenham Area Community Plan - Chippenham Area Partnership, 2005
- Outline survey of Chippenham potential - Sutton Griffin for Chamber of Commerce, 2007
- Retail Needs Assessment Survey - Roger Tym & Partners for NWDC, 2007
- Chippenham Employment Provision Study - King Sturge, SWRDA sponsored, 2007
- Chippenham Area Transport Needs Survey - Community First, 2008

Outline Vision

- **‘A town with Self-Confidence and Pride’**
 - An active riverside town for all ages, with its own excellent & accessible facilities
- **‘Attractive, Active, Inclusive’**
 - A progressive town with heritage at its core
- **‘Affordable, Accessible, Alive’**
 - An attractive location for businesses
- **‘On the Move’**
 - Freely accessible by car, cycle and on foot
- **‘A Gateway to the South West’**
 - A thriving tourist destination
- **‘Bags of choice, Bags of style’**
 - A retail location of quality and choice for all ages
- **‘A Centre for Learning’**
 - A home of excellent education facilities for business and the local community
- **‘Green & Clean’**
 - A regional centre for the Environment

Public Realm

- Ensure that development enhances and integrates with the urban realm, surrounding developments and public open space
- Use town centre land efficiently to provide a mix of uses and a varied and integrated public realm
- Ensure the quality of urban experience is enhanced for pedestrians and other stakeholders
- Ensure developments respect and contribute to the vitality of the urban experience
- Accommodation mixes should meet the needs and aspirations of the local community
- Promote the expansion of town centre retail and central business areas
- Encourage the highest level of design quality for developments
- Encourage a flexible approach to planning policy & requirements to ensure a comprehensive approach to development

Business & Employment

- Identify employment land and release for development
- Secure long-term commitment from existing majors
- Improve communications to and from business
- Establish an Economic Partnership
- Attract more employers, encourage start-ups and entrepreneurial activity

Transport & Spatial

- Additional access/egress to Bumpers Farm and Methuen Park to counter regular traffic congestion
- Consider the opportunities and benefits of developing an extended bypass to the town
- Improve management and coordination of parking facilities through the use of roadside electronic signage
- Improve public transport & cycle routes between business areas, the railway station and the town centre
- Low-floor buses, to ease getting on/off for the elderly, parents with buggies etc

Leisure & Tourism

- Enhance the riverside environment
- Improve buildings whose service areas back on to the river
- Promote a series of riverside events
- Position Chippenham as a Gateway to the South West
- Attract hotel & leisure investment in the town
- Community leisure facilities on Hygrade / Wessex Water site
- Countryside Park beside National Cycle Route 4
- Quality assess accommodation , 'tourist ambassador' training.
- Neeld Hall raked seating and better stage access.

Retail, Shopping & Food

- Improve town centre and retail environment by face-lifting and implementing planning guidance
- Encourage occupancy of empty retail units
- Encourage more shoppers into the town
- Expand the market size, frequency and variety, e.g. farmers market, flea market etc

Education, Skills & Training

- Support Wiltshire College's development proposal
- Promote learning opportunities in the town
- Use the College to strengthen the industrial and environmental Vision
- Use the College Chippenham to create an integrated and modern environment between the railway station, Monkton Park, the Olympiad and the river.
- Improve links between business, local schools and the College

The Environment

- Environmental Plan, building on the FairTrade status, River, Wiltshire College Lackham, Green-Energy etc
- Make Chippenham a 'Transition Town'
- Chippenham Conservation Area Management Plan
- Restore and reface the Western Arches in cooperation with Network Rail
- Replace existing sluice gate with a mini-hydro scheme and visitor facility
- Support 'CAVE' campaign for 'plastic-bag free' town
- Support 'CAVE' campaign to reduce carbon footprint

Policy & Vision

- Implement a marketing campaign to promote the Chippenham Vision and encourage wider community engagement and consultation
- Develop a website and prospectus promoting the Chippenham Vision
- Engage with Service Directors

Priority Studies – Planning Related

1. Prepare Development Statement for marketing Bath Road/Bridge Centre site to attract retail led occupancy that offers improvements to the public realm, high quality design and integration with the existing town centre in accordance with the aspirations of the Vision document
2. Update the Conservation Area Management Plan and produce a list of the most urgent projects
3. Update the Wood Lane and Riverside Development Brief to achieve a riverside leisure facility
4. Prepare a development brief for Station Hill to include the potential development sites around the station and linking to Wiltshire College, the park and town centre
5. Produce a comprehensive development brief for Chippenham town centre to include fringe sites, leading to a comprehensive strategic Master Plan for the town centre

Priority Studies - Other

5. Prepare a Marketing & Communications Strategy & Plan for the Vision
6. Undertake a detailed Feasibility Study of a Hydro Scheme on the Avon
7. Produce an Analysis & Pilot Study Proposal for Traffic Flow Improvement
8. Undertake a Parking Survey of the town centre
9. Produce an Analysis of the Leisure Facility needs of the town
10. Engage with the Wiltshire Council Workplace Strategy

Lick of Paint Project

- ChAP & Civic Society identified project
- Facelift to the town centre
- Demonstrate commitment to regeneration
- Gain public support
- Restitution of, and improvements to roadway & pavement
- Repainting street furniture
- Enforcement action on buildings in distress
- New and improved street signage
- Improvement to 'unsympathetic' buildings
- Funded by NWDC, WCC, Highways, Rail, Utilities & Owners
- Project managed by CTC

Town Centre Projects

- Remodelling of Market Place to improve car parking and pedestrian amenity
- Improve the disabled access in upper New Road through a partnership between owners & public sector
- Development of upper end of Western Arches into a pedestrian, leisure & retail scheme consistent with proposed traffic improvements

Traffic Projects

- Traffic and urban realm improvements resulting from study around the Western Arches – improving traffic flow, reducing accident risk, improving amenity; whilst securing Western Arches as a grand, historic and distinctive entrance to the town
- Electronic signs indicating location of vacant parking spaces
- Possible 'Restricted Zone' approach to parking, negating the need for yellow lines throughout the Conservation Area
- Move to 'Pay at Exit' car parks to remove constant fear of fines and encourage increased footfall and longer stays
- Review of public transport, including from station to town centre and fringe business parks

Riverside Projects

- Allow canoeists to utilise section of river past the island, town bridge and up to weir by introducing a landing stage and safety barrier in front of existing weir. Boating and awareness of the river to be encouraged through events and improvements to the banks by volunteers
- Major project at lower part of river to include a sustainable weir (subject to hydraulic feasibility), public access via sculpted banks to an improved fast water environment and a riverside leisure facility on Hygrade site
- Introduction of new and modified buildings to replace current unsightly, back-facing buildings. To include concealment and/or amendment to existing at town bridge; possible re-acquisition of Bar Reva to develop as riverside amenity; improvement to Emery Gate car park entrance; development of 'café culture' on 'The Island'
- Secure the 'Common Slip' for common use

Tourism & Leisure Projects

- Prepare leaflet and internet pitch for Chippenham as centre for tourism
- Support and attract building of affordable 3-star hotels
- A modern performance/entertainment venue at Hygrade site or as development of Olympiad
- A new multiplex cinema or improvement to existing cinema
- Training for tourism workers, registration and ratings for accommodation, in partnership with Destination Management

Business & Employment Projects

- Progress the release of employment land a.s.a.p. to prevent employers leaving Chippenham, and attract new employers
- Ensure that S106 funds are spent in accordance with the Vision for Chippenham
- Ensure that future developments adhere to the strategic Master Plan and that S106 agreements provide major funding inputs to identified projects – not just local facilities for housing developments
- Introduce multiple vehicle exits for Bumpers Farm and Methuen Park trading estates

Inequality & Aspiration Projects

- Ensure that young people, especially from deprived areas of the town, are catered for by suitable facilities attuned to their needs
- Youth-focused facilities including skate, BMX and/or 'Freerunning' park
- Identify further projects in this area through wide consultation

Endorsements requested from the IE

- Endorse the Vision for Chippenham document
- Support the Vision with financial and human resources, within budgetary constraints
- Adopt the planning related studies into the Local Development Scheme

Welcome to Chippenham!



Questions?



A Vision for Chippenham