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# Chippenham Site Allocations Plan Sustainability Appraisal Report

Wiltshire Council

Addendum 2: SA of Reasonable Alternative Development Strategies

April 2016

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# Notice

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## Document history

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## Client signoff

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# 1. Reasonable Alternative Development Strategies assessment

## 1.1 Introduction

- 1.1.1 This chapter carries out the next stage of reasonable alternative development strategies within the five strategic areas.
- 1.1.2 Following the SA of strategic site options reported in Part Two the Council has identified four alternative development strategies. The approach involved the development of alternative comparable sets of proposals, combining different site options that might best meet strategic requirements for employment and housing development over the plan period and deliver objectives of the Plan.
- 1.1.3 Each alternative development strategy must be developed to provide the 'at least' strategic requirements for housing and employment at Chippenham as set out in Core Policy 10 of the Wiltshire Core Strategy. The Core Strategy establishes indicative scales of the development for both housing and employment over the plan period 2006-2026. These are 'at least' 4510 dwellings and 26.5ha. Requirements for the remainder of the plan period have been updated to account for development and commitments since 2006 and the residual requirement calculated as 1608 dwellings and 21.5 ha of employment land (Table 1.1).

**Table 1.1: Strategic land requirements 2006 – 2026**

	Required 2006-2026	Completed April 2006 - 2015	Completions April 2015	Total Committed or built	Residual
Dwellings	4510	1015	1715	2902	1780
Employment land (ha)	26.5	-	-	5.0	21.5

- 1.1.4 Four alternative development strategies have been identified by the Council as capable of meeting the identified strategic land requirements, based on the site options in Table 1.2. All development strategies exceed the minimum residual requirements for dwellings set out above; all options exceed the minimum residual requirement for employment land apart from the Eastern Link Road Strategy which delivers 0.5ha less.

**Table 1.2: Alternative Development Strategies**

Strategy name	Site B1	Site C1	Site C4	Site D7	Site E2	Site E5	Dwellings (number)	Employment (ha)	Greenspace (ha)
Eastern Link Road	Yes		Yes				2000	21.0	56.4
Southern Link Road				Yes		Yes	2450	28.6	90.9
Submitted Plan	Yes	Yes			Yes		2500	43.1	155.0
Mixed	Yes					Yes	2050	23.1	92.4

## 1.2 Methodology

1.2.1 The assessments have been undertaken using the methodology for the assessment of Alternative Development Strategies set out in the SA Methodology chapter 2 in separate document Part One A. The following generic assessment scale has been utilised. Note: Major and moderate adverse and positive effects are considered significant.

<b>Major adverse effect (---)</b>	Option likely to have a <b>major adverse</b> effect on the objective with no satisfactory mitigation possible. <b>Option may be inappropriate for mixed use development</b>
<b>Moderate adverse effect (--)</b>	Option likely to have a <b>moderate adverse</b> effect on the objective with difficult or problematic mitigation
<b>Minor adverse effect (-)</b>	Option likely to have a <b>minor adverse</b> effect on the objective because mitigation measures are achievable to reduce the significance of effects
<b>Neutral or no effect (0)</b>	On balance option likely to have a neutral effect on the objective or no effect on the objective
<b>Minor positive effect (+)</b>	Option likely to have a <b>minor positive</b> effect on the objective as enhancement of existing conditions may result
<b>Moderate positive effect (++)</b>	Option likely to have a <b>moderate positive</b> effect on the objective as it would help resolve an existing issue
<b>Major positive effect (+++)</b>	Option likely to have a <b>major positive</b> effect on the objective as it would help maximise opportunities

1.2.2 The constraints maps and evidence used in the Strategic Areas and Strategic Site Options assessments have also informed the assessment of the Alternative Development Strategies (see Part One B - A Review of the Sustainability Appraisal of Strategic Areas).

1.2.3 In addition, new evidence from the Chippenham Site Allocations Plan Supplementary Transport & Accessibility Evidence: Step 2 document was used to inform the assessments.

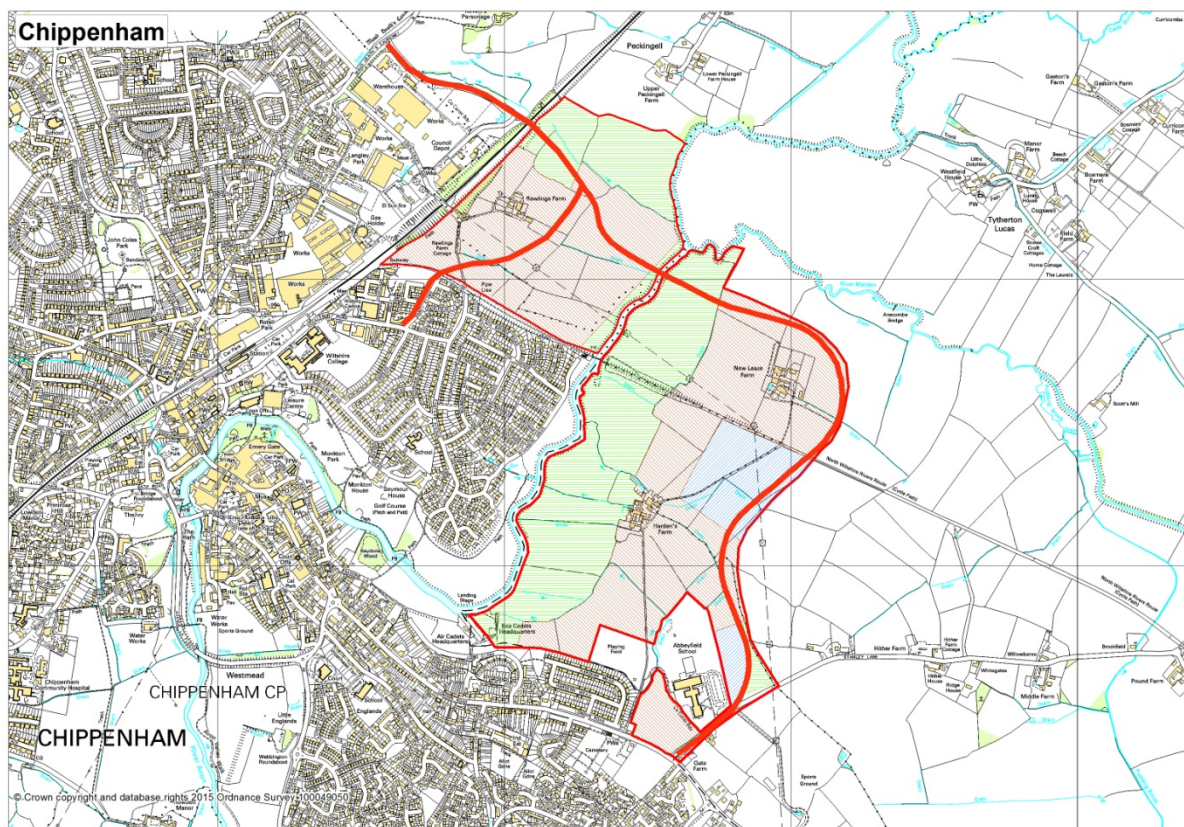
1.2.4 For each alternative strategy, the residential, employment and greenspace proposals were assessed together with the infrastructure requirements as identified in the following sections.

## 1.3 Eastern Link Road Strategy proposals

Eastern Link Road			
Site	Employment	Dwellings	Green space
B1 <sup>1</sup>	5.0	650	17.0
C4	16.0	1350	39.4
Total	21.0	2000	56.4

Comments: Site B1 amended by having a larger landscape buffer on the northern boundary. Development at low density throughout. 20% of developable area allowed to provide strong landscape framework. Reflects advice from TEP and SA.

Site C4 has been amended to provide a total of 16ha of employment land rather than the 10ha (in the current planning application) in order to meet strategic requirements for employment land over the plan period. The site is also extended by including land at Landers Fields for residential development at the southern end of the site. Land north of the North Wiltshire Rivers Way is proposed at a low density.



Infrastructure requirements: Complete Cocklebury Link Road and Eastern Link Road (using route suggested in current planning application) A4 to A350.

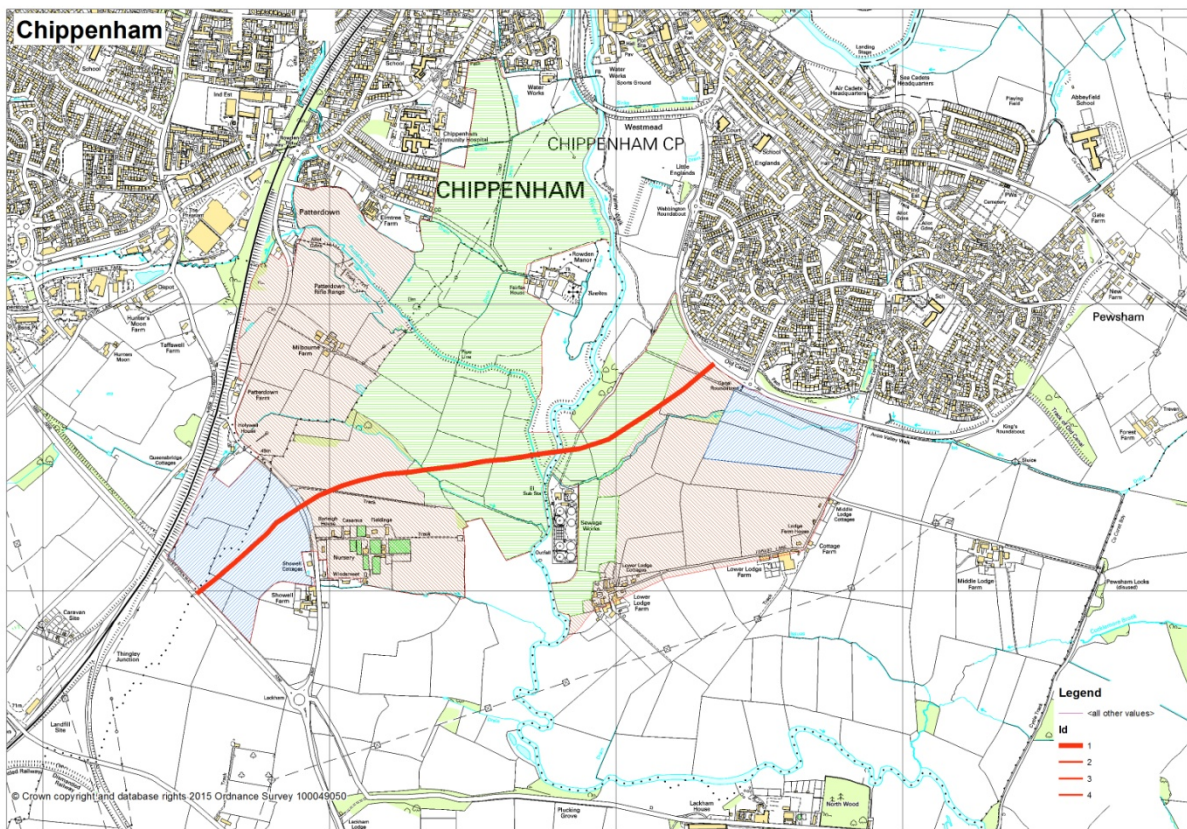
<sup>1</sup> Maps show site options from step 3. Amended plans are being produced.

## 1.4 Southern Link Road Strategy proposals

Southern Link Road			
Site	Employment	Dwellings	Green space
D7	10.5	1050	15.5
E5	18.1	1400	75.4
Total	28.6	2450	90.9

Comments: Site D7 extended into the southern tip of SHLAA site 3234 in order to provide access to the River Avon for a bridge.

Site E5 a similar extension is needed on the west bank of the River Avon (not shown as a SHLAA site). Current planning application component of this site set at 1000 dwellings plus land enveloped by urban extension. Addresses omission sites and new sites being made available.

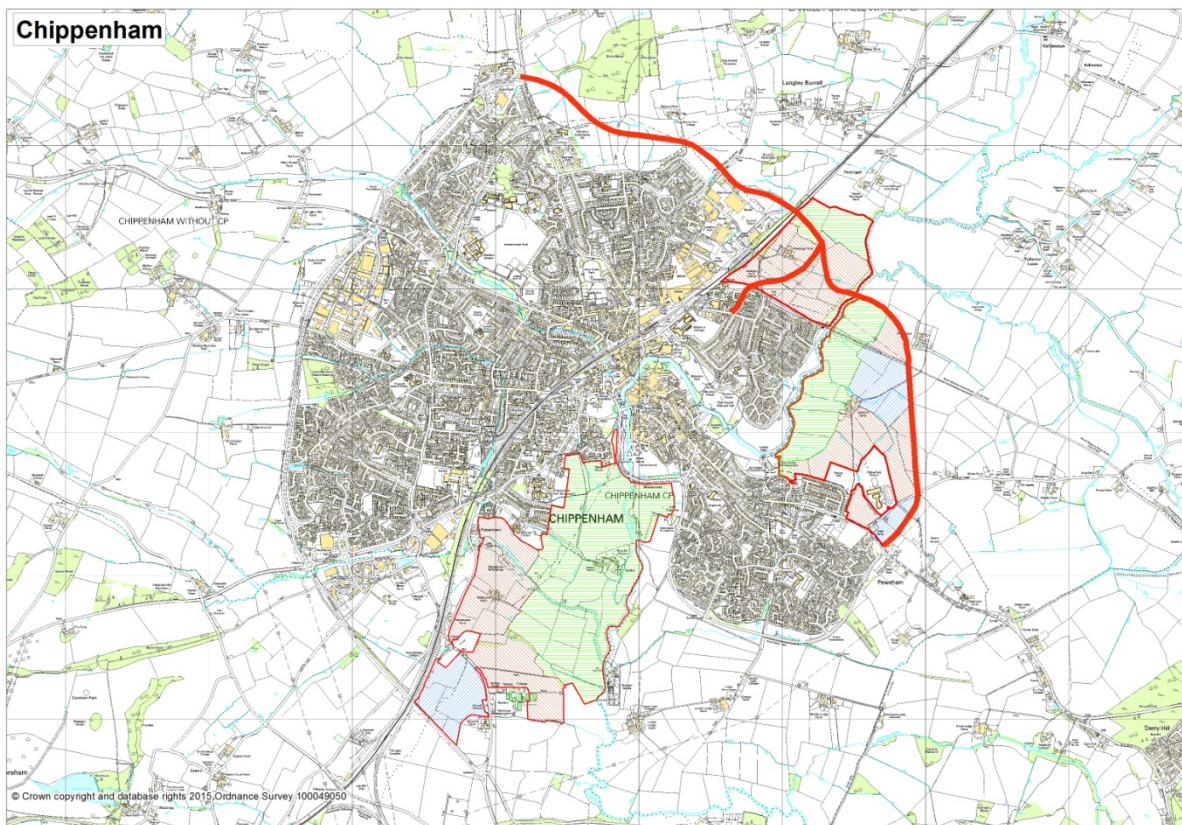


Infrastructure requirements: Southern Link Road from Pewsham Way to the B4528

## 1.5 Submitted Plan Strategy proposals

Submitted Plan			
Site	Employment	Dwellings	Green space
B1	5.0	650	17.0
C1	20.0	850	35.0
E2	18.1	1000	103.0
Total	43.1	2500	155.0

Comment: No changes from submitted plan proposals.



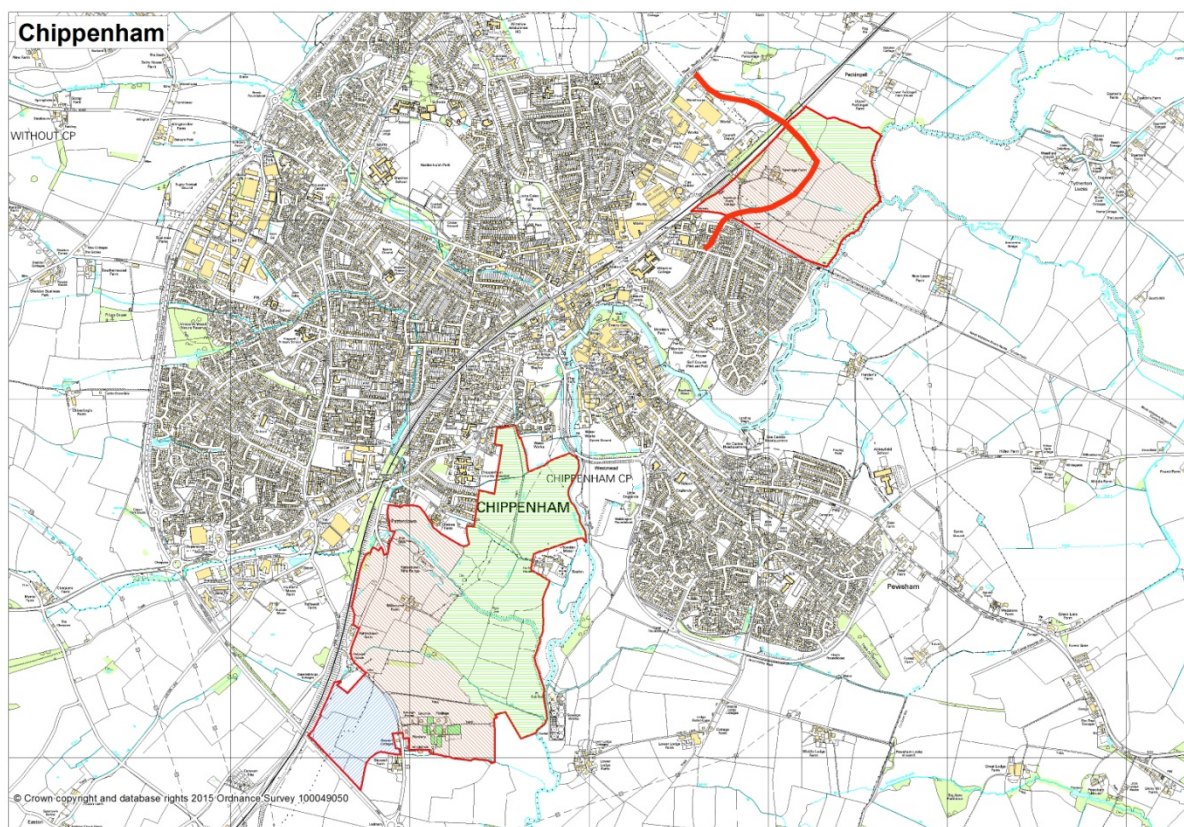
Infrastructure requirements: Complete Cocklebury Link Road and Eastern Link from A4 to A350.

## 1.6 Mixed Strategy proposals

Mixed Strategy			
Site	Employment	Dwellings	Green space
B1	5.0	650	17.0
E5	18.1	1400	75.4
Total	23.1	2050	92.4

Comment: Site B1 amended by having a larger landscape buffer on the northern boundary. Development at low density throughout. 20% of developable area allowed to provide strong landscape framework. Reflects advice from TEP and SA.

E5: Current planning application component of this site set at 1000 dwellings.



Infrastructure requirements: Complete Cocklebury Link Road.

## 1.7 Assessment results

- 1.7.1 Table 1.3 provides a comparison of the overall assessment results for each of the four Alternative Strategies and for each of the 12 SA Objectives indicating the main reasons for the scores. An indication of the Strategy which is preferred for each of the SA Objective is provided. The detailed assessments for each alternative are reported in Appendix A and should be referred to for complete assessment results.



**Table 1.3: Summary of Alternative Development Strategies Assessments**

**SA Objective 1. Protect and enhance all biodiversity and geological features and avoid irreversible losses**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?</b>			
<b>(- -)</b>	<b>(- -)</b>	<b>(- -)</b>	<b>(-)</b>
<p>As protected species are recorded in Sites B1 and C4 proposals should demonstrate how the design ensures no adverse effects on these species will occur from development. Ecological surveys should inform proposals. Protection, creation and avoidance of key habitats should be demonstrated through design.</p> <p>The Eastern Link Road (ELR) would dissect the River Avon County Wildlife Site (CWS), this is unavoidable. While the alignment and design of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this development strategy would have a moderate adverse effect.</p>	<p>Protected species are recorded in the vicinity of Sites D7 and E5, as such proposals should demonstrate how the design ensures no adverse effects on these species will occur from development. Ecological surveys should inform proposals. Protection, creation and avoidance of key habitats should be demonstrated through design.</p> <p>The Southern Link Road (SLR) would dissect the CWS, this is unavoidable. While the design and alignment of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this development strategy would have a moderate adverse effect.</p>	<p>The River Avon CWS is a consideration for Sites B1, C1 and E2 but indicative greenspace proposed along the river at all three sites would provide a buffer between proposed development and the CWS, its habitats and protected species it supports. Ecological surveys should be undertaken to inform proposals and ensure protected Otter and Bat species are not adversely effected by development. Protection, creation and avoidance of key habitats should be demonstrated through design.</p> <p>The ELR would dissect the CWS, this is unavoidable. While the alignment and design of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this development strategy would have a moderate adverse effect.</p>	<p>While proposals in Sites B1 and E5 would lead to development in proximity to the River Avon and Mortimore's Wood County Wildlife Sites, the potential for adverse effects is reduced through the provision of indicative greenspace which provides buffers between these sites and the developable areas.</p> <p>However, proposals for development should be expected to ensure that the design responds to ecological surveys and prevents or reduces adverse effects on protected species. Protection, creation and avoidance of key habitats should be demonstrated through design. A minor adverse effect is expected.</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
- <b>Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?</b>			
(-)	(-)	(-)	(-)
<p>Proposals for development should protect and where possible improve significant green corridors along the railway embankment to the west of Site B1 and the NWRR through Sites B1 and C4. This can be achieved through the provision of buffer zones and tree planting.</p> <p>Ecological surveys and habitat assessments should be carried out and the results should inform proposals as to the extent of adverse effects from development proposals and the ELR. Translocation of vegetation should be proposed where loss is unavoidable. These measures would mitigate adverse effects, as such a minor adverse effect is expected.</p> <p>The design of the ELR and Cocklebury Link Road (CLR) should demonstrate how vegetation loss is minimised in the south of Site B1 and at the NWRR in Site C4. A minor adverse effects is anticipated.</p>	<p>Proposals should plan a buffer zone between the developable area and Pudding Brook to protect significant green corridors along the railway embankment and Pudding Brook. Opportunities exist to enhance these assets through tree planting.</p> <p>Ecological surveys and habitat assessments should be carried out and the results should inform proposals as to the extent of adverse effects from development proposals and the SLR. Where loss of vegetation is unavoidable proposals should include translocation.</p> <p>The design and alignment of the SLR should demonstrate how vegetation loss is minimised in Sites D7 and E5. A minor adverse effects is anticipated.</p>	<p>Proposals should protect and enhance green corridors along the North Wiltshire Rivers Route (NWRR), railway embankment and Pudding Brook. This can be achieved through planting and the provision of green buffers between these corridors and development.</p> <p>Ecological surveys should be undertaken to ascertain the ecological significance of these green corridors and recommendations for appropriate mitigation should be taken incorporated into the design. Development proposals would result in the loss of hedgerows, where loss is demonstrated to be unavoidable translocation of vegetation and new planting would offset this effect.</p> <p>The design and alignment of the ELR should demonstrate how a minor adverse effects is anticipated.</p>	<p>Green corridors along the railway line, the NWRR in Site B1, and Pudding Brook in Site E5 should be protected from encroachment. Proposals can achieve this through the provision of a buffer zones between development and these corridors. The opportunity exists for development to enhance these features with tree planting.</p> <p>The biodiversity value of these natural features should be determined through ecological surveys, the results of which should inform design and appropriate measures to be included within the design.</p> <p>Proposals would likely result in the loss of vegetation, translocation of vegetation or plantation should be proposed to offset this. A minor adverse effect is expected.</p>

1.7.2 The Mixed Strategy is the best performing development strategy in terms of biodiversity, scoring two minor adverse effects. Moderate adverse effects would arise from development of the Eastern Link Road Strategy (ELR Strategy), Southern Link Road Strategy (SLR Strategy) and Submitted Strategy. This relates to the provision of a bridge crossing the River Avon and dissecting the River Avon County Wildlife Site. Development of each of the four strategies would require proposals to incorporate mitigation measures in order to protect natural features such as the green corridors along the railway embankment, North Wiltshire River route and Pudding Brook.

**SA Objective 2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Use previously developed land, greenfield land or a mix of both?</b>			
(- -)	(- -)	(- -)	(- -)
This development strategy would result in the permanent loss of an extensive area of greenfield land to the east of Chippenham. Mitigation of effects is considered problematic.	This development strategy would result in the permanent loss of an extensive area of greenfield land in the south of Chippenham. Mitigation of effects is considered problematic.	This development strategy would lead to the permanent loss of greenfield land in the south and east of Chippenham. Mitigation would be problematic.	This development strategy would result in the permanent loss of greenfield land to the north and south of Chippenham. Mitigation would be problematic.
<b>- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?</b>			
(- -)	(- -)	(- -)	(- -)
This development strategy would lead to the permanent loss of BMV agricultural land. Insufficient non-BMV land exists within this development strategy to deliver the scale of development proposed. Mitigation of effects is considered problematic.	BMV agricultural land is extends across much of the land included within this development strategy, as a result development would lead to the permanent loss of BMV land. Insufficient non-BMV land exists within this development strategy to deliver the scale of development proposed. Mitigation of effects is considered problematic.	This development strategy would lead to the permanent loss of BMV agricultural land. Insufficient non-BMV land exists within this development strategy to deliver the scale of development proposed. Mitigation of effects is considered problematic.	While non-BMV land exists within this development strategy, the quantum is insufficient to deliver the scale of development proposed. Development of this strategy would result in the permanent loss of BMV agricultural land, mitigation is considered problematic.
<b>- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</b>			

Eastern Link Road	Southern Link Road	Submitted	Mixed
(0)	(-)	(-)	(-)
The area of potential land contamination within the development strategy area coincides with indicative greenspace in Site C4. No effects are expected.	Two sites of potential land contamination, both situated in Site E5, would require land contamination surveys to investigate the extent of contamination and how this would affect the viability and deliverability of residential development. The extent of these areas is small and development could achievable mitigate adverse effects. This constitutes a minor adverse effect.	Four sites of potential land contamination are identified within this development strategy. Two sites, one in Site C1 and one in Site E2 are situated within indicative greenspace and would have no effects. However two areas in Site E2 would require land contamination surveys to investigate the extent of contamination and how this would affect the viability and deliverability of development. A minor adverse effect is expected.	Two sites of potential land contamination, both situated in Site E5, would require land contamination surveys to investigate the extent of contamination and how this would affect the viability and deliverability of residential development. The extent of these areas is small and development could achievable mitigate adverse effects.
<b>- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</b>			
(0)	(-)	(-)	(-)
The alternative strategy proposals are not situated within a Mineral Safeguarding Area.	A Mineral Safeguarding Area (MSA) extends across much of the developable area in Site E5. Where possible, proposals should avoid these areas. Where avoidance is deemed to be unachievable proposals should be expected to demonstrate how development would not lead to sterilisation of mineral resources or extract mineral resources prior to construction. A minor adverse effect is anticipated overall.	While Sites B1 and C1 entirely avoid MSAs, an MSA extends across much of the developable area in Site E5. Where possible, proposals should avoid these areas. Where avoidance is deemed to be unachievable proposals should be expected to demonstrate how development would not lead to sterilisation of mineral resources or extract mineral resources prior to construction. A minor adverse effect is anticipated overall.	Proposals at Site B1 would avoid MSAs, however much of the developable area in Site E5 occur in an MSA. Proposals should avoid this land where possible, however if avoidance is not achievable proposals should demonstrate how development would not result in the sterilisation of viable mineral resources. Proposals for extraction prior to development would also address this.

1.7.3 The ELR Strategy performs most favourably in terms of efficient and effective use of land. All four development strategies would have two moderate adverse effects, relating to greenfield land and Best and Most Versatile agricultural land. However, the ELR Strategy would have no effect in terms of

contaminated land and mineral resources, while the other three strategies would require mitigation against both aspects. As such the ELR Strategy is the preferred strategy in terms of SA Objective 2.

**SA Objective 3. Use and manage water resources in a sustainable manner**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p><b>Be situated in any of the following:</b></p> <ul style="list-style-type: none"> <li>- <b>Drinking Water Safeguarding Zone; or</b></li> <li>- <b>Groundwater Source Protection Zone</b></li> </ul>			
(-)	(-)	(-)	(-)
<p>The developable areas in Sites B1, and C1 coincide with an Outer SPZ. Proposals in these areas should show appropriate land management practices and make provision of buffer strips between developable areas and watercourses. A minor adverse effect is expected.</p>	<p>Part of the indicative employment area in the southwest of Site E2 coincides with the Outer SPZ. Development proposed in this area should ensure that appropriate land management practices are proposed. A minor adverse effect is anticipated.</p>	<p>The developable areas in Site B1, Site C1 north of Stanley Lane and the southwest of Site E2 coincide with an Outer SPZ. Proposals in these areas should show appropriate land management practices and make provision of buffer strips between developable areas and watercourses. A minor adverse effect is expected.</p>	<p>The developable area in Site B1 and the southwest of Site E5 coincide with an Outer SPZ. Proposals should demonstrate land management practices considered appropriate for an Outer SPZ and make provision for buffer zones along watercourses associated with the Avon. Overall a minor adverse effect is anticipated</p>
<p>- <b>Affect surface or groundwater resources in terms of volume, quality and flow?</b></p>			
(- -)	(- -)	(- -)	(-)
<p>Measures which reduce and where possible avoid adverse effects on the volume, flow and quality of water should be incorporated within development proposals. This should include surface water management measures and buffer zones between developable areas and the small watercourses associated with the Avon, particularly in Site C4.</p>	<p>Surface water management measures should be incorporated into the design of development proposals in order to reduce effects on the volume, flow and quality of surface water flows. Proposals for this development strategy should also incorporate buffer zones between developable areas and small water courses which flow into</p>	<p>Surface water management measures should be proposed as part of the design in order to reduce effects on the volume, flow and quality of surface water flows. Buffer zones, particularly along Pudding Brook in Site E2, should separate proposed development from watercourses. The river bridge crossing would likely</p>	<p>Measures which reduce and where possible avoid adverse effects on the volume, flow and quality of water should be incorporated within development proposals. This should include surface water management measures and buffer zones between developable areas and small watercourses, particularly in the west of Site C1 and Pudding Brook in Site</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
The river bridge crossing would likely alter the flow of the river, potentially increasing flood risk downstream and on-site. Mitigation of anticipated effects would likely be problematic. A moderate adverse effect is expected.	the Avon, particularly Pudding Brook in Site E5. The river bridge crossing would likely alter the flow of the river, potentially increasing flood risk downstream and on-site. Mitigation of anticipated effects would likely be problematic. A moderate adverse effect is expected.	alter the flow of the river, potentially increasing flood risk downstream and on-site. Mitigation of anticipated effects would likely be problematic. A moderate adverse effect is expected.	E5. A minor adverse effect is anticipated.

1.7.4 The four development strategies score equally in terms of sustainable water resources. The identification of a preferred strategy in terms of SA Objective 3 is not possible.

**SA Objective 4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?</b>			
<b>(0)</b>	<b>(0)</b>	<b>(0)</b>	<b>(0)</b>
Implementation of this development strategy would not directly affect any AQMAs.	Implementation of this development strategy would not directly affect any AQMAs.	Implementation of this development strategy would not directly affect any AQMAs.	Implementation of this development strategy would not directly affect any AQMAs.
<b>- Lead to a decrease in air quality locally? Or increase noise or light pollution?</b>			
<b>(-)</b>	<b>(-)</b>	<b>(-)</b>	<b>(-)</b>
Proposals in areas of Site B1 and C4 with strong access by public transport and non-motorised access to the town should capitalise on sustainable access and encourage a reduction in private car dependency.	Development of both Site D7 and E5 should maximise the use of sustainable transport modes through the provision of non-motorised routes on-site which integrate with the wider network and existing bus corridors. A	Developers should capitalise on proposals in areas served by strong or moderate access by public transport or non-motorised access to the town centre. This can be achieved by providing high quality	Where development is proposed in areas with strong or moderate public transport access or non-motorised access to the town centre proposals should capitalise on this. This would support a reduction in private vehicle

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>This can be achieved by providing high quality pedestrian and cycle routes on-site which integrate with existing routes off-site, particularly the NWRR. This would strengthen access to the town centre and existing public transport corridor along the A4.</p> <p>While the ELR, which should be supported by the mitigation measures identified in the Supplementary Transport Assessment prepared by Atkins, would result in a balance of beneficial and adverse effects through the redistribution of polluting vehicles, the development of Sites B1 and C4 would lead to a net increase in vehicles using local roads. Overall a minor adverse effect is expected.</p>	<p>new bus corridor along the SLR would strengthen access by public transport. These measures would support a reduction in dependency on private vehicles. The implementation of the SLR, which should be supported by the mitigation measures set out in the Supplementary Transport Assessment prepared by Atkins, would result in a balance of beneficial and adverse effects through the redistribution of polluting vehicles. The development of Sites D7 and E5 would lead to a net increase in vehicles on local roads, constituting a minor adverse effect.</p>	<p>pedestrian and cycle routes on-site which connect with the wider network, such as the NWRR. This would encourage a reduction in private vehicle dependency and could therefore reduce environmental pollution. The ELR should be supported by the mitigation measures set out in the Supplementary Transport Assessment prepared by Atkins. A minor adverse effect is expected.</p>	<p>dependency and a reduction in environmental pollution. Integration with the NWRR and provision of high quality on-site non-motorised routes would should be demonstrated by proposals. While the CLR would reduce traffic flows in the town centre this is unlikely to sufficiently offset the increase in vehicles from the development of Sites B1 and E5. Overall a minor adverse effect is expected.</p>
<p><b>- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?</b></p>			
<p><b>(-)</b></p>	<p><b>(-)</b></p>	<p><b>(-)</b></p>	<p><b>(-)</b></p>
<p>The minor adverse effect associated with noise from the railway line in the west of Site B1 can be achievably mitigated through design. Measures should include noise barriers which protect developable areas from effects on amenity and buffer zones which avoid areas in immediate proximity of the noise source. No other sources of environmental pollution exist within proximity of this development strategy. A minor</p>	<p>Three sources of potential pollution are situated within this development strategy. The Shooting Range and railway line in Site E5 would require noise surveys to determine the extent of effects on amenity of future residents. Odour issues associated with the sewage works in Site D7 would require investigation. The provision of noise barriers and buffer zones may be required and the design should respond to the results</p>	<p>Three potential sources of pollution are identified in proximity of this development strategy. Noise pollution from the railway line may affect development in Sites B1 and E2. The shooting range in Site E2 is another consideration. Noise surveys should be undertaken and the results should inform the mitigation required. Noise barriers and buffer zones may be required. Odour issues associated with the sewage treatment works to</p>	<p>Three potential sources of pollution are identified in proximity of this development strategy. Noise pollution from the railway line may affect development in Site B1 and E2. The shooting range in Site E2 is another consideration. Noise surveys should be undertaken and the results should inform the mitigation required. Noise barriers and buffer zones may be required. Odour issues associated with the sewage treatment works to</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
adverse effect is anticipated overall.	of surveys and investigations. A minor adverse effect is expected.	the east of Site E2 should be investigated to ascertain the extent of the area affected. There are no sources of potential environmental pollution in Site C1. Overall a minor adverse effect is anticipated.	the east of Site E5 should be investigated to ascertain the extent of the area affected. This would constitute minor adverse effect.

1.7.5 With regard to SA Objective 4, all four development strategies score equally. While no effects are anticipated against any Air Quality Management Areas, proposals would be required to incorporate measures which mitigate effects on air quality, noise and light pollution. Opportunities exist for all four development strategies to reduce vehicle dependency by encouraging and improving sustainable access. All four development strategies have localised areas likely to be affected by existing sources of environmental pollution and mitigation may be required. A preferred development strategy is not identified against SA Objective 4.



**SA Objective 5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Reduce greenhouse emissions, in particular carbon dioxide emissions?</b>			
<b>(--)</b>	<b>(--)</b>	<b>(--)</b>	<b>(--)</b>
<p>Development at Site B1 is of a relatively small scale and supported by strong to moderate non-motorised access to the town centre, this limits the likely effect in terms of increases in carbon dioxide emissions. However development of Site C4 would result in a larger scale of development, mitigation of effects would be problematic.</p> <p>There is potential for the ELR to reduce carbon emissions in the town centre although this is not likely to be sufficient enough to offset the increases expected from the development of this strategy. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects. A moderate adverse effect is expected.</p>	<p>The scale of development proposed at Sites D7 and E5 would result in a notable increase in carbon dioxide emissions. Mitigation would be problematic.</p> <p>There is potential for the SLR to reduce carbon emissions in the town centre although this is not likely to be sufficient enough to offset the increases expected from the development of this strategy. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects. A moderate adverse effect is expected.</p>	<p>While the scale of Site B1 and its strong to moderate non-motorised access to the town centre would lead to a limited increase in greenhouse gas emissions, effects from larger scale of development at Sites C1 and E2 would be problematic to mitigate. There is potential for the ELR to reduce carbon emissions in the town centre although this is not likely to be sufficient enough to offset the increases expected from the development of this strategy. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects. A moderate adverse effect is expected.</p>	<p>Development at Site B1 is of a small scale and offers strong to moderate non-motorised access to the town centre, this limits the increase in carbon dioxide emissions expected. Development proposed at Site E5 would see a larger quantum of development. This would make mitigation problematic.</p> <p>The CLR is forecast to reduce traffic flows in the town centre, however this is unlikely to sufficiently offset the expected increase in vehicles. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects. Overall, a moderate adverse effect is expected from this development strategy.</p>
<b>- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?</b>			
<b>(++)</b>	<b>(++)</b>	<b>(++)</b>	<b>(++)</b>
<p>Both sites within this development strategy hold the potential to support the delivery of on-site renewable or</p>	<p>This development strategy offers the potential for the provision of on-site low carbon or renewable energy</p>	<p>Sites B1, C1 and E2 could incorporate on-site renewable or very low carbon energy generation into</p>	<p>Development proposals at both Sites B1 and E5 could be supported by the delivery of on-site renewable or very</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
very low carbon energy generation. Development proposals for B1 and C4 should include solar photovoltaic panels into the design of residential and employment units.	generation such as solar photovoltaic. Development proposed in Site D7 and E5 should incorporate renewable energy technologies into the design of residential and employment units.	development proposals. Roof mounted solar photovoltaic panels should be included within the design of residential and employment units.	low carbon energy generation. Roof mounted solar PV should be incorporated into the design of residential and employment units.

1.7.6 The four development strategies score evenly against SA Objective 5a. While increases in greenhouse gas, particularly carbon emissions, would be problematic to mitigate, opportunities exist across all four strategies for proposals to make provision for on-site renewable energy generation. A preferred development strategy is not identified against SA Objecting 5a.

**SA Objective 5b. Reduce our vulnerability to future climate change effects.**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).</b>			
<b>(-)</b>	<b>(-)</b>	<b>(-)</b>	<b>(-)</b>
This development strategy would be largely located within Flood Zone 1. Developable areas in Sites B1 and C4 are situated entirely within Flood Zone 1. The design and alignment of the river bridge should be expected to ensure floodwaters are not impeded and floodwater storage capacity is increased to account for potential adverse effects from the implementation of a bridge. The design and mitigation measures should be informed by a Flood Risk Assessment which determines the	This development strategy would be largely located in Flood Zone 1. With the exception of a small area of Site E5 near Pudding Brook the developable areas of this strategy avoid Flood Zones 2 and 3. Proposals should avoid development in areas at risk from fluvial flooding, this is achievable through provision of a buffer zone along Pudding Brook. The design and alignment of the river bridge should be expected to ensure floodwaters are not impeded and floodwater storage	This development strategy is generally comprised of land located in Flood Zone 1. Development proposals in E2 should avoid Flood Zone 2 and 3 along Pudding Brook. The extent of land affected makes this achievable, greenspace should be proposed. The design and alignment of the river bridge should be expected to ensure floodwaters are not impeded and floodwater storage capacity is increased to account for potential adverse effects from the	This development strategy is largely situated within Flood Zone 1. With the exception of a small area of land along Pudding Brook in Site E5 this development strategy avoids Flood Zones 2 and 3. Proposals for this development strategy should provide a buffer zone between the developable area and Pudding Brook to prevent risk from fluvial flooding. The small quantum of affected land makes mitigation achievable. A minor adverse effect is expected.

Eastern Link Road	Southern Link Road	Submitted	Mixed
significance of potential increases to flood risk on-site and downstream.	capacity is increased to account for potential adverse effects from the implementation of the bridge. The mitigation measures incorporated into the design should be informed by a Flood Risk Assessment which determines the significance of potential increases in flood risk on-site and downstream.	implementation of the bridge. The mitigation measures incorporated into the design should be informed by a Flood Risk Assessment which determines the significance of potential increases in flood risk on-site and downstream.	
<b>- Address the risk of flooding from all sources?</b>			
<b>(- -)</b>	<b>(- -)</b>	<b>(- -)</b>	<b>(-)</b>
<p>Surface water management measures should be required as standard by all proposals. Surface water management measures should ensure that greenfield rates of runoff or less are achieved.</p> <p>The scale of development, all of which is in proximity to the Avon, could have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented.</p> <p>Development of this strategy has the potential to create additional upstream floodwater storage capacity in Flood Zone 1, this would prevent adverse effects associated with development as well as reduce flood risk downstream, particularly in the town centre. Proposals should increase floodwater storage capacity in Flood Zone 1 to prevent increased</p>	<p>Proposals for development should ensure that land within Flood Zones 2 and 3 are avoided. A buffer zone along Pudding Brook would protect development from flooding.</p> <p>Proposals should incorporate surface water management measures. The scale of development, all of which is in proximity to the Avon, could have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented.</p> <p>Proposals should make provision for sufficient additional floodwater storage capacity within Flood Zone 1 to prevent increased flood risk from development and reduce flood risk downstream.</p> <p>The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream.</p>	<p>A small part of the developable area in Site E2 lies within an area at risk of fluvial flooding. Proposals should avoid Flood Zone 2 and 3. Surface water management measures should be expected as standard for development across this development strategy area. The scale of development, all of which is in proximity to the Avon, could have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented.</p> <p>Proposals should make provision for additional floodwater storage capacity in Flood Zone 1 to prevent increases in flood risk.</p> <p>The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream.</p> <p>This constitutes a moderate adverse</p>	<p>Proposals at Site E5 should avoid development along Pudding Brook within Flood Zone 2 and 3. This can be achieved through the provision of greenspace between Pudding Brook and the developable area. Proposals for development should incorporate surface water management measures to achieve greenfield runoff rates or better. The scale of development, all of which is in proximity to the Avon, could have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented.</p> <p>Groundwater flooding is common within the east of Site E5. While development avoids these areas it could exacerbate existing conditions and affect the performance of surface water management measures.</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
risks of flooding. The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream. This constitutes a moderate adverse effect.	This constitutes a moderate adverse effect.	effect.	Pumping may be required. Overall a minor adverse effect is expected.

1.7.7 The four development strategies score evenly against SA Objective 5b. Mitigation of effects from development of the four strategies would be required in order to address the risk of flooding from all sources. The necessity for surface water management measures to be included within proposals is shared by the four development strategies, due to the scale of development proposed and proximity to the River Avon. The ELR Strategy is the only strategy which does not propose residential development within Flood Zones 2 or 3. The SLR Strategy, the Submitted Strategy and Mixed Strategy would require alterations to their indicative layouts in proximity to Pudding Brook in order to avoid development in Flood Zones 2 or 3. The Mixed Strategy is the only strategy which does not propose a river bridge crossing of the Avon. Overall, the four development strategies score equally and no preferred strategy is identified against this SA Objective.

#### SA Objective 6. Protect, maintain and enhance the historic environment

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Affect directly or indirectly a heritage asset?</b>			
<b>(- -)</b>	<b>(- -)</b>	<b>(- -)</b>	<b>(- -)</b>
This development strategy would have a moderate adverse effect on this SA Objective. This relates to proposed development in Site B1 and C4 occurring within land which contributes to the setting of two nearby Conservation Areas. The indicative layout for B1 proposes a green buffer to the north which reduces the effects of development on the open agricultural setting of	Mitigation of adverse effects from development in Sites E5 and D7 on the setting of the Rowden Manor Conservation Area can be achieved through the provision of landscaping and vegetation buffers. This would screen views of proposals. Land which contributes to the setting of the Conservation Area should be avoided by development proposals where possible.	Adverse effects from this development strategy relate to the setting of three Conservation Areas, non-designated assets and the high potential for unknown assets. Development proposed in Site B1 and C1 would have moderate adverse effects on the setting of the Tytherton Lucas Conservation Area, additionally development at Site B1 would affect the setting of the	While development at Sites B1 and E5 would be unlikely to directly affect any designated heritage assets, it would occur in land which contributes to the setting of three Conservation Areas. The indicative layout for Site B1 proposes a green buffer to the north which somewhat reduces the effects of development on the open agricultural setting of the Langley Burrell and Tytherton Lucas

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>Langley Burrell. While vegetation screening would reduce views of proposed development in both site options it would also diminish the open setting, this makes mitigation problematic.</p> <p>Development of this strategy has high potential to unearth as yet unknown archaeological assets, this constitutes a minor adverse effect which can be achieved through preservation in situ and recording. The scale of development proposed across this development strategy area has high potential to unearth as yet unknown archaeological assets, this constitutes a minor adverse effect which can be achieved through preservation and recording.</p> <p>Overall a moderate adverse effect is expected</p>	<p>The indicative alignment of the SLR would pass through the southeast of the Rowden Manor Conservation Area. The river crossing would occur partially within the Conservation Area. Proposals for the SLR should incorporate vegetation screening to reduce the visual impact of the road on the Conservation Area, although this may not be sufficient to mitigate the effects. As such this would likely result in a moderate adverse effect.</p> <p>Archaeological surveys should inform developers of the extent of risk in terms of archaeological remains. Commitment should be shown to preservation and recording of as yet unknown heritage assets. There is a high risk of as yet unknown archaeological assets being uncovered by development across much of this development strategy area. Archaeological investigations should inform all proposals. Where remains are discovered measures to mitigate effects are achievable. Preservation in situ of discrete areas of remains and recording for more widespread remains is recommended. Overall a moderate adverse effect is expected.</p>	<p>Langley Burrell Conservation Area. Landscaping and vegetation buffers would contain views of proposed development, which would reduce adverse effects on these assets, however these measures would also dilute the open landscape. This makes mitigation problematic.</p> <p>In Site E2 development could adversely affect the setting of the Rowden Manor Conservation Area. Mitigation of adverse effects can be achieved through the provision of landscaping and vegetation buffers which would screen views of proposals. This constitutes a minor adverse effect.</p> <p>There is a high risk of as yet unknown archaeological assets being uncovered by development across much of this development strategy area. Archaeological investigations should inform all proposals. Where remains are discovered measures to mitigate effects are achievable. Preservation in situ of discrete areas of remains and recording for more widespread remains is recommended. Overall a moderate adverse effect is expected.</p>	<p>Conservation Areas. While vegetation screening would reduce views of proposed development in B1 it would also diminish the open setting, this makes mitigation problematic.</p> <p>Mitigation of adverse effects on the setting of the Rowden Manor Conservation Area can be achieved through the provision of landscaping and vegetation buffers at E5. This would screen views of proposals. Land which contributes to the setting of the Conservation Area should be avoided by development proposals. A moderate adverse effect is anticipated from this development strategy.</p>

1.7.8 The four development strategies are assessed to be equally unfavourable in terms of this SA Objective. Proposals for development strategies to the north of Chippenham would adversely affect the Tytherton Lucas and Langley Burrell Conservation Areas. The Southern Link Road proposed in the SLR Strategy would likely have adverse effects on the Rowden Manor Conservation Area. Mitigation is considered problematic for all development strategies, as such none of the strategies are identified as being preferred.

**SA Objective 7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p><b>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</b>                      - <i>Internationally/Nationally designated features and their setting;</i>                      - <i>Locally designated landscapes/features and their setting;</i>                      - <i>Local amenity.</i></p>			
<p>(- -)</p>			
<p>Moderate adverse effects would arise from development proposed in Options B1 and C4 as the land which forms large parts of these areas is elevated and visually prominent. Avoidance of these areas of land is not achievable by virtue of the quantum of land affected. While landscaping and vegetation screening would provide some mitigation of effects, measures which adequately mitigate adverse effects would be problematic. Low densities of development and strong landscape frameworks would reduce adverse effects to some extent, however not sufficiently to adequately mitigate the effects expected. A moderate adverse effect is anticipated.</p>	<p>While development of Site E5 would have no effect against this SA Objective and the adverse effects associated with the SLR could be reduced through design, the development of Site D7 would have moderate adverse effects on the visual separation of Pewsham and Naish Hill. Mitigation is considered problematic as the land proposed for development is domed, reducing the efficacy of landscaping and vegetation screening. Low densities of development and strong landscape frameworks would reduce adverse effects to some extent, however not sufficiently to adequately mitigate the effects expected. Overall a moderate adverse effect is expected.</p>	<p>Adverse effects arising from the development of this strategy are focused in the north of Sites B1 and C1, where proposed development would occur in visually prominent areas. Development in these areas would have adverse effects on the landscape character and visual amenity across a wide area, mitigation would be problematic. Low densities of development and strong landscape frameworks would reduce adverse effects to some extent, however not sufficiently to adequately mitigate the effects expected. As such a moderate adverse effect is expected from this development strategy.</p>	<p>A moderate adverse effect on the landscape north of Chippenham is likely to arise from the development of this strategy. Land which forms a large part of Site B1 is elevated and visually prominent. Avoidance of this land is not achievable. While landscaping and vegetation screening would provide some mitigation, measures which adequately mitigate the effects of development would be problematic. Reducing the effects of the CLR on visual amenity is achievable and the design and alignment proposed should demonstrate how the road minimises visual impact and avoids the most sensitive areas.</p>

1.7.9 All four development strategies are assessed equally in terms of this SA Objective. Proposals for each development strategy would affect the landscape character and visual amenity of a number of landscape features surrounding Chippenham. No preferred development strategy is identified for this SA Objective.

**SA Objective 8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Help meet affordable housing needs/the needs of the local community (if known)?</b>			
<b>(++)</b>	<b>(+++)</b>	<b>(+++)</b>	<b>(++)</b>
This development strategy proposes approximately 2000 homes across the two sites. Overall development of this strategy would provide the potential to deliver good quality affordable homes in a range of sizes, types and tenures, which would contribute to meeting local housing need. The scale of housing proposed results in a moderate beneficial effect.	This development strategy proposes approximately 2450 dwellings across the two sites. The scale of this development strategy creates the opportunity for the delivery of a large number of good quality affordable housing in a range of sizes, tenures and types, which would contribute to meeting local housing need. The larger scale of housing proposed results in a major beneficial effect.	This development strategy proposes approximately 2500 dwellings across the three sites. This creates the opportunity for the delivery of a large number of good quality affordable housing in a range of sizes, tenures and types. This would contribute to meeting local housing needs. The larger scale of housing proposed results in a major beneficial effect.	This development strategy proposes approximately 2050 homes across the two sites.. Overall development of this strategy would provide the potential to deliver good quality affordable homes in a range of sizes, types and tenures, which would contribute to meeting local housing need. The scale of housing proposed results in a moderate beneficial effect.

1.7.10 Opportunities exist for all four development strategies to contribute to the delivery of good quality, affordable housing. The SLR Strategy and Submitted Strategy propose a larger number of dwellings than the ELR Strategy and Mixed Strategy. While all four development strategies perform well, the SLR Strategy and Submitted Strategy are identified as the preferred strategies for this SA Objective.

**SA Objective 9. Reduce poverty and deprivation and promote more inclusive and self- contained communities**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?</b>			
<b>(+)</b>	<b>(+)</b>	<b>(+)</b>	<b>(+)</b>

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>Development at Site B1 would be situated to the east of one of Chippenham's least deprived areas. However, development of Site C4 has the potential to lead to a decrease in poverty and deprivation in adjacent communities, particularly in high deprivation areas such as Pewsham, through the provision of jobs and community facilities.</p> <p>In addition, the ELR would support the delivery of community facilities and employment land which could have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham. A minor beneficial effect is identified.</p>	<p>Site D7 borders parts of Pewsham which are among the most deprived in Chippenham. Two areas with the highest levels of deprivation are also located to the northwest and northeast of Site E5. This Strategy has potential to support a decrease in poverty and deprivation in neighbouring areas of high deprivation through the delivery of local jobs, community facilities and services.</p> <p>In addition, the SLR would support the delivery of community facilities and employment land which could have widespread benefits for existing and proposed residential areas in the southwest of Chippenham and at Pewsham. A minor beneficial effect is identified.</p>	<p>Development at Site B1 would be situated to the east of one of Chippenham's least deprived areas. Development at site C1 would occur immediately north of an areas of high deprivation at Pewsham and Site E2 is partially located in an area with high deprivation and two areas with the highest levels of deprivation lie to the northwest and northeast of this Site. This Strategy holds the potential to provide community facilities and substantial employment land which would support a reduction in deprivation levels in the surrounding area, particularly in a number of areas of high deprivation.</p> <p>In addition, the ELR would support the delivery of community facilities and employment land which could have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham. A minor beneficial effect is identified.</p>	<p>Development at Site B1 would be situated to the east of one of Chippenham's least deprived areas. However, two areas with the highest levels of deprivation are also located to the northwest and northeast of Site E5. This Strategy holds the potential to provide community facilities and employment land which would support a reduction in deprivation levels in the surrounding area, particularly in a number of areas of high deprivation</p> <p>The provision of the CLR, employment land and potentially community facilities in the north of Chippenham could have a minor beneficial effect.</p>
<p><b>- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?</b></p>			
<p><b>(+)</b></p>	<p><b>(-)</b></p>	<p><b>(-)</b></p>	<p><b>(-)</b></p>
<p>No loss of community facilities or amenity space for this Strategy.</p> <p>This Strategy offers the potential to create accessible open space along the River Avon as part of the proposals for site C4 as well as</p>	<p>An area of indicative residential development in Site E5 would result in the loss of an area of accessible open space situated south of Rowden Lane.</p> <p>In order to offset the loss of the</p>	<p>Other than an area of open space situated south of Rowden Lane in Site E2 this Strategy would not result in the loss of any accessible open spaces.</p> <p>In order to offset the loss of existing</p>	<p>Other than an area of open space situated south of Rowden Lane in Site E5, this Strategy would not result in the loss of any accessible open spaces.</p> <p>In order to offset the loss of existing</p>



Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>enhance access to an existing accessible open space, this would constitute a minor beneficial effect.</p> <p>Benefits could be enhanced through ensuring that part of the greenspace that would be created through this Strategy is accessible open space.</p>	<p>existing accessible open space in the north of Site E5, proposals should be required to deliver part of the proposed areas of greenspace along the banks of the River Avon as accessible open space.</p> <p>There is also an opportunity to improve access to Mortimore's Wood as part of the proposals.</p> <p>Overall a minor adverse effect is anticipated, as there is no guarantee that the areas of greenspace would be accessible.</p>	<p>accessible open space in the north of Site E2, proposals should be required to deliver part of the proposed areas of greenspace along the River Avon as accessible open space.</p> <p>Overall a minor adverse effect is anticipated, as there is no guarantee that the areas of greenspace would be accessible.</p>	<p>accessible open space as a result of development in the north of E5 proposals should be required to deliver part of the proposed areas of greenspace along the River Avon as accessible open space.</p> <p>Overall a minor adverse effect is anticipated, as there is no guarantee that the areas of greenspace would be accessible.</p>
<p><b>- Result in the loss of PROW or provision of new PROW?</b></p>			
<p><b>(-)</b></p>	<p><b>(-)</b></p>	<p><b>(-)</b></p>	<p><b>(-)</b></p>
<p>PROWs are likely to be affected by development proposals at Sites B1 and C4. Where development proposals can demonstrate that the alteration or extinguishment of a PROW is unavoidable, the design should be required to make provision of an appropriate alternative route to offset the loss.</p> <p>The alignment of the ELR also has the potential to adversely affect a number of PROWs. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented</p>	<p>While development of Site D7 is unlikely to adversely affect any PROWs, development proposals for Site E5 are likely to affect PROWs. Where development proposals can demonstrate that the alteration or extinguishment of a PROW is unavoidable, the design should be required to make provision of an appropriate alternative route to offset the loss.</p> <p>The alignment of the SLR has the potential to adversely affect a number of PROWs. Measures including provision of pedestrian</p>	<p>PROWs are likely to be affected by development proposals at Sites B1, C1 and E2. Where development proposals can demonstrate that the alteration or extinguishment of a PROW is unavoidable the design should be required to make provision of an appropriate alternative route to offset the loss.</p> <p>The alignment of the ELR has the potential to adversely affect a number of PROWs. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented</p>	<p>PROWs are likely to be affected by development proposals at Sites B and E5. Proposed development should avoid the loss or alteration of PROWs. Where loss or alteration is unavoidable an alternative route should be proposed within the design.</p> <p>The alignment of the CLR could dissect a number of PROWs. Proposals for the road should incorporate appropriate signage and pedestrian crossings to mitigate any effect.</p> <p>Opportunities exist to enhance the</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>within the design.</p> <p>Opportunities exist to enhance the quality of existing PRowWs through development of this strategy and this should be demonstrated through design.</p> <p>Overall, a minor adverse effect is anticipated.</p>	<p>crossings and appropriate signage would adequately mitigate adverse effects and can be implemented within the design.</p> <p>Opportunities exist to enhance the quality of existing PRowWs through development of this strategy and this should be demonstrated through design.</p> <p>Overall, a minor adverse effect is anticipated.</p>	<p>within the design.</p> <p>Opportunities exist to enhance the quality of existing PRowWs through development of this strategy and this should be demonstrated through design.</p> <p>Overall, a minor adverse effect is anticipated.</p>	<p>quality of existing PRowWs through development of this strategy and this should be demonstrated through design.</p> <p>Overall, a minor adverse effect is anticipated.</p>
<p><b>- Be accessible to educational and health facilities?</b></p>			
<p><b>(-)</b></p>	<p><b>(-)</b></p>	<p><b>(-)</b></p>	<p><b>(-)</b></p>
<p>Southern areas of Site C4 outperform Site B1 and the north of Site C4 in terms of access to educational and health facilities. Weak sustainable access to these facilities from the north of the development strategy area constitute an adverse effect. Secondary Schools in Chippenham are reaching capacity and could be unable to support the number of new pupils associated with a development at the scale of this alternative. Proposals should be supported by the provision of new facilities or financial contributions to support offsite delivery of new facilities. A minor adverse effect is anticipated. While improving access to existing facilities from the north of Site C4 is</p>	<p>Weak non-motorised access to schools from E5 is offset by strong public transport access. Sustainable access is strong to moderate throughout this development strategy area. Secondary Schools in Chippenham are reaching capacity and could struggle to support the number of new pupils associated with a development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions to support offsite delivery of new facilities. A minor adverse effect is anticipated.</p>	<p>Poor access to existing educational or health facilities is experienced throughout this development strategy area. In some circumstances strengthening non-motorised or public transport access to existing facilities would be problematic. Secondary Schools in Chippenham are nearing capacity and could be unable to support the number of new pupils anticipated from development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions towards enabling the delivery of new facilities offsite. A minor adverse effect is anticipated.</p>	<p>Weak access to either education or health existing facilities is experienced throughout this development strategy. While weak non-motorised access to schools from Site E5 is offset by strong access by public transport, improvements to weak sustainable access between B1 and health and education facilities would be problematic to mitigate. Furthermore, secondary schools in Chippenham are nearing capacity and could be unable to support the number of new pupils associated with development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions to</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
considered problematic, the provision of new educational and health facilities as part of this development strategy would mitigate this adequately. This is considered achievable. As such a minor adverse effect is anticipated.			enable the delivery of new facilities offsite. A minor adverse effect is anticipated.

1.7.11 The four strategies could have beneficial effects against reducing poverty and deprivation with the Submitted Strategy potentially delivering the most benefits due to the larger scale of employment development proposed. Mitigation measures would be required for all four strategies to prevent harm to Public Rights of Way and strengthen access to health and educational facilities. All four development strategies propose significant areas of greenspace, opportunities exist to make these areas publicly accessible, however unlike the SLR Strategy, Submitted Strategy and Mixed Strategy, the ELR Strategy would not result in the loss of any existing accessible open space. The ELR Strategy and the Submitted Strategy are thus preferred strategies for this SA objective.

**SA Objective 10. Reduce the need to travel and promote more sustainable transport choices**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?</b>			
<b>(-)</b>	<b>(-)</b>	<b>(-)</b>	<b>(-)</b>
Proposals for development in Site B1 and the north of Site C4 should be supported by a new bus corridor along the proposed ELR, this would prevent an adverse effect in terms of poor access by public transport for development proposed in this area of this development strategy.  Proposals should make provision of high quality non-motorised routes on-site which integrate with offsite	This development strategy should be supported by the provision of a new bus service along the A4 Pewsham Way or the SLR in order to strengthen access by public transport for development in the east of this strategy.  Development of this strategy has the potential to deliver non-motorised routes on-site which would enhance access to the town centre from	Proposals for this development strategy should be supported by improvements to non-motorised access to the town centre, particularly for Sites C1 and E2. Access by public transport in Site B1 is weak to moderate.  While development proposals can ensure on-site pedestrian and cycle links integrate well with the wider network, improvements to off-site	Proposals for employment development in the south of E5 would require improvements to non-motorised access. On-site non-motorised routes could be incorporated within the design. This would strengthen links between the town centre and the employment area.  Access by public transport in Site B1 is weak. Proposals should be

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>pedestrian and cycle routes, particularly the NWRR, which provides direct access to Chippenham town centre. A minor adverse effect is expected as the weak access by public transport could be mitigated through a new bus corridor.</p>	<p>developable areas in the south of this development strategy. Proposals should capitalise on this opportunity. Off-site improvements to non-motorised routes would support this. A minor adverse effect is anticipated.</p>	<p>pedestrian and cycle routes would be required. Access by public transport is strong in Site E2, however a new bus corridor along the proposed ELR would be required to support development in Sites B1 and C1. A minor adverse effect is anticipated.</p>	<p>supported by the provision of a new bus corridor along the CLR. Overall a minor adverse effect is expected.</p>
<p><b>- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?</b></p>			
<p><b>(+)</b></p>	<p><b>(+)</b></p>	<p><b>(+)</b></p>	<p><b>(+)</b></p>
<p>Opportunities to support improvements to pedestrian and cycle links are focused on the NWWR, which passes through both sites B1 and C4 and serves the railway station and town centre. The ELR could become a public transport corridor which would support proposed development.</p>	<p>Site E5 has greater potential to support improvements to pedestrian and cycle links than Site D7. Neither site would support improvements to public transport connectivity directly, although an increase in demand for existing services might manifest from development of Site E5.</p> <p>In contrast, the SLR, creates the potential for improvements to public transport connectivity by linking the B4643 with the A4 Pewsham Way. This constitutes a minor beneficial effect.</p>	<p>Development of all three sites (B1, C1 and E2) could enhance non-motorised access to central areas of Chippenham through on-site provision of pedestrian and cycle links. This would need to be supported by improvements to off-site pedestrian and cycle routes.</p> <p>There is limited potential to improve public transport connectivity, although the ELR could become a new bus corridor which would support proposed development in Sites B1 and C1.</p> <p>Overall this development strategy has the potential to improve connectivity, with the above enhancement measures incorporated into design.</p> <p>This constitutes a minor beneficial effect.</p>	<p>There is potential for development at Site B1 to integrate with and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north. Development proposals for this development strategy have the potential to support improvements to pedestrian and cycle links from the north along the NWRR and from the south (Site E5) through on-site connections between the indicative developable area and the town centre.</p> <p>There is limited potential for improvements to public transport connectivity, however development proposed in Site E5 might increase demand for existing services along the bus corridor to the west of the developable area.</p> <p>A minor beneficial effect is identified.</p>

1.7.12 All four development strategies are assessed to be equal in terms of this SA Objective, as such no preferred strategy is identified.

**SA Objective 11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth**

Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>- Offer the potential to provide employment land for B1, B2 and B8 uses?</b>			
<b>(+)</b>	<b>(++)</b>	<b>(+++)</b>	<b>(++)</b>
Employment development at Site B1 is limited by the scale of employment land proposed and restriction in terms of the scale and size of employment units. Site C4 has greater potential to provide a mix of employment land uses. The ELR will be important in ensuring stronger access to the PRN for employment development within Sites B1 and C4. Overall, given the quantum of employment land proposed (21ha, below the minimum requirement) together with the generally strong non-motorised and public transport access result in a slight effect.	Site E5 is well located to support the delivery of a range of employment uses. The provision of the link road to the A350 strengthens the access for employment development in Site D7. The overall development strategy proposes a range of employment land which would provide for a mix of use classes; B1, B2 as well as B8. This development strategy proposes 28.6ha of employment land with strong access to the PRN and strong to moderate public transport access. The indicative employment areas would be suited to a range of employment types, a moderate beneficial effect is expected.	A large quantum of employment development is proposed across Sites B1, C1 and E2. These indicative areas would have strong access to the PRN. The three sites would provide land suited to a mix of B1, B2 and B8 development. This development strategy proposes 43.1ha of employment land suited to a range of use classes, constituting a major beneficial effect.	Despite Site E5 being less well suited to Site B1 due to the visual prominence of the area, the overall development strategy proposes a range of employment land which would provide for a mix of use classes; including B1 and B2 as well as B8 at Site E5. This development strategy proposes 23.1ha of employment land with strong access to the PRN and strong to moderate public transport access. The indicative employment areas would be suited to a range of employment types, a moderate beneficial effect is expected.
<b>- Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?</b>			
<b>(+)</b>	<b>(+)</b>	<b>(+)</b>	<b>(+)</b>
Overall this development strategy would have a minor beneficial effect on the vitality and viability of the town centre through the provision of the ELR and development at Site B1 with strong to moderate non-motorised	This development strategy proposes residential and employment development at a scale which could have a major beneficial effect on the vitality and viability of the town centre, however existing connections	This development strategy would support the vitality and viability of the town centre, particularly through the delivery of the ELR, however the weak non-motorised access to the town centre from Sites C1 and E2	Development of this strategy would support a reduction in through traffic flows in the town centre while providing development in Site B1 with strong to moderate non-motorised access to central areas.

Eastern Link Road	Southern Link Road	Submitted	Mixed
<p>access to the town.</p>	<p>between developable areas and the town centre limits this to a minor beneficial effect.</p> <p>The beneficial effects could be enhanced through improving the connections between the developable areas and the town centre.</p>	<p>could limit the beneficial effect somewhat.</p> <p>The beneficial effects could be enhanced through improving the non-motorised access from Sites C1 and E2 to the town centre.</p>	<p>Employment development at Site E5 would support the vitality and viability of the town centre, however existing access limits the extent of this beneficial effect.</p> <p>The beneficial effects could be enhanced through improving the connections between the developable areas and the town centre.</p>
<p align="center"><b>- Provide infrastructure that will help to promote economic growth?</b></p>			
<p><b>(+++)</b></p>	<p><b>(+++)</b></p>	<p><b>(+++)</b></p>	<p><b>(++)</b></p>
<p>The ELR (and CLR) would provide a northern bypass to Chippenham, linking the A350 with the A4 London Road via the B4069 as part of this development strategy constitutes infrastructure which will help promote economic growth. The delivery of the route would reduce journey times, traffic flows in the town centre and support major residential and employment growth.</p> <p>Additionally, Site C4 offers the potential for green infrastructure along the River Avon, connecting with the wider area and the potential for improved access to the NWRP.</p> <p>A major beneficial effect is anticipated on economic growth.</p>	<p>The delivery of the SLR between the A350 and the A4 Pewsham Way as part of this development strategy constitutes infrastructure which would help promote economic growth. The completion of the route would create a new road which would support the development of major residential and employment development as well as create a bypass to Chippenham town centre, reducing journey times between the A350 and A4 east of Chippenham. This would have a major beneficial effect on economic growth.</p> <p>Additionally Sites E5 and D7 propose green infrastructure corridors along or in the vicinity of the River Avon which would likely add a major</p>	<p>The ELR (and CLR) would provide a northern bypass to Chippenham, linking the A350 with the A4 London Road via the B4069 and would support major residential and employment development as well as reduce traffic flows in the town centre. This constitutes a major beneficial effect.</p> <p>Additionally Sites C1 and E2 propose green infrastructure corridors along the River Avon which would likely add a major beneficial effect on economic growth.</p>	<p>No substantial road infrastructure is proposed as part of this strategy.</p> <p>The provision of the CLR is forecast to reduce traffic flows in the town centre. Additionally the CLR would support the delivery of residential and employment development at Site B1. A moderate beneficial effect is anticipated from the provision of the CLR.</p> <p>Additionally, the indicative greenspace proposed along the River Avon in Site E5 adds a moderate beneficial effect.</p>

Eastern Link Road	Southern Link Road	Submitted	Mixed
	beneficial effect.		
<b>- Be well connected to Principal Employment Areas?</b>			
<b>(+)</b>	<b>(+)</b>	<b>(+)</b>	<b>(+)</b>
This development strategy would provide employment land supported by road infrastructure which creates strong connections with the nearby Parsonage Way Industrial Estate. The NWRR provides a non-motorised connection to the Parsonage Way Industrial Estate. Improvements to the route and integration with proposals would be required to strengthen this connection further. A minor beneficial effect is anticipated overall.	Development proposed in Site E5 would have connections with Methuen Business Park. The implementation of the SLR would further strengthen these connections as well as creating a connection between the Methuen Business Park and development in Site D7. This constitutes a minor beneficial effect.	This development strategy proposes development in proximity to two Principal Employment Areas. While existing connections are moderate improvements to non-motorised access would support strengthened connections. This can be achieved on-site through development design. Overall a minor beneficial effect is expected.	This development strategy proposes development in the north and south of Chippenham within proximity to Principal Employment Areas. While the proximity of Sites B1 and E5 to Principal Employment Areas is favourable existing connections are relatively weak. The CLR would strengthen access between the Parsonage Way Industrial Estate and proposals for development at Site E5 should improve connection to Methuen Park in order to capitalise upon proximity. Motorised connections along the A350 are strong. This constitutes a minor beneficial effect.

1.7.13 All four development strategies perform well against this SA Objective, however the Submitted Strategy is assessed to be the preferred strategy. It would deliver a large quantum of employment land for B1, B2 and B8 uses, provide strategic road infrastructure to support economic growth and would be well connected to Principal Employment Areas. For these reasons it outperforms the other three strategies.

**SA Objective 12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce**

Eastern Link Road	Southern Link Road	Submitted Plan	Mixed Strategy
<b>- Support the vitality of existing employment areas?</b>			

Eastern Link Road	Southern Link Road	Submitted Plan	Mixed Strategy
<b>(+)</b>	<b>(+)</b>	<b>(+)</b>	<b>(+)</b>
<p>This development strategy would see development at Site B1 occur in proximity to several existing areas of employment. Employment development at Site B1 has the potential to support the vitality of these areas through proximity.</p> <p>The implementation of the ELR and the potential for improvements to the NWRR would improve links between the existing and proposed employment areas. A minor beneficial effect is predicted.</p>	<p>This development strategy would have a minor beneficial effect in supporting the vitality of existing areas of employment. This is due to the proximity of several existing industrial estates located to the west of Site E5.</p>	<p>This development strategy proposes development in proximity to a number of existing employment areas in the north and southwest of Chippenham.</p> <p>The implementation of the ELR and potential for improvements to the NWRR would improve links between the existing and proposed employment areas. A minor beneficial effect on the vitality of existing employment areas is expected.</p>	<p>Development proposed as part of this strategy would provide limited support to existing employment sites in the north and south of Chippenham.</p> <p>A minor beneficial effect is anticipated, however opportunities exist to further improve connections between the existing and proposed sites, and this could be achieved through development proposals.</p>
<p align="center"><b>- Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)</b></p>			
<b>(+)</b>	<b>(++)</b>	<b>(+++)</b>	<b>(++)</b>
<p>Overall this development strategy would provide a good range of employment land (21ha across sites B1 and C4)) which would meet commercial market requirements for a variety of employment use classes including B1, B2 and B8.</p> <p>The quantum of employment land, is however, slightly lower than the minimum requirement for employment land and therefore the benefits are deemed only minor.</p>	<p>Employment land proposed across both Sites D7 and E5 would deliver 26.6ha of employment land. Strong to moderate access by public transport, strong access to the PRN and strategic lorry route and the size of the areas contribute to indicative employment land meeting commercial market requirements for a range of employment types, a moderate beneficial effect is anticipated.</p>	<p>Overall, development of this strategy would provide 43.1ha of employment land across a range of sites. The variety of employment land proposed would offer a range of commercial market requirements, thus supporting a range employment types and constituting a major beneficial effect.</p>	<p>Site B1 would provide employment land suitable for small scale employment development whereas employment land proposed at E5 would support a range of use classes and scales with strong access by public transport, strong access to the PRN and a large indicative area. A moderate beneficial effect is anticipated.</p>
<p align="center"><b>- Provide employment land in areas that are easily accessible by sustainable transport?</b></p>			



Eastern Link Road	Southern Link Road	Submitted Plan	Mixed Strategy
(-)	(-)	(-)	(-)
<p>This development strategy proposes employment development at Site B1 and in the east of Site C4 which would have moderate to weak access by public transport.</p> <p>Provision of a new bus corridor would be required to ensure stronger access by public transport, development of this strategy should make provision for a new bus route serving the north of the site. Non-motorised access to the town centre and transport hubs is moderate to strong from Site B1, however from Site C4, particularly in the east of the site, access is weak. Proposals should integrate with the NWRR in order to strengthen non-motorised access. Opportunities exist for proposals for this development strategy to improve the NWRR.</p> <p>Overall a minor adverse effect is anticipated.</p>	<p>Improvements to sustainable access would be required to support employment development at Site D7. The SLR, upon completion, has the potential to become a new bus corridor which would strengthen the sustainable access. Other measures include integrating on-site pedestrian and cycle links with the wider pedestrian and cycle network and ensuring non-motorised access to existing public transport. Overall a minor adverse effect is anticipated.</p>	<p>Provision of a new bus corridor along the ELR would be required to support proposals for this development strategy.</p> <p>Proposals should demonstrate how the design incorporates high quality pedestrian and cycle routes on-site, connecting with the wider network and providing stronger sustainable access for employment sites.</p> <p>Proposals should integrate with the NWRR. On-site provision of pedestrian and cycle links would create strong connections between the town centre and indicative employment development in the south of Site E2.</p> <p>Overall a minor adverse effect is anticipated.</p>	<p>Existing sustainable access to indicative employment areas could be strengthened. Improvements to sustainable transport access would be required to support the delivery of employment development in Sites B1 and E5.</p> <p>Proposals for development can make provision for on-site pedestrian and cycle links which integrate with the existing network. There are particular opportunities to strengthen non-motorised access in Site B1 by creating a connection with the NWRR in the south east of the site. Meanwhile connections to the town centre from the indicative employment land in Site E5 can be strengthened by the provision of a pedestrian and cycle route through the indicative greenspace in the north of Site E5.</p> <p>Overall a minor adverse effect is anticipated.</p>

- 1.7.14 In terms of SA Objective 12, the Submitted Strategy is identified as the preferred strategy. This strategy proposes approximately double the quantum of employment land proposed by the ELR Strategy and Mixed Strategy and for this reason outperforms the other strategies in terms of support to existing employment areas and the provision of employment land which meets commercial market requirements. Opportunities exist within all four development strategies, to provide high quality employment land and diverse employment opportunities, however all four strategies would require improvements to sustainable transport access.
- 1.7.15 The scores for the four Alternative Strategies against each assessment criteria are presented for comparison purposes in Table 1.4.

**Table 1.4: Summary of Alternative Development Strategies Assessments Scores**

Topic		Eastern Link Road	Southern Link Road	Submitted	Mixed
<b>ENVIRONMENT</b>					
Biodiversity	SO1				
	SO1				
Land	SO2				
	SO2				
	SO2				
	SO2				
Water resources	SO3				
	SO3				
Air and environmental pollution	SO4				
	SO4				
	SO4				
Climate change - emissions	SO5a				
	SO5a				
Climate change - vulnerability	SO5b				
	SO5b				
Historic	SO6				
Landscape	SO7				
<b>SOCIO-ECONOMIC</b>					
Housing	SO8				
Community	SO9				
	SO9				
	SO9				
	SO9				
Sustainable transport	SO10				
	SO10				
Economy	SO11				
	SO11				
	SO11				
	SO11				
Employment	SO12				
	SO12				
	SO12				

## 1.8 Conclusions

1.8.1 On the basis of the comparative assessments undertaken for the alternative strategies (see summary scores in Table 1.4), the following conclusions can be reached:

- All alternative strategies present a mix of often common beneficial and adverse effects of varying scales and there is no single strategy that stands out as preferred for all three dimensions of sustainable development (environment, social and economic) simultaneously. For each strategy beneficial effects are more noticeable against socio-economic objectives whereas adverse effects are more prominent for the environmental objectives. The identification of preferred strategy(ies) must be therefore rely on finding the strategy that provides the best balance between the environmental and the socio-economic objectives.

### Commonalities between strategies

- All alternative strategies are predicted to have moderate adverse effects of problematic mitigation for greenfield and BMV land (SO2), due to the permanent loss of substantial quantities of BMV agricultural land as insufficient non-BMV land exists within each development strategy to deliver the scale of development proposed. This loss is inevitable;
- All alternative strategies are predicted to have moderate adverse effects of problematic mitigation concerning the generation of increased carbon dioxide emissions (SO5a) from large scale development and vehicle emissions. This increase is inevitable given the large scale of development being proposed;
- All alternative strategies are predicted to have equal potential for the generation of renewable energy (SO5a). All development sites proposed in the strategies hold the potential to support the delivery of on-site renewable or very low carbon generation. This could offset to some extent the predicted significant increase in carbon dioxide emissions;
- All alternative strategies are assessed to have moderate effects deemed problematic to mitigate in terms of effects on heritage (SO6) and landscape character and visual amenity (SO7). Parts of the proposed development for all strategies would occur within lands which contribute to the open setting of nearby Conservation Area(s) and/or which are of an elevated nature and visually prominent and/or which contribute to the visual separation of Pewsham and Naish Hill.
- All alternative strategies are predicted to share minor adverse effects regarding access by sustainable transport to proposed residential and employment areas (SO10, SO12). Improvements to public transport and non-motorised access would be required for the four strategies. These improvements are considered achievable;
- All alternative strategies share minor adverse effects for water resources (SO3). Management measures would be needed to ensure greenfield rates of runoff or better and buffer zones between developable areas and small water courses such as Pudding Brook would be required. This is considered achievable.
- All alternative strategies share minor adverse effects air and environmental pollution (SO4). A balance of beneficial and adverse effects are predicted as a result of the new link roads proposed, but the level of development proposed is expected to lead to a net increase in vehicles using the local roads resulting in minor adverse effects on air quality.

### Differences between strategies

- All but the Mixed Strategy alternative are predicted to have moderate adverse effects with mitigation considered problematic associated with designated and undesignated sites of biodiversity and geological value (SO1). This relates primarily to the provision of a bridge crossing the River Avon and dissecting the River Avon County Wildlife Site for the other three strategies. While the design and alignment of the bridge can somehow reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic because of the loss of the wildlife site habitats.

- All but the Mixed Strategy alternative are anticipated to have moderate adverse effects of problematic mitigation associated with water resources (SO3) and vulnerability to climate change (SO5b). This relates to the proposed river bridge crossings proposed by the other three strategies altering river flows and potentially impeding floodwaters.
- From an assessment perspective, prediction of minor adverse effects indicate that mitigation is possible and resulting effects will be minor (not significant), thus not a cause of concern. No effects being predicted aren't a cause of concern either. On the other hand, moderate adverse effects indicate that mitigation is problematic and might actually not work resulting in the occurrence of undesirable significant adverse effects. On this basis, the least number of moderate adverse effects a strategy presents the more preferred it becomes from a sustainability perspective.
- The Mixed Strategy alternative demonstrates the least number of effects deemed problematic to mitigate against environmental objectives and as such is considered the preferred alternative from an environmental sustainability perspective;
- From an assessment perspective, prediction of moderate or major beneficial effects indicate that a strategy would have significant positive effects which are welcomed from a sustainability perspective.
- The Submitted Strategy alternative provides the most major positive effects for socio-economic objectives (SO8, SO11 and SO12). This is due to the provision of a substantial quantum of dwellings (2500) and employment land (43.1 ha) and the provision of infrastructure that will help promote economic growth. It includes land with strong access to the PRN and a choice of locations in close proximity to Principal Employment Areas and existing employment areas. The quantum of employment land is approximately twice as much as for the other three strategies, as the strategy safeguards approximately 21.5 ha of employment land for the future in locations that are likely to become attractive to business in the next plan period. Without this additional employment land, the socio-economic benefits arising from the Submitted Strategy are comparable to those for the other strategies. The inclusion of this additional land (and provision of dwellings well above the residual requirement) in the plan would result in additional Greenfield/BMV site development that may not be necessary at this stage to fulfil the development need at Chippenham. In addition, the river crossing associated with link road is the main cause for moderate adverse effects being identified for the biodiversity, water resources and climate change vulnerability SA objectives.
- It should be noted that the fulfilment of the minimum residual housing and employment requirements (1780 dwellings and 21.5ha of employment land, see Table 1.1) is understood as representing the development need for Chippenham.
- On this basis, the ELR Strategy would deliver the least socio-economic benefits due to the quantum of employment land being proposed being smaller (21ha) than the minimum residual requirement (21.5 ha) and therefore its full potential has not been fulfilled through the proposed strategy. Although this shortfall could be addressed if this Strategy was to be taken forward, the ELR Strategy provides a choice of employment locations but relies on the provision of the ELR to bring land forward with strong access to the PRN. The river crossing associated with link road in the ELR Strategy is the main cause for moderate adverse effects being identified for the biodiversity, water resources and climate change vulnerability SA objectives.
- The SLR Strategy and the Mixed Strategy provide very similar levels of socio-economic benefits across the socio-economic objectives, with the difference that the SLR Strategy provides major beneficial benefits for affordable housing (SO8) and for provision of infrastructure that will help promote economic growth (SO11) as opposed to moderate beneficial effects being identified for the Mixed Strategy. This is due to the larger quantum of dwellings and the link road proposed for the SLR Strategy. Both strategies include employment land with strong access to the PRN and a choice of locations but the SLR strategy relies on the provision of the SLR to improve access to the PRN for the delivery of all employment land. The river crossing associated with link road in the SLR Strategy is the main cause for moderate adverse effects being identified biodiversity, water resources and climate change vulnerability SA objectives, and the provision of dwellings above the residual requirement associated with the SLR would result in additional

Greenfield/BMV agricultural land being developed which may not be needed at this stage to fulfil development need in Chippenham. The Mixed Strategy doesn't present such issues.

- Taking into account performance across the environmental and socio-economic objectives in order to find the preferred strategy together with the fulfilment of the minimum residual housing and employment requirements, it is considered that the Mixed Strategy is the alternative with the best sustainability performance and it is recommended as the preferred alternative. However, this would require satisfactory solution of the heritage and landscape adverse effects identified prior to taking this alternative forward;

# **Appendix A. Alternative development strategies – detailed assessment tables**

**Table A.1: Eastern Link Strategy assessment**

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
<p><b>1. Protect and enhance all biodiversity and geological features and avoid irreversible losses</b></p>	<p>- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?</p>	<p><b>B1 -</b>                      Development of Site B1 would not directly affect any designated sites of biodiversity or geological value, however, the River Avon County Wildlife Site (CWS) runs along the eastern extent of the site. The Avon is also a BAP Priority Habitat. There is potential for the Avon and over-grown willow along the Avon to support populations of Otter and Bat. Indicative greenspace provides a buffer between development and river, the steep relief of the river bank may deter public access, protecting these species. Proposals should demonstrate how the design ensures no adverse effects on potential Otter populations will occur from development.</p> <p><b>C4 -</b>                      Site C4 includes an extensive area of indicative greenspace which provides a buffer between the CWS and development as well as protecting the floodplain grazing marsh from development. This area could be important for populations of wintering and wading birds. Willows along the Avon may support populations of Bats. Ecological surveys would be required to better understand the importance for biodiversity features in this site. As with Site B1 the Otter is recorded on the Avon in proximity to Site C4. While the indicative greenspace would provide a buffer between development and the river, proposals should demonstrate how the design ensures no adverse effects on potential populations would occur from development.</p> <p><b>Eastern Link Road -</b>                      Access from the north of the site is proposed in the form of a bridge crossing the River Avon, this would dissect the County Wildlife Site and could had adverse effects. Due to the extent of the CWS, which separates B1 and C4 entirely, avoidance would not be achievable. While development proposals can incorporate mitigation measures which somewhat reduce or offset effects of a river crossing, mitigation of effects is likely to be problematic. A moderate adverse effect is anticipated.</p> <p><b>Cocklebury Link Road -</b>                      The Cocklebury Link Road (CLR) would have no direct effects on any designated or undesignated sites of biodiversity or geological value.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Overall -</b>  As protected species are recorded in B1 and C4 proposals should demonstrate how the design ensures no adverse effects on these species will occur from development. Ecological surveys should inform proposals. Protection, creation and avoidance of key habitats should be demonstrated through design. The ELR would dissect the CWS, this is unavoidable. While the design of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this developments strategy would have a moderate adverse effect.</p>	
	<p>- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?</p>	<p><b>B1 -</b>  Two linear wooded features are present in the south and west of the site along the disused railway line and the railway embankment. The proposed site layout does not propose buffer zones between these features and residential or employment development which could have adverse effects on these natural features. Further proposals for this site should incorporate buffer zones along the southern and western boundaries to reduce harm to these features.</p> <p><b>C4 -</b>  Agriculturally improved fields are dominant at the site and boundary hedgerows are low in number, this reduces the ecological diversity of the site.  At the western extent of the North Wiltshire Rivers route (NWRR) a wooded corridor exists, this feature could be adversely effected by development of the site thus requiring mitigation. There is also potential to protect and enhance this feature, extending it eastwards to improve connectivity. Further proposals for Site C4 should protect and extend the wooded corridor.</p> <p><b>Eastern Link Road -</b>  The ELR would dissect the wooded feature along the railway embankment in the west of Site B1 as it crosses the railway and the NWRR on the east of C4. These dissections are considered unavoidable as such measures to minimise vegetation loss, such as replanting and translocation of vegetation, should be incorporated into the design.</p> <p><b>Cocklebury Link Road -</b>  The CLR could require the removal of hedgerows along Darcy Close and would dissect</p>	<p>(-)</p>



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>a vegetated area in the southwest of Site B1. Ecological surveys should be undertaken to ascertain the ecological significance of these features and make recommendations for the design of the CLR. Proposals should demonstrate how vegetation loss is intended to be minimised and adverse effects mitigated.</p> <p><b>Overall -</b>                      Proposals for development should incorporate buffer zones between developable areas and the significant green corridors along the railway embankment to the west of B1 and the NWRR through B1 and C4. Opportunities exist to enhance these features through development proposals. The design of the ELR and CLR should demonstrate how vegetation loss is minimised in the south of B1 and at the NWRR in C4. Translocation of vegetation should be proposed where loss is unavoidable. These measures would mitigate adverse effects, as such a minor adverse effect is expected.</p>	
<p><b>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</b></p>	<p>- Use previously developed land, greenfield land or a mix of both?</p>	<p><b>B1 -</b>                      The indicative layout for B1 shows that proposed development would occur predominantly on greenfield land. While a small amount of residential development is proposed on previously developed land at Rawlings Farm, the extent of greenfield land across Site B1 makes avoidance problematic. Mitigation of effects would be problematic.</p> <p><b>C4 -</b>                      Site C4 is comprised largely of greenfield land. While previously developed land at Harden’s Farm is not included within the proposals an area of land at New Leaze Farm is. Due to the extent of greenfield land mitigation would be problematic.</p> <p><b>Eastern Link Road -</b>                      The ELR is proposed on greenfield land. The extent of greenfield land across the development strategy area makes avoidance unachievable.</p> <p><b>Cocklebury Link Road -</b>                      The CLR proposes to upgrade existing road infrastructure at Darcy Close and extend this on greenfield land on Site B1. Avoidance of greenfield land is not considered achievable, however the quantum of loss is relatively minimal. Mitigation of effects would be problematic.</p> <p><b>Overall -</b></p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?</p>	<p>This development strategy would result in the permanent loss of an extensive area of greenfield land to the east of Chippenham. Mitigation of effects is considered problematic.</p> <p><b>B1 -</b>                      The site is comprised predominantly of Grade 2 (very good) BMV agricultural land. A small area of non-agricultural urban lands is located in the southwest of this site, although this is not sufficient in size to deliver scale of development proposed. As such mitigation of effects on BMV land would be problematic.</p> <p><b>C4 -</b>                      The majority of Site C4 is comprised of Grade 3 (good to moderate) and Grade 4 (poor) agricultural land. In the south of the site adjacent to Pewsham an area of non-agricultural land is present. Much of the Grade 4 agricultural land in the site coincides with the area of green space proposed along the River Avon. A precautionary approach is taken to Grade 3 land, it is presumed that the expanse of Grade 3 land across this site is BMV. As insufficient poor and non-agricultural land exists, development would result in the permanent loss of BMV land, making mitigation problematic.</p> <p><b>Eastern Link Road -</b>                      The road infrastructure proposed could not avoid the permanent loss of BMV land which covers much of the area. Loss of BMV land through the provision of the ELR and CLR would be small due to the linear nature of development.</p> <p><b>Cocklebury Link Road -</b>                      The CLR is proposed largely within non-agricultural urban lands, a small section is proposed in Grade 2 land. The area of BMV land affected is relatively small, however the permanent loss of BMV land is considered unavoidable.</p> <p><b>Overall -</b>                      This development strategy would lead to the permanent loss of BMV land. Loss of BMV land is unavoidable and mitigation of effects is not considered achievable.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</p>	<p><b>B1 -</b> There are no sites of potential contamination within Site B1. The agricultural use of the land makes the need for remediation of contamination unlikely.</p> <p><b>C4 -</b> Similarly C4 comprises agricultural land and the need for remediation is not considered likely. A site of potential land contamination is situated in the southwest of Site C4. As this coincides with indicative greenspace, no effects on viability or deliverability are anticipated.</p> <p><b>Eastern Link Road -</b> Contaminated land is not expected to have any adverse effects on the deliverability or viability of the ELR.</p> <p><b>Cocklebury Link Road -</b> There are no sites of potential contamination within proximity to the proposed alignment of the CLR.</p> <p><b>Overall -</b> Across the two sites land contamination is expected to lead to viability or deliverability issues for development. The area of potential land contamination within the development strategy area coincides with indicative greenspace in Site C4. No effects are expected.</p>	(0)
	<p>- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</p>	<p>The site is not situated within a Mineral Safeguarding Area.</p>	(0)
<p><b>3. Use and manage water resources in a sustainable manner</b></p>	<p>- Be situated in any of the following:</p> <ul style="list-style-type: none"> <li>• Drinking Water Safeguarding Zone; or</li> <li>• Groundwater Source Protection Zone</li> </ul>	<p><b>B1 -</b> The site is situated entirely within an Outer Source Protection Zone (SPZ Zone 2c). Two tributaries of the River Avon originate within the site, proposals for development should demonstrate appropriate land management practices and ensure suitably sized buffer strips are proposed between development and watercourses.</p> <p><b>C4 -</b></p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>With the exception of a small area in the south of Site C4 the majority of land is located within an Outer SPZ. A number of small watercourses associated with the River Avon run through the area, particularly in the west. The indicative proposals include development within the Outer SPZ, where this occurs proposals should include measures to mitigate the effects of development, including appropriate land management and the provision of buffers between watercourses and development.</p> <p><b>Eastern Link Road -</b>                      Much of the ELR would be located within the Outer SPZ which covers much of the area. Design principles will be expected to include SUDS and surface water management measures which reduce effects on the Outer SPZ.</p> <p><b>Cocklebury Link Road -</b>                      The CLR would be situated in an Outer SPZ. In order to prevent adverse effects from development on surface water, proposals for the road should incorporate surface water management measures.</p> <p><b>Overall -</b>                      Development proposed in the Outer SPZ should show appropriate land management practices and make provision of buffer strips between developable areas and watercourses. Proposals for development, including the road infrastructure, should incorporate within the design surface water management measures which meet or exceed greenfield rates of surface water runoff. As these measures would achieveably mitigate adverse effects a minor adverse effect is expected.</p>	
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p><b>B1 -</b>                      Site B1 is situated largely within Flood Zone 1 in the River Avon catchment. Potential water resource implications are expected as a result of the proximity of the Avon to indicative development at Site B1. Development of this site would increase impermeable surfaces and therefore runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site can be reduced through the provision of surface water management measures.</p> <p><b>C4 -</b>                      Site C4 lies in proximity to the River Avon and River Marden. Potential water resource implications are anticipated as a result of the proximity of the site to both rivers.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Development of the site would lead to increased rates of runoff rates on land which drains directly into these rivers. The effects on water resources from development of Site C4 could be reduced through the provision of surface water management measures in further development proposals.</p> <p>A number of small watercourses pass through the site and would be at risk of pollution from development. Further proposals should consider the effects from development on this feature.</p> <p><b>Eastern Link Road -</b>  The ELR would result in an increase in impermeable surfaces throughout the development strategy area. Adverse effects on water resources from the implementation of road infrastructure can be reduced through provision of surface water management measures which ensure greenfield rates of runoff are achieved. Access from the north of the site is proposed in the form of a bridge crossing the River Avon, bridging of the Avon would likely alter the flow of the river which could have adverse effects on the River Avon downstream, particularly in Chippenham town centre. As the site is bound to the west by the Avon avoidance is not achievable. Adequate mitigation of effects on river flows to prevent increased flood risk is likely to be problematic.</p> <p><b>Cocklebury Link Road -</b>  Impermeable surfaces proposed as part of the CLR would increase runoff rates. Surface water management measures such as swales and attenuation ponds would mitigate any adverse effects and should be included within design proposals.</p> <p><b>Overall -</b>  Measures which reduce and where possible avoid adverse effects on the volume, flow and quality of water should be incorporated within development proposals. This should include surface water management measures and buffer zones between developable areas and the small watercourses associated with the Avon, particularly in C4. Effects from the river bridge on the flow of the River Avon would likely be problematic to mitigate. Overall a moderate adverse effect is anticipated.</p>	
<b>4. Improve air quality</b>	-Take place within a designated Air Quality	Implementation of this development strategy would not directly affect any AQMAs.	<b>(0)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
throughout Wiltshire and minimise all sources of environmental pollution	Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?		
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p><b>B1 -</b>                      Development of Site B1 would lead to an increase in vehicles on local roads. An increase in vehicles would lead to a decrease in air quality and an increase in noise pollution and light pollution. This would have a minor adverse effect. Access to the site is proposed from Parsonage Way onto the B4069 north of Chippenham, Cocklebury Road and the A4 London Road. The permitted link road in Area A would provide strong access to the A350, which is categorised as part of the Primary Route Network (PRN), this would reduce through traffic in the town centre. A second vehicular access is proposed from Cocklebury Road, this would provide direct access to the A420 in the centre of Chippenham.</p> <p>The strong to moderate non-motorised access to the town centre would support a reduction in vehicle dependency. Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the impact of environmental pollution from development.</p> <p><b>C4 -</b>                      Development at the scale proposed for this site would result in a considerable increase in vehicles on local roads. The increase in vehicles associated with development of Site C4 would likely lead to a decrease in air quality and increase in noise pollution and light pollution at night. Non-motorised access to the town centre and existing services is moderate to weak, access to public transport in the south of the site is strong. Further proposals for development of Site C4 should encourage the use of sustainable</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>transport modes in order to encourage a reduction in vehicle dependency and somewhat lessen the effects from development on environmental pollution.</p> <p><b>Eastern Link Road (and Cocklebury Link Road) -</b>  It is presumed that the ELR would integrate with the link road permitted in Area A. The ELR is forecast to result in a 12-13% reduction in traffic flows in the town centre. This would likely equate to a reduction in noise pollution and an improvement to air quality. The ELR is expected to reduce congestion along the A4 Pewsham Way and London Road which is identified as a congested corridor. The beneficial effects from the ELR would, to some extent, offset the increase in pollution from vehicles associated with new development. However, increased congestion is anticipated at the Malmesbury Road Roundabout and on the A4 Bath Road. This constitutes a mix of beneficial and adverse effects.</p> <p><b>Overall -</b>  Proposals in areas with strong access by public transport and non-motorised access to the town should capitalise on sustainable access and encourage a reduction in private car dependency. This can be achieved by providing high quality pedestrian and cycle routes on-site which integrate with existing routes off-site, particularly the NWRR. This would strengthen access to the town centre and existing public transport corridor along the A4.</p> <p>While the ELR would result in a balance of beneficial and adverse effects through the redistribution of polluting vehicles, the development of Sites B1 and C4 would lead to a net increase in vehicles using local roads. Overall a minor adverse effect is expected.</p>	
	<p>- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?</p>	<p><b>B1 -</b>  Development in the west of the site would be in proximity to the railway line, an existing source of noise pollution which could affect amenity in the west of the site. This effect could be avoided through the provision of noise barriers, buffer zones between the railway line and development and reduced through landscaping and design.</p> <p><b>C4 -</b>  There are no existing sources of environmental pollution within proximity to the site, thus no effects are expected.</p> <p><b>Eastern Link Road -</b></p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The ELR is not expected to be affected by any existing sources of environmental pollution.</p> <p><b>Cocklebury Link Road -</b>                      The CLR is unlikely to be affected by existing sources of pollution.</p> <p><b>Overall -</b>                      The minor adverse effect associated with noise from the railway line in the west of Site B1 can be achievably mitigated through design. Measures should include noise barriers which protect developable areas from effects on amenity and buffer zones which avoid areas in immediate proximity of the noise source. No other sources of environmental pollution exist within proximity of this development strategy. A minor adverse effect is anticipated overall.</p>	
<p><b>5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions</b></p>	<p>- Reduce greenhouse emissions, in particular carbon dioxide emissions?</p>	<p><b>B1 –</b>                      While increased greenhouse gas emissions are anticipated from the development of Site B1 the small scale proposed coupled with the strong to moderate access to the town centre and transport hubs would likely lead to less traffic generating carbon emissions. Carbon dioxide emissions from new buildings can be reduced to some extent through meeting standards of sustainable construction and design.</p> <p><b>C4 -</b>                      The larger scale of C4 compared to B1, coupled with the moderate to weak access to the town centre makes mitigation of increase carbon emissions from development problematic.</p> <p><b>Eastern Link Road -</b>                      The provision of the ELR would redistribute vehicles which would also redistribute carbon emission produced by vehicles. There is potential for a 12-13% reduction in traffic flows in the town centre which could lead to a decrease in carbon emissions; however this is balanced by a forecasted increase in congestion at the Marlborough Road Roundabout and the A4 Bath Road. As such the ELR is not expected to bring about any beneficial effects with regard to this SA objective.</p> <p><b>Cocklebury Link Road -</b>                      The CLR is forecast to reduce traffic flows in the town centre by approximately 6% which could result in a reduction in carbon dioxide emissions in congested areas.</p>	<p>(- -)</p>



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Overall -</b>                      Site B1, through a combination of the scale of development proposed and strong access to the town centre, would have a limited effect in terms of increase in carbon dioxide emissions, whereas Site C4 would have a moderate adverse effect. Development proposals should be required to meet sustainable design and construction standards which reduce adverse effects, however a moderate adverse effect is expected as the ELR would redistribute vehicles and pollution rather than reduce them.</p>	
	<p>- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?</p>	<p>Both sites hold the potential to support the delivery of on-site renewable or very low carbon energy generation. Development proposals for B1 and C4 should include solar photovoltaic panels into their design.</p>	(++)
<p><b>5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects</b></p>	<p>- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).</p>	<p><b>B1 -</b>                      The indicative development areas of this site are situated entirely within Flood Zone 1.  <b>C4 -</b>                      The west of the site is situated within Flood Zone 2 - 3, although this area coincides with the indicative greenspace which provides a buffer between the River Avon and development. The developable areas of the site are situated in Flood Zone 1 making development less vulnerable to increasing extreme climatic events such as fluvial flooding. No effects are expected.  <b>Eastern Link Road -</b>                      The river bridge crossing between Sites D7 and E5 would be situated within Flood Zone 3. This is unavoidable, therefore the design should ensure floodwaters are not impeded by new structures. Furthermore additional flood storage capacity should be created in Flood Zone one as necessary.  <b>Cocklebury Link Road -</b>                      The CLR is proposed in Flood Zone 1.  <b>Overall -</b></p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		This development strategy would be largely located within Flood Zone 1. The design of the river bridge should be expected to ensure floodwaters are not impeded and floodwater storage capacity is increased to account for potential adverse effects from the implementation of a bridge. The design and mitigation measures should be informed by a Flood Risk Assessment which determines the significance of potential increases to flood risk on-site and downstream.	
	- Address the risk of flooding from all sources?	<p><b>B1 -</b>  The site is situated largely within Flood Zone 1 with the indicative area of greenspace in the east coinciding with a small area of Flood Zone 2-3. Development would increase rates of surface water runoff which flows into the Avon upstream of Chippenham. Surface water management measures would be required to as part of development design to ensure existing greenfield rates of surface water runoff are achieved. This would reduce the risk of ground and surface water flooding onsite and minimise increases to peak flows on the River Avon downstream, particularly in Chippenham town centre.</p> <p><b>C4 -</b>  The west of the site lies within Flood Zone 2 or 3 and holds significant upstream flood water storage capacity, protecting Chippenham town centre. The indicative layout drawing demonstrates that development would avoid this area. Development of greenfield land in Site C4 would increase surface water runoff flowing directly into the Avon immediately upstream of Chippenham. Any increase in flows into the Avon from the development of this site would greatly increase flood risk in the town centre. The incorporation of surface water management measures is necessary to ensure runoff rates are no greater than prior to development as a minimum.</p> <p><b>Eastern Link Road -</b>  The ELR would increase impermeable surfaces and therefore rates of surface water runoff. Effects from the implementation of the ELR can be mitigated through the incorporation of surface water management measures into the design. The bridge crossing of the River Avon would likely alter the flow of the river which could have adverse effects on the flood risk downstream, particularly at the Radial Gate in Chippenham. Avoidance of the Avon is not considered achievable and measures which</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>adequately mitigation effects from the bridge on river flows to prevent increased flood risk would be problematic.</p> <p><b>Cocklebury Link Road -</b>                      An increase in impermeable surfaces, while small, would lead to increased rates of surface water runoff. As land in Site B1 flows directly into the Avon it is important that the design of the road makes provision for surface water management measures. Swales and attenuation ponds could be incorporated into the design of the road to ensure greenfield rates of runoff.</p> <p><b>Overall -</b>                      Surface water management measures should be required as standard by all proposals. Surface water management measures should ensure that greenfield rates of runoff or less are achieved. Development of this strategy has the potential to create additional upstream floodwater storage capacity in Flood Zone 1, this would prevent adverse effects associated with development as well as reduce flood risk downstream, particularly in the town centre. Proposals should increase floodwater storage capacity in Flood Zone 1 to prevent increased risks of flooding.                      The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream. This constitutes a moderate adverse effect.</p>	
6. Protect, maintain and enhance the historic environment	- Affect directly or indirectly a heritage asset?	<p><b>B1 -</b>                      Site B1 contains one heritage asset, a listed building at Rawlings Farm. The building is listed for its architectural interest, as such development at Site B1 would not affect this asset. Open agricultural land within B1 contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Development in these areas of the site could not avoid effects on the settings of these heritage assets. An area of greenspace is proposed in the northeast of the site, planting vegetation in this area to screen views would provide some mitigation. While tree planting and landscaping would screen views of development on-site this would not protect the open setting of the Conservation Areas, as such mitigation is considered problematic.</p> <p><b>C4 -</b>                      A listed building at Harden’s Farm is the only heritage asset within Site C4, again this</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>building is listed for its architectural merit and would be unaffected by adjacent development.</p> <p>Land in the north of the site contributes to the setting of the Tytherton Lucas Conservation Area and the indicative development area extends into this land. While vegetation buffers could screen views of development at Option C4 this would adversely affect the open setting of the Conservation Area, making mitigation problematic.</p> <p>Land south of the NWR route may contribute to the setting of the conservation area. Further proposals should incorporate vegetation screening along the NWR route to screen views of development from Tytherton Lucas, this would likely mitigate any adverse effects.</p> <p>There is high potential for unknown heritage assets of archaeological interest dating from the prehistoric and medieval periods. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for more widespread remains. This would need to be considered in further development proposals for the site.</p> <p><b>Eastern Link Road -</b>                      The ELR passes through land which contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Where this occurs the design should ensure an unobtrusive route which minimises visual impact. The ELR has high potential to uncover as yet unknown archaeological assets. Archaeological investigations should inform proposals, Preservation in situ of discrete areas of remains and recording for widespread remains would achievable mitigate effects from the implementation of the link road.</p> <p><b>Cocklebury Link Road -</b>                      The northern extent of the CLR is proposed on land which contributes to the rural and remote Conservation Areas at Tytherton Lucas and Langley Burrell. As avoidance of this land is not considered achievable proposals for the road should demonstrate how visual impact would be minimised through design.</p> <p><b>Overall -</b>                      This development strategy would have a moderate adverse effect on this SA Objective.</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>This relates to proposed development in Site B1, Site C4 and the ELR occurring within land which contributes to the setting of two nearby Conservation Areas. The indicative layout for B1 proposes a green buffer to the north which reduces the effects of development on the open agricultural setting of Langley Burrell. While vegetation screening would reduce views of proposed development in both site options it would also diminish the open setting, this makes mitigation problematic. Development of this strategy has high potential to unearth as yet unknown archaeological assets, this constitutes a minor adverse effect which can be mitigated through preservation in situ and recording. The scale of development proposed across this development strategy area has high potential to unearth as yet unknown archaeological assets, this constitutes a minor adverse effect which can be mitigated by preservation and recording.</p>	
<p><b>7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</b></p>	<p>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</p> <ul style="list-style-type: none"> <li>- <i>Internationally/Nationally designated features and their setting;</i></li> <li>- <i>Locally designated landscapes/features and their setting;</i></li> <li>- <i>Local amenity.</i></li> </ul>	<p><b>B1 -</b> There are no designated features within proximity of the site. The land which comprises Site B1 is prominent and forms the rural edge to Chippenham. This site option is elevated above the River Avon floodplain and supports the remoteness and separation of Langley Burrell. The relief of the site, which slopes eastward towards the Avon, makes mitigation of effects from development on visual amenity problematic to achieve. The linear wooded features along the west and south of the site screen views of Chippenham from the rural north. Development of the site would extend the urban character northwards into the open agricultural landscape. There is some potential to incorporate green buffers which screen views of development from the north and east, While this could reduce the visual impact of proposals to some extent, adequately mitigating adverse effects is expected to be problematic.</p> <p><b>C4 -</b> As with B1, Site C4 has no designated features within proximity of the site. The southern areas of the site have an urban influence and favourable landform, however land in the north of Site C4 is visually prominent throughout the wider area, particularly north of the NWRR. Development of land north of the NWR route would be visually prominent, reduce the separation between Chippenham and Tytherton Lucas and</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>increase views of development at Chippenham as far as East Tytherton. Mitigation of these effects is considered problematic.</p> <p>There is insufficient land in Option C4 to deliver the scale of development proposed without having adverse effects on the character of the landscape and visual amenity, mitigation is considered problematic and a moderate adverse effect is expected.</p> <p><b>Eastern Link Road -</b>                      The ELR passes through areas in the north of the development strategy area as well as along the western extent of Site C4. These represent some of the most remote and rural areas. As such the design for the ELR should ensure that the route is unobtrusive and minimises effects on visual amenity.</p> <p><b>Cocklebury Link Road -</b>                      Where the CLR passes through land in the north of B1 there is potential for an adverse effect on land which contributes to the remoteness of Langley Burrell. Proposals for this road infrastructure should demonstrate how the design of the route minimises the visual impact and effects to local amenity.</p> <p><b>Overall -</b>                      Moderate adverse effects would arise from development proposed in Options B1 and C4 as the land which forms large parts of these areas is elevated and visually prominent. Avoidance of these areas of land is not achievable by virtue of the quantum of land affected. While landscaping and vegetation screening would provide some mitigation of effects measures which adequately mitigate adverse effects would be problematic. A moderate adverse effect is anticipated.</p>	
<p><b>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes,</b></p>	<p>- Help meet affordable housing needs/the needs of the local community (if known)?</p>	<p><b>Overall -</b>                      This development strategy proposes approximately 2000 homes across the two sites. B1 proposes a smaller scale of development compared to C4. Overall development of this strategy would provide the potential to deliver affordable homes in a range of sizes, types and tenures, which meet local housing need. The scale of housing proposed constitutes a moderate adverse effect.</p>	<p>(++)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
<b>types and tenures</b>			
<b>9. Reduce poverty and deprivation and promote more inclusive and self-contained communities</b>	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	<p><b>B1 -</b> Development at Option B1 would be situated to the east of one of Chippenham's least deprived areas. There are no deprived areas within proximity of this site option. Development at B1 would be unlikely to increase poverty or deprivation and should contribute to the low levels of deprivation experienced locally.</p> <p><b>C4 -</b> Development of Site C4 would occur directly north of an area of high deprivation which extends from the town centre to north Pewsham. Site C4 is situated in an area of moderate deprivation to the east of Chippenham. Development of this site offers the potential for the delivery of community facilities and an area of employment land, this would support a reduction in levels of high deprivation present nearby.</p> <p><b>Eastern Link Road -</b> The ELR would support the delivery of community facilities and employment land which would have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham. As such a minor beneficial effect is anticipated.</p> <p><b>Cocklebury Link Road -</b> The CLR would support for the delivery of proposed employment land and community facilities in Site B1 which could benefit existing communities and support a reduction in deprivation locally. This constitutes a minor beneficial effect.</p> <p><b>Overall -</b> Development of Site C4 has the potential to lead to a decrease in poverty and deprivation in adjacent communities, particularly high deprivation areas such as Pewsham, through the provision of jobs and community facilities. The ELR would support the delivery of community facilities and employment land which would have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham</p>	<b>(+)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	<p><b>B1 -</b>  Development of the site would not result in the loss of any existing or proposed community facilities or amenity space.  Provision of green space in the northeast of the site could be publically accessible and link to accessible open space further south along the River Avon.</p> <p><b>C4 -</b>  Development of the site would not result in the loss of any community facilities or amenity space. There are no accessible open spaces within the site although playing fields at Harden’s Mead and Abbeyfield School are situated adjacent to the site. Development of Site C4 creates the opportunity to enhance access to these open spaces. The proposed green space along the River Avon could be publicly accessible and link to accessible open space further along the river.</p> <p><b>Eastern Link Road -</b>  The implementation of the ELR would not result in the loss of any accessible open spaces, although the dissection of the indicative green spaces along the eastern bank of the River Avon could be mitigated through design.</p> <p><b>Cocklebury Link Road -</b>  The CLR would not affect any areas of accessible open space.</p> <p><b>Overall -</b>  This development strategy offers the potential to create accessible open space along the River Avon as well as enhance access to an existing accessible open space, this would constitute a minor beneficial effect.</p>	(+)
	- Result in the loss of PROW or provision of new PROW?	<p><b>B1 -</b>  A byway enters Site B1 in the west and becomes a PRow, passing through the southwest of the site. A PRow runs south to north connecting Upper Peckingell Farm with development in the north of Chippenham. Development of the site could disrupt either of the PRows or the byway, however avoidance of adverse effects is straightforward. Where development seeks to alter a PRow provision of an alternative routes should be provided to offset the impact.</p> <p><b>C4 -</b>  A small network of PRows links Harden’s Farm to Chippenham in the south and</p>	(-)



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Tytherton Lucas in the north. Development of the site could avoid these PRoWs. Should adverse effects from development be unavoidable, mitigation measures to reduce or offset the effects are achievable through the appropriate provision of an alternative route.</p> <p><b>Eastern Link Road -</b>  The indicative alignment of the ELR has the potential to affect a number of PRoWs, as well as the NWRR. As avoidance is not considered achievable mitigation measures are required. Provision of pedestrian crossings and appropriate signage of PRoW would adequately mitigate adverse effects.</p> <p><b>Cocklebury Link Road -</b>  The CLR is proposed in an area with a number of PRoWs and a Byway. The indicative alignment dissects one PRoW and runs parallel to another. The implementation of the CLR has the potential to adversely affect a number of PRoWs, however, the design could incorporate nearby PRoWs into the design and provide enhancements to the existing PRoW network in the immediate vicinity of the CLR. Where the route dissects PRoWs pedestrian crossings and appropriate signage would effectively mitigate adverse effects.</p> <p><b>Overall -</b>  Where development proposals can demonstrate that the alteration or extinguishment of a PRoW is unavoidable the design should be required to make provision of an appropriate alternative route to offset the loss. The alignment of the ELR has the potential to adversely affect a number of PRoWs. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented within the design. Opportunities exist to enhance the quality of existing PRoWs through development of this strategy and this should be demonstrated through design.</p>	
	- Be accessible to educational and health facilities?	<p><b>B1 -</b>  Development of Site B1 would have weak non-motorised access to the hospital. Furthermore the site has weak access by public transport. Motorised access would be directed through central areas of Chippenham.  Development at the site would be in proximity to Abbeyfield School. While the River</p>	(-)

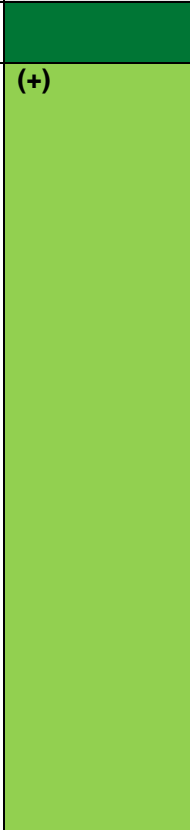
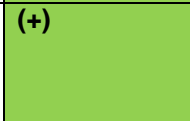
SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Avon constrains direct access, implementation of the ELR would mitigate this.</p> <p><b>C4 -</b> Residential development in the south of the site would benefit from very strong non-motorised ease of access to Abbeyfield School, whereas development further north would have moderate access. The entire site has moderate to weak non-motorised ease of access to the hospital, public transport services along the A4 would provide an alternative means of access to the hospital from the south of the site, however access from the north would be weak.</p> <p><b>Eastern Link Road -</b> The ELR would improve motorised access to Abbeyfield School from B1, this is the only identified effect.</p> <p><b>Cocklebury Link Road -</b> The CLR would provide an alternative motorised route to existing facilities, it is not anticipated that this would strengthen access to existing educational or health facilities.</p> <p><b>Overall -</b> Southern areas of Site C4 outperform Site B1 and the north of Site C4 in terms of access to educational and health facilities. Weak sustainable access to these facilities from the north of the development strategy area constitute an adverse effect. Secondary Schools in Chippenham are reaching capacity and could be unable to support the number of new pupils associated with a development at the scale of this alternative. Proposals should be supported by the provision of new facilities or financial contributions to support offsite delivery of new facilities. Overall a minor adverse effect is anticipated.</p>	
<b>10. Reduce the need to travel and promote more sustainable transport choices</b>	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<p><b>B1 -</b> While Site B1 has potential for strong access by public transport, current access is weak to moderate. Ease of access to the town centre by non-motorised modes from the site is strong to moderate and improvements to off-site pedestrian and cycle facilities would likely improve this.</p> <p><b>C4 -</b> The south of the site would benefit from strong ease of access by public transport along the A4 London Road. Development in the south of Site C4 would likely support</p>	(-)

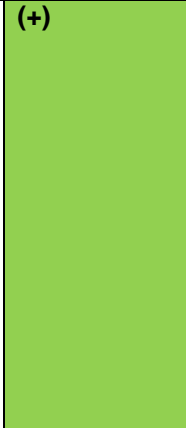
SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>an increase in the use of public transport services along this corridor. However access by public transport in the north of Site C4 is moderate to weak and improved services along the existing A4 corridor would be unlikely to alter this. Development in the north of C4 should be supported by a new bus corridor along the proposed ELR. Ease of access to the town centre by non-motorised modes from the site is categorised as moderate to weak. Proposals can improve non-motorised links on-site through design, improvements to offsite pedestrian and cycle facilities would be required to support this. In order to strengthen non-motorised access development should seek to integrate with the NWRR, which provides direct access to Chippenham town centre.</p> <p><b>Eastern Link Road -</b>  The ELR would link the A350 north of Chippenham with the A4 London Road east of Chippenham. The ELR could become a future public transport corridor which would strengthen access by public transport for proposed development in Sites B1 and C4.</p> <p><b>Cocklebury Link Road -</b>  No effects are expected from the implementation of the CLR.</p> <p><b>Overall -</b>  Proposals for development in B1 and the north of C4 should be supported by a new bus corridor along the proposed ELR, this would prevent an adverse effect in terms of poor access by public transport for development proposed in this area of this development strategy. Proposals should make provision of high quality non-motorised routes on-site which integrate with offsite pedestrian and cycle routes, particularly the NWRR, which provides direct access to Chippenham town centre.  A minor adverse effect is expected as the weak access by public transport could be mitigated through a new bus corridor.</p>	
	<p>- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?</p>	<p><b>B1 -</b>  The NWRR crosses the River Avon in the southeast of B1 and then follows the river southwards. There is potential for development at Site B1 to integrate with and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north.</p> <p><b>C4 -</b>  The NWRR passes east to west through Site C4, crosses the River Avon into B1 and</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>follows the Avon southwards. This provides a direct cycle link to the railway station, town centre and Wiltshire College. Proposals for development of Site C4 should integrate with the cycle route and improve access to it from the A4 through the site.</p> <p><b>Eastern Link Road -</b>  The ELR would has the potential to become a future public transport corridor. The ELR could provide support for improvements to access by public transport between proposed development and the town centre, station or College.</p> <p><b>Cocklebury Link Road -</b>  The CLR is not anticipated to support improvements to public transport, pedestrian or cycle connectivity to key hubs in Chippenham.</p> <p><b>Overall -</b>  Opportunities to support improvements to pedestrian and cycle links are focused on the NWWR, which passes through both sites and serves the railway station and town centre. The ELR could become a public transport corridor which would support proposed development.</p>	
<p><b>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</b></p>	<p>Offer the potential to provide employment land for B1, B2 and B8 uses?</p>	<p><b>B1 -</b>  Site B1 proposes 5ha of employment generating land, however the indicative layout does not establish the location of this area. The small quantum of land and landscape sensitivities make the site less well suited to large B8 units.  The ELR will provide strong access to the PRN and holds the potential to become a future public transport corridor. Site B1 has strong to moderate non-motorised access to the town centre and transport hubs. This creates the potential for a range of employment generating uses.</p> <p><b>C4 -</b>  Site C4 proposes two separate indicative areas of employment land. The indicative layout shows this as a larger area and smaller area along the alignment of the ELR in the east of Site C4. The quantum of proposed employment land and the indicative layouts would likely support the delivery of a range of use class types.  The ELR would provide strong links to the A350 PRN and strategic lorry route. The A4 is also categorised as a strategic lorry route. Non-motorised access to the town centre is weak and access by public transport along the A4 London Road is strong for the</p>	<p><b>(+)</b></p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>smaller site in the southeast and moderate to weak for the larger site in the east. The adjacent NWRR could support an improvement to non-motorised access from the town centre for proposed employment land.</p> <p><b>Eastern Link Road -</b> The implementation of the ELR would strengthen access to the A350 PRN from indicative employment areas in Site C4, thus offering greater potential for employment development as part of this development strategy.</p> <p><b>Cocklebury Link Road -</b> The CLR would integrate with the link road permitted in Area A, strengthening access to the PRN and strategic lorry route from Site B1.</p> <p><b>Overall -</b> Overall this development strategy proposes a lower quantum of employment land than required by the plan. This limits the beneficial effects expected. Employment development at Site B1 is limited by the scale of employment land proposed and restriction in terms of the scale and size of employment units. C4 has greater potential to provide a mix of employment land uses. The ELR will be important in ensuring stronger access to the PRN for employment development within Sites B1 and C4. Overall, the quantum of employment land proposed and the generally strong non-motorised and public transport access constitutes a minor beneficial effect.</p>	
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	<p><b>B1 -</b> Employment development at Site B1 would have strong to moderate non-motorised access to the town centre and transport hubs. On-site enhancements to pedestrian and cycle links would further improve access. The proximity of the site to Chippenham town centre would support movement between employment land at Site B1 and the town centre, supporting the town's viability.</p> <p><b>C4 -</b> The indicative employment land proposed at Site C4 would be located at the periphery of the town away from existing built up areas. While new development would provide benefits to existing town centre uses, the distance to the town centre would limit the extent of this benefit.</p> <p><b>Eastern Link Road -</b></p>	<b>(+)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The ELR would create an alternative route from the A350 north of Chippenham to the A4 London Road, it is forecast that this would reduce traffic flows in the town centre by approximately 12-13%. This would reduce congestion in the town centre which would have a beneficial effect.</p> <p><b>Cocklebury Link Road -</b>  The CLR would integrate with the permitted link road, this is forecast to reduce traffic flows in the town centre by approximately 6%. This would support the vitality of the town centre by reducing congestion and through traffic in central areas of the town.</p> <p><b>Overall -</b>  Overall this development strategy would have a minor beneficial effect on the vitality and viability of the town centre through the provision of the ELR and development at Site B1 with strong to moderate non-motorised access to the town.</p>	
	Provide infrastructure that will help to promote economic growth?	<p><b>B1 -</b>  Site B1 would not provide any infrastructure which would promote economic growth.</p> <p><b>C4 -</b>  Site C4 would deliver green space along the River Avon which would support the formation of a continuous green infrastructure corridor along the river into the town centre, this could have minor beneficial effects on economic growth. Improving the NWRR could support economic growth by strengthening non-motorised access to the town centre via existing and proposed employment areas.</p> <p><b>Eastern Link Road (and Cocklebury Link Road) -</b>  Implementation of the ELR would provide a northern bypass to Chippenham, linking the A350 with the A4 London Road via the B4069. The delivery of the route would reduce traffic flows in the town centre, lead to a slight improvement in average peak period journey times (2015-2026) and support major residential and employment growth.</p> <p><b>Overall -</b>  While Site B1 would not contribute any infrastructure which would promote economic growth, the overall development strategy would have major beneficial effects. This is predominantly the result of the link road, however Site C4 offers the potential for green infrastructure along the River Avon, connecting with the wider area and the potential for</p>	<b>(+++)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	Be well connected to Principal Employment Areas?	<p>improved access to the NWRR.</p> <p><b>B1 -</b> Site B1 is situated immediately adjacent to the Parsonage Way Industrial Estate, access to the site from Parsonage Way would ensure strong connections between the Principal Employment Area and employment generating development at Site B1.</p> <p><b>C4 -</b> The indicative employment areas proposed currently shares little relation to existing Principal Employment Areas. However the provision of a highway access from the north and improvements to the NWR route has potential to create strong connections to the Parsonage Way Industrial Estate. Proposals for development should demonstrate through design how this would be achieved. A minor beneficial effect is expected.</p> <p><b>Eastern Link Road -</b> The ELR would strengthen connections between Site B1, indicative employment land in Site C4 and the Parsonage Way Industrial Estate.</p> <p><b>Cocklebury Link Road -</b> Connections between the Parsonage Way Industrial Estate and development at Site B1 would be strengthened by the provision of the CLR. This would have a minor beneficial effect.</p> <p><b>Overall -</b> This development strategy would provide employment land supported by road infrastructure which creates strong connections with the nearby Parsonage Way Industrial Estate. The NWRR provides a non-motorised connection to the Parsonage Way Industrial Estate. Improvements to the route and integration with proposals would be required to strengthen this connection further. A minor beneficial effect is anticipated overall.</p>	(+) 
12. Ensure adequate provision of high quality	Support the vitality of existing employment areas?	<p><b>B1 -</b> Employment development at Site B1 would likely support the vitality of the adjacent Parsonage Way Industrial Estate and nearby Langley Park employment area.</p> <p><b>C4 -</b></p>	(+) 

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce		<p>The proposed employment sites in C4 are not situated in the immediate vicinity of any existing employment areas; however, the ELR would improve motorised access to the Parsonage Way Industrial Estate. This might provide some support to the vitality of existing employment areas. Similarly the NWRR would link existing and proposed employment sites, potentially supporting the vitality of the existing area.</p> <p><b>Eastern Link Road -</b>  The ELR would strengthen motorised connections between areas of employment land proposed in C4 and the Parsonage Way and Langley Park employment areas.</p> <p><b>Cocklebury Link Road -</b>  The CLR would provide an alternative motorised access to existing employment areas which would support the vitality of these sites.</p> <p><b>Overall -</b>  This development strategy would see development at B1 occur in proximity to several existing areas of employment. Employment development at Site B1 has the potential to support the vitality of these areas through proximity. The implementation of the ELR and the potential for improvements to the NWRR would improve links between the existing and proposed employment areas.</p>	
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p><b>B1 -</b>  This site option proposes 5ha of employment development. The link road which forms part of the extant permission in Area A will provide strong access to the PRN and HGVs associated with B8 development would likely avoid the centre of Chippenham and existing constrained routes.  The indicative area of employment land is situated approximately 1.8km from the town centre, and has strong PRN access and potential for strong access by public transport. The indicative employment area is suited to B1, B2 and B8 uses,</p> <p><b>C4 -</b>  16ha of employment land is proposed in Site C4. Access to the PRN would be strengthened by the provision of the ELR. Access to the strategic lorry route along the A4 and A350 would be strong. Both indicative areas are suitable for B1, B2 and B8 development, although the smaller southern site has stronger access by public transport along the A4 and would be the better suited of the two to employers with</p>	(+) 



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		large workforces. <b>Eastern Link Road -</b> This road infrastructure would support indicative employment land in meeting commercial market requirements through strengthened access to the strategic road network. <b>Cocklebury Link Road -</b> Integration with the permitted link road in Area A creates strong connections to the PRN and strategic lorry route for employment development at Site B1. This ensures strong transport connections to the strategic road network for employment uses. <b>Overall -</b> Overall this development strategy proposes a lower quantum of employment land than required by the plan. This limits the beneficial effects expected. Overall this development strategy would 21ha of employment land which would meet commercial market requirements for a variety of employment use classes including B1, B2 and B8. A minor beneficial effect is expected.	
	Provide employment land in areas that are easily accessible by sustainable transport?	<b>B1 -</b> The NWRR is situated in the southeast of the site and provides strong links to the railway and town centre. On-site and off-site improvements to the pedestrian and cycle network would improve non-motorised access to the site from existing transport hubs in the town centre. Access by public transport is weak, although the potential exists for the B4069 or the ELR to become a public transport corridor, this would improve access to employment development at this site. <b>C4 -</b> Indicative employment land proposed in the north of this site would have moderate to weak access by public transport whereas development proposed in the south of this site would have stronger links. Improvements to and integration with the NWRR would strengthen non-motorised access to the town centre from proposed employment land in Site C4. <b>Eastern Link Road -</b> The ELR has potential to become a bus corridor which would strengthen access by	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>public transport for employment development throughout both sites but particularly Site B1 and the north of Site C4.</p> <p><b>Cocklebury Link Road -</b>  The CLR is unlikely to enhance sustainable transport access to proposed employment development in Site B1.</p> <p><b>Overall -</b>  This development strategy proposes employment development at Site B1 and in the east of Site C4 which would have moderate to weak access by public transport. Provision of a new bus corridor would be required to ensure stronger access by public transport, development of this strategy should make provision for a new bus route serving the north of the site.  Non-motorised access to the town centre and transport hubs is moderate to strong from Site B1, however from Site C4, particularly in the east of the site, access is weak. Proposals should integrate with the NWRR in order to strengthen non-motorised access. Opportunities exist for proposals for this development strategy to improve the NWRR. Overall a minor adverse effect is anticipated.</p>	

**Table A.2: Southern Link Road Strategy assessment**

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
<p><b>1. Protect and enhance all biodiversity and geological features and avoid irreversible losses</b></p>	<p>- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?</p>	<p><b>D7 -</b>                      There are no designated sites of biodiversity or geological value within proximity of Site D7. Two County Wildlife Sites (River Avon and Mortimore’s Wood) are situated to the west of this site and bordered extensively by indicative green space. Indicative greenspace is proposed along the Avon. This would protect habitats associated with the river, a BAP Priority Habitat which supports a population of European Otter, from adverse effects from residential and employment development. With Otter activity recorded along the Avon proposals should demonstrate how the design of development ensures no adverse effects would occur on this protected species.</p> <p><b>E5 -</b>                      Similarly development of Site E5 would not have any effects on any designated sites of biodiversity or geological value. The two County Wildlife Sites (CWS) to the east of Site E5 and the habitats associated with the river and floodplain are protected from development by an extensive area of indicative green space.                      A number of protected species are recorded, including several species of Bat in the south and west and Otter along the east. Measures to prevent and reduce effects from development on these populations, such as buffer zones and habitat protection/creation, should be demonstrated through design. Ecological surveys should inform the extent of mitigation measures required.</p> <p><b>Southern Link Road -</b>                      The Southern Link Road (SLR) would have no effect on any designated sites of biodiversity or geological value. The SLR proposes to bridge the River Avon, this would result in the dissection of the River Avon CWS and BAP Priority Habitat. Avoidance of the CWS is not considered achievable as the river flows to the west and south of the site. As such proposals for the bridge would need to include within the design measures which reduce and offset the anticipated adverse effect. Reducing adverse effects to a sufficient level would be problematic, as such a moderate adverse effect is anticipated.</p> <p><b>Overall -</b></p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		Protected species are recorded in the vicinity of D7 and E5, as such proposals should demonstrate how the design ensures no adverse effects on these species will occur from development. Ecological surveys should inform proposals. Protection, creation and avoidance of key habitats should be demonstrated through design. The SLR would dissect the CWS, this is unavoidable. While the design of the bridge can reduce adverse effects on biodiversity, adequate mitigation of effects would be problematic. Overall this developments strategy would have a moderate adverse effect.	
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p><b>D7 -</b> A network of hedgerows with hedgerow trees provide habitat connectivity throughout Site D7 and development should avoid the loss of these features. Where avoidance is demonstrated to be unachievable replanting and translocation of vegetation should be proposed.</p> <p><b>E5 -</b> As with Site D7, E5 has a network of hedgerows, many of which are mature and overgrown, these connect with Pudding Brook and the green buffer along the railway embankment to provide habitat connectivity throughout the area. The indicative layout proposes residential development on land surrounding Pudding Brook, this would likely have adverse effects on this natural feature and further proposals should include a green buffer to avoid harm.</p> <p><b>Southern Link Road -</b> The alignment of the SLR would require dissection of hedgerows as well as development of land within the River Avon floodplain. This could adversely affect wildlife and reduce connectivity. Avoidance would be problematic, therefore proposals should seek to offset the effects of the SLR on natural features. Ecological surveys and habitat assessments would be necessary to demonstrate the extent of adverse effects from the SLR and inform the alignment and design.</p> <p><b>Overall -</b> Where avoidance of biodiversity features such as mature hedgerows is demonstrated to be unachievable replanting and translocation of vegetation should be proposed. Proposals should plan a buffer zone between the developable area and Pudding Brook</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		to prevent adverse effects on this biodiversity feature. Ecological surveys and habitat assessments should be carried out and the results should inform proposals as to the extent of adverse effects from development proposals and the SLR. Subsequently the design of proposed development should respond to this and provide sufficient levels of mitigation to ensure no adverse effects occur.	
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	<p><b>D7 -</b> Site D7 is situated largely in greenfield land. Mitigation is considered problematic due to the extent across the site.</p> <p><b>E5 -</b> Other than land at Showell Nursery, Site E5 comprises greenfield land. There is insufficient brownfield land to deliver the scale of development proposed for this site, as such mitigation is problematic.</p> <p><b>Southern Link Road -</b> The entire extent of the SLR is proposed in greenfield land. Avoidance of greenfield land is unavoidable making mitigation problematic.</p> <p><b>Overall -</b> This development strategy would result in the permanent loss of greenfield land on a large scale.</p>	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	<p><b>D7 -</b> Grade 3 (good to moderate) agricultural land extends across much of Site D7 with a small area of Grade 4 (poor) coinciding with the indicative green space proposed along the River Avon. The precautionary approach to Grade 3 land presumes it to be BMV. Insufficient poor agricultural land exists to deliver the scale of development proposed for this site. Mitigation would be problematic</p> <p><b>E5 -</b> Site E5 contains areas of Grade 1 (excellent), Grade 2 (very good), Grade 3 (good to moderate) and grade 4 (poor) agricultural land. Presuming Grade 3 land to be BMV results in the developable area of Site E5 consisting predominantly of BMV land. Areas of Grade 4 land lie within the floodplain, as a result mitigation is considered problematic.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Southern Link Road -</b>                      The alignment of the SLR passes through Grades 2 and 3 BMV land and Grade 4 land in proximity to the River Avon. Development of BMV land is unavoidable.</p> <p><b>Overall -</b>                      Best and Most Versatile agricultural land is thought to extend over much of the land included within this Development Strategy, as a result development would lead to the permanent loss of BMV land on a large scale.</p>	
	<p>- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</p>	<p><b>D7 -</b>                      There are no potential contamination sites within this site. Remediation of land is unlikely to be required considering the agricultural use of the site.</p> <p><b>E5 -</b>                      Remediation of land is unlikely to be required due to the extent of historically agricultural land across Site E5, however land and Showell Nursery and land at Chippenham Shooting Range may have received waste in the past. Land contamination surveys would be needed to identify the extent of land requiring remediation and inform the extent to which contamination is a risk to the viability and deliverability of proposed development.</p> <p><b>Southern Link Road -</b>                      The SLR does not pass through any sites of potential land contamination, the agricultural use of the area reduces the likelihood of remediation being required.</p> <p><b>Overall –</b>                      Land contamination surveys should identify the extent of land requiring remediation in areas which have received waste historically. The results will inform developers as to the extent to which contamination is a risk to the viability and deliverability of proposed development. This constitutes a minor adverse effect.</p>	(-)
	<p>- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</p>	<p><b>D7 -</b>                      The southwest of the site is situated within a Mineral Safeguarding Area MSA, this area coincides with the proposed greenspace and as such development would not lead to the sterilisation of safeguarded mineral resources.</p> <p><b>E5 -</b></p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>In Site E5 an MSA extends across a small area, much of which is comprised of indicative green space. Small areas of indicative residential land coincides with the MSA, avoidance of these areas is achievable, alternatively proposals could demonstrate how development would not lead to sterilisation of mineral resources.</p> <p><b>Southern Link Road -</b>  As the road passes through the east of Site E5 and bridges the River Avon it dissects the MSA. As a result of the MSA's extent this is unavoidable, as such proposals should minimise the effects on mineral resources to prevent their permanent loss; or extract the mineral resources prior to construction.</p> <p><b>Overall –</b>  Development proposals should, where possible, avoid land located within an MSA. Where avoidance is deemed to be unachievable proposals should be expected to demonstrate how development would not lead to sterilisation of mineral resources or extract mineral resources prior to construction. A minor adverse effect is anticipated overall.</p>	
<p><b>3. Use and manage water resources in a sustainable manner</b></p>	<p>- Be situated in any of the following:</p> <ul style="list-style-type: none"> <li>• Drinking Water Safeguarding Zone; or</li> <li>• Groundwater Source Protection Zone</li> </ul>	<p><b>D7 -</b>  The site is not situated within a Groundwater Source Protection Zone (SPZ), therefore no effects are anticipated.</p> <p><b>E5 -</b>  Indicative residential land south of Rowden Lane in the west of Site E5 and indicative employment land in the south are located within an Outer SPZ. Development at E5 can reduce effects on this SPZ by ensuring appropriate land management practices and incorporating buffer zones between development and water courses, particularly Pudding Brook.</p> <p><b>Southern Link Road -</b>  The western extent of the Southern Link Road is located within an Outer SPZ. Proposals for the SLR should include sustainable drainage systems into the design to ensure the effects from development on ground water are minimised in the SPZ.</p> <p><b>Overall -</b>  Development proposed in the Outer SPZ should ensure that appropriate land management practices are proposed. Within the design buffer zones should be</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>incorporated between development and water courses, particularly Pudding Brook. The implementation of the link road should include provision of surface water management systems. Generally this development strategy avoids the Outer SPZ, however a minor adverse effect is anticipated.</p> <p>This Development Strategy largely avoids development within the Outer SPZ, however small areas of developable land in Site E5 and the western extent of the SLR coincide with the Outer SPZ, surface water management should be incorporated into the design to minimise the effects from development within the Outer SPZ.</p>	
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p><b>D7 -</b>  Development of Site D7 would lead to an increase in impermeable surfaces which could increase runoff rates in an area which flows directly into the Avon. Surface water management measures should be incorporated into the design of development proposals in order to reduce effects on the quality and volume of surface water flows. A small watercourse which flows into the Avon passes through the north of the site and would be at risk of pollution from development. Proposals for development of Site D7 should demonstrate how the design accounts for this, perhaps through the use of SUDS.</p> <p><b>E5 -</b>  As with Site D7, development of Site E5 would lead to an increase in impermeable surfaces and therefore surface water runoff in proximity to the River Avon. The use of surface water management measures in development design would reduce the effects from development. Pudding Brook passes through Site E5 and indicative residential development is proposed in close proximity, putting the watercourse at risk of pollution. The use of SUDS would be required to mitigate these effects, however, areas of Site E5 are identified as having a high propensity for groundwater flooding. This makes drainage by gravity problematic, as such drainage would require pumping. While the affected areas generally coincide with the indicative greenspace and the River Avon's floodplain a minor adverse effect is anticipated.</p> <p><b>Southern Link Road -</b>  The SLR would result in an increase in impermeable surfaces throughout the development strategy area. Adverse effects on water resources from the</p>	<p>(- -)</p>



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		implementation of road infrastructure can be reduced through provision of surface water management measures which ensure greenfield rates of runoff are achieved. The SLR includes a proposed bridge crossing of the River Avon, this would likely alter the flow of the river which could have adverse effects on the River Avon downstream. As the River Avon passes between Sites D7 and E5 avoidance is not achievable. Adequate mitigation of effects is likely to be problematic. <b>Overall -</b> Surface water management measures should be incorporated into the design of development proposals in order to reduce effects on the quality and volume of surface water flows. Proposals for this development strategy should also incorporate buffer zones between developable areas and small water courses which flow into the Avon, furthermore development proposed in proximity of water courses should demonstrate the use of Sustainable Urban Drainage Systems. Effects from the river bridge on the flow of the River Avon would likely be problematic to mitigate. Overall a moderate adverse effect is anticipated.	
<b>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</b>	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	This Development Strategy would have no effects on any AQMAs.	<b>(0)</b>
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<b>D7 -</b> Development of this site would lead to a decrease in air quality and increase in noise pollution associated with the rise in vehicles using local roads. Light pollution at night	<b>(-)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>would also increase with a rise in vehicle numbers. Access to Site D7 is proposed from the A4 Pewsham Way and the SLR. Vehicles accessing the site from the already congested A4 would increase congestion and lead to a further decrease in air quality along this corridor.</p> <p>Access to the A350 Primary Route Network (PRN) from Site D7 would be directed away from Chippenham town centre by the provision of the SLR. Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and somewhat reduce the impact of environmental pollution from development.</p> <p><b>E5 -</b>                      Development at Site E5 would increase vehicle numbers on local roads, this would result in a decrease in air quality, increase in noise pollution and increase in light pollution at night, receptors along the B4643 and B4528 would be worst affected. Access from the B4643 and A350 would avoid unnecessary through traffic in the town centre and at already congested routes. Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and somewhat reduce the impact of environmental pollution from development.</p> <p><b>Southern Link Road -</b>                      The SLR would create a link between the A4 Pewsham Way and the A350, creating a bypass of the town centre, this would likely have a mix of beneficial and adverse effects. While increased levels of air and noise pollution would be experienced along the B4528, through residential areas on the western side of town and at the southern extent of the A350 Chippenham Bypass, this would be offset by a reduction in the town centre and on the A4.</p> <p><b>Overall -</b>                      The predicted increase in air noise and light pollution associated with the proposed residential and employment development is somewhat offset by the provision of the SLR which is likely to redistribute through traffic away from the town centre. Development of both Site D7 and E5 should seek to maximise the use of sustainable transport modes through provision of high quality non-motorised routes and a new bus</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		corridor along the SLR. This would reduce dependency on vehicles and to some extent reduce levels of air noise and light pollution associated with this Development Strategy.	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	<p><b>D7 -</b> The site is situated in proximity to the Chippenham Sewage Treatment Works (STW). Site D7 proposes indicative green space along the west of the site, this would prevent nuisance to proposed development from odours associated with the facility. Application of odour control measures at the STW may also be required.</p> <p><b>E5 -</b> Site E5 proposes an extensive area of green space between development and the STW. Sources of noise pollution include Chippenham Shooting Range in the centre of the site and the railway which forms the western boundary. Further proposals for Site E5 should introduce noise barriers, buffer zones, landscaping and vegetation screening to reduce effects of noise pollution on proposed development.</p> <p><b>Southern Link Road -</b> No effects are expected from existing sources of pollution on the SLR</p> <p><b>Overall -</b> A number of existing sources of pollution are located within and adjacent to this development strategy. The extent of the affected areas is small and mitigation is considered achievable. Proposals should be informed by noise surveys and avoid areas which would have adverse effects on amenity of future inhabitants. The provision of noise barriers would reduce the extent of adverse effects. This constitutes a minor adverse effect.</p>	(-)
<b>5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions</b>	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	<p><b>D7 -</b> Development of Site D7 would lead to an increase in greenhouse gas emissions, particularly carbon emissions, as a result of the increased levels of traffic and new buildings. Emissions can be reduced to some extent, however not sufficiently to adequately mitigate effects.</p> <p><b>E5 -</b> Similarly the increase in vehicles and new buildings associated with the development of Site E5 would increase greenhouse gas, and in particular, carbon emissions.</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Southern Link Road -</b>  The provision of the SLR would redistribute vehicles which would also redistribute carbon emission. There is potential reduce traffic by approximately 14% in the town centre which could lead to a decrease in carbon emissions; however increased congestion and peak journey times on the B4528 and A350 would have an adverse effect. As such the SLR is not expected to bring about any beneficial effects with regard to this SA objective.</p> <p><b>Overall -</b>  This development strategy would lead to an overall increase in vehicles and buildings which would contribute to an increase in greenhouse gas emissions. There is potential for the SLR to reduce carbon emissions in the town centre although this is not considered sufficient enough offset the increase brought about by proposed development.</p>	
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	This Development Strategy offers the potential for the provision of on-site low carbon or renewable energy generation such as solar photovoltaic. Development should incorporate renewable energy technologies into the design of residential and employment units.	<b>(++)</b>
<b>5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects</b>	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	<p><b>D7 -</b>  The developable areas of Site D7 are located entirely within Flood Zone 1. Areas of Flood Zone 2 and 3 coincide with areas of indicative green space. As a result no effect is expected.</p> <p><b>E5 -</b>  Site E5 is situated predominantly within Flood Zone 1; however land adjacent to Pudding Brook which lies within Flood Zones 2 and 3 are proposed to deliver residential development. A green buffer should be proposed along the entire length of Pudding Brook within this site. The small size of the affected area makes avoidance achievable while ensuring sufficient land exists to deliver the level of development proposed within Site E5.</p>	<b>(-)</b>

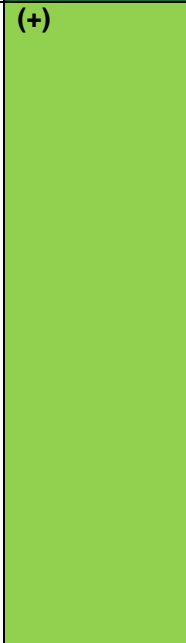
SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Southern Link Road -</b>                      The river bridge crossing between Sites D7 and E5 would be situated within Flood Zone 3. This is considered unavoidable and development proposals should incorporate into the design additional flood water storage in Flood Zone 1 and ensure river flows are not adversely affected on the Avon.</p> <p><b>Overall –</b>                      A green buffer should be proposed along the entire length of Pudding Brook to prevent development occurring within Flood Zones 2 or 3. The small size of the affected area makes avoidance achievable. The design of the river bridge should ensure floodwaters are not impeded and floodwater storage capacity is increased to account for potential adverse effects from the implementation of a bridge. The design and mitigation measures should be informed by a Flood Risk Assessment which determines the significance of potential increases to flood risk on-site and downstream. A minor adverse effect is expected.</p>	
	- Address the risk of flooding from all sources?	<p><b>D7 -</b>                      Site D7 is situated partially within Flood Zones 2 and 3. An indicative area of greenspace is proposed to coincide with areas of flood risk. Development of this site would likely increase runoff rates, flowing directly into the Avon. In order to ensure greenfield rates of runoff are maintained following development, further proposals should incorporate surface water management measures.</p> <p><b>E5 -</b>                      The majority of the indicative developable area is situated in Flood Zone 1. Avoidance of areas at Pudding Brook within Flood Zones 2 and 3 would be required to address the risk of flooding to development in the vicinity.                      Development of Site E5 would increase impermeable surfaces and therefore lead to an increased rate of surface water runoff on land which drains directly into the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Further proposals for this site should include within the design surface water management measures which achieve existing rates of greenfield runoff.</p> <p><b>Southern Link Road -</b></p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The river bridge crossing between Sites D7 and E5 would likely alter the flow of the river which could have adverse effects on the flood risk downstream. Avoidance of the Avon is not achievable as the Avon separates the two Sites. Measures which would adequately mitigate effects from the bridge on river flows to prevent increased flood risk would be problematic.</p> <p><b>Overall -</b>                      Proposals for development should ensure that land within Flood Zones 2 and 3 are avoided. A buffer zone along Pudding Brook would protect development from flooding. Proposals should incorporate surface water management measures. Proposals should make provision for sufficient additional floodwater storage capacity within Flood Zone 1 to prevent increased flood risk from development and reduce flood risk downstream. The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream. This constitutes a moderate adverse effect.</p>	
<b>6. Protect, maintain and enhance the historic environment</b>	- Affect directly or indirectly a heritage asset?	<p><b>D7 -</b>                      There are no designated heritage assets within the site. Land in the west of the site may contribute to the setting of Rowden Conservation Area due to its proximity. A buffer zone, illustrated as green space on the indicative site layout drawing, is proposed along the west of the site, this will reduce the adverse effects of development on the setting of this heritage asset. Further development proposals for this site option should include mitigation measures such as landscaping or vegetation buffers to screen views and reduce adverse effects from development on the setting of the Conservation Area.</p> <p><b>E5 -</b>                      This site option contains no listed buildings, however, land which contributes to the setting of three listed buildings clustered at Rowden Farm is located within the site option. The Rowden Conservation Area extends across the east of the site. The Conservation Area incorporates agricultural fields which contribute to the setting of Rowden Manor. Residential and employment development is proposed in the south and west of the site. While the indicative layout is proposed beyond the Conservation Area, some of</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>the land may contribute to its setting. Where this is the case proposals should avoid this land or incorporate measures which reduce adverse effects on the heritage asset. As development which achievably mitigates potential adverse effects could be accommodated, a minor adverse effect is expected.</p> <p>16 non-designated heritage assets could be affected by development within E5. As with Site D7 there is potential for unknown heritage assets of archaeological interest. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for widespread remains.</p> <p><b>Southern Link Road -</b>                      The river crossing would occur partially within the Rowden Manor Conservation Area. Proposals for the SLR should incorporate vegetation screening to reduce the visual impact of the road on the Conservation Area. While this would likely reduce the adverse effect to an extent, mitigation would likely be more problematic for the bridge. This would likely result in a moderate adverse effect.</p> <p><b>Overall -</b>                      Mitigation of adverse effects from development of Sites D7 and E5 on the setting of the Rowden Manor Conservation Area can be achieved through the provision of landscaping and vegetation buffers. This would screen views of proposals. Land which contributes to the setting of the Conservation Area should be avoided by development proposals. Archaeological surveys should inform developers of the extent of risk in terms of archaeological remains. Commitment should be shown to preserving and recording of as yet unknown heritage assets. There is a high risk of as yet unknown archaeological assets being uncovered by development across much of this development strategy area. Archaeological investigations should inform all proposals. Where remains are discovered measures to mitigate effects are achievable. Preservation in situ of discrete areas of remains and recording for more widespread remains is recommended. The SLR would pass through the Conservation Area and would likely have adverse effects considered problematic to mitigate. A moderate adverse effect is expected.</p>	
<b>7. Conserve and enhance the</b>	- Impact on the visual amenity or character of the	<b>D7 -</b> There are no designated features within proximity of Site D7. Development of the site	<b>(- -)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
<b>character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</b>	natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i> - <i>Local amenity.</i>	would, however, undermine a number of landscape qualities including the visual separation between the Limestone Ridge (Naish Hill) and Pewsham and the rural character of the approach to Chippenham along Pewsham Way. While green buffers could mitigate the effects from development on the rural character, the domed landscape in D7 makes mitigation of effects on the visual separation between Naish Hill and Pewsham problematic. <b>E5 -</b> The majority of development proposed in E5 is focused in the west of the site. The indicative layout makes provision for an area of greenspace between the River Avon and indicative development land. This proposed green buffer protects the visual amenity in the north of the site option, the flat and wide open views associated with the floodplain and minimises the urbanising influence development would have on the rural landscape to the east. As a result a minor adverse effects from development of this site option is expected on the visual amenity and local character of the surrounding area. Further proposals for this site option can ensure adverse effects on the character of the surrounding landscape are avoided through tree planting and landscaping. <b>Southern Link Road -</b> Where the Southern Link Road crosses the River Avon and passes through the floodplain adverse effects are anticipated on the visual amenity of the flat and wide open views associated with the River Avon valley. Avoidance is not achievable as the site is bound to the south and west by the river. Reduction of effects from the bridge on the visual integrity of the River Avon Valley could be achieved through design in further development proposals for the site. <b>Overall -</b> While development of Site E5 and the SLR would have a minor adverse effect against this SA Objective, the development of Site D7 would have moderate adverse effects on the visual separation of Pewsham and Naish Hill.	
<b>8. Provide everyone with the opportunity to live in good</b>	- Help meet affordable housing needs/the needs of the local community (if known)?	<b>D7 -</b> The scale of development proposed for Site D7 offers the potential to deliver good quality affordable housing which would meet local needs through a range of tenures, sizes and types. This constitutes a major beneficial effect.	(+++)

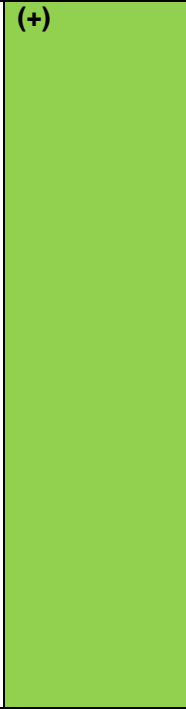



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		<p><b>E5 -</b>                      The larger scale of development proposed as part of Site E5 provides an opportunity to deliver a large number of affordable homes which would meet local needs in terms of size, tenure and type. This constitutes a major beneficial effect.</p> <p><b>Southern Link Road –</b>                      Road infrastructure would have no bearing on this SA Objective</p> <p><b>Overall -</b>                      The scale of this development strategy creates the opportunity for the delivery of a large number of affordable homes, this constitutes a major beneficial effect.</p>	
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	<p><b>D7 -</b>                      Site D7 is largely situated within an area of low deprivation. Pewsham borders this site to the north, parts of Pewsham are among the most deprived in Chippenham. Development of this site proposes employment land and development which proposes to deliver community facilities could have wider benefits for the surrounding area.</p> <p><b>E5 -</b>                      Site E5 is situated partially within an area of land considered to have relatively high levels of deprivation and an area with relatively low levels of deprivation. Two areas with some of the highest levels of deprivation in Chippenham are located to the northwest and northeast of this site. The indicative layout proposes residential development in proximity to one of these areas. The provision of community facilities and employment land as part of the mixed-use development of this site would benefit the wider area and support reductions in deprivation nearby.</p> <p><b>Southern Link Road -</b>                      The SLR would support the delivery of community facilities and employment land which would have widespread benefits for existing and proposed residential areas in the south of Chippenham. As such a minor beneficial effect is anticipated.</p> <p><b>Overall -</b>                      Overall this Development Strategy has potential to support a decrease in poverty and deprivation in neighbouring areas of high deprivation through the delivery of local jobs, community facilities and services.</p>	(+) 

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?</p>	<p><b>D7 -</b>                      Development of the site would not result in the loss of any community facilities or amenity space. There are no existing accessible open spaces in the site, however Mortimore’s Wood is situated adjacent to the site. The proposals include provision of green space in proximity of Mortimore’s Wood which could facilitate improved access to this open space. This would constitute a minor positive effect.</p> <p><b>E5 -</b>                      An area of indicative residential development in the west of this site option proposes the loss of an area of accessible open space situated south of Rowden Lane. Proposals should safeguard this open space, however where it can be demonstrated that loss is unavoidable measures to offset the adverse effect are achievable. The indicative greenspace proposed has the potential to be delivered as accessible open space, this would offset the loss of the existing accessible open space near Rowden Lane. Overall a minor adverse is expected.</p> <p><b>Southern Link Road -</b>                      No loss of community facilities or amenity spaces are anticipated as a result of the SLR.</p> <p><b>Overall -</b>                      The extensive area of greenspace proposed on both banks of the River Avon provide an opportunity to create an extensive area of publicly accessible open space. In order to offset the loss of existing open space as a result of development in the north of E5 proposals should be required to deliver vast areas of indicative greenspace as accessible open space. There is also an opportunity to improve access to Mortimore’s Wood, proposals should provide high quality non-motorised access to this open space. Overall a minor adverse effect is anticipated.</p>	(-)
	<p>- Result in the loss of PROW or provision of new PROW?</p>	<p><b>D7 -</b>                      A bridleway runs adjacent to part of the eastern boundary of the site. The bridleway is beyond the site’s boundary and is unlikely to be affected by development.</p> <p><b>E5 -</b>                      A number of PROWs cross through the site. Where PROWs pass through areas of indicative greenspace no effects are anticipated. However, proposed residential</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>development in the west of site has the potential to affect several PRowS. Proposals for development at Site E5 should demonstrate how development would retain PRowS, or where loss or alteration of a PRow is unavoidable, how a suitable alternative would offsets the loss.</p> <p><b>Southern Link Road -</b>                      The proposed alignment would dissect two PRowS which pass north to south through Site E5. Avoidance would be problematic, however provision of pedestrian crossings and appropriate signage would adequately mitigate effects.</p> <p><b>Overall -</b>                      While development of Site D7 is unlikely to adversely affect any PRowS, development proposals for E5 and the SLR, if able to demonstrate that the alteration or extinguishment of a PRow is unavoidable, should include within the design provision of an appropriate alternative route to offset the loss. The alignment of the ELR has the potential to adversely affect a number of PRowS. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented within the design. Opportunities exist to enhance the quality of existing PRowS through development of this strategy and this should be demonstrated through design.</p>	
	<p>- Be accessible to educational and health facilities?</p>	<p><b>D7 -</b>                      Access to Abbeyfield School is moderate and would be directed along the A4 Pewsham Way. The site has strong to moderate non-motorised ease of access to the hospital, and moderate access by public transport services along the A4 London Road. Motorised access to the hospital would likely direct vehicles through Chippenham along the A4 Pewsham Way.</p> <p><b>E5 -</b>                      Access to schools from this site is weak by non-motorised modes. Vehicles accessing schools in the north and east would likely be directed through the centre of Chippenham. Access by public transport in the west of the site is strong and offers a potential solution. Further proposals for this site should include provision of a school to serve the south of Chippenham. This site has strong to moderate non-motorised access to the hospital, the northern areas perform particularly strongly as the hospital</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		is situated immediately north of the indicative areas proposed for residential development. <b>Southern Link Road -</b> This would create stronger motorised access to Abbeyfield School from Site E5. <b>Overall -</b> Weak non-motorised access to schools from E5 is offset by strong public transport access. Sustainable access is strong to moderate throughout this development strategy area. Secondary Schools in Chippenham are reaching capacity and could struggle to support the number of new pupils associated with a development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions to support offsite delivery of new facilities. A minor adverse effect is anticipated.	
<b>10. Reduce the need to travel and promote more sustainable transport choices</b>	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<b>D7 -</b> The site is situated along the A4 Pewsham Way and has moderate to weak access by public transport, performing particularly poorly in the southwest of the site. Development of the site could support an increase in the use of public transport services along this corridor. <b>E5 -</b> The site is situated immediately east of the B4643 and B4528, an existing public transport corridor, as such access to the site by public transport is strong. The site would likely support an increase in demand for bus services along this corridor. Ease of access to the town centre by non-motorised modes from the site is moderate and weaker to the south. Further proposals have the potential to provide direct links within the proposed green area to better connect with the wider pedestrian and cycle network. <b>Southern Link Road -</b> The link road connects two existing bus corridors and has potential to become a future bus corridor, this would strengthen access by public transport for development in Site D7 and E5. <b>Overall –</b> This development strategy should be supported by the provision of a new bus service along the A4 Pewsham Way or the SLR in order to strengthen access by public	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		transport for development in the east of this strategy. Development of this strategy has the potential to deliver non-motorised routes on-site which would enhance access to the town centre from developable areas in the south of this development strategy. Proposals should capitalise on this opportunity. Off-site improvements to non-motorised routes would support this. A minor adverse effect is anticipated.	
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	<p><b>D7 -</b> Residential and employment development of Site D7 has moderate to weak access by public transport and development is unlikely to increase demand for existing services along the A4 London Road. Due to the site's location development is unlikely to support improvements to pedestrian or cycle links to the town or railway station.</p> <p><b>E5 -</b> This site option is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could create new demand for existing bus services along the B4528/B4643 corridor. Further proposals have the potential to integrate on-site pedestrian and cycle routes into existing routes in the wider area, creating more direct links between the town centre and areas further south.</p> <p><b>Southern Link Road -</b> The SLR creates a link between the A4 Pewsham Way and the B4643. This has potential to improve public transport connectivity, although the likelihood of this occurring is unclear.</p> <p><b>Overall -</b> Site E5 has greater potential to support improvements to pedestrian and cycle links than D7. Neither site would support improvements to public transport connectivity directly, although an increase in demand for existing services might manifest from development of E5. In contrast, the SLR, creates the potential for improvements to public transport connectivity by linking the B4643 with the A4 Pewsham Way. This constitutes a minor beneficial effect.</p>	(+) 
<b>11. Encourage a vibrant and</b>	Offer the potential to provide employment land	<b>D7 -</b> This site proposes 10.5ha for employment development, formed of a single area on the	(++) 

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
diversified economy and provide for long-term sustainable economic growth	for B1, B2 and B8 uses?	<p>A4 Pewsham Way. This would support a mix of employment use classes. The A4 is identified as a strategic lorry route, providing employment development at this site with strong access to the strategic lorry route. Access by public transport is moderate with opportunities for improvement.</p> <p><b>E5 -</b>  E5 proposes 18.1ha of employment development. This is shown on the indicative layout drawings as being formed of one large area in the southwest of the site, bordered by the B4643 to the east and A350 to the south. Access to the PRN and strategic lorry route along the A350 is strong. The B4643 is an existing bus corridor, providing strong public transport access to the indicative employment area. The scale, layout and access of the indicative employment land suits a mix of use types.</p> <p><b>Southern Link Road -</b>  The provision of the SLR would create strong access to the PRN from development in Site D7, this would improve access and offer greater potential to provide employment land for B1, B2 and B8 uses.</p> <p><b>Overall -</b>  Overall 28.6ha of employment land is proposed as part of this development strategy, this employment land would have strong access to the PRN and strong to moderate public transport access. The indicative employment areas are suited to a range of business uses. This constitutes a moderate beneficial effect.</p>	
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	<p><b>D7 -</b>  Site D7 proposes two indicative employment areas on the periphery of Chippenham. Employment development at this site would provide an economic benefit to the town; however this is limited due to the distance between the two areas.</p> <p><b>E5 -</b>  The area proposed for employment development in this site would also be situated on the periphery of the town and away from existing built up areas. The scale of employment development proposed at this site would support the vitality of the town, although the moderate to weak non-motorised access and distance between the proposed site and town centre is likely to limit the extent to which the beneficial effect is</p>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		felt. <b>Southern Link Road -</b> The SLR will provide an alternative route from the A350 to the A4 east of Chippenham which avoids the town centre. This would reduce congestion in the town centre which would have some beneficial effects. <b>Overall -</b> This development strategy proposes residential and employment development at a scale which would have a major beneficial effect on the vitality and viability of the town centre, however existing connections between developable areas and the town centre limits this to a minor beneficial effect.	
	Provide infrastructure that will help to promote economic growth?	The delivery of the Southern Link Road between the A350 and the A4 Pewsham Way as part of this development strategy constitutes infrastructure which would help promote economic growth. The completion of the route would create a new road which would support the development of major residential and employment development as well as create a bypass to Chippenham town centre, reducing journey times between the A350 and A4 east of Chippenham. This would have a major beneficial effect on economic growth	(+++)
	Be well connected to Principal Employment Areas?	<b>D7 -</b> The area proposed for employment development is not situated in proximity to the Principal Employment Areas in Chippenham. The provision of a river bridge crossing of the River Avon to the south would improve connections to the Methuen Business Park. A minor beneficial effect is expected. <b>E5 -</b> The indicative area of employment land proposed in the southwest of this site option is situated in proximity to the Methuen Business Park. Improvements to connections between the two sites would capitalise on the potential. <b>Southern Link Road -</b> Motorised access between the south of Site E5 and the Methuen Business Park would be improved through the completion of the SLR which connects with the A350, this would improve connections between the Methuen Business Park and development	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>proposed at Sites D7 and E5.</p> <p><b>Overall -</b>  Development proposed in Site E5 would have connections with Methuen Business Park. The implementation of the SLR would further strengthen these connections as well as creating a connection between the Methuen Business Park and development in Site D7. This constitutes a minor beneficial effect.</p>	
<p><b>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</b></p>	<p>Support the vitality of existing employment areas?</p>	<p><b>D7 -</b>  The area proposed for employment development is not situated in proximity to any existing areas of employment land.</p> <p><b>E5 -</b>  The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the indicative employment site in the southwest of the site. Complementary employment uses at this site would likely bring about beneficial effects for the vitality of these existing employment areas.</p> <p><b>Southern Link Road -</b>  The SLR will improve access between Methuen Park, and Herman Miller Industrial Estate and the employment land proposed in the south of Site E5 via the A350, this would likely support the vitality of these employment areas.</p> <p><b>Overall -</b>  This development strategy would have a minor beneficial effect in supporting the vitality of existing areas of employment. This is due to the proximity of several existing industrial estates located to the west of Site E5.</p>	<p>(+)</p>
	<p>Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)</p>	<p><b>D7 -</b>  10.5ha of employment land is proposed at D7. Employment development would have moderate to weak access by public transport. Improvements to on-site pedestrian access between the A4 London Road and the indicative employment area would be required to ensure employment development is supported by sustainable transport. This should be demonstrated through design. Proposed employment land would also require improvements to off-site pedestrian and cycle infrastructure to ensure access to the town centre as non-motorised access is strengthened. These measures would</p>	<p>(++)</p>



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>improve the commercial desirability of employment land.</p> <p><b>E5 -</b>  The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route. The employment land proposed at E5 meets basic commercial market expectations for a range of employment land types.</p> <p><b>Southern Link Road -</b>  The SLR will improve access to the PRN for employment development in Site D7, increasing its commercial market desirability.</p> <p><b>Overall -</b>  Employment land proposed across both Site D7 and E5 would deliver 26.6ha of employment land. Strong to moderate access by public transport, strong access to the PRN and strategic lorry route and the size of the areas contribute to indicative employment land meeting commercial market requirements for a range of employment types, a moderate beneficial effect is anticipated.</p>	
	Provide employment land in areas that are easily accessible by sustainable transport?	<p><b>D7 -</b>  The proposed area for employment development has moderate access by public transport. Improvements to on-site pedestrian access between the A4 London Road and the indicative employment area would be required to ensure employment development is supported by sustainable transport. Proposed employment land would also require improvements to off-site pedestrian and cycle infrastructure to ensure access to the town centre as non-motorised access is moderate.</p> <p><b>E5 -</b>  Access to indicative employment land at this site is strong by public transport due to the proximity of the B4528/B4643 corridor running adjacent to the site. Non-motorised access to the town centre and transport hubs is weak, however proposals for this site can make provision for strong and direct pedestrian and cycle links through the site to better link the town centre with the proposed employment area.</p> <p><b>Southern Link Road -</b>  While this component of the Development Strategy would not create employment land</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>there is potential for the SLR to become a future public transport corridor which would increase access by sustainable transport for employment land proposed at both sites. The SLR links the B4528 which is an existing bus corridor with the A4 at Pewsham Way.</p> <p><b>Overall -</b>                      Improvements to sustainable access would be required to support employment development at Site D7. The SLR, upon completion, has the potential to become a new bus corridor which would strengthen the sustainable access. Other measures include integrating on-site pedestrian and cycle links with the wider pedestrian and cycle network and ensuring non-motorised access to existing public transport. Overall a minor adverse effect is anticipated.</p>	

**Table A.3: Submitted Strategy assessment**

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
<p><b>1. Protect and enhance all biodiversity and geological features and avoid irreversible losses</b></p>	<p>- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?</p>	<p><b>B1 -</b>                      Development of Site B1 would not directly affect any designated sites of biodiversity or geological value, however, the River Avon County Wildlife Site (CWS) runs along the eastern extent of the site. The Avon is also a BAP Priority Habitat. There is potential for the Avon and over-grown willow along the Avon to support populations of Otter and Bat. Indicative greenspace provides a buffer between development and river, the steep relief of the river bank may deter public access, protecting these species. Proposals should be informed by ecological surveys and should demonstrate how the design ensures adverse effects on identified protected species are avoided. This constitutes a minor adverse effect.</p> <p><b>C1 -</b>                      No designated sites of biodiversity or geological value would be directly affected by development of Site C1. The River Avon CWS in the west of the site is also a BAP Priority Habitat. The European Otter is recorded on this section of river. A key ecological feature within the site is the floodplain grazing marsh alongside the River Avon, which could be an important habitat for wading/wintering birds. Proposals for Site C1 make provision for a buffer zone along the River Avon shown as green space on the indicative layout drawing. This would prevent adverse effects of development on the CWS. Additionally, public access restrictions may be necessary as the European Otter is recorded along this section of the river. Proposals should be informed by ecological surveys and should demonstrate how the design ensures adverse effects on identified protected species are avoided. This constitutes a minor adverse effect.</p> <p><b>E2 -</b>                      As with B1 and C1, development of the site would not directly affect any designated sites of biodiversity or geological value.                      The River Avon CWS passes along the eastern boundary of the site. The floodplain forms a grazing marsh in this site which could have importance for wading and wintering birds. This area coincides with indicative greenspace which is proposed</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>between the River Avon and the developable area. This prevents effects from development on the CWS and associated habitats.</p> <p>Bats are recorded at Patterdown in the west of the site and at Showell in the south. Development is proposed in immediate proximity to both of these areas and could have adverse effects on these populations. Buffer zones between development and existing habitats or the creation of new habitats are measures which would avoid or reduce the effects on these populations. Further proposed development should be informed by ecological surveys to better understand how development of the site can mitigate adverse effects as well as the extent of areas affected.</p> <p>Ecological surveys should be undertaken to identify the extent of Otter activity along the river. As measures can be included within proposals to avoid or reduce adverse effects on Otter, a minor adverse effect is expected.</p> <p><b>Eastern Link Road -</b>  The Eastern Link Road (ELR) would lead to the dissection of the CWS between Site B1 and C1. Avoidance is not considered achievable as the CWS separates B1 and C1. While development proposals can incorporate mitigation measures which somewhat reduce or offset effects on of a river crossing, mitigation of effects is likely to be problematic. A moderate adverse effect is anticipated.</p> <p><b>Cocklebury Link Road -</b>  The CLR would have no direct effects on any designated or undesignated sites of biodiversity or geological value.</p> <p><b>Overall -</b>  The River Avon CWS is a consideration for all three Sites, however the ELR is the only component of this development strategy where measures to mitigate effects would be problematic to achieve. Indicative greenspace proposed along the river at all three sites would provide a buffer between proposed development and the CWS, its habitats and protected species it supports. Ecological surveys should be undertaken to inform proposals and ensure protected Otter and Bat species are not adversely effected by development.</p>	
	- Affect natural features that are important for wildlife or	<p><b>B1 -</b>  Two linear wooded features are present in the south and west of the site along the</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?</p>	<p>disused railway line and the railway embankment. The proposed site layout does not propose buffer zones between these features and residential or employment development which could have adverse effects on these natural features. Further proposals for this site should incorporate buffer zones along the southern and western boundaries to reduce harm to these features.</p> <p><b>C1 -</b>  Site C1 is comprised largely of agriculturally improved fields, boundary hedgerows are low in number which reduces the ecological diversity of the site. The northwest extent of the NWRR in C1 is complemented by a linear wooded feature. There is potential for development to encroach on this feature, however the potential also exists for development to protect or enhance the wooded feature, extending it eastwards to improve habitat connectivity. Further development proposals for this site should consider extending this wooded area.</p> <p><b>E2 -</b>  Key natural features in Site E2 include a significant green corridor along the railway embankment which forms the western boundary, Pudding Brook flowing west to east into the Avon and a network of overgrown hedgerows. These features create habitat connectivity throughout Site E2. The indicative layout shows the developable area extends across Pudding Brook and hedgerows throughout the west of the site, there is no buffer proposed between the railway embankment green corridor. Further proposals should use greenspace to avoid development in proximity to Pudding Brook and the railway embankment as well as accommodating hedgerows into the design. Implementation of these measures would reduce adverse effects on habitat connectivity. Where loss of hedgerows is demonstrated to be unavoidable translocation and new planting would prevent permanent loss.</p> <p><b>Eastern Link Road -</b>  Natural features likely to be adversely affected by the ELR include the green corridor along the railway embankment to the west of Site B1. The dissection of this feature would be unavoidable, as such measures to minimise vegetation loss should be incorporated into the design; translocation is an option which should be considered.</p> <p><b>Cocklebury Link Road -</b></p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The CLR could require the removal of hedgerows along Darcy Close and would dissect a vegetated area in the southwest of Site B1. Ecological surveys should be undertaken to ascertain the ecological significance of these features and make recommendations for the design of the CLR. Proposals should demonstrate how vegetation loss is intended to be minimised and adverse effects mitigated.</p> <p><b>Overall -</b>                      Proposals should protect and enhance green corridors along the NWRR, railway embankment and Pudding Brook. This can be achieved through good design and the provision of green buffers between these corridors and development. The opportunity exists to enhance these corridors. Development proposals would result in the loss of hedgerows, where such loss is demonstrated to be unavoidable translocation of vegetation and new planting would offset this effect. Ecological surveys should be undertaken to ascertain the ecological significance of these green corridors and recommendations for appropriate mitigation should be taken incorporated into the design. A minor adverse effects is anticipated.</p>	
<p><b>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</b></p>	<p>- Use previously developed land, greenfield land or a mix of both?</p>	<p><b>B1 -</b>                      The indicative layout for B1 shows that proposed development would occur predominantly on greenfield land. While a small amount of residential development is proposed on previously developed land at Rawlings Farm, the extent of greenfield land across Site B1 makes avoidance problematic. Mitigation of effects is not considered achievable.</p> <p><b>C1 -</b>                      Similarly Site C1 is comprised largely of greenfield land. Previously developed land at Harden’s Farm is not included within the developable area. Development of Site C1 would result in the permanent loss of greenfield land. Mitigation of effects is not considered achievable.</p> <p><b>E2 -</b>                      As with B1 and C1, development of Site E2 would occur predominantly on greenfield land. There is insufficient brownfield land within this site to deliver the scale of proposed development. As such Site E2 would lead to the permanent loss of greenfield land. Mitigation of effects is not considered achievable.</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Eastern Link Road -</b>  The ELR is proposed entirely within greenfield land. This is unavoidable and mitigation of effects is not deemed to be achievable.</p> <p><b>Cocklebury Link Road -</b>  The CLR proposes to upgrade existing road infrastructure at Darcy Close and extend this on greenfield land on Site B1. Avoidance of greenfield land is not considered achievable, however the quantum of loss is relatively minimal. Mitigation of effects would be problematic.</p> <p><b>Overall -</b>  This development strategy would lead to the permanent loss of previously undeveloped land in the south and east of Chippenham. Mitigation would be problematic.</p>	
	<p>- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?</p>	<p><b>B1 -</b>  Site B1 comprises a Grade 2 (very good) BMV agricultural land with a small area of non-agricultural urban lands in the southwest. There is insufficient land in Site B1 to deliver the scale of development proposed, as such development would lead to the permanent loss of BMV land. Mitigation of effects on BMV land would be problematic.</p> <p><b>C1 -</b>  Grade 3 (good to moderate) agricultural land and Grade 4 (poor) agricultural land extends across much of Site C1. A precautionary approach is taken in regard to Grade 3 land, as such it is presumed to be BMV.  There is a small area of non-agricultural land in the south of the site. Much of the Grade 4 land coincides with the indicative area of green space along the River Avon. Insufficient non-BMV agricultural land exists within Site C1 to deliver mixed-use development at the scale proposed. Development of this site area would lead to the permanent loss of BMV land and this would be problematic to mitigate.</p> <p><b>E2 -</b>  The site is comprised predominantly of BMV agricultural land. Much of the area identified for development coincides with Grade 2 (very good) land, with a small area of Grade 1 (excellent) land situated in the south of E2. The precautionary approach presumes areas of Grade 3 within this site to be BMV. As such the majority of the development area in Site E2 is comprised of BMV land. Areas of non-agricultural and</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>poor land coincide with the extensive area of indicative greenspace. The lack of non-BMV land would result in the permanent loss of BMV land, mitigation is considered problematic.</p> <p><b>Eastern Link Road -</b> The extent of BMV land across the development strategy area makes permanent loss unavoidable.</p> <p><b>Cocklebury Link Road -</b> The CLR is proposed largely within non-agricultural urban lands, a small section is proposed in Grade 2 land. The area of BMV land affected is relatively small, however the permanent loss of BMV land is considered unavoidable.</p> <p><b>Overall -</b> Development of Sites B1, C1, E2 and the ELR would constitute the permanent loss of BMV land on a large scale, adversely affecting agricultural land to the east and south of Chippenham.</p>	
	<p>- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</p>	<p><b>B1 -</b> There are no sites of potential contamination within Site B1. The agricultural use of the land makes remediation of contamination unlikely.</p> <p><b>C1 -</b> Due to its current agricultural use, this site is unlikely to require remediation of contamination. A site of potential land contamination is situated in the southwest of the site in the River Avon floodplain. Greenspace is proposed in this area, therefore no effects on viability or deliverability is anticipated.</p> <p><b>E2 -</b> Site E2 is comprised largely of land in agricultural use, as such remediation of contamination across much of the site is unlikely. There are three sites of potential land contamination within E2. The defunct Westmead Refuse Tip is situated in the northeast of the site on the east bank of the River Avon. Remediation may be required, the results of land contamination surveys would identify the extent of contaminated land. As greenspace is proposed in this area, the viability and deliverability of development is unlikely to be a concern.</p> <p>Land at Showell Nursery and land at Chippenham Shooting Range, may have received</p>	(-)



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>waste for a period of time. The indicative layout proposes residential development in these areas. As such development proposals should be informed by land contamination surveys. This would demonstrate the significant of adverse effects on development in terms of viability and deliverability.</p> <p><b>Eastern Link Road -</b> Contaminated land is not expected to affect the deliverability or viability of the ELR.</p> <p><b>Cocklebury Link Road -</b> There are no sites of potential contamination within proximity to the proposed alignment of the CLR.</p> <p><b>Overall -</b> Localised areas of this development strategy may be adversely affected by sites of potential land contamination. Land contamination surveys would be required to provide further information and guide development proposals. Generally the area is comprised of land historically used for agriculture, as such contaminated land is unlikely to affect the viability or deliverability of development on a significant scale. A minor adverse effect is expected.</p>	
	<p>- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</p>	<p><b>B1 -</b> Site B1 is not situated within a Mineral Safeguarding Area.</p> <p><b>C1 -</b> Site C2 is not situated within a Mineral Safeguarding Area</p> <p><b>E2 -</b> Development at Site E2 would be located partially within an MSA. The extent of the MSA across the developable area at Site E2 is considerable and development could result in the sterilisation of valuable mineral resources. Proposals would need to take this into consideration and ensure that development of land within the MSA would not result in the sterilisation of any viable mineral resources.</p> <p><b>Eastern Link Road -</b> The ELR is not proposed in land which is categorised as a Mineral Safeguarding Area.</p> <p><b>Cocklebury Link Road -</b> The CLR is not situated within an MSA.</p> <p><b>Overall -</b></p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		Sites B1 and C1 as well as the ELR will have no effect on viable mineral resources, however development proposed at Site E2 would occur partially within an MSA. The extent of the MSA makes avoidance problematic, however measures such as extraction prior to development could be taken to ensure that proposals would not result in sterilisation of resources.	
<b>3. Use and manage water resources in a sustainable manner</b>	<p>- Be situated in any of the following:</p> <ul style="list-style-type: none"> <li>• Drinking Water Safeguarding Zone; or</li> <li>• Groundwater Source Protection Zone</li> </ul>	<p><b>B1 -</b>  The site is situated entirely within an Outer Source Protection Zone (Zone 2c). Two tributaries of the River Avon originate within the site, proposals for development should demonstrate appropriate land management practices and ensure suitably sized buffer zones are proposed where development is proposed in proximity to watercourses.</p> <p><b>C1 -</b>  Much of Site C1 is situated within an Outer Source Protection Zone (Zone 2c). Small watercourses draining into the River Avon flow through the site, these are focused in the west of C1. Effects from development on the SPZ can be mitigated through provision of greenspace between proposed development and proximate watercourses. Adherence to appropriate land management practices would be required of development proposals for Site C1.</p> <p><b>E2 -</b>  An area of land in the west of Site E2, proposed for residential development, is situated within an Outer SPZ (Zone 2). An area of land proposed for employment development in the southwest of the site is also affected (Zone 2). Development proposals can sufficiently reduce the effects of development on the Outer SPZ through the incorporation of buffer zones along watercourses where development is proposed nearby. Appropriate land management practices should be demonstrated by development proposals.</p> <p>Pudding Brook flows through the site into the River Avon, this watercourses would be at risk of increased rates of runoff, potentially carrying anthropogenic contaminants. Further development proposals should make provision for a buffer zone between development and Pudding Brook to reduce adverse effects from development on water resources, this buffer zone would also ensure development avoids Flood Zones 2 – 3 associated with Pudding Brook.</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Eastern Link Road -</b>  The indicative alignment of the ELR is proposed in the Outer SPZ which covers much of the area. Design principles to be incorporated within proposals for the road should include surface water management measures which reduce effects on the Outer SPZ.</p> <p><b>Cocklebury Link Road -</b>  The CLR would be situated in an Outer SPZ. In order to prevent adverse effects from development on surface water, proposals for the road should incorporate surface water management measures.</p> <p><b>Overall -</b>  Overall, this development strategy would lead to a large scale of development in land to the east and south of Chippenham, most of which would occur in Outer Source Protection Zones. This requires design proposals for development to demonstrate measures which prevent or adequately reduce adverse effects on source protection zones and the watercourses within them.</p>	
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p><b>B1 -</b>  Site B1 is situated largely within Flood Zone 1 in the River Avon catchment. Potential water resource implications are expected as a result of the proximity of the Avon to indicative development at Site B1. Development of this site would increase impermeable surfaces and therefore runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site can be reduced through the provision of surface water management measures.</p> <p><b>C1 -</b>  This site is situated in the River Avon catchment. Potential water resource implications are anticipated as a result of the close proximity of Site C1 to the river. Development of the site would increase impermeable surfaces and increase runoff rates in an area which drains directly into the Avon. The effects on water resources from development of the site could be reduced through the provision of surface water management measures.</p> <p><b>E2 -</b>  The site is situated largely within Flood Zone 1 with some land adjacent to the Avon and Pudding Brook within Flood Zones 2 – 3. As development of the site would flow</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>directly into the River Avon adverse effects from development on water quality and flows are anticipated.</p> <p>Areas of this site are identified as having a high propensity for groundwater flooding. While these areas coincide with indicative greenspace and would not affect development of this site, the performance of surface water management measures may be impeded.</p> <p>Development of this greenfield site would likely increase surface water runoff due to increased impermeable surfaces. Mitigation could be achieved through incorporating surface water management measures into the further proposals for the site.</p> <p><b>Eastern Link Road -</b></p> <p>The ELR would increase impermeable surfaces and rates of surface water runoff. In order to reduce the adverse effects on surface water the road design should incorporate surface water management strategies such as SUDS. The ELR includes a river bridge crossing of the River Avon which would likely alter the flow of the river. This could have adverse effects on the River Avon downstream, particularly at the Radial Gate in Chippenham town centre. As the River Avon separates Sites B1 and C1 avoidance is not achievable. Adequate mitigation of effects would be problematic.</p> <p><b>Cocklebury Link Road -</b></p> <p>Impermeable surfaces proposed as part of the CLR would increase runoff rates. Surface water management measures such as swales and attenuation ponds would mitigate any adverse effects and should be included within design proposals.</p> <p><b>Overall -</b></p> <p>Surface water management measures should be proposed as part of the design to ensure greenfield rates of surface water runoff following development. Avoidance of development in immediate proximity of Pudding Brook should be demonstrated by proposals for this development strategy. Mitigation of effects from the river bridge crossing on the flow of the River Avon would be problematic As such a moderate adverse effect is expected.</p>	
<b>4. Improve air quality throughout</b>	-Take place within a designated Air Quality Management Area	Implementation of this development strategy would not directly affect any AQMAs.	<b>(0)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
Wiltshire and minimise all sources of environmental pollution	(AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?		
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<p><b>B1 -</b>  Development of Site B1 would lead to an increase in vehicles on local roads. An increase in vehicles would lead to a decrease in air quality, an increase in noise pollution and light pollution at night. This would have a minor adverse effect. Access to the site is proposed from Parsonage Way onto the B4069 north of Chippenham, Cocklebury Road and the A4 London Road. The permitted link road in Area A would provide strong access to the A350, which is categorised as part of the Primary Route Network (PRN), this would reduce through traffic in the town centre. A second vehicular access is proposed from Cocklebury Road, this would provide direct access to the A420 in the centre of Chippenham.  The strong to moderate non-motorised access to the town centre would support a reduction in vehicle dependency. Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the impact of environmental pollution from development.</p> <p><b>C1 -</b>  Development at Site C1 would result in an increase in cars on the local road network. This would decrease air quality and increase noise and light pollution, particularly along the already congested A4 London Road.  Highways access is proposed from Parsonage Way and Cocklebury Road in the north and the A4 London Road in the south. Access to the A350 PRN would be strengthened by the ELR. This would lead to a reduction in through traffic in the town centre.  Site C1 has weak to moderate non-motorised access to the town centre, but strong to</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>moderate access by public transport in the south of the site. Improvements to sustainable transport modes should be implemented through development of C1 to reduce the dependency on the private vehicle and support a reduction in environmental pollution.</p> <p><b>E2 -</b>  Development at Site E2 would lead to an increase in vehicle numbers on local roads. This would result in a decrease in air quality and increase in noise and light pollution, particularly affecting receptors along the B4643 and B4528. Access from the B4643 and A350 would avoid unnecessary through traffic in the town centre and at already congested routes. Development proposals should capitalise on the strong access by public transport and encourage sustainable transport modes in order to reduce private car dependency and lessen the effects of environmental pollution from development.</p> <p><b>Eastern Link Road (and Cocklebury Link Road) -</b>  The ELR is forecast to bring about a 13% (approx.) reduction in traffic flows in the town centre as well as reduce delays at a number of locations throughout the town. Furthermore traffic flows on the A4 Pewsham Way and London Road are forecast to reduce. The reduction in congestion would likely support an improvement regarding environmental pollution. The beneficial effects anticipated from the implementation of the ELR would, to some degree, offset the increase in pollution expected from new vehicles associated with this development strategy. The ELR would alter traffic flows at the Malmesbury Road Roundabout, creating 'turning movement conflicts'. This would require mitigation. Overall this constitutes a mix of beneficial and adverse effects.</p> <p><b>Overall -</b>  Developers should capitalise on proposals in areas with strong or moderate access by public transport or access to the town centre. Providing developable areas with strong sustainable access could support a reduction in private vehicle dependency and therefore reduce environmental pollution. The ELR should be supported by the mitigation measures set out in the Supplementary Transport Assessment prepared by Atkins. A minor adverse effect is expected.</p>	
	- Lie within an area of, or in close proximity to, any	<b>B1 -</b> Development in the west of the site would be in proximity to the railway line, an existing	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	significant source(s) of environmental pollution (air, noise, light)?	<p>source of noise pollution which could affect amenity in the west of the site. This effect could be avoided through the provision of noise barriers, buffer zones between the railway line and development and reduced through landscaping and design.</p> <p><b>C1 -</b> There are no existing sources of environmental pollution in proximity of Site C1.</p> <p><b>E2 -</b> Development at Site E2 is proposed in proximity to the Chippenham Rifle Range, this existing source of noise pollution would likely have adverse effects on development proposed in its proximity. Proposals should demonstrate how development design would reduce the effects on residential amenity, this could be achieved through noise barriers, buffer zones and vegetation screening. The railway passes along the west of Site E2, this could have adverse effects on residential and employment development in the west of the site. A suitable buffer zone could prevent or reduce noise impacts, alternatively further development proposals could introduce tree planting or landscaping to reduce effects</p> <p>The Chippenham Sewage Treatment Works is situated to the site's southeast, however an extensive area of indicative greenspace is proposed between this site and the developable area, preventing any adverse effects.</p> <p><b>Eastern Link Road -</b> No effects on the ELR are anticipated from existing sources of environmental pollution.</p> <p><b>Cocklebury Link Road -</b> The CLR is unlikely to be affected by existing sources of pollution.</p> <p><b>Overall -</b> Small areas of are likely to be adversely affected by localised sources of pollution. Noise pollution from several sources in Site E2 would require investigation to assess the extent of developable area affected. Similarly in proposed development along the railway line in Site B1 should be informed by the results of noise assessments in order to establish the extent to which adverse effects associated with noise disruption would affect development. Avoidance of worst affected land and provision of noise barriers to prevent effects on the amenity of future residents are measures which proposals should incorporate into the design. This would constitute minor adverse effect.</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions	- Reduce greenhouse emissions, in particular carbon dioxide emissions?	<p><b>B1 -</b>                      While increased greenhouse gas emissions are anticipated from the development of Site B1, the small scale development proposed coupled with the strong to moderate access to the town centre and transport hubs would likely lead to less traffic generating carbon emissions. Carbon dioxide emissions from new buildings can be reduced to some extent through meeting standards of sustainable construction and design.</p> <p><b>C1 -</b>                      The development of Site C1 would result in new buildings and increased levels of vehicle traffic, both of which would increase greenhouse gas emissions, particularly carbon dioxide emissions. This is regarded as unavoidable to some extent. Mitigation is likely to remain problematic in the short to medium term. Developers should be encouraged to meet sustainable design standards, this can reduce carbon dioxide emissions from new buildings.</p> <p><b>E2 -</b>                      As with Sites B1 and C1, development of this site would contribute to an increase in greenhouse gas emissions. The net addition of buildings and associated increase in private vehicles would increase carbon dioxide emissions. This is unavoidable to some extent and mitigation of effects is not considered achievable in the short to medium term.</p> <p><b>Eastern Link Road (and Cocklebury Link Road)-</b>                      The provision of the ELR would redistribute vehicles which would also redistribute carbon emission produced by vehicles. A 13% reduction in traffic flows in the town centre is forecast, this could lead to a decrease in carbon emissions; however this is balanced by a forecasted increase in congestion at the Marlborough Road Roundabout. As such the ELR is not expected to bring about any beneficial effects with regard to this SA objective.</p> <p><b>Overall -</b>                      While the scale of Site B1 and its proximity to the town centre can achievablely reduce an increase in greenhouse gas emissions, effects from development of Sites C1 and E2, as a result of their size mitigation would be problematic. The ELR would redistribute vehicles and therefore redistribute carbon dioxide emissions as opposed to</p>	(- -)



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?</p>	<p>reducing them. This development strategy is expected to have a moderate adverse effect.</p> <p>Sites B1, C1 and E2 could incorporate on-site renewable or very low carbon energy generation into development proposals. Roof mounted solar photovoltaic panels should be considered.</p>	<p>(++)</p>
<p><b>5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects</b></p>	<p>- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).</p>	<p><b>B1 -</b> The indicative development areas of this site are situated entirely within Flood Zone 1.</p> <p><b>C1 -</b> The west of the site is situated within Flood Zone 2 and 3, indicative greenspace is proposed in this area. The majority of the developable area of the site is situated in Flood Zone 1 meaning development would be less vulnerable to increasing extreme climatic events such as fluvial flooding.</p> <p><b>E2 -</b> The site is situated predominantly in Flood Zone 1. Land along the River Avon is situated in Flood Zones 2 and 3, these areas coincide with the area of indicative greenspace. Residential development is proposed in the immediate proximity of Pudding Brook, some of this land is within Flood Zones 2 and 3. Further development proposals for this site must avoid development proposed in flood risk areas, this is achievable. As the majority of development proposed occurs in Flood Zone 1 the proposals would be less vulnerable to increasing extreme climatic events such as fluvial flooding.</p> <p><b>Eastern Link Road -</b> The river bridge crossing between Sites D7 and E5 would be situated within Flood Zone 3. This is unavoidable. As such proposals for the bridge should make provision for increased flood water storage in Flood Zone 1 where required to prevent flood risk on-site and downstream.</p> <p><b>Cocklebury Link Road -</b></p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The CLR is proposed in Flood Zone 1.</p> <p><b>Overall -</b>                      This development strategy is generally comprised of land located in Flood Zone 1. Development proposals should avoid Flood Zone 2 and 3 along Pudding Brook. The extent of land affected makes this achievable, greenspace should be proposed. As part of the river bridge design provision should be made for additional floodwater storage capacity within Flood Zone 1. The amount of additional capacity should be informed by the outcome of a flood risk assessment. The flood risk assessment should also highlight how the implementation of the river bridge would affect flows on the Avon and flood risk on-site and downstream. The bridge design should respond to the recommendations made in the flood risk assessment. A minor adverse effect is anticipated.</p>	
	<p>- Address the risk of flooding from all sources?</p>	<p><b>B1 -</b>                      The site is situated largely within Flood Zone 1 with the indicative area of greenspace in the east coinciding with a small area of Flood Zone 2-3. Development would increase rates of surface water runoff which flows into the Avon upstream of Chippenham. Surface water management measures would be required to ensure existing greenfield rates of surface water runoff are achieved as a minimum. This would reduce the risk of groundwater flooding on-site and minimise increases to peak flows on the River Avon downstream, particularly in Chippenham town centre.</p> <p><b>C1 -</b>                      The west of Site C1 is situated in Flood Zone 2-3, this area holds significant flood water storage capacity. The indicative layout demonstrates that development of the site would avoid this area.                      Development would increase impervious surfaces which would likely lead to increased rates of surface water runoff draining directly into the Avon immediately upstream of Chippenham. This would increase flood risk in the town centre, requiring development proposals to incorporate surface water management measures which ensure runoff rates following development are equal to greenfield rates as a minimum.</p> <p><b>E2 -</b></p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The majority of indicative developable areas in Site E2 are situated in Flood Zone 1. An area proposed for residential development in proximity to Pudding Brook is located in Flood Zones 2 and 3. Further proposals should ensure a buffer zone is provided along Pudding Brook to reduce the risk of flooding.</p> <p>Development would increase surface water runoff in proximity to the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Surface water management measures should be incorporated into further development proposals to ensure that existing greenfield rates of surface water runoff are achieved as a minimum, thus reducing the risk of flooding on-site and in settlements downstream.</p> <p><b>Eastern Link Road -</b>                      The ELR would create new impermeable surfaces which would prevent infiltration and increase rates of surface water runoff. The proposed design for the ELR would need to include surface water management measures which mitigate any increase in runoff caused by the road.</p> <p>The river bridge crossing between Site B1 and C1 would likely alter the flow of the river which could have adverse effects on flood risk downstream. Avoidance of the Avon is not achievable as the river runs along the length of Sites B1 and C1. Measures which would adequately mitigate effects from the bridge on river flows to prevent increased flood risk would be problematic.</p> <p><b>Cocklebury Link Road -</b>                      An increase in impermeable surfaces, while small, would lead to increased rates of surface water runoff. As land in Site B1 flows directly into the Avon it is important that the design of the road makes provision for surface water management measures. Swales and attenuation ponds could be incorporated into the design of the road to ensure greenfield rates of runoff.</p> <p><b>Overall -</b>                      A small part of the developable area in Site E2 lies within an area at risk of fluvial flooding. Proposals should avoid Flood Zone 2 and 3. Surface water management measures should be expected as standard for development across this development strategy area. The scale of development, all of which is in proximity to the Avon, could</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		have major adverse effects in terms of flooding on-site and downstream if surface water management measures are not implemented. Proposals should make provision for additional floodwater storage capacity in Flood Zone 1 to prevent increases in flood risk. The river bridge would alter river flows downstream and impede floodwaters which could increase flood risk onsite and downstream. This constitutes a moderate adverse effect.	
<b>6. Protect, maintain and enhance the historic environment</b>	- Affect directly or indirectly a heritage asset?	<p><b>B1 -</b>                      Site B1 contains one heritage asset, a listed building at Rawlings Farm. The building is listed for its architectural interest, as such development at Site B1 would not affect this asset. Open agricultural land within B1 contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Avoidance of this area is not considered achievable due to its extent across the site. However the indicative area of green space proposed along the northern boundary would reduce the effects of development to some extent. Furthermore, the planting of vegetation buffers in this area would reduce views of the proposed development from the north which would further reduce the visual impact on the Conservation Areas. While visual impact from development would be reduced the open agricultural landscape which contributes to the setting of these heritage assets would be reduced by the vegetation buffer, this makes mitigation problematic. A moderate adverse effect is expected.</p> <p><b>C1 -</b>                      Within Site C1 one designated heritage asset is identified, the purpose for designated related to the building's architectural interest which would not be affected by the development at C1.                      Land in the north of Site C1 contributes to the character of the Tytherton Lucas Conservation Area. Development in this area would likely have adverse effect on the remote and open setting of this heritage asset. Residential development proposed in the Marden Valley is limited to a small area adjacent to the NWR. A low density of development would reduce the visual impact on the setting of the Conservation Area and allow space for vegetation screening and landscaping. These measures would reduce views of development, however they would not preserve the open nature of the</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>landscape. This constitutes a moderate adverse effect.</p> <p>There are a number of non-designated heritage assets at Harden's Farm. Development could adversely affect these assets; however, provision of a buffer zone around Hardens Farm would sufficiently mitigate effects.</p> <p>There is high potential for unknown heritage assets of archaeological interest dating from the prehistoric and medieval periods.</p> <p><b>E2 -</b></p> <p>Site E2 contains three listed buildings, all clustered at Rowden Farm. A Scheduled Monument is also located at Rowden Farm.</p> <p>These heritage assets are situated in the east of the site within the area identified as indicative greenspace, as such development of the site is unlikely to have any adverse effects.</p> <p>The Rowden Conservation Area extends across the east of the site. The Conservation Area incorporates agricultural fields which contribute to the setting of Rowden Manor. Residential and employment development is proposed in the south and west of the site, generally beyond the Conservation Area. While this land is outside of the Conservation Area parts of the indicative developable area may contribute to its setting. Vegetation buffers and landscaping would screen views of proposals and should be incorporated into the design.</p> <p>16 non-designated heritage assets are situated within the approximate area of this site, this includes evidence for Neolithic, Bronze Age, Iron Age and Roman settlements. There is also a high potential for unknown heritage assets of archaeological interest.</p> <p><b>Cocklebury Link Road -</b></p> <p>The northern extent of the CLR is proposed on land which contributes to the rural and remote Conservation Areas at Tytherton Lucas and Langley Burrell. As avoidance of this land is not considered achievable proposals for the road should demonstrate how visual impact would be minimised through design.</p> <p><b>Eastern Link Road -</b></p> <p>As the indicative alignment of the ELR passes through land which contributes to the setting of the Langley Burrell and Tytherton Lucas Conservation Areas design of the road must minimise the route's visual prominence. The ELR has high potential to</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		uncover as yet unknown archaeological assets. <b>Overall -</b> Adverse effects from this development strategy relate to the setting of three Conservation Areas, non-designated assets and the high potential for unknown assets. Development proposed in Site B1 and C1 would have moderate adverse effects on the setting of the Tytherton Lucas Conservation Area, additionally development at Site B1 would affect the setting of the Langley Burrell Conservation Area. Landscaping and vegetation buffers will contain views of proposed development, which would reduce adverse effects on these assets, however these measures would also dilute the open landscape, constituting a moderate adverse effect. In Site E2 development could adversely affect the setting of the Rowden Manor Conservation Area. Mitigation of adverse effects on can be achieved through the provision of landscaping and vegetation buffers which would screen views of proposals. This constitutes a minor adverse effect. There is a high risk of as yet unknown archaeological assets being uncovered by development across much of this development strategy area. Archaeological investigations should inform all proposals. Where remains are discovered measures to mitigate effects are achievable. Preservation in situ of discrete areas of remains and recording for more widespread remains is recommended. Overall a moderate adverse effect is expected.	
<b>7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness</b>	- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on: - <i>Internationally/Nationally designated features and their setting;</i> - <i>Locally designated landscapes/features and their setting;</i>	<b>B1 -</b> The land which comprises Option B1 is prominent and forms the rural edge to Chippenham. The landform of this site option is elevated above the River Avon floodplain and supports the remoteness and separation of Langley Burrell. The relief of the site, which slopes eastward towards the Avon, makes mitigation of effects from development on visual amenity problematic to achieve. The linear wooded features along the west and south of the site screen views of Chippenham from the rural north. Development of the site would extend the urban character northwards into the open agricultural landscape. Incorporating green buffers to screen views of development from the north and east would go some way to reducing the visual impact of proposals. In addition, a lesser density of development	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
and sense of place	- <i>Local amenity.</i>	<p>and preventing intrusive large buildings on the site would need to be included as mitigation measures. Overall adequately mitigating adverse effects is expected to be problematic.</p> <p><b>C1 -</b>                      As with B1, there are no designated features within proximity of Site C1. The undulating topography of this site option makes development more suitable in some areas than others. Development of land north of the North Wiltshire Rivers route would reduce separation between Chippenham and Tytherton Lucas and the increase views of development at Chippenham as far as East Tytherton. This would be problematic to mitigate.                      Land immediately south of the NWR route is located on elevated land which is visually prominent in the area. Extending the green buffer along the NWR route would go some way to mitigating this. Large employment buildings proposed in this visually prominent area of the site option would likely be unsuitable and further development proposals should identify more suitable locations within this site option to locate employment land.                      Overall mitigation of visual effects from development proposed in the north of this site option would be problematic. This is due to the extent of indicative residential land proposed in the visually prominent Marden Valley.</p> <p><b>E2 -</b>                      Again, E2 has no designated features within proximity of the site. Development of Site E2 makes provision for an extensive area of greenspace along the River Avon in the east of this site which protects the flat and wide open views associated with the floodplain. Development at this site is proposed in the west of the site in proximity to existing development. No effects are expected upon the local landscape or visual amenity.</p> <p><b>Eastern Link Road -</b>                      The proposed ELR alignment passes through agricultural land north and east of Chippenham. Generally these areas are remote and rural in character, although proposed development would alter the character of these areas. The ELR would comprise the eastern edge of development in Site C1, as such proposals should</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>ensure that the road is unobtrusive and minimises effects on visual amenity and landscape character.</p> <p><b>Cocklebury Link Road -</b>  Where the CLR passes through land in the north of B1 there is potential for an adverse effect on land which contributes to the remoteness of Langley Burrell. Proposals for this road infrastructure should demonstrate how the design of the route minimises the visual impact and effects to local amenity.</p> <p><b>Overall -</b>  Adverse effects arising from the development of this strategy are focused in the north of Sites B1 and C1, where proposed development would occur in visually prominent areas. Development in these areas would have adverse effects on the landscape character and visual amenity across a wide area, mitigation would be problematic. As such a moderate adverse effect is expected from this development strategy.</p>	
<b>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures</b>	<p>- Help meet affordable housing needs/the needs of the local community (if known)?</p>	<p><b>Overall -</b>  This development strategy proposes approximately 2500 dwellings across the three site. This creates the opportunity for the delivery of a good quality affordable housing in a range of sizes, tenures and types. This would contribute to meeting local housing needs, particularly in the south and east of Chippenham.</p>	(+++)
<b>9. Reduce poverty and deprivation and promote more inclusive and self-contained communities</b>	<p>- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?</p>	<p><b>B1 -</b>  Site B1 is not situated in proximity to any areas of high deprivation</p> <p><b>C1 -</b>  Site C1 is situated within an area of moderate deprivation. Development at this site would occur immediately north of an area of high deprivation at Pewsham. The indicative layout proposes residential development immediately adjacent to this area of deprivation.</p>	(+)



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>E2 -</b>                      This site is situated partially in land considered to have relatively high deprivation rates and partially in land considered to have relatively low deprivation rates. Two key areas of high deprivation in Chippenham are located to the northwest and northeast of this site. The indicative layout proposes residential development in the west of the site in proximity to one area of high deprivation.</p> <p><b>Eastern Link Road -</b>                      The ELR would improve access to existing community facilities in the surrounding area as well as support the delivery of new facilities and employment land. This would have widespread benefits for existing and proposed residential areas in the northeast of Chippenham and at Pewsham. As such a minor beneficial effect is anticipated.</p> <p><b>Cocklebury Link Road -</b>                      The CLR would support for the delivery of proposed employment land and community facilities in Site B1 which could benefit existing communities and support a reduction in deprivation locally. This constitutes a minor beneficial effect.</p> <p><b>Overall -</b>                      This development strategy holds the potential to provide community facilities and employment land which would support a reduction in deprivation levels in the surrounding area, particularly in a number of areas of high deprivation.</p>	
	<p>- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?</p>	<p><b>B1 -</b>                      Development of the site would not result in the loss of any existing or proposed community facilities or amenity space.                      The indicative greenspace proposed in the northeast of the site has the potential to be publically accessible open space and could link to accessible open space along the River Avon. The 12ha of green space proposed constitutes a minor beneficial effect.</p> <p><b>C1 –</b>                      Development of the site would not result in the loss of any existing community facilities or amenity space. There are no accessible open spaces within the site although playing fields at Harden’s Mead and Abbeyfield School are situated adjacent to the site. The proposed green space along the River Avon could be publicly accessible and link to accessible open space further along the river. 35ha of green space is proposed,</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		this would be a minor beneficial effect. <b>E2 –</b> Development of Site E2 would lead to the loss of an area of accessible open space in the west of the site along the B4528/B4643. Further proposals for this site could prevent the loss of this open space. Where it can be demonstrated that loss is unavoidable proposals should create additional open space to offset the loss. The indicative layout proposes a vast area of green space in the east of the area which has potential to be provided as accessible open space. This would offset the loss of existing open space, resulting in a minor adverse effect. <b>Eastern Link Road -</b> The ELR would not affect any accessible open spaces. <b>Cocklebury Link Road -</b> The CLR would not affect any areas of accessible open space. <b>Overall -</b> Other than an area in Site E2 this development strategy would not result in the loss of any accessible open spaces. Other than an area in Site E2 this development strategy would not result in the loss of any accessible open spaces. In order to offset the loss of existing open space as a result of development in the north of E5 proposals should be required to deliver vast areas of indicative greenspace as accessible open space. Overall a minor adverse effect is anticipated.	
	- Result in the loss of PROW or provision of new PROW?	<b>B1 -</b> In the west of Site B1 a Byway becomes a PRoW and passes through the southwest of the site. A PRoW runs south to north connecting Upper Peckingell Farm with development in the north of Chippenham. Development of the site could disrupt either of the PRoWs or the Byway, however avoidance of adverse effects is straightforward. Where development seeks to alter a PRoW provision of an alternative routes should be provided to offset the impact. <b>C1 -</b> A number of PRoWs link Harden’s Farm to Chippenham in the south and Tytherton Lucas in the north. Proposed development areas could avoid the PRoWs, however if it can be demonstrated that harm is unavoidable mitigation would be achievable through	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>the appropriate provision of an alternative route. Further development proposals for this site would have to consider this. The NWRR is a Sustrans National Cycle Route (403). Development should integrate with and where possible enhance this route.</p> <p><b>E2 –</b>  A number of PRoW run through the site. Where PRoWs pass through areas proposed for green space adverse effects are not anticipated. Proposed residential development in the west of Site E2 has the potential to affect several PRoWs. Further development proposals for the site should retain PRoWs, where it is demonstrated that loss or alteration of PRoWs is unavoidable provision of suitable alternatives can offset the impact.</p> <p><b>Eastern Link Road -</b>  The ELR would dissect a number of Rights of Way, including a network PRoWs south of Birds Marsh Wood, as well as several PRoWs in Site B1 and C1. Additionally, the ELR would dissect the NWRR. As avoidance of these features is not considered achievable, however the provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects.</p> <p><b>Cocklebury Link Road -</b>  The CLR is proposed in an area with a number of PRoWs and a Byway. The indicative alignment dissects one PRoW and runs parallel to another. The implementation of the CLR has the potential to adversely affect a number of PRoWs, however, the design could incorporate nearby PRoWs into the design and provide enhancements to the existing PRoW network in the immediate vicinity of the CLR. Where the route dissects PRoWs pedestrian crossings and appropriate signage would effectively mitigate adverse effects.</p> <p><b>Overall -</b>  Where development proposals can demonstrate that the alteration or extinguishment of a PRoW is unavoidable the design should be required to make provision of an appropriate alternative route to offset the loss. The alignment of the ELR has the potential to adversely affect a number of PRoWs. Measures including provision of pedestrian crossings and appropriate signage would adequately mitigate adverse effects and can be implemented within the design. Opportunities exist to enhance the</p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		quality of existing PRowS through development of this strategy and this should be demonstrated through design.	
	- Be accessible to educational and health facilities?	<p><b>B1 -</b>                      Development of Site B1 would have weak non-motorised access to the hospital. Furthermore the site has weak access by public transport. Motorised access would be directed through central areas of Chippenham. Although development of the site would be in proximity to Abbeyfield School, the River Avon constrains access. The provision of the ELR mitigates this.</p> <p><b>C1 -</b>                      Residential development in the south of the site would benefit from strong access to Abbeyfield School. Non-motorised access to the hospital from C1 is weak, however public transport services along the A4 would provide an alternative means off access to the hospital from the south of the site.</p> <p><b>E2 -</b>                      Access to schools is weak by non-motorised modes. Access by public transport is strong, vehicular access would direct traffic through town to existing schools in the north and east. This site has strong access the hospital, particularly for the northern most area proposed for residential development.</p> <p><b>Eastern Link Road -</b>                      The ELR would improve motorised access to Abbeyfield School from Site B1.</p> <p><b>Cocklebury Link Road -</b>                      The CLR would provide an alternative motorised route to existing facilities, it is not anticipated that this would strengthen access to existing educational or health facilities.</p> <p><b>Overall -</b>                      Poor access to existing educational or health facilities is experienced throughout this development strategy area. In some circumstances strengthening non-motorised or public transport access to existing facilities would be problematic. Secondary Schools in Chippenham are nearing capacity and could be unable to support the number of new pupils anticipated from development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		financial contributions towards enabling the delivery of new facilities offsite. A minor adverse effect is anticipated.	
<b>10. Reduce the need to travel and promote more sustainable transport choices</b>	- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?	<p><b>B1 -</b> The site has weak to moderate access by public transport, the B4069 is identified as having potential to become a public transport corridor which could improve public transport access. Ease of access to the town centre by non-motorised modes from the site is strong to moderate and improvements to offsite pedestrian and cycle facilities would likely improve this.</p> <p><b>C1 -</b> Development proposed at the south of the site would benefit from strong ease of access by public transport along the A4 London Road. The north of the site benefits from the proximity of NWRR, which provides a non-motorised link to Chippenham. There is also potential for proposals to enhance non-motorised access in the south of the site by integrating the development with the cycle route. Development in the north of the site has weaker ease of access by public transport and would require the provision of a new public transport corridor along the proposed ELR to strengthen public transport access. Improvements to existing services along the A4 bus corridor would not be sufficient due to the distance of the corridor from the developable area in the north of C1.</p> <p><b>E2 -</b> The site is situated along the B4643 which is well served by public transport. Development of the site could support an increase in the use of public transport services along this corridor. Ease of access to the town centre by non-motorised modes from the site is moderate and further proposals could create links within the proposed green area to better with the pedestrian and cycle network in the wider area.</p> <p><b>Eastern Link Road -</b> The ELR has potential to become a future bus corridor which would strengthen access by public transport for proposed development, particularly in Site B1 and the north of</p>	<b>(-)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>C1.  <b>Cocklebury Link Road -</b>  No effects are expected from the implementation of the CLR.  <b>Overall -</b>  Proposals for this development strategy should be supported by improvements to non-motorised access to the town centre, particularly for C1 and E2. While development proposals can ensure on-site pedestrian and cycle links integrate well with the wider network, improvements to off-site pedestrian and cycle routes would be required. Access by public transport is strong in E2, however a new bus corridor along the proposed ELR would be required to support development in B1 and C1. A minor adverse effect is anticipated.</p>	
	<p>- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?</p>	<p><b>B1 -</b>  The NWRR crosses the River Avon in the southeast of B1 and then follows the river southwards. There is potential for development at Site B1 to integrate with and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north.  <b>C1 -</b>  Site C1 has the potential to improve pedestrian and cycle access from the south of the site would rely upon proposals integrating with the NWRR. This would improve non-motorised access to the town centre, railway station and College. Proposals for development at Site C1 should capitalise upon this opportunity.  <b>E2 -</b>  At Site E2 there are opportunities to create on-site pedestrian and cycle links between the developable area and the town centre. Development at Site E2 is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could increase the use of services along the existing corridor.  <b>Cocklebury Link Road -</b>  The CLR is not anticipated to support improvements to public transport, pedestrian or cycle connectivity to key hubs in Chippenham.  <b>Eastern Link Road -</b></p>	<b>(+)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The ELR has the potential to become a future public transport corridor. The ELR would not provide support for improvements to public transport or pedestrian links between development and the town centre, station or College.</p> <p><b>Overall -</b>  Development of all three sites could enhance non-motorised access to central areas of Chippenham through on-site provision of pedestrian and cycle links. This would need to be supported by improvements to off-site pedestrian and cycle routes. There is limited potential to improve public transport connectivity although the ELR could become a new bus corridor which would support proposed development in Site B1 and C1. Overall this development strategy has the potential to improve connectivity, measures would be required to ensure these measures are incorporated into design.</p>	
<p><b>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</b></p>	<p>Offer the potential to provide employment land for B1, B2 and B8 uses?</p>	<p><b>B1 -</b>  Site B1 proposes 5ha of employment generating land, however the indicative layout does not establish the location of this area. The small quantum of land make the site less well suited to large B8 units.  The ELR will provide strong access to the PRN and holds the potential to become a future public transport corridor. Site B1 has strong to moderate non-motorised access to the town centre and transport hubs. This creates the potential for a range of employment generating uses.</p> <p><b>C1 -</b>  20ha of employment development is proposed at Site C1. The indicative layout shows this as two areas, a large area in the northeast bordering the NWRR and a small area south of Stanley Lane. The amount and indicative location of employment land supports the delivery of a mix of business use classes.  Access to the PRN and strategic lorry route would be strong thanks to the provision of The A4 and A350 are identified as a strategic lorry route, employment development at the ELR. The employment land proposed in the southeast of Site C1 in proximity to the A4 would benefit from strong access by public transport while the indicative area in the north of the site would require improved access by public transport to support development.</p> <p><b>E2 -</b></p>	<p>(+++)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Site E2 proposes 18.1ha of employment development, the indicative layout drawing shows this as one large area in the southwest of the site along the A350. The scale and location of this employment land would be suited to a mix of use types. Access to the PRN and strategic lorry route along the A350 is strong. The B4528/B4643 is a bus corridor, making public transport access to the indicative employment area strong. As such Site E2 offers the potential to provide B1, B2 and B8 employment land.</p> <p><b>Eastern Link Road -</b>  Delivery of the ELR would create strong access to the A350 PRN from the indicative employment areas proposed in Site C4, thus offering greater potential for employment development as part of this development strategy.</p> <p><b>Cocklebury Link Road -</b>  The CLR would integrate with the ELR, strengthening access to the PRN and strategic lorry route from Site B1.</p> <p><b>Overall -</b>  A large quantum of employment development is proposed across Sites B1, C1 and E2. These indicative areas would have strong access to the PRN. The three site would provide land suited to a mix of B1, B2 and B8 development. This development strategy proposes 43.1ha of employment land suited to a range of use classes, constituting a major beneficial effect.</p>	
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	<p><b>B1 -</b>  Employment development at Site B1 would have strong to moderate non-motorised access to the town centre and transport hubs. On-site enhancements to pedestrian and cycle links would further improve access. The proximity of the site to Chippenham town centre would support movement between employment land at Site B1 and the town centre, supporting the town's viability.</p> <p><b>C1 -</b>  At Site C1 the indicative employment areas have a peripheral location with moderate to weak access to the town centre. While new employment development would benefit existing employment in the town, the distance of these sites from the centre and the moderate non-motorised access will likely limit the beneficial effect.</p>	<b>(+)</b>



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>E2 -</b>                      The area proposed for employment development at Site E2 would be situated at the southern extent of the town at a distance from the town centre. Employment development at the scale proposed would likely support the vitality and viability of the town; however the distance of this employment land from the town centre is likely to limit this beneficial effect.</p> <p><b>Eastern Link Road (and Cocklebury Link Road -</b>                      The ELR would create an alternative route from the A350 north of Chippenham to the A4 London Road, this is forecast to reduce traffic flows in the town centre by approximately 13%. This would reduce congestion, providing a beneficial effect for the town.</p> <p><b>Overall -</b>                      This development strategy would support the vitality and viability of the town centre, particularly through the delivery of the ELR, however the weak non-motorised access to the town centre from C1 and E2 could limit the beneficial effect somewhat.</p>	
	Provide infrastructure that will help to promote economic growth?	<p><b>B1 -</b>                      Site B1 would not provide any infrastructure which would promote economic growth.</p> <p><b>C1 -</b>                      The indicative green area proposed along the River Avon would support the formation of a continuous green infrastructure corridor along the river into the town centre, this could have minor beneficial effects on economic growth in Chippenham. There is potential for proposals to integrate with and facilitate on-site improvements to the NWRR, providing cycle infrastructure that would strengthen access to the town centre and transport hubs.</p> <p><b>E2 -</b>                      Site E2 proposes an extensive area of green infrastructure along the River Avon, this would have minor beneficial effects on economic growth by better connecting the river with the town centre.</p> <p><b>Eastern Link Road -</b>                      This development strategy, in delivering the Eastern Link Road, would promote economic growth by reducing traffic flows in the congested town centre and supporting</p>	(+++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		major economic and employment development to the northeast of Chippenham. <b>Cocklebury Link Road -</b> The provision of this link road is forecast to reduce traffic flows in the town centre by approximately 6%. This would likely have a moderate beneficial effect on economic growth. Additionally the CLR would support the delivery of residential and employment development at Site B1. <b>Overall -</b> The ELR and CLR would support major residential and employment development as well as reduce traffic flows in the town centre. This constitutes a major beneficial effect. Additionally Sites C1 and E2 propose green infrastructure corridors along the River Avon which would likely have a minor beneficial effect on economic growth.	
	Be well connected to Principal Employment Areas?	<b>B1 -</b> The employment land proposed in B1 would be situated immediately adjacent to the Parsonage Way Industrial Estate, access to the site from Parsonage Way would ensure strong connections between the two sites. <b>C1 -</b> The indicative employment areas proposed currently shares little relation to existing Principal Employment Areas. However the provision of a highway access from the north and improvements to the NWR route has potential to create strong connections to the Parsonage Way Industrial Estate. Proposals for development should demonstrate through design how this would be achieved. A minor beneficial effect is expected. <b>E2 -</b> The area proposed for employment development in E2 is situated in proximity to the Methuen Business Park; however improvements to connections between the two sites would be required to capitalise on this proximity. <b>Eastern Link Road -</b> The ELR would strengthen connections between proposed employment development in Site B1, indicative employment land in Site C4 and the Parsonage Way Industrial Estate. <b>Cocklebury Link Road -</b>	(+)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Connections between the Parsonage Way Industrial Estate and development at Site B1 would be strengthened by the provision of the CLR. This would have a minor beneficial effect.</p> <p><b>Overall -</b>                      This development strategy proposes development in proximity to two Principal Employment Areas. While existing connections are moderate improvements to non-motorised access would support strengthened connections. This can be achieved on-site through development design. Overall a minor beneficial effect is expected.</p>	
<p><b>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</b></p>	<p>Support the vitality of existing employment areas?</p>	<p><b>B1 -</b>                      Development at Site B1 would likely support the vitality of the adjacent Parsonage Way Industrial Estate and nearby Langley Park employment area.</p> <p><b>C1 -</b>                      Development of Site C1, while not situated in immediate proximity of any existing employment areas, would have strong connections with the Parsonage Way Industrial Estate and the Langley Park employment area. These connections would be provided by the ELR and NWRR. Development of C1 offers the potential to improve the NWRR.</p> <p><b>E2 -</b>                      The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the proposed employment development area in this site. Employment development at this site would likely have beneficial effects on the vitality of these existing employment areas in the south of Chippenham. Improved non-motorised access between the Site E2 and these employment areas should be strengthened through further proposals.</p> <p><b>Eastern Link Road -</b>                      Implementation of the ELR will improve access to existing employment areas in the north of Chippenham as well as strengthening access to the PRN and strategic lorry route.</p> <p><b>Cocklebury Link Road -</b>                      The CLR would provide an alternative motorised access to existing employment areas which would support the vitality of these sites.</p> <p><b>Overall -</b></p>	<p><b>(+)</b></p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		This development strategy proposes development in proximity to a number of existing employment areas in the north and southwest of Chippenham. The implementation of the ELR and potential for improvements to the NWRR would improve links between the existing and proposed employment areas. A minor beneficial effect on the vitality of existing employment areas is expected.	
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p><b>B1 -</b>                      Site B1 proposes 5ha of employment development. The small scale of indicative employment land and landscape constraints which prevent larger units being located at the site make B8 development unsuitable. Strong access to the PRN and strong to moderate non-motorised access to the town centre and transport hubs supports a range of business types. Improved access by public transport would further support employment development at Site B1 in meeting commercial market requirements.</p> <p><b>C1 -</b>                      Access to the strategic lorry route and PRN would be strong at both indicative employment areas. The scale of the large employment area in the east of Site C1 is suited to a mix of employment types, however access by public transport is stronger at the smaller site along Stanley Lane, making it better suited to higher employment densities.</p> <p><b>E2 -</b>                      The quantum of indicative employment land proposed, strong access by public transport and strong access to the PRN and strategic lorry route make this site well suited to a mix of use class types. Employment land at this site meets the basic commercial requirements for B1, B2 and B8 uses.</p> <p><b>Eastern Link Road -</b>                      The ELR would strengthen access to the PRN for employment development located within Site B1 and C1.</p> <p><b>Cocklebury Link Road -</b>                      Integration with the permitted link road in Area A creates strong connections to the PRN and strategic lorry route for employment development at Site B1. This ensures strong transport connections to the strategic road network for employment uses.</p>	(+++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Overall -</b>                      Overall, development of this strategy would provide 43.1ha of employment land across a range of sites. The variety of employment land proposed would offer a range of commercial market requirements, thus supporting a range employment types and constituting a major beneficial effect.</p>	
	<p>Provide employment land in areas that are easily accessible by sustainable transport?</p>	<p><b>B1 -</b>                      The NWRR is situated in the southeast of the site and provides strong links to the railway and town centre. On-site and off-site improvements to the pedestrian and cycle network would ensure improved non-motorised access to the site from existing transport hubs in the town centre.                      Access by public transport is weak, however there is potential exists for the B4069 or the ELR to become a future bus corridor which would strengthen access to employment development at this site.</p> <p><b>C1 -</b>                      The employment land proposed in the southeast of C1 benefits from strong access by public transport.                      The larger site in the northeast of the site is poorly served by public transport, however improvements to on-site pedestrian routes and integration with the North Wiltshire River Routes would provide improved non-motorised access to public transport.</p> <p><b>E2 -</b>                      Access to Site E2 by public transport is strong. The indicative area for employment development is situated on the B4643, which is an existing bus corridor.                      Non-motorised access to the town centre and transport hubs is weak and would require on-site improvements to pedestrian and cycle links between the town centre and proposed employment land in order to provide a greater range of sustainable transport modes serving the proposed employment area.</p> <p><b>Eastern Link Road -</b>                      There is potential for the ELR to become a future bus corridor, access by public transport would be strengthened throughout Site B1 and C1 as a result.</p> <p><b>Cocklebury Link Road -</b>                      The CLR is unlikely to enhance sustainable transport access to proposed employment</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		development in Site B1. <b>Overall -</b> Provision of a new bus corridor along the ELR would be required to support proposals for this development strategy. Proposals should demonstrate how the design incorporates high quality pedestrian and cycle routes on-site, connecting with the wider network and providing stronger sustainable access for employment sites. Proposals should integration with the NWRR. On-site provision of pedestrian and cycle links would create strong connections between the town centre and indicative employment development in the south of Site E2. A minor adverse effect is expected.	

**Table A.4: Mixed Strategy assessment**

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
<p><b>1. Protect and enhance all biodiversity and geological features and avoid irreversible losses</b></p>	<p>- Affect a designated / undesignated site of biodiversity or geological value or affect legally protected species?</p>	<p><b>B1 -</b>  No designated or undesignated sites of biodiversity or geological value would be directly affected by development of Site B1. The River Avon CWS runs along the eastern extent of the site, the river is categorised as a BAP Priority Habitat. European Otter is recorded along the River Avon and over-grown willow along the river have potential to support populations of protected Bat. Indicative greenspace provides a buffer between development and the river. The steep relief of the western bank of the river will likely impede public access to some extent. There remains, however, potential for a minor adverse effect from development on protected species, however mitigation of effects is achievable through design. Proposals should demonstrate how the design is informed by ecological surveys and how measures are incorporated into the development.</p> <p><b>E5 -</b>  Similarly development of Site E5 would not have any effects on any designated sites of biodiversity or geological value. The River Avon CWS and Mortimore’s Wood CWS to the east of Site E5 are protected from development by an extensive area of indicative greenspace, this would also protect associated habitats.  A number of protected species are recorded in the south and west of E5, this includes several species of Bat and European Otter. Measures to reduce and prevent effects from development on these populations, such as buffer zones and habitat protection/creation, could achievable reduce adverse effects. Development proposals should be informed by ecological surveys and the proposals should demonstrate how the design incorporates measures which responds to identified populations of protected species.</p> <p><b>Cocklebury Link Road -</b>  The Cocklebury Link Road (CLR) would have no direct effects on any designated or undesignated sites of biodiversity or geological value.</p> <p><b>Overall -</b>  While this development strategy proposes development in proximity to two County</p>	<p><b>(-)</b></p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		Wildlife Sites, the potential for adverse effects is reduced through the provision of indicative greenspace which provides buffers between these sites and the developable areas. However proposals for development should be expected to ensure that the design responds to ecological surveys and prevents or reduces adverse effects on protected species. A minor adverse effect is expected.	
	- Affect natural features that are important for wildlife or landscape character such as trees or hedgerows, or areas of ancient woodland not subject to statutory protection?	<p><b>B1 -</b> Two linear wooded features are present in the south and west of the site along the disused railway line and the railway embankment. The proposed site layout does not propose buffer zones between these features and residential or employment development which could have adverse effects on these natural features. Further proposals for this site should incorporate buffer zones along the southern and western boundaries to reduce harm to these features.</p> <p><b>E5 -</b> E5 has a network of hedgerows, many of which are mature and overgrown, these connect with Pudding Brook and the green buffer along the railway embankment to provide habitat connectivity throughout the area. The indicative layout proposes residential development on land surrounding Pudding Brook, this would likely have adverse effects on this natural feature and further proposals should include a green buffer to avoid harm.</p> <p><b>Cocklebury Link Road -</b> The CLR would dissect the green corridor along the railway line, this is unavoidable as this feature extends along the entire west boundary of Site B1. As such the design of the road should seek to reduce vegetation loss and avoid any areas of particular importance for wildlife. Where vegetation loss is unavoidable measures to offset effects to biodiversity should be demonstrated.</p> <p><b>Overall -</b> Green corridors along the railway line, the NWRR in B1, and Pudding Brook should be protected from encroachment. Proposals can achieve this with the provision of a buffer between development and these corridors. The opportunity exists for development of this strategy to enhance these features. Proposals would likely result in the loss of vegetation, translocation of vegetation or plantation should be proposed to offset this.</p>	(-)



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		The biodiversity value of these natural features should be determined through ecological surveys, the results of which should inform design and appropriate measures to be included within the design. A minor adverse effect is expected.	
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	- Use previously developed land, greenfield land or a mix of both?	<p><b>B1 -</b> The indicative layout for B1 shows that proposed development would occur predominantly on greenfield land. While a small amount of residential development is proposed on previously developed land at Rawlings Farm, the extent of greenfield land across Site B1 makes avoidance problematic. Mitigation of effects is not considered achievable.</p> <p><b>E5 -</b> Other than land at Showell Nursery, Site E5 comprises greenfield land. There is insufficient brownfield land to deliver the scale of development proposed for this site, as such mitigation is problematic.</p> <p><b>Cocklebury Link Road -</b> The CLR is located largely in greenfield land, the southern and western sections would occur on an existing road. Avoidance of greenfield land is not considered achievable, therefore the ELR would lead to the permanent loss of greenfield land. Mitigation of effects would be problematic.</p> <p><b>Overall -</b> This development strategy would result in the permanent loss of BMV agricultural land to the north and south of Chippenham. There is insufficient previously development land to deliver the scale of development proposed by this development strategy</p>	(- -)
	- Result in the permanent loss of the Best and Most Versatile Agricultural land (Grades 1, 2, 3)?	<p><b>B1 -</b> The site is comprised predominantly of Grade 2 (very good) BMV agricultural land. A small area of non-agricultural urban lands is located in the southwest of this site, although this is not sufficient in size to deliver scale of development proposed. As such mitigation of effects on BMV land would be problematic.</p> <p><b>E5 -</b> E5 contains areas of Grade 1 (excellent), Grade 2 (very good), Grade 3 (good to</p>	(- -)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>moderate) and grade 4 (poor) agricultural land. Presuming Grade 3 land to be BMV results in the developable area of Site E5 consisting predominantly of BMV land. Areas of Grade 4 land lie within the floodplain, as a result mitigation is considered problematic.</p> <p><b>Cocklebury Link Road -</b>  The CLR is proposed largely within non-agricultural urban lands, a small section is proposed in Grade 2 land. Realignment of the road to incorporate urban lands could be achieved, thereby avoiding the permanent loss of BMV land, however the area affected is small and proposed development of B1 would result in the permanent loss of BMV land regardless.</p> <p><b>Overall -</b>  Non-BMV land exists in both Site B1 and E5, however the extent of this land is not sufficient enough to deliver the scale of development this strategy proposes. Furthermore areas of poor agricultural land coincide with areas at risk of fluvial flooding. Development of this strategy would result in the permanent loss of BMV agricultural land, mitigation is considered problematic.</p>	
	<p>- Require the remediation of contaminated land? If so, would this lead to issues of viability and deliverability?</p>	<p><b>B1 -</b>  There are no sites of potential contamination within Site B1. The agricultural use of the land makes remediation of contamination unlikely.</p> <p><b>E5 -</b>  Remediation of land is unlikely based on the extent of agricultural land across Site E5, however land and Showell Nursery and land at Chippenham Shooting Range may have received waste in the past. Land contamination surveys would identify the extent of land requiring remediation and inform the extent to which contamination is a risk to the viability and deliverability of proposed development.</p> <p><b>Cocklebury Link Road -</b>  There are no sites of potential contamination within proximity to the proposed alignment of the CLR.</p> <p><b>Overall -</b>  Two sites of potential land contamination, both situated in Site E5, would require land contamination surveys to investigate the extent of contamination and how this would</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	<p>- Lead to the sterilisation of viable mineral resources? If so, is there potential to extract the mineral resource as part of the development?</p>	<p>affect the viability and deliverability of residential development. The extent of these areas is small and development could achievably mitigate adverse effects.</p> <p><b>B1 -</b> Site B1 is not situated within a Mineral Safeguarding Area.</p> <p><b>E5 -</b> In Site E5 an MSA extends across a small area, much of which is comprised of indicative green space. Small areas of indicative residential land coincides with the MSA, avoidance of these areas is achievable. Alternatively proposals could demonstrate how development would not lead to sterilisation of mineral resources.</p> <p><b>Cocklebury Link Road -</b> The CLR would not have any effects on any viable mineral resources as the area is not categorised as a MSA.</p> <p><b>Overall -</b> Development at Site B1 and part of Site E5 would have no effect on viable mineral resources. Where possible development in the MSA in Site E5 should be avoided. Where development of Site E5 is proposed in a Mineral Safeguarding Area proposals should ensure that sterilisation of viable mineral resources would not occur. Proposals for extraction prior to development would also address this.</p>	(-)
3. Use and manage water resources in a sustainable manner	<p>- Be situated in any of the following:</p> <ul style="list-style-type: none"> <li>• Drinking Water Safeguarding Zone; or</li> <li>• Groundwater Source Protection Zone</li> </ul>	<p><b>B1 -</b> The site is situated entirely within an Outer Source Protection Zone (Zone 2c). Two tributaries of the River Avon originate within the site, proposals for development should demonstrate appropriate land management practices and ensure suitably sized buffer strips are proposed between development and watercourses.</p> <p><b>E5 -</b> Indicative residential land south of Rowden Lane in the west of Site E5 and indicative employment land in the south are located within an Outer SPZ. Development at E5 can reduce effects on this SPZ by ensuring appropriate land management practices and incorporating buffer zones between development and water courses, particularly Pudding Brook.</p> <p><b>Cocklebury Link Road -</b></p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The CLR would be situated in an Outer SPZ. In order to prevent adverse effects from development on surface water, proposals for the road should incorporate surface water management measures.</p> <p><b>Overall -</b>  The majority of development proposed as part of this development strategy would be situated within an Outer SPZ. Development at the scale proposed by this strategy could not be delivered within these sites while avoiding SPZs. Proposals should demonstrate land management practices considered appropriate for an Outer SPZ and make provision for buffer zones along watercourses associated with the Avon. This would reduce adverse effects on watercourses in the SPZ from proximate development.</p>	
	<p>- Affect surface or groundwater resources in terms of volume, quality and flow?</p>	<p><b>B1 -</b>  Site B1 is situated largely within Flood Zone 1 in the River Avon catchment. Water resource implications could result due to the proximity of the River Avon to the developable area. Development of this Site B1 would increase impermeable surfaces, resulting in increased rates of runoff. Site B1 drains directly into the Avon, as such the effects on water resources from development of the site would require mitigation. Surface water management measures should be included within development design.</p> <p><b>E5 -</b>  Development of Site E5 create impermeable surfaces and increase surface water runoff rates in to the River Avon. The use of surface water management measures in development design would reduce adverse effects. Pudding Brook passes through Site E5 and indicative residential development is proposed in close proximity, putting the watercourse at risk of pollution. The use of SUDS would be required to mitigate these effects. Land in the east of Site E5 has a high propensity for groundwater flooding. This could affect the performance of surface water management measures. Affected areas coincide with the River Avon's floodplain which is proposed as greenspace, as such no effects are anticipated.</p> <p><b>Cocklebury Link Road -</b>  Impermeable surfaces proposed as part of the CLR would increase runoff rates. Surface water management measures such as swales and attenuation ponds would</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		mitigate any adverse effects and should be included within design proposals. <b>Overall -</b> Proposals should incorporate surface water management measures into the design to ensure greenfield rates of surface water runoff or better. Proposals should avoid development in proximity to Pudding Brook as it passes through Site E5. A green buffer between the watercourse and the developable area would address this. A minor adverse effect is anticipated.	
<b>4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution</b>	-Take place within a designated Air Quality Management Area (AQMA)? If so, is there evidence to suggest that the development of site will lead to an exacerbation of air quality issues? If so, can such impacts be appropriately mitigated in line with local air quality management plan?	Implementation of this development strategy would not directly affect any AQMAs.	<b>(0)</b>
	-Lead to a decrease in air quality locally? Or increase noise or light pollution?	<b>B1 -</b> Development of Site B1 would lead to an increase in vehicles on local roads. An increase in vehicles would lead to a decrease in air quality, an increase in noise pollution and light pollution at night. This would have a minor adverse effect. Access to the site is proposed from Parsonage Way onto the B4069 north of Chippenham, Cocklebury Road and the A4 London Road. The permitted link road in Area A would provide strong access to the A350, which is categorised as part of the Primary Route Network (PRN), this would reduce through traffic in the town centre. A second vehicular access is proposed from Cocklebury Road, this would provide direct access to the A420 in the centre of Chippenham. The strong to moderate non-motorised access to the town centre would support a	<b>(-)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>reduction in vehicle dependency. Development of the site should encourage and be supported by sustainable transport modes to reduce private car dependency and lessen the impact of environmental pollution from development.</p> <p><b>E5 -</b>  Development at Site E5 would increase vehicle numbers on local roads, this would result in a decrease in air quality, increase in noise pollution and increase in light pollution at night, receptors along the B4643 and B4528 would be worst affected. Access from the B4643 and A350 would avoid unnecessary through traffic in the town centre and at already congested routes. Further development proposals have the potential to encourage and be supported by sustainable transport modes in order to reduce private car dependency and somewhat reduce the impact of environmental pollution from development.</p> <p><b>Cocklebury Link Road -</b>  The implementation of the CLR is not forecast to reduce average peak period journey times. A reduction in traffic flows though the town centre is forecast at approximately 6%. This would likely reduce environmental pollution from vehicles in the town centre.</p> <p><b>Overall -</b>  Where development is proposed in areas with strong or moderate public transport access or non-motorised access to the town centre proposals should capitalise on this. This would support a reduction in private vehicle dependency and a reduction in environmental pollution. Integration with the NWRR and provision of high quality on-site non-motorised routes would should be demonstrated by proposals. While the CLR would reduce traffic flows in the town centre this is unlikely to sufficiently offset the increase in vehicles from the development of Sites B1 and E5. Overall a minor adverse effect is expected.</p>	
	- Lie within an area of, or in close proximity to, any significant source(s) of environmental pollution (air, noise, light)?	<p><b>B1 -</b>  Development in the west of the site would be in proximity to the railway line, an existing source of noise pollution which could affect amenity in the west of the site. This effect could be avoided through the provision of noise barriers, buffer zones between the railway line and development and reduced through landscaping and design.</p> <p><b>E5 -</b></p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>Site E5 proposes an extensive area of green space between development and the STW. Sources of noise pollution include Chippenham Shooting Range in the centre of the site and the railway which forms the western boundary. Further proposals for Site E5 should introduce noise barriers, buffer zones, landscaping and vegetation screening to reduce effects of noise pollution on proposed development.</p> <p><b>Cocklebury Link Road -</b> The CLR would not be affected by existing sources of pollution.</p> <p><b>Overall -</b> Proposals should be informed by the results of noise surveys. The results should dictate the extent of a buffer zone between developable areas and the railway and Shooting Range. Noise barriers should be included within the design to ensure no effects on the amenity of future residents. Overall a minor adverse effect is expected.</p>	
<p><b>5a. Minimise our impacts on climate change – through reducing greenhouse gas emissions</b></p>	<p>- Reduce greenhouse emissions, in particular carbon dioxide emissions?</p>	<p><b>B1 -</b> While increased greenhouse gas emissions are anticipated from the development of Site B1 the small scale proposed coupled with the strong to moderate access to the town centre and transport hubs would likely lead to less traffic generating carbon emissions. Carbon dioxide emissions from new buildings can be reduced to some extent through meeting standards of sustainable construction and design.</p> <p><b>E5 -</b> Similarly the increase in vehicles and new buildings associated with the development of Site E5 would increase greenhouse gas, and in particular, carbon emissions.</p> <p><b>Cocklebury Link Road -</b> The CLR is forecast to reduce traffic flows in the town centre by approximately 6% which could result in a reduction in carbon dioxide emissions in congested areas.</p> <p><b>Overall -</b> While development at Site B1 is of a small scale and offers strong to moderate non-motorised access to the town centre, development at Site E5 would see a larger increase in development and vehicles in areas with weaker access by non-motorised modes to the town centre. The CLR is forecast to reduce traffic flows in the town centre, however this is unlikely to sufficiently offset the expected increase in vehicles. Development proposals should</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		encourage the use of sustainable transport and promote non-motorised modes through provision of strong pedestrian and cycle links on-site which integrate with the existing network. This could promote a reduction in vehicle dependency and somewhat reduce adverse effects. Overall, however, a moderate adverse effect is expected from this development strategy.	
	- Offer the potential to make provision for on-site renewable or very low carbon energy generation thus reducing carbon dioxide emissions?	Development proposals at both Sites B1 and E5 could be supported by the delivery of renewable or very low carbon energy generation. Roof mounted solar PV should be incorporated into the design proposals.	(++)
<b>5b. Minimise our impacts on climate change – through reducing our vulnerability to future climate change effects</b>	- Be located within flood zone 1? If not, are there alternative sites in the area that can be allocated in preference to developing land in flood zone 2? (To be determined through the application of the Sequential Test).	<p><b>B1 -</b> The indicative development areas of this site are situated entirely within Flood Zone 1.</p> <p><b>E5 -</b> Site E5 is situated predominantly within Flood Zone 1; however land adjacent to Pudding Brook which is situated in Flood Zones 2 and 3 is proposed to deliver residential development. A buffer zone formed of greenspace should be proposed along Pudding Brook’s entire extent. The small size of the affected area makes avoidance achievable without prejudicing Site E5’s ability to deliver the level of development proposed within Site E5.</p> <p><b>Cocklebury Link Road -</b> The CLR is proposed in Flood Zone 1.</p> <p><b>Overall -</b> With the exception of a small area of land along Pudding Brook this development strategy avoids Flood Zones 2 and 3. Proposals for this development strategy should provide a buffer zone between the developable area and Pudding Brook to prevent risk from fluvial flooding. A minor adverse effect is expected.</p>	(-)
	- Address the risk of flooding from all sources?	<p><b>B1 -</b> The site is situated largely within Flood Zone 1, the indicative area of greenspace in the east coincides with a small area of Flood Zone 2-3. Development would increase rates</p>	(-)



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>of surface water runoff which flows into the Avon upstream of Chippenham. Surface water management measures would be required to as part of development design to ensure existing greenfield rates of surface water runoff are achieved as a minimum. This would reduce the risk of flooding onsite and minimise increases to peak flows on the River Avon downstream, particularly in Chippenham town centre.</p> <p><b>E5 -</b>  The majority of the indicative developable area is situated in Flood Zone 1. Avoidance of areas at Pudding Brook within Flood Zones 2 and 3 would be required to address the risk of flooding to development in the vicinity. Development of Site E5 would increase impermeable surfaces and therefore lead to an increased rate of surface water runoff on land which drains directly into the River Avon. Increased rates of runoff flowing into the Avon have the potential to increase peak flows and flood risk downstream. Further proposals for this site should include within the design surface water management measures which achieve existing rates of greenfield runoff as a minimum.</p> <p><b>Cocklebury Link Road -</b>  An increase in impermeable surfaces, while small, would lead to increased rates of surface water runoff. As land in Site B1 flows directly into the Avon it is important that the design of the road makes provision for surface water management measures. Swales and attenuation ponds could be incorporated into the design of the road to ensure greenfield rates of runoff.</p> <p><b>Overall -</b>  Proposals for development should incorporate surface water management measures to achieve greenfield runoff rates or better. Groundwater flooding is common within the east of Site E5. While development avoids these areas it could exacerbate existing conditions and affect the performance of surface water management measures. Pumping may be required. Proposals should avoid development along Pudding Brook within Flood Zone 2 and 3. This can be achieved through the provision of greenspace between Pudding Brook and the developable area. Overall a minor adverse effect is expected.</p>	
<b>6. Protect,</b>	- Affect directly or indirectly	<b>B1 -</b>	<b>(- -)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
maintain and enhance the historic environment	a heritage asset?	<p>Site B1 contains one heritage asset, a listed building at Rawlings Farm. The building is listed for its architectural interest, therefore proposals in proximity would not have any adverse effects. Open agricultural land within B1 provides the setting of the Langley Burrell and Tytherton Lucas Conservation Areas. Avoiding this land is not achievable as it extends across much of the site. The indicative area of greenspace proposed along the northern boundary could reduce the adverse effects to some extent. Furthermore, the planting of vegetation buffers in this area would reduce views of the proposed development from the north which would further reduce the visual impact on the Conservation Areas. While visual impact from development would be reduced the open agricultural landscape which contributes to the setting of these heritage assets would also be reduced by the vegetation buffer, this would result in a moderate adverse effect.</p> <p><b>E5 -</b>                      There are three listed buildings within Site E5, these are clustered at Rowden Farm which is situated within an extensive area of indicative greenspace. The Rowden Conservation extends across the north east of the site and incorporates agricultural fields which contribute to the setting of Rowden Manor. While developable land is generally situated outside of the Conservation Area some residential land is located in land which contributes to the setting of the conservation area. Measures to mitigate the effects from development on the setting of the landscape should be included within development design.</p> <p>Site E5 also contains 16 non-designated heritage assets which could be affected by development. There is potential for unknown heritage assets of archaeological interest. Development can mitigate effects on these assets through preservation in situ of discrete areas of remains and archaeological recording for widespread remains.</p> <p><b>Cocklebury Link Road -</b>                      The northern extent of the CLR is proposed on land which contributes to the rural and remote Conservation Areas at Tytherton Lucas and Langley Burrell. As avoidance of this land is not considered achievable proposals for the road should demonstrate how visual impact would be minimised through design.</p> <p><b>Overall -</b></p>	

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>While development at Sites B1 and E5 would be unlikely to directly affect any designated heritage assets, it would occur in land which contributes to the setting of three Conservation Areas. The indicative layout for B1 proposes a green buffer to the north which somewhat reduces the effects of development on the open agricultural setting of the Langley Burrell and Tytherton Lucas Conservation Areas. While vegetation screening would reduce views of proposed development in B1 it would also diminish the open setting, this makes mitigation problematic. Mitigation of adverse effects on the setting of the Rowden Manor Conservation Area can be achieved through the provision of landscaping and vegetation buffers at E5. This would screen views of proposals. Land which contributes to the setting of the Conservation Area should be avoided by development proposals. A moderate adverse effect is anticipated from this development strategy.</p>	
<p><b>7. Conserve and enhance the character and quality of Wiltshire’s rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</b></p>	<p>- Impact on the visual amenity or character of the natural landscape? Specifically considering the effects on:</p> <ul style="list-style-type: none"> <li>- <i>Internationally/Nationally designated features and their setting;</i></li> <li>- <i>Locally designated landscapes/features and their setting;</i></li> <li>- <i>Local amenity.</i></li> </ul>	<p><b>B1 -</b> There are no designated features within proximity of the site. The land which comprises Option B1 is prominent and forms the rural edge to Chippenham. The landform of this site option is elevated above the River Avon floodplain and supports the remoteness and separation of Langley Burrell. The relief of the site, which slopes eastward towards the Avon, makes mitigation of effects from development on visual amenity problematic to achieve. The linear wooded features along the west and south of the site screen views of Chippenham from the rural north. Development of the site would extend the urban character northwards into the open agricultural landscape. Incorporating green buffers to screen views of development from the north and east would go some way to reducing the visual impact of proposals. In addition, a lesser density of development and preventing intrusive large buildings on the site would need to be included as mitigation measures. Overall adequately mitigating adverse effects is expected to be problematic.</p> <p><b>E5 -</b> Although there are no designated features within proximity of the site, a minor adverse effect from development is anticipated on the visual amenity and local character of the area surrounding</p>	<p>(- -)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>This site option proposes the majority of development to be focused in the west of the site. The indicative layout makes provision for an area of green space between the River Avon and indicative development land. This proposed green buffer protects the visual amenity in the north of the site option, the flat and wide open views associated with the floodplain and minimises the urbanising influence development would have on the rural landscape to the east. The greenspace is narrow in the south of the site option. As a result a minor adverse effects from development of this site option is expected on the visual amenity and local character of the surrounding area. Further proposals for this site option can ensure adverse effects on the character of the surrounding landscape are avoided through tree planting and landscaping.</p> <p><b>Cocklebury Link Road -</b>                      Where the CLR passes through land in the north of B1 there is potential for an adverse effect on land which contributes to the remoteness of Langley Burrell. Proposals for this road infrastructure should demonstrate how the design of the route minimises the visual impact and effects to local amenity.</p> <p><b>Overall -</b>                      A moderate adverse effect on the landscape north of Chippenham is likely to arise from the development of this strategy. While proposals could adequately mitigate effects on visual amenity from development in E5 and the CLR, mitigation would be problematic in B1.</p>	
<p><b>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures</b></p>	<p>- Help meet affordable housing needs/the needs of the local community (if known)?</p>	<p><b>Overall -</b>                      This development strategy proposes approximate 2050 homes which would support the delivery of good quality affordable housing. Residential development at B1 and E5 could contribute to meeting local needs with regard to size, tenure and type of homes. The indicative number of homes proposed constitutes a moderate beneficial effect.</p>	<p><b>(++)</b></p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)	Assessment outcome (on balance)
<b>9. Reduce poverty and deprivation and promote more inclusive and self-contained communities</b>	- Result in an increase in poverty and deprivation and/or lead to significant social exclusion amongst existing and new residents?	<p><i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i></p> <p><b>B1 -</b>                      Site B1 is not situated in proximity to any areas of high deprivation</p> <p><b>E5 -</b>                      Site E5 is situated within an area of land considered to have relatively high levels of deprivation and an area with relatively low levels. Two areas with some of the highest levels of deprivation in Chippenham are located to the northwest and northeast of this site. The indicative layout proposes residential development in proximity to one of these areas. Development which includes community facilities and employment land at this site would have beneficial effects for the wider area and could support a reduction in deprivation nearby, especially in adjacent areas with high deprivation.</p> <p><b>Cocklebury Link Road -</b>                      The CLR would support for the delivery of proposed employment land and community facilities in Site B1 which could benefit existing communities and support a reduction in deprivation locally. This constitutes a minor beneficial effect.</p> <p><b>Overall -</b>                      Development of this strategy is not likely to increase poverty or deprivation. The provision of the CLR, employment land and potentially community facilities in the north of Chippenham could have a minor beneficial effect. A larger scale of development at Site E5 creates more opportunities for the delivery of community facilities which would support a decrease in poverty and deprivation in neighbouring communities.</p>	(+)
	- Result in the loss of any existing Community facility/green or amenity space or would it contribute to the provision of a new facility/space?	<p><b>B1 -</b>                      Development of the site would not result in the loss of any existing or proposed community facilities or amenity space.                      Greenspace proposed in the northeast of the site could be made publically accessible, creating green or amenity space in the north of Chippenham.</p> <p><b>E5 -</b>                      An area of indicative residential development in the west of Site E5 proposes the loss of an area of accessible open space situated south of Rowden Lane. Further proposals for this site should seek to safeguard this area of accessible open space. If it is demonstrated that the loss of this open space is unavoidable the provision of the extensive area of greenspace proposed along the east of Site E5, which has potential</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>to be delivered as accessible open space, would sufficiently offset the loss. A minor adverse effect is anticipated</p> <p><b>Cocklebury Link Road -</b> The CLR would not affect any areas of accessible open space.</p> <p><b>Overall -</b> Both sites propose greenspaces which has the potential to be provided as publicly accessible open space. The green corridor along the Avon in Site E5 could provide a significant areas of accessible open space which would adequately offset the loss of an existing open space south of Rowden Lane. Overall this development strategy would have a minor adverse effect.</p>	
	<p>- Result in the loss of PROW or provision of new PROW?</p>	<p><b>B1 -</b> A byway enters Site B1 in the west and becomes a PROW, passing through the southwest of the site. A PROW runs south to north connecting Upper Peckingell Farm with development in the north of Chippenham. Development of the site could disrupt either of the PROWs or the byway, however avoidance of adverse effects is straightforward. Where development seeks to alter a PROW provision of an alternative routes should be provided to offset the impact.</p> <p><b>E5 -</b> A number of PROWs cross through the site. Where PROWs pass through areas of indicative greenspace no effects are anticipated. However, the indicative developable area has the potential to affect several PROWs. Proposals for development at Site E5 should demonstrate how the design retains PROWs, or where loss or alteration of a PROW is unavoidable, how suitable alternatives would offset the loss.</p> <p><b>Cocklebury Link Road -</b> The CLR is proposed in an area with a number of PROWs and a Byway. The indicative alignment dissects one PROW and runs parallel to another. The implementation of the CLR has the potential to adversely affect a number of PROWs, however, the design could incorporate nearby PROWs into the design and provide enhancements to the existing PROW network in the immediate vicinity of the ELR. Where the route dissects PROWs pedestrian crossings and appropriate signage would effectively mitigate adverse effects.</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Overall -</b>  Proposed development should avoid the loss or alteration of PRoWs. Where loss or alteration is unavoidable an alternative route should be proposed within the design. This development strategy provides the opportunity to enhance existing PRoWs, this should be demonstrated by development proposals.  The alignment of the CLR could dissect a number of PRoWs. Proposals for the road should incorporate appropriate signage and pedestrian crossings to mitigate any effect. Overall a minor adverse effect is anticipated.</p>	
	<p>- Be accessible to educational and health facilities?</p>	<p><b>B1 -</b>  Development at B1 would have weak non-motorised access to the hospital. Furthermore the site has weak access by public transport. Motorised access would be directed through central areas of Chippenham.  Although development of the site would be in proximity to Abbeyfield School, the River Avon constrains access. As the proposals do not involve a river crossing mitigation is considered problematic.</p> <p><b>E5 -</b>  Access to schools from this site is weak by non-motorised modes. Vehicles accessing schools in the north and east would likely be directed through the centre of Chippenham. Access by public transport in the west of the site is strong and offers a potential solution. Further proposals for this site should include provision of a school to serve the south of Chippenham.  This site has strong to moderate non-motorised access to the hospital, the northern areas perform particularly strongly as the hospital is situated immediately north of the indicative area proposed for residential development.</p> <p><b>Cocklebury Link Road -</b>  Although the CLR would provide an alternative motorised route to existing facilities, it is not anticipated that this would strengthen access to existing educational or health facilities.</p> <p><b>Overall -</b>  Weak access to either education or health existing facilities is experienced throughout this development strategy. While weak non-motorised access to schools from Site E5</p>	<p>(-)</p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>is offset by strong access by public transport, improvements to weak sustainable access between B1 and health and education facilities would be problematic to mitigate.</p> <p>Furthermore, secondary schools in Chippenham are nearing capacity and could be unable to support the number of new pupils associated with development at the scale proposed by this strategy. Proposals should be supported by the provision of new facilities or financial contributions to enable the delivery of new facilities offsite. A minor adverse effect is anticipated overall.</p>	
<p><b>10. Reduce the need to travel and promote more sustainable transport choices</b></p>	<p>- Occur in an area currently accessible by public transport/ walking and cycling? If not, is there scope to make it so?</p>	<p><b>B1 -</b>  While Site B1 has potential for strong access by public transport, current access is weak to moderate. Ease of access to the town centre by non-motorised modes from the site is strong to moderate and improvements to offsite pedestrian and cycle facilities would likely improve this.</p> <p><b>E5 -</b>  The site is situated immediately east of the B4643 and B4528, an existing public transport corridor, as such access to the site by public transport is strong. The site would likely support an increase in demand for bus services along this corridor. Ease of access to the town centre by non-motorised modes from the site is moderate and weaker to the south. Further proposals have the potential to provide direct links within the proposed greenspace to better connect with the wider pedestrian and cycle network.</p> <p><b>Cocklebury Link Road -</b>  No effects are expected from the implementation of the CLR.</p> <p><b>Overall -</b>  Site B1 has strong non-motorised access to the town centre whereas in E5 non-motorised access is weak to moderate. In contrast access by public transport is weak in Site B1 and strong in E5. Proposals for both sites should address weaknesses in existing sustainable access as well as improving existing strengths.</p>	<p><b>(-)</b></p>



SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	- Support improvements to public transport connectivity and pedestrian and cycle links to the town, town centre, railway station and Wiltshire College campuses in Chippenham?	<p><b>B1 -</b> The NWRR crosses the River Avon in the southeast of B1 and then follows the river southwards. There is potential for development at Site B1 to integrate with and improve pedestrian and cycle links to the railway station, town centre and Wiltshire College from the north.</p> <p><b>E5 -</b> Site E5 is unlikely to support significant improvements to public transport connectivity, although residential and employment development of the site could increase the demand for existing bus services along the B4643 corridor. Further proposals have the potential to integrate on-site pedestrian and cycle routes into existing routes in the wider area, creating more direct links between the town centre and areas further south.</p> <p><b>Cocklebury Link Road -</b> The CLR is not anticipated to support improvements to public transport, pedestrian or cycle connectivity to key hubs in Chippenham.</p> <p><b>Overall -</b> Development proposals for this development strategy have the potential to support improvements to pedestrian and cycle links from the north along the NWRR and from the south through on-site connections between the indicative developable area and the town centre. There is limited potential for improvements to public transport connectivity, however development proposed in Site E5 might increase demand for existing services along the bus corridor to the west of the developable area.</p>	(+)
<b>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</b>	Offer the potential to provide employment land for B1, B2 and B8 uses?	<p><b>B1 -</b> Site B1 proposes 5ha of employment generating land, however the indicative layout does not establish the location of this area. The small quantum of land and landscape sensitivities make the site less well suited to large B8 units. The ELR will provide strong access to the PRN and holds the potential to become a future public transport corridor. Site B1 has strong to moderate non-motorised access to the town centre and transport hubs. This creates the potential for a range of employment generating uses.</p> <p><b>E5 -</b> E5 proposes 18.1ha of employment development. This is shown on the indicative</p>	(++)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>layout drawings as being formed of one large area in the southwest of the site, bordered by the B4643 to the east and A350 to the south. Access to the PRN and strategic lorry route along the A350 is strong. The B4643 is an existing bus corridor, providing strong public transport access to the indicative employment area. The scale, layout and access of the indicative employment land suits a mix of use types.</p> <p><b>Cocklebury Link Road -</b>  The CLR would integrate with the link road permitted in Area A, strengthening access to the PRN and strategic lorry route from Site B1.</p> <p><b>Overall -</b>  Despite B8 development being less well suited to Site B1 due to the visual prominence of the area the overall development strategy proposes a range of employment land which would provide for a mix of use classes; including B1 and B2 as well as B8 at Site E5. This development strategy proposes 23.1ha of employment land with strong access to the PRN and strong to moderate public transport access. The indicative employment areas would be suited to a range of employment types, a moderate beneficial effect is expected.</p>	
	Support the vitality and viability of Chippenham town centre (proximity to town centre, built up areas, station hub, college)?	<p><b>B1 -</b>  Employment development at Site B1 would have strong to moderate non-motorised access to the town centre and transport hubs. On-site enhancements to pedestrian and cycle links would further improve access. The proximity of the site to Chippenham town centre would support movement between employment land at Site B1 and the town centre, supporting the town's viability.</p> <p><b>E5 -</b>  The area proposed for employment development in this site would also be situated on the periphery of the town and away from existing built up areas. The scale of employment development proposed at this site would support the vitality of the town, although the moderate to weak non-motorised access and distance between the proposed site and town centre is likely to limit the extent to which the beneficial effect is felt.</p> <p><b>Cocklebury Link Road -</b></p>	<b>(+)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>The CLR would integrate with the permitted link road, this is forecast to reduce traffic flows in the town centre by approximately 6%. This would support the vitality of the town centre by reducing congestion and through traffic in central areas of the town.</p> <p><b>Overall -</b>  Development of this strategy would support a reduction in through traffic flows in the centre while providing development in Site B1 with strong to moderate non-motorised access to central areas. Employment development at E5 would support the vitality and viability of the town centre, however existing access limits the extent of this beneficial effect.</p>	
	Provide infrastructure that will help to promote economic growth?	<p><b>B1 -</b>  Site B1 would not provide any infrastructure which would promote economic growth.</p> <p><b>E5 -</b>  Site E5 proposes an extensive area of riverside green infrastructure which could have a minor beneficial effect in promoting economic growth.</p> <p><b>Cocklebury Link Road -</b>  The provision of this link road is forecast to reduce traffic flows in the town centre by approximately 6%. This would likely have a moderate beneficial effect on economic growth. Additionally the CLR would support the delivery of residential and employment development at Site B1.</p> <p><b>Overall -</b>  A moderate beneficial effect is anticipated from the provision of the CLR, the indicative greenspace proposed along the River Avon constitutes a minor beneficial effect.</p>	<b>(++)</b>
	Be well connected to Principal Employment Areas?	<p><b>B1 -</b>  The employment land proposed in B1 would be situated immediately adjacent to the Parsonage Way Industrial Estate, access to the site from Parsonage Way would ensure strong connections between the two sites.</p> <p><b>E5 -</b>  The indicative area of employment land proposed in the southwest of this site option is situated in proximity to the Methuen Business Park. Improvements to connections between the two sites would capitalise on the potential.</p>	<b>(+)</b>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p><b>Cocklebury Link Road -</b>                      Connections between the Parsonage Way Industrial Estate and development at Site B1 would be strengthened by the provision of the CLR. This would have a minor beneficial effect.</p> <p><b>Overall -</b>                      This development strategy proposes development in the north and south of Chippenham within proximity to Principal Employment Areas. While the proximity of Sites B1 and E5 to Principal Employment Areas is favourable existing connections are relatively weak. The CLR would strengthen access between the Parsonage Way Industrial Estate and proposals for development at Site E5 should improve connection to Methuen Park in order to capitalise upon proximity. Motorised connections along the A350 are strong. This constitutes a minor beneficial effect.</p>	
<p><b>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</b></p>	<p>Support the vitality of existing employment areas?</p>	<p><b>B1 -</b>                      The small quantum of employment development proposed at Site B1 would provide limited support to the vitality of the proximate Parsonage Way Industrial Estate and Langley Park employment area. This constitutes a minor beneficial effect.</p> <p><b>E5 -</b>                      The Methuen Business Park and Herman Miller Industrial Estate are situated to the north of the indicative employment site in the southwest of the site. Employment development at this site would likely bring about beneficial effects for the vitality of these existing employment areas, however improvements to non-motorised access between these areas would provide further support. This results in a minor beneficial effect.</p> <p><b>Cocklebury Link Road -</b>                      The CLR would provide an alternative motorised access to existing employment areas which would support the vitality of these sites.</p> <p><b>Overall -</b>                      Development proposed as part of this strategy would provide limited support to existing employment sites in the north and south of Chippenham. A minor beneficial effect is anticipated, however opportunities exist to further improve connections between the existing and proposed sites, and this could be achieved through development</p>	<p><b>(+)</b></p>

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
	Provide employment land that meets commercial market requirements? (offices require land in or close town centres; warehousing requires large sites with good local access to strategic road network)	<p>proposals.</p> <p><b>B1 -</b>                      Site B1 proposes 5ha of employment development, however, the indicative layout does not propose a location. The small scale of indicative employment land and landscape constraints which prevent larger units being located at the site make B8 development unsuitable.                      Strong access to the PRN and strong to moderate non-motorised access to the town centre and transport hubs supports a range of business types. Improved access by public transport would further support employment development at Site B1 in meeting commercial market requirements.</p> <p><b>E5 -</b>                      The indicative employment area proposed comprises a large site with strong access by public transport and strong access to the PRN and strategic lorry route.                      The employment land proposed at E5 meets basic commercial market expectations for a range of employment land types.</p> <p><b>Cocklebury Link Road -</b>                      Integration with the permitted link road in Area A creates strong connections to the PRN and strategic lorry route for employment development at Site B1. This ensures strong transport connections to the strategic road network for employment uses.</p> <p><b>Overall -</b>                      Site B1 would provide employment land suitable for small scale employment development whereas employment land proposed at E5 would support a range of use classes and scales with strong access by public transport, strong access to the PRN and a large indicative area.</p>	(++)
	Provide employment land in areas that are easily accessible by sustainable transport?	<p><b>B1 -</b>                      The NWRR is situated in the southeast of the site and provides strong links to the railway and town centre. On-site and off-site improvements to the pedestrian and cycle network would improve non-motorised access to the site from existing transport hubs in the town centre.                      Access by public transport is weak, although the potential exists for the B4069 or CLR</p>	(-)

SA objective (see also decision - aiding questions in SA Framework)	Questions to aid the assessment (consider each)  Would development of the strategy...	Evidence of likely effects and further comments, including any specific mitigation measures that could reduce likely effects (consider likely scale of effects – temporary, reversibility, spatial scale, permanence)  <i>(Note: the evidence presented below for the sites is a summary of key aspects of the site options assessments undertaken previously)</i>	Assessment outcome (on balance)
		<p>to become a public transport corridor, this would improve access to employment development at this site.</p> <p><b>E5 -</b>  Access to indicative employment land in the southwest of the site is strong by public transport with the B4643 bus corridor running to the east of the indicative employment area.  Non-motorised access to the town centre and transport hubs is weak, however proposals for this site can make provision for strong and direct pedestrian and cycle links through the site to better link the town centre with the proposed employment area.</p> <p><b>Cocklebury Link Road -</b>  The CLR is unlikely to enhance sustainable transport access to proposed employment development in Site B1.</p> <p><b>Overall -</b>  Existing sustainable access to indicative employment areas could be strengthened. Improvements to sustainable transport access would be required to support the delivery of employment development in Sites B1 and E5. Proposals for development can make provision for on-site pedestrian and cycle links which integrate with the existing network. There are particular opportunities to strengthen non-motorised access in Site B1 by creating a connection with the NWRR in the south east of the site. Meanwhile connections to the town centre from the indicative employment land in Site E5 can be strengthened by the provision of a pedestrian and cycle route through the indicative greenspace in the north of Site E5.</p>	

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