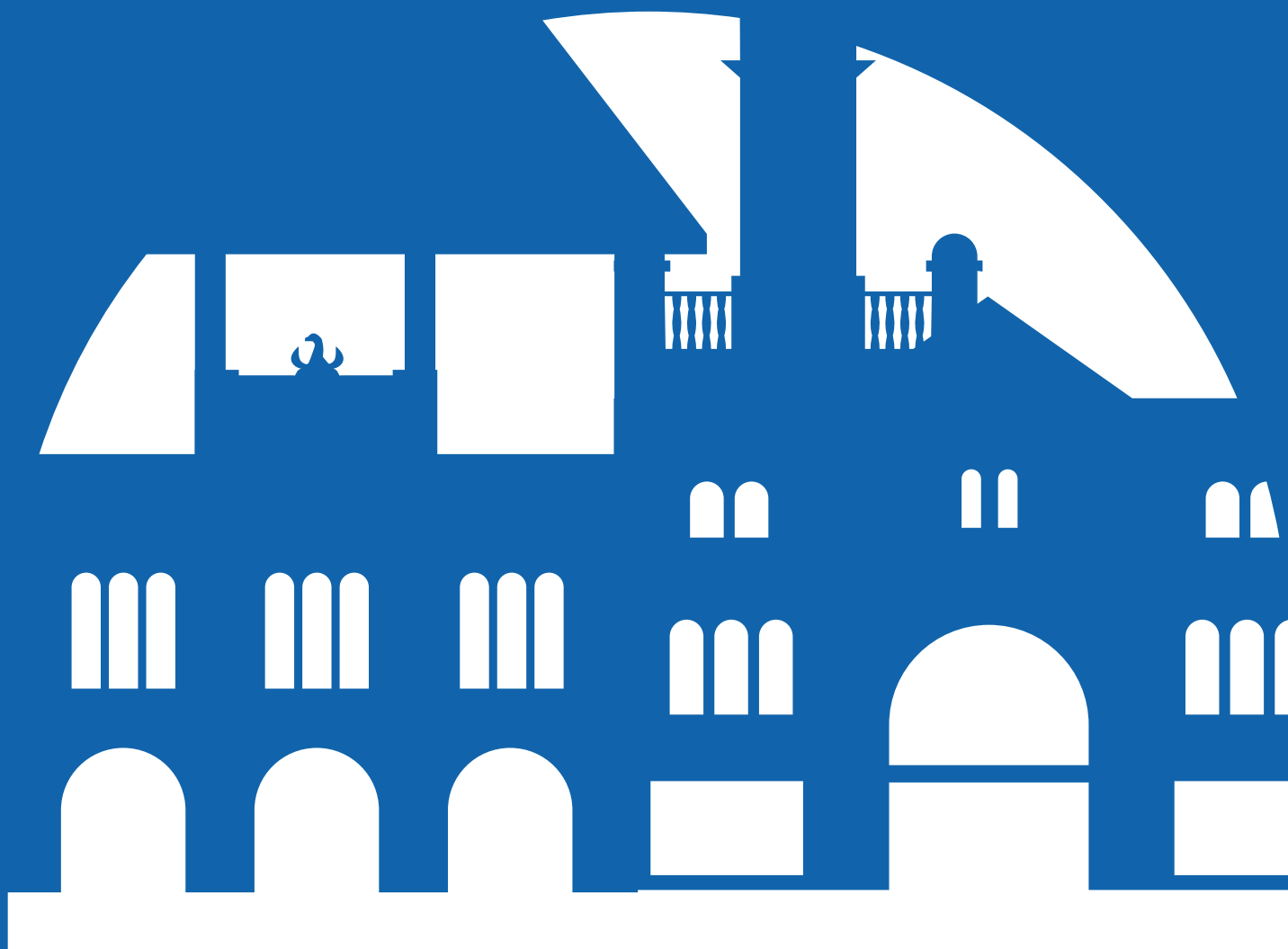


# Chippenham One Plan

## Consultation report



Chippenham Town Centre  
Partnership Board

# Contents

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Due to their length the following Appendices are in a standalone document

Appendix 2 – Free Text Questions: Summarised comments and responses

Appendix 3 – Free text Questions: Original comments

# Non-Technical Executive Summary

The One Plan consultation process received 1942 responses. When these were analysed in detail responders made approximately 9,242 individual points.

For context this compares to 483 responses for the last round of Neighbourhood Plan consultation (known as Regulation 14), and some 2682 for the previous stage of the Local Plan Review (covering the whole of Wiltshire).

On the blank page at the end of the questionnaire the Partnership Board received many thanks for the opportunity to comment and the outreach they had done.

**Consultation only means something if it influences the outcomes.**

While the process was successful in engaging large numbers of the community, the real measure of success is how the voice of the community will be used to revise the projects in the emerging One Plan strategy and how that is manifested in delivery on the ground. This should now be the focus on ongoing work by the Partnership Board.

**How to respond to so many diverse voices.**

The multiple-choice design of the main questions meant that it was straightforward to analyse outcomes and compare choices

through the simple charts included in this document. The various areas where general comments were invited (known as free text), was much more complex and necessitated the analyse of every comment received and then including them under an appropriate topic heading which captured the point being made. For example, a comment such as ‘better surfacing in the Upper Market Place could improve the area’ would be captured under ‘Improvements to the public domain.’ This themed approach allowed clear trends and issues to emerge which allowed the lessons of the consultation to be clearly understood in order to influence the next stages.

# The consultation process has been a success

# The clear themes and messages to emerge

Riverside **enhancement** and flood prevention are widely supported but water levels are an issue.



Island Park is NOT to be paved, but a **diversity** of uses appropriate to its **enhancement** as a **green** would be strongly supported.

There is high and untapped demand for more food and drink **opportunities** especially with outside dining in a **green** and **enhanced** environment.

The **heritage** and visual **appeal** of the town centre needs to be displayed better.



The Upper Market Place is a **prime** area for more **planting** and **pedestrianisation** facilitating a café culture.



The consultation has **confirmed** that public art installations are not seen as an important element in **enhancing** Chippenham Town Centre.

Being easier for the visitor and user of the Town Centre to **easily** find their way around was **strongly** supported by the majority of responders.



Access to the Station and the Olympiad should not be restricted and any **enhancements** to the High street should be planned around this.

The community want more **diverse** and greater number of shops, bars and restaurants. Especially independent ones.

More **trees** and **greenery** are a consistent message.



While a majority want cars to be less dominant, there is still a need to ensure ample, **easy** and **good value** parking to **support** easy visits to the town.

There was a **clear** preference expressed for any redevelopment of the Bath Road site to maintain **good** levels of **affordable** parking and include leisure and retail facilities.



There is a **clear** thread that Chippenham needs more **experiences** and **activities** to draw people in and **increase** dwell time and in particular more activities to occupy the **youth** of the town.

The installation of traffic lights at Station Hill has been unpopular and is **clearly** a sore point with many of the community.

Existing building should where possible be altered so that they have an **active** frontage and **embrace** the Riverside.



# 1 Introduction

The Chippenham Town Centre Partnership Board is an unincorporated voluntary partnership which has been created to coordinate the regeneration of Chippenham town centre. The Board's overall strategic purpose is to deliver a step change in the economic vitality and growth of the town, identifying and enabling delivery of key strategic projects. The Board is advisory with

a commitment of Board members to work together to shape Chippenham going forward.

The Board consists of the principal civic, community and commercial stakeholders with a shared interest in the economic success and vibrancy of Chippenham town centre. These include:

Michelle Donelan, MP

Wiltshire Council

Chippenham Town Council

Wiltshire college & University Centre

Chippenham Borough Lands Charity

Pinnacle Group

Chippenham Chamber of Commerce

Chippenham Civic Society

Chippenham Community Hub Town Team

Acorn Property Group, Owners of Emery Gate Shopping Centre

Evolve Estates Owners of Borough Parade Shopping Centre

Environment Agency



The Terms of Reference show how the Chippenham Town Centre Partnership Board will be responsible for identifying and enabling the delivery of key strategic projects within Chippenham. (Chippenham Town Centre Partnership Board Terms of Reference.)

The Board has worked collaboratively to produce the One Plan for Chippenham, which begins the process of bringing together existing plans and proposals into a single plan specifically focused on making things happen.

The One Plan draws on the Town Council's Neighbourhood Plan as well as work undertaken by the Town Team and other community stakeholders. It takes on board the aspirations of landowners and the town centre business community.

The One Plan has purposely focused on several key projects that would boost the economy and support the vibrancy and sustainability of the town centre.

Many of these schemes are focused on features that make Chippenham such a wonderful place to live, work and play. These include beautiful natural settings such as the river, Chippenham's historic heritage and making more of our town centre spaces and regeneration opportunities.

The Board has undertaken consultation on the One Plan between Tuesday 25 April 2023, to 5pm on Tuesday 6 June 2023. Through the public consultation, the Board aims to seek as many views as possible from a wide range of stakeholders to shape the Chippenham Town Centre Masterplan.



## 2 Purpose of this report

The purpose of this document is to explain how the consultation process was conducted; to summarise the issues arising; and to provide a response to the issues raised highlighting how these will shape the One Plan going forward.

## 3 How to use this document

This Consultation Report is broken down into a series of sections and appendices, as follows:

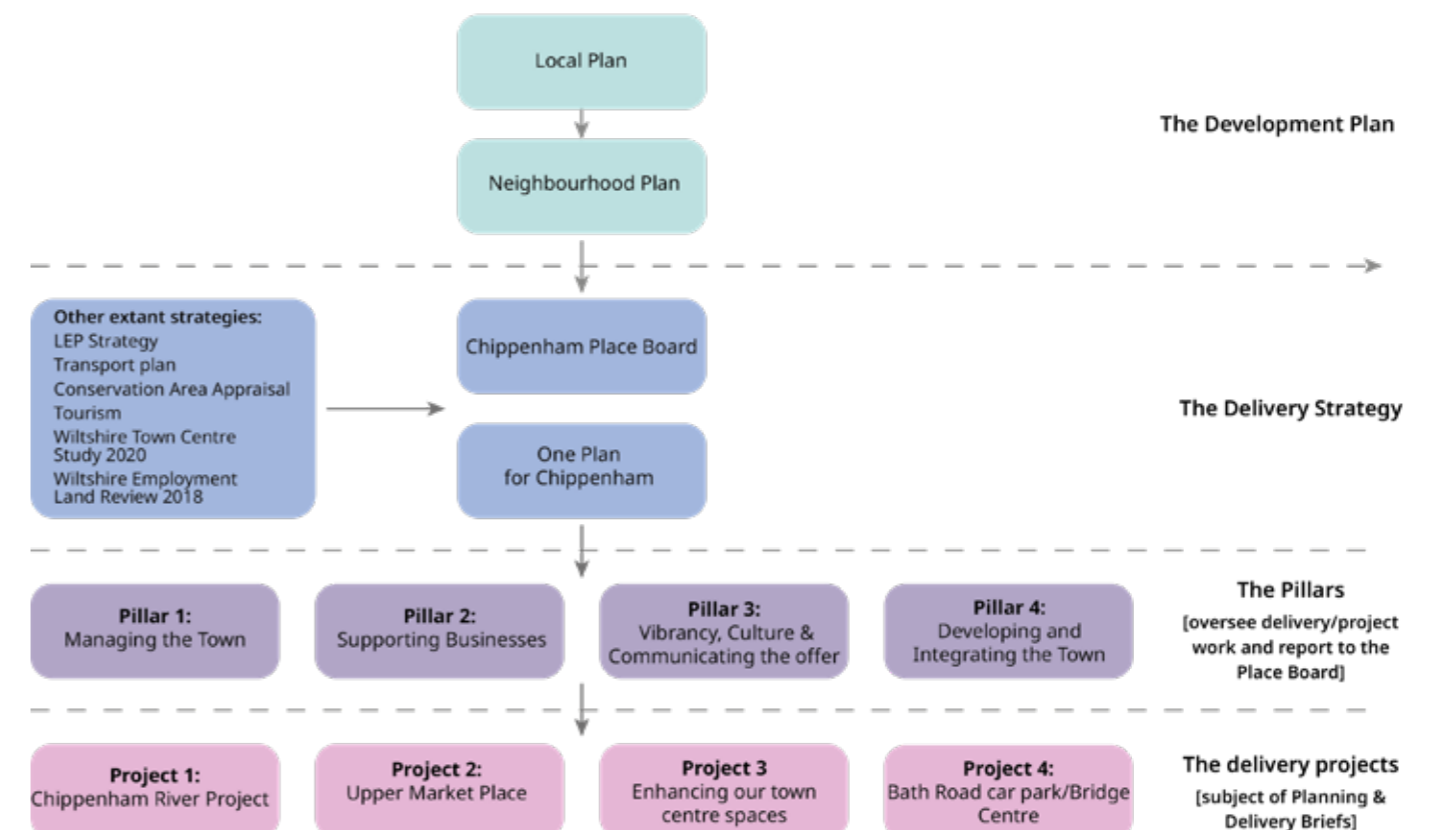
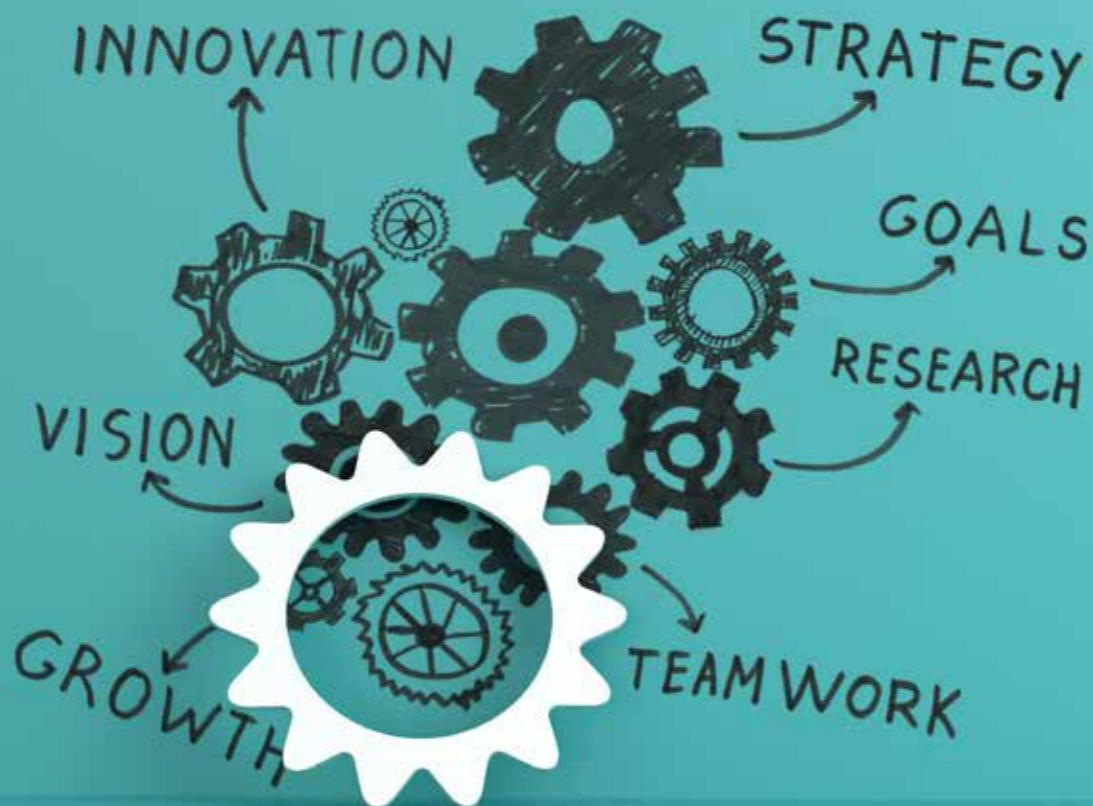
- Section 4 summarises briefly the previous rounds of consultation.
- Section 5 sets out the methodology that has been undertaken in conducting the consultation.
- Section 6 sets out a summary of the consultation responses, and the council's responses.
- The appendices to the Consultation Report set out further details in respect of the consultation process.

## 4 Evidence and Oversight

The One Plan is based on evidence from a wide range of sources including but not exclusive to the following:






- Neighbourhood plan and the consultation outcomes
- Work undertaken by the Chippenham Towns Team
- Policies national/local adopted and emerging such as the Planning White Paper; Environment Bill.
- National design guidance
- Planning applications
- Infrastructure investments
- Extant vision and plans
- Horizon scanning – pipeline investments
- Challenges – social, economic, and environmental
- Extant data and evidence, trends, demographics, footfall, turn over, vacancy rates etc.

This evidence base can be graphically represented as shown below:



The One Plan is about the delivery and implementation of certain Neighbourhood plan projects and other strategies as they affect the Town Centre; it is not a replacement on the important work that has gone into those documents. So, the key messages for this project are:

## Where we've got to

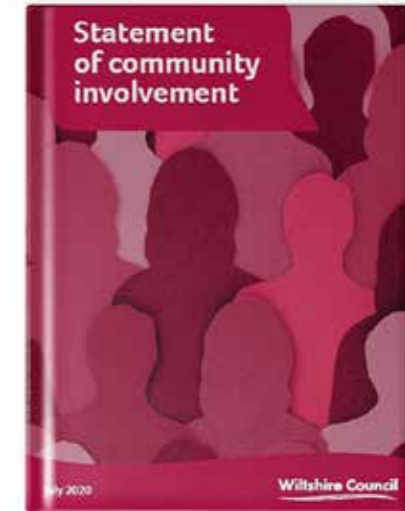
-  We have listened through Neighbourhood Plan and Town Centre Work
-  Now it's time for us to move from 'planning' to 'delivery'
-  Bring together all our ideas and strategies in a simple document setting out the future- 'One Plan'
-  We are now asking for your confirmation we have heard you correctly and your views on some options for delivery
-  Fundamentally are we ready to start delivering together?



## 5 Methodology for the consultation

The consultation was comprehensive and followed the "Chippenham One Plan: Consultation methods and responsibilities" and "Consultation Strategy" as agreed by the board and was informed by Wiltshire Council's Statement of Community Involvement, which can be found here:

<https://www.wiltshire.gov.uk/article/1088/Statement-of-Community-Involvement>



### Who was consulted?

Organisations, groups and individuals set out within Consultation Strategy were notified of the start of the consultation period and how to comment. These included:

- Residents
- Community groups
- Chippenham Youth Council
- Businesses and business groups
- Purple Flag Partnership
- Landowners / developers
- Statutory consultees (includes relevant technical and regulatory organisations)
- Education establishments
- Emergency services
- Environmental groups
- Transport providers
- Healthcare providers
- Central government departments



## How were people consulted?

Consultees were made aware of the consultation through a variety of means.

Consultees were informed that the consultation material was available to view throughout the consultation period at the following locations:

- In electronic format on Wiltshire Council's website and Chippenham Town Council's website; town teams' website (any other partners?)
- In paper format at the following locations:
  - The Rt Hon Michelle Donelan MP's office
  - Wiltshire Council's Monkton Park office reception
  - Chippenham Town Council reception
  - Chippenham Library
  - Chippenham Community Eco Hub
  - The Olympiad
- Media briefing Friday 21st April
- Presentation to Chippenham Town Council's Annual Town meeting – Wednesday 26th April
- Stakeholder meeting (artisans, chamber of commerce etc) – Thursday 27th April
- Public Webinar – Thursday 27th April
- Staffed pop-up event at Borough Parade – Thursday 11th May.
- Staffed pop-up event at Olympiad - Saturday 13th May.
- Presentation to Chippenham and Villages Area Board – Monday 15th May
- Statutory Stakeholders meeting – Thursday 18th May
- Staffed pop-up event – Friday 19th May.
- Flyers/posters in shop windows (Borough Parade for example) (see Appendix x)

Staffed pop-up events were used as an opportunity to inform the public about the details of the consultation. Exhibition boards were on display with various board members available to answer questions from member of the public. Each pop up was very well attended. A copy of the pull-up banners can be found at Appendix X.

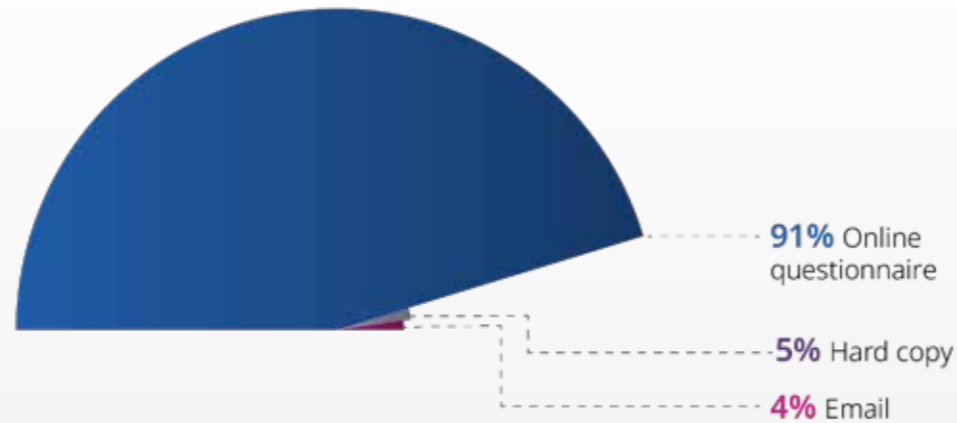
Representors were offered several ways to respond to the consultation. A survey could be completed and submitted via the One Plan consultation portal. Alternatively, surveys and other comments could be submitted by email or post or could be submitted by hand at any of the consultation events, or deposit points. A copy of the survey can be found at Appendix x.



# The River Green Corridor

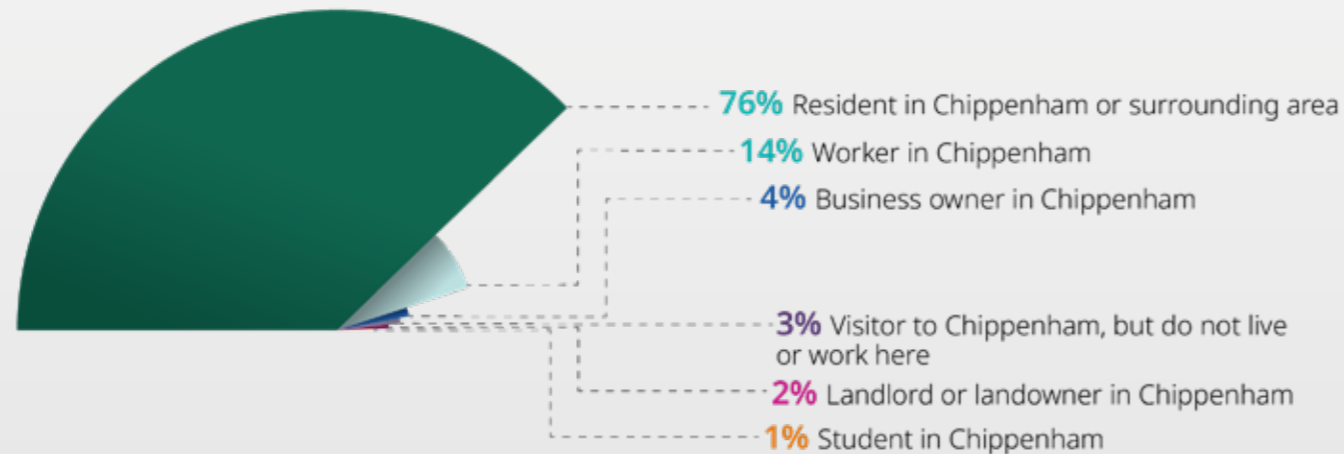
## 6 Summary of responses and issues arising

Over the course of the consultation period, 1942 duly made representations were received. 91% of questionnaires were submitted online:



What is your interest in Chippenham? (please select all that apply)

76% of respondents were residents in Chippenham or the surrounding area; 14% were workers in Chippenham.



The representations were processed, logged with unique ID numbers, and made anonymously available to view on the One Plan consultation portal. Respondents could also log in to the consultation portal to view the answers they had given to the survey.

### Analysis of consultation responses

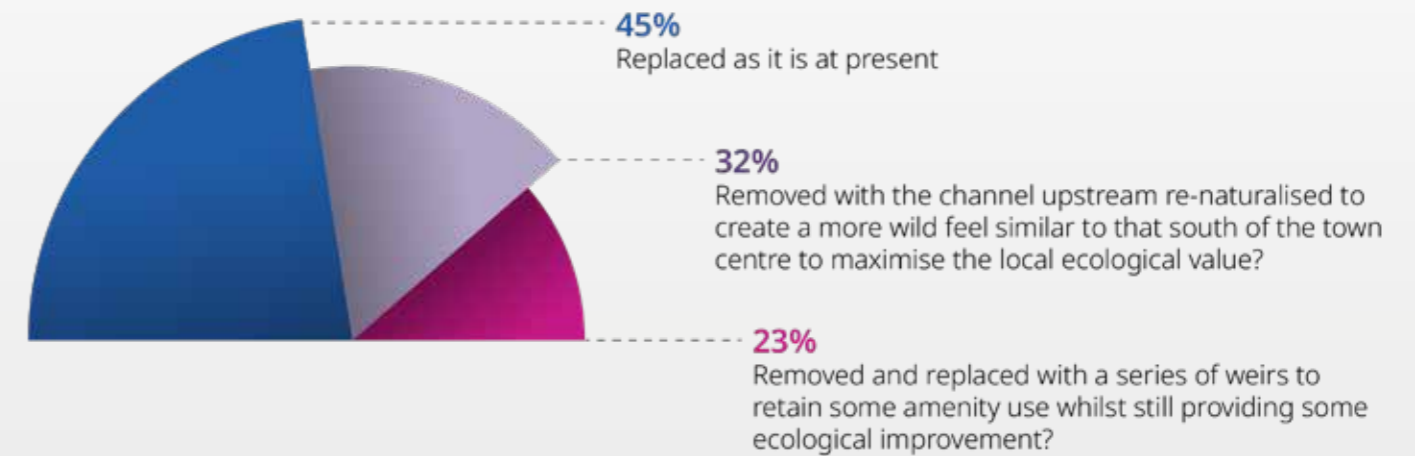
The following section sets out a summarised analysis of the consultation responses that were received, set out in question order as appeared in the consultation survey. A more detailed set of summarised responses, along with Board responses, can be found at Appendix x.

Would you prefer to see the gate/weir structure:

Replaced at it is at present.

Removed with the channel upstream re-naturalised to create a wilder feel similar to that south of the town centre to maximise the local ecological value?

Removed and replaced with a series of weirs to retain some amenity use whilst still providing ecological improvement?



### Commentary

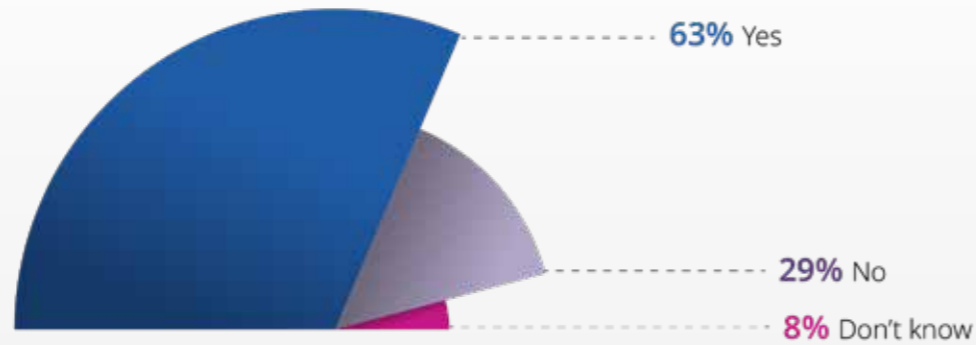
While 45% of respondents wanted the Radial Gate replaced it was clear from analysis of the free text questions this was not a support of the structure per se but rather of the higher water levels it maintained. It is clear that a sizeable number of responders (albeit a slight minority), were supportive of the aesthetic and recreational contribution the artificially maintained levels could provide.





# The River Frontage

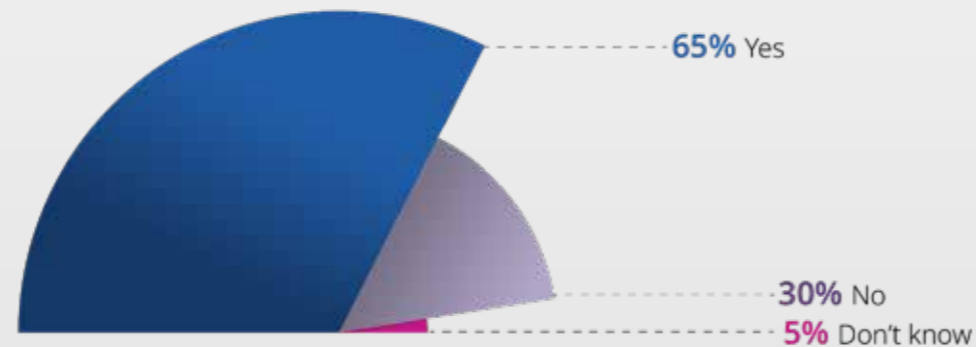
Do you think it is a good idea for the shopping centre to front onto the river?



## Commentary

The blank and unimaginative facades of existing buildings was cited consistently as a problem to be addressed. The majority of responders wanted to see the buildings all along the River, but especially at the Island Park, to be reconfigured to produce an active frontage over the riverside.

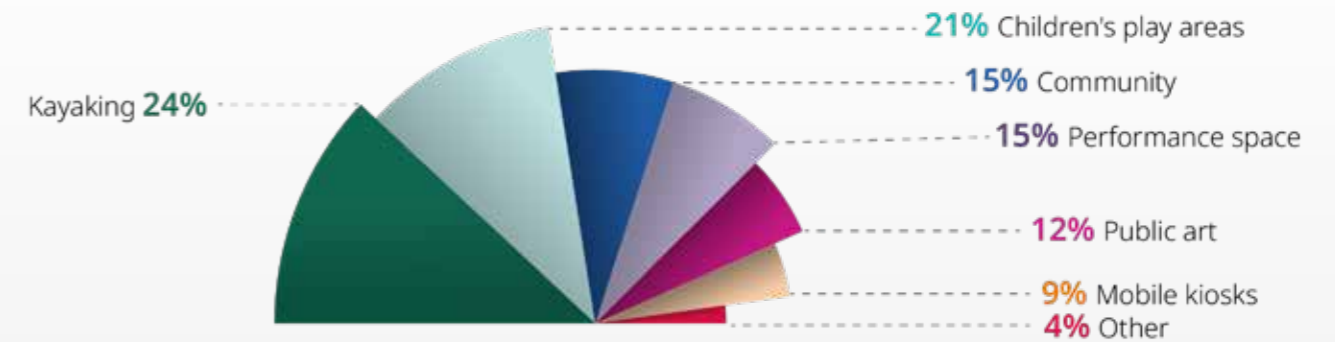
Do you think it is a good idea to create a landscaped pedestrian plaza in the Island Park area?



## Commentary

It became clear that one of the graphics in the consultation material was misleading and genuinely concerning to the community, namely the artists impression showing the whole of Island Park being a hard landscaped Plaza. This was never an intention of the One Team Partnership. When it was explained that the Plaza would be confined to the exiting hard paved areas adjacent to existing retail areas, but could be turned to overlook the open space, there was high levels of support for the idea of food, beverage and leisure terrace with generous outside seating overlooking existing green areas.

Which of these other uses on the river frontage would you like to see?



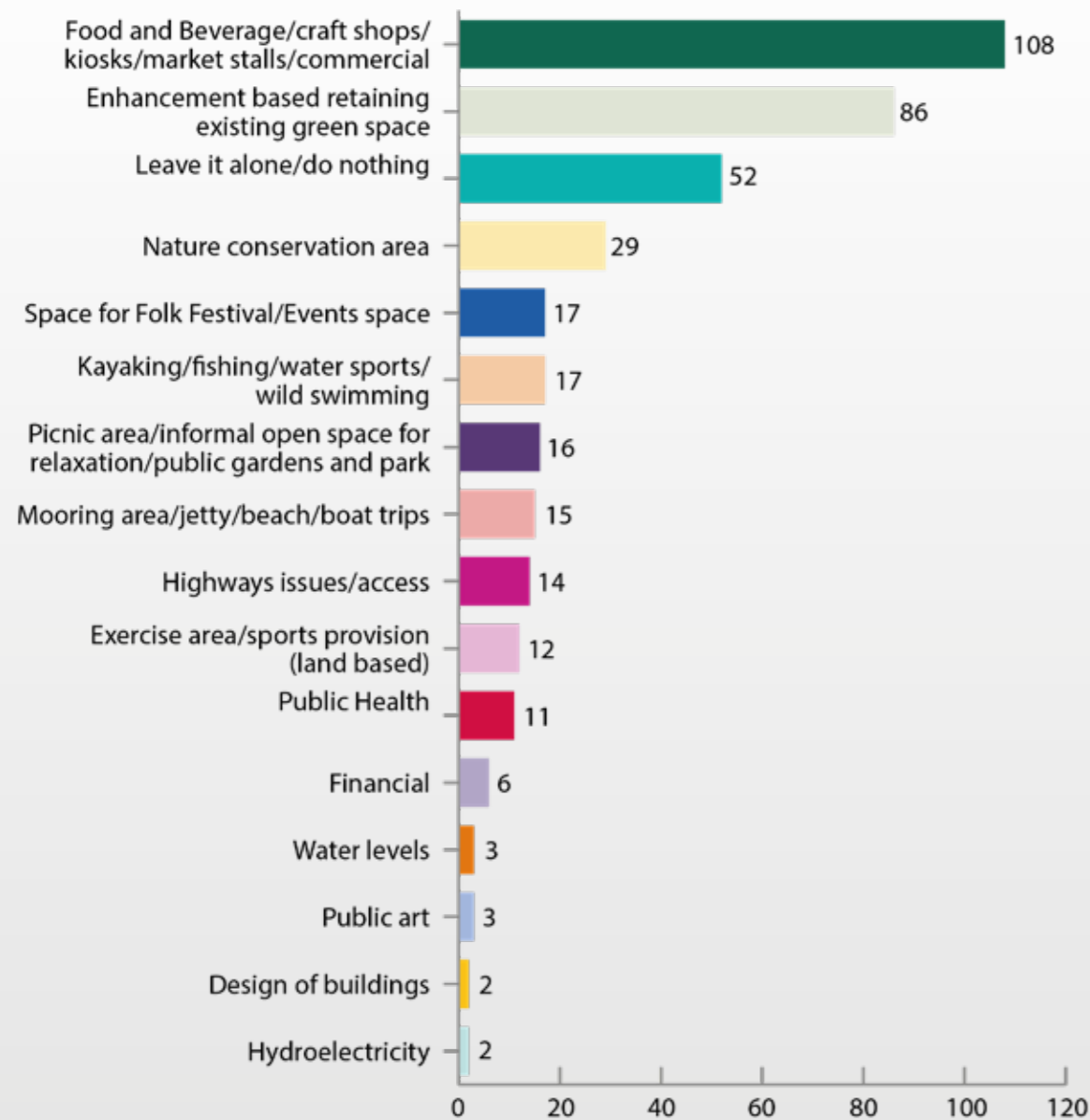
## Commentary

The community would like there to be greater opportunities for making active use of the River frontage, especially the Island Park. Having Kayaking access to the river was a consistent request as was outdoor performance space and play areas. This was strongly correlated to the request to maintain the green and natural character and making any changes in keeping to enhance and not radically change the area.



# Upper Market Place

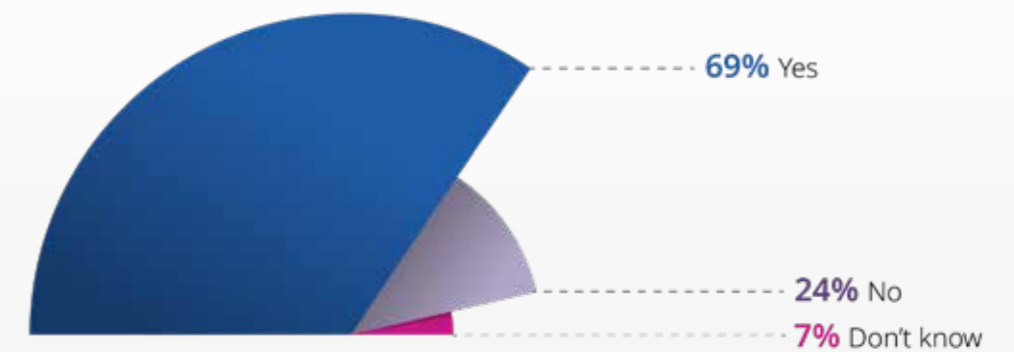
Any other (uses on the river frontage you would like to see)?



## Commentary

The consultation process across many of its questions and especially in the free text sections revealed a consistent and high level of demand for more food and beverage offers in Chippenham and in particular that based around outside seating and establishing a café culture. This correlates closely with baseline evidence that indicated that there is a demand for more experienced based activities in Chippenham to increase footfall and drive-up dwell time and spend. Again throughout the questionnaire there was a strong corresponding message that the café culture should be delivered as part of public domain greening and enhancement and not at the expense of it.

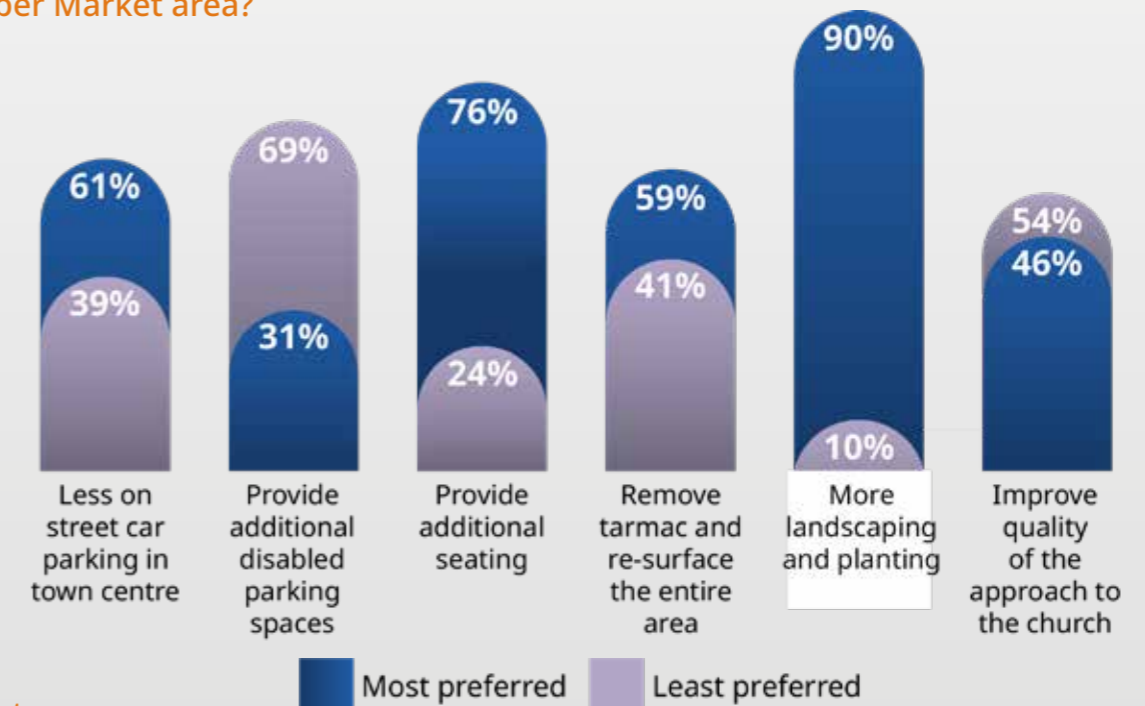
Do you think the Upper Market Place should be redesigned to make it easier and more pleasant for people to walk in and to reduce the dominance of cars?



## Commentary

The majority of those taking part in the survey support enhancing the Upper Market place and lessening the dominance of cars. There is also a vociferous minority who want more and cheaper parking. This tension will need to be addressed in changes to the One Plan.

If yes, which of the following measures do you think should be used to enhance The Upper Market area?

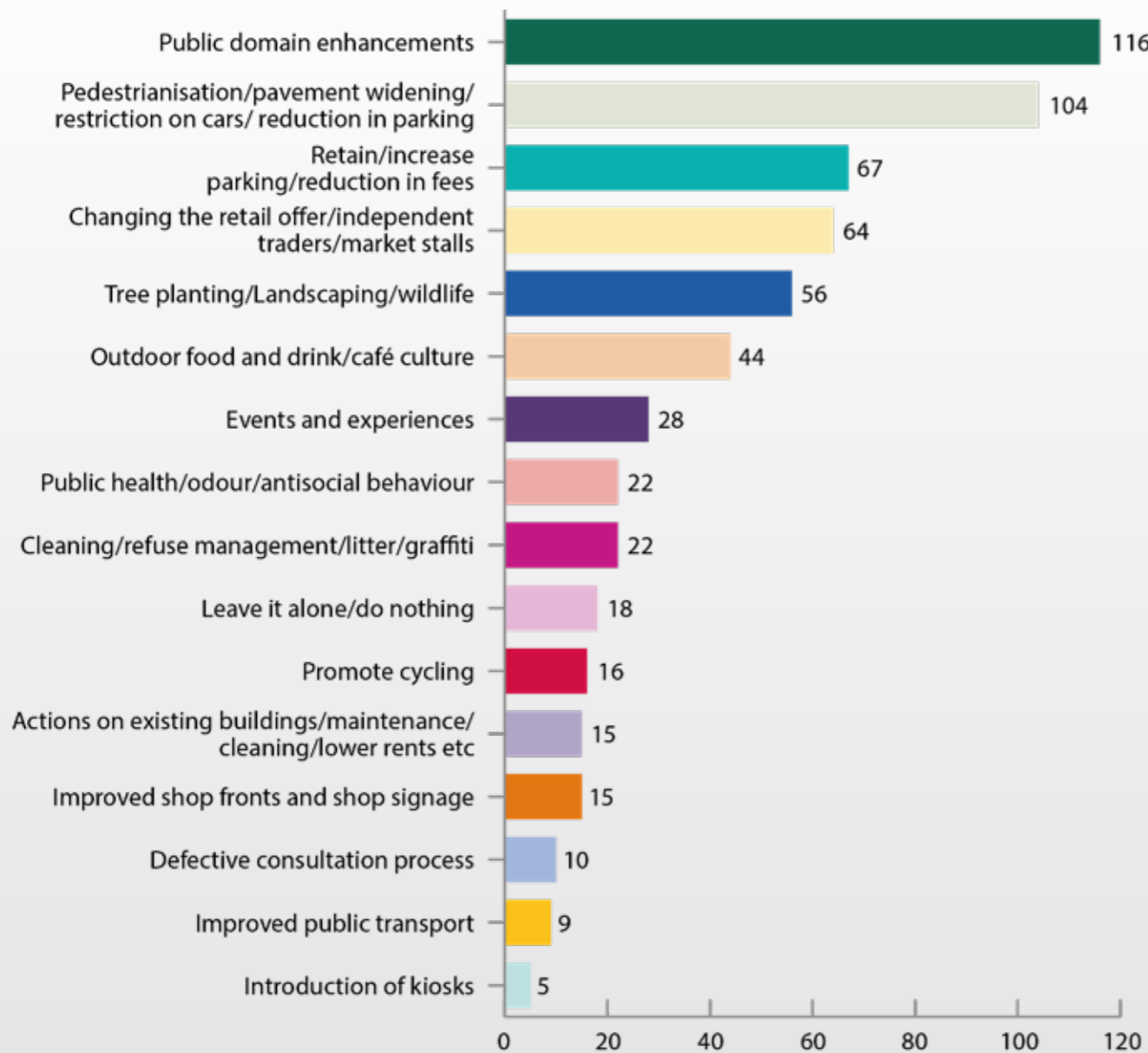


## Commentary

More tree planting and greenery is consistently the most popular intervention the community want in improving the public realm in Chippenham.

# Enhancing our town centre spaces

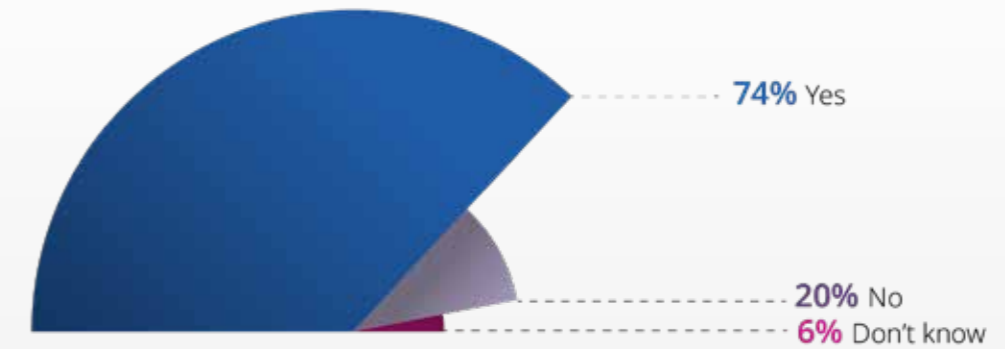
## How else could the Upper Market area be enhanced?



### Commentary

Over 250 responders identified some form of physical enhancement to Upper Market Place, either in the form of landscaping/planting, Pedestrianisation and new materials. Another common thread that runs through the comments is a clear desire amongst the community to have a more diverse retail and food/drinks offer. Often this was identified as more independent traders.

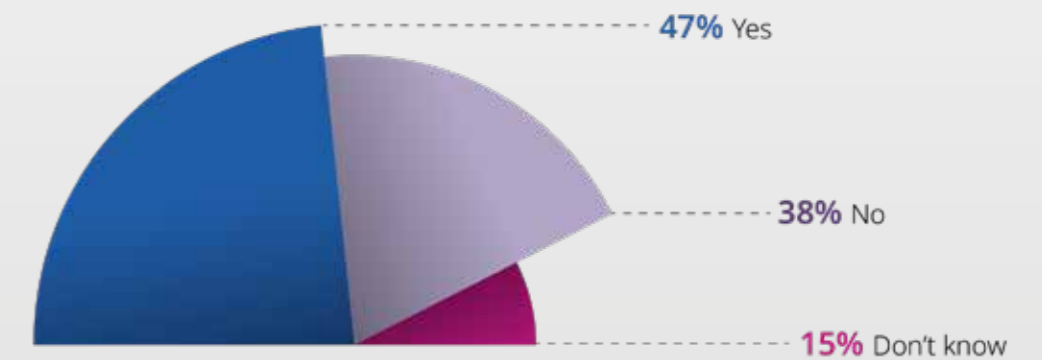
Do you think making the High Street easier and more pleasant for people to walk and spend time in and reducing the dominance of cars is a good way of enhancing the town centre?



### Commentary

As was a consistent theme the majority of responders wanted a better balance between other users and the motorist and considered the car too dominant in Chippenham Town Centre. Although there is a vociferous minority against any reduction in parking it is a marked trend that when the unequivocal question was asked that consistently about two thirds or more wanted the cars dominance reduced.

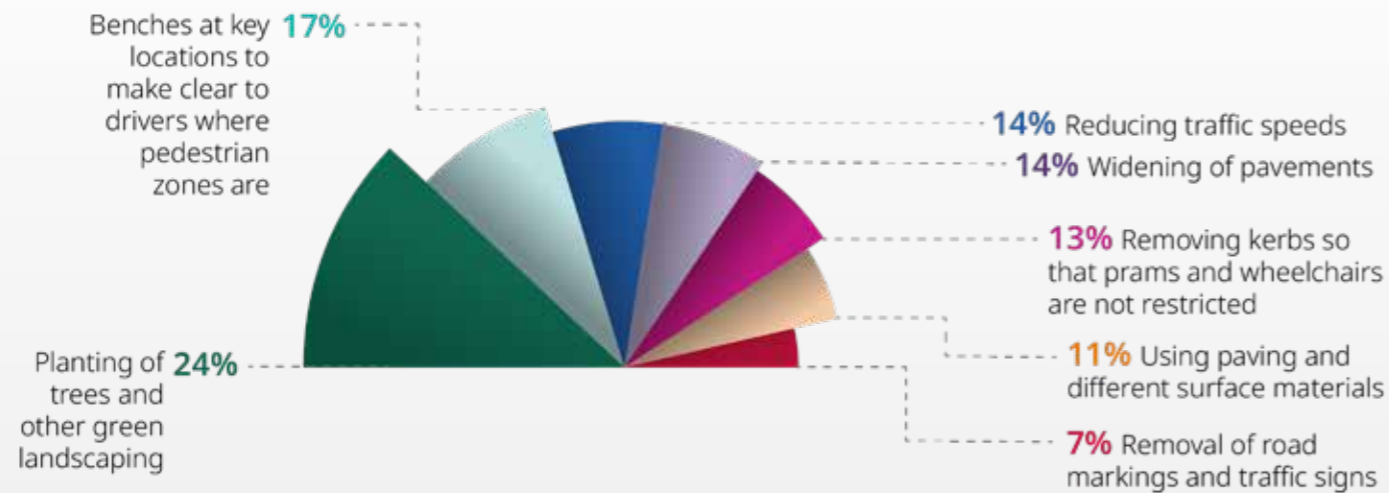
Do you think this approach should be extended north along The Bridge and New Road/Upper New Road?



### Commentary

This was one area of the Town Centre where the ratio between those wanting less car dominance and those preferring the existing balance was much narrower. Analysis of the free text part of this question reveal that a lot of people were concerned that any restriction in vehicles in this part of the town would be an obstacle to getting to the Station and Olympiad. Therefore any changes to the One Plan strategy should address this issue and ensure that important existing routes are maintained in any future changes to the pedestrian/traffic balance of this particular area.

If you agree with the principal of this approach, which of the following techniques would you like to see in the High Street, The Bridge and New Road/Upper New Road?

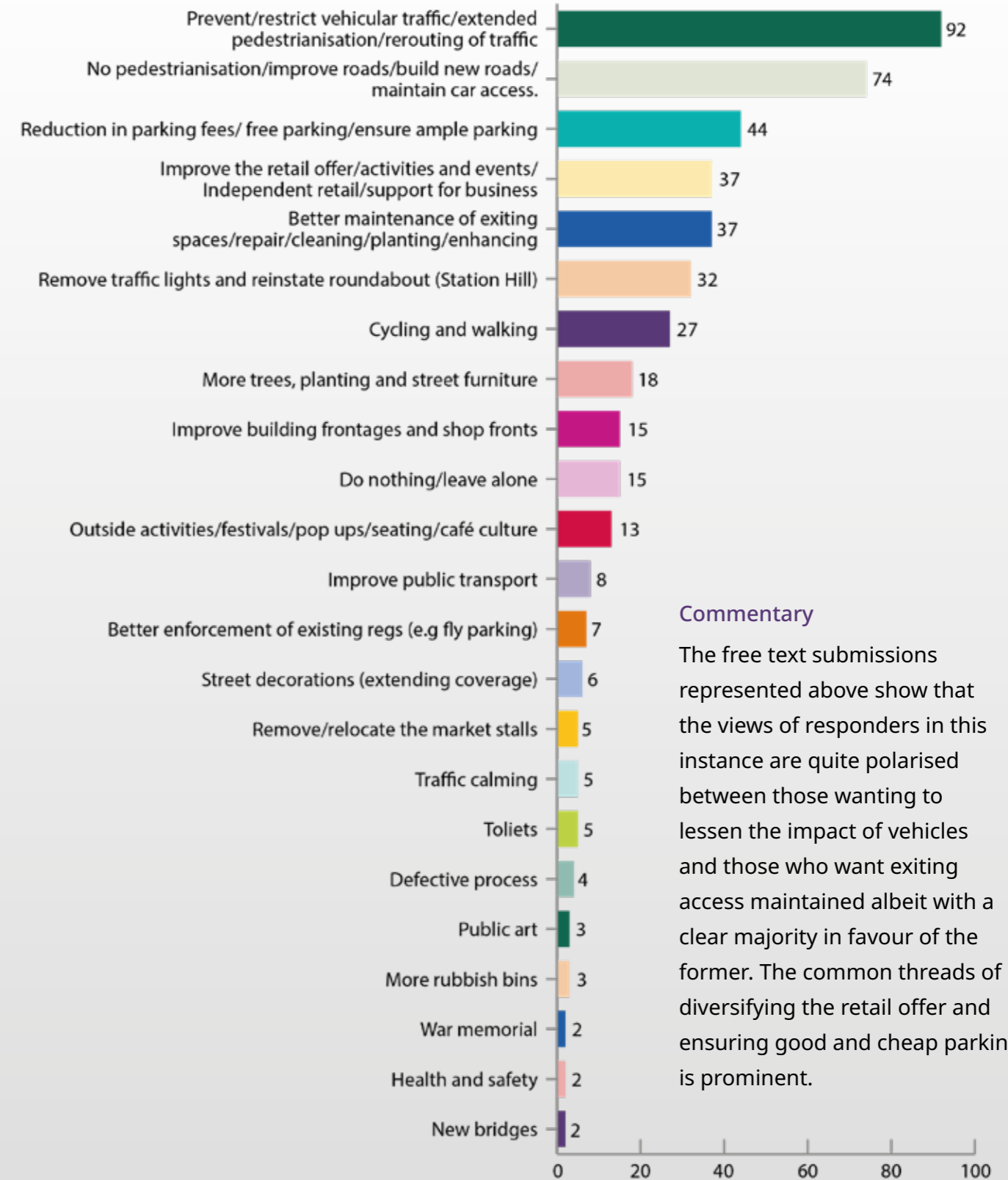


**Commentary**

As is consistent throughout the responses tree planting, landscaping and outdoor seating were seen as key interventions to enhance the area. Respondents were given the opportunity to provide their own ideas about other ways of enhancing the High Street, The Bridge and New Road/Upper New Road:



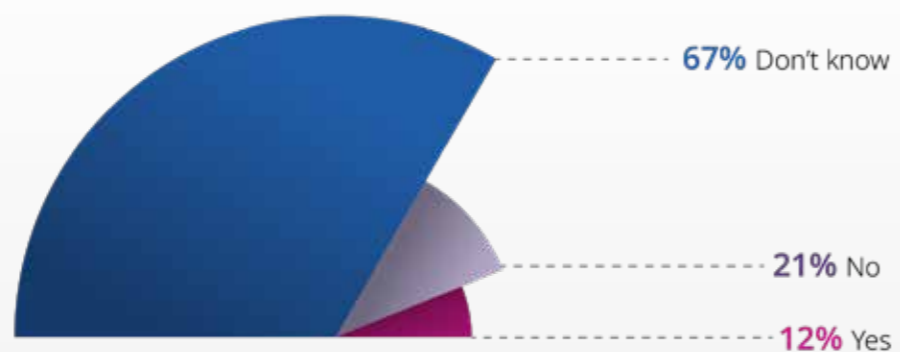
Any other (measures you think will enhance the Town Centre Spaces)?



**Commentary**

The free text submissions represented above show that the views of responders in this instance are quite polarised between those wanting to lessen the impact of vehicles and those who want exiting access maintained albeit with a clear majority in favour of the former. The common threads of diversifying the retail offer and ensuring good and cheap parking is prominent.

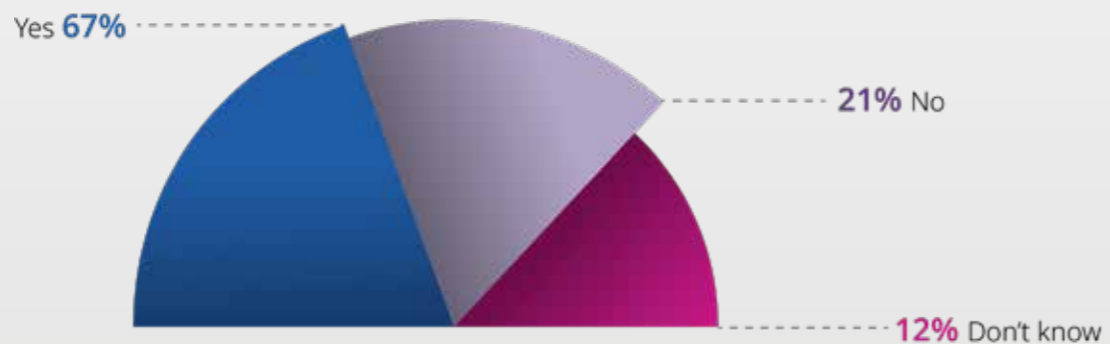
Do you agree that public art should be considered as a way to enhance Chippenham town centre?



**Commentary**

The consultation has confirmed that public art installations are not seen as an important element in enhancing Chippenham Town Centre. The follow up question on the type of art is therefore moot.

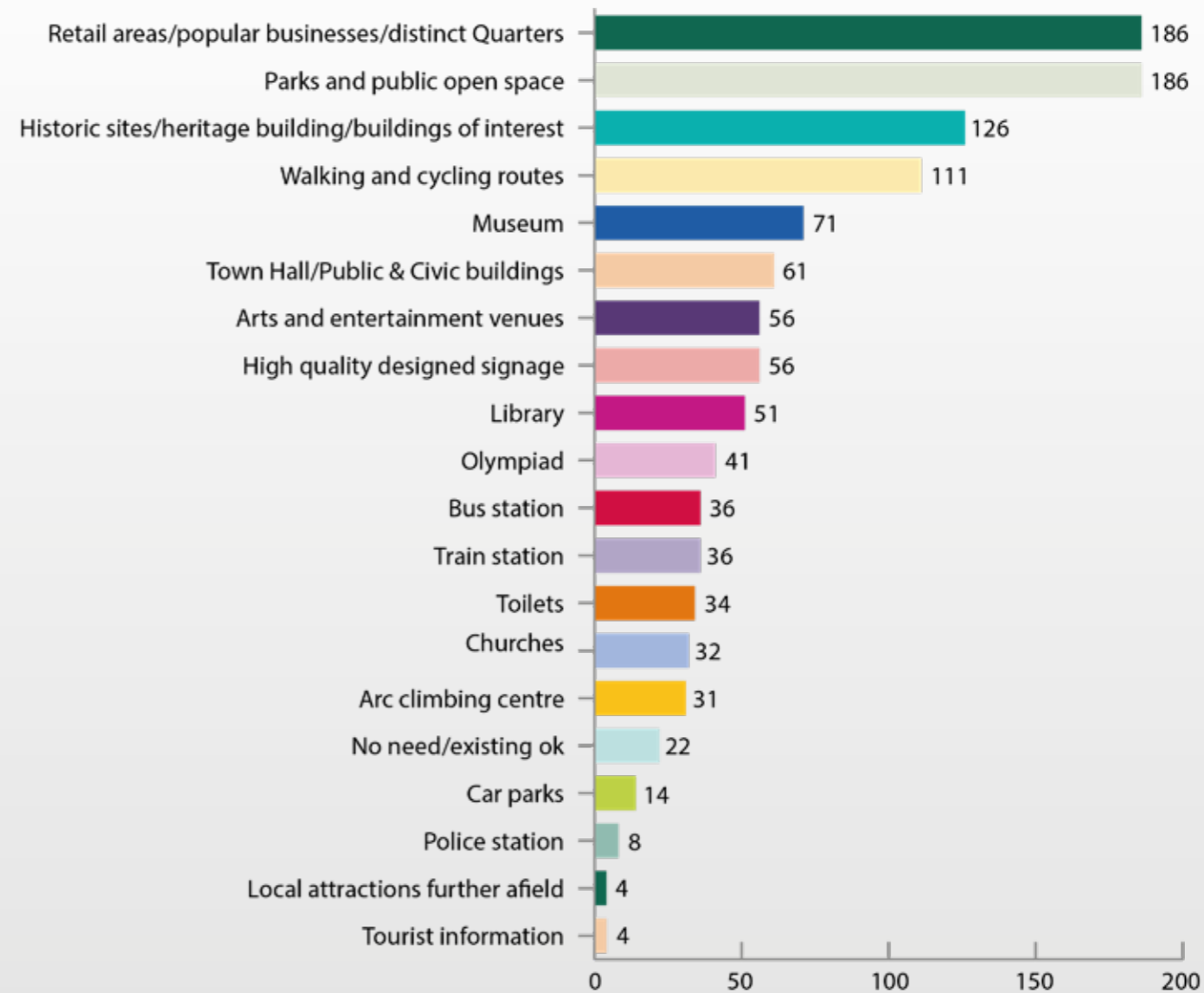
Do you agree that more signage should be considered as a way to enhance Chippenham town centre?



**Commentary**

Being easier for the visitor and user of the Town Centre to easily find their way around was strongly supported by the majority of responders.

If yes, what locations and landmarks within the town would you suggest be specifically signposted?

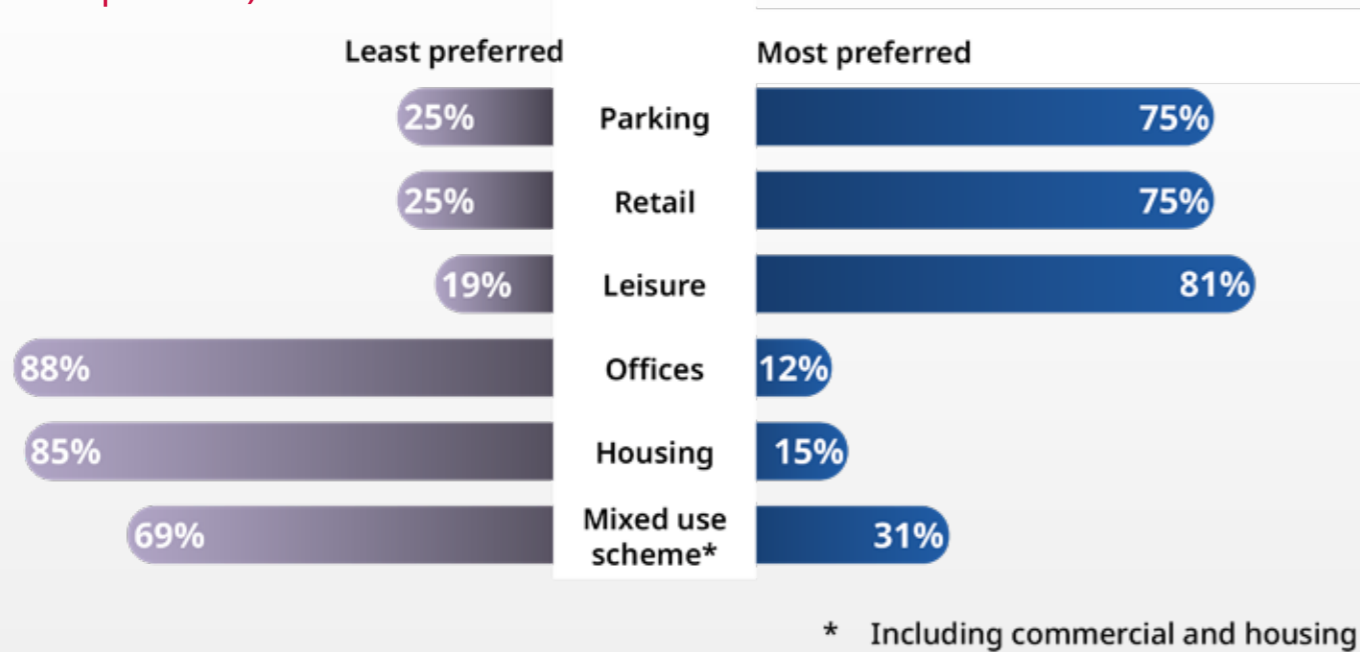


**Commentary**

Directing the visitor to the main commercial centres, the parks and open spaces and the heritage were seen as the most important. A second tranche of comments was ensuring public and civic building and amenities were easy to find.

# Bath Road car park/ Bridge Centre

Please rank the following uses in order of preference (rank 1 as the most preferred, 6 as the least preferred).



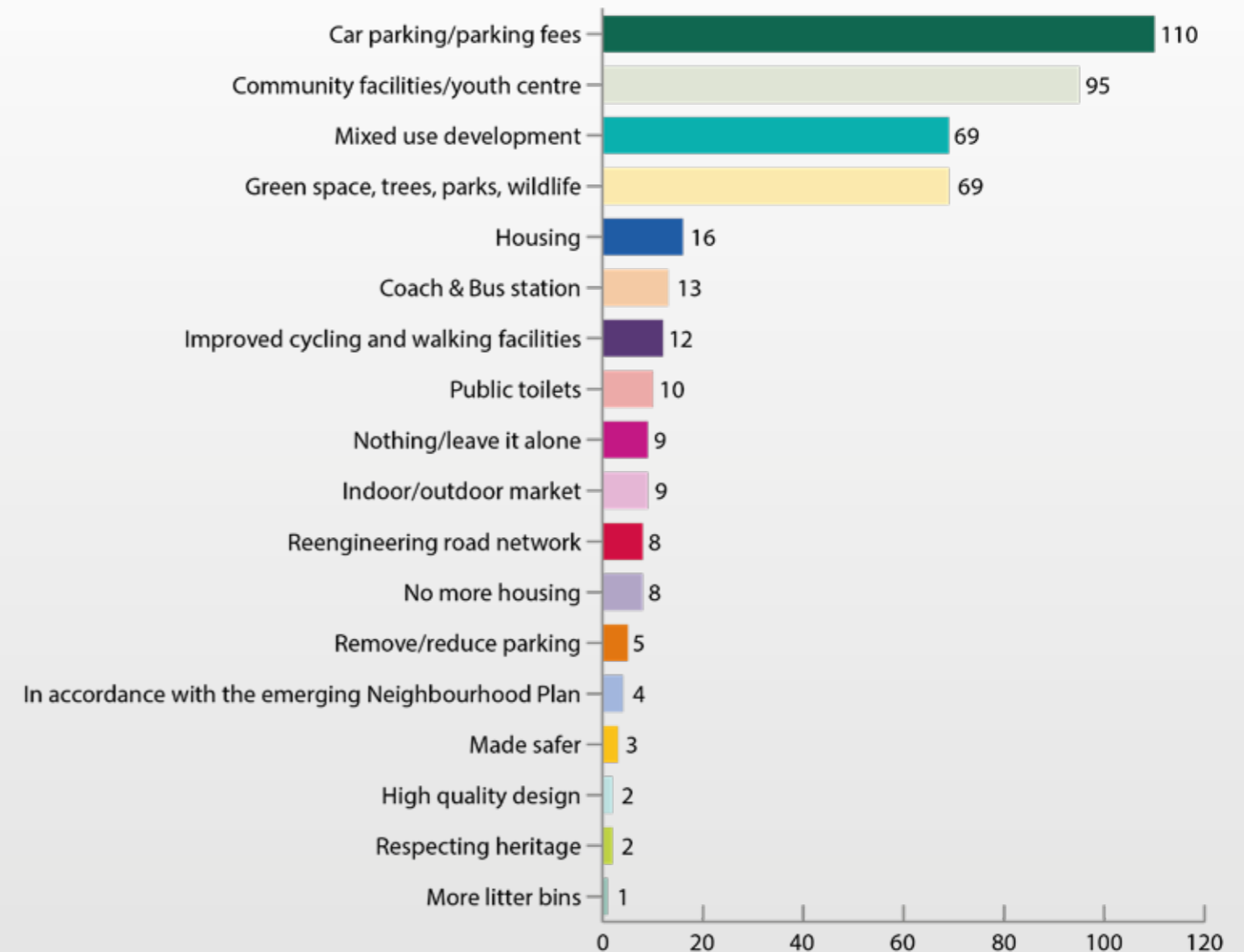
## Commentary

There was a clear preference expressed for any redevelopment of the Bath Road site to maintain good levels of affordable parking and include leisure and retail facilities. Housing and offices were strongly opposed.



## Are there any other uses you would like to see on the site? (please specify)

Respondents were also given the opportunity to suggest any other uses they would like to see on the Bath Road car park/Bridge Centre site, and the results were as follows:



## Commentary

The free text question regarding this part of town reemphasised the desire to retain good levels of affordable parking. Also it stood out that many people felt that the former youth facility that was lost during previous changes has never been adequately replaced and that future redevelopment of the site would be a good opportunity to rectify this.

# General/Conclusion

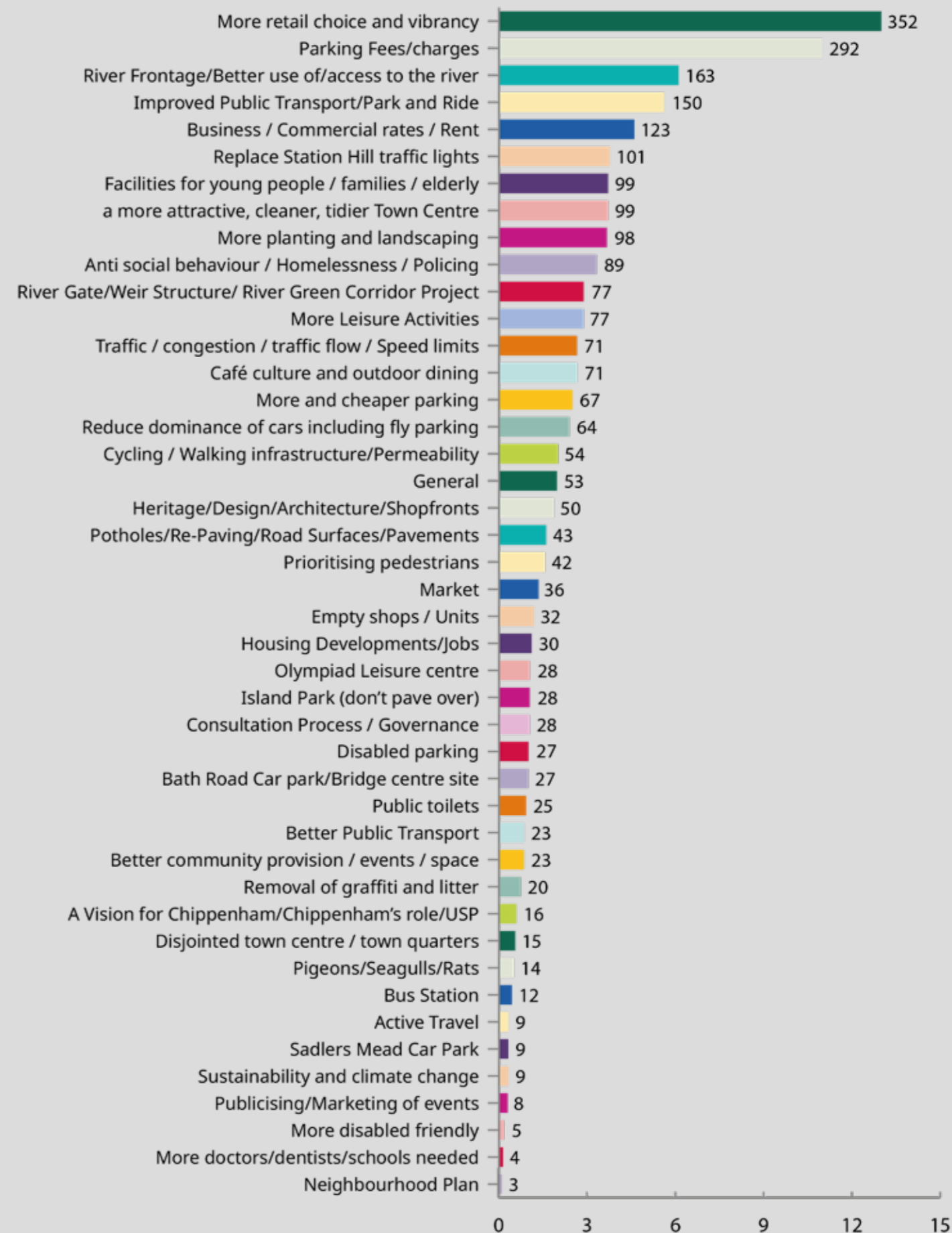
The final section of the survey read:

Please list below issues that you think need to be addressed to make Chippenham Town Centre a better place:

The responses received are summarised as overleaf:

## Commentary

The opportunity to add general, unprompted comments unsurprisingly led to a very diverse range of views. As with all free text answers in this questionnaire they have been grouped into general themes and again it is predictable that they are a close correlation to those expressed through the rest of the survey. There is an unequivocal desire in the community to see more diversity and choice in the retail and food/drink offer in the town. The retention of affordable parking in a convenient location is also a high priority.



# Appendix 1 - Consultation material

A4 poster

**Chippenham One Plan**  
Public consultation

Climate change resilience improved

Potential regeneration opportunity at Bath Road car park/leisure centre

250+ jobs created and increased confidence for investment from others in town centre

Reducing the dominance of cars in the town centre

Encourage modal shift away from the private car in favour of walking and cycling, thus reducing carbon emissions and improving air quality

Greater recognition of the historic heritage of the Upper Market Place

Improving Upper Market Place for pedestrians

Reducing the dominance of cars in Upper Market Place

New food and beverage night-time hub around Island Park

Increased opportunities for volunteer groups to become more involved in their local environment

Outdoor education and training opportunities

Improvements to 62 ha of high quality public open space/public realm to be enjoyed by all

Improved cycling and pedestrian routes, to be segregated wherever possible

Enhanced green infrastructure will improve amenity and wellbeing for visitors and local residents

Improved public physical and mental health outcomes resulting in increased productivity

Reduced risk of disruption from flooding to transport infrastructure

Up to 100 homes and 110 businesses would be better protected against flooding

Reduced risk of vehicle collisions

We are seeking your views and ideas on the development of a new and comprehensive Town Centre Masterplan for Chippenham to help boost Chippenham's economy, enhance the environment and celebrate the town's heritage.

To view the proposals visit:  
[www.wiltshire.gov.uk/ChippenhamOnePlan](http://www.wiltshire.gov.uk/ChippenhamOnePlan)

Comments are invited until  
5pm on Tuesday 6 June 2023

To request a paper copy of the proposals, please call 0300 456 0100

Wiltshire College & University Centre | EVOLVE | ACORN | Chippenham Borough Lands | ONE SOCIETY | Environment Agency | UK Parliament | Chippenham Town Council | Chippenham Town Centre Partnership Board | Wiltshire Council

A3 & A2 Poster

**Chippenham One Plan**  
Public consultation

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Plan 1: Showing town centre projects

Plan 2: Showing river green corridor

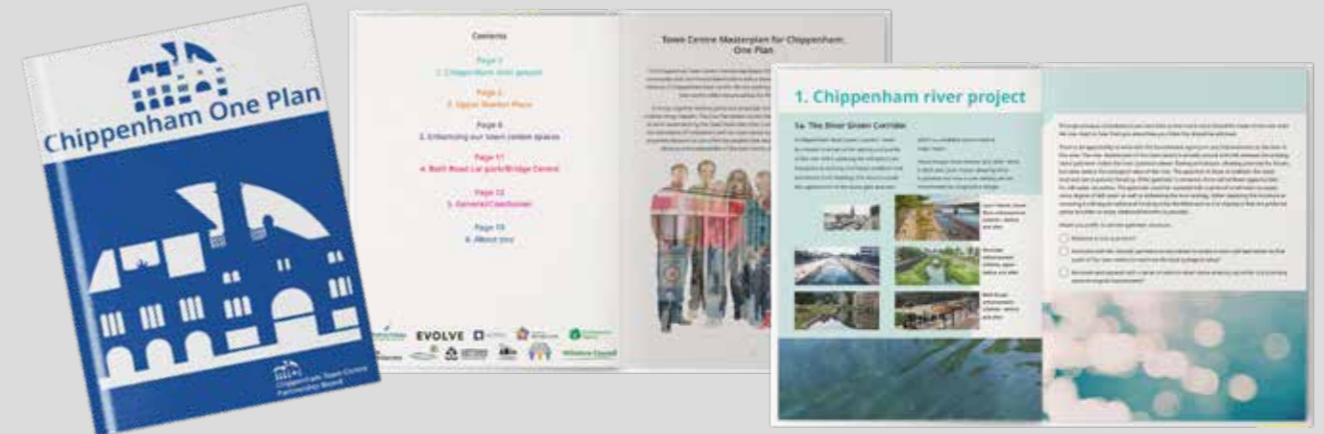
Wiltshire College & University Centre | EVOLVE | ACORN | Chippenham Borough Lands | ONE SOCIETY | Environment Agency | UK Parliament | Chippenham Town Council | Chippenham Town Centre Partnership Board | Wiltshire Council



Pull ups



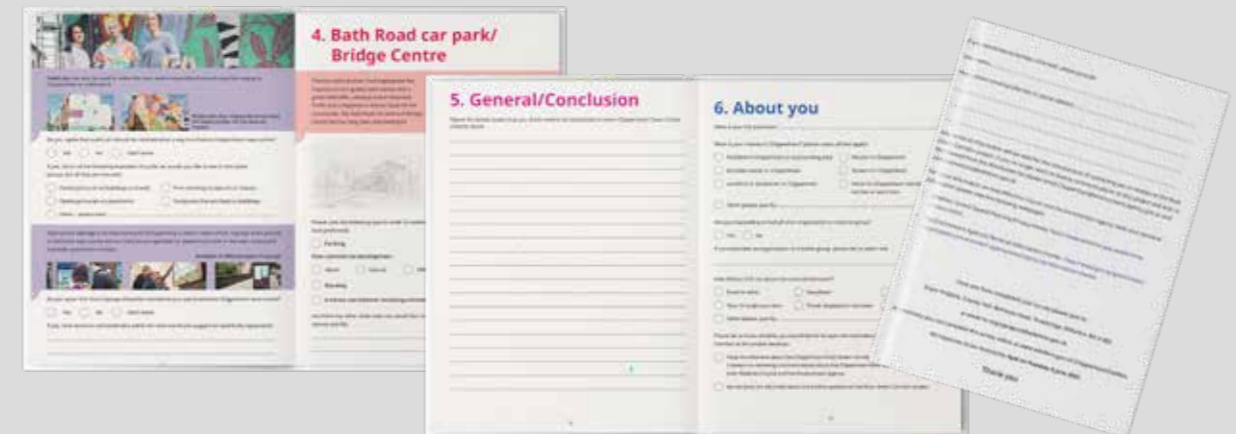
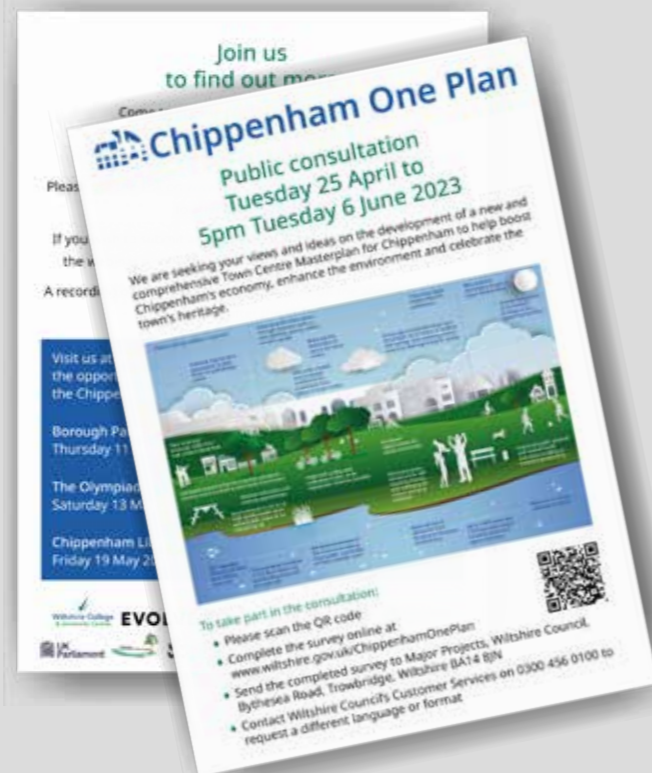
Questionnaire



Static pull up



Flyer



Media

