



Chippenham One Plan

Consultation report

Appendices 2 and 3



Chippenham Town Centre
Partnership Board

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Appendix 2 – Summarised comments and responses – Free Text

The River Frontage

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

Headline summary of this free text question:

- 339 overall responses filled in this free text question.
- 200 wanted the green space retained.
- 256 supported positive interventions to enhance the green area, café culture and other experiences.
- 56 wanted no change to the area.
- The comments fall into the following themes

Theme to emerge	Number of responders who raised it	General comments	Board's response
Food and Beverage/ craft shops/kiosks/ market stalls/ commercial	108		The consultation has shown a clear desire to have an active river frontage, a message which has been consistent over time from the general public. Opportunities to do this will be explored whilst balancing this against other desires, such as enhancing the natural environment and retaining green spaces.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Enhancement based retaining existing green space	86		<p>The public have provided a very clear and unambiguous voice about the value they place on the retention and enhancement of existing green space and the Island while utilising it for more events and public enjoyment. The consultation results will be used to shape the next iteration of the One Plan to reflect this clear message.</p> <p>Any development which adjoins Island Park will need to have regard to planning policy and meet the tests for development within a Conservation Area, that includes a requirement to preserve and/or enhance its character. Any works proposed as part of a scheme within the Island Park area would need consent of the relevant third-party landowners, including the Town Council.</p>
Leave it alone/do nothing	52		See response above re: Island Park
Nature conservation area (29)			
	29		The desire to enhance nature conservation in the town centre and along the river is clear, and opportunities to do this will be an important part of the work going forward.
Space for Folk Festival/ Events space (17)			
	17		Noted. Creating space for events will help to contribute towards an active river frontage, which this consultation has indicated is a desired outcome by many. Any proposals would need to demonstrate that they accord with national and local design guidance insofar as they relate to public space and the public realm.
Kayaking/fishing/water sports/wild swimming (17)			
	17		EA to respond?
Picnic area/informal open space for relaxation/public gardens and park (16)			
	16		Noted. Creating space for such uses will help to contribute towards an active river frontage, which this consultation has indicated is a desired outcome by many.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Mooring area/jetty/ beach/boat trips	15		EA to respond?
Highways issues/ access (14)	14		Highway issues, including access, will be addressed through transport studies/ assessments as projects in the One Plan become more detailed.
Exercise area/sports provision (land based)	12		Opportunities to deliver exercise areas/sports provision will be explored. This will support active lifestyles which will improve air quality, reduce congestion, improve public health and make Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit.
Public Health	11		Chippenham town council to respond?
Financial	6	Money is short and could be better used on other things	The One Plan seeks to deliver projects that will benefit the local economy; there is a positive case to investing in Chippenham. Financial viability for any individual scheme will clearly be considered at the appropriate time.
Water levels	3		EA to respond?
Public art	3		Where appropriate, projects will consider the provision of public art. Concerns about graffiti are noted and.....
Design of buildings	2	Existing building seen as in need of improvement	Going forwards, the One Plan projects will have to comply with policy requirements related to urban design. The design approach will reflect the unique character of Chippenham.
Hydroelectricity	2		EA to respond?

Upper Market Place

How else could the Upper Market area be enhanced?

Headline summary of this free text question:

- 396 overall responders filled in this free text question many making raising multiple issues.
- 76% (301) favoured some kind of intervention and enhancement.
- 24% (95) wanted no change and/or parking retained and increased.
- 116 supported enhancements to the public domain.
- 104 supported full or partial pedestrianisation.
- 64 thought some existing retail character let the area down and should be improved.
- 44 supported an outdoor eating and drinking area which was a common thread.
- The comments fall into the following themes, rich have been ranked by number.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Public domain enhancements	116		Agree that opportunities for public domain enhancements should be pursued; the One Plan will ensure that this will be taken forward in future projects.
Pedestrianisation/ pavement widening/ restriction on cars/ reduction in parking	104		Opportunities for pedestrianisation where appropriate will be explored as the One Plan progresses. Car parking will need to be considered as part of a car parking strategy.
Retain/increase parking/reduction in fees	67		Car parking charges set by the Council support a range of other Council transport measures, including essential local bus services. Parking charges are set by the Council's Parking Services team and are not within the scope of the One Plan.
Changing the retail offer/independent traders/market stalls	64		The type and number of retailers and high street businesses that will be attracted to Chippenham High Street will be determined by the private sector in response to current market trends. However, the One Plan projects can contribute towards creating the right conditions to attract a variety of retailers/ businesses to the town centre.
Tree planting/ Landscaping/wildlife	56		The desire to enhance nature conservation/ ecology is clear, and opportunities to do this will be an important part of the work going forward.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Outdoor food and drink/café culture	44		Opportunities to deliver a café culture will be explored in the One Plan.
Events and experiences	28		Noted. Creating space for events/experiences will help to contribute towards the attractiveness and viability of Chippenham and the One Plan will seek to take this forward.
Public health/odour/antisocial behaviour	22		Chippenham Town Council to respond?
Cleaning/refuse management/litter/graffiti	22		Chippenham Town Council to respond?
Leave it alone/do nothing	18		Doing nothing to the Upper Market Place is an option, but the consultation indicates that this is not desire of the majority of those who commented on this particular aspect of the One Plan.
Promote cycling	16		Agreed, this support active lifestyles, improve air quality, reduce congestion, improve public health and make Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit. Promotion of cycling will be taken forward in the One Plan.
Actions on existing buildings/maintenance/cleaning/lower rents etc	15		Generally, market rental rates are determined by the attractiveness of the location to retailers, depending on level of footfall, accessibility etc. The One Plan projects are intended to improve the local economy and business performance by increasing the number, diversity and length of visit of customers shopping in the area. Neighbouring landlords may take these factors into account when reviewing rents on their properties.....
Improved shop fronts and shop signage	15		Going forwards, the One Plan projects will have to comply with policy requirements related to urban design. The design approach will reflect the unique character of Chippenham. This may help civic pride and for existing shop owners to improve their shop fronts/signage as well.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Defective consultation process	10		The consultation process has been informed by Wiltshire Council's Statement of Community Involvement as well as the "Chippenham One Plan: Consultation methods and responsibilities" and "Consultation Strategy" as agreed by the board. The One Plan is not a detailed design process, rather it sets a framework. It would not be cost effective to work up detailed projects until it is better understood what the community would like to see happen. The images that have been selected are intended to show the art of the possible, taking inspiration from what has been achieved in other places. They do not necessarily show what will be delivered in Chippenham.
Improved public transport	9		Agreed, this will improve air quality, reduce congestion, improve public health and make Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit. Opportunities to improve public transport will be taken forward in the One Plan.
Introduction of kiosks	5		Noted. The One Plan can explore opportunities for the provision of kiosks. These can add vibrancy of the retail offer in the town centre and provide alternative spaces for small scale retailers.

Enhancing our town centre spaces

Which other interventions would you like to see in the High Street, The Bridge and New Road/Upper New Road?

Headline summary of this free text question:

- 309 overall responders filled in this free text question many making raising multiple issues.
- The big issue was whether to further restrict vehicular traffic any further. Of respondents there was the following pretty even split:
 - 30% (92) favoured further intervention.
 - 24% (74) opposed any further tightening of restrictions.
- 44 favoured making parking cheaper as many considered this would boost business.
- 37 thought an improved and different retail offer would attract more footfall.
- The comments fall into the following themes, rich have been ranked by number.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Prevent/restrict vehicular traffic/ extended pedestrianisation/ rerouting of traffic	92		Noted. Traffic calming measures/re-routing/ pedestrianisation will be examined in detail as the One Plan progresses.
No pedestrianisation/ improve roads/build new roads/maintain car access	74		Objections to pedestrianisation and the desire improvements to road infrastructure are noted. As the One Plan progress, these issues will be considered in detail. The One Plan's geographical remit is Chippenham town centre and is unconnected to any matters relating to a bypass.
Reduction in parking fees/ free parking/ ensure ample parking	44		Car parking charges set by the Council support a range of other Council transport measures, including essential local bus services. Parking charges are set by the Council's Parking Services team and are not within the scope of the One Plan.
Improve the retail offer/activities and events/Independent retail/support for business	37		The type and number of retailers and high street businesses that will be attracted to Chippenham High Street will be determined by the private sector in response to current market trends. However, the One Plan projects can contribute towards creating the right conditions to attract a variety of retailers/ businesses to the town centre.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Better maintenance of existing spaces/repair/cleaning/planting/enhancing	37		Chippenham Town Council to respond?
Remove traffic lights and reinstate roundabout (Station Hill)	32		A comprehensive assessment of the highways network within the city centre will be necessary. Any proposals to alter the highways network, including removal/provision of traffic lights, will have to demonstrate that there would be no adverse impacts on the highways network and the ability of essential vehicles to access the city.
Cycling and walking	27		The opportunity to provide improved/additional cycle and walking paths will be examined in the One Plan as it is taken forward.
More trees, planting and street furniture	18		The desire to enhance nature conservation and the public realm is clear, and opportunities to do this will be an important part of the work going forward.
Improve building frontages and shop fronts	15		Going forwards, the One Plan projects will have to comply with policy requirements related to urban design. The design approach will reflect the unique character of Chippenham. This may help civic pride and for existing shop owners to improve their shop fronts/signage as well.
Do nothing/leave alone	15		Doing nothing to the town centre is an option, but the consultation indicates that this is not desire of the majority of those who commented on this particular aspect of the One Plan.
Outside activities/festivals/pop ups/seating/café culture	13		Opportunities to deliver these activities and uses will be explored in the One Plan.
Improve public transport	8		Agreed, this will improve air quality, reduce congestion, improve public health and make Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit. Opportunities to improve public transport will be taken forward in the One Plan.
Better enforcement of existing regs (e.g fly parking)	7		?
Street decorations (extending coverage)	6		Chippenham Town Council to respond?

Theme to emerge	Number of responders who raised it	General comments	Board's response
Remove/relocate the market stalls	5		Chippenham Town Council to respond?
Traffic calming	5		Noted. Traffic calming measures can be examined in a Traffic and Movement Strategy.
Tolietts	5		Chippenham Town Council to respond?
Defective process	4		The consultation process has been informed by Wiltshire Council's Statement of Community Involvement as well as the "Chippenham One Plan: Consultation methods and responsibilities" and "Consultation Strategy" as agreed by the board. The One Plan is not a detailed design process, rather it sets a framework. It would not be cost effective to work up detailed projects until it is better understood what the community would like to see happen. The images that have been selected are intended to show the art of the possible, taking inspiration from what has been achieved in other places. They do not necessarily show what will be delivered in Chippenham.
Public art	3		Support for public art is noted and will be explored in further iterations of the One Plan.
More rubbish bins	3		Chippenham Town Council to respond?
War memorial	2		Chippenham Town Council to respond?
Health and safety	2		Concern about shared spaces and removal of kerbs is noted....
New bridges	2		/

Enhancing our town centre spaces

Which other interventions would you like to see in the High Street, The Bridge and New Road/Upper New Road?

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Theme to emerge	Number of responders who raised it	General comments	Board's response
Prevent/restrict vehicular traffic/ extended pedestrianisation/ rerouting of traffic	92		Noted. Traffic calming measures/re-routing/ pedestrianisation will be examined in detail as the One Plan progresses.
No pedestrianisation/ improve roads/build new roads/maintain car access	74		Objections to pedestrianisation and the desire improvements to road infrastructure are noted. As the One Plan progress, these issues will be considered in detail. The One Plan's geographical remit is Chippenham town centre and is unconnected to any matters relating to a bypass.
Reduction in parking fees/ free parking/ ensure ample parking	44		Car parking charges set by the Council support a range of other Council transport measures, including essential local bus services. Parking charges are set by the Council's Parking Services team and are not within the scope of the One Plan.
Improve the retail offer/activities and events/Independent retail/support for business	37		The type and number of retailers and high street businesses that will be attracted to Chippenham High Street will be determined by the private sector in response to current market trends. However, the One Plan projects can contribute towards creating the right conditions to attract a variety of retailers/ businesses to the town centre.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Better maintenance of existing spaces/repair/cleaning/planting/enhancing	37		Chippenham Town Council to respond?
Remove traffic lights and reinstate roundabout (Station Hill)	32		A comprehensive assessment of the highways network within the city centre will be necessary. Any proposals to alter the highways network, including removal/provision of traffic lights, will have to demonstrate that there would be no adverse impacts on the highways network and the ability of essential vehicles to access the city.
Cycling and walking	27		The opportunity to provide improved/additional cycle and walking paths will be examined in the One Plan as it is taken forward.
More trees, planting and street furniture	18		The desire to enhance nature conservation and the public realm is clear, and opportunities to do this will be an important part of the work going forward.
Improve building frontages and shop fronts	15		Going forwards, the One Plan projects will have to comply with policy requirements related to urban design. The design approach will reflect the unique character of Chippenham. This may help civic pride and for existing shop owners to improve their shop fronts/signage as well.
Do nothing/leave alone	15		Doing nothing to the town centre is an option, but the consultation indicates that this is not desire of the majority of those who commented on this particular aspect of the One Plan.
Outside activities/festivals/pop ups/seating/café culture	13		Opportunities to deliver these activities and uses will be explored in the One Plan.
Improve public transport	8		Agreed, this will improve air quality, reduce congestion, improve public health and make Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit. Opportunities to improve public transport will be taken forward in the One Plan.
Better enforcement of existing regs (e.g fly parking)	7		?
Street decorations (extending coverage)	6		Chippenham Town Council to respond?

Theme to emerge	Number of responders who raised it	General comments	Board's response
Remove/relocate the market stalls	5		Chippenham Town Council to respond?
Traffic calming	5		Noted. Traffic calming measures can be examined in a Traffic and Movement Strategy.
Tolietts	5		Chippenham Town Council to respond?
Defective process	4		The consultation process has been informed by Wiltshire Council's Statement of Community Involvement as well as the "Chippenham One Plan: Consultation methods and responsibilities" and "Consultation Strategy" as agreed by the board. The One Plan is not a detailed design process, rather it sets a framework. It would not be cost effective to work up detailed projects until it is better understood what the community would like to see happen. The images that have been selected are intended to show the art of the possible, taking inspiration from what has been achieved in other places. They do not necessarily show what will be delivered in Chippenham.
Public art	3		Support for public art is noted and will be explored in further iterations of the One Plan.
More rubbish bins	3		Chippenham Town Council to respond?
War memorial	2		Chippenham Town Council to respond?
Health and safety	2		Concern about shared spaces and removal of kerbs is noted....
New bridges	2		/

Enhancing our town centre spaces

Which locations and landmarks within the town would you suggest be specifically signposted?

Headline summary of this free text question:

- 364 overall responders filled in this free text question many making raising multiple issues.
- 94% favoured some kind of intervention.
- 6% (22) wanted no change.
- 186 want wayfinding to retail and commercial areas clearly signposted.
- 186 supported clear signage to open space and parks.
- 126 supported making it easier to find Chippenham's heritage, including heritage trails.
- Only a small minority.
- 111 thought the walking and cycling routes could be better signposted.
- The comments fall into the following themes, which have been ranked by number.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Retail areas/popular businesses/distinct Quarters	186		Noted, this location will be considered in further iterations of the One Plan.
Parks and public open space	186		Noted, this location will be considered in further iterations of the One Plan.
Historic sites/heritage building/buildings of interest	126		Noted, this location and the promotion of Chippenham's heritage will be considered in further iterations of the One Plan.
Walking and cycling routes	111		Noted, this location will be considered in further iterations of the One Plan.
Museum	71		Noted, this location will be considered in further iterations of the One Plan.
Town Hall/Public & Civic buildings	61		Noted, this location will be considered in further iterations of the One Plan.
Arts and entertainment venues	56		Noted, this location will be considered in further iterations of the One Plan.

Theme to emerge	Number of responders who raised it	General comments	Board's response
High quality designed signage	56		Going forwards, the One Plan projects will have to comply with policy requirements related to urban design, including high quality signage. The design approach will reflect the unique character of Chippenham. This may help civic pride and for existing shop owners to improve their shop fronts/signage as well.
Library	51		Noted, this location will be considered in further iterations of the One Plan.
Olympiad	41		Noted, this location will be considered in further iterations of the One Plan.
Bus station	36		Noted, this location will be considered in further iterations of the One Plan.
Train station	36		Noted, this location will be considered in further iterations of the One Plan.
Toilets	34		Noted, this location will be considered in further iterations of the One Plan.
Churches	32		Noted, this location will be considered in further iterations of the One Plan.
Arc climbing centre	31		Noted, this location will be considered in further iterations of the One Plan.
No need/existing ok	22		The majority of respondees support the provision of extra signage; objections to the provision of signage are noted.
Car parks	14		Noted, this location will be considered in further iterations of the One Plan.
Police station	8		Noted, this location will be considered in further iterations of the One Plan.
Local attractions further afield	4		Noted, this location will be considered in further iterations of the One Plan.
Tourist information	4		Noted, this location will be considered in further iterations of the One Plan.

Bath Road Car Park/Bridge Centre

Are there any other uses you would like to see on the site?

Headline summary of this free text question:

- 442 overall responders filled in this free text question many making raising multiple issues
- 110 wanted parking retained or enhanced plus free or reduced fees.
- 95 supported a community facility with many citing the loss of the former youth club.
- 69 wanted to ensure that any plans include greenspace, trees and parks.
- There was a major jump down in numbers of comments on issues other than above.
- The comments fall into the following themes, rich have been ranked by number.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Car parking/parking fees	110		The desire to retain/ provide additional car parking is noted. Further assessment will be necessary to consider future parking requirements. Car parking charges set by the Council support a range of other Council transport measures, including essential local bus services. Parking charges are set by the Council's Parking Services team and are not within the scope of the One Plan.
Community facilities/ youth centre	95		The desire for such facilities is noted and will be considered as the One Plan progresses.
Mixed use development	69		The desire for mixed use development is noted and will be considered as the One Plan progresses.
Green space, trees, parks, wildlife	69		The desire for green space/trees/parks/wildlife is noted and will be considered as the One Plan progresses.
Housing	16		The desire for this use is noted and will be considered further as the One Plan progresses.
Coach & Bus station	13		The desire for this use is noted and will be considered further as the One Plan progresses.
Improved cycling and walking facilities	12		The desire for this use is noted and will be considered further as the One Plan progresses.
Public toilets	10		The desire for this use is noted and will be considered further as the One Plan progresses.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Nothing/leave it alone	9		The desire to do nothing is noted; whether the "do nothing" approach is adopted will be given further consideration as the One Plan progresses, although this approach is not in accordance with the emerging Neighbourhood Plan.
Indoor/outdoor market	9		The desire for this use is noted and will be considered further as the One Plan progresses.
Reengineering road network	8		Comments regarding the road network are noted. The impact of any future proposals will have to demonstrate no adverse impacts on the highways network/traffic.
No more housing	8		Objections to more housing are noted; the consultation indicates a greater desire to pursue this use, and this use and whether it should be pursued will be given further consideration as the One Plan progresses.
Remove/reduce parking	5		The desire to remove/reduce parkins is noted. Further assessment will be necessary to consider future parking requirements.
In accordance with the emerging Neighbourhood Plan	4		Noted.
Made safer	3		Future proposals will have to satisfy relevant policy requirements in terms of safety.
High quality design	2		Going forwards, the One Plan projects will have to comply with policy requirements related to urban design. The design approach will reflect and respect the unique character and heritage of Chippenham.
Respecting heritage	2		Going forwards, the One Plan projects will have to comply with policy requirements related to urban design. The design approach will reflect and respect the unique character and heritage of Chippenham.
More litter bins	1		Chippenham Town Council to respond?

Analysis of Question 5 Free Text

Theme to emerge	Number of responders who raised it	General comments	Board's response
Independent shops / Variety of High St uses/ small businesses / No more out of town retail/ Vibrant high street	352		The type and number of retailers and high street businesses that will be attracted to Chippenham High Street will be determined by the private sector in response to current market trends. However, the One Plan projects can contribute towards creating the right conditions to attract a variety of retailers/ businesses to the town centre
Parking Fees/charges	292		Car parking charges set by the Council support a range of other Council transport measures, including essential local bus services. Parking charges are set by the Council's Parking Services team and are not within the scope of the One Plan.
River Frontage/Better use of/access to the river	163		<p>The public have provided a very clear and unambiguous voice about the value they place on the retention and enhancement of existing green space and the Island while utilising it for more events and public enjoyment. The consultation results will be used to shape the next iteration of the One Plan to reflect this clear message.</p> <p>Any development which adjoins Island Park will need to have regard to planning policy and meet the tests for development within a Conservation Area, that includes a requirement to preserve and/or enhance its character. Any works proposed as part of a scheme within the Island Park area would need consent of the relevant third-party landowners, including the Town Council.</p>
Improved Public Transport/Park and Ride	150		Agreed, this will improve air quality, reduce congestion, improve public health and make Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit. Opportunities to improve public transport will be taken forward in the One Plan.
Business / Commercial rates / Rent	123		The type and number of retailers and high street businesses that will be attracted to Chippenham High Street will be determined by the private sector in response to current market trends. However, the One Plan projects can contribute towards creating the right conditions to attract a variety of retailers/ businesses to the town centre.

Theme to emerge	Number of responders who raised it	General comments	Board's response
(Station Hill) Traffic lights / traffic infrastructure (traffic congestion, air quality....)	101		A comprehensive assessment of the highways network within the city centre will be necessary. Any proposals to alter the highways network, including removal/provision of traffic lights, will have to demonstrate that there would be no adverse impacts on the highways network and the ability of essential vehicles to access the city.
Facilities for young people / families / elderly	99		Noted, a consistent thread and the One Plan will be revised to give added emphasis on the need for the detailed delivery of projects to identify opportunities to meet this identified need.
More attractive town centre; clean, tidy, looking loved; visual appeal/ wheelie and rubbish bins; public art and signage	99		Any enhancements will need to be planned with a long term, funded maintenance programme and clear agreement over who takes responsibility. This will be reflected in any detailed plans that emerge from One Plan.
Green Spaces/ Planting/ Landscaping/ Fountains/ Places to sit/Community Space	98		The desire to enhance nature conservation in the town centre and along the river is clear, and opportunities to do this will be an important part of the work going forward.
Anti social behaviour / Homelessness / Policing	89		Practice shows that by enhancing the attractiveness of an area and increasing footfall this greatly reduces such behaviour. Projects should also be planned to be robust, and financially maintained in the long term.
River Gate/Weir Structure/ River Green Corridor Project	77		The Partnership Board will carefully consider the wide diversity of views on the river and in discussions with the Environment Agency produce options for reaching a solution which meets the majority of views but importantly safeguards the Town Centre from flooding in the long term.
More Leisure Activities	77		The opportunity to provide improved/ additional cycle and walking paths will be examined in the One Plan as it is taken forward.
Traffic / congestion / traffic flow / Speed limits	71		A comprehensive assessment of the highways network within the city centre will be necessary. Any proposals to alter the highways network, including removal/provision of traffic lights, will have to demonstrate that there would be no adverse impacts on the highways network and the ability of essential vehicles to access the city.

Theme to emerge	Number of responders who raised it	General comments	Board's response
More/better quality cafes/ bars/ restaurants/Evening economy/Café culture	71		Opportunities to deliver these activities and uses will be explored in the One Plan.
Quality/amount of parking/location/type of parking/no parking, people won't come in	67		<p>Objections to pedestrianisation and the desire improvements to road infrastructure are noted. As the One Plan progress, these issues will be considered in detail. The One Plan's geographical remit is Chippenham town centre and is unconnected to any matters relating to a bypass.</p> <p>Car parking charges set by the Council support a range of other Council transport measures, including essential local bus services. Parking charges are set by the Council's Parking Services team and are not within the scope of the One Plan.</p>
Reduce dominance of cars in town centre / illegal parking in town centre/ parking in residential areas/ reducing dependence on cars	64		Noted. Traffic calming measures/re-routing/ pedestrianisation will be examined in detail as the One Plan progresses.
Cycling / Walking infrastructure/ Permeability	54		The opportunity to provide improved/ additional cycle and walking paths will be examined in the One Plan as it is taken forward.
General	53		noted
Heritage/Design/ Architecture/ Shopfronts	50		Noted. The opportunity to champion and display the heritage of Chippenham will be important in creating an attractive environment and opportunities will be identified in the One Plan.
Potholes/Re-Paving/ Road Surfaces/ Pavements	43		During the delivery of projects opportunities will be identified to enhance the quality of surfacing where possible.
Prioritising pedestrians	42		the opportunity to improve the environment for pedestrians will be taken wherever practicable.
Market	36		Chippenham Town Council to respond?

Theme to emerge	Number of responders who raised it	General comments	Board's response
Empty shops / Units	32		The type and number of retailers and high street businesses that will be attracted to Chippenham High Street will be determined by the private sector in response to current market trends. However, the One Plan projects can contribute towards creating the right conditions to attract a variety of retailers/ businesses to the town centre.
Housing Developments/Jobs	30		Housing will be delivered through the emerging Local Plan. Where the Town Centre can contribute in line with national, local and neighbourhood planning policy then residential will be supported in the delivery projects emerging from the One Plan.
Olympiad Leisure centre	28		While the centre itself is outside the scope of this project, there is a clear message that access must be maintained and that will be reflected in the One Plan.
Island Park (don't pave over)	28		It became clear that one of the graphics in the consultation material was misleading and very 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 existing 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.
Consultation Process / Governance	28		Disagree. We feel the One Plan process has been comprehensive, free, fair and effective.
Disabled parking	27		Agreed. The Town Centre should be accessible and nice to use for all visitors and this will be reflected in the revised One Plan strategy.
Bath Road Car park/ Bridge centre site	27		The very clear preferences for this site will be reflected in the revised One Plan.
Public toilets	25		Agreed. Opportunities to deliver these activities and uses will be explored in the One Plan.

Theme to emerge	Number of responders who raised it	General comments	Board's response
Better Public Transport	23		Agreed, this will improve air quality, reduce congestion, improve public health and make Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit. Opportunities to improve public transport will be taken forward in the One Plan.
Better community provision / events / space	23		Opportunities to deliver these activities and uses will be explored in the One Plan.
Removal of graffiti and litter	20		Long term maintenance of any public realm enhancements will be fully planned and paid for.
A Vision for Chippenham/ Chippenham's role/USP	16		One of the reasons for starting the One Plan process was to provide a coherent and deliverable single vision for the Town Centre.
Disjointed town centre / town quarters	15		Agreed. Ease of movement and access in a enhanced greener environment is a clear message from this consultation and will be reflected in the revised One Plan strategy.
Pigeons/Seagulls/Rats	14		These public health issues are important and can be helped by provision and maintenance of litter bins and street cleaning. This will be reflected in the One Plan.
Bus Station	12		Should opportunities arise for positive discussions with the bus operator then the partnership board would welcome the opportunity. At present there are no plans.
Active Travel	9		Agreed, this will improve air quality, reduce congestion, improve public health and make Chippenham more resilient to climate change. This will make Chippenham a more pleasant place to live and to visit. Opportunities to improve public transport will be taken forward in the One Plan.
Sadlers Mead Car Park	9		Noted. This is outside of the scope of this plan.
Climate Change/			
Sustainability/ Natural Environment/ Biodiversity	9		Agreed. All projects will be planned to incorporate all statutory standards and exceed them where possible.
Publicising/Marketing of events	8		CTC to respond
More disabled friendly	5		Agreed. All projects will be planned to incorporate all statutory standards to ensure access for all.

Theme to emerge	Number of responders who raised it	General comments	Board's response
More doctors/dentists/schools needed	4		Opportunities to deliver these activities and uses will be explored in the One Plan.
Neighbourhood Plan	3		As has been emphasised throughout the process the One Plan is to be a delivery vehicle for existing plans and the Neighbourhood Plan is central to this. Agreed,

Appendix 3 – Chippenham One Plan consultation

The River Frontage

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

Enhancement based retaining existing green space (86)

Maybe just invest in maintaining it a bit, like the rest of town.

Pedestrian plaza is easy to look unnatural. My emphasis would be on retaining a nature/organic theme.

The Island MUST remain a green space.

Re design the park and the road down the back of wilko while retaining the current. Use of the land.

No vehicles at all - hard engineering to prevent access.

Places of interest along the river ie children's play park seating.

Could the space be utilised without losing the green space?

The artists impressions show paving right up to the river. I would prefer most of the grass be kept.

Picnic areas but not the play areas.

Seating to enjoy the river.

A green space with trees and nature.

Seating for the seniors and familys.

Keep it green!!! Green spaces are so vital, we should use it better but keep it a green space.

I do not wish to see more paved area I wish to retain the green space on the island.

older kids offering, but don't lose the grass to pavement, not good for the environment.

If you leave it in its natural state, like it is now, you have ideal space for community uses.

Flower beds and flowering shrubs.

Keeping the green space that is already there for feeding ducks, picnics and folk fest.

Green spaces.

Keeping most of the grassy field spaces

Keep Island Park as a green space! Use landscaping and existing trees to soften view of emery gate.

Not more tarmac and hard surfaces. Make this a natural area and encourage it to stay that way.

Subtle children's play space with overt recreation elsewhere in Monkton/John Coles parks

There should not be building on existing open space.

Simply keep it green. The Wilko building should be screened by trees. Superdrug is the main eyesore.

We need to keep the mature trees in the island park for wildlife to flourish and as a green space.

Keep grass & trees, add seating/picnic benches (not kids area!).

Please keep it a natural looking space.

Island Park is a beautiful green space, it would be a shame to lose that to concrete.

The park needs updating should be wooden so blends in with nature.

Open space.

Retain green area with better access for water sports and recreational use.

Quiet spaces for people to watch the river.

Flower garden and natural areas retaining trees for wildlife

Need to make it a green space with cafes and no cars.

Green space.

Leave it as a green space and provide screening to hide the back of the shopping centre.

The area to the right of coming down the steps from Emery Gate needs looking at.

This should not be covered in concrete. It is important to maintain the green space. Add trees.

protect green space. do not pave over.

Currently the children's play area is quite a walk from town centre so would be nice to have one closer.

Mix wild with pedestrianised.

Maintained/Used as is now, but with the shopping centre backdrop improved.

Kids soft play.

Pretty much as-is; a flexible semi natural space that can be used for events (e.g. Folk festival).

All the above - but natural, increasing the grass, plants and trees that are there now NOT concrete.

Enhanced with a few more benches, but preserve the island park as it is.

Just a nice path beside the river.

The Island Park area must be retained as a green lung of Chippenham, with mature trees and grass.

More benches along the river front! Including in Monkton Park and the river loop further SE.

Sufficient trees and under-planting for nature.

Already used for some of the above. Just needs a few picnic benches.

Existing trees are an asset.

A multifunction public amenity space would be best.

It being a park is nice as Chippenham is otherwise not very green.

We need more cycle tracks; wouldn't want to lose the ability to walk dogs around here;

The river frontage should be enhanced as a natural green space for people to enjoy.

If a landscaped pedestrian plaza - is mainly green space then I'm all for the idea.

More seating/viewing platforms closer to the river.

I would like to see the grass Island area kept and the concrete footprint not to exceed the existing.

Retain the green space, which can also be used for public events eg Folk Festival.

All the above is ok but whatever is put there it needs to have a disability aspect eg levels & access.

More green space.

Should be kept as an open space, unstructured as it is now to enjoy as people choose.

The river frontage is an important part of Island Park and should remain part of the space.

A riverside development is a good idea but these plans are very flawed & outdated.

would want to see landscape design.

Leisure space with seating.

Seating areas, swan habitat, more litter bins.

Flowers/shrubs.

More open spaces.

Landscaped pedestrianised plaza - As long as the existing concrete area isn't extended and its replacement has a permeable surface and other measures to minimise rainwater runoff.

Walks shown.

Seating near river for visitors.

Green space.

Agree with pedestrian plaza, but not too much concrete.

I think it is a good idea to smarten up the area along the river - it often feels a bit grubby and the approach to the underground car park is dangerous. However, it should remain a green park NOT a paved concrete area.

Landscaped pedestrian plaza to include a green lawn. An area to enjoy relaxing by the river, taking time out from shopping.

Create a mostly soft landscaped pedestrian area as a general open space which could be used by event such as Folk Festival.

Leave it alone/ do nothing (52)

Leave it alone and improve the rest if the town centre.

None of the above. It's beauty is as a natural green space. The plaza looks awful and dated.

What is "green" about about pedestrianising the Island Park?

I think Island Park should be left just as it is.

Keep it like it is you commercial f**ks.

Leave the green space as it is.

Trees and green space left unmolested for events and nature.

Do not destroy another open public park with an excuse of giving people more,

As it is, fantastic space.

Prefer to keep it as a green space with trees, don't see why it has to be developed at all.

People already use and enjoy the space with friends/their children/their dogs. Leave it green.

Keep it as it is - a fantastic green space.

keep it as a green space.

As is, is fine.

Please please keep it green.

Leave it as it is.

Leave it alone and revitalise the high street so we don't just have charity shops and coffee shops.

Leave it as it is.

it is an excellent green space for all ages to enjoy as they wish.

Do not take away island park!

Keep it how it is.

Leave it as it is - natural, relaxing and versatile.

I would like it to be left as it is.

Leave it all alone.

Leave it for kids to feed the ducks!

Leave as much green space as possible, leave to grass.

It still needs to stay natural and green as it is so peaceful too much landscaping will spoil it.

It's lovely as it is and how on earth have you gotten away with calling this a "Green Corridor" ?!!!

Just maintained as is.

Leave as it is.

Left as a green space for recreational use.

Keep it as a park.

Keep it as it is - it can already used for all of the above as and when required- ie folk festival.

Leave well alone and not waste money.

Island Park needs to be left alone. It's a fantastic space for lots of different community events!!

leave as a green space.

It's fine as it is. We need all the green space we can get.

None. keeping green space for dogs and kids to play on is vital. Fields are already being built on.

I think a river frontage unnecessary. The park is a good space for people to walk and relax.

The natural ambience of the river frontage is very attractive and NOT ugly to look at.

Island park has many beautiful mature trees. I'm appalled anyone would consider chopping these down!

Do not pave over this grass space, people use it for picnicking and children use it for playing.

Stop wasting out assets!

Leave as it is now.

The Island Park is beautiful - leave it as it is! I think the plaza idea is horrendous, we need less of a concrete footprint in the town centre, not more. The USP of the Island Park is its greenery and tranquility in the heart of town. This is already a community space - the grass and vegetation is important - keep it!

The Island is already available for many of these activities!

This area is already well used for things such as the Folk Festival and River Festival. It is a green haven in the centre of town and must be maintained as such. NO MORE HARD PAVING.

Food and Beverage/craft shops/kiosks/market stalls/commercial (108)

Cafe for river users and walkers / cyclists to the town along the path.

Plaza area to also be used for restaurant outdoor seating space.

Cafe/ restaurant plus craft shops/ traditional trades + cafe terrace but NOT removing Island park.

Cafes and eating areas.

Restaurants and cafes/wine bars.

Creating a dedicated space for eating out, shopping with a veranda would enhance the area.

Food market / Social eating Space.

Cafes, small shops not a shopping centre.

Covered market stalls new and colourful - all of the same design / structure.

New very attractive kiosks.

Shops and catering facing the river.

Bars and restaurants.

Mixed retail/residential bridge to Wetherspoon river frontage.

Coffee shop and bars.

Riverside cafes.

Tavernas.

Pop-up street food vendors.

Food and drink outlets.

Restaurants rather than shops around the river area would be good.

Cafes, restaurants to create a social space.

Restaurants facing onto Island Gardens, pedestrian area.

Restaurants.

The river within town would be the perfect space for leisure and commercial (bars, restaurants).

Places serving food and drinks.

Spaces serving food and drink. Alliance building historic and perfect for this too.

Cafes/food etc. not shops, to create a social relaxing area.

Outside eating and drinking.

Bars and restaurants and seating area.

Cafes and seating, social spaces.

Places to eat and drink looking out on the river. The wine bar for example has been a great addition.

Food and drink, better restaurants and wine bars.

Outdoor dining and drinking.

Restaurant / bars with outdoor seating areas.

Cafe/ food venues.

Cafes.

A pleasant cafe area where we can sit outside, without being near any traffic.

Restaurants and bars.

Cafes and independent shops.

Smart cafe / bars; pop-up food vendors.

Cafes where road/buildings are.

Cafes or bars.

It would be nice to have food and drink seating spaces.

Marketplace for artisans.

Cafes.

Storage container complex as at Wapping Wharf, Bristol and other sites across the UK.

Restaurants and bars.

Pubs and restaurants.

restaurants with outside table service.

Cafes.

Cafes, restaurants.

Restaurants.

Wine bars etc.

Bars and restaurants.

Wine Bar/ Beer Garden.

Cafe with riverside view.

cafe next to play area.

Cafes/restaurants that face onto the river.

independents quarter to promote small local businesses. Make all premises small.

Cafes , restaurants.

A place for craft markets.

Need to make it a green space with cafes and no cars.

Street food pop ups at week ends (Friday and Saturday evenings).

Beer.

Use the building that are already there. Upgrade these to uses that can face the river.

Regular farmers market selling fresh produce.

Limited space for a cafe and restaurant facing the riverside.

It needs to draw people to the town, some nice restaurants, and especially something for the children.

More markets.

Small shops/kiosks would be an improvement.

A Cafe perhaps, similar to the one in John Cole's Park with tables to use most of the year.

shops, restaurants, art spaces, craft workshops,

Cocktail bar, cafe and restaurants.

Chain brand restaurant such as Harvester. I do not go to town as independent chains are expensive.

Cafe and seating.

cafe/bar/restaurant and outside seating areas.

boat restaurant/café.

Permanent unique cafe (i.e. non-national chain).

cafes, informal seating area and possible moored barge as pub/restaurant as Bristol harbour.

Would love more restaurants or cafes to front onto the river.

Bars / cafes / restaurants.

Ensure only a small area is pedestrianised and encourage cafes and chain restaurants into the area.

Cafe culture.

restaurants and cafes facing the river with verandahs for outside.

Cafés/restaurants/bars with some outdoor seating.

Restaurants.

Cafes/restaurants.

Food and drinking places.

market stalls, events.

Campervan hire.

Plaza: a place of cafe's & natural areas (not concrete) for reflection & to enjoy the river bank.

would want to see shop front designs.

Al fresco dining during the summer.

Coffee shop with seating overlooking the river.

Cafes/restaurants.

Cafes/restaurants.

Affordable flats above existing buildings.

'Affordable' rent/buy accommodation above shop.

Markets etc.

Not fast food in mobile kiosks.

1-2 small bistros.

Waterside restaurant

Cafe/dining

Market area

Coffee shop

Open up the existing shopfronts to face the river but not build more shops to remain empty, at this stage.

Popup eateries and cafes.

Mooring area/jetty/beach/boat trips (15)

essential to have a public landing stage to facilitate activity on the water; its a great resource

small beach area

Permanent landing stage for River Festival and WBCT boat

river boat trips

A wharf and facilities for the re-routed Chippenham Arm of the restored Wilts & Berks Canal.

Trip boats also

Canal trip boats

Public slipway or quay for small boats

The river here is navigable and boat trips are very popular; the water level should be retained.

Moorings for boat trips, boat restaurant/café

Create a landing stage

For use during festivals for fundraising for the Wilts & Berks Canal Trust. People enjoy boat trips

Recreational use of water just needs a slip (access ramp) and short jetty - not a service provider.

Widen the river in the area of the sea cadets to form lake. Jettys.

Permanent jetty.

Nature conservation area (29)

Natural

More natural and wild as grassland. Or is there a way to design hardstanding that is good for ecology

More trees, shrubs and grass. Encourage wildlife.

I truly believe we should keep as much nature involved with the layout as possible.

I'd like to see more done to encourage wildlife.

Just to note, it would great to give as many of the older trees as possible

nature reserve, nature education space, wilderness training/skills

Wildlife garden, pond.

park and wildlife area to maximise wildlife habitat

wildlife friendly, optimise biodiversity and ecology in wildlife areas, do not add the above stuff

Eco area with area to watch wildlife

Keep it eco-friendly

Nature trail with all the different wildlife that can be spotted along the river.

An area to encourage wildlife and for education regarding ecology and biodiversity

Planting and nature habitats

Nature Spaces

Rewilding

I would like it to remain semi natural not become a playground, with wildlife frightened away.

Anything to do with bring back nature.

Keep this area as wild as possible, allowing swans, ducks and other wild life to roam freely there.

Nature reserve

Wild

Sufficient trees and under-planting for nature

I think we need to keep as much green space in our town centre as possible to encourage wildlife

If the river frontage is paved over bio diversity is lost.

Enhance nature conservation

maintain the natural nature of the area rather than a created manage environment

keep natural, bird nest boxes, bug hotels, more trees and hedges etc

Wild natural spaces

Picnic area/informal open space for relaxation/public gardens and park (16)

picnic area, jogging, cycle path - a place to relax. No play area, have lots of those already

Attractive garden area with seating

Green space with paths, not paved over

Wildflower area/landscape garden areas

An area similar to the continent, where communities meet outside and children are welcome

Activities for kids; small concerts, outdoor films etc

Recreation on the edge of the space heading away from town

Enhanced picnic area WITHOUT any concreting over of the grass

More picnic areas and children's exercise/ play things scattered

Bbq hire area for family picnic ect

Promenade

Make a nature space/grassed area for people to picnic –

picnic area with maintained grass.

Picnic area, Seating, Flower beds

Picnic area, wild gardens

Just picnic area

Public art (3)

Sculptures

art installations such as the large hares in Cirencester

Avoid public art as it would soon become an invitation for graffiti

Space for Folk Festival/Events space (17)

Event space for public events such as beer and food festivals or live music.

Folk festival

Events space

Band stand

Folk festival

Folk festival uses

ideal for folk festival etc

Event areas, outdoor seating (not just connected to coffee shops)

Island Park retained for Festivals/community events.

Pretty much as-is; a flexible semi natural space that can be used for events (e.g. Folk festival)

But would still like folk festival to be able to use

Festival/event space as per the folk festival and other events

For use during festivals for fundraising for the Wilts & Berks Canal Trust. People enjoy boat trips
market stalls, events

Retain the green space, which can also be used for public events eg Folk Festival.

Create a mostly soft landscaped pedestrian area as a general open space which could be used by event such as Folk Festival.

Kayaking/fishing/water sports/wild swimming (17)

I kayak regularly on the Chippenham Avon however, a better flow would help stagnation in summer

White water rapids section

Fishing platform to be placed at appropriate spacing.

Weir(s) should remain suitable for water sports. There should be an access point for water sports.

Lovely stretch of water and already extensively used for paddle sport

Fishing

Retain green area with better access for water sports and recreational use

There are already Paddleboards, kayaks etc. available at the sailing club just down the river

Open air Lido

Taking out the weir would be detrimental to the canoe club which is thriving and growing in numbers.

Possibility to swim!

Enabling easy access to the water for swimming / small beach area

Swimming, it wasn't explicitly mentioned

River swimming

Swimming

Kayaking etc not here, but further along the river, in the park.

Highways issues/access (14)

Disabled parking spaces.

Cycle paths

Definitely not a cycle path, as that will destroy peace

Need to make it a green space with cafes and no cars

Cycle circuit maps and easy bike hire

Tidy up route to car park

We need more cycle tracks.

Cycle track

Cycle paths installed, joined up with others and clearly signposted.

This is part of a national cycle route (NCN 403) and the local way to cycle East/West through town.

Consider parking & delivery access while maintaining pedestrian safety & enhancing river frontage.

Some access to walking along the river as the old Nestle building prevents public access.

Where would delivery vehicles turn? Plus car park access needed. Danger to pedestrians!

While in theory shops and eateries at the side of Wilkinsons fronting on to the river are a good idea, in practice there are two significant issues. Firstly, deliveries to Wilkinsons and entry to the Emery Gate car park from the town bridge side - vital not to restrict access there which would otherwise lead to more congestion (and pollution) on Avenue la Fleche to access the London Road end of town.

Remove access to the car park.

Exercise/sports (12)

jogging or cycle paths

outdoor exercise equipment and areas

Swimming, it wasn't explicitly mentioned

outdoor gym

Free communal exercise facility,

Outdoor exercise equipment

Fitness stations dotted around a 1km loop, allowing exercise for free in greenspace

Running track join up bike path

Out door gym.

Gym exercises area

Skatepark

Space for kids to play basketball

Public health (11)

Enforce ban on rat & pigeon feeding - both health hazard & scary

Toilets

You use this area for the folk festival, fine when weather is good, if food vans ,rats rubbish smell

Toilets

Toilets

A clean river free of sewage would be good.

Removal of pigeons and enforcement of no feeding of birds from island park to deter rats and disease.

The certainty of becoming a rubbish eyesore with eateries.

Dog poo monitor

Clean up the river

Financial (6)

Use the money to fix the Olympiad

Please be cost sensitive - Families are struggling to pay bills/make ends meet, we dont need lavish!

None, stop quoting money we don't have. Financially times are hard and you need to manage this too.

Leave well alone and not waste money

use of river for recreation but who will fund the amenities and take responsibility for it?

Stop wasting out assets!

Water levels (3)

River to weir needs to be same level as now & for hundreds of years!

Replace the weir to allow high water to allow use of the river in diff ways.

Taking out the weir would be detrimental to the canoe club which is thriving and growing in numbers.

Design of buildings (2)

super drug needs to be move. Ugly building.

Low level buildings only. Extend the riverside path to the olympiad bridge. Leave the greenery.

Brickwork needs to be less intrusive colour.

Hydroelectricity (2)

Keep the river full and modify radial gate area so hydraulic power can be made.

IMPORTANT! harness some of the river energy to generate electricity for the community.

Upper Market Place

How else could the Upper Market area be enhanced?

Retain parking, Increased parking, disabled parking, reduction in parking fees (67).

Increased parking

Don't forget that the church is in use and that disabled people families and the elderly need safe access including parking.

Reduce parking charges for short stays to help Older and Disabled People access the town, like all other towns in area.

A much needed car parking area for those accessing the town from Calne side- do not pedestrianise.

Just disabled parking, and much more of it. It's very difficult to park and walk anywhere near to disabled parking now in the town.

Additional / any electric vehicle charging points (in anticipation of future usage patterns).

30 min parking close to the businesses is super useful.

Please do not get rid of the disabled parking spaces. We need more, not fewer.

Against an overall reduction in parking spaces as people need access to town otherwise it will die.

How about retaining the parking, but change the access to the parking by the memorial so that is accessed from the road and then remove the second road between the parking and the shops.

Free 1 hour parking to encourage people to shop in the town centre.

If parking is to be reduced, then provide alternative parking locations.

Reduce cost of parking for all.

If you want to attract people to the town, don't make it expensive.

There is a real need to keep vehicular access and parking.

There needs to be road access/parking at some point.

Make more disabled parking spaces.

Important to retain existing car parking.

If you remove more parking people less likely to use.

Make parking free for 2 hours like similar towns nearby.

Parent and child spaces.

Less cars won't change the fact there isn't much there.

Stop trying to remove free parking, you are strangling the town.

We need more parking in the town centre.

There is already inadequate parking provision in town.

Removing parking will further detract from the desire to come into town.

Q2.0 is biased against cars.

People need places to park!

Parking is already horrendous for disabled people so please don't make it worse.

Disabled people should not have to pay for parking.

Provide even more free parking spaces for a limited time span.

Electric car charging points.

If you stopped the high cost of parking, more people would visit the town and the high street.

Leave parking outside One Stop but angled so it doesn't impose on road as much.

Removing traffic access will negatively impact shops make Chippenham less commercially viable.

More parking, and many more disabled parking spaces.

More car parking spaces.

If reduced parking at the top of town, it would be important to see a free parking model adopted.

Please provide 2 hours free parking in the car parks to encourage people in.

Provide more parking.

Keeping some short stay parking that is easily accessible for the churchyard would be desirable.

More free parking spaces to attract people to the town.

You can't remove the cars without a viable replacement: bus? tram? horse & cart?

Better parking for the nurseries in the area.

More free short term parking to encourage people/businesses to that area.

Affordable/convenient parking should only be moved if it can be replicated elsewhere.

I don't feel the Upper Market area is heavily dominated by cars.

Increase availability of short-stay free parking. Access to library and post office can be problematic.

More short term free parking.

More blue badge parking.

By removing parking you are reducing footfall in the town.

Invest in retaining footfall not pushing it away due to inconvenience.

Majority visit from the surrounding villages and there isn't sufficient buses, so don't remove parking.

Leave it, it's one of the few free parking spaces for a short period when popping to visit the town.

I believe there is still a need for parking spaces but the area could be improved.

Increase parking so people come into the town, don't fill it.

Disabled spaces already fill up spaced by Buttercross.

Improved cheap parking in walking distance.

Still need to be able to drive to town/access businesses.

The area needs to be "tidied" up, but it has much needed short term parking spaces.

Some free parking for blue badge holders - others to use town centre car parks.

There are few cars and parking spaces, just leave alone!

Introduction of kiosks (5).

Adding commercial kiosks (mobile or rented static).

Mobile kiosks.

Food kiosks.

Mobile performances, kiosks and events to draw people to the area.

Public Transport (9)

More buses or a park and ride.

Rerouting busses.

Good opportunity here to provide some bus priority to decrease car use and promote active travel.

An improvement plan for the dated and dilapidated bus station facility.

Re-route Buses to use Burlands Road to get to Bus Station and some sort of traffic calming.

Enable the Buses to get through safely by the care home.

Maintain full access for buses to the area to encourage the use of public transport.

If you remove parking the increase buses in and out of town.

Public domain enhancements (116).

Maybe just invest in maintaining it a bit, like the rest of town.

More seating.

Same surface as main market place.

Connecting with market place.

Space for events (See Chippenham Neighbourhood Plan).

The war memorial desperately needs work to prevent it crumbling away.

Better pedestrian crossings?

Make it more of a relaxing seating area like the but they have in Bath.

Characterful lighting, bus shelters, bins and signage.

Heritage information.

The war memorial should be removed and erected it in a more suitable area once it has been completely restored.

Make more of the war memorial.

Consideration about connecting this area with the Lower Market Place, the Museum and Yelde Hall to create a real historic heart to the town.

Move the war memorial

Make the shambles more useful / attractive by covering it with a glass canopy.

Signage with information about the history

Renovate the war memorial-people are more interested in it now- water element reintroduced.

Communal, municipal refuse bins - tidier than current unsightly wheelie bins.

Using seating that moves on rails to take advantage of shade or sun as necessary. see Barcelona.

Historic themed attractively designed paved surface with seats around the circumference.

A tall gate like structure with a historical design as an attractive entrance/boundary to the area.

Stalls shouldn't be there so is free space for people.

Not allow the area to be populated with the traders stalls at the weekend.

Traders stalls should be located in the Bath Road Park car park behind the Oxfam shop.

Dimmed lamppost in warm colour, not white! Litter free, new park wooden branches.

Put the butter cross backs where it belongs ,at the moment it stands out like a sore thumb.

More seating required.

An artificial turf area and kiosk that could be put into the upper market area.

A small play area for kids to stop at for a short while, to play and interact with other children.

Bench seating and deck chairs for parents to sit down in and rest while the kids play.

Site for Santa's grotto at Christmas.

Mood lighting

Create a square for outdoor dining with a garden in the middle.

Sculpture or other art, modern, dynamic and colourful.

Integrate the area between the Yelde Hall, the war memorial and the Rose and Crown.

Give it a piazza feel and encourage street entertainment and cafes.

Dog water access.

Community sculptures/art/fountain kids could play in or on.

We enjoyed the garden area that was created last year.

Put the market in one of the market places (we have 3) and stop blocking street.

The temporary picnic area was really well received and used.

Like in Bath a big fake grass seating area would be nice.

The link between bus station and the Rose & Crown could be vastly improved.

Move the war memorial to the pedestrianised area.

Cobbles.

Remove 'corporation' giant bedding plant planter and replace with something more tasteful.

Make more of Neeld entrance.

Signage.

Attractive seating.

A maypole!

Maybe a seating 'open space' area near the Buttercross.

Open space for entertainment and relaxation seating areas, fountains.

A covered area by Yeld hall & war memorial.

A clearly defined entrance to the Heritage Quarter.

Maybe a decorative arch overhead, as we have in nearby places like Bath.

Making it inviting for people to visit.

A history board would show people the relevance and background of some of the old building.

Lower seating for children and disabled people.

Small family picnic area.

Better wheelie bin storage.

Recycling bins.

Public art

Improved pedestrian environment.

The pavements are rubbish at the moment and difficult to navigate with a pushchair.

Pavements to be better designed, with better dropped kerbs to improve access.

Create a resting area a bit like the artificial green space in Southgate Bath.

Build a new war memorial to replace the old one.

Resurface road and paths.

Nice information boards.

Interactive elements for children.

A water feature could be a nice addition.

As a buggy user the access to St Mary's Street via the grave yard is impossible.

Follow the parameters plan for the Upper Market Place in the Chippenham Neighbourhood Plan.

Public art.

Provide shelters (from sun & rain) with solar panels to power lights and water features.

Add some sort of sheltered seating area.

Tidy up all areas including the buildings so that the Town would be easier on the eye.

Bus Station could be made tidier and more environmentally friendly.

Maintain what we have.

Get the War Memorial Fountain working again.

Seating.

Picnic tables.

Water feature.

Shady areas.

More seating.

Just repair uneven paving and stop parking in Buttercross area- it is supposed to be pedestrian area.

More historic information.

Art.

More seating would be good.

Level curb near buttercross so it's all one level for disabled, wheelchairs and prams.

Restart the water in the war memorial fountain.

Disability friendly no uneven paving.

I think it would make an excellent square, provided traffic can be managed.

Public artwork.

Easily accessible routes for walking/bike access.

Water refill points.

Carry out refurbishment of war memorial.

Resinstate water at war memorial.

Clean Memorial.

Water Foundation always looks good and sounds relaxing.

If dominance of cars is reduced, access to the bus station will still be necessary.

Public art.

Improve/repair the memorial which looks scruffy.

Reinstate the fountain area of the memorial.

Seating.

Fingerpost signage to other town areas.

War Memorial needs a face lift.

More seating.

Small water feature to represent the town well beneath the war memorial.

Use the stone paving, get rid of tarmac on pavements.

More landscaping, but not green landscaping.

Provide a water feature the overflow from which flows down centre of high street.

Cleaning/refuse management/litter/graffiti (22).

Keeping it clean

More litter picking.

A good clean/ jet wash.

Better bin storage for businesses so its not on display.

Stop residents leaving their bins out all the time.

It's dirty.

Ask shop owners to sweep the area in front of their shop as in France.

The paving around the benches is filthy where food and cigarettes have been dropped.

We pay good money for Council Tax and get a dirty filthy Town.

Bin needed outside Yelde.

People sit round planter and leave litter.

Clean the buttercross it's filthy.

Get rid of all existing graffiti and clean off new graffiti as soon as it appears. Prosecute perpetrators.

Manage litter problems.

Tidy it up.

More recycling bins. Find a solution to visible wheelie bins which lower the tone of the area.

Regular street cleaning.

Clean up all the old buildings, the Shambles is a right mess, it was always so lovely and clean.

Remove unsightly bins.

Clean the buttercross it's filthy.

Tree planting, landscaping and wildlife (56).

Tree coverage.

The amenity value of area might be enhanced visually by introducing some trees, these will provide shade, improve the air quality and provide valuable habitat

Planting

More trees

Planting trees near seating area to provide shade and cool down temperatures in summer.

More greenery.

The area is not likely to have ever been landscaped.

More trees, grass and shrubs.

More planting in the area.

Urban trees are excellent tools for reducing temperatures and bringing animation to areas.

Landscape & architecture to work in harmony together, creating good wildlife habitats.

Spaces that encourages nature such as grassy areas.

More plants, trees. More in with nature.

Use planting to create shaded areas.

More green space, seating and perhaps a more child friendly area similar to the orbital in Swindon.

Green landscaping.

Plant some trees.

Tree planting.

Green landscaping.

More wildlife area and green space.

Trees, sustainable drainage.

More trees and planting calne centre looks much better since they planted those lovely trees and added flower displays

Plant trees

Green space around the memorial, it's so undervalued.

By giving space for nature.

More tree and natural area.

Focus on the space being for wildlife as more houses are in Chippenham.

Trees for shade.

Flowers perhaps seasonal or poppies for the parade.

Floral display areas.

Include some horticulture around the butter cross to enhance it.

Trees.

Pollinator friendly planting, trees.

More plants and trees.

Flowering basket displays. See Portishead High Street.

More green space.

Plant trees.

Plant trees.

More street trees.

More greenery.

Trees.

Flower/tub planting.

More plants or trees.

Landscape the current pavements areas and add benches and green planters.

More planters with flowers.

Replace car parking closest to the war memorial with green landscaping/planting.

Big trees.

Cosmetic landscaping/low maintenance planting options.

A permanent small garden area with seating but keep the trees.

Seating and plants.

Definitely more greenery, plants, wild flowers.

More trees.

This area needs more greenery to break up the stark nature of buildings.

Events and experiences (28).

It needs more interesting participatory experiences.

Give a purpose for people to gather there because people mainly walk through it to get to somewhere else instead of hanging out there. Maybe a fake grass seating

Space for events (See Chippenham Neighbourhood Plan).

There's nothing up there that entices me to go up to the space, so make that better.

Events like craft fairs etc.

Have one good market once a week instead of two part events.

Use it for the market and additional themed markets (French, German etc).

Using the area to put on events . Make more of the area.

More regular public events (beer festivals, music events, food festivals etc).

Legal busking area.

A reason to go there.

This can also be used for events in summer.

Give it a piazza feel and encourage street entertainment and cafes.

Focus on cultural additions i.e. museums.

Make this the area for performance, rather than by the river.

Effectively extending the use of area outside of the Angel Hotel.

More coherent retail/entertainment theme

Open space for entertainment.

Community events outside.

Extension to areas for the Folk Festival.

Defined busking /performance area.

Pop up street food.

Mobile performances, kiosks and events to draw people to the area.

Close off area when special events are held in the town.

The upper market area may be a good candidate for a public performance space to keep it a relevant.

Arts and some external performance areas amongst all the heritage may work well.

Changing the retail offer/ Independent retail /Market stalls (64).

More indie shops

Encourage market stalls in.

More interesting/ independent shop / cafes - destinations to go to

Reduce the amount of tattoo and vape shops.

More incentives for small businesses to move in and liven up the area.

The retail mix needs to be more hospitality driven, i.e., bars, cafes.

Artisan market stall for pictures/handcrafts.

Encourage more of the larger retail shops into the centre and small independent ones.

Be more selective about businesses granted leases in retail spaces.

The current provision of nail bar, tattoo parlour and e-cigarette shop present a cheap, low-end and unattractive impression that, in my view, deters investment and limits growth.

more upmarket boutique shops / outlets / - to counterbalance the 'bargain' basement stuff.

Need rent incentives to attract quality.

By encouraging a decent market to develop.

A better market would make Chippenham more of a destination and increase town centre footfall.

Move the market to outside The Angel.

Better shops.

Boutique shops.

Better shops and community areas.

Different use of some shop buildings eg the vape shop they're visually not very appealing at present.

Promote the businesses at this end of town.

Is there anything that can be done with the building that was cafe India / Cavacuiti's?

Reduce business rates to encourage more diverse independent shops.

Stalls should add to not duplicate existing offering in shops and not make the high street inaccessible.

Rent control so more independent shop can afford rent.

More coherent retail/entertainment theme.

Better choice of businesses rather than just estate agents.

Better shops and independent cafes restaurants - far too many charity shops!

You need shops not empty premises.

Encourage more family friendly independent traders.

Enable market stalls to use this area.

Have the market there.

Use it for the market, rather than the main high street.

Better shops and a reason to visit.

Better variety of shops and restaurants.

Lower business rents.

'Nicer shops' - having a Vape shop, Tattoo parlour and estate agents doesn't enhance the area.

Better range of shops - eg no vape shops.

Tidy up current premises.

Fill vacant premises with independent cafes or shops.

Scoff pop up site.

Used for the market rather than paving the river idland.

Get rid of tacky shops and unattractive frontages.

It dead in terms of shops. Basically just estate agents and offices.

Return it to a market not the high street, that is what the market place was created for!

Stop disabled parking to starve the betting shops of tax payers money.

Market stalls.

It lends itself to an artisan independent type style of shops, boutiques and cafes.

Pop up street food.

Better shops that are not vaping, mobile phone, charity or coffee shops.

Cohesive strategy to encourage businesses that will create a destination.

Get rid of betting shop(s).

Interesting independent shops.

Need to encourage more independent cafes, restaurants, shops rather than coffee shop chains.

Have the occasional market there - it is the Market Place after all.

Independent shops and market stalls.

Reduce shop rates and encourage new businesses to open - fewer vape and betting shops!

Better and more shops as a reason to go to the area.

Reduced rents.

Remove the nail bars and charity shops and make a more attractive experience for visitors.

As close to a conservation area, would be nice to have better quality shops and a nicer feel.

Variety of shops - a craft shop and a model/hobbies shop, flower shop and fresh fruit and veg shop.

Less vape/charity shops.

Improved shopfront and advertising design

Remove horrible shop signs and ask for nicer and more in keeping with new design.

Characterful shop fronts.

Improve look of shop fronts.

Adopting and enforcing the shop front design guide in the Chippenham draft neighbourhood plan.

The Angel Hotel looks nice but the nail bar, bookies, numerous charity shops etc don't match at all.

Better maintenance of shop fronts.

The cheap facades.

Get rid of tacky shops and unattractive frontages.

We urgently need a heritage shop front and signage scheme.

Removal wherever possible of paint, plastic windows or hoardings on bath stone buildings.

Tidy up shop facades.

Remove all obtrusive and poor shop signage.

Restriction of inappropriate bright colours on buildings/doors/woodwork.

All existing bright" fascias removed and signage in keeping with the listed buildings put in instead.

Remove/relocate parking, pedestrianisation, pavement widening, restriction on motor cars (104).

Stop cars parking in the area in front of The Angel and near the buttercross.

What is the point of improving the approach to the church, if the church yard itself becomes a car park. It is increasing used a place to avoid car parking controls.

Completely pedestrianise it.

Introduce a 5MPH speed limit.

Pedestrianise it and route traffic along a widened Wood Street.

Measures to reduce car usage such as bus gates between the war memorial and bus station so road is only used to get to Emery Gate.

Great idea to make more people friendly with less cars as not a busy route for cars compared to Gladstone Road and New Road.

Maybe traffic could be reduced and pavements widened to allow the restaurants up there to expand and flourish and have outside seating - make it into a more restaurant friendly area.

Car free zone (access only for residents).

Deliveries only at certain hours.

Moving parking away, but ensuring further parking spaces are provided elsewhere i.e. not a reduction in the number of overall parking spaces.

Close and pedestrianise road section between Upper Mkt and Library

Improve linkage to main town centre with clear pedestrian priority.

Move the car parking spaces within the area without reducing the number of spaces.

More and larger pedestrian and cycle paths.

Speed bumps to slow down and discourage traffic.

Less traffic.

Extend the pedestrianised areas to include Upper Market.

Removing cars is nice but need to find good quality parking elsewhere to make access easier to attract more people into the town centre.

Stop cars from parking in pedestrian area.

Last year's pop-up garden/seating area was spoiled somewhat with cars parking in the area.

I think the memorial should have its own zonal area which is not in a car park.

There should be less parking around here and additional parking provided on the peripheries.

Pedestrianise from London Road roundabout.

Residents' parking only on Causeway.

Speed limits.

Reduce parking outside the post office, and the mini car park opposite.

Prioritise the safety and experience of pedestrians.

Reduce or remove through traffic, ie have everything go via Burlands rd & Gladstone Rd.

Only allow access to Emery gate car park and St mary st.

Pedestrianise it and make it similar to Southgate in bath where people are able to stroll across.

Keep the high street closed to vehicles all day and night.

Take away them crap traffic lights and turn it back to a round about bottom of station hill.

Speed ramps where HSBC faces Halifax, etc. as sometimes cars speed along the high street.

Fine to improve upper marketplace but lower marketplace has become a car park!

Services at the war memorial is a poor experience with cars parked or passing with music blaring.

Reduce vehicle speeds, maintain walking and cycling access.

Pedestrianise in daytime hours like high street (maybe 9.30-6.30pm).

Make better use of Wood Lane car park with some parent child spaces somewhere in town(!)

There should be no parking in the area outside the Angel.

A better BIGGER out of sight car park area within easy walking distance of upper quarter.

Stop cars parking on the area by the Buttercross and repair all the dangerous broken paving slab

Park and ride further out from the centre.

Cars must be stopped from parking at Buttercross, several kids have nearly been hit.

Stopping bikes and e scooters using it as a short cut with no regard for pedestrians.

Traffic seems to dominate this area but parking spaces must be replaced elsewhere.

The few spaces by the war memorial/library are the only free short stay ones at that end of town.

Make the other car parks free!

Stop all the cars parking in the market square area (by Barclays and The Angel).

There are lots of disabled spaces in Emery Gate that are not used.

Turn it back into a pedestrian area on market days to bring shoppers up further into the town.

Walkways into town. Totally close town to traffic..... TOTALLY!!!!

I don't agree with disabled getting free parking as they are given help with disability allowances.

Make parking outside Rose & Crown a pedestrian area.

Prioritise pedestrians.

Stop the car park at the church being used for nursery access.

Stop "disabled parking" thus stopping drink driving.

You must balance reduced parking in Quarters with more "park and walk" capacity elsewhere.

If you want cars off the roadsides, then provide free (1h?) parking in existing facilities. Simple.

Potential one way traffic on the causeway allow more street frontage for hospitality/pedestrians.

Moving the bus station to be next to the rail station and stopping this area as a thru-route.

Pedestrianise it and use it as a market place with a variety of stalls.

If this is the Butter Cross area then remove cars.

Pedestrianized area with easy / safe walking links to high street.

Pedestrianise, more cafes and spaces where people can sit out to create more of a "cafe culture".

Potential to redesign to reduce car parking, but still make available short term parking.

Removing parking with no viable alternative available will stifle commerce ,reduce footfall.

Pedestrianised area that highlights the historical buildings.

Café culture outdoor seating without cars/ buses driving past.

Divert the road to make a square.

Affordable/convenient parking should only be moved if it can be replicated elsewhere.

Traffic warden enforcement.

Replace car parking closest to the war memorial with green landscaping/planting.

Parking should also be prohibited in the main Market Place.

Since parking charges have been imposed on blue badge holders, this space has become a car park.

I think it would make an excellent square, provided traffic can be managed.

Creation of a car-free park space.

By pedestrianising it.

No parking on the Buttercross.

Make it a no through road at all times except for taxis and emergency vehicles.

Restrict to street residents or 5min drop offs.

Pedestrianised.

Close space outside Angel to vehicles.

No parking and extend parking in town to all day.

Less traffic.

Lower speed limit.

Remove existing access in front of shops to create larger pedestrian area.

Replace parking spaces to access directly from the main road.

Reducing the dominance of cars is great but they need somewhere else to go.

Have a pedestrianised area and seating, parasols (and bistro in the summer).

Parking removal will need to be replaced elsewhere.

Pedestrianise the Market Place and war memorial area in front of Yield Hall.

Provide extra alternative parking nearby.

Remove dominance of cars providing access to existing parking spaces (Emery Gate) are maintained. Remove existing random parking areas to ensure cars are directed to main car parks.

Stop all parking at the Butter Cross.

Food and drink/ café including outdoors café culture (44).

An ideal area for restaurants and bars with outdoor seating spaces

Outside seating for cafes etc

Allow the restaurants up there to expand and flourish and have outside seating - make it into a more restaurant friendly area.

More links with town centre / café / restaurant specific areas.

Outdoor cafe/ restaurant seating.

Allow for all weather external seating for. restaurants and bars.

Make it a seating area with kiosks where people want to visit.

The retail mix needs to be more hospitality driven, i.e., bars, cafes.

Cafes and restaurants.

Allow some use for cafes to expand outdoor seating potential.

Make it a plaza so the cafes and bars can have outdoor seating.

Create a square for outdoor dining with a garden in the middle.

Pave and make it central restaurant for food and outside sitting.

Give it a piazza feel and encourage street entertainment and cafes.

Outdoor dining and drinking.

Encourage places to eat and socialise.

European style cafe / bars with permanent outdoor seating.

Outdoor eating areas.

More privately owned coffee shops and restaurants.

More thriving restaurants that can help create a desire to want to come and stay in town.

Mid to high end eateries.

Better shops and independent cafes restaurants - far too many charity shops!

Coffee shops.

Encourage cafes and bars - make use of large out-door seating areas.

Outdoor seating linked to eating and drinking areas.

Better variety of shops and restaurants.

Beautiful pavement cafes.

More local restaurants and bars, with space outside them.

Use the old town hall for a cafe.

One or two independent cafes with some outdoor seating.

Provision of eating and drinking areas.

Permanent outside seating for pubs/bars/restaurants.

Pedestrianise it and use it as a market place with a variety of stalls.

Pedestrianise, more cafes and spaces where people can sit out to create more of a "cafe culture".

Café culture outdoor seating without cars/ buses driving past.

Places to sit and eat.

A blanket licence to encourage businesses to make use of the outdoor areas increase dwell time.

Encourage a cafe culture & outdoor eating spaces.

Outside seating for food and drink venues.

Create an environment for more restaurants and seating.

Have a pedestrianised area and seating, parasols (and bistro in the summer).

Open air cafes.

Promoting cycling (16).

More cycle parking, including covered cycle parking, carefully designed to fit in with the heritage of the area.

Create safe cycleways to and from the area.

Cycle route along the Causeway, then shared pedestrian/ wheeling/ cycling space.

Cycle connection as per the Neighbourhood plan.

A clear cycle path through town would be good though.

Do plans to reduce the dominance of cars also reduce the opportunities for cycling?

I personally think including as much cycling infrastructure as possible.

More cycle lanes and secure bike parking.

More bicycle parking with CCTV.

More cycle parking.

Bike parking.

Dedicated cycle lanes clearly marked.

Perhaps cycle ways and places to park bikes.

Dedicated cycle lanes clearly marked.

Leave it alone/do nothing (18).

This area should be left alone. It provides access to Emery Gate and short term parking. There is no need to spend money changing the roadway or parking allocation.

It should be left as it is.

Other sites are more important.

Just maintain it as it is.

Keeping it as it is.

The river should be the focus of any regeneration. I prefer all money was spent there.

Being left alone.

Leave it alone!

It's fine. You can't keep blocking roads without building alternatives.

It doesn't need to be- stop spending our money unnecessarily.

By doing little to it, too many changes in Chippenham.

Leave as is, people wouldn't walk in so car parking would just move to residential areas.

It's fine as it is.

It is fine as it is. Reducing cars means they simply go somewhere else.

Leave it as it is, it's fine.

This area of the town does not need major enhancing.

Public health/odour/antisocial behaviour (22).

Figure out what causes the foul drain smell near the war memorial especially in summer. It's awful!

Finding out where the sewage smell is coming from and fix it.

Less loitering of heavy daytime drinkers.

Sort sewage smell.

Currently stinks of rubbish.

Get rid of the awful smell by the cenotaph.

Sort out smelly drains.

When considering seating please also look where you place rubbish bins.

One seat has a large double bin only a few feet in front of it obscuring the view down the street!

Get rid of the drainage smell.

The disgusting smelly burger van on market days does nothing to enhance visually or sensorily.

The amount of overweight individuals sitting around smoking and eating rubbish.

Track down the smell of drains near the war memorial that can be all-pervading at times!

Sort the sewage smell.

Sort out smelly drains.

Sort out smelly drains.

Better toilet facilities for Chippenham.

Be careful adding seating, it will be used for drunks/dug addicts fueling at OneStop.

Bad, smelly drains there currently, need sorting.

Stinky drains near the War Memoril need to be sorted. Puts me off spending any time in the area.

Stop the stink.

Actions on existing buildings/maintenance, rents, uses etc. (15).

Landlords made to maintain their buildings, it shouldn't just be left to tenants.

Cleaning up tatty building and signage to those that need it.

Resite the bus station allowing the road around Market Square to be closed between Gladstone Arms and Yelde Hall.

Need rent incentives to attract quality.

As it is a heritage area I think the businesses in the area should be more in keeping.

The Angel Hotel looks nice but the nail bar, bookies, numerous charity shops etc don't match at all.

Rent control so more independent shop can afford rent.

Compulsory purchase of the Rose & Crown and bring the pub back to what it used to be.

Hire out empty buildings for private functions. Boroughlands buildings etc.

Redevelop Barclays and Bristol BS building so more sympathetic.

More should be made of the floors above Iceland - boards over the windows should be removed.

More people living in the High Street.

Keep Yelde open for tourists.

Defective consultation process (10).

The description of the UMP as the "southern gateway" is bizarre - surely it's the Eastern gateway as the A4 comes from London, i.e. the EAST! This shows the shoddy nature of this "consultation".

By providing a survey with less bias.

Q2.0 is biased against cars.

You have this all wrong with this survey.

The answers above don't actually resolve your points in the question.

Your question appears biased to begin with.

Also stop wording questions to enable you to do what YOU want rather than the public.

This questionnaire is ridiculously divisive.

Chippenham One Plan consultation

Enhancing our town centre spaces

Which other interventions would you like to see in the High Street, The Bridge and New Road/Upper New Road?

Remove Traffic Lights / reinstate roundabout (32).

Remove Traffic Lights.

Remove the traffic lights at the bottom of station hill and put roundabout back to improve flow.

Reinstate the 2 roundabouts that were replaced by traffic lights - Station Hill & Hathaway retail park. This would ease the flow of the traffic and reduce cars sat waiting at the lights with engines running.

Remove traffic lights on Station Hill to allow cars to flow better and reduce pollution in jams.

Not more bloody traffic lights!

Removal of the Station Hill traffic lights and reinstatement of the roundabout that was there before. If it is (roundabout) painted regularly (unlike before), then people will know it's there.

Getting rid of the really useless traffic light system at the top of New Road, Station Hill, it's ridiculous.

Put the roundabout back!!

Removal of traffic lights that cause congestion and negatively affect the environment.

Who was the moron trying to justify their salary who introduced traffic lights causing chaos.

Removal of traffic lights.

Removal of traffic lights at the bottom of Station Hill.

Remove traffic lights at station hill and little george!! Rediculous.

Remove traffic lights congestions have increased since their installation.

Upper New road and new road have traffic issues due to the sub-optimal traffic lights at Station hill.

Get rid of the traffic lights at the bottom of station Hill. They make traffic worse.

The station hill/new road traffic lights make it hard enough to access the station/Monkton Park.

These traffic lights cause major congestion and aggravation to both drivers and pedestrians.

Station Hill is a very busy road - access must be made easier, not more difficult!

Remove traffic lights at junction of Station Hill and New Road.

Traffic lights at the Railway Arch and Station Hill are a nightmare!

Removal of traffic lights at bottom of Station Hill would reduce pollution levels and queues.

I don't understand why there is so much more traffic since the new traffic lights have been installed.

Remove Station Hill lights.

Remove traffic lights at Station Hill as it is affecting the build-up on traffic on entry to town.

Station Hill is a "bottleneck" and needs reviewing with regards access.

Remove the traffic lights at the top of Park Lane and New Road.

Some of the "improvements" in this area regarding traffic lights have had the opposite effect.

Allow cycling down the High Street when the gates are closed.

Cycling and walking (27).

Better cycle lanes.

New Road and Upper New Road are incredibly hostile for cycling.

Upper New Road, as well as Marshfield Road, needs segregated cycle paths.

Safe cycling and walking link to John Coles Park and Monkton Park would be ideal.

More shared space (pedestrian, wheeling and cycling).

Allow cyclists on the high street.

Design for cyclists by providing segregated cycle lanes that connect to a wider network.

Segregated cycle infrastructure as appropriate.

Riverside walks.

Increased bicycle Parking.

Better active travel provisions to traverse the town centre.

Designated cycle lane.

Take shared space approach to high street prioritising walking and cycling.

Enable cycling down high street.

Improve cycling inclusion.

You have to improve cycle lanes into town to enable this to happen.

Inclusion of cycle lane.

Cycle Paths.

Allowing cycling along the High Street.

Designs to encourage safe cycling.

More cycling access.

Clearly marked cycle lanes.

Wider paths through Monkton park with cycle, pedestrian marking.

More bicycle racks in more locations around the town.

Clearly marked cycle lanes.

Wider paths through Monkton park with cycle, pedestrian markings.

Prevent/restrict vehicular access/extended pedestrianisation/ rerouting traffic.

Prevent all vehicular access.

stop all traffic apart from emergency and security vehicles using the high street altogether.

Greater restrictions on traffic entering/ passing through this area.

Make into a quiet, traffic free (buses and taxis only), unpolluted, green, town centre area.

Removing cars is great, but access needs to be well-managed.

Pedestrianise the whole area up to station hill Rd.

Re-route through traffic via new routes around the town centre vicinity.

A wider scale change to road use would be a better start.

Make bath road to avenue la fleche a through road with ivy lane a single junction so minimum lights. Get the bridge from monkton park over the railway built to take pressure off station Hill.

Alternative parking to be provided so street parking can be reduced.

If you could make it access only that would be great for my business.

Speed bumps to slow traffic down.

Reintroduced one way traffic.

Complete ban on cars in High Street (delivery vehicles excepted).

Hard engineering to remove vehicles completely within restricted times - allowing servicing.

If pedestrianised from the town centre side of Station Road it would create a connected area.

Put bollards to stop cars parking.

Timed restricted access for delivery vehicles.

No parking on market place (by Buttercross)

High street isn't car dominated but other areas would be nice to reduce this.

Pedestrianised Town centre.

Permit limited public vehicle access to the High Street.

Remove car access to High Street in evening.

Make this a one way road area.....as long as the rest of Chippenham traffic can move easily.

Pedestrianise from the bridge to the bottom of station hill without restricting access to the station.

Eliminating traffic from the Town Centre other than buses and service vehicles.

I would like to traffic flow around town center not through it.

Not allowing blue badge vehicles to block up the footpaths on the bridge like they do now.

reduce through traffic down The Bridge.

Pedestrianise it all and create parking towards Pewsham.

Permanently close high street to cars.

Completely pedestrianise it.

No traffic through high street at all.

Close the High Street to traffic.

Don't allow cars between the roundabout at station hill and the bridge during daytime hours.

Pedestrianised. Seating.

Pedestrianise station hill roundabout to bridge.

Get rid of taxi rank and restrict them to Monkton Hill.

Make New Road a no through Road except for buses & taxis.

Block the car park access behind Wilko.

4/7 Vehicle Access must be maintained for businesses BUT restricted and narrowed.

Agree this should apply to the bridge, but not New Road.

It is high Chippenham High Street was permanently pedestrianised.

Stop all traffic apart from emergency and security vehicles using the high street altogether.

Pedestrianise it all.

Close the High Street to all traffic permanently.

Keep the High Street closed until at least midnight.

Remove vehicles entirely.

No parking opposite Rivo apart from disabled ,as there is a perfectly good car park in Bath road .

Shared space.

If you pedestrianize the town centre then please compensate with "park and walk" capacity.

Reduce car usage to a bare minimum so that the bypass area is used as a diversionary route.

Prevention of traffic continuing from the viaduct into the town centre.

Making the High Street permanently closed to motorised vehicles, except deliveries.

Reducing traffic speeds important, especially further up Marshfield Rd, but it's only if it is enforced.

Extend the hours when traffic is banned from the High Street into the evening.

Full pedestrianisation Bath Road roundabout to St Mary Street.

Close high street to traffic (except emergency and some delivery vehicles).

Support more pedestrianised spaces. but access to monkton park and train station is essential.

Removal of traffic, including bikes and scooters, at all times from high street.

Stop all traffic through the high street.

The bridge could be pedestrainised, allowing Rivo, Grounded to expand seating onto it.

Unrestricted access for buses only – support.

Stopping electric scooters and bikes.

Permanently pedestrianise the high street.

Reroute most traffic under the railway bridge?

High st needs to be fully pedestrianized at all times and no parking up by the Buttercross!!

Permanent pedestrianisation of high street.

The High Street should be pedestrianised.

The traffic layout doesn't work so enhance this and create a clear way around and through for cars.

High Street to be closed at 9am and open at 6pm - not 9.30am to 7.30pm.

is it necessary to permit cars through that area at all, apart from loading, access?

Replan highway use, junctions and traffic lights to reduce impact.

High Street should always be closed to through traffic.

Extend pedestrianisation as much as possible although allow buses/taxis/bikes on Lower New Road.

The High Street should be pedestrianised and allow for vehicles just in the evenings/early mornings.

We need safe and greener places to be able to sit and enjoy.

Introduce a low (15) speed limit.

Lovely to have a more pedestrianised area, but not at expense of having lots of stationary vehicles.

Also the speed limit in the town should be reduced to 20 mph.

20mph speed limit when the gates are open.

Extend 20mph speeds to The Causeway and the triangle of New Road, Marshfield Road, Park Lane.

Stop kerbside parking in Upper New Road.

Introduce 20 mph speed limit within town centre.

Pavements - fully pedestrian only access for loading, unloading and emergency vehicles.

The High Street should be totally pedestrianised other than for mobility/emergency/services.

Pedestrianisation could be extended as far as Station Hill to dispose of the contentious traffic lights.

Cars on the bridge should not have priority over pedestrians.

The whole bridge area should be a zebra crossing (but preferably without heavy road markings).

Best to get rid of cars completely.

Improve building frontages and shopfronts (15).

Look at the buildings and improve frontages.

Keep a traditional look to it too - not made too modern or it will spoil its history.

Make a beautiful feature of the bridge.

New road shop fronts are ugly and tatty.

Reduce the decimation of the town made in the 50's.

Make shops clean up their buildings, see the side of wilkos and the works frontage for example.

Disguise ugly buildings.

Improve the overall look of that area, it's dated and drab, the buildings cause this look and feel.

The shop signage in chippenham is an eye sore and undermines the beauty of the historic buildings.

Incentivise businesses to consider how their shops and how this fits with the local architecture.

Enhance the appearance of the Western Arches, make use of the spaces under the viaduct.

Bulldoze Superdrug eyesore!

Perhaps a colour theme running through the town on doors and buildings e.g. all blue doors etc.

Clean up all the buildings, make it a town to be proud of.

Encourage outside activities / festivals / seating and café culture.

Redesign the street to allow informal seating for cafes etc.

Make it more like South Gate in Bath shops, venues, cafes etc.

More outside café culture.

The lack of popular and good restaurants and bars/cafes and retail outlets is the problem.

The town needs new businesses

A useable space to encourage community like the folk festival and markets.

Allow semi permanent spaces for outside seating and pop-up food venues and cafes.

Make Chippenham 'different' / worth visiting.

The bridge could be pedestrainised, allowing Rivo, Grounded to expand seating onto it.

Again, encourage cafes / bakeries places for people to connect with others.

Market Place should be utilised constantly with summer garden pop ups etc. but rather than "pop Permanent seating to be put in, this can be placed in other areas too.

Maintenance of public spaces/public domain improvements/cleaning (37).

Maintenance to pathways, the condition of the pathways at present are terrible!

Cutting of brambles and overgrown shrubs to enhance riversides for picnics and bench views.

Make the pavements safe for people to walk on.

Repairing the existing paving would be a great improvement!

Replace bridge railing and stop it being used for advertisements.

Paint the bridge! Faded green is awful!

Clean the pedestrian area more frequently.

Removing bins / rubbish / graffiti to make the town centre more attractive / more appealing.

Employ street cleaners to clean up the piles of vomit that are often along there in the mornings.

Sort out uneven pavements.

Enhance the approach to the arches.

Reduce the use of single-use plastic bottles by installing water refill points.

Shared space where pavement and road is all one level.

Soft gravel brick, textured services.

Reduce bollards at edge of pavements/or take them out, along with dropped kerbs.

Shared space.

Better drainage, and new road and pavement surfaces would improve safety/comfort for all users.

Learning quarter for all sounds good.

Ensuring no litter.

Water fountains for visual display.

Drinking water fountains.

Utilise "shared use" mixing pedestrian/cycle/vehicle areas with low traffic speed enforcement.

Regular street cleaning.

No smoking in public places.

Clean up the streets, they are filthy.

Litter just thrown anywhere.

Don't use expensive paving, existing is high maintenance and hasn't lived up to expectations.

Make more shared surfaces with different materials.

Clean Pavement, spilt paint is embarrassing and shows lack of civic pride.

Remove tarmac patches - also shows lack of pride

Extend the beautiful stone paving up to war memorial and church.

Smarten the Shambles it is a disgrace.

Water feature at the top of the High St flows a central gully.

Using the Archimedes screw turbine in water gully to power pumps and lighting.

Seating and landscaping.

Removal of all unnecessary traffic signage should be removed along with kerbs.

Remove/relocate the market stalls.

Remove the markets.

Relocate weekly market away from the High Street.

Relocate. Market stalls have got bigger and connect up blocking access to shops.

Getting rid of the market stalls on high street, cheap/poor quality items and obstructive.

No pedestrianisation/Improve road infrastructure/build new roads/maintain existing vehicular access.

Focus on improving the road infrastructure around Chippenham and not reducing. Congestion levels are already intolerable. Build more roads.

No to pedestrianising this area.

Put the roundabout back in on bottom of station hill. Traffic will then ease.

I don't agree with this approach.

Upper new road and New road are key areas for traffic movements in an already bad system, please do not pedestrainise them.

Access by car is important to attract people into town.

Cars must be able to flow in, safely park within walking distance and move out.

If traffic is restricted people will not use the town centre regardless of how nice it looks.

no weird stuff where you can't tell if it's road or pavement, it's going to cause pain and accidents. We need charity shop drop off areas.

Relief road round NE Chippenham to reduce traffic volumes around New Road one way system.

To close new road to traffic would be utter madness.

NO! Pedestrianisation is not good for business like charity shops and take aways.

Build the ring road as none of this can happen otherwise.

Access to Monkton park would be massively effected.

Only one road to houses, college and station already an issue.

Dropping off at these premises is not easy when access is pedestrianised.

Moving traffic away from Town Centers kills them.

People just stay away and use Shops they can park near.

We are lazy and no one wants to walk anywhere these days.

This suggests a pedestrian are extended along new road and that would not be very good.

It would force people to park in the car parks up station Hill, which is too far for many people to walk.

This would make it impossible to get around Chippenham.

The town is inaccessible enough with the recent road changes. Some of us still have to go to work!

Road infrastructure going from one side of the town to the other needs to be improved.

Congestion around the bridge centre eased by redesign of the roundabout for better traffic flow.

Cars are not the issue.

With this you would be restricting disabled drivers and their parking close to town.

People are lazy and use cars and need parking..... you will destroy what's left of Chippenham.

Chippenham is a hub for many villages, reducing traffic access could lose customers and income.

Traffic is already banned during the day so not sure there is any further benefit.

Access to Monkton park, station and leisure centre needs to be priorities.

I cannot see how cars can be removed, doing so would exacerbate the traffic issues.

Make it more car friendly.

Stop punishing car users who have to use cars to get to work.

Pavement tables hazardous for blind people.

Concerned that restrictions relating to transport will affect Church access.

Banning cars will kill the town. End of.

If you exclude traffic, how will folk get into the town.

Cannot pedestrianise New Road as that is only access to station and Monkton park.

Car access to the station is very important for those living outside the town!

Traffic still needs access to Monkton Park and the station.

Car and business run hand in hand.

Traffic management as a whole is awful in Chippenham.

We need to make it easier to access by car as public transport will never cut it.

I am not a car fan, but you are trying to blame the town issues on the cars.

The High street works well with its pedestrianisation but there is no need to extend that further.

Less 'rules', not more please.

There seems to be no consideration for the vehicle access to Monkton Park area.

Extending the pedestrianisation would result in huge traffic problems and to a loss of business.

Access is needed to enable people to get to the railway and buses.

If you start a war with cars and parking you will kill the town centre.

A link road between Avenue La Fleche and hospital would remove much of town centre traffic.

People need to use transport to use shops.

Pedestrianisation will drive visitors/shoppers to out of town facilities.

Clearly, access for traffic cannot be reduced significantly for Monkton/Station/Council offices areas.

Key issue is location of Station and access to it.

It is a key part of Chippenham and roads and services via Station Hill need review.

Chippenham has a "North" and "South" side, so the station needs correct access from both sides.
Use Hathaway Retail Park in a better way.

Return the road between the Bridge to Station Hill to one way traffic.

As a pedestrian it would not help to extend shopping centre more up New Street, too much walking.

This shouldn't be extended to The Bridge, New Road/Upper New Road - need access to the station.

Resurface roads to make up potholes.

Cars are the dominant transport mode and if access is compromised you'll achieve an empty town.

Problem with reducing cars is that access is needed to the train station, Emery Gate car park etc.

If extended up New Road/Upper New Road, how would those in Monkton Pk to reach their homes?

Road system is needed through the town as the current one is not fit for purpose.

Access needed to the station and colleges so extending to the bridge and further is not a good idea. There is no "dominance of cars" in the main retail area as the high street is already traffic free.

Cheaper and/or free parking / ensuring ample parking

Reduce parking charges, or even better a free one or two hours.

This will encourage more people to shop in town, and maybe ensure less vacant shops.

Free car park otherwise you will not get people in town.

Please be sympathetic to users of the area around the station.

More disabled parking spaces.

reduce parking costs to encourage more people into the town.

Another option would be to introduce the park and ride scheme.

Free parking can't remember the last time I went into town.

With this you would be restricting disabled drivers and their parking close to town.

Make the parking changes cheaper.

Unfortunately people don't go into town centre because of this reason.

If parking were free more people might use the town centre for shopping and day to day needs.

There are plenty of car parks but they should be free.

If all cars could use free parking it would clear the town centre.

Ensuring ample parking is still available and clearly signed close to the pedestrian zones

Parking for the Station on North side of Station (as originally intended with DfT/ LEP funding).

Demolition of the Sadlers Mead car park (asap).

Keep all the car parks nearby - if people can't park they won't come to the shops.

To attract visitor you need to have parking areas that are close ot the twon centre, it's a basic need.

Need more out of town parking like the Hathaway car park.

Removing the Bath Road car park a terrible idea parking in Chippenham is a nightmare at times.

The multi storey on Monkton Park is a total failure in terms of people using it to access the town.

Free parking.

Removing parking charges, as things stand its not worth paying for parking.

Provide many more disabled parking spaces.

There still needs to be sufficient car parking or I wouldn't visit town.

We need more free parking to encourage visitors.

Making it less accessible with less parking makes it less likely to attract footfall.

Please don't take away parking though - disabled people especially need this.

Free parking would encourage more people to use town and therefore drive demand for more shops.

Making parking harder will drive people away and business will go with them.

Need additional parking around the town centre. Especially bath road/bridge centre area.

Traffic measures parking charges and poor shopping make Chippenham high street not worthwhile.

Need for parking for safe collection & drop off for children's nursery.

If you start a war with cars and parking you will kill the town centre.

More sensible accessible parking at a reasonable cost.

Return to Sunday free parking.

Need very short term parking for drop at charity shops, collection of takeaways and shop purchases.

There needs to be free 3 hour parking.

Free parking.

Offer 2 hours free parking for shoppers.

Avoid multistorey car parks, they are ugly and unsafe at night.

The new one overlooking Monkton park is hideous, why was it built?

Public transport (8).

Make sure buses are still able to access here. Perhaps an opportunity to improve the bus stops here.

Bus shelters at stops serving Town Bridge. Nice ones of distinctive design as a form of public art.

Improve public transport links from residential areas to reduce traffic demand on town centre.

Unless public transport access is improved you will still need car access.

Needs to be convenient for people to shop and get back to car, something like a shuttle bus.

Ensure easy public transport access to the centre and clear signage.

Ensure public transport retains its easy, direct penetration right to the centre.

Changing the retail offer/ leisure / activities/ Independent retail / supporting business

Less coffee shops, phone shops and charity shops

Encourage more varied shops on New Road and Upper New Road.

Reduce the rates so that traders want to be in town.

The shops are rubbish.

Need to limit the amount of the same shops in the town.

Chippenham's a joke now for coffee, charity and mobile phone shops now.

Some more markets.

The lack of popular and good restaurants and bars/cafes and retail outlets is the problem.

The town needs new businesses.

Reducing the rent so they are some shops to visit.

I am not paying for the tat shops.

The reason small businesses cannot thrive in Chippenham is the extortionate rent and rates.

Can vacant buildings be managed by council with low rent for new independent businesses?

Make more incentives for businesses to want to be in Chippenham, ie reduce rates!

Improve town's facilities- bowling alley, pétanque piste, mini golf.

Better provision of commercial businesses, restaurants etc. so there are reasons to go to town.

Better shops and attractions to entice people in to the centre of the town.

None of the above are dealing with empty buildings.

Providing pop up opportunities for businesses to use the empty spaces for a small/ no fee.

Encourage more independent shops/cafes into the town centre.

Need shops that people want to visit at a lunchtime and accessible to local business footfall.

Use one of the many empty shops to provide a SEN area for children in the town centre.

Ultimately you need shops and activities people want to go to.

Reducing business rents and rates to attract more shops is what is needed.

Fewer cafes and hairdressers.

The shops are not empty because of cars, but because new shop owners cannot afford them.

Traffic measures parking charges and poor shopping make Chippenham high street not worthwhile.

Increased density of residential opportunities to bring a younger generation to the town.

More independent shops.

Larger variety of shops.

Don't encourage offices in town centre so as not to encourage all day parking.

More independent shops.

We also need more retail shops in the centre of town.

All the takeaways cafes are leaving our town in a mess.

We need more shops.

Be selective about which shops can be on our high street (no new Vape, Nail bars, tattoo parlours).

War memorial/Town Fountain (2).

Relocate War Memorial to John Coles Park and reinstate and/or refurbish the town fountain.

Rubbish bins/street (3)

Bins

Removing bins / rubbish / graffiti to make the town centre more attractive / more appealing.

Once again a solution to wheelie bins, especially Chapel Mews.

Health and Safety (8).

Shared surfaces with no kerbs without severely reducing traffic would be extremely irresponsible.

I would not be in favour of removing kerbs or road markings, or a 'shared spaces' approach.

Removing kerbs and road traffic signs could lead to more accidents.

Shared surfaces are not a good idea for blind and partially sighted members of the community.

Need to consider needs of blind and partially sighted people if considering shared spaces.

Removing kerbs - too risky without kerbs.

As a woman I would not feel happy walking in the High Street at night if no cars going through.

Trees / landscaping / street furniture

More trees planted to provide shade and keep area cool in increasing hot summers.

Include hanging baskets of flowers.

Hanging baskets.

Add trees and plants.

More tasteful plants/planters, benching and other street furniture.

Information boards - fish, fauna etc.

Wooden structures for children to climb on.

Attractive waste bins.

Coffee tables / picnic benches near the river.

Plenty of trees , benches and child's/adult play/exercise equipment..... think Spain.

Modern directional signing - for places of interest, toilets etc.

Landscape and resurface pedestrian areas Landscape and resurface pedestrian areas.

Pleasant well kept planting, seating, lighting, and signage on the spaces outside Tesco express.

Good signage from pedestrian Bridge over the railway lines towards union road and St Pauls church.

Green landscaping.

Make space in front of Bridge into small parks - benches, flower pots and fenced for safety.

Green landscaping would be nice with an emphasis on flowering trees and shrubs.

Street decorations (6)

Christmas trees / decorations / lights.

Flags / bunting.

Should be continued along this area and station hill.

Christmas street decorations / lights.

Continuity of festive lights from top of New Road to the top of The Causeway - a cheap 'win'.

Traffic calming (5).

Speed bumps to slow traffic down.

Put bollards to stop cars parking.

Use of bollards to prevent pavement parking.

Do nothing/leave alone (15).

Don't.

None if the above stay as it is.

All sound like another hair-brained idea.

Keep as is.

Leave us alone, you've messed everything else up. I wouldn't trust to to not ruin everything else.

Awful idea.

Please don't waste our money.

Leave it alone!

Do not agree.

Don't waste money.

No to benches in New & Upper New Road - not a good place to sit for one's health because of fumes.

This has been on the planning table for years and we are still talking about it.

Cars do not dominate the High Street.

I think the High street works as it already is.

Better enforcement of existing restrictions (7).

Enforce the double yellow line parking restrictions that are currently completely ignored by many.

Cameras on the lights at the main junctions, as a lots of cars jump the lights.

Replace bridge railing and stop it being used for advertisements.

Sort out the bad parking by takeaways in New Road.

Enforcement of not parking in cycle lanes/on double lines needed, especially after 5 pm.

Reducing traffic speeds important, especially further up Marshfield Rd, but it's only if it is enforced.

Public art (3).

Art work.

Some more art sculptures.

Toilets (5).

Toilets

Toilets

Toilets

Better public toilets.

New bridges (2).

More bridges to cross the railway tracks further along Station Road e.g. to access Aldi/Travelodge.

Criticism of Process/next steps (4).

When options are being discussed, the public should be able to see all options before decisions.

It's a biased questionnaire. There isn't any options other than "reducing the dominance of the car".

More information is needed before we vote for such a significant reduction in the number of cars.

Enhancing our town centre spaces

Which locations and landmarks within the town would you suggest be specifically signposted?

High quality design (56)

Smart signs in keeping with an historic market town guiding visitors to key sites.

These can't be gaudy modern signs that will be vandalised or defaced.

Make signs appealing to look at/unique.

Signs that look like road signs make the place seem more industrial.

Could the signage be in heritage colours?

Design continuity.

Old type signage would be nice to make the town more appealing and give it an old feeling.

It's the style of the signpost that could make us different.

Make them more visible.

More obvious community boards with local events/democratic sessions/important information, etc.

Yes with new logo and points of interest.

Smart signs in keeping with an historic market town guiding visitors to key sites.

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Make them more visible.

More obvious community boards with local events/democratic sessions/important information, etc.

Yes with new logo and points of interest.

Train Station (36).

The train station needs more signs.

Railway station.

Railway station.

Station.

Railway station.

At the Train Station.

Train station.

The train station needs more signs.

Railway station.

Railway station.

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Railway station.

At the Train Station.

Train station.

The train station needs more signs.

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The train station needs more signs.

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Railway station.

At the Train Station.

Train station.

Bus station (36).

Bus Station.

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Bus station.

Town Hall/public buildings/Community hub (61).

Registry office

All public services eg. council offices etc.

Town Hall.

Wiltshire Heritage Centre.

Wilts Swindon History Centre.

Town Hall.

Town Hall.

Town Hall

Community hub.

Town Hall.

Public services

Town Hall.

Registry office

All public services eg. council offices etc.

Town Hall.

Wiltshire Heritage Centre.

Wilts Swindon History Centre.

Town Hall.

Town Hall.

Town Hall

Community hub.

Town Hall.

Public services

Town Hall.

Registry office

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Town Hall.

Town Hall.

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Town Hall.

Public services

Town Hall.

Registry office

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Town Hall.

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Town Hall.

Town Hall

Community hub.

Town Hall.

Public services

Town Hall.

Registry office

All public services eg. council offices etc.

Town Hall.

Wiltshire Heritage Centre.

Wilts Swindon History Centre.

Town Hall.

Town Hall.

Town Hall

Community hub.

Town Hall.

Public services

Town Hall.

Library (51).

Library.

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Tourist information.

Tourist information.

Tourist information.

Tourist information.

Tourist information.

Tourist information.

Historic sites / heritage buildings /places of interest (126).

More should be made of Brunel's stone viaduct.

Town bridge.

Railway arches.

All signs should promote Chippenham's history.

Historical areas.

Historic buildings.

Historic Heart.

Heritage quarter.

Historic buildings.

Historical landmarks.

Buttercross.

The Shambles.

Anything of historic interest.

Town Bridge.

Buttercross area.

Town Bridge.

Yelde Hall.

Yelde Hall.

Yelde Hall.

Historical interest.

Historic interest.

Key landmarks.

War memorial.

Historic sites.

Brunel's work.

More should be made of Brunel's stone viaduct.

Town bridge.

Railway arches.

All signs should promote Chippenham's history.

Historical areas.

Historic buildings.

Historic Heart.

Heritage quarter.

Historic buildings.

Historical landmarks.

Buttercross.

The Shambles.

Anything of historic interest.

Town Bridge.

Buttercross area.

Town Bridge.

Yelde Hall.

Yelde Hall.

Yelde Hall.

Historical interest.

Historic interest.

Key landmarks.

War memorial.

Historic sites.

Brunel's work.

More should be made of Brunel's stone viaduct.

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Historic buildings.

Historical landmarks.

Buttercross.

The Shambles.

Anything of historic interest.

Town Bridge.

Buttercross area.

Town Bridge.

Yelde Hall.

Yelde Hall.

Yelde Hall.

Historical interest.

Historic interest.

Key landmarks.

War memorial.

Historic sites.

Brunel's work.

More should be made of Brunel's stone viaduct.

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Historic buildings.

Historic Heart.

Heritage quarter.

Historic buildings.

Historical landmarks.

Buttercross.

The Shambles.

Anything of historic interest.

Town Bridge.

Buttercross area.

Town Bridge.

Yelde Hall.

Yelde Hall.

Yelde Hall.

Historical interest.

Historic interest.

Key landmarks.

War memorial.

Historic sites.

Brunel's work.

More should be made of Brunel's stone viaduct.

Town bridge.

Railway arches.

All signs should promote Chippenham's history.

Historical areas.

Historic buildings.

Historic Heart.

Heritage quarter.

Historic buildings.

Historical landmarks.

Buttercross.

The Shambles.

Anything of historic interest.

Town Bridge.

Buttercross area.

Town Bridge.

Yelde Hall.

Yelde Hall.

Yelde Hall.

Historical interest.

Historic interest.

Key landmarks.

War memorial.

Historic sites.

Brunel's work.

Popular business/retail destinations/ designated Quarters (186).

shopping areas.

Emery Gate.

Borough Parade.

The Bridge.

High street

Upper Market Place.

Emery Gate.

Borough Parade.

High Street.

High Street.

Borough Parade.

St Mary Street.

Signage to new artisan quarter.

Upper Market Place.

Shopping areas.

Shopping areas.

Signs to different areas eg High Street, Artisan Quarter, Heritage Area etc.

St Mary Street.

Additional signage in all 4 quarters , with design continuity.

High Street.

Areas e.g. heritage, shopping, culture, entertainment, key landmarks.

Marshfield Road.

New Road.

Bath Road.

Market Place.

Market Place.

Local amenities.

Small businesses.

Shopping.

Directing to edges of high street to support businesses up the causeway and to the top of new road.

New Road/Bridge and within the zone.

Shopping areas.

Pubs.

Shopping centre.

Borough Parade

Emery Gate.

Shopping areas.

shopping areas.

Emery Gate.

Borough Parade.

The Bridge.

High street

Upper Market Place.

Emery Gate.

Borough Parade.

High Street.

High Street.

Borough Parade.

St Mary Street.

Signage to new artisan quarter.

Upper Market Place.

Shopping areas.

Shopping areas.

Signs to different areas eg High Street, Artisan Quarter, Heritage Area etc.

St Mary Street.

Additional signage in all 4 quarters , with design continuity.

High Street.

Areas e.g. heritage, shopping, culture, entertainment, key landmarks.

Marshfield Road.

New Road.

Bath Road.

Market Place.

Market Place.

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New Road/Bridge and within the zone.

Shopping areas.

Pubs.

Shopping centre.

Borough Parade

Emery Gate.

Shopping areas.

shopping areas.

Emery Gate.

Borough Parade.

The Bridge.

High street

Upper Market Place.

Emery Gate.

Borough Parade.

High Street.

High Street.

Borough Parade.

St Mary Street.

Signage to new artisan quarter.

Upper Market Place.

Shopping areas.

Shopping areas.

Signs to different areas eg High Street, Artisan Quarter, Heritage Area etc.

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New Road.

Bath Road.

Market Place.

Market Place.

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New Road/Bridge and within the zone.

Shopping areas.

Pubs.

Shopping centre.

Borough Parade

Emery Gate.

Shopping areas.

shopping areas.

Emery Gate.

Borough Parade.

The Bridge.

High street

Upper Market Place.

Emery Gate.

Borough Parade.

High Street.

High Street.

Borough Parade.

St Mary Street.

Signage to new artisan quarter.

Upper Market Place.

Shopping areas.

Shopping areas.

Signs to different areas eg High Street, Artisan Quarter, Heritage Area etc.

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New Road.

Bath Road.

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Market Place.

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Small businesses.

Shopping.

Directing to edges of high street to support businesses up the causeway and to the top of new road.

New Road/Bridge and within the zone.

Shopping areas.

Pubs.

Shopping centre.

Borough Parade

Emery Gate.

Shopping areas.

shopping areas.

Emery Gate.

Borough Parade.

The Bridge.

High street

Upper Market Place.

Emery Gate.

Borough Parade.

High Street.

High Street.

Borough Parade.

St Mary Street.

Signage to new artisan quarter.

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Shopping areas.

Signs to different areas eg High Street, Artisan Quarter, Heritage Area etc.

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New Road.

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Market Place.

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Small businesses.

Shopping.

Directing to edges of high street to support businesses up the causeway and to the top of new road.

New Road/Bridge and within the zone.

Shopping areas.

Pubs.

Shopping centre.

Borough Parade

Emery Gate.

Shopping areas.

Arts and entertainment (56).

Cinema

Theatre

Need Hall

Need Hall

Need Hall.

The Cause.

The Cause.

Arts venues.

Cinema.

Need Hall.

Need Hall

Cinema

Theatre

Need Hall

Need Hall

Need Hall.

The Cause.

The Cause.

Arts venues.

Cinema.

Need Hall.

Need Hall

Cinema

Theatre

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Need Hall.

The Cause.

The Cause.

Arts venues.

Cinema.

Need Hall.

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Cinema

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Need Hall.

The Cause.

The Cause.

Arts venues.

Cinema.

Need Hall.

Need Hall

Cinema

Theatre

Need Hall

Need Hall

Need Hall.

The Cause.

The Cause.

Arts venues.

Cinema.

Need Hall.

Need Hall

Public conveniences (34).

Public toilets

Toilets.

Toilets.

Toilets.

Toilets.

Toilets.

Toilets.

Public toilets

Toilets.

Toilets.

Toilets.

Toilets.

Toilets.

Toilets.

Public toilets

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Museum (71).

Museum.

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Museum.

Museum.

Parks/public open space (186).

John Coles Park.

Monkton Park.

Parks

Monkton Park.

John Coles Park.

Monkton Park.

John Coles Park.

The parks.

Riverside.

Monkton Park.

Play areas.

Park.

Play area.

Parks.

Recreational areas.

Monkton Park.

Monkton Park.

John Cole's Park.

John Coles Park.

Monkton Park.

John Coles Park.

Monkton Park.

Parks.

Parks.

Parks.

Monkton Park.

The canal.

Baydons Meadow.

Picnic areas.

Places for quiet contemplation.

Parks.

Westmead open space.

Golf at Monkton Park.

Mini Golf.

Parks.

Monkton Park.

Monkton Park.

John Coles Park.

Monkton Park.

Parks

Monkton Park.

John Coles Park.

Monkton Park.

John Coles Park.

The parks.

Riverside.

Monkton Park.

Play areas.

Park.

Play area.

Parks.

Recreational areas.

Monkton Park.

Monkton Park.

John Cole's Park.

John Coles Park.

Monkton Park.

John Coles Park.

Monkton Park.

Parks.

Parks.

Parks.

Monkton Park.

The canal.

Baydons Meadow.

Picnic areas.

Places for quiet contemplation.

Parks.

Westmead open space.

Golf at Monkton Park.

Mini Golf.

Parks.

Monkton Park.

Monkton Park.

John Coles Park.

Monkton Park.

Parks

Monkton Park.

John Coles Park.

Monkton Park.

John Coles Park.

The parks.

Riverside.

Monkton Park.

Play areas.

Park.

Play area.

Parks.

Recreational areas.

Monkton Park.

Monkton Park.

John Cole's Park.

John Coles Park.

Monkton Park.

John Coles Park.

Monkton Park.

Parks.

Parks.

Parks.

Monkton Park.

The canal.

Baydons Meadow.

Picnic areas.

Places for quiet contemplation.

Parks.

Westmead open space.

Golf at Monkton Park.

Mini Golf.

Parks.

Monkton Park.

Monkton Park.

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Monkton Park.

Parks

Monkton Park.

John Coles Park.

Monkton Park.

John Coles Park.

The parks.

Riverside.

Monkton Park.

Play areas.

Park.

Play area.

Parks.

Recreational areas.

Monkton Park.

Monkton Park.

John Cole's Park.

John Coles Park.

Monkton Park.

John Coles Park.

Monkton Park.

Parks.

Parks.

Parks.

Monkton Park.

The canal.

Baydons Meadow.

Picnic areas.

Places for quiet contemplation.

Parks.

Westmead open space.

Golf at Monkton Park.

Mini Golf.

Parks.

Monkton Park.

Monkton Park.

John Coles Park.

Monkton Park.

Parks

Monkton Park.

John Coles Park.

Monkton Park.

John Coles Park.

The parks.

Riverside.

Monkton Park.

Play areas.

Park.

Play area.

Parks.

Recreational areas.

Monkton Park.

Monkton Park.

John Cole's Park.

John Coles Park.

Monkton Park.

John Coles Park.

Monkton Park.

Parks.

Parks.

Parks.

Monkton Park.

The canal.

Baydons Meadow.

Picnic areas.

Places for quiet contemplation.

Parks.

Westmead open space.

Golf at Monkton Park.

Mini Golf.

Parks.

Monkton Park.

Monkton Park.

Police Station (8).

Police Station.

Police Station.

Police Station.

Police Station.

Police Station.

Police Station.

Police Station.

The Arc Climbing Centre (31).

The Arc.

The Arc.

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The Arc.

Walking and cycling (111).

Walks

Riverside walks.

Cycle parking

River Walk.

Cycle wayfinding signage, with minutes to destination.

Include cycle signs to show how long it would take to cycle to other areas.

Nature trail.

Riverside trail.

Walking and cycling routes.

Walking trail with lots of blue plaques on historical/prominent buildings & points of interest.

Wildflower meadow for example/Baydons wood.

River walks.

Riverside walks.

River.

Sculpture trail.

River walks.

Cycle paths.

Walking.

Walking distances.

Riverside walks.

Riverside walks.

Cycle routes.

Walks

Riverside walks.

Cycle parking

River Walk.

Cycle wayfinding signage, with minutes to destination.

Include cycle signs to show how long it would take to cycle to other areas.

Nature trail.

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Riverside walks.

River.

Sculpture trail.

River walks.

Cycle paths.

Walking.

Walking distances.

Riverside walks.

Riverside walks.

Cycle routes.

Walks

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Cycle parking

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Wildflower meadow for example/Baydons wood.

River walks.

Riverside walks.

River.

Sculpture trail.

River walks.

Cycle paths.

Walking.

Walking distances.

Riverside walks.

Riverside walks.

Cycle routes.

Walks

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Cycle parking

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Wildflower meadow for example/Baydons wood.

River walks.

Riverside walks.

River.

Sculpture trail.

River walks.

Cycle paths.

Walking.

Walking distances.

Riverside walks.

Riverside walks.

Cycle routes.

Walks

Riverside walks.

Cycle parking

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Nature trail.

Riverside trail.

Walking and cycling routes.

Walking trail with lots of blue plaques on historical/prominent buildings & points of interest.

Wildflower meadow for example/Baydons wood.

River walks.

Riverside walks.

River.

Sculpture trail.

River walks.

Cycle paths.

Walking.

Walking distances.

Riverside walks.

Riverside walks.

Cycle routes.

Olympiad (41).

Sports centre.

Leisure centre.

Olympiad Leisure Centre.

Leisure centre.

Olympiad.

Leisure facility.

Olympiad.

Sports centre.

Sports centre.

Leisure centre.

Olympiad Leisure Centre.

Leisure centre.

Olympiad.

Leisure facility.

Olympiad.

Sports centre.

Sports centre.

Leisure centre.

Olympiad Leisure Centre.

Leisure centre.

Olympiad.

Leisure facility.

Olympiad.

Sports centre.

Sports centre.

Leisure centre.

Olympiad Leisure Centre.

Leisure centre.

Olympiad.

Leisure facility.

Olympiad.

Sports centre.

Sports centre.

Leisure centre.

Olympiad Leisure Centre.

Leisure centre.

Olympiad.

Leisure facility.

Olympiad.

Sports centre.

Churches (32).

St Andrews.

Church.

Churches.

Church.

Churches.

Church.

Churches.

Church.

Churches.

Church.

Churches.

Church.

Churches.

Church.

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Churches.

Church.

Churches.

Church.

Churches.

Other local attractions further afield (4).

Lacock Abbey.

Corsham Court.

Melksham.

No need /existing is ok (22).

People use Sat nav and Google maps more often now.

Feel the signage is adequate.

You could ensure that signage already in place is pointing in the right direction!

But don't people actually use phones for navigation now?

I don't think it is yet warranted.

Physical sign posts and other street furniture make it more difficult to navigate on the pavement.

There's already some signage, not sure if more is needed.

Check existing signs are pointing right way!

There seems to be enough signage to important landmarks.

We do not need signposts everywhere. We are not stupid.

Use the money to fix the Olympiad.

Chippenham's town centre is small and doesn't need any more signage beyond what it has.

Sufficient signs already.

We already have signage to the museum, bus station and others.

I think the current signage is very clear.

No, it costs money and returns no one penny to pay for itself. Either local taxation increase/council tax.

Sufficient signage already.

Signage is not bad from my experience - the maps on high street are good.

It's not exactly difficult to walk up New Road and the High Street?

Answered no as not convinced that more signage is required.

Car parks (14).

Parking.

Car parks.

Car parks.

Car parks.

Car parks.

Car parks.

Car parks.

Car parks.

Car parks.

Car parks.

Car parks.

Car parks.

Car parks.

Bath Road Car Park/Bridge Centre

Are there any other uses you would like to see on the site?

Community Facilities/recreation (95)

Library or community hub.

A youth centre.

Used to be youth centre so feeling like youth are owed something from the site.

Community centre for children.

Emergency housing.

A community garden/greenhouse.

Move the library here and add some community initiatives like a school uniform library.

A youth centre would be good.

Things for kids to do as the youth centre was amazing.

Rebuild the bridge centre! There was such a need for that kind of space in the community.

Something for children, teenagers, a community meeting area.

Good opportunity for a recreational area. (Skate Park, leisure facility, green space).

An indoor soft play area similar to boomerangs in melksham.

Building for youth use.

Skate park.

Decent youth area.

It was nice when it was a youth centre to be honest.

Soft play, trampoline park.

Youth centre.

Community support, community office spaces, community studios - arts, music, education, business.

Youth club.

Turn it back into something the community can use, especially the youth.

Youth club.

Youth centre.

A police station.

Relocate the hospital there.

Community spaces.

Youth centre.

Youth centre project.

Youth centre but no skate park.

Childrens soft play.

Soft play and youth club.

Reinstate youth centre.

Replace the youth centre.

Community centre.

Community area to uses or youth centre.

Community centre.

Soft play area.

Soft play area.

Turn it back into a youth club and give kids something to do and somewhere to go.

Something for young people. The community centre was removed.

Youth centre.

New leisure centre and decent swimming pool to replace the Olympiad which is falling apart.

Something for children. Softplay or park with coffee/food offering for families to meet.

MUGA

Anything youth centred.

A community hall.

Youth centre.

Community facilities.

Youth centre.

More things for teens.

Soft play areas.

Community areas.

A facility for teens and young adults to have a place to hang out and do activities.

Museum - possibly with a science/technology focus that has a lot of activities for children.

A free outdoor gym and training area.

A supportive and low cost place for families with babies and children to socialise and get support.

Exercise facilities

Outside gym.

Running track.

Running track.

Childrens playground.

Platform to launch paddleboard from.

Bring back somewhere for creative to go and create!!!

Community uses.

Youth services.

Soft play area.

Youth centre,

Arts centre.

Youth provision.

Childrens play area.

Community use.

Community use.

Community use.

Community building.

Community centre for children's activities.

Community centre for children.

Youth centre.

Youth centre.

Youth facility.

Activities for youth.

Meeting point for youth.

A youth and community centre.

Facilities for young people.

A youth centre.

Retained for Park Run.

Youth facilities.

Youth centre.

Youth club.

Things to do socially.

Bring back the youth centre.

Youth services.

Community space.

Community space.

Public toilets (10)

More public toilets

A manned Public Convenience open 7 days a week.

Toilets.

Toilets.

Toilets.

Toilets.

Toilets.

Toilets.

Toilets.

Car Parking/parking fees (110)

How about car parking?

If you turn the carpark into retail, how are people going to get to it with 100s fewer spaces?

A multi-story to improve capacity would be ideal but could possibly mix with retail space as well.

Mixed use leisure and parking.

Underground if car park is needed.

Keep some parking or find a valid alternative for Ivy Lane parents to use.

Free parking on Sundays.

Only suitable for car parking.

More disabled parking.

Make parking easier and free, to bring in more shoppers/visitors and keep the high street alive.

Taking away car parking takes away visitors to the town.

More disabled parking spaces.

Parking is a major problem in the town and with more shops this will only get worse.

Underground parking but only if the traffic problems can be sorted.

An undercroft car park.

Good three tier car park in the town.

Reduce the cost of parking.

Multi-storey car park.

Car parking.

Parking only.

Keep the parking.

Parking.

Just have it as a car park.

Parking.

Keep it as parking.

Don't waste money altering the car park that is already there and used.

Free and easy parking can be a great way to get people to support new leisure and retail.

Do not remove that car park under any design.

Coming from outside Chippenham is hard enough already. Don't make it worse.

Parking.

Multi-storey car park.

Car park.

No, keep as parking.

Underground car park.

Kept as town centre car park.

No, just parking.

No it needs to stay as car parking.

Left alone as parking.

This is an ideal spot for a car park, others are out the way. Needs first 2 hours free to attract visitors.

If you remove these car parks where would people park to come into town?.

FREE parking for a couple of hours.

At least some parking should be retained however the space is repurposed.

Parking is very necessary and as I am disabled access is key to my enjoyment.

Affordable parking.

Put a multi-storey car park with free 2 hour parking on the plot.

Free parking is all the town needs to increase custom.

We cannot afford to lose any town centre parking as at peak times spaces are hard to find.

Bigger car spaces for families and disabled!

Retain some parking.

Free parking.

Car parking.

Multi storey car park to remove other town centre parking but provide decent parking facilities.

Multi-storey car park.

Free parking for at least an hour.

Free parking.

Multi-storey car park.

Multi-storey car park.

Multi-storey car park.

Free parking.

Keep as car park and refurbish.

Keep as car park.

Parking.

Three-hour free parking.

Parking should remain.

Keep the car park.

Multi-storey car park.

Low cost parking.

Car parking is essential.

Make parking two tier.

Need clean safe car park.

Leave as car park.

Keep as car park.

Good parking.

Retain for parking.

Keep parking for school use.

Car parking

Car park with solar panels on roof.

Mother and baby parking area.

Multi-storey car park.

Leave as a car park but cover it.

The Bath road car park keeps cars out of the town center.

Multi-storey car park.

Parking essential.

Free parking for one hour.

Multi-storey car park.

More parking for visitors.

Parking is undervalued but crucial.

Car parking

Car park.

Retain parking.

Retain parking.

Retain parking.

Car Parking

Keep car parking.

Affordable parking.

Free parking.

Please stay away from Chippenham because of the cost and unavailability of parking.

Free parking.

Free parking.

Free parking for two hours.

Car parking.

The area of grass adjacent to Field View should be considered as a "close to town" car park.

Retain car parking.

Multi-storey car park.

Retain car parking.

Underground car park.

Develop as main town car park.

Provide more parking for the Town's centre, plus additional retail, leisure and work.

Housing (16).

High-density housing without car parking spaces to encourage people to have car-free lifestyles.

Housing built insulated for noise and temperature.

Housing for young people to make town vibrant.

We need more houses for younger people to buy.

Housing only if suitable for young people leaving home, no more retirement homes please.

High density housing.

Affordable/social housing.

Social housing.

Affordable Housing

Decent quality affordable housing.

Affordable housing.

6-8 storey urban apartments for 1st time buyers affordable housing with limited parking.

Residential flats.

Flats over commercial uses.

Deliver affordable housing.

Multi-storey car park.

Mixed use (69).

Mixed use leisure and parking.

Mix of leisure/ community use/ affordable housing (no car parking needed), shops, open space.

Cinema and better dining out options.

Restaurant quarter, play park, relaxing garden area, an area where town workers can lunch and relax.

Support mixed-use development.

Affordable retail units coupled with affordable parking.

Council-run multi-use centre, including office space, meeting rooms, larger event areas, etc.

Use for leisure maybe a theatre.

Some decent shops. There's too many cheap tacky shops, I'd rather go to cribs causeway.

Cinema, pubs/ bars.

Pubs and restaurants.

More leisure/restaurants to spend time in the centre in the evening.

Bowling alley and arcade complex.

Could easily have a shopping mall above Bath Road car park. This could bring a lot to the town.

Retail units.

Smaller retail units to encourage independents.

Men's clothing.

Open office space for those not commuting to work but who'd like to get out of their home.

Leisure.

Units for local business start ups to support local people getting started in retail or traditional crafts.

Restaurants.

Bowling alley.

Shared office space, open office type thing where people who work from home can come in.

Small shops/cafes/pubs with single bedroom housing above.

Events venue.

Independent retailers and bowling alley.

Mixed scheme.

Better shopping options.

I suggest to turn this carpark into big anchor-shops that brings more visitors and jobs.

Small units for independent traders.

Mix of larger retail stores and parking.

Bowling.

Ice rink.

Bowling alley.

Entertainment venue (bowling etc).

More family friendly leisure opportunities- bowling etc.

A communal area that includes restaurants, play area,/soft play, and shops and a nice grassed area. Pull it down and turn it into a shopping/market quarter with food outlets.

We need more leisure, retail therapy and smart restaurants.

Retail ,Restaurant, Cafe in the old Nestles sight instead of offices. It's a prime sight.

Outside theatre/café.

New cinema.

Theatre and concert venue.

Occasional suspension of parking for Pop up events - food stalls, live music etc.

Cinema.

Bowling.

Restaurants.

Bowling alley.

Apartments over shops.

Music venue.

High quality mixed-use scheme.

Large Waitrose.

Market space (indoors)

Indoor market.

Small units for start-up businesses.

Bowling alley.

Retail.

Ten pin bowling.

Bowling alley

Entertainment venue.

Bowling alley.

We need more art and leisure centres, ideally interactive.

Roller skating park.

Ten pin bowling alley.

Mixed use scheme with parking.

Retail only.

Business start-up units.

Provide more parking for the Town's centre, plus additional retail, leisure and work.

Coach/Bus station/taxi rank/public transport (13).

National coach shelter

Bus station.

Bus station

Taxi rank

Improvements to public transport, particularly from the villages would lessen the need for parking.

Move the bus station here.

Bus station.

Bus and coach station

Safe coach pick up point.

Clear bus stops

Clear and safe bus stops.

Move bus station there.

Green landscaping/trees/wildlife (69).

Maintain the existing green landscaping Maintain the existing green landscaping.

More landscaped green areas.

Greener space.

More trees, shrubs, meadow grass.

Needs to include green infrastructure as part of any development.

More green landscape / park.

Green space, planting, trees.

Landscaping and opportunities to bring wildlife back into these spaces.

Wildlife roundabout, seasonal plants & vegetation welcoming people to Chippenham.

Nature areas for wildlife.

Retain greenery and therefore biodiversity on verges and boarder.

Greenery.

A garden for the use of those living on site.

Green space for wildlife.

Some sort of communal open space.

Park, trees and flowers.

Public park with lots of trees.

Green space.

A park.

Would like to see more trees and improved landscaping.

Green space.

Should just be a walk through park with central historic monument.

Turn it into a public garden and peaceful reflective space.

A park area for trees and wild flowers a green oasis in the middle of a polluted area.

Open space.

Park with trees, flower beds, pond and fountain.

Trees, fountain, benches, landscaping.

Trees and planting.

An open site with greenery.

If you want to get rid of parking turn it into a green space not more shops/houses.

Think it would be nice as a green space with seating.

Green space with water feature.

Link this to the riverfront, to make better and provide access to the river.

Natural environment.

A lake.

Wildlife, trees and general park area.

Resilient planting.

Green space.

Green walkway with trees.

Pocket parks.

Additional greenspace and planting.

More greenery.

Green space.

Rewilding. Wildflower meadow.

Mini forest.

Small park and green area.

Trees and park.

More green space and planting.

Wild areas for conservation.

Flowers and shrubs.

Green space with trees.

Wildlife areas for conservation.

Wildlife areas for conservation.

Biodiversity area.

Greenspace.

A park with places to sit and perhaps picnic.

Park.

It should be landscaped with fountains and a statue to Brunel or King Alfred.

Develop the stream.

Park

Green park.

Public square for performances.

Tree planting.

Green space.

Include more greenery and trees.

Keep it green.

More trees and flowers.

Green space.

Cycling and walking facilities (12).

Align the road and put in cycling crossing.

Cycle and pedestrian routes.

Secure cycle hubs.

Active travel Infrastructure.

Cycle parking

Cycle hire

E-bike hire.

Underground and overhead walking routes.

Clear cycle route.

Safe cycle routes.

Cycle friendly.

Respecting heritage (2).

Height restricted and in keeping with Conservation area and heritage buildings.

In accordance with the emerging Neighbourhood Plan (4).

See Chippenham Neighbourhood Plan.

Already in Neighbourhood Plan.

As outlined in the Neighbourhood Plan.

Indoor/outdoor market (9).

Indoor Market.

Could be used for a proper large market like it used be in the covered setting.

It will be ideal for a market instead of having all stalls blocking the High Street!

The covered area in the Bath Road car park should be the location for the weekend Street Market.

Bring back the market hall for the purpose it was built. The car park under there is abysmal.

Farmers market.

Covered market stalls.

Friday market.

Nothing/Leave it alone. (9)

I don't think Bath road needs any work.

None.

Nothing.

Leave it as it is and save the money to spent on and improve what we have already got.

Use money to fix the Olympiad.

Leave Bath Road car park as is - useful long stay parking.

Don't bother.

Should not be the focus.

Safety (3)

Safer crossing to Ivy Lane primary school should be a priority.

Anything that stops the antisocial behaviour there.

Reengineering the road network (8).

Removal of road between Bridge Centre site & Bath Road carpark.

Improved/reduced traffic flow.

Improve the bridge centre traffic.

Any plans for here have to consider impact on the traffic and roundabout.

Reduce congestion.

Make the current roundabout system into a straight 4 way cross road junction traffic lighted.

Redirect traffic to join the bridge centre area with the town.

Remove/reduce parking (5).

No parking at any cost.

Anything but a car park.

No multi-storey car park.

I feel if we are trying to discourage vehicles in the town centre, we should also lose this car park.

High quality design (2).

Crucial that the design of the built environment is inspirational not mediocre as past solutions are.

No more housing (8).

No more housing.

We don't need further housing.

There is too much housing already.

Not for housing.

We have enough houses and offices and do not need more.

No more housing.

No more housing.

More litter bins (2).

More bins

Question 5: Analysis by topic

(Station Hill) Traffic lights / traffic infrastructure (traffic congestion, air quality...)
(101)

Traffic Lights removed at bottom of Station Hill

Dominance of traffic lights e.g. Station Hill and George lights should be changed.

Removal of traffic lights and reinstatement of pedestrian island a bottom of station hill.

The pedestrian island needs adding back to the bottom of station hill as it is now very difficult to cross the road

Traffic lights at New Road to be removed and back to roundabout there was never an issue.

Sort out the mess Wilts Council have made at New Road / Station Road junction!

Sorting out station hill traffic lights

Remove the traffic lights at the top of new road. Remove traffic lights at bottom of station road.

Get rid of the traffic lights at the bottom of Station Hill and Malmesbury Road and replace with roundabouts.

Traffic system is shocking. Replace traffic lights with roundabouts to help the flow of cars. It's been terrible since it's so called improvement.

Traffic. Lights on station hill has caused congestion

Take away meaningless traffic lights

Sort out the traffic light/traffic issue - the Hathaway junction is dangerous and someone will get seriously hurt if something isn't done

Removing the traffic lights from the bottom of station road

Solve the completely council made traffic chaos caused by the Station road traffic lights which have caused a problem where there wasn't one previously. Chippenham's town centre traffic was bad to begin with and this has made it worse than ever

Traffic lights that replaced the round about need to be reversed

Return the roundabout at the base of station hill, add smart lights that detect traffic

Sort out the New Road Station Hill junction. The traffic lights have increased congestion and pollution

Traffic light system (Monkton Park)

Traffic lights at station hill need to be removed and a roundabout re-instated

removing the traffic lights at the bottom of Station Road and the top of New Road and reverting them back to roundabouts

Get rid of traffic lights at bottom of Station Hill

Please change the traffic lights at the bottom of station hill to a roundabout as before. Reducing traffic back up

returning roundabouts, turning off traffic lights and restoring the crossings

Remove traffic lights at the bottom of station hill.

Station Hill traffic lights need to go

traffic light access to station blocking the road at peak times

Remove traffic lights in town centre

The last few years of "traffic improvement have destroyed our town . Bring back filter lanes at roundabouts approaching the town , pheasant and bristol rd & the station re traffic lights are dangerous and cause additional pollution

Remove the traffic lights on new road that mess with station hill traffic

Remove traffic lights and reinstall roundabouts to aid flow of traffic

Traffic. The lights are awful. Never known anything this bad. Unnecessary idling traffic causing emissions. Someone should answer and pay for the chaos that's been caused.

Monkton park traffic lights are useless and have no doubt significantly increased pollution.

Traffic lights, waiting time to cross busy roads

Remove the traffic lights at the bottom of station hill

Remove station hill traffic lights revert back to roundabout. Same with Little George traffic lights

Remove the traffic lights and return roundabout bottom of Station Hill, this will reduce traffic queues and give better air quality

get rid of traffic lights up at Hathaway as this contributes to pollution as do many stationary cars, the roundabout was much much better, for the flow and had less accidents

Get rid of the traffic lights on station hill and top of new road, they cause more problems.

Please can you do something about traffic lights? The installation of lights at the bottom fo Station Hill has just made the road more congested, the roundabout worked fine! The signage at the top of New Road also needs improving as does the flow of traffic; there is confusion about how to get

across to Hathaway Retail Park with traffic queuing when there is traffic coming across the road, there has already been some accidents.

Removal of traffic lights at junction of Station Hill/New Road. Sort out traffic lights at top of New Road - reduce traffic queueing to get through Chippenham

It is vital not to restrict traffic up Station Hill. remove traffic lights at bottom of Station Hill and revert to roundabout and pedestrian islands - much safer and will lead to free flowing traffic and much less pollution

Do away with the roundabout at the bottom of station hill

traffic lights at St Pauls church and bottom Station hill.

Bridge street roundabout is completely destroyed.

Getting rid of the bridge centre roundabout and traffic lights, getting rid of traffic lights bottom of station hill

. I hate the way Chippenham is becoming Swindon's little brother. Roads don't flow and you get stuck in a one-way system causing pollution. Lights at station hill and Hathaway are prime examples of this. Hgvs on London Rd. Your ideas involve shoving all traffic onto roads around the upper market area and into the carpark there. That's silly and dangerous. People won't come if they can't park. Taxi are useless around school times. SEN I understand.

Removal of traffic lights and reinstate roundabout. Traffic lights increase pollution and there is more traffic queued up along bridge street, station hill than beforlights. they are failure and not in keeping thw the chippenham one plan

Better traffic management using roundabouts rather than long phased lights.

The traffic light signals cause back ups and chaos at peak times- particularly going up station hill and into Monkton park

Remove the traffic lights at the bottom of station hill

Traffic at the bottom of station hill, queues all through town

Sort out the traffic lights at the bottom of station hill- and the ridiculous unclear road situation up by La passione

Remove traffic lights at the bottom of station hill

Remove lights at bottom of station hill, change timing of lights at bottom of new road so the lights under the arches and straight on go green at the same time.

Get rid of the totally unnecessary traffic lights at the bottom of station hill

reinstate all the roundabouts that have been replaced by traffic lights. It's so frustratingly slow

driving in Chippenham. We're not America (yet), we don't need dependence on traffic lights.

Remove the traffic lights at bottom of Station Hill

Get rid of station hill traffic lights

The station road traffic lights are awful. As is the one way system traffic lights

The terrible traffic lights at hathaway and station road.

Removal of traffic lights at bottom of station hill which will automatically improve air quality

change the lights at bottom of station hill back to a roundabout and install an island for pedestrians on station hill.

get rid of the traffic lights at station hill

The latest 'traffic improvements have been a nightmare for the people of Chippenham. The dreadful new traffic light system at the bottom of Station Hill has led to almost permanent gridlock. The idea of sequencing traffic from New Road with Station Hill was commendable, but has proved to be a disaster! A simpler system would have been to simply stop large vehicles turning under the bridge and then sequence the lights independently. At present vehicles trying to turn up Station Hill from the south often queue for 3 or 4 light changes –meanwhile polluting the atmosphere by the river-side! Additional access to the Monkton Park 'cul-de-sac' is required to improve this part of the town! The sequencing (I use the word guardedly) at Gladstone Road and the Bridge Centre Gyrotory is non-existent and often leads to tail-backs which stretch half-way around Pewsham! With modern computing power it cannot be impossible to improve the efficiency of those traffic lights!

Reduce traffic lights at top and bottom of New Road and Station Hill, there are 7 sets at each end, pedestrians can now smell exhaust fumes while cars are waiting for lights to change. It was better when cars filtered via roundabouts, at least kept moving.

The town is currently dominated by traffic which is often at a standstill as a result of both the traffic light system at Hathaway Retail Park, and the lights at the bottom of Station Hill. Both of these junctions functioned perfectly before the lights were installed. All we have now is congestion and pollution. I feel both sets of lights should be removed, and the pedestrianisation of the town centre extended up to the Council offices/Police station junction. There is no need for cars to come down from there into the town centre. Most of them turn right outside Oxfam/Rivo in order to reach the Bridge Roundabout, which is accessible via an alternative route.

There should be no restriction of traffic in Chippenham aside from a pedestrianised High Street as it will cause further traffic congestion in other areas of Chippenham.

The most obvious thing that needs addressing is the road system. It can only have been designed/ approved by someone who doesn't live here. Cars are sitting at traffic lights for ages with their engines running and this is no good for the environment.

The Station Hill Traffic lights are causing congestion and need to be changed to pedestrian crossings only, we have 7 restaurants/pubs with outside seating effected by congestion caused only by the traffic lights, Prezzo, Prince of Wales, Athena, The Garden, Rivo, Grounded etc.

Improved road access to the railway station. Since the traffic lights, you need to allow lots of extra time to drop off visiting family to catch a train.

Hathaway Retail Park traffic junction - traffic flow needs changing. Make Station Hill junction back to roundabout/remove lights.

Improve road access to station

Alternative road access to railway station if New Road is restricted

Sort out the station hill traffic lights, it really was better before they went in except maybe at a rush hour when you could put part time signals in. Put the pedestrian islands back in - no-one waits for the long time between greens and so they run across the whole 2 carriages.

The junction at the bottom of Station Hill.

Someone who actually drives a car needs to sort out all the ridiculous and chaotic traffic schemes that have been forced on us over the last decade - that would improve everything in the town centre

Remove station hill roundabout traffic lights

Like to see Station Hill parking removed to improve traffic flow up the hill.. Stop moaning about the lights as it is this what causes slowness getting through the lights

Sort out the mess Wilts Council have made at New Road / Station Road junction!

Sorting out station hill traffic lights

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returning roundabouts, turning off traffic lights and restoring the crossings

Remove traffic lights at the bottom of station hill.

Traffic / congestion / traffic flow / Speed limits (71)

Less traffic

Less cars

Traffic congestion getting in, out, or through Chippenham

. through traffic route planning

The traffic coming through in the morning until 9.30 is dangerous as a pedestrian using the high street. The traffic is horrendous and the traffic management so far ridiculous so people don't want to come to the centre.

Prioritise investigating a remedy to the chaotic traffic situation from Hathaway retail park to town centre.

Build an eastern bypass

Build a eastern bypass

Traffic direction away from town centre, Bath Road roundabout and approach from there to train station with one way system is really busy every morning with queueing traffic

Traffic congestion

Congestion.

congestion.

Finish the bypass on the east of the town to reduce traffic and pollution and ensure people friendly place for visitors

Traffic flow in and out

The awful traffic system inflicted on us by Wiltshire Council in Park Lane, New Road and those awful slow to work pedestrian crossings!!!!

Impact on the one way system., improving traffic flow at rush hours

Better flow of traffic

Traffic congestion on lower New Road caused in part by poor routing of traffic

Bypass where you can avoid the town centre

traffic is horrendous so needs to be addressed

Traffic through town

Town need to be closed at 07.00 not 09.30 to stop congestion in the town

If we had a proper bypass to the north and east of the town, with a new access road into the far end of Monkton park, it would significantly reduce the traffic travelling into and through Chippenham.

Remove the traffic and make cars use the bypass

Keep town centre closed to traffic overnight on weekends

Traffic bottlenecks due to lack of a suitable ring road

A better traffic system!

Traffic builds up, particularly in the morning due to the quantity going through Chippenham towards Bath - is there an option for a viaduct or bridge from the A4 around Pewsham over to the A350 at Lackham?

A bypass road out of monkton park that avoids the town could be good, especially if more of the high street becomes pedestrianised.

Traffic management

Improve traffic flow. Eliminate Bridge Centre roundabout

Eastern Bypass..

Improved road infrastructure to divert traffic away from the town and not have all through traffic having to go around the Bridge Centre.

Slower traffic

Finish building the bypass around the south

there's insufficient attention to the implications of changing traffic flows in the town centre and possibly an unstated dependence on an eastern road and rail crossing.

Reduce speed limit to 20mph in town centre, including Causeway, Ivy Lane, Marshfield Road.

Traffic/heavy lorries coming through

The speed of the traffic needs to be addressed. There is no way the traffic drives down my road keeping to the 30mph limited. Most towns and cities now have a 20 mph limit and I'm surprised this has not been adopted here.

Reinstate roundabouts at Hathaway retail park/Malmesbury Rd/Langley Rd junction and bottom of Station Hill. This would eliminate queueing and unnecessary car fumes

Keep the traffic moving by sorting out the other roads around Chippenham. We require nice places to live but if you can't access them and park what's the point.

This would be the opportune time to consider the traffic flows around the Town to limit access to the centre by car to one principal car park e.g., Bath Road/Bridge Centre. Traffic from Avenue La Fleche and Bath Road should be directed north and only railway station/Monkton Park traffic permitted to the top end of New Road via railway arches.

20mph speed limit in town centre.

Build more roads

Traffic management to remove the need to pass Calne traffic through the town Centre

Reroute cocklebury road over/under the railway to meet up with Foundry lane. Widen foundry lane and improve signalling at Langley road junction to improve traffic flow for additional traffic. This would reduce traffic flowing through the town centre to access Monkton.

Deal with the traffic congestion issues at the Bridge roundabout. There is only one way to traverse the town without having to make a massive detour and any accidents on that roundabout brings the town to a standstill.

Traffic and congestion needs to be reduced

Speeding traffic

Sort out the terrible one way system and general traffic flow

Traffic flow

Traffic flow around the bridge centre. Stop closing the high street on a Friday as this cause severe traffic congestion. Traffic makes people avoid the high street and go out of town.

Solve the traffic situation especially the money that was wasted recently and caused more traffic jams and accidents!

There are cars in the town because there is no bypass. Get a bypass in and this will reduce congestion.

Get rid of all the traffic lights into Chippenham on the approach from St. Paul's church. Make access through the town easier after shops close, from 6pm not 7.30pm.

Impact on the one way system., improving traffic flow at rush hours

Better flow of traffic

Traffic congestion on lower New Road caused in part by poor routing of traffic

Bypass where you can avoid the town centre

traffic is horrendous so needs to be addressed

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A bypass road out of monkton park that avoids the town could be good, especially if more of the high street becomes pedestrianised.

Address traffic issues on New Road by removing traffic lights at the bottom of Station Hill.

Parking Fees/charges (292)

Corsham has two hours of free parking and the town is pleasant and busy. Chippenham charges for all parking and this must be a disincentive for some to visit. I visit Corsham more often as a result.

Why would anyone come to Chippenham and pay a fortune for parking when Corsham/Devizes/Trowbridge are much better and have mostly free parking? Until you get people coming there is no point making it nicer.

Free parking/parking validation by businesses for their customers

Introduce 2 hours free parking in all car parks to take pressure off of road side parking. Corsham town council do this.

Free parking to entice people into the area

One car park to be free for the first hour

free parking

Better, cleaner parking

Improve parking closer to town centre

Cheaper parking

provide more/cheaper parking

If you want visitors to Chippenham, you need to ensure there are plenty of parking spaces. There needs to be more parking.

bring back at least 1 hour free parking.

The cost of parking are the two main reasons that I do not visit the town centre more often. Other towns locally have free or reduced rate parking; lack of footfall due to increased parking

Expensive parking even on bank holidays

Free parking on Sundays again, and a reduction in prices for parking.

Parking does need to be considered, there's no point making it a better place to be if you can't get people into town.

Additional parking is a must to entice people from outside town to visit Chippenham

free/cheap parking close to the centre to incentivise use of shops/leisure places

Lower the parking charges

Better parking for people that work in town and for disabled persons that work in town to

The big problem with Chippenham is lack of parking and the cost of parking, look at Corsham with two hours free parking, I and others prefer to go there. Don't make it difficult for people to drive i to town or they won't come!

Free parking for one or two hours.

Cheaper parking for short term stays!

Free 1hr parking

People are going to supermarkets instead of the town centre because of the lack and cost of parking. Parking should be free always to attract people to shop there.

, parking charges putting people off

Free one hour parking for all

Free parking for disabled and one hour free parking for others

Parking charges are too high. In Corsham you can park for 2 hours for free. Why isn't this available in Chippenham?

remove parking charges

FREE PARKING on Sundays/ for disabled people and 2 hours free each day like in other towns in Wiltshire.

Free parking for an hour

Less parking charges. Free Sunday bank holiday parking.

Free parking for the first 2 hours as subsidised by other local Town Councils

Reduce price of town centre parking to encourage footfall.

Free/cheaper parking. The town centre is dying as it is too expensive to park and people go out of town instead. Many other town have free short term parking, we should too.

Parking. Reduce cost. Stop business users parking on residential streets on the edge of town. It's unfair to residents

More/longer free parking

Free parking

Parking fees put me off stopping in town

Free parking similar to Corsham

Parking- a lot of people are put off coming to Chippenham due to parking fees. If we could have up to 2h free parking we could encourage more people to come in.

Lower car parking, bring back free on Sundays!

Stop charging locals to park I go to shopping area's not charging but would love to shop in our beautiful town if more shops were there and free to park

Free short stay parking

Parking charges, have free on a Sundays

cheaper parking,

Free car parking

Give 20 mins free parking

The introduction of parking charges on Sunday's and Bank Holidays were not a good idea and have not supported shopping in the town.

Make parking free

Bring back free parking, you've successfully killed multiple small business by your out of touch greed. I won't pop into town now due to the councils disastrous decisions mainly having to pay to park to run into 1 or 2 shops.

Cheaper parking, Chippenham appears to have higher than normal costs, excluding Salisbury which is a tourist attraction

Cost of parking.

Price of parking is precluding visitors

Cost of parking

Cost of parking is very high.

Free parking for 2 hours

free parking or at least first hour free

Lower car parking charged would encourage people to come in to Chippenham

Also, some free parking would be good?

Cost of parking

The expensive car park charges are what stop people coming to town

Encourage shoppers to come with 1 or 2 hrs free parking

Free Parking to encourage visitors

Car parking - it's too expensive and limited. I no longer visit the town unless I have to. Corsham is free or shop online

Shops need customers and customers need reasonably priced parking and excellent public transport. Paying high prices for parking means many customers will not stay& use coffee shops or restaurants . re

Cheaper/free parking would encourage more people to the town which in turn would encourage more retailers rather than just coffee shops and phone shops

Free parking for an hour or so like Corsham

Cheaper parking

Free parking

Parking should be free for the first 2 hours. This would encourage shoppers to visit

Free parking

Cheaper parking

It seems the cost of parking is something that really puts people off. First 2 hours free and particularly free on a Sunday would help attract people to the town centre.

Cheaper parking

Free parking

Reduce parking costs

parking charges

Cost of parking needs to be reduced and free Sundays reintroduced

Parking fees reduced

free/cheaper first hour parking charges

car parking charges need to be dropped

offering free parking like other towns across the county

Free/cheap parking

Free parking as in other North Wiltshire towns

Limited hours for free parking

Parking... bring back free hour

Reduce the parking charge and reintroduce one hour free

Cheaper parking

PARKING!!! MAKE. IT. FREE.!!! This is really not difficult and it will solve so many problems.

PARKING

Reduced parking fees

Cost of parking is at present a deterrent

Free parking for 2 hours like Corsham

parking charges are ridiculous price

Free cheaper parking

free parking to encourage shopping and also brand retailers m@s, primark, h@m, bershka

Bring parking prices down and increase parking time

Free parking for a least a hour

Reintroduction of 1 hour free car parking so locals can pop in to town without issues around parking.

Parking free for 2 hours like in Corsham

Mirror the example of Luggershall & Corsham with free/subsidised car parking.

Free parking for visitors

Free parking

1 hour free parking

Parking

free parking

Cost of parking

Cheaper parking

Free parking

Encourage free parking

Free 1 hour parking to encourage people to use the town (eg. Corsham)

Free parking is an absolute must, I try to support my town , but often shop in Corsham , 2hrs free parking included

Free parking to encourage people in

Reduce parking costs, maybe 2 hours free like Corsham

Free parking would encourage people to use the town centre

Free parking options as is available in other nearby towns in the area.

Free parking to encourage visits

More free car parking

An hours free parkin

First hour parking free, this will bring people into town

FREE PARING FOR 2 HOURS LIKE OTHER TOWNS

limited free parking. Some neighbouring towns have a 2 hour free parking zone. This really attracts to pop in for shopping and a coffee. There are also schemes were carparking fees can be redeemed in participating shops for a purchase

Free parking

Free parking

Free parking to encourage visitors

Cheaper parking

Cheaper parking

1 hour free from parking charges and go back to free parking on a Sunday

Parking costs

Reconsider car parking charges, such as Corsham

Free parking for an hour in all car parks and free parking on a Sunday

free (at least for an hour) parking to attract people into the town

Parking should be free for at least an hour in all the car parks

Provide more 1 hr free parking slots for ad-hoc commerce.. and reduce the hugely expensive parking fees...

Some free short term parking

follow the 2 hour free parking in the town to encourage people into town

Free first hour parking

Cheaper or Subsidised Parking Charges (like in Corsham)

1 hour free parking

Parking is seen as too expensive and prohibitive for popping into town for anything

Free parking

offer 1 hour free parking

Parking - Cost

free parking

Free 2 hr parking like Corsham

Free parking at least 1 hour

Reduce parking charges to bring in alignment with those seen in other local districts- such as in Stroud in which Sunday parking remains free and week day parking charges are considerably lower.

cheaper parking

Re-introduction of an hour's free parking

At the moment, the single biggest thing that could be done to increase footfall and revenue for the town's businesses would be for 1 hours free parking.

Free parking re-introduced for Sundays and bank holidays;

Parking - like Corsham and Melksham. Encourage people to shop freely for 1 to 2 hours with charge.

It would be helpful if a one hour free stay could be enforced. It will encourage people to shop/visit area for a limited time. Other towns are enforcing a two-hour free parking - why can't Chippenham provide even one hour?

Reduce parking charges - vastly higher than surrounding towns - doesn't encourage anyone to visit
- free first hour? Lower prices.

Two hours free parking. Chippenham seems to be resisting this obvious requirement to enable retail to flourish. Compare to Calne, Corsham and other local towns.

Parking without having to pay for 2 hours.

Reduction/absence of car parking charges would encourage visitation and promote retail opportunities

Cheaper parking

Parking is the elephant in the room that needs to be addressed. Even with better walking and cycling routes there is no getting away from the fact that the town is set to increase in size and parking needs will in turn increase significantly. Surrounding towns such as Corsham and Calne have free parking to attract visitors; even Trowbridge has some free parking available and a cheaper offering when paying. Too many people are turning their backs on Chippenham and going elsewhere instead. It's no good having a fantastic town centre if no one wants to visit it.

Free parking on Sundays; Reduced parking charges

. Car parking costs are very high compared with local towns - it is cheaper to get a train to Bath than to park here.

I feel to get more people to come into Chippenham we need to do away with car parking charges

Do away with the high price of parking charges too

Cheaper parking

Some free parking, at least 2 hours, to attract people to come into town.

Parking is currently much too expensive - a scheme like Corsham's should be considered to encourage people to visit and use the town. I live in walking distance but if we need to get something too heavy to carry, we tend to drive to an out of town place or order online rather than pay to park in town. Alternatively, a really affordable and very frequent green bus scheme would be good.

Need to replace parking prices to attract more people into the town centre and make Sundays a flat day rate of £1 to ensure business sustainable

Free parking (or making sure that cash parking meters are available for the large retired community in Chippenham.)

free parking for the first two hours in the car parks

Parking to be free on Sunday again to draw people to town

Free parking on outskirts of town

return to free parking Sundays and bank holidays to bring people to the town

Affordable parking

Better consideration of parking charges similar to Trowbridge

Parking charges

More free parking

Cut parking charges

An hour free parking in town to encourage visitors

More affordable parking to encourage people into the town like Corsham offers 2 hours free parking

Free parking, to encourage visitors to the town, rather than seeing them go to nearby retail parks.

Free parking

Free parking

Cheaper parking is an absolute must.

Lower car parking charges (eg Corsham free to park for 2 hours).

Parking is so expensive

2 hours free parking

The price of parking is keeping people away from the town. If they come, they won't stay long as it's too expensive. Calne and Corsham have free parking. Why not Chippenham??

Parking prices should be low for shorter periods ie 1 hour free. Don't push even more cars to park in the residential areas that are squeezed already.

Parking refunds for spending anywhere in town

Reduce parking charges

Free parking on less busy days

Free parking.

Affordable parking so that it people want to use the town centre. Why pay £1.50 for 30mins when Corsham is free for 2 hours!

reinstate free parking

reducing parking costs.

Free parking

Car parking pricing needs to be addressed; free 1 hour and then charge thereafter

Reduction in parking charges to bring them inline with the rest of the county

Scrap the parking fees (especially weekends).

removing Sunday parking charges, one hour free parking

1hr free parking

lower parking costs to encourage visitors

Free parking

Free parking to get people into the town, even if it is only the Council's unused car park on the roundabout at weekends.

Cheaper / free parking to encourage people to visit instead of going out of town to free retail parks

Cheaper parking - we are the dearest in Wiltshire. The loss of free parking on Sundays is deterring people from coming into the town centre and is affecting trade to the shops.

Reduce parking costs

Reduce parking charges in all car parks to ensure people actually use them and stop parking in residential areas;

Really need to consider and find ways of funding 1 or 2 hour free parking. It exists elsewhere

Provide free parking for first 2 hours for shoppers.

Giving half an hour - one hour free parking encourages people to come and usually will purchase more than intended and want to come again!

Bring parking charges in line with surrounding towns e.g. 2 hours free parking.

If you want people in the town they want better car access and cheaper parking. Families are not going to spend £10 to get to town on the bus. You are not going to linger in the town with the extortionate parking charges.

Every car park especially the one next to Waitrose should have half an hour free to encourage people to 'pop' into town.

Calne, Corsham and Malmesbury all have free parking so people go there instead.

Cars are a necessary consideration for many people. It is unfair for High Street shops that parking is

so expensive especially as shopping at the out of town shops is free and in Corsham which makes it easier to just pop in for a few things. Half an hour or 1 hour would benefit

Better cheaper parking

. Parking - should be free parking for a set amount of time to encourage visitors and shoppers into the town centre

Get rid of the parking charge

Free or hugely cheaper parking (Chippenham parking is more expensive than SO many other areas)

Giving cars an hours free parking as in Corsham to encourage people to town

Free parking

Free parking spaces

A two hour free parking scheme would help local residence frequently visit the town and not seek out of town alternatives with free parking. This would benefit hospitality venues and small retailers

Make the parking free. I know the facilities have to paid for somewhere, but free parking leads to more customers (ask any supermarket), leading to busier high street and healthier community - so THAT's your added value.

Free and convenient parking delivers better dwell time. Have you ever hurried back to the car rather than try out a new shop because you don't want a fine?

Entice people in with discount parking on specific days

Free parking on Sundays; Reduced parking charges

. Car parking costs are very high compared with local towns - it is cheaper to get a train to Bath than to park here.

I feel to get more people to come into Chippenham we need to do away with car parking charges

Do away with the high price of parking charges too

Cheaper parking

Some free parking, at least 2 hours, to attract poeple to come into town.

Parking is currently much too expensive - a scheme like Corsham's should be considered to encourage people to visit and use the town. I live in walking distance but if we need to get something too heavy to carry, we tend to drive to an out of town place or order online rather than pay to park in town. Alternatively, a really affordable and very frequent green bus scheme would be good.

Need to replace parking prices to attract more people into the town centre and make Sundays a flat day rate of £1 to ensure business sustainable

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Lower car parking charges (eg Corsham free to park for 2 hours).

Expensive parking even on bank holidays

Free parking on Sundays again, and a reduction in prices for parking.

Parking does need to be considered, there's no point making it a better place to be if you can't get

people into town.

Additional parking is a must to entice people from outside town to visit Chippenham

free/cheap parking close to the centre to incentivise use of shops/leisure places

Lower the parking charges

Better parking for people that work in town and for disabled persons that work in town to

The big problem with Chippenham is lack of parking and the cost of parking, look at Corsham with two hours free parking, I and others prefer to go there. Don't make it difficult for people to drive i to town or they won't come!

Put free parking back on a Sunday.

Disabled parking (27)

More parking for disabled and also free disabled parking

More disabled parking

Much more disable access and parking spaces

Don't charge for disabled parking

Charges for Blue Badge Holders not a good idea.

Free blue badge parking

A lot more disabled parking spaces

Bring back free parking for the disabled

Free disabled parking brought back.

concessions for blue badge holders

Disabled parking should be free and plentiful.

What about older and disabled people who can't walk very far if you reduce car parking.

more disabled parking spaces.

Stop charging us for disabled parking. It is insulting and disgusting. We are not all wealthy like you privileged, arrogant, ignorant lot. Have some common sense.

More disabled parking

The loss of free parking for blue badge holders is penalising the disabled

Better disabled parking

Parking for disabled not too far away by Upper Market place

Free disabled parking

More disabled parking all over the town.

Don't charge for disabled parking

Charges for Blue Badge Holders not a good idea.

Free blue badge parking

A lot more disabled parking spaces

Bring back free parking for the disabled

More disabled friendly (5)

More disabled friendly.

Better disabled access

we want better access for wheelchair users

More disabled friendly.

More disabled friendly.

Quality/amount of parking/location/type of parking/no parking, people won't come in (67)

Better parking facilities

We need parking spaces to bring people in from the villages

Many people like us live just outside the town but visit for shopping etc frequently spending money. If you take away parking spaces making visits more difficult, we would go elsewhere.

Parking – convenience

More parking

Parking is essential, there is not enough options for parking less than an hour. Should offer 15 and

30 mins to pop to town

Limited parking spaces in Chippenham.

convert another car park to long stay

Parking - too much short term parking affects the length of time people can stay in town

. Put parking further out, perhaps develop more parking at Chippenham football club so cars don't need to come to centre. Then plant more trees on the approach to town from there.

Town centre parking for those who are less mobile is essential

parking easy but on edges of town

Parking isn't currently always easy, Extra provision could be provided

Make parking and access from the car parks to Town Centre easy - People will come which will improve the Town Centre as it becomes more vibrant.

Better access and parking around the edge to make it easier to visit town. No multi story car parks.

car parks that you pay for on the way out instead of the way in, that way you're more likely to stay than rush back to your vehicle.

More parking

more parking

Don't lose the parking

There needs to be sufficient parking to encourage people to come into town

Keep the same amount of parking

don't mess with the current parking provision

Better and more reasonable parking, not less.

Please provide as much parking as possible.

Sainsbury's local car park is a scam with dishing out £100 when and where ever. Look who owns that car park and read the reviews...

Central places to park - easily accessible and proximity to retail and Monkton Park / river.

Don't reduce parking if you want us to continue coming to Chippenham from the villages.

Whilst I live within walking distance of the town centre, I am only too aware that Chippenham is a market town, surrounded by small villages. It is therefore vital that we have sufficient parking so

that people can easily drive into town, rather than go elsewhere. Having decent size car parks on the edge of town makes perfect sense to me.

Chippenham's parking is fragmented and difficult to access (apart from Bath Road).

Don't waste money on unwanted huge car parks!

If you want more foot-fall in the town centre it is important that we are able to attract people to the town centre. They are not going to be coming by rail and they are not going to be coming by bus! They are going to be coming by car and it is imperative that they have access to the town centre and have decent parking facilities.

There appears to be a wish to remove cars from the town centre but also encourage retail/office/visitors. They won't come if they can't park so this needs to be accounted for and does not appear to be included.

There needs to be sufficient car parking and not unsightly as at Sadlers Mead. Probably best to have underground parking 3 Alternatively cars could be banned from town centre and large car parks put in place at entry points to Chippenham with frequent bus services into town. Town centre residents are plagued by out of towners looking for free parking outside our houses

Although I agree that the area surrounding the war memorial needs upgrading and reducing of cars, consideration needs to be given to where existing parking would be moved to, I agree there should be a reduction in parking available to encourage people to walk into the town but also ensure plenty of parking elsewhere for those who walking is not an option.

There appears to be a wish to remove cars from the town centre but also encourage retail/office/visitors. They won't come if they can't park so this needs to be accounted for and does not appear to be included

No" to making it more difficult to park cars. To make this work you MUST provide more parking space, otherwise people certainly won't bother driving into town to enjoy "walking" there.

Car parks on edges of the town, to reduce traffic into town centre

Sufficient parking on edges of town is essential, not too expensive. Chippenham is small and walking in from car parks to shops is not far. If electric hook ups are also provided that is an added incentive to use the car parks, not residential streets. As a resident in St Paul street, parking is a big issue for us, as is the volume of smelly traffic sitting at new traffic lights at the top and bottom of the road.

Provide sensible parking zones (not adhoc);

Remove the two parking spaces outside the old sorting office at the top of Station Hill would be a further safety improvement for all.

I think one fills the form according to personal needs, parking is something every body complains

about but I live in the town centre so that is not important to me.

Parking

Free and safe parking for Ivy Lane school pickup

Dealing with out of date shopping centre car park.

More car parks

It's quite clear that your aim is to get rid of as much parking as possible and force people to use the multi storey car park that has thus far been a huge failure.

Ease of parking

Parking

I am in agreement with enhancing the town centre, however a reduction in parking spaces would be detrimental to the town. Easy parking is essential to encourage visitors to the town and those who do not live within walking distance. Without easy access by car people will be discouraged to use the towns facilities.

Parking

You need to consider how the town will be accessed. If you remove car park spaces then you need better public transport and cycle lanes

Certainty of parking near leisure activity areas

Better access and parking around the edge to make it easier to visit town. No multi story car parks.

car parks that you pay for on the way out instead of the way in, that way you're more likely to stay than rush back to your vehicle.

More parking

more parking

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Keep the same amount of parking

don't mess with the current parking provision

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Central places to park - easily accessible and proximity to retail and monkton park / river.

Don't reduce parking if you want us to continue coming to Chippenham from the villages.

There is limited parking in Chippenham.

Reduce dominance of cars in town centre / illegal parking in town centre/ parking in residential areas/ reducing dependence on cars (64)

Much fewer cars through the centre, including bridge centre roundabout

Dominance given to cars on road systems

Traffic through the high street. Introduce traffic calming or ideally pedestrianise the whole of the street full-time.

Traffic kept outside

reduce the dominance of cars in the centre, which will make it a much more pleasant place to come and spend time.

Keep the road closed to traffic.

Diverting through traffic away from the town centre.

ban all cars from town centre

No traffic in high street. Too many let themselves in

less traffic

less cars

Traffic, a further by pass required to allow traffic from London road area,

Volume of traffic need to be diverted away from town.

No traffic in the High Street, delivery vehicle times properly controlled and restricted to night time only

better monitoring of vehicles in the high street, when it is closed to traffic. Very few vehicle's have permits. There should be a speed limit on the High St at all times

Remove cars; stop cars from parking in double yellow line or parking where they shouldn't park..

Divert traffic from town centre

Less cars in centre

Most of the questions ask about “reducing the dominance of cars” which seems a bit ridiculous considering the high street is already pedestrianised. For the other areas, where else are the cars going to go? There is no way to get from Calne side of town to the other without going through town. Make a route that bypasses the town and links Pewsham with Wavin side and A4 side of town.

Less cars

I'd prefer to see the centre free of cars, even if people will moan about parking. I lived for many years in Germany where that was the norm.

Stop people parking in the pedestrianised market square by the butter cross by locking the barriers.

stop parking in market place

There needs to be an overall reduction in car use, by increasing walking & cycling. So many people travel very short distances by car in Chippenham.

Stop parking on marketplace. (Far worse since blue badge holders charged in car parks

Less cars in centre

I completely agree that reducing the dominance of cars makes a town more pleasant but this needs to be accompanied by a clear idea of where the cars will go and how people will reach the town

Overly car focused

Parking on the town bridge should be completely banned. Double red lined.

Stop people parking on double yellow lines all around the bottom.of station hill

YES to reducing car dependency and dominance in our town when the time is right and we have a good integrated transport plan in place. We need to be sure that people do not find it too difficult to access the town and go elsewhere or cause the growth of Americanised retail sprawl on the edges of our town, the like of which we are already seeing develop along the Bath Rd.This will cost us not just our town but our beautiful countryside

Making the High Street easier and more pleasant for people to walk and spend time in and reducing the dominance of cars. This should be achieved through public art and walking routes which encourage visitors to explore all that the town has to offer. The approach of reducing the dominance of cars/making it more pleasant for people to walk around should be extended north along The Bridge and New Road/Upper New Road.

Market Place - was pedestrianised in the 1990's to provide a better public space. It is now a “free” parking area used by mostly blue badge holders since the introduction of charges to these people

by Wiltshire Council. Market Place - the traffic regulations need to be changed to make it possible to restrict any parking and access only to the businesses in the same car. New gates/bollards.

Control parking! It's obvious that many drivers think that the Buttercross area is a car park and ignore double yellow lines. From personal knowledge, disabled parking badges are being abused and should be more closely monitored.

Enforce parking and speed regulations more effectively

Please consider parking issues in surrounding residential streets, eg in Charter Road it can be difficult to park safely due to people parking here to walk through to town for work and shopping. Perhaps residents only parking would be worth considering? Alternatively find a way to make it easier for people to use public transport instead of driving.

Prevent parking by buttercross

Discourage on street parking.

Enhancing the town centre space. Frankly I would stop all cars totally. They don't need to go up there. Then (with awareness for emergency vehicle access) you could have some really good and seating and plant life not just the odd bench here and there I think the planting pods are nice but we could make more of this and I think some trees would be a perfect addition.

There seems to be an increasing number of people using the area by the Buttercross as an overflow car park. This is a mix of both disabled and non disabled drivers. Last summer, this particular area had the temporary wooden planters, seating with umbrellas and sometimes activities for families. Having a more permanent structure like this would help to deter individuals from using this space to pop in to the betting shop, savers and other premises in the locality.

Enhancing our town centre spaces, I am flabbergasted that you would even think of making it harder for vehicles to get onto Monkton Park through New Road, one entry to 1,000 houses, 2 churches, college, school, leisure centre, college, train station, care home and many more businesses. It's easy for people to vote yes not knowing the problems this will cause as they don't go onto Monkton Park. We already have massive issues of stationary unnecessary polluting traffic due to the Station Hill Traffic Lights, that could easily be rectified by changing the lights to pedestrian only and putting back a roundabout, there are many restaurants and bars effected by the stationary traffic. Local knowledge by those that use these areas needs more weight. Many kerbs are already blended in the high street area.

The survey does not address 2 key areas putting off people coming to the town centre, lack of traffic wardens enforcing parking and disabled people parking on double yellow lines (as they are allowed to do) because of the introduction of parking fees.

Traffic wardens penalising illegal and inconsiderate parking

Please stop the parking by The Buttercross! Its not a nice place to sit any more and the paving is

being ruined. It is also dangerous.

The end of free disabled car parking has just meant they are parking on double yellow lines, clogging up the streets with pollution and vehicles, it doesn't mean more money is paid on fees so hasn't worked.

Parking enforcement at Market Place.

Parking restrictions should be enforced

STOP parking at Buttercross

More parking.

Divert traffic from town centre

Less cars in centre

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Independent shops / Variety of High St uses/small businesses / No more out of town retail/ Vibrant high street (352).

More independent shops.

Diversity of retail outlets need increasing with fewer chains.

Interesting and useful retail

More encouragement is needed for independent shops, and businesses not just generic high Street brands that people can get any where.

Make it more vibrant with more variety of shops, performing arts and social spaces that are appealing to the residents. We have enough charity shops and too many vape shops

Better quality and range of shops. No more Turkish barbers, hairdressers phone shops and vape shops etc

Quality of retail offer

Mix of shops, encourage independent retailers

Fewer empty shops and more independent shops

Fewer empty shops, more choice of shops

More outlets or is over 60's. Less charity shops

A greater variety of shops

You need to attract retail and leisure businesses. To make it work you need to make it viable and desirable for the public to visit and support those businesses. Right now, its considered unattractive, difficult to park, and does not include the right mix of retail and leisure businesses. its full of charity shops, estate agents etc. very little quality.

encourage local businesses to the high Street for more diversified range of shops

We need to encourage more retailers into the town instead of charity, mobile phone and coffee shops

Supporting small, independent and artisan shop owners to be able to stay and rent shops. However, also address how more well known higher end highstreet shops might be able to sustain being in Chippenham when Bath is so close.

better mix of shops

Good Quality shops & less empty shops

More independent traders/ local quality shops (e.g. like Marlborough or Salisbury). Retention

of small supermarkets (like Tesco, Iceland, Waitrose) which are convenient for surrounding population to use and encourage people to come into town centre. Stop allowing more out of town supermarkets, which are killing the town centre ones and other traders (each Aldi/ Lidl takes 2.5% supermarket trade away from centre, cumulatively having a significant adverse impact). Wilts Council policies are helping to kill the town centre.

Need to attract more shops

Poor range of shopping available and small independent shops for niche businesses that you might need access to i.e. picture framer, independent jewellery maker, shoe shop, delicatessen

Better quality of shops in the town centre

encourage more independent shops to open.

Improved high Street offering, too many charity and coffee shops, no reason to visit the town centre.

Good quality shops to draw people in and places for children and teens

the market, more independent shops, more clothes shops,

More attractive shops including independent ones

extension of the retail offer to include attracting more independent operators

retail

We need to attract better retail, understand why those shops do not come when Chippenham is growing at its current rate,

Too many of the same things coming in vape, charity shops, nailbars etc

Variety of retail options

There needs to be a wider variety of retail, with higher quality stores. With a growing number of houses and population, the population shouldn't have to travel to Bath, Bristol or Swindon for this

Attract more chain stores, clothing, and quality retail, not more coffee chains, charity shops and mobile phone stores - and we have enough barbers /hairdressers too!!

Independent shops

Attract independent shops.

encourage more independent retail outlets to attract shoppers

You must enhance the retail environment to drive people to the town at the moment there is no reason to visit it you must have the range of retail for all age groups and get rid of the charity

shops it down grades the town

Less gambling and vaping shops.. more local independent shops

Better selection of experiential outlets, not just coffee shops. An area dedicated to independent/artisan shops that would create a reason to come to Chippenham

The high street is dying, invest in more shops

Better shops

A better selection of retail outlets. Not more charity shops or phone shops or estate agents. Why not put these in a designated area away from normal retail outlets. We need to draw people into the town. There is nothing worth going into the town for now.

Less shops that are just filling empty spaces - charity shops, mobile phone shops and vape shops - actually have destination shops and restaurants that will raise the image and make people spend

More shops worth while

The variety of stores in the town centre

More good shops

Minimise store closures more independent shops like frome

More independant shops see Stroud as example, Limit no of estate agents

A better selection of shops are needed, for men 50+ there are no shops to purchase clothes other than Millet's!

You need to encourage more retail and independent retailers to the town and reduce number of charity shops, telephone/mobile and cafe shops

get some decent shops

Bring in more variety of shops/focus on independent retailers like Frome

More clothes shops etc not just coffee shops or charity shops or pubs . Something like primark x

Too many coffee shops charity shops food places. No variety

The town centre badly needs a department store (and two levelled at that). I feel we could have that were Emery Gate extended to have shops on two levels. See no reason why this can't be done.

Better shops

Better selection of shops

The town lacks big name shops that will attract shoppers. I rarely come into town to shop but

instead go to Bath and Bristol or retailers on the outskirts of Chippenham

Classier retail outlets

Better mix of shopping facilities

Shops!

Better shops. Less empty units. Men's clothing shops and generally more high Street well known clothing shops

Needs mens clothing shops

Empty shops...more variety needed

Better retail offerings

If there are no decent shops, there is no incentive to visit.

more shops less mobile /charity / barber shops

Better quality and variety of shops .

More independent shops

Better shop diversity

Encouragement of more independent shops (not just coffee shops, nail/tattoo shops and charity shops)

The range of shops

.. shops of better quality- too many charity / mobile phone shops

More shops

Better selection of shops

Less phone shops and charity shops please

More retail, not coffee shops, charity shops, hairdressers

We need more than charity shops, vape shops, nail bars and cafe chains. We need independent shops that are interesting and we can actually shop at. I don't want to just drink coffee eat pasties and buy charity clothes.

Shops and more variety.

More independent shops and interesting pop up shops

There are too many vape shops, coffee shops and phone shops. There needs to be more reason to

go to town - decent shops,
better shops
Improved retail offering
There needs to be more shops
more clothes shops
Better range of shops
More high street clothing shops
Get some decent cloth shops
Lack of varying shops
Independent shops
Reduce/limit the amount of charity shops and duplication of types of shops
More up market shops.
Better shops
More shops
More independent shops
Attracting a wider range of retailers
More retail.
More variety of shops within the town centre instead of just coffee shops and charity shops
Better variety of shops.
Encourage new shops
Encouraging more and better quality retail
Variety of shops
Encourage local and quality traders to come to the town
Need more independent shops
Better range of shops - less mobile phones and coffee shops, more craft or hobby suppliers, homeware shops

More independent small business retail opportunities

Reduction of charity shops. Improve opportunities for better shops in the Town centre that people want

More varied shops, less charity and coffee shops

Attract more independent shops

what's the point of visiting as there are no decent shops.

You need to encourage more footfall - better retail offer with more independent shops

Better shops, less charity shops

More appealing for shops to stay I. Chippenham.

Attract a wider variety of shops

Feel lack of decent shops, esp for teenagers,

Better variety of shops

Offer more local / independent boutique shops

Better quality of shops to attract people in- focus on less chains and more independent outlets to give Chippenham a selling point;

Better range of shops. Nobody wants to come to town because you can generally buy everything outside the centre.

Shop variety

More big chains shops, less barbers shops

Ban chains from our town (i.e coffee shops) in favour of better local ones

More variety of independent shops

More independent shops

A greater variety of quality shopping

Choice of shops

better variety in shops outlets.

getting better shops into the current high street

More varied retail

Less vaping shops, better quality retailers, higher end to encourage Chippenham as a destination town

More boutique shops

Better quality shops

encourage more retail, particularly independent shops

Greater variety of independent retail premises

Bring shops to the High Street and not billions of coffee shops

Good choice of popular quality shops

make more space for independent and local artisan businesses

Less cheapo high street stores more mid/higher price stores

Encouraging more independent retailers and not just coffee shops

Greater variety of shops. There are too many charity shops and coffee shops. There is not enough diversity

Better shops so worth going into town.

more shops, with offices and flats above and a restriction on the current number of coffee shops.

Better variety of shops

Better shops to encourage people to visit

More individual shops apart from coffee shops, charity shops and phone shops !

More clothes shops. Banks to remain on the High Street.

Better selection of shops.

HIGH QUALITY NICHE SHOPS LIKE MARLBOROUGH

not charity shops/coffee shops/mobile phone shops; try to get a butchers shop back onto town

More variety of shops

we need more independent shops that will invite others from out of the area to shop here.

More retail variety

Encourage more retailers to town

More variety of shops

Reduce no of charity shops

Attract independent retailers, small contemporary and artisan shops.

More interesting smaller shops - like Frome

independent retailers

the height street is mundane and filled with the same old high street names coffe and charity shops

a better, wider mix of retail in the town - fewer Turkish barbers, betting and vape shops please.

Simply.....better shops . offer incentives to small non-chain businesses

Less Charity / Coffee shops

More independent retailers and coffee shops

more shops

Having a variety of shops. Not more hair dressers and phone shops. Individual shops and good qualify chain shops eg Sea salt, fat face, white stuff, shops that would encourage people to come into town.

Chippenham is in need of better quality shops to attract people with expendable income (the new Monkey Wine Bar is a huge success). More independents would be good. Chippenham has too many mobile phone shops, vape shops, nail bars, tatoo shops. Why would anyone want to pay to park to visit these outlets!?!

Encourage more independent shops/cafes into town centre

Encourage more smaller shops to open up. No shop selling material/haberdashery. You have to go to another town. No small clothes shops for women.

Better shops

more varied shop - craft shops

More independent shops

more good shops i.e. quality

. More retail shops, no more cafes or takeaways, no more mobile shops. Not all of us do on-line shopping, to buy anything is nearly impossible. We want ladies and mens clothes shops.

more independent shops/wool shop!; less charity shops

More independent shops should be encouraged in the town. Make it a place people want to visit regularly e.g. nice clothes shops, independent food / health retailers, bookshops .

The encouragement of more retail shops of a mid- range e.g. Fat Face/Seasalt etc

Chippenham does require a larger choice of quality shops

Try to attract more good quality shops, independents especially.

Accept more bigger organisations into the town as well as locals. Stop allowing coffee shops and phone shops. Includes more clothes toys home and DIY places locally give more options to the locals having bigger organisation will attract more people to the town

independent shops encouraged-there are quite a few but they are spread put all over as the rents are so high

More current shops in the high street

More retail shops - several have now moved out.

High street seems to be mainly coffee shops

Need a banking hub as two banks are closing and others may follow. Nearest Barclays will be Swindon or Bath

more variety of independent shops like clothing boutiques

. There is limited offerings in terms of a variety of retail opportunities (charity shops and vape shops is it apparently). It would be nice to see some more indépendant businesses like paprika or wine monkey popping up.

Attract more retail outlets

More shops needed

We need more shops to encourage visitors to the town without the added parking charges.

Keep all the shop units full with a variety of small, and artisan businesses (NOT JUST CHARITY SHOPS or our current mix of companies).

Nice shops. Less nasty vape, phone repairs and less charity shops. Nice independent high street (see corsham)

Less charity/coffee shops.

Better retail options

Retain market town environment and promote independent retail rather than chains which are more suited to the out of town retail parks.

No extra phone shops, coffee shops, or charity shops. There are more than enough.

, retail offer children ans baby clothing is limited

Less vape and tattoo parlours.

A deli?

Better quality and variety of shops and attractions to entice people in to the centre of the town.

More needs to be done to encourage independent businesses within the town centre

Less charity and mobile shops

Not enough to do in town, need more shops

More retail outlets

There is a saturation of barbers, phone shops and charity shops. There needs to be more variety

It's full of charity shops and phone shops

No more charity shops/pound shops etc. Encourage independent shops and cafes/restaurants as seen in towns like Devizes, Marlborough, Malmesbury.

Better mix of shop, you can't polish a turd. You can add more planting and change the tarmac but that doesn't change the mix of shops on offer which is poor to useless for getting people to spend time there. We only go in if we have to, as takes 5 mins to wander then your done as it's all phone shops and charity shops.

Currently too many coffee and charity shops with a few low quality chains

Fewer charity shops

More good shops (too many charity shops, gift shops etc) - need more decent clothing shops

Higher quality shops and reduce the number of charity shops and hairdressers/barbers.

Too many empty shops, boring shops

stop allowing Turkish barbers and kebab shops to open and launder money

More non-chain shops

Encouraging independent business.

Encouraging more independent traders/shops

Shops that aren't coffee shops, phone shops, charity shops. We need clothing and other retail options in the town.

The town centre has a reputation of if you want a coffee mobile phone or a vape it's the place to be .

The High Street needs to be more attractive to independent shops

Empty shops.

Encourage more companies/ shops into town, to give it ms residence more choice and variety to shop, turn it back to a traditional market town like it was. Give residents a more of a variety of shops.

Chippenham high street needs to have a wider variety of shops. Not just charity, gyms, Turkish barbers and coffee shops in order to encourage me to visit.

We need a more diverse variety of shops

Too many shops are empty..

more interesting independent retailers.

Better quality shops

More independent shops are needed

More independent shops

Attract and retain retailers

Chippenham needs a better quality of shops. We don't have enough well know shops we always go to Bath and Bristol shopping where the parking is alot more expensive but worth it because of the retail/leasure

Better shops . Less chatty shops

Active planning to encourage independent retailers. .

Better shops so we attra t bigger retailers like Trowbridge

More unique independent businesses

Chippenham is dying. Full of coffee shops, charity shops, estate agents. People stay away because of lack of shops adn parking. Shops will always stay out of town centre if no good cheap parking is available.

We could do with a Matalan. Petrol Station London Road area.

I would like to see more women's clothes shops and a craft cafe. A petrol station up at London Road area.

No more coffe/phone/charity shops

Encourage independent businesses and bring in higher quality shops.

Less charity shops, cap numbers allowed in town centre; 3. less phone shops; 4. less discount shops ie Poundland/BTM/Wilkos, we have enough of them already; 5. More clothing and fashion outlets to

cater for all age groups;

Better quality shops and pedestrian zone - encourage more high end shops as younger families moving to area due to schools. Most people choose Bath to go shopping not Chippenham! More independent companies/shops

The idea of increasing foot-fall in the town is very commendable, but doomed to failure while we have such a large number of poor-quality shops. As I walk through the town centre there are two main types of shop that are prevalent - charity shops and mobile phone shops. If we wish a more vibrant town-centre we need to have some much higher quality shops - charity and phone shops are NOT on that list! Somehow, we need to attract the quality shops that people expect from a 'market town' like Chippenham.

The plan is not a conducive proposition to entice prospective retailers. High street retail is in decline as people shop online and leisure activities need parking. Therefore the Council will have to find the money out of an already stretched budget, which has more immediate needs for expenditure

There is insufficient breadth of merchandise to buy, therefore why come into Chippenham to shop?

It has sufficient shops for everyday shopping, SK fruit is an asset here, but it isn't attractive [unless you look up] and nothing like Devises for independent shops.

It is important to retain banks in Chippenham.

Enhancing the High Street will encourage more footfall in turn encourage a better quality and quantity of retail outlets

Chippenham needs to be brought up to date. It needs a more modern vibrant high street with independent shops cafes and restaurants. There is not a restaurant in Chippenham where you would want to go for a "special " evening out. A new wine bar has recently opened in Borough Parade as has a new coffee shop in Union Street. The uptake for both places is really good and shows you just what people want. While we have plenty of supermarkets around the town it would be great just to walk up the high street to a butcher, deli and fishmonger for example. Traders would benefit as there are now so many people working from home and who value their high street more.

It is obvious from some of the comments that people do not even know what is in Chippenham. One comment on social media was we need more shoe shops! We have Clarks, Pavers, Shoe Zone, Sports Direct, New Look, Pep & Co, Millets and many other shops with shoe departments.

No more out of town retail area, concentrate retail outlets in the centre.

We need to encourage more small independent shops to the town centre - follow the example of Corsham which attracts shoppers because of a wealth of such shops

We have too many phone shops and charity shops

NO MORE OUT OF TOWN SHOPPING DEVELOPMENTS

Attracting more retail.

Improve the high street.. Get rid of betting shops and less charity shops.

Chippenham needs to attract more people into the town centre. There also needs to be a mixture of new shops to attract people back to the town centre, not only locals, but from other towns as well.

Make it unique than another crap town with greedy chain shops. Way too many chains dotted outside of the town centre.

More individual shops, something for everyone

Not worried about shops as much as Chippenham is not big enough to attract anything good.

Lack of diversity in shops (too many hairdressers for example), and lack of business plan scrutiny when accepting new shop tenants (shops dont last because they dont get enough customers)

Limiting how many shops we have of a certain kind i.e. hairdressers

Stop allowing the same shops to be built - we have loads of Tesco shops, phone shops, charity shops. We need something that actually makes people want to come in. You charge money for parking but there's actually nothing to come in for

Clothing stores for all

Shop quality, types

We have got enough barbers and vape shop

Bigger high Street names

Please stop allowing the building of supermarkets all around the edge of town. That's why town centre is dying. You wouldn't need this consultation if the council had said no to a couple of Aldis, Sainsburys and Tesco....

There needs to be decent investment in retail to keep the people of Chippenham in Chippenham as opposed to going elsewhere for shopping

More retail stores would be great like a primark, h&m ect

Better shops, restaurants and cafes - There is nothing currently in the town to stop people heading to Bath.

Where are the small businesses, support them, no more food shops.

Variety of shops

Offer more incentives for people to have business in town not just charity and vape shops

More diverse range of shops and businesses within the current high street. There is nothing there that 'tempts' me in and I only go to town to use the bank.

Stop any further out of town shopping sites, try to attract small independent businesses to the town centre using a sensible rates value

Encourage small independent businesses

Better calibre of shops and addressing closure of shops

Our businesses should be helped to give a wide range of retail options

Create more commercial spaces for High Street shops.

Encourage a more varied retail offering in the town, perhaps by disincentivising vape shops and similar

More shops worth while

The variety of stores in the town centre

More good shops

Minimise store closures more independent shops like Frome

More independent shops see Stroud as example, Limit no of estate agents

A better selection of shops are needed, for men 50+ there are no shops to purchase clothes other than Millet's!

You need to encourage more retail and independent retailers to the town and reduce number of charity shops, telephone/mobile and cafe shops

get some decent shops

Bring in more variety of shops/focus on independent retailers like Frome

More clothes shops etc not just coffee shops or charity shops or pubs . Something like Primark x

Too many coffee shops charity shops food places. No variety

The town centre badly needs a department store (and two levelled at that). I feel we could have that were Emery Gate extended to have shops on two levels. See no reason why this can't be done.

Better shops

Better selection of shops

The town lacks big name shops that will attract shoppers. I rarely come into town to shop but instead go to Bath and Bristol or retailers on the outskirts of Chippenham

Classier retail outlets

Better mix of shopping facilities

Shops!

Better shops. Less empty units. Men's clothing shops and generally more high Street well known clothing shops

Needs mens clothing shops

Empty shops...more variety needed

Better retail offerings

If there are no decent shops, there is no incentive to visit.

more shops less mobile /charity / barber shops

Better quality and variety of shops .

More independent shops

Better shop diversity

Encouragement of more independent shops (not just coffee shops, nail/tattoo shops and charity shops)

The range of shops

.. shops of better quality- too many charity / mobile phone shops

More shops

Better selection of shops

Less phone shops and charity shops please

More retail, not coffee shops, charity shops, hairdressers

We need more than charity shops, vape shops, nail bars and cafe chains. We need independent shops that are interesting and we can actually shop at. I don't want to just drink coffee eat pasties and buy charity clothes.

More shops worth while

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More openings for small scale retail outlets - popup covered areas with reasonable rates

River Frontage/Better use of/access to the river (163)

better use of the river

better use of the river

the river front has been the historically most under used asset and is the one that could most easily be upgraded to provide resident benefit.

The whole river area should be enhanced. It really is a lost opportunity

I'm very keen that the river frontage can be accessed by boats from the new still-to-be-built link to the Wilts & Berks canal. This would provide a major waterside opportunity, and bring more holiday visitors (and their money) into Chippenham.

Better use of the river facing areas - for example cafes and restaurants overlooking the river

Clear the river of dead and dying trees and other such eyesores.

river activities, pedalos

Definitely enhance the riverside

Improve the Riverside including more nature areas and walkways

Better use of the Riverside for public use

Make better use of the river frontage e.g. cafe, independent shops

Use of the river should be a priority.

The the river frontage needs completely regenerating, cafes and restaurants should front it on both sides and it should be accessible to all

The importance of the river, both visually and as a resource

Make more use of river as an area to spend time walking along it, there is minimal if any current application if yo7 compare with many other similar size towns with rivers

Better use of the waterfront.

More pedestrian space along the river including cafes

Waterfront bars and cafes

More access to river and walking cycling routes along the riverbanks.

Make better use of river as has Reading in Berkshire

We have a brilliant, beautiful River , enhance cafes etc looking over the river

the riverside is a greatly underutilised asset and could be magnificent

Make better use of the river as a frontage to restaurants and bars and leisure facilities for families and friends

make full use of river frontage opportunity

better use of the river

Better use of river as an amenity with specific focus on connectivity with town center

The public currently don't have good visibility of the river. If you walk next to it, your view is regularly obstructed by nettles, brambles and other overgrowth. The best way to encourage enjoyment of the river is to allow people to view it and see others using it. The lack of visibility of the river worsens as you walk further from the town in the direction of Monkton Park. The river banks are not cared for, other than by those who fish. For much of the footpath the river can't be seen due to the brambles. This is a great shame.

More seating/bars/restaurants around the waterfront

Making the river the focus point of the town- shops, cafes, restaurants, wild spaces, green space, cycle paths etc.

better uses of riverside with cafes, bars etc

Enhance riverside area in town with restaurants without losing all the valued green space and nature in Island Park.

Improvements to existing riverside walkway below town bridge

The unique identity of the river and island park should not be lost

make more use of the river for leisure

More vibrant riverside offerings and leisure opportunities

Improve and make most of river frontage

I have often talked with friends from Chippenham about how the river could be such a great centre piece for the town centre which is currently not utilised at all. Redeveloping the town to focus on the river could turn a run down town into a vibrant location which people would be willing to travel to.

River frontage is the most under utilised and water exploited amenity for the town. See Newbury or Frome for an example of how to use the River front to enhance the town or how to regenerate.

) to make the River Frontage more of a feature. Extend Riverside paths.

Make better use of river and parks - both are beautiful assets to the town. Need cafe alongside river in Monkton Park

Better access to the river would allow the Wilts and Berks Canal Trust or other operators to provide boating activities that are easily accessible to all and at all times.

The River frontage between the Bridge and Weatherspoons is a wasted space at the moment. The Riverside of Superdrug should be utilising the river for cafe/restaurant use and the residential terrace should be redeveloped for mixed retail/residential use in priority over the Emery Gate unit.

Make the riverbanks more green and open. Currently, they are overgrown with brambles and stinging nettles.

Better quality shops and eateries along river.

The lovely river frontage MUST be used for the benefit of residents and visitors alike. It is criminal that it has been ignored or mis-treated for so many years.

make the river central

Encourage more restaurants and cafes into new riverside area and to the south of town.

We should very much maximise the opportunities presented by the position of the river

More seating to be provided in island park with water features, public art and an area where pop up bars & street food vendors can come, similar to the water front/harbour area of Bristol. Recreation use of the river, paddle boarding, boat trips, kayaking etc. We are a unique town having the river and park in the town centre so we should make more of this area.

Make more of the river

The riverside area is key. With riverfront facing bars and restaurants for example at Royal Williams Yard in Plymouth we could make it looking fantastic and draw people in to the town.

Making the river the focal point is key, and making sure it's clean and can be used for recreational purposes, in addition to river side eateries, shops and walks

Love to see some of the cafes along the river bank

Areas to sit near the river.

It would be great to be able to make more of the river area; to walk/run along it further; to sit and relax in nature; to have bars/restaurants/cafes to eat/drink whilst looking at the water. These things would bring me into town far more frequently to spend money.

Waterfront activities along the river.

More retail, entertainment and leisure along the riverside.

We are far behind most towns that make the river an attractive place to visit and walk we have neglected the river side for far to long

River upgrade not all brambles & nettles

River frontage used for retail and leisure not social housing, offices and council buildings.

river Bank looked after and neat in town.

Better use of the riverside area opposite the bridge house - this is an area that has no public value yet could add a vibrant centre to the town.

Make the riverfront much more attractive. Improve the look of the grubby houses by Wetherspoons

Cafe and bars along river

Make more use of our beautiful river as a feature . Monkton park desperately needs improving!

Embracing the river to make chippenham a destination for people outside of chippenham as well as inside

It would be nice to have some quality restaurants and bars overlooking the river the prime spots at the moment are taken by social housing and low budget pubs

Make use of the water front for shops, restaurants cafes etc

more cafes along river

Better use of the river as a leisure facility including cafes , river sports , gallery space for art, public gardens.

To utilise the river area better to encourage water sports and boats and having a nice place to sit on the grass by the river

Definitely need to utilise the river -having moved from Kington upon Thames where they have a wonderful river prom I was shocked to learn that the river wasn't utilised , almost wasted . Bars, pop up kiosks, restaurants, public areas (built in sun loungers) kids play area, boat hire would make it so much more appealing and draw people into Chippenham

Cleaning up the river

Making the most of the Riverside location by having water sports and leisure options for use on the river

Just make a bigger deal of the river, with cafés and bars offering views of it. At the moment, only the wetherspoons does this to any great extent.

Opening up the river area so that shops and cafes face the river and park to make more of the wonderful setting.

Paths & cafes along water front NOT rear of shopping centre !

Use Paris as an approach to how a river corridor can become more than just a view

Not enough attention given to riverside

Make appropriate use of the river frontage - e.g. Cafe's rather than the council underground car park.

Independent and chain restaurants centrally located and attractively placed (ie fronting the river along a parade as suggested)

I agree that the town needs regeneration and the opportunity to include our beautiful river in this regeneration is an absolute must

Focus on the river, particularly with river facing eateries/ bars with plenty of outdoor seating. More access to river for leisure but not at the cost of wildlife/ riverbank health.

There is opportunity to regenerate the town centre and make better use of the river front. However this needs to be done sensitively to maintain green space next to the river for leisure as well as space for festivals like the folk festival. Mixing the opportunity for shops and some nice bars and restaurants with the green area is a delicate balance that needs careful consideration.

River: 1. The beautiful river is the one good feature of the town and should be more prominent, instead of the Emery Gate car park facing the river, there should be shops/cafes, but the Island is a green haven with mature trees, so should not be paved, but kept as a green space with access to the river. But it's not clear where will delivery vehicles go. . Provide access to the river in the town by foot and cycle paths. Used to be able to walk from Lover's Lane to Grounded, now no longer, for example. 4. There is a play area in Monkton park, which can be expanded, so the Island should not be used for that. Keep all existing trees which are mature and lovely. Worried about litter if mobile kiosks are allowed, if people eat in public, there is litter Market Place. The Market Place can be the paved centre of town where markets are held instead of the Island, which is more of a park

In relation to question 1.1) I would tentatively agree with a plan to have some shops or similar leisure space facing the river, though I think something like an art gallery and maybe some smaller independent business units would be better. I think any chain retailers fronting the river would destroy the market town, semi-urban feel of the town centre. In relation to question 1.2) I would be against Island park being turned into a paved pedestrianised area. With so few towns and even cities having central green amenity space right by the high street, having access to the green space at Island Park is a huge boon for Chippenham and keeps our town feeling green. Families picnic here in the summer, the folk festival set up here, it's a beautiful space and should be retained. There are statistics that show how much hotter urban areas get where everything is paved. Keeping it green will keep it cooler and will be a nicer space for people to use and enjoy. I genuinely think paving the whole area would be a serious mistake and would hugely devalue the aesthetic of the town centre.

YES to preserving our beautiful and tree shaded, cool community space which is our Island Park. Enhance it with a little more seating, but NO to transforming any of the park into a very hot and unpleasant pedestrian plaza to be walking on in the summer. YES to improving the appearance of the back of Wilkinson's and the entry to the Emery Gate car park. This could be done immediately by removing the rotten sleepers, replacing them with road markings to guide people to the car park, putting a coat of paint on the wall and painting three murals to celebrate our town

Create views of the river it's all overgrown with brambles.

We have a beautiful river through Chippenham; please support it being enjoyed and accessible to all.

The area between Town Bridge and Island Park should be landscaped to connect visitors with the river and new weir(s), but the overdevelopment of Island Park should be resisted.

1b. The river frontage The redevelopment of Island Park should be resisted. Island Park is a pleasant, popular greenspace, and proposals to transform it into a "pedestrian plaza" should be handled with extreme caution. We do not consider that such overdevelopment would provide any advantages for the town, for the following reasons:

□ It would come at great financial and environmental cost.

- It would destroy the existing park.
- It would likely be of a modern design, out of keeping with the town's identity and character.
- The creation of new commercial units might simply encourage existing businesses to move to the newer development (because footfall would be driven away from the existing town centre and to the new development), leaving empty units in their wake (thus hollowing out the historic town and creating yet more vacant units).
- Although it may create new commercial units, the town already has a significant number of vacant commercial units. Regeneration efforts should focus on attracting businesses to the town rather than simply building units for building's sake.

Clearance of the river front and other path areas of brambles, nettles, these are not maintained at present but the Chippenham ground works mows and maintains the easy areas a lot. If you sit by the river at this time of year you are not able to see it due to the high nettles. Regeneration of Monkton park play area, very dated and could be larger, perhaps wooden structures, pirate ship similar to Snuff Mills park in Bristol

The Himalayan Balsam problem along the Avon needs to be addressed, particularly if the River Green Corridor project includes increased bankside planting.

First reaction to sketches A and B of the river frontage was 'too much paving'. However a large portion of this area is already unappealingly tarmacked, with a small length of hedging, so a switch to riverbank planting would make up for this loss.

Preserve the green spaces around the river, no more paving/concrete. Preserve lovely walk from station across park to High Street (top or bottom).

improved use of river front spaces

The River Frontage - The artists impressions shared in the paper copy of the survey both depict Island Park as paved. Whilst I agree that having a shopping centre to front onto the river would be good, paving the whole area would not. As much of the grass should be retained as possible. This would not stop markets and events from using the space, as evidenced by the folk festival and Christmas events etc. These already take place perfectly well without the need for paving.

River water clean for wild swimming

Best not to spread resources too thin. In Hereford where I used to live there was a redevelopment of the old Cattle Market into a retail space which split the focus of the town and killed the original high street. The new development was anchored by Debenhams which has of course gone bust and so the new development is also now getting run down, although the process of rebuilding the original high street is underway, but what a waste of time, effort and money when the council could have just focused on revitalising the original high street in the first place. In Chippenham my preference would be to focus on making the most of the river - my partner and I moved here during

Covid and when we visited the town the river was one of the main things that attracted us to it. Integrating the river better into the high street would be great as a first step, then other things like developing the Bath road car park could follow.

Enhance riverside restaurants/cafe, retail, art; Riverside cycle route through town, and out to Lacock, Corsham etc

Any of the above would improve what seems quite a disjointed town. The river frontage would make a central core for the town.

To have a river flowing through a town should be an asset - sadly this has not been used to the best advantage here.

I find the peaceful nature of the river running all the way from the Sailing Club to the Radial Gate to be a fabulous resource - but one that has been neglected and not made best use of! Island Park is very neglected, particularly with vehicular access to the back entrance to Emery Gate Car Park, but that area could really prosper as part of a town centre plaza! We should be making the river the focal point of the town centre, not allowing it to 'go back to nature' with reeds, weeds and rubbish!

The Island Park must remain exactly as it is - a beautiful, multi-purpose, community Green Space. Any changes to adjacent buildings should stay within their present footprint and elevation

I believe that changing the water front is a good idea but I don't think it needs to focus on restaurants and cafes, I think encouraging people to use the river is a great way to bring a new revenue stream. Hiring watersport equipment, they will then eat in the existing food places and maybe even stay over night. I went to a small town in Somerset called Langport and the number of people using the river was astounding and then they were all using the local facilities. Our kids need something to keep them busy and entertained, as currently there is very little on offer for them. I personally would love to be able to incorporate water activities into my everyday life, this is rapidly growing areas and I think Chippenham would be foolish to not tap into it. We already have plenty of cafes and charity shops what we need is something to do. My husband would love to enjoy a pint whilst watching me and the kids out on the water. Something for everyone.

Back (stairs) entrance from River Island to Emery Gate is narrow, dark and steep.

Enhancement of the river; NOT noisy playgrounds etc but a place to relax, eat and socialise (as in Bath near the Abbey)

The view of the river from the bridge is lovely. So making more use of the river banks is a great idea as long as we do not lose too much green.

The existing grass areas and trees need to be kept, the artists impression shows them removed for Emery Gate yet Richard Clewer says that is not correct so which is correct? The neighbourhood plan says about a circular economy, the abundance of concrete and resurfacing does not reflect that.

Use access to river more sensibly ?

Planning has always turned its back on the river here, the best asset the town has/could have. These plans seem to be a good start, though we hope nothing will change in the much used and loved Island Park side. I would suggest a large screen of trees between the ugly new offices on Monkton Hill and the River, with a wider pedestrian path and views of the river opened up.

Should have access to walk along the river on the grounded side of the river.

A scheme for the river will have to be done which will hopefully make best use of the river.

Totally agree about the river, whoever designed every gate should be banned from practice

1) Island - Extend the river path (actually close to the river - the bit where the morons feed the pigeons outside Wilkinsons) to the Olympiad bridge to make a complete river edge path from Wilkinsons to Baydons Lane bridge. 2) Island - Add some plant raised beds and seats and a tea hut and level the ground to make the grassed area flatter (don't do anything that prevents the Folk festival from using it.). 3) If there isn't some structural reason, close the Wilkinson entrance to the car park and make everyone use the top entrance. Then pedestrianise the bridge to allow more coffee table etc onto it.

Don't add large buildings on the island or the bridge car park.

More benches along the river front! Including in Monkton Park and the river loop further SE

On the island and Monkton Park, outdoor gym, trim trail and Boules pistes (we are twinned with a French town!).

Ensure the long traditions of the folk festival and the sailing club are respected and maintained. Retaining the mature trees and flexible use of Island Park.

Use the river for more leisure activities. Kayak/rowing boat/paddle board hire. Ice cream/drinks vendors on the river side. Have an entry point onto the river in Island Park via a pontoon

Making more use of the beautiful River. Community driven.

Having cafes etc facing the river

River frontage that can be used for leisure purposes, not paved over and ruined.

On the proposed river project: I'm not sure about the proposal as they currently stand, as that seems like a very early stage idea that hasn't been given much thought; yes, I like the idea of that area being updated, especially if the entrance to the multi-story car park is closed, but the proposal to allow cars to access that front area is concerning. It needs a lot more exploration as a concept.

I feel a great opportunity to extend the town and provide businesses with a great river front was missed when the sheltered housing was allowed to be built downstream from the weir.

There are very few places to hang out. How popular the folk festival was because of how nice it is to go sit by the river. I love Paddleboarding but it's difficult to get to the river and not lovely on the

water.

I would like to see some recreational use of river retained. The Sailing Club relies on some water in the river!. Can we extend walking routes up the river, and create a circular route? You havent mentioned the use of Westmead field and Open Space. - great facilities

I am unsure but always enjoy a walk long the river in Momkton Park as it is central

The current town centre feels very depressing. Monkton park, in theory, should be an asset to the area but due to the way the entrance currently feels run down and behind the back of the shopping centre it feels unsafe and is not somewhere I would go alone with my child for a walk.

The whole river area should be enhanced. It really is a lost opportunity

I'm very keen that the river frontage can be accessed by boats from the new still-to-be-built link to the Wilts & Berks canal. This would provide a major waterside opportunity, and bring more holiday visitors (and their money)into Chippenham.

Better use of the river facing areas - for example cafes and restaurants overlooking the river

Clear the river of dead and dieing trees and other such eyesores.

river activities, pedalos

Definitely enhance the riverside

Improve the Riverside including more nature areas and walkways

Better use of the Riverside for public use

Make better use of the river frontage e.g. cafe, independent shops

Use of the river should be a priority.

The the river frontage needs completely regenerating, cafes and restaurants should front it on both sides and it should be accessible to all

The importance of the river, both visually and as a resource

Make more use of river as an area to spend time walking along it, there is minimal if any current application if yo7 compare with many other similar size towns with rivers

Better use of the waterfront.

More pedestrian space along the river including cafes

Waterfront bars and cafes

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When Borough Parade area was "rebuilt" - barriers(?) removed. What a disappointment to start a walk beside the river to end up after a short distance in a pub (?) and then in a car park. I agree the gate/weir is an eyesore and should be improved and the area on the island site would be good as a plaza type area especially as so many visitors come to the folk festival every year but leave the river and Monkton Park as they are a lovely natural area in the town.

Cycling / Walking infrastructure/Permeability (54)

Make it easier to cycle between north and south of the town to avoid cycling around the bridge centre

The number one thing to do is to improve cycle access to and from the town centre

Better cycle infrastructure as per Chippenham cycle network

Cycle lanes/routes.

increase cycle paths

Better cycle routes.

Please improve cycling into town. Trying to cross from rowden into town across the bridge centre roundabout is suicide.

Implement the cycle-prioritisation at the New Road traffic lights heading both into and out of town.
More cycle parking.

Improved cycling routes across the town centre - if possible using high street

Improved cycle routes

improve the cycleway

Have better cycling access to town

Effective and useful cycle paths to make cycling around chippenham a viable option

Better and safer cycle route provision

More clearly defined cycle lanes and use of non motorised transport

At the moment I just want to flag up that our Local Cycling and Walking Infrastructure Plan is nearly complete. This has been publicly consulted upon and reflects aspirations for cycling and walking networks – particularly to key destinations such the town centre and station. Could we please work together to deliver the aspirations in both plans? In the attached, pages 47 and 48 show the proposed cycle network (town and centre) and page 54 shows the key walking network (town and centre).

I think better cycle paths into the centre would be helpful to try to reduce the dependency on cars.

Better safe cycle routes to the young centre

Genuinely secure cycle storage - theft and vandalism prevent me from cycling to town as there is nowhere suitable to leave bike.

Make it easy and seamless to walk and cycle through the town with plenty of places to safely park a bike

I will really welcome a proper strategy to promote the use of bicycle within Chippenham area and beyond. With the continuous housing development within the Chippenham area, it will result in an increase of the car traffic. There is no sustainable development of the Chippenham town centre without a re-thinking of the place of the car in the town and therefore the need for alternative transports (public transport, development of a proper cycle lanes network).

More cycle parking

Safer cycling lanes not shared with cars

When will the Chippenham - Lacock cycle path be re opened?

Make it a good place to cycle, run.

more/better cycle paths, re-instate cycle path through to Lacock

limited walking and cycling infrastructure.

More Active Travel cycle lanes & bike parking.

Cycle networks joined up that go somewhere, a loop around the river over black bridge then back into town. would be great

Visitors to the town should be encouraged to walk around the town on suggested routes

Traffic signs are confusing The signage for cycle paths is inconsistent eg at the bottom of St Paul Street you have to turn right into one way Marshfield Road, but the pedestrian/cycle sign points left. Are cycles to use the pavement or cycle on the road towards the one way traffic?

I would like to see more cycling opportunities and facilities for bike storage.

Emery Gate car park must be one of the nastiest in the south west; not only the car park layout itself but the entrance route from New road is just awful. What can be done to improve it and sign post it better. Improve access to Monkton Park from the high st side. At present it is not at all clear that there is a recreation area to enjoy, if all one sees is the dreadful entrance way to the car park.

More provisions for cyclists e.g. dedicated cycle lanes, easier pedestrian access around town and across roads, pedestrian access across the bridge centre gyratory is particularly bad as cars are prioritised over people.

Better cycle lanes

More cycle parking and a more connected and cohesive cycle network

Stop Cycling through the high street when the road is closed..

Decent/pleasant walkways

Dedicated bike lanes into the town centre from all directions. These could link up with the national cycle path and other green spaces to provide a safe and green alternative for families to get into town without having to worry about cars - some of which drive very carelessly around Chippenham.

STOP cyclists using high Street

Stop people cycling/scootering down the High Street when it's closed to traffic it's so dangerous!

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increase cycle paths

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More cycle parking.

Improved cycling routes across the town centre - if possible using high street

Improved cycle routes

improve the cycleway

Have better cycling access to town

Effective and useful cycle paths to make cycling around chippenham a viable option

Clear, 24hr cycle path up high st

Anti social behaviour / Homelessness / Policing (89)

Anti social behaviour around the arc

Less anti social behaviour- drinking

Tackle antisocial behaviour

Giving homeless and addiction sufferers somewhere to go, many hang out in centre which tarnishes the experience of visiting.

Control beggars

Crime,

Control anti social behavior

Cctv with operators 24hrs and not just at weekends. Tackling drug and drink abusers and encourage the reporting of it. Security in emery gate and Borough parade. Since the skate park was built, I'm tired of kids using Borough parade for racing up and down on illegal e-scooters and skateboarding. Why have signs up forbidding such activities if you are not going to enforce it.

Address anti social behaviour, making more police available on foot/ bicycle patrols

Reduce the anti-social behaviour which is often caused by patrons leaving particular pubs such as The Bridge House. More police presence in the town centre please.

observed that numbers of anti-social behaviours, even crimes in Town Centre area keeps raising up, wish Town Centre keeps safe

More police patrols

Crack down on antisocial behaviour

More police presence

Antisocial behaviour gone

Crime rate

Anti social behaviour

Anti social behaviour

Reduce crime/anti social behaviour, including shoplifting. Better enforcement of drinking in public spaces byelaws.

discourage the homeless and beggars who are a threatening, discouraging presence in the street and the river/Monkton Park area

Anti social behaviour

More vigilance on anti-social behaviour

regular policing by foot

Better police visibility in the town, especially in the evening required.

more police force

Less asbo behaviour

Less places to allow yobs/drunks to hang out

Cracking down on groups of young people stealing and being otherwise antisocial

Friendly police on patrol to stop the ever growing concern over gangs of young people

Safer streets

accessible shelter for the homeless

Make sure that the Streets are safe and free from anti social behaviour.Older people are not happy

about coming out in the evening hours due to abuse etc.

Antisocial behaviour- use of cctv, more spaces available in the evenings for people to socialise

Youths with antisocial behaviour are spoiling Chippenham which is unfortunately beyond the Council's control.

Anti social behaviour,

Less tramps

get rid of the skanks.

Reduce the vagrants who frequent the high street by giving them a managed day centre

A lot of anti social behaviour in St Andrews Church Yard, outside the One Stop and St Mary Street - mainly alcohol and drug related.

Anti social behaviour - more police presence needed for people to feel safe. Possibly a central youth club for teenagers; Unity House - residents who are drunk/on drugs causing trouble in the High Street and neighbouring areas, often illegally camping in other areas nearby causing noise disturbance, litter - drug paraphernalia, residents do not feel safe in own homes;

antisocial behaviour (easier said than done I know)

More care and support for homeless citizens.

The park is often filled with individuals who are drunk or on drugs which can make it unpleasant to walk through.

Sadly, we need more walking police patrols so that people feel safe. Police presence is limited and not very effective, even though they are located right in the centre!

A proper Police Station. CCTV.

There seems to be an increase in antisocial behaviour from teenagers

Control of youths

Stop the homeless sleeping on the streets. Get rid of the drugs and drug takers.

The town is full of unpleasant people that you don't want your children around, nor feel safe walking past on your own. Perhaps a higher police presence to make people feel safer in the town!

Anti social behaviour

Youth behaviour around the Olympiad area

Kids on scooters / bikes are a problem, especially electric scooters.

Drugs

Create the town a safe space not a dangerous place, we need more visibility of community action groups

Less gang mentality from the 11 to 15 year olds

Anti-social

Safety

Unity house keeping a better eye on the residents. It is quite scary walking past and in town when they are drunk or high.

Antisocial behaviour is becoming more of an issue and put people off visiting, especially in the evenings - an increased police presence would help.

Anti-social behaviour, including people letting their dogs poop on the pavement and not clearing up the mess!

Relocate Unity House to outskirts so there is less access to alcohol. Drunks dominate the town esp. the churchyard area

Investment to support homelessness.

The centre feels like a bit of a no go area in the evenings, as it is taken over by youths. It would be great if it had a more of a continental feel about it, with casual dining areas (outside in the summer time).

Less night life and anti social behaviour would encourage more businesses to be in Chippenham.

A Police Station (non-custodial) should be opened in one of the vacant retail units with a street patrol, as I am sure this will have a beneficial effect on the ambience of the High Street (e.g., limitation of drug abuse, vandalism and public disorder, shop theft, hazardous cycling, etc.).

Clearer CCTV/Higher police presence/safe spaces for women

A desire to tackle litter and anti-social behaviour through behaviour change.

More community officers on the high street and surrounding area so low level crime; particularly at night is stopped.

Prevent antisocial behaviour.

More police patrols

Crack down on antisocial behaviour

More police presence

Antisocial behaviour gone

Crime rate

Anti social behaviour

Anti social behaviour

Reduce crime/anti social behaviour, including shoplifting. Better enforcement of drinking in public spaces byelaws.

discourage the homeless and beggars who are a threatening, discouraging presence in the street and the river/Monkton Park area

Anti social behaviour

More vigilance on anti-social behaviour

regular policing by foot

Better police visibility in the town, especially in the evening required.

more police force

Less asbo behaviour

Less places to allow yobs/drunks to hang out

Cracking down on groups of young people stealing and being otherwise antisocial

Friendly police on patrol to stop the ever growing concern over gangs of young people

It would be great if noise cameras were installed around Chippenham to stop the anti-social driving

Public toilets (25)

More public toilets (some still closed e.g. Borough Parade carpark

Public toilets availability.

More public toilets that are free to use,

more public toilets

Public toilets need building

free toilets

Public toilets

Public toilets

Public toilets easily and cheaply accessible for all

Free 24 hour public toilets.

Additional toilet facilities

PUBLIC TOILETS are a huge problem. Lack of options means the Emery Gate toilets get absolutely trashed, and people subsequently have bad experiences in Chippenham and don't want to come back/spend time in the town. If we want people to stay longer we need multiple clean public toilets!!!

Toilets

Public toilets - it's seen as an easy cost saving measure by most councils to not provide public conveniences but as we all have to use them it should be a priority to provide them. It should be considered a basic public service

public toilets in town centre

Available Public conveniences

Chippenham needs to improve its public toilets and they should include a fully accessible 'changing places' toilet.

Public toilets well maintained

Public toilets availability.

More public toilets that are free to use,

more public toilets

Public toilets need building

free toilets

Stop closing the toilets in Emery gate before the shops close..

Business / Commercial rates / Rent (123)

Too expensive rent for retail businesses..

. Lots of small businesses are relocating because of costs

High rent and rates driving out small businesses

Reduce costs to make it more attractive to independent retailers. Anything to encourage variety of shopping attractions to bring residents into town.

Make it attractive to small retailers as well as the multiples, that includes reasonable rents.

Something needs to be done to address the number of empty shops, which I assume in part at least is due to unaffordable rents

Reducing rent for small businesses to provide more opportunities for independent shops in the town centre

Reduce rental on shops to encourage new businesses into the centre.

Reduce business tax to attract more retail

Cheaper rates for retail.

cheaper shop rent

Rent control so have more independent shops.

Lower rates to encourage more shops into town

Rent - astronomical rates for low footfall. There's no way a shop can turnover the revenue required to sustain these rates with the footfall and spending power held locally.

. Lower commercial rates for small independent shops to encourage them to come here.

cost of rental for businesses

Lower rent so more shops can thrive, we don't want any empty buildings

Reduce tax on premises so it is not just charity or coffee shops

More affordable rents on shops so new businesses can start up. So many shops closed due to too high rent

Lower rates so that independents can thrive

Reduce business rentals to encourage more independent retail outlets

More affordable rental for shops - so more variety

Fairer rents to entice businesses into town centre.

Lower shop rents to encourage businesses into the town to make it a place worth visiting

Rent control to get more independent shops in

Attractive achievable rental rates to encourage varied individual trading businesses which would be

more amenable to shoppers over a town centre that is just full of charity shops and cafes.

Business tariffs are too high for retail shops to remain open

Reduce the rents or council tax for retailers to be able to afford to make a decent living and stay in the town, rather than all of the coffee and charity shops.

Lower rent so decent shops can fill the town centre

Need to attract retailers but not charge super high rents which are not sustainable

Subsidise rents for retail

Reduced rent prices to get better shops in and restrict the number of vape and nail shops

cheaper retail rental to bring more independents and variety in

Lower rent so retailers want to stay/come to Chippenham! Wider range of businesses needed.

Cost of shop rentals need to go down to attract more local business and fill all this vacant space- why build any more

Lowering rent so people can afford to open new shops

Shop rents. We have some fabulous local businesses opening and they close because rents are too high. They need supporting - this is the way people want their high streets to survive. Think Frome with lots of independent shops - people go there for a day out and bring lots of money in to the town

cost of rent on high street

Reduce rental rates to encourage independent business into the town. No point developing for visitors when there is nothing to visit. Get advice from Corsham and BOA as to how to do this.

Lower rent for shops to encourage investment from higher end shops

Consider low rent to encourage more small independent businesses

Attractive rental rates for small businesses

Lower business rates to encourage more independent shops

Cheaper rental in shops do we have a town centre they are not empty

Subsidized rent for independent shops

Lower rents to encourage retailers

lower business rates.

better rates to attract independent shops

lower business rates for small /independent business,

Business rates need to be slashed for start up businesses (as do rents) to encourage a range of small, exciting, independent retailers or restaurants

Reduce taxes on commercial premises to encourage more quality independent traders

Cheaper rent for independent traders,

Lower business rates to encourage small independent businesses

Reduce commercial rent to attract more artisan businesses

The high cost of rents for commercial and retail outlets

Keep retail rates down so shops can afford to operate

Lower rent so shops stand a chance of surviving

Reduced rental rates to help shops stay open?

offers of rent/rate reduction

A lower rent rate given to new starter businesses in the High Street to help them start up as not variety of shops;

Clearly the rental costs for retail have a negative impact on business ability to have a presence which knocks on to the public not supporting the town.

More affordable rates for retail.

lower rent to attract more retail owners

Lower rent on retail/leisure premises to encourage more businesses to Chippenham

We used to have all these things but rental prices and costs have driven them away

Lower business rates to attract, and retain retailers. Remove local taxes for 12 months to encourage new businesses

massive rent reduction to encourage shops back

Help local businesses with rent fees etc.

Lower rates for more independent shops

Free rent for new businesses for first year and then reduced next 6 months

cut rates to encourage businesses and shops

Make the commercial units more affordable for small businesses

Lower business rates to encourage independent businesses.

Reduction in business rates to encourage businesses to the town

Lower rent for independent shops

Cheaper rents.

Affordable artisan premises.

Lower rent for shops so new businesses can start up and offer different services.

Reduce business rates to attract and support businesses

Make it easier for local business man to open restaurants/ pubs

Reduce rents and encourage more unique and interesting businesses

Make rent/business rates more affordable to support and attract businesses to the area; attract more independent businesses into the town centre

There is already some difficulty in filling current empty shops due to increasing rents and energy bills

Encourage more independent businesses, maybe reducing rent/tax [Cirencester has a scheme I believe for new businesses]

To really take advantage of any new business space by the river and make Chippenham more vibrant we cheaper rents or enterprise space to encourage local businesses to start up.

Force a reduction of rents and rates to allow more shopkeepers to use the shops. You can spend your time thinking up grand schemes (signs, paving, cars, flowers, vibrancy(!)) but no-one will come to open a shop because they can't afford it. Stop trying to spend money on things that won't help and use the money to reduce the cost of opening a shop.

Reduce the rents on all shops so that there can be a flourishing town centre and not empty spaces

Encourage new shops to open with tax breaks or something, we need more shops rather than having to venture to bath or Swindon for an actual day shopping.

Reduce shop rents and encourage independent shops in

You need to encourage interesting shops and catering businesses by reducing the price that they cost to independent business owners

Keep rent and rates down to promote artisan shopping. Perhaps even workshops where we can go in and see stuff being made and buy those things directly from the maker

I would like to see independent traders encouraged, with help on rents / rates to create a vibrant town centre. Chippenham can't compete with Bath / Bristol for chain stores as people go there for a day out.

Better pricing so that independent businesses come to the town.

Lower rates encourage pop up craft and food stalls with seating

Business Rates

Affordable retail spaces

Cheaper rents to encourage more independent shops. Reduce/remove the rates to ensure small businesses can start up and survive

Lower rent so more shops can thrive, we don't want any empty buildings

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Lower rent for shops to encourage investment from higher end shops

Reduce the rental rates on the shops and then more independent traders might come and regenerate the town.

Olympiad Leisure centre 28

leisure centre needs a complete overhaul. could include a complex with bowling and softplay and a cafe and swimming pool

Leisure

Upgrade the swimming pool

Use the money to fix the olympiad

sorting out the Olympiad as it's becoming very run down

The Olympiad is a disaster access for disabled is appalling- horrendously dated Only two showers for after swimming lessons available..... also free parking for those using the Olympiad like at your other leisure centres in Wiltshire.

Olympiad sport centre/swimming pool

Please improve the Olympiad urgently. It is a mess and needs updating.

Should more be done with the space and the Olympiad. It seems an easier out door space to transform. Re-developing the Olympiad would also make a good community hub.

Free parking for olympiad as it's not a good incentive to get fit if you have to pay

Need to reinvest in the Olympiad to make sure it stays in centre. Make sure NO out of town leisure centre in future - this would further accelerate the death of the town centre.

The leisure centre should be moved outside of the town centre, so it can be put somewhere where it has free parking like other leisure facilities throughout the whole of the county, but also as it is in appalling an appalling state and the town needs better leisure facilities than vanity projects

Upgrading the leisure centre

Olympiad is in desperate need to be invested in or a new site should be made to replace it. The place has been ran into the ground for too long.

The swimming pool has totally degenerated over the years since we moved to Chippenham and now no one wants to use it. Sorting this out could bring lots of people to Chippenham who would then use the shops and restaurants

Larger swimming pool / refurbished leisure centre

The Olympiad desperately needs either refurbishment or to be rebuilt - parts of the facility are in a poor state of repair, but we do need this facility in the centre of the town where it is easily accessible for all. It is used for big events in Chippenham like the Folk Festival and the Beer Festival and could be home to even more community based events and include more activities like an indoor soft-play centre etc. We need to retain a multi-use venue of this size in this location

Improvements to swimming pool (Olympiad).

regenerate Olympiad leisure centre

The Olympiad is a disaster access for disabled is appalling- horrendously dated Only two showers for after swimming lessons available..... also free parking for those using the Olympiad like at your other leisure centres in Wiltshire.

Updates to Monkton park sports centre essential plus re-instatement of the lido

leisure centre needs a complete overhaul. could include a complex with bowling and softplay and a cafe and swimming pool

Leisure

Upgrade the swimming pool

Use the money to fix the olympiad

sorting out the Olympiad as it's becoming very run down

A decent Leisure Centre that is clean and a nice place to take children..

Pigeons/Seagulls/Rats (14)

Far too many pigeons at present which puts people off entering the High Street!

Eradicate the seagulls

controlling pigeons - there are lots in the centre making it unpleasant to walk around

Pigeon removal/deterrent

Address the rat problem on the bridge

Take action to reduce seagulls and pigeons in the area.

Measures to reduce population of seagulls and pigeons- I often feel worried walking over the High Street bridge that I'll be pooped on as there are so many circling around

Introduce a bye law to stop people feeding bird life on the bridge.

Clean all the pigeon mess away from the ramp at the side of Tesco, it must be a health issue.

controlling pigeons - there are lots in the centre making it unpleasant to walk around

Pigeon removal/deterrent

Address the rat problem on the bridge

Kill the pigeons and stop the idiots feeding them

Market (36)

The Friday/Saturday market is extremely poor in my opinion. I don't agree with market vehicles in the town centre. The smell of beef burgers and onions is not nice to walk past. I think should be stalls only. Encourage more interesting stall holders by offering free pitches for a limited time. See Stroud Saturday morning market for some inspiration. Londoners move to Chippenham as they do to Stroud too. See fivevalleysstroud.co.uk for a great shopping, food hall, entertainment space which could be established in Bridge Centre/ bath Road car park area. We need some focal points to bring people into town on sunny and rainy days.

markets like Chippenham used to be famous

A rethink about the market and its location.

Improve the quality of the market

Market days are a hazard with a couple of larger stalls taking up lots of space and not attractive (the clothes one especially) Pedestrian access is often blocked or tricky to access shops

Improve the market.

Also the encouragement of a much larger market, at least twice a week. This area has dwindled over the years.

Friday market, cheap and tacky

move stalls to car park in Bath Road

I also think removal of the market stalls would actually make the town center be a nice place to walk around; easier to navigate and more attractive, put the market back in the car park or in the market place or remove it completely (although this is from a person who doesn't use the market).

A decent market space.

Need a proper vibrant market with creative's as well as food. Look to Crime or Bristol for inspiration

The market

Improved weekend market and specialised/themed markets during the year

More markets.

The town's existing market is typically of poor quality, selling the same widely available mass-market products that are available elsewhere at better prices. More should be done to attract handmade, high-quality products made sustainably by local artisans. This would support small businesses by creating demand for locally-made products and a stronger local economy. We suggest that this should be Chippenham's "number five priority". Refocusing the town's weekly markets on handmade, high-quality products made sustainably by local artisans. This would support small businesses by creating demand for locally-made products, which leads to increased innovation, job creation, and a stronger local economy.

Restrict stalls to Market Place

The Chippenham Market is scruffy compared to the one in Devizes. There is not "buzz" with it

Upper Market Place The clue is in the name. I support the idea of removing tarmac and re surfacing the entire area and making it a true market spot. Stall holders can have slots every day not just Thursday – Saturday and not clog up the town centre. We could go as far as to support the market holders with stalls that are all of a similar style so it really becomes a town feature. My partner is French and we make regular trips back to see her family and I am always blown away by how amazing the markets are. WE ARE A MARKET TOWN but you wouldn't believe it. We have an opportunity here for a real change.

The council should support the town's weekly markets, and do more to encourage high-quality, independent stallholders to offer locally made products.

Market should have greater variety of stalls to make it worth while to come to. The fishmonger from

Devon brought in people from outside and a good cheese van would be good.

Better market stalls - various including flowers, clothes (as in Devizes)

Move the Fri/Sat market back up to the area around the Buttercross, which is being used as more and more parking

This is a great opportunity to provide covered bric-a-brac/market stall areas

Improve the market to make it more of a farmers market

Friday ,Saturday market moved to above Buttercross

Market improvements

controlling pigeons - there are lots in the centre making it unpleasant to walk around

Pigeon removal/deterrent

Address the rat problem on the bridge

Having a market similar to Cirencester or Froome would notice people in & get them spending in town. Make Chippenham the go to place to be!

Better Public Transport (23)

Better public transport links

Public transport

More public transport from outlying areas to make it easier/cheaper to get into the town centre

Improve public transport into town

better bus access to the town centre, including a revamp of the town bus service 44 so it concentrates on access to the rail station, town centre ,the hospital , employment, and the edge of young retail areas

improved public transport links between estates and town centre prioritising active travel

better public transport into the town

A proper transport policy, bus stops linked to bus information so you know one will arrive in ten minutes or never

Better public transport around Chippenham and surrounding areas.

Bus service/ access to train station

There needs to be a really good public transport system, which is unlikely

Lack of decent bus services into town stop people coming to town

More local buses that run later in the day. Consider people that don't drive but can't walk into town.

Public transport is good overall, providing access to other towns and cities for those without car

Regular buses from the train station into Chippenham town centre.

At the moment as well as the bus station buses have to come into the centre by the bath road car park and then up to the station, even though they are empty, can we have shuttle buses to the bus station and get rid of the large polluting buses from the centre?

Improved circular buses around town to reduce number of short car trips into town and around town.

Better public transport links

Public transport

More public transport from outlying areas to make it easier/cheaper to get into the town centre

Improve public transport into town

easier access with transport options

Facilities for young people / families / elderly (99)

Focus on buy in from Chippenham's Young people

Teenagers hanging around.

More things to do for younger generation

Teenager activities

Significant investment in leisure and youth facilities

Engagement, activities and safe spaces for young people

More youth facilities including those to encourage participation by girls

Something for young people to do- arcade

More activities for young people 10-18 . A large youth centre would be really good.

provision for youth.

Things to occupy teenagers

more places to socialise for children/teenagers

giving teenagers more to do

More for kids/youth to do

Entertainment for young people

Something for the teenagers and young, bowling or a youth club.

Lack of youth centres

More activity for the teens to do

Provision for teenagers and young people

Use of central town spaces for child & youth activities

Kids soft play area

Better youth facilities or leisure facilities to keep the gangs of teenagers away

Chippenham needs to be more friendly for the younger generation. As a mum, there is almost nothing to do in town or Chippenham in general. There needs to be more leisure activities open everyday for parents with children and toddlers to feel apart of. Right now I feel Chippenham has nothing that makes me want to stay here. I am considering moving before having a second child because I have found so little about this town to make me want to stay. These improvements would make such a difference. It means more chance of Chippenham being attractive enough not to have to bother travelling to Bath or Bristol for the day. Chippenham needs to be made modern.

More places for teens to go, or activities for them

more events focussing on family

More places for teens to go

More events/fun in High Street e.g. facepainting for kids, clowns, am-dram groups etc will help people/families stay in town longer.

I work with young people (age 10-18 yrs) who say there is nothing here for them

For young children, a covered play area would be great. For older children, places they can go to (I hope the new boardgames cafe is successful in this respect).

I think these plans do not address things to help decrease anti-social behaviour of teenagers in our town. Is there something we could add to help keep them busy

More youth provision

Needs a cafe/indoor play space where parent worth young children can drink/eat

Not enough going on in town. Need more for teenagers.

A soft play centre is needed or local hub/play centre for children & parents.

More things for families and young people

More for children, such as a bigger play park in monkton Park, a splash pad in the summer, cafe in Monkton Park

More activities for young people

Need something for young people (teens) to do.

Attractive Playground (like the one at climbing centre) close to town to attract families.

More things for teenagers/kids to do and support for parents. Already lots for them to do so really continue ing to build on that.

Soft play or indoor children's play centre suitable for under 5's

Activities for younger children i.e. under 5s

, more activities for families

Soft play and child friendly cafes

Enhance offering for kids/families

Better facilities for children like soft play and more affordable restaurants for families to visit with outside play areas. We need more for families!

We need a softplay.

Leisure facilities are clearly a good option and one with childminding + softplay would be popular

A good softplay

Crèche and softplay area.

Chippenham would benefit from a softplay or play café

Activities designed for teenagers or a youth center.

More children's play parks

Child friendly

there's nothing for children (such as an indoor play centre)

To have a place for teens and young adults to go to.

more activities based around keeping the youth fulfilled in their spare time.

There needs to be more indoor activities for children such as a soft play area

youth Activities and areas

More places for kids

A bigger and more up to date play park in the town

More family things to do

more safe spaces for older children to meet

youth centre somewhere for young people to go to be safe,

soft play, more options for older kids

We also need a dedicated Youth Centre as Chippenham has not had this provision since the Bridge Centre was demolished a number of years ago.

YES to the Arc and increasing youth provision

Chippenham is a town with many young families, and the needs of children are important. I would like to see more play areas.

More child friendly areas

Encouraging young people to move to/spend time in the town.

More outdoor areas for kids/families to play

More child friendly places like soft play and role play cafes for little ones

A decent soft play and pool is much needed for families.

More things for small children, eg soft play

All in all there isn't a lot going on in chippenham Town centre especially if you have kids under the age of 5

More places for teens to go

Activities for elderly & young

Focus on buy in from Chippenham's Young people

Teenagers hanging around.

More things to do for younger generation

Teenager activities

Significant investment in leisure and youth facilities

Engagement, activities and safe spaces for young people

More youth facilities including those to encourage participation by girls

Something for young people to do- arcade

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Things to occupy teenagers

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giving teenagers more to do

More for kids/youth to do

Entertainment for young people

Something for the teenagers and young, bowling or a youth club.

Lack of youth centres

More activity for the teens to do

Provision for teenagers and young people

Use of central town spaces for child & youth activities

Places for children to play (safely).

Better community provision / events / space (23)

more community provision, and a more exciting and sophisticated social programme that reflects the diverse population that now resides in Chippenham, all cultural types and ages

Re-invest in community space (for events that bring people in)

More community areas and places for groups and activities to meet. More performance space

Lack of community areas

More community events

Encourage more cultural events for community.

Increase sense of community through organised events

Plan better social events , Bring back the soapbox derby. firework displays and improve the carnival , The folk festival was amazing this year. really brought people into town. gives the place a positive buzz. We are a town on the edge of the cotswolds and we should bring some of that charm into the town areas.

Need more attractive social areas

Much greater sense of community spirit

The recent successful folk festival shows that there is a need for a multi use green performance space to be retained so visitors can simply lay a rug down or similar on the grass for the afternoon/ evening and enjoy what the town has to offer.

Host more events like the folk festival. Don't mess about with cosmetic tweaks and vanity projects

There needs to be more to do... people aren't going to go for a wander around Chippenham town centre when there's nothing going on. You can go to Bath/Bristol for that.

Community cafe for elderly/lonely

Help local small clubs and advertise them and create more of a community.

Events such as the folk festival.

Different events in town to draw people in

More community areas and places for groups and activities to meet. More performance space

Lack of community areas

More community events

Encourage more cultural events for community.

Antiques or an art type community resource centre or something like regular events to make Chippenham stand out and be different & interesting to make people want to visit something else

Improved Public Transport/Park and Ride (15)

Encouraging use of public transport more

improve public transport.

We need better public transport to get to the town centre.

Whilst it's good to lower the dominance of cars public transport isn't a viable option for most people in Chippenham with buses being infrequent and not convenient. Additional parking outside of town at a park and ride site could be provided with frequent regular buses especially during the festive season

I think a park and ride service could be provided to remove the need to park in the town.

Public transport is rubbish. If you discourage car parking in town centre, all the shops will shut. Buses are rubbish and virtually non-existent to most of Chippenham. Thank goodness for the stagecoach 55 which takes you away from the town centre. .

Better bus routes from villages.

Cost effective and easy access parking. Park and ride?

Park and ride for people working in Chippenham so they don't need to use the car parks in town

Park n ride

Encouraging use of public transport more

improve public transport.

We need better public transport to get to the town centre.

Reducing cars is all fair and well but not when we don't have a reliable bus service and one that is more frequent.

Active Travel (9)

Perhaps more encouragement of active travel into the town centre with priority to pedestrians and cyclists so that motorists see walking as a preferable option.

More people using active travel or electric bikes to get in and out

good access for walking, wheeling and cycling (surrounding cycle path infrastructure)

The footpaths under the bridge by the arc centre and associated footpaths on the west side of the river should be maintained and improved into all-weather paths to encourage walking and cycling into town.

Active travel Infrastructure

good access for walking, wheeling and cycling (surrounding cycle path infrastructure)

Active travel Infrastructure

Active travel Infrastructure

More coherent active travel facilities, all currently very disjointed and/ or insufficient.

Island Park (don't pave over) (28)

Not allow developers to concrete over or diminish the green space by the river

NOT destroying any of the greenery of the Island Park

a redevelopment of the island would be a great addition as it would visually enhance the town centre entrance

The river island area is already a beautiful green space. It doesn't need building on. Concrete should never replace grass. Concreting over green areas has caused flooding.

Disagree with paving over all the lovely grass at Island Park!

Paving over island park is a really bad idea and I don't know a single resident who supports this option. It is already used for events such as the folk festival with great success. The beauty of the river is that it is away from the shops, providing a peaceful area. The grassed area of island park is very popular.

Keep the open space at island park to enable events, festivals etc

Leave Island Park as a green space.

The entrance to island park is ugly, but any concreting/development of the park would be highly detrimental, with the possible exception of adding outdoor gym equipment.

Island Park must be retained as it not only has wonderful mature trees and green areas but hosts so many event valuable to Chippenham's cultural life, including: Folk Festival, Food and Drink Festival, Pride, Historical Re-enactments, Christmas Light Trail, Out Door Cinema, etc.

I am fearful that river island will be spoiled if businesses are encouraged there. There's enough destruction going on with increased housing at Patterdown, don't let the green lung at the centre of Chippenham be lost. We should be preserving and enhancing for future generations,

to repeat: Island park has many beautiful mature trees. I'm appalled anyone would consider chopping these down!

Retain the Island Park as a green space

dont pave over iland park. its a valuable town centre greenspace which should be protected

Island Park is a beautiful public park that should not be paved over

Island Park is a beautiful public park that should not be paved over

Island park is definitely in need of some form of regeneration but the proposed ideas on a pedestrianised plaza would have a negative impact. To essentially concrete over this lovely green space would be a travesty. Having just returned from Marlow in Buckinghamshire where the river also turns its back on the high street, the main river area has wide paths running alongside the river for walkers, cyclists and families enjoying picnics on the green space nearby. More could be made of this area and accessibility to the existing cycle route through Monkton Park including more picnic tables, mobile kiosks and water based activities.

Island Park is a valuable green space in the Town centre, well able to accommodate temporary staging etc for events such as the Folk Festival and Christmas Lights switch on. At other times people enjoy walking, picnics etc. Please do not ruin it with paving and numerous retail outlets! Paving it would cause additional run off during heavy rain and reduce heat mitigation during heatwaves

We would like to see a better connection to the river in Island Park, but strongly oppose excessive redevelopment of this pleasant green space.

1b "The River Frontage" says a pedestrian plaza, which many people may not realise means removing the Island Park events area altogether and replacing it with concrete, the online form doesn't show the artist's impression so people would be unaware and vote for something they don't want. In the newspaper Richard Clewer is quoted as saying the footprint would only be as big as it is already with the road, which is correct, Richard Clewer or the Artist Impression?

Protect the Island Park with its grassy areas and mature trees. There must not be extension of hard surfaces.

Not allow developers to concrete over or diminish the green space by the river

NOT destroying any of the greenery of the Island Park

a redevelopment of the island would be a great addition as it would visually enhance the town centre entrance

The river island area is already a beautiful green space. It doesn't need building on. Concrete should never replace grass. Concreting over green areas has caused flooding.

Disagree with paving over all the lovely grass at Island Park!

It's also too big an incursion into the river island area leading to a loss of green space.

River Gate/Weir Structure/ River Green Corridor Project (77)

I am concerned that the removal of the radial gate on the river will reduce the visual amenity and prevent use of the river by boats. There is plenty of scope for re-wilding (if required) elsewhere

A series of small weirs with shoots for SUP / canoe. White water options and this is a growing sport with lots of interest in Chippenham. Plenty of green spaces. Not building on floodplains.

In considering the redesign of the weirs, why not add canoe shoots into them, this encourages paddlers to use them, provides greater scope for wider use of river by kayakers eg for slalom or freestyle if wave created is good enough eg Saltford weir in Bristol. Recommend you talk to local canoe club.

Get rid of the need for the gates

Why can't you renew the weir and add hydro generators and create energy to offset the carbon to build. The river is the jewel in the crown, however at its present level, the banks need to be cleaned up and usable, just like the Thames as it runs through Windsor. Your options to lower the river to its natural level will ruin the town center, plus you would no longer be able to hide the shopping trolleys with a shallow level.

I can't help thinking that reducing the depth/width will only encourage weed growth which may eventually lead to the river becoming no more than an overgrown ditch in years to come. Look what happened to the additional channel under the blue bridge above the golf course!

I am very concerned that we have forgotten why the weir was built 63 years ago, at a time when money supply was much tighter than it is today. The flooding that used to regularly occur in the town centre has been prevented by our weir. You only have to observe the river downstream of the weir, somewhat pathetic during periods without rainfall and transforming to flooding that bursts the banks and engulfs footpaths after heavy rain, to see what will happen to the town centre without the weir. It is worthwhile pointing out that the radial weir gate has never failed in the shut position during its 63 years of operation, even though this risk is the reason it is budgeted for renewal in the next two years. It has stuck in the raised position, which is not surprising when you consider all the debris being washed down the river. A lot of carbon was invested in building the weir, which has served us well and consumed no energy. We need to focus on the best way to refurbish the weir. Removing the weir could also damage riverside properties and structures when the water table inevitably lowers as the river level falls.

The whole river from Lackham to Peckingell needs to be considered and should include Charter Park. Both sides of the river should be rewilded as much as possible with no new houses. These areas need open public access or public rights of way. Add a large lake near sailing club (fill during winter and release water during summer to improve river flow and for recreational use).

Clean up the rubbish in the river including this Himalayan balsam which is filling the river bed and it multiplies, and does cause flooding

1. Express purpose of radial gate, with widening and deepening of river between Sea Cadets HQ and Westmead Water Works, was to prevent repetition of major floods ("Flood Prevention Scheme, River Avon, at Chippenham Town Centre", Wiltshire and Swindon History Centre). 2. There have been no major floods since this was done. 3. There were weirs before that, and many major floods (ibid). 4. Automatic radial gate chosen because it needs less power and maintenance than motorised one (ibid). 5. Added advantage of automatic radial gate is it opens more slowly than electrically operated one, so volume of water surge has less impact downstream (supplier website). 6. Impact downstream of radial gate needs more consideration, particularly regarding Hardenhuish Brook and blocks of flats in The Ivy/Charter Road estate. 7. Hardenhuish Brook used to drain into the River Avon opposite Westmead Water Works. Since construction of Avenue La Fleche, it no longer does (Ordnance Survey, Google Earth). 8. It is still the outlet for storm overflows of waste water including foul sewage (Wessex Water website). 9. Heavy rain causes this water to overflow from Hardenhuish Brook where it runs alongside Avenue La Fleche, submerging paths and fields. 10. This flood water gets very close to the block of flats nearest the water works. 11. This flooding is worse when the radial gate opens, as the water surge impedes drainage from Hardenhuish Brook. 12. THEREFORE VERY CONCERNED THAT CHANGE TO RIVER AVON DYNAMIC WILL RENDER FLATS UNINHABITABLE OR UNINSURABLE.

2 The river options are very concerning. Replacing the gate with a similar system will provide some flood management both above and below the weir. Any other option will cause potential further extensive flooding downstream (which was mitigated by the weir this winter) plus almost complete loss of water upstream in times of drought. The current situation due to the failure of the weir above Kellaways and the impact upstream of that is a good example of what might happen

3 If either of the non weir replacement options are chosen the river levels will be significantly lower than at present at best and will remove any water based amenity(Sea Scouts,Sailing Club,Chippenham Angling) as there is no guarantee of minimum water levels for any of these activities plus the bank steepness with lower water will make it impossible for disabled citizens to access the water and difficult for young children with their parents/carers.

4 What evidence is there that there is a problem with the ecology now? By changing the river it will just change, not necessarily improve and could get worse with low water levels as many species of plants and fish require a certain depth of water to survive.

5 The examples of how the river is and might look are completely different environments to that in Chippenham of plus it is known that the Lyon one failed completely in the first heavy rains

Maintaining the river level.The visual attractiveness and recreational value of the existing river level in the Monkton Park area are key elements to the town centre's appeal to residents and visitors alike. The wide, deep river flowing by the Park provides attractive riverside walks and views over the water from several different bridges, as well as fishing and boating opportunities (using a variety of craft) to many people. Plentiful wildlife along the existing riverbank includes not only swans and ducks, dragonflies, damselflies, frogs, toads and newts but also regular sightings of kingfishers and otters. A major reduction in the water level caused either by the removal of the existing weir, or indeed by its replacement with the proposed fixed weirs, would have a considerable negative impact on the river's amenity value. The river would be reduced in size to a much shallower stream

or ditch, fringed by dense rushes and other vegetation. It would be unsuitable for many of the current recreational activities, and would no longer form a compelling visual element in the town's Park landscape.

Removal of the present radial flood gate will only turn the river into a dirty stream as illustrated in the stretch of river downstream from the present gate, not as it looks in the fancy artwork that you show in the webinar presentation. It will ruin any water based activity that takes place presently impacting directly on the sea cadets, canoe and sailing club, paddle boarders etc.

Protect use of river by sea scouts, canoes/paddle-boards, trip-boat, anglers; no-one wants to look at weeds and reeds clogging the channel.

Use the river to generate hydro electric power

Please do not do anything to reduce river levels I have sent a separate email about this detailing my concerns. Email comments as follows: I note one of the core issues is the removal of the sluice gate which has to be done. One of the options is to remove the sluice altogether and allow river levels to drop significantly particularly in summer when flow is low. Can I please object in the strongest terms to this. I am a member of Chippenham Sailing and Canoeing club and we use the river all of the time for our 350 members. The very existence of the club would be put at risk by this as nobody will want to paddle what in effect will be a stream in the summer months. Of course other leisure activities like the angling club and sea cadets would also be affected potentially also leading to closure. We are an inclusive club open to new members and have a strong coaching team who ensure those who join get the most out of their time on the water safely. Losing the river would be a disaster for us. I write of course with a self interest but I also think from a town point of view a wide deep river is far healthier for wildlife and looks better too. We see a wide range of wildlife in and around the river and reducing levels significantly cannot help wildlife surely. I hope my points are heard and that this plan never happens

I have just read the Chippenham One Plan Consultation. The arguments presented for the removal of the radial gate sluice in Chippenham are simply not valid. Take a parallel. Cars pollute. Cars are dangerous. Cars are expensive to maintain. Cars break down. Cars have a limited life and are expensive to replace. So let's do away with all cars. That is the standard of the logic that has been applied. The sluice had a design life. Design life is not a criterion. If Tower Bridge can continue, then Chippenham Sluice can continue. Of course there are costs involved. When a structure approaches its design life, it is normal that a reassessment is made based upon updated information. So, has a survey been done of its condition, and its fitness to continue in use, with or without major work being carried out? There are literally tens of thousands – probably hundreds of thousands – of radial gate sluices around the world. They have been around since the 19th century. The document states: 'The sluice gate was installed in the 1960s at a similar time to several other similar structures on the River Avon, some of which have recently failed partly due to their age.' Why limit the sample to those on the River Avon – failures of similar sluices on other rivers are just as relevant? The only failures that are relevant are those that: 1. Are age related, 2. And are in a failure-to-open mode, 3. And are relevant to the specific design of the Chippenham

sluice. How many of these have there been? Let's have a proper assessment of the likelihood of an age-related failure specifically in the 'failure to open' category, and relevant to the Chippenham design. The statement quoted above does not constitute valid evidence for anything. To constitute valid evidence of the risk presented by the Chippenham sluice, a study would have to come up with a figure of age-related failures in failure-to-open mode per thousand similar sluices per year. Crossing the road is dangerous, but unless we assess the likelihood of an accident, we have no idea of whether the risk is acceptable. The document completely fails to show that the sluice should be removed or replaced with smaller sluices. The arguments for the sluice to be there and functioning are as strong now as they were when it was installed in the 1960s. Chippenham, as we know it, has a central bridge over the majestic River Avon. Do we want this river reduced to a babbling brook? It would, like most others, be a babbling brook of variable size, but following a significant period of dry weather, it will be so small that it might even be difficult to paddle a canoe down it. Take as representative the size of the river during a dry spell at Lacock bridge. Please, can we have proper numerate information on which to make an assessment, rather than the useless information provided?

3. River Project 4. The Avon is the jewel of Chippenham. I note that comments are not being requested about the River Green Corridor apart from the given options - such a shame. I support replacing it with an improved weir that addresses some of the environmental concerns (such as fish movement). The reason for supporting this option is because it provides an amenity that was decided as important 60 years ago and is now loved by the residents. It helps with physical health (walking beside it), mental health (calming influence), education (people really like to understand the wildlife), vibrancy (where is the Folk Festival and events, by the river), sport (angling and watersports in particular paddleboarding), and even conversations (people congregate by the river for a chat - to catch up). The option of rewilding is somewhat disingenuous because there is unlikely to be much manmade use of it in this built environment and is much more likely to become a small stream in a big channel in the summer, at the time it is most useful. And the halfway house, of three weirs, is neither one nor the other. If the weirs could be made higher and there was significant funding for remedial work then this might be acceptable as an alternative. Look below the weir - this is what it is likely to be like. It is hardly a tourist hotspot and locals are not using it to any significant extent.

This submission from the Wilts & Berks Canal Trust responds only to the questions on the Chippenham River Project. The Trust strongly supports the maintenance of the river at a level suitable for water sports and boat navigation by retaining a weir in the town centre. Water attracts people. Very many successful and attractive towns feature a river or canal through the centre. Activity on the water will be a draw but just having the opportunity to stroll or cycle alongside, simply sit and observe, or otherwise enjoy the environment brings people to a location. Access to a water environment is seen as a path to improving well-being and an escape from urban stress. Good design and management can create the attraction of water without conflicting with the aim of improving biodiversity. It just means a slightly different environment. An example is the development at Wichelstowe in Swindon where the restored canal is set in a protected green corridor weaving through the new urban developments. The River Green Corridor is already used

at a low level for leisure activities including occasional boat trips. The illustrations provide examples of how this space can be improved in so many ways; improved waterside paths and cycle routes for local and longer distance travel, better frontage development, local attractions such as cafés, children's play space, a smart landing stage for easier access, all accompanied by planting and seating. All together in a joined-up scheme, these features would make the riverside an area to be proud of. There is evidence on a national and local scale that improving rivers and canals for public use provides enormous benefits. The Wilts & Berks Canal Trust has used this evidence to identify £250 million per year benefit to the regional economy from construction of the 70 miles of Wilts & Berks Canal. The Wilts & Berks Canal from Semington to Abingdon via Swindon passes between Chippenham and Calne and has a branch to each town. The original Chippenham branch route has been built over. A new route which links to the River Avon was a feature within an urban expansion scheme proposed some years ago and included providing access on the river towards the existing weir. This Chippenham branch route largely follows the former railway path from the main canal line at Stanley and then diverts northwards to join the river 400m North of the present urban boundary. The branch and the main line of the canal are protected against adverse development by Wiltshire Core Policy 53: Wiltshire's Canals. The Trust is restoring the main line of the Wilts & Berks Canal. Good progress is being made on the length from near Chippenham to Semington where it links with the Kennet & Avon Canal. The restoration helps improve sustainability and combat climate change while creating a substantial blue and green corridor through the county. The construction of the Chippenham branch would bring exciting opportunities to make the river a destination for visitors. The Wilts & Berks Canal Trust is supported by the Wiltshire, Swindon and Oxfordshire Partnership which represents all the local authorities along the line and other organisations. The Trust will be pleased to follow up with a briefing and submit further information on the exciting opportunities for the future of Chippenham.

Thank you for the opportunity to comment on the Chippenham One Plan. Wessex Water is the provider of water and sewerage services to Chippenham. / We would like to express an interest in working with the Lead Local Flood Authority (LLFA) as the One Plan progresses. The One Plan offers opportunities to reduce surface water flood risk and to reduce storm overflows operation. Storm overflows were fitted on older, combined sewers to act as 'relief valves' during heavy rainfall allowing heavily diluted sewage to be released into rivers. More modern drainage is based on a separate system where foul and surface water are not mixed. The surface water is discharged to a watercourse or, where it is permeable enough, into the ground. The foul sewage flows to the water recycling centre for treatment. / Wessex Water are committed to progressively eliminate the discharge of untreated sewage. For example, there is a proposed 2020 - 2025 improvement scheme in Chippenham to construct a new storage tank to deliver improvements at Long Close Combined Overflow (CSO). /The regeneration proposals within the One Plan offer opportunities to remove existing connected surface water to combined sewers to reduce the frequency of operation of CSOs. Reducing the operation of CSOs may bring water quality improvements which would benefit the aspiration within the One Plan to create a Chippenham 'River Green Corridor'. If proposals are taken forward which will result in lower and more variable river levels upstream, through the town centre and public park, this may make our CSO outfall structures more prominent. Wessex Water will need to be kept up to date and involved as options are selected/progressed. /The consultation

identifies that Island Park could be transformed into a 'landscaped pedestrian plaza'. As this area is currently grassed parkland, permeable paving and Sustainable Drainage (SuDs) must be included within the design to avoid urban creep and to avoid increasing surface water run-off. Without sustainable drainage measures in place changing the grassland parkland space into a pedestrian plaza could result in increased surface water flooding. Climate change is likely to increase the intensity of rainfall leading to higher risk of flooding in the future; however, the magnitude and timing of this change is highly uncertain. /Resurfacing Upper Market Place and Town Centre Spaces would offer an opportunity to use a more permeable surface, reducing surface water run-off. The redevelopment of the Bath Road car park and Bridge Centre also present the opportunity to resurface and install sustainable storm management solutions. Where landscape planting is proposed, the use of SuDs trees could be considered as the drainage pits act to attenuate surface water run-off. New Street trees should be located away from existing underground infrastructure as these can be damaged by tree roots and obstruct maintenance. We can provide further details on our sewer and water main protection requirements as the One Plan progresses

2 The river options are very concerning. Replacing the gate with a similar system will provide some flood management both above and below the weir. Any other option will cause potential further extensive flooding downstream (which was mitigated by the weir this winter) plus almost complete loss of water upstream in times of drought. The current situation due to the failure of the weir above Kellaways and the impact upstream of that is a good example of what might happen

3 If either of the non weir replacement options are chosen the river levels will be significantly lower than at present at best and will remove any water based amenity (Sea Scouts, Sailing Club, Chippenham Angling) as there is no guarantee of minimum water levels for any of these activities plus the bank steepness with lower water will make it impossible for most people but particularly disabled citizens to access the water and difficult for young children with their parents/carers, particularly in the Golf Course area.

4 What evidence is there that there is a problem with the ecology now? By changing the river level and flow it will just change the ecology, not necessarily improve and it could get worse with low water levels as many species of plants and fish require a certain depth of water to survive. There is also a potential issue with weed overgrowth if the flow/level is low as there won't be enough volume of water to control it. These issues will be exacerbated in the summer due to lower rainfall.

5 I understand the Hydrology study to establish exact water Summer and Winter water levels at fixed points along the length of the river Avon in question and the resulting width of the remaining river channel has not been completed so how can the public be expected to comment without the full facts. Further the Environmental Impact study required has also not been completed, and is still "Work in Progress"

6 The examples given of how the river is and might look are completely different environments to that of Chippenham plus it is known that the Lyon one failed completely in the first heavy rains

My major interest in the proposals in respect of this project relate to the replacement of the existing weir on the river in Chippenham. I feel any option other than the replacement of the existing weir on a like for like basis (option 1) would be detrimental for the following reasons: 1. The river upstream from the weir provides a variety of depths and widths of the water course and as a result, the river contains a diversity of aquatic life. As an angler, I am aware that the deeper parts of the

river through the golf course, Monkton Park and Island Park contain fish such as Bream and Perch which are suited to deeper, slower flowing water whilst the shallower water further upstream provides a more natural environment for species such as roach and chub. A narrower and shallower river would certainly result in a significant decline in the numbers of Bream and Perch as these fish prefer deeper water. Having fished the river through Chippenham for many years, I believe the river from the weir upstream into the Monkton Park Housing Estate is already a rich ecological environment. E.G. Regular sightings of a variety of wildlife such as kingfishers, dragonflies as well as plant and fish life. 2. The inevitable reduction in water depth will mean greater weed growth in the river which will have an adverse effect on certain plants and fish. I believe parts of the river will mirror that which can be seen below the weir downstream towards Westmead where weed is predominant in many areas. 3. Options 2 and 3 would both result in a significant reduction in the river levels, particularly during the summer months. This will make it more difficult for any water based amenities to be carried out effectively, e.g. angling, sailing, paddle boarding. 4. Chippenham Angling Club have over a number of years installed many fishing stages from the golf course upstream as far as Riverside Drive on the Monkton Park housing estate. Options 2 and 3 will almost certainly render these stages unuseable in their currently locations as they would be too far away from the river for effective use. Although these stages could potentially be relocated, this would be at significant cost and would take time. 5. The current weir presumably provides an element of flood prevention, I am concerned that any solution other than option 1 would compromise the flood risk either upstream or downstream from the existing weir location.

Firstly, having read the Chippenham One Plan, I am at a loss to understand how making a beautiful stretch of river into a possibly turgid stream could be said to be an improvement. To slow and lower the river stream would mean that, in the summer heat in this era of climate change, it could very well end up as a stinking, rubbish-strewn "amenity", like the one already referred to in the suggested strategy./ I am also baffled as to how money could be expected to pay for "amenities", when by the report's own admission, amenities to canoe/kayaking clubs, the Sea Cadets, fishermen and boat trips when festivals are on in River Island/Monkton Park would be TAKEN AWAY, not added!/Paragraph 1 of the "Relationship to the Chippenham Neighbourhood Plan and other strategies" states that "Chippenham will capitalise on its history, location and beautiful surrounding countryside, to maintain itself as an attractive and vibrant riverside market town in which to live, work and for people to visit." This aim seems totally incompatible with the suggestion to remove the weir and allow rewilding of areas before and after the town bridge. If the flow of water is so little that it is impossible for local clubs to utilise the river, how is it going to be a "vibrant riverside market town"?/I would strongly suggest that the funding from central government be used to maintain the river levels, and actually expand the amenities by adding a slipway etc on River Island, if you truly want to improve the amenities, not just waste money on actually achieving a worse result than we already have. A modern weir, with a manual override, as per one suggestion in the project, should protect properties from flooding and actually bring more business to the town, not risk losing the businesses we currently have by creating an area inviting rubbish to be thrown, as it will look as if no-one cares.

Chippenham has an attractive river and parks and there is a concern that lessening the depth of the

river will make it look less attractive and also swans may not be comfortable in a faster flowing river. The swans are a lovely attraction and it would be a disadvantage not to have them in Chippenham..

RiverProject If we are looking at replacing the existing weir then why are we not looking at placing in some energy generation equipment, we have a natural resource in the Avon and while a water wheel and turbine might seem old fashioned surely the long term benefits in terms of energy costs to the town, green credentials of the town if we can generate some or all of our own electricity and could be an architectural point of interest if done right. Noting Michelle is the Science and innovation secretary of state this must be an easy win? Further down the river on the walk from the weir to the bridge by the arc, this is over grown and untidy, which is a shame given the legacy of the childrens stone work and the potential (providing we sort out the flooding) for this to be a lovely river walk. Perhaps a community team of volunteers to sort it and then maintain it going forwards? Wildlife spots and children education points along the walk? In terms of the frontage in the town I am impressed by the designs though this looks as if it requires a major redevelopment? Is this a good use of funds? Similarly I think part of the untidiness sadly is that weatherspoons has the prime spot in town.

2 The river options are very concerning. Replacing the gate with a similar system will provide some flood management both above and below the weir. Any other option will cause potential further extensive flooding downstream (which was mitigated by the weir this winter) plus almost complete loss of water upstream in times of drought. The current situation due to the failure of the weir above Kellaways and the impact upstream of that is a good exmple of what might happen 3 If either of the non weir replacemnt options are chosen the river levels will be significantly lower than at present at best and will remove any water based amenity(Sea Scouts,Sailing Club,Chippenham Angling) as there is no guarantee of minimum water levels for any of these activities plus the bank steepness with lower water will make it impossible for disabled citizens to access the water and difficult for young children with their parents/carers. 4 What evidence is there that there is a problem with the ecology now? By changing the river it will just change, not neccessarily improve and could get worse with low water levels as many species of plants and fish require a certain depth of water to survive. 5 The examples of how the river is and might look are completely different environments to that in Chippenham of plus it is known that the Lyon one failed completely in the first heavy rains 6 Budget. I do not see the plan being a condusive proposition to prospective retailers or leisure companies. High street retail is in decline as people shop online and leisure activities need parking. So therefore the Council will have to find the money out of an already stretched budget which has more immediate needs for expenditure

Here are my comments on the weir, as a town centre resident: I would like to see the existing weir repaired or replaced, in order to maintain the existing water level. The visual attractiveness and recreational value of the existing river level in the Monkton Park area are key elements of the town centre's appeal to residents and visitors alike. The wide, deep river Avon flowing by Monkton Park and its adjoining meadows provides attractive riverside walks and views over the water from several different bridges, as well as enjoyment from fishing and boating opportunities (using a variety of craft) to many people of all ages. Plentiful wildlife along the existing riverbank includes

not only swans and ducks, dragonflies, damselflies, frogs, toads and newts but also regular sightings of kingfishers and otters. A major reduction in the water level caused either by the removal of the existing weir, or indeed by its replacement with the proposed fixed weirs, would have a considerable negative impact on the river's amenity value. The river would be reduced in size to a much shallower stream or ditch, fringed by dense rushes and other vegetation. It would be rendered unsuitable for many of the current recreational activities, and would no longer form a compelling visual element in the town's Park landscape.

I wish to object to the action scheme to lower the level and flow of the River Avon at Chippenham. For the past 7 years we have made many visits to this stretch of water with our canoe and also with our Steam Launch. In our opinion this is one of the most attractive and unique stretches of navigable water in the UK. Please do nothing that may spoil this in the future.

1a. The River Green Corridor We consider that Chippenham would benefit greatly from improvements to the weir. This is a topic that was addressed thoughtfully and carefully by the Chippenham Neighbourhood Plan, and we consider that it should be Chippenham's "number two priority". However, we feel that stakeholders need more information on the impact of the relevant options posed by the Chippenham One Plan. It is important that stakeholders have a thorough understanding of how the different options will affect the environment. In our view, the goal of any improvement works should be to increase the flow and ecological value of the river without significantly reducing water levels (which are crucial for upstream amenity and recreational value). If this could be achieved via a series of small weirs, we would suggest that the weirs be constructed immediately to the east of Town Bridge. This positioning has a number of advantages: □ Well-designed weirs could provide an attractive point-of-interest for the town, easily viewable from Town Bridge. See Pulteney Weir in Bath (photo below for reference). □ A new, stepped landscaped area between Town Bridge and Island Park would provide additional public space to enjoy the river and weir, as well as solving the current issues with the unsightly riverbank and rats. See Granary Square steps in King's Cross, London (photo below for reference). Pulteney Weir in Bath Granary Square steps in King's Cross, London

In relation to question 1) the weir - I feel the level of the river should be retained as much as possible as it brings real aesthetic value and character to our town. Lowering the level dramatically will remove the opportunities for recreational use of the river eg: the sailing club, paddle boarding, wild swimming and fishing and will hugely change the look and feel of the area which I think would be damaging to the town. This would also be more evident in the summer when the river drops even lower due to having longer dry spells and less rain. The weir should be replaced with something that is more aesthetically pleasing, with a nice bridge for pedestrians to cross maintaining access to both sides of the river and with the capacity to produce power via hydroelectricity. This could be done with a similar type weir or potentially a series of smaller weirs. I have been told that previous studies show that the flow of the river in Chippenham is not strong enough, but those surveys should be reviewed. When were they carried out? We need to have an updated survey as technology has developed considerably in recent years and even a small river can produce a considerable amount of energy with the correct set up. The Department of

Energy website <https://www.energy.gov/energysaver/microhydropower-systems> even suggests that a micro-hydropower system can produce up to 100kw. 'A 10-kilowatt micro-hydropower system generally can provide enough power for a large home, a small resort, or a hobby farm.' So a 100kw system would be beneficial. A series of smaller weirs with a micro-hydropower system could be a really attractive and environmentally positive addition to the town and a real educational opportunity for local schools to learn about sustainable energy. Especially if there are places nearby actually showing what the power generated from the river is being used to run. With us having to become more reliant on sustainable energy, even a small amount of power being generated by the river would be a really positive thing.

With respect to the weir, club members opinions are mixed. Many would like a series of smaller weirs but some are concerned by the loss of water depth close to the club. The webinar slides suggest a loss of depth of about 1 meter if there are 3 small rock weirs, we feel that this is a significant drop & would heavily impact club activities. We wondered is more small weirs spread over a longer distance, or a combination of small rock weirs & a modestly sized concrete weir might be a means of striking a happy medium between naturalization of the river & maintaining a reasonable river depth for amenity usage.

Chippenham Sailing and Canoeing Club (CSCC) has been running since 1959, as mentioned in the articles accessed via the links included the river levels have already reduced significantly in this time. In addition the river width has reduced and the height of the shrubs on the banks have grown to a height where it is no longer possible to sail from the club (CSCC) which has made us debate if we should now consider a name change as we can no longer offer sailing. The presentation discusses 3 options, option 1 replace as is, option 2 would dramatically reduce river levels and option 3 which is being proposed as a 'compromise' would reduce the river level by approx. 1 meter around the area of the club (CSCC) but in much of the area surrounding the club the river is less than or barely 1m deep. If the water levels are reduced this dramatically it would mean the end of the club (CSCC) and as far as we can see would mean that the percentage area of the river that could be paddled on (canoe, kayak or paddle board) would be minimal. If, as some discussions we have heard suggest, the paddling activity on the river were to be increased to make it more accessible to more people the reduced paddling area would likely lead to congestion and some very significant safety concerns about novice paddlers trying to negotiate around each other. As a long standing user of the river we really try to respect other users (human and animal) and we try and look after the environment that we love by carrying out regular organised river litter picks but in addition most of our members will pick up any rubbish they see in the river every time they are on the water. So many people rely on paddling as their mental reset, to unwind, connect with nature, partake in a sport that doesn't rely on physical fitness and that overall improves peoples wellbeing, it is also an opportunity to educate each and every member on looking after our surroundings, them looking after their own wellbeing and importantly about the safety of being a river user. .It would appear that options 2 and 3 would take this away from all of our members and guests, if paddling remained possible the increased stress from the congestion caused by the increased water traffic on a greatly reduced area would likely negate any positive impact it would have for individuals. <https://www.gazetteandherald.co.uk/news/4237012.chippenhams-club-sails->

into-a-half-century/ <https://www.gazetteandherald.co.uk/news/headlines/nostalgia/4256018.fun-a-float-in-chippenham-for-50-years/>

If the water level at the Canoe club is reduced by a meter this would render most of the river unsuitable for paddling, a great deal of the river is already less than 1m deep. It doesn't seem viable if you want any form of water activity on the river.

YES to removing the radial gate and replacing it with a micro Hydroelectric Plant with a good fish run. It will be a tourist attraction, hold back the head of water for leisure and provide for nature.

Don't take the river gate out, but replace it with a better one, the river will be a mere trickle if you do!!!!!! .even with weir's put in, you will cause massive depth loss throughout Chippenham and further up the river, will be so sad ☹

Maintain the river level without removing the control structures

The river is a great asset and this will be destroyed if the weir is removed. I don't want to see muddy river banks during the summer when flows are low. There is plenty of the more wilder areas for wildlife, etc outside the centre area.

Leaving the weir where it is, otherwise it will negatively impact the river and its users downstream.

It's hard to comment on the weir without a deeper understanding of the nuances of each option, but I would prefer an option that prioritises wildlife and the environment, even if it means the water level will change. Fish migration and spawning is important and I don't think deep stagnant water is good for wildlife diversity. Yes I'd like more opportunities for watersport and recreation along the river but not at the expense of the environment.

In my opinion -the consultation with regards to the radial gate in Chippenham with the Environment Agency has been long in rhetoric and short of substance. The town options presented that include the need to lower the river options one and two will need a far more detailed study. This to avoid irreversible damage to the environment and the destruction of Chippenham's main asset - the River Avon. I believe that the best option would be to upgrade the existing structure using the new technology that exists, at the same time possibly incorporating a Hydro Electric element to mediate the costs. I understand that this might not be the most cost effective solution from the Environmental Agency perspective, hence their insistence on promoting schemes one and two.

The River Plan. Before anything goes ahead the failure of the radial gate 2 up stream will show what will happen if the radial gate is not kept, if it is not beyond economic repair, why remove (??) it. Plans 2 & 3 will affect the Sailing Club, Chippenham Angling club established 1894 and the growing number of paddle boarders, the other 2 organisations, who both work for the youth of Chippenham are the Sea Cadets and Sea Scouts. I have been a resident of Chippenham for 76 years.

I DO NOT like ANY of the 3 options about the Radial Gate and am very disappointed that you have only offered those suggestions! The idea of lowering the water level is absolutely awful and would have a detrimental effect on so many activities, including: the Sailing and Canoeing Club, the occasional pleasure boat trips run by organisations such as the Wilts and Berks Canal Trust, local fishermen and townsfolk wishing to relax on the green spaces along the river.

2. Not sure about the sluice gate, the present one is ugly and one idea is to replace it with a mini hydro to control the river level and generate some electricity during wet seasons. That would maintain the lovely wide river under the town bridge, and enable the sailing club, canoeing, boat trips, river festival etc to continue. If not, then a compromise of smaller weirs to enable the river level to drop but not too much and enable some water activities to take place, but also give more access to the river.

Whatever option is adopted it should preserve the community asset for sailors, paddle boarders, canoeists, anglers, Sea Cadets, Wilts & Berks Canal Trust boat trips for fund raising!

I have just read the Chippenham One Plan Consultation. The arguments presented for the removal of the radial gate sluice in Chippenham are simply not valid. Take a parallel. Cars pollute. Cars are dangerous. Cars are expensive to maintain. Cars break down. Cars have a limited life and are expensive to replace. So let's do away with all cars. That is the standard of the logic that has been applied. The sluice had a design life. Design life is not a criterion. If Tower Bridge can continue, then Chippenham Sluice can continue. Of course there are costs involved. When a structure approaches its design life, it is normal that a reassessment is made based upon updated information. So, has a survey been done of its condition, and its fitness to continue in use, with or without major work being carried out? There are literally tens of thousands – probably hundreds of thousands – of radial gate sluices around the world. They have been around since the 19th century. The document states: 'The sluice gate was installed in the 1960s at a similar time to several other similar structures on the River Avon, some of which have recently failed partly due to their age.' Why limit the sample to those on the River Avon – failures of similar sluices on other rivers are just as relevant? The only failures that are relevant are those that: 1. Are age related, 2. And are in a failure-to-open mode, 3. And are relevant to the specific design of the Chippenham sluice. How many of these have there been? Let's have a proper assessment of the likelihood of an age-related failure specifically in the 'failure to open' category, and relevant to the Chippenham design. The statement quoted above does not constitute valid evidence for anything. To constitute valid evidence of the risk presented by the Chippenham sluice, a study would have to come up with a figure of age-related failures in failure-to-open mode per thousand similar sluices per year. Crossing the road is dangerous, but unless we assess the likelihood of an accident, we have no idea of whether the risk is acceptable. The document completely fails to show that the sluice should be removed or replaced with smaller sluices. The arguments for the sluice to be there and functioning are as strong now as they were when it was installed in the 1960s. Chippenham, as we know it, has a central bridge over the majestic River Avon. Do we want this river reduced to a babbling brook? It would, like most others, be a babbling brook of variable size, but following a significant period of dry weather, it will be so small that it might even be difficult to paddle a canoe down it. Take as representative the size

of the river during a dry spell at Lacock bridge. Please, can we have proper numerate information on which to make an assessment, rather than the useless information provided?

Improving the weir and the town's connection to the river. Improvements should preserve the river's water levels, which are crucial for upstream amenity and recreational value, but increase the flow and ecological value of the river. The riverbank immediately to the east of Town Bridge should be landscaped (along with the installation of small weirs, provided this has a minimal effect on water levels) which would enhance the existing amenity value of Island Park

More information is needed about the options for removing or replacing the weir. We naturally support efforts to improve the quality of the river, but the consequences of reduced water levels need to be carefully understood.

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I like the ideas proposed but also suggest that a hydro generating plant is included like on the River Frome. This would give some green support to the scheme and if you are replacing the weir, why not?

The river levels below the Radial Gate vary depending on how much water comes through it, but those areas down-river are already clogged by weeds and reeds and have become very over-grown. If one of the options that reduces the level of water in the town centre is chosen, I believe it will not be long before the centre of the town looks similar.

I very much like the suggestion of shops fronting onto the river and definitely of having a pedestrianised area next to the river, but that would work so much better with the present water level. To drop the level of the river by anything between 0.5m and 2.0m would be a huge step backwards. With the river level so far below the present level there would be no point in making it a feature of the town centre.

I welcome the desire to improve the town centre, but please do not allow the river to simply turn into a babbling brook!

With my chairty chair hat on I need to see the gates either replaced as is or with weirs, option 2 will mean the end of all our waterborne activities as the water level will be too low where our unit is based. The number of children joining our organisation has doubled in the last year which shows you that the demand is there and is steadily increasing, please don't kill or charity the kids want and need it in todays world. We are a safe place for kids to escape to and we have been on the river in Chippenham since 1948!

The weir needs to be replaced with something that will: a) maintain sufficient water levels upstream to allow the amenity value to continue b) address the mess that exists down stream - the footpath under the bridge is unusable for much of the year and the entire area needs improving in order to provide a pleasant walk and cycle route to Westmead open space and the Arc.

No option has been offered for a small / micro hydro electric scheme - something local residents are interested in and which would provide a clear statement about the town's commitment to reducing use of fossil fuels as well as an engaging educational exhibition about rivers, hydro etc

We support efforts to improve the health of the river, including by improving or replacing the weir. However, we would be concerned about any major reduction in water levels, because this could have a negative impact on people's ability to enjoy and use the river and for it to feel a part of the town. We would like to see more information about the possibilities in this area.

Isn't there another option of keeping the water level up before the sailing club, through the countryside and still allowing the best for nature and river users?

Water quality in the river must be improved.

Archimedes screw turbine powering water feature and lighting for river walk along new retail area

Assuming the EA are in control of the radial gate, it will be a long time before they have the finance to replace it. Bath has been waiting for the go ahead for a long long time and they would come first surely. Embrace what we have and concentrate on making it and the area surrounding more attractive. If that can't be done on the car park side, work on the opposite bank which is just a green wilderness now.

Weirs are better if constructed to add beauty as a feature (see Thames and Avon elsewhere).

Having met with the environment agency myself and discussed this at length, if any plan to take out the radial gate wins over, there will be no river to associate the scheme with. There will also be a total loss of river leisure amenity.

Renaturalising the riverscape sounds like green washing. There is plenty of "Wild" river up and down stream, that due to low maintenance is not great for wildlife. The quality of the River is more dependent of the abuse from pollution than the river level. And how could re-naturalising prevent flooding?

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I think your information about the gate/weir is not correct, my research and information tells me it is for stopping flooding the high street it would be a disaster if we go back to the days of flooding if it gets removed.

The Weir could be generating 75kw of power

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Preserve the height of the river either by replacing the weir or by some other fancy scheme you mention.

Whatever option is adopted it should preserve the community asset for sailors, paddle boarders, canoeists, anglers, Sea Cadets, Wilts & Berks Canal Trust boat trips for fund raising!

I have just read the Chippenham One Plan Consultation. The arguments presented for the removal of the radial gate sluice in Chippenham are simply not valid. Take a parallel. Cars pollute. Cars are dangerous. Cars are expensive to maintain. Cars break down. Cars have a limited life and are expensive to replace. So let's do away with all cars. That is the standard of the logic that has been applied. The sluice had a design life. Design life is not a criterion. If Tower Bridge can continue, then Chippenham Sluice can continue. Of course there are costs involved. When a structure approaches its design life, it is normal that a reassessment is made based upon updated

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Green Spaces/Planting/Landscaping/Fountains/Places to sit/Community Space (98)

More green spaces and spaces to sit down. More 'beer gardens' (but not related to alcohol consumption) in the summer..

Pleasant areas to sit - more seats -

Utilise space as much as possible for green spaces. Thinking like Compton Basse.

More green spaces, picnic areas; more seating

More outdoor seating; planters/flowers;

Provision for more seating outside coffeeshops, restaruants etc with possible pavement widening to facilitate this; more greenery

Clean the pavements *Stop planting annuals in needless places, which require maintenance. Use garden designers with the vision to create public spaces which truly enhance and elevate spaces, rather than planting multi coloured annuals in planters which require too much seasonal maintenance. Make the whole area look more sophisticated and beautiful, we have the bones of something which could look so, so much better. Beauty nourishes us and enriches our day to day, Chippenham could be far more attractive currently, even before embarking on latest plans

More green spaces

Greener, more upmarket making people Want to spend time there.

Lack of trees.

More pleasant seating areas, eating outside space, more and more hubs for people to meet etc

More seating in the shade; If shops are going to put seats and tables outside for Bistro living they should be standardised,not just a hodge-podge.

Lots more planting of trees in the high street/town centre area. Allow restaurants/bars in the town centre to provider outdoor seating for their customers on pavements.

Create a corridor of trees along the streets to make it more attractive, provide shade and cooling in the extreme hot weather, support biodiversity, reduce air pollution and carbon emissions

More green areas to keep us healthy

. Additional green space

more greenery in the centre

More planting and seating areas

Make greener, seating areas

More green

More pavement seating

Improve flowers on the town

More green spaces, more pedestrian areas, more places to sit and socialise.

More trees (for cooling and pleasant surroundings), better landscaping.

More green spaces

additional seating

More greenery and seating

more trees and green space and fountains to improve the attractiveness of the Town

better green spaces, ,

Seating

plant more trees, more open spaces

Greener spaces

More mature and planting and seating areas sound good

more green spaces

Seating

More green landscaping

more enjoyable/relaxing social spaces within the town/along the river not just in Monkton park.

More green spaces in the town centre

More benches

protect green spaces

more green areas making it a nicer more eco space to be in

more greenery.

It would be nice to have more trees/nature

more green, nature space

more green

More plants and flower displays

. Please can verges be planted with wild flowers and left alone to help biodiversity.

. Market Place - more plants/seating/more of a permanent pop up park.

Outside seating for cafes and restaurants

More trees in the town centre

Keep green spaces

Green spaces need to be enhanced. We need to plant wildflowers wherever possible to help insect populations, this will in turn attract more wildlife to the town.

Chippenham is already a beautiful green town, please invest in caring for the nature we have, employing genuinely skilled people to maintain our green spaces and increasing wild spaces and areas for nature

Make the most of green spaces.

More benches definitely needed in Monkton Park.

Enhancing the town centre space. Frankly I would stop all cars totally. They don't need to go up there. Then (with awareness for emergency vehicle access) you could have some really good and seating and plant life not just the odd bench here and there I think the planting pods are nice but we could make more of this and I think some trees would be a perfect addition.

Plant some trees so approach to Chippenham is attractive and reduce noise and pollution.

Green spaces

More seating on pedestrianised areas and way into town

Could more be done to enhance the Railway Arches area with planting schemes?

More seats, planting

More seating

Creations and enhancement of green spaces

More places to sit in the lower market place where the buttercross is and in Monkton park please!

More greenery

More street trees and soft landscaping

Preserve and enhance green spaces for wellbeing of those who live and work in Chippenham and aid wildlife. Community orchard, wildflower planting would help nature, mental health and have

positive environmental impacts. Avoid commercialisation and hard landscaping of existing green spaces

More places to sit freely to enjoy lunch without being in a coffee shop, more benches on the river side

Green spaces to sit down

We need to cherish the green spaces. Stop cutting down all the hedges and trees and concreting over the grass!

Seating

More plants and trees

Over all I think more green with planters, small trees etc.

More greenery to make Town more inviting and areas to sit and enjoy it.

Leave some grass areas to be wild.

I think the town needs to be more green

Green areas

More green spaces and spaces to sit down. More 'beer gardens' (but not related to alcohol consumption) in the summer..

Pleasant areas to sit - more seats -

Utilise space as much as possible for green spaces. Thinking like Compton Basse.

More green spaces, picnic areas; more seating

More outdoor seating; planters/flowers;

Provision for more seating outside coffeeshops, restaruants etc with possible pavement widening to facilitate this; more greenery

Clean the pavements *Stop planting annuals in needless places, which require maintenance. Use garden designers with the vision to create public spaces which truly enhance and elevate spaces, rather than planting multi coloured annuals in planters which require too much seasonal maintenance. Make the whole area look more sophisticated and beautiful, we have the bones of something which could look so, so much better. Beauty nourishes us and enriches our day to day, Chippenham could be far more attractive currently, even before embarking on latest plans

More green spaces

Greener, more upmarket making people Want to spend time there.

Lack of trees.

More pleasant seating areas, eating outside space, more and more hubs for people to meet etc

More seating in the shade; If shops are going to put seats and tables outside for Bistro living they should be standardised, not just a hodge-podge.

Lots more planting of trees in the high street/town centre area. Allow restaurants/bars in the town centre to provide outdoor seating for their customers on pavements.

Create a corridor of trees along the streets to make it more attractive, provide shade and cooling in the extreme hot weather, support biodiversity, reduce air pollution and carbon emissions

More green areas to keep us healthy

Additional green space

more greenery in the centre

More planting and seating areas

Make greener, seating areas

More landscaping and benches etc in central pedestrianised zone

Prioritising pedestrians (42)

pedestrians prioritised

HIGH STREET SHOULD BE FULLY PEDESTRIANISED TOTALLY EVERY DAY AND NOT OPENED AT ALL

Pedestrianise the bridge

More pedestrianised

"Yes" to making the town more pleasant for walking,

Pedestrianised centre.

it's about time Chippenham High Street was permanently pedestrianised 24 hours per day

pedestrianise new road (from the bottom of station hill) all the way to the roundabout by the job centre.

fully pedestrianised High Street,

Make Chippenham High Street a pedestrian only zone - don't allow cars in the evening.

Close the high street to vehicles all day and night

Pedestrianise the High Street 24/7. It's a dangerous rat run in the evenings.

Upper Market Place We strongly agree that Upper Market Place should be redesigned to make it easier and more pleasant for pedestrians. Propose the following: Notes: (1) New car-free pedestrianised and/or greenspace replaces the area around the Buttercross, the War Memorial, and both approaches to the church from Market Place. (2) Lord's Lane to be made a No Through Road. (3) Traffic reduction measures on Timber Street and adjacent stretch of Market Place, such as restricting to buses only. (4) Following the above measures, the two roundabouts at St Mary St and Market Place should be reassessed - a reduced traffic flow might create opportunities to reduce the footprint of the (currently oversized) roundabouts in favour of additional greenspace.

The council should make it easier for pedestrians to walk around the town. We agree this should be achieved by reducing the dominance of cars throughout the town, including at Upper Market Place. The presence of cars in these areas should be discouraged, including by removing on-street parking for those who should be using the main car parks

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The town centre needs to be pedestrianised as much as possible.

just make the high street for people only, easier and safer for shopping

Traffic free at all times deliveries excepted

Stop traffic coming through the town via the Causeway and pedestrianise it; pedestrianise new road up to junction with Station Road and down to the Ivy roundabout

Pedstrianise the town centre

Stop cyclists (which are not permitted to do anything) cycling down the High Street.

We support efforts to make the town more pedestrian-friendly. We agree that this can be achieved by reducing the dominance of cars, developing new pedestrian routes/zones in the town, and replacing the patchwork of small parking areas in the town centre with greenspace (since there are already a number of major car parks).

Pedestrianise the whole Market Place between the Museum, former Bear, war memorial and in front of Yield Hall. BUT WHERE WOULD TRAFFIC GO TO EMERY FATE CAR PARK?

Fully pedestrianised High Street.

Provide more pedestrian access through town

Parking should not be allowed at all between the museum and Barclays - purely pedestrian with

seating and planting. High Street should be pedestrian all the time no cars at any time of day.

I recognise that without some form of Eastern/South by pass it will make getting through traffic out of the centre almost imposible but pedestrian areas should be aspired to.

Any chance to extend pedestrian/mixed use area should be taken.

I think the market place would be improved by banning cars completely not just during working hours.

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Pedestrian friendly town centre

If Monkton Park had another entrance/exit than my answer to pedestrianized area further towards new road would be yes, however with only one route in and out, making the roads more restricted would be a nightmare for MP residents.

pedestrians prioritised

HIGH STREET SHOULD BE FULLY PEDESTRIANISED TOTALLY EVERY DAY AND NOT OPENED AT ALL

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pedestrianise new road (from the bottom of station hill) all the way to the roundabout by the job centre.

Pedestrianise where ever possible whilst still retaining disabled parking options in town.

Potholes/Re-Paving/Road Surfaces/Pavements (43)

Pot holes!

Fix potholes and repair pavements.

Re-paving - whole town centre needs re-paving, slabs are so dangerous, numerous elderly people fall over daily and injure themselves - ambulances are sent out. Never fixed when reported;
Potholes have got out of hand on roads

Best enhancements would be to replace all pavement and road surfaces and look again at more lowered curbs for wheel chair, pram/pushchair users and those visually impaired.

Repairs to pavement surface (i.e. around Butter Cross)

The pavements are quite a disgrace and are a patchwork of stone, concrete and tarmac. Have some pride, replace the tarmac with quality stone, make it harder for lorries to drive over them.

clean pavements

PAVEMENTS ARE SHOCKING / DANGEROUS

Controlled repair of pavements to maintain conservation style of surface (No concrete or tarmac)

clean up pavements

Repave all the high Street

Surfaces of roads

Fix the potholes

Start with pot holes! Get the little stuff right and you'd be trusted with more.

pot holes in the roads need to be fixed its been years and they are dangerous

Condition of all roads and pavements

Pot holes

Repair the roads

Resurface roundabout by the town bridge

Fix potholes properly

Overhaul of all the paving stones

Repair existing paving

Pot holes are awful

The condition of the tarmac roads

Quality of roads and pavements

Better pavements

Changing surface materials is a good idea, the pavements are in a terrible state but there would be little point if people are walking past congested traffic

Repair of road surfaces fit for cyclists. Examples include the Causeway roundabout and Bath Road from the Bridge Centre gyratory. Also Bumpers Way

Other towns have beautiful paving (Malmesbury, Corsham)

From my own personal view I think it would be more cost effective to make the footpaths in Chippenham a lot safer than they are now. In the two years I've lived in Chippenham, the pavements have got worse, especially at the top of the High Street, from The Angel down 'Savers' The footpath by 'The Flying Monk' looks as if it's going to collapse at anytime! The 'service' covers in the High Street and Borough Parade, are either above or below the footpaths! The High Street is just one big accident waiting to happen!! I use a four wheeled rollator to walk with, I invariably walk in the road to avoid having an accident, but even that can be dangerous at times, with the electric mobility scooters and electric scooters going at speed!! I await in anticipation for your reply.

Enhance Union Road - pavements not wide enough

Repair uneven pavements

Fix all the broken paving! I've seen people trip and fall, they are so dangerous!

clean up pavements

Repave all the high Street

Surfaces of roads

Fix the potholes

Start with pot holes! Get the little stuff right and you'd be trusted with more.

pot holes in the roads need to be fixed its been years and they are dangerous

Condition of all roads and pavements

Pot holes

The road by the Rivo lounge needs repairing, where the mini roundabout is. It's been in disrepair for years and is horrible to drive over

More Leisure Activities (77)

I think chippenham would benefit from more leisure activities. Progress is being made, with the escape rooms, wine monkey bar, more gyms but it would be great to have more restaurants, more bars and more battle bars

More leisure activities for all ages are vital

Need a better Leisure and social offering

Better infrastructure, events, and activities. Permanent performance space for summer.

more independent leisure options

More leisure, more culture

Art gallery

Bring back Chippenham Lido

Leisure eg Bowling Alley, attract people but not to cause problems such as skate parks or night clubs (alcohol & drugs)

Re-invest in culture and leisure, public facilities (for events that bring people in)

The key is to extend the dwell time of visitors to the town centre. This means improve the leisure offer

open air pool

We need an open air swimming pool

More leisure activities E.g bowling alley etc.

Reintroduce the lido

Outdoor pool

Restore open swimming pool in Monkton Park

More leisure

more leisure spaces for all ages to attract a wider range of people into town

More leisure activities are desperately needed in the town. If these were made available in the town centre, general footfall / visitor numbers will be increased.

an outdoor gym in Monkton Park

We need to use the old Wiltshire college for Theatre, it's a big building there!

make there more things to do in town. Bowling, more activities not just that skatepark that floods every other week

Better quality leisure opportunities

Attract and retain other amenities

Greater selection of leisure activities, especially for the daytime

Somewhere for people to hang out that isn't a pub.

More places to socialise for adults

more leisure facilities

Much better leisure facilities

more leisure such as bowling, restaurants, cinema etc

more leisure activities

More leisure.

Better leisure

bring in leisure facilities that are fit for purpose

the leisure economy could be massively improved

Town should be enhanced with leisure facilities

More entertainment and leisure creating an environment that residents would choose to enjoy both inside and outside. Something that is unique and builds on the character of the town, rather than being the same as other local Towns and cities.

More leisure options in the town centre in the evening

More leisure/cultural options

More leisure activities are required

Focusing on leisure, lifestyle is key I believe. I would like to see more leisure opportunities.

The plan is not a conducive proposition to entice prospective leisure companies

Attractiveness of leisure options

use space under arches for leisure

I do not see the plan being a conducive proposition to prospective leisure companies

Leisure issues

More leisure facilities or spaces, there's only so many coffees I can go for!

There needs to be decent investment in leisure and amenities to keep the people of Chippenham in Chippenham as opposed to going elsewhere for entertainment.

More Recreational activities

Build a competition standard swimming pool with free parking

An all weather half pipe for skateboards

Good community and leisure facilities suitable for all ages and abilities is needed with options for outdoor and indoor enjoyment. A workshop space similar to the Court Street Gallery in Trowbridge would be fantastic and would help to replace the leisure courses which used to be offered by Chippenham College. An outdoor gym would also be great!

More recreational facilities.

Exhibitions of interest/outdoor theatre

Rejuvenate sports and leisure (outdoor pool?)

I would like some outdoor exercise equipment similar to what is in Castle Park in Calne please. This could easily be put in maybe above the path between the crazy golf and the kids play area in Monkton Park.

Outdoor pool

More fun events such as food festivals etc

More leisure activities for all ages are vital

Need a better Leisure and social offering

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open air pool

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Reintroduce the lido

Outdoor pool

Make water sports more accessible

Heritage/Design/Architecture/Shopfronts (50)

Need to make more of heritage. Why can't Chippenham be more like Marlborough?

Enhancing our few remaining beautiful heritage buildings

Re-establishing the original frontages of shop buildings would help overall feel of town and give sense of the old building we have - currently you have to look up to see them.

Shop fronts/buildings should be made to be in keeping with our historical market town

Shopping Centre looks tired and doesn't fit in with the historic buildings in Chippenham.

make more of the architecture and historic buildings

restore the heritage back to the town center

Making more of Chippenhams heritage sounds very positive as it's all very hidden at the top of town and surrounded by cars.

Poor standard of architecture, lack of respect for heritage buildings on the high street and on St Mary Street

All the old 60s concrete buildings/bridge redesigned to be in keeping with historic buildings.

Although so much fantastic work has been done so far, I think the centre of Chippenham is wasted potential. The river location is stunning and and few of the modern architectural solutions are designs we can be proud of. The most beautiful buildings in Chippenham are the old ones (St Mary's Street, church, Buttercross, Town hall etc) and if I could I would rip out everything built from 1960s onwards and start again! Even the relatively 'new' council building overlooking the river isn't that different from the one that was knocked down. I'd like to see more inspirational design like some of the towns built by the Duchy of Cornwall. I'm slightly biased as I follow architect Ben Penreath's work as we were at university together. While traditional, I like his approach to gaining a feel for the environment first and coming up with a solution that works in harmony with nature and local history. The Emery Gate and Borough Parades were wasted opportunities, given the proximity to the river. It's vital to get the design right so people feel proud to live in Chippenham and visitors are attracted to the area. People come from all over the world to visit Castle Combe, Lacock and Bath? Why don't they come to Chippenham? It's not rocket science!

Use of female led design teams to understand the use of spaces from a different perspective - see

Barcelona super blocks approach.

Not enough attention given to glorious buildings

Get rid of the AWFUL concrete 1960s buildings & get Architects to re-design the area, make this PRIORITY bring some beauty to otherwise SAD town.

More traditional looking buildings

Make more of the heritage buildings

Make use of the old buildings that we have got, they are our history. When I think of all the lovely old buildings we had all just knocked down it breaks my heart. Chippenham was a thriving market town.

The lack of cohesion with colours, styles etc in the high st does not add to making the town look nice

More shop fronts

Maintaining the frontages of the old attractive buildings and not allowing inappropriate additions to the town centre.

The buildings need updating and restoring

Preserving and enhancing the special historic character of the town centre by improving shopfronts and emphasising the town's heritage assets. This should include encouraging or requiring shopfronts to adhere to a common design, creating an attractive and cohesive visual identity for the town.

Rather than building new modern commercial units when historic units stand empty, focus regeneration efforts on preserving and enhancing the special historic character of the current town centre by improving shopfronts and emphasising the town's heritage assets. For example, shopfronts could be encouraged or required to adhere to a common design creating an attractive and cohesive visual identity for the town's commercial units. See Victoria Quarter, in Leeds, and Bicester Village, Oxfordshire (photos below for reference). This is another area that was covered carefully by the Chippenham Neighbourhood Plan. We suggest that improving the aesthetics of the town be considered Chippenham's "number one priority" and that the redevelopment of Island Park should be deprioritised completely. Victoria Quarter, in Leeds, where the uniform, design-led visual identity of the shopfronts has a dramatic impact and gives an appealing and attractive feel. Bicester Village, Oxfordshire, where the cohesive use of natural colours and materials, along with plenty of planting, creates an inviting, premium feel.

The town's attractive buildings/heritage assets should be free from current poor quality and incongruous shop frontages For signage, see Dulwich Village, London

Reversal of the destruction of the historic appearance of the town from the 1960s to 2000s

Signage to look heritage, inc. shop fronts.

Refuse permission for inappropriate signs in beautiful, historic areas e.g. Star Nail Bar and betting shops in the Market Place

Thank you for consulting Historic England on what is a welcome initiative to complement the Neighbourhood Plan; enhancing the experience of historic Chippenham, promoting civic pride and supporting a thriving local economy. We assume the Council's heritage and design specialists have, and will continue to be available to help inform your work. Our advice, set out in Streets for All, will also help your commissioned designers to optimise opportunities for improvements and to help ensure new work is sensitively delivered. Hopefully the relevant Historic England webpages, Streets For All advice and case studies in Halifax, Lincoln, Shrewsbury and Bury St Edmunds can also inspire and provide practical advice. We wish you well in your endeavours.

Much of the town's central architecture is historic and high quality, but hidden by ugly, garish, modern shop fronts. This creates visual clutter. Encouraging a traditional, standardised design for the town would create a cohesive town character.

Control shop frontages: we still have lovely Bath stone buildings which should be cherished and make the town attractive, thereby giving visitors a reason to come into Chippenham; why allow lurid colours to be painted on the stones, or camouflage on glass frontages; this is not seen in Bath, Bradford on Avon, Corsham, Malmesbury, Cirencester, which are all towns more attractive than Chippenham. It makes the town look tacky

Bad decisions were made in the past [demolition of high street buildings ie present library, Poundland and Superdrug, old town bridge, town mill etc] and continue to be made regarding despoiling of existing buildings, one former business painted the stone bright pink for example, the new axe throwing place has a horrid exterior. Visitors like to look at historic architecture and independent shops, We should maintain and celebrate all historic buildings.

The front of the shops along New Road from the Bridge (Rivo Cafe) to Station Hill are an eyesore - dilapidated, in need of repainting and repairing.

Refurbish existing beautiful buildings in the town and develop new areas sympathetically and cohesively. Utilise experts in town planning and development along with locals like Artel and key local businesses. Get decent marketeers on board early.

New construction needs to be of a high standard of modern design avoiding pastiche

The arches are the gateway to Chippenham Town centre and as such should be more aesthetically pleasing. The brick work is old and ugly, with a mixture of red, black and Bath stone brick.

Employ a town designer to come up with some good ideas.

No garish colours on shop front, more muted heritage colours

Better shop fronts

Need to make more of heritage. Why can't Chippenham be more like Marlborough?

Enhancing our few remaining beautiful heritage buildings

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need existing shops to smarten up frontages, some of them are so shabby.

More attractive town centre; clean, tidy, looking loved; visual appeal/ wheelie and rubbish bins; public art and signage (99)

A more attractive town centre - currently looks dated and sad.

It's really unattractive.

Keeping the area clean, tidy and looking loved!.. Removal of the eyesore that is the block of houses just behind Superdrug..

Facelift for some uglier buildings

more characterful,

Area by the railway bridge looks a mess and needs some landscaping, paths look dirty, signage of shops is not in keeping with conversation area

The key is to extend the dwell time of visitors to the town centre. This means an enhancement of the visual appeal

sorting out the wheelie and rubbish bins

Better street cleaning,

Make the Town centre more attractive along New Road towards Town Centre, Shop signage is ugly when viewed from Viaduct bridge.

A general brightening up would be great, town can feel quite bland

General maintenance and improving the look of the town centre

A good clean of all the the facades of the high street buildings to bring them back to how they looked when built in the pre motor car age.

The shops are often untidy outside, litter is a problem

Improve cleaning, never see anyone doing cleanup of high st or surrounding areas

Clean, clean, clean - at the moment it is grubby and sometimes very dirty - not attractive at all. shop owners should make an effort to clean their frontage

Up keep and presentation

Keep it clean.

General tidying up, it looks a mess.

bins emptied regularly

keeping the centre clean

empty bins

litter, dogs' litter

More bins

Litter

Tidying up what we already have.. High street is dirty. Cleaner car parks.

Pavements need to be cleaned / paint removed.

better recycling and bin facilities

Burger Van - filthy pavements - clearing of litter - cans and rubbish

The Town just looks do tired so a complete freshen up

Keeping it clean!!

cleaner streets on approach into town via railway bridge.

Anything to make it generally more attractive

cigarette butts and vomit outside public houses, and residents leaving wheelie bins out all the time and not getting them in

cleanliness,

More cleaning

More rubbish bins, especially near takeaway/food shops. More bins are needed in the park too, maybe of a design to keep squirrels from raiding them!

Litter management

Investment in more rubbish bins in public places. More street cleaners.

Litter - please get rid of it; Dog muck - enforce the law!

Town does look bit shabby and unloved! Would like a more vibrant feel with public art works, more greenery and pleasant environment

Control litter. Maybe a competition for best dressed window display/flowers/hanging baskets

Tidy Chippenham up to make it a more, pleasant area to visit with the amenities people require - retail and leisure within a green aesthetic and pleasing environment.

The town centre definitely needs a "facelift".

More generally, we believe that the town would benefit from being made more visually appealing and that this could be quickly and easily achieved.

Much of the work could be done easily (except the river project). I think the Town Centre could be enhanced greatly by celebrating it, showing civic pride in it, and making it somewhere that is better than the shopping centres on the fringes. Two specific examples are: 1. Set up a scheme and publicise it where individuals adopt the nearest few metres to where they work or live (or similar such as adopting an area of a park) to maintain it, fight for it if something isn't right, clean it, pick up litter and remove graffiti. With 40,000 plus residents many hands will make light work of it and reduce the work of the Council who are overwhelmed. Cost minimal. Benefit enormous (including more pride). 2. The link between the High Street and the Market Place is the Shambles. What an unpleasant place. Surely this could be kept clean, and even made into a feature with interesting photos of "old Chippenham" or artwork.

The ugly entrance to Wilkinson's delivery area and Emery Gate car park should be improved.

Set up community litter picks to tackle the litter problem

More art..

More litter bins, especially near the river and bridge

Clampdown on people letting dogs foul the pavement. Dog poop bins, maybe with emergency bag supply attached?

We agree that public art and signage will be important elements of a larger plan. In particular, we would propose more public art, similar to the existing calf sculpture.

Commercial and residential waste in Shambles needs to be sorted

Re-use space by Rose and Crown to provide canal/water feature.

Could we look at the waste bins left on roads?

Empty and derelict buildings tidied up especially around Iceland and Burtons.

Small fixes are important - for example - rubbish bins on display bring an area down. Some are put away when empty but many are left out and visible 24/7.

Make sure the grounds and flower displays are made ready each year ahead of folk festival as they are always done late

Improve the standard and class of the town centre, more Bath/Wells like than Bristol

Increase in litter management

Maximise the simplistic beauty

It needs updating

More art spaces.

More live arts in the centre

The town centre feels old and tired and unwelcoming

The town is not an enjoyable place

Reduce the litter, and waste. It's a lovely setting but due to the nearby Business it suffers from discarded beer cans etc.

Cleaner

More art/sculptures/plants.

Enhancing the overall amenity should be a priority

It needs heartening up and made to look more aesthetically pleasing.

A brighter more appealing look to the town

Attractiveness of the town

More art

The buildings frontages need cleaning of pollution fumes & the central parts need 'cheering up'. All improvements should be undertaken for the benefit of the community and NOT the benefit of developers

Tidy up the look of the place, it's been going downhill for years, never improving

Maintenance of buildings very important

The key is to extend the dwell time of visitors to the town centre. This means an enhancement of the visual appeal

sorting out the wheelie and rubbish bins

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Make the Town centre more attractive along New Road towards Town Centre, Shop signage is ugly when viewed from Viaduct bridge.

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bins emptied regularly

keeping the centre clean

empty bins

litter, dogs' litter

More bins

Litter

Tidying up what we already have.. High street is dirty. Cleaner car parks.

Regular rubbish pickup/collections

Disjointed town centre / town quarters (15)

Somehow different areas of town centre need to be more joined up.

Making whole town link together in a better way than at present

The whole of the town centre needs an update to bring the whole town centre together not like now where it is in two sections

Chippenham Town centre is very disparate, three shopping centres from three decades all collide and none work well together. Need to find a way to make the town centre more coherent, and less fractured

There really isn't a "heart" to it as the Market Place is right up one end and the river at the other end. We enjoy going to Devizes every week as the Market Square is a pleasant place to sit in and gaze around at the mix of buildings, many of which are listed. There are also cafes, pubc, hotels and restaurant either on the Market Place or nearby. Better than those in Chippenham

Quarters" are fine however it is clear that already these quarters are loosing focus on the whole of the relatively small town centre. Please see the NP for what to do with the Market Place area.

create town "quarters" e.g. banking/shops/market/riverside.

Although the scheme is entitled Chippenham One Plan it has been subdivided into the five separate section as above whereas the Town should be regarded as a whole to ensure the elements are compatible. As an example, there is no point in promoting river usage if there is no means of launching craft or transporting by car to the waterside.

We have to remember that the town centre is more than just the High Street and Bath Road car park. The New Road/Old Road/Union Road area is the other entrance to the station and needs enhancement just as much as other areas.

It feels very split between the New Town end and the High Street end at present

Somehow different areas of town centre need to be more joined up.

Making whole town link together in a better way than at present

The whole of the town centre needs an update to bring the whole town centre together not like now where it is in two sections

More cohesion in design - there's nothing linking the various areas. I visit when I have to, not because I want to - more reasons to linger

A Vision for Chippenham/Chippenham's role/USP (16)

Chippenham used to be known as Little Bath and it would be nice to see it come back.

Give people a sense of place - a reason to come to the town centre

It needs to be a space that people want to visit, not have to visit

Need a vision to excite people - what's unique about Chippenham?

Quality of experience, shopping is not the way forward as online and out of town dominate everywhere leisure, food and entertainment are the draws, supported by specialist and market shops

new logo - and identity - chippenham should be known for something distinct to attract attention- art/ food/ music/ architecture/ vibrancy etc.

I think a long term (100 year vision) is required. So when buildings reach the end of their life, they are not quickly replaced with housing.

Modernising the "feel" of the town (it cannot compete with Bath for history so needs its own USP)

The town needs hooks for people to come to it. Coffee shops, charity shops, mobile phone shops, barbers/hairdressers are not the answer.

Focus on existing infrastructure: give a different identity and purpose to the different areas.

A positive vision for what Chippenham wants to look like in 20+ years, rather than short-term thinking.

Chippenham used to be known as Little Bath and it would be nice to see it come back.

Give people a sense of place - a reason to come to the town centre

It needs to be a space that people want to visit, not have to visit

To return the town to its origin of a market town and not purely a commuter town.

Bath Road Car park/Bridge centre site (27)

Remove the cover over part of Bath Road car park which is absolutely disgusting.

The Bridge Centre site

Keep Bath Road parking but create two or three stories

The plan in general seem very anti-car. The Bath Road car park is very important as it's used by parents at Ivy Lane during the morning and afternoon drop-off. It's also the easiest places to park coming in from the Cepen Park side of town. Without it people will be forced to park by the station or the car park by Tesco's. This will push traffic into the congested part of Chippenham

Concern about regeneration of Bath Road car park, this car park is well used is there a plan for where people could park if this car park goes? It is very convenient for parking and walking through centre without this I can see less people using Chippenham town centre.

The Bath Road car park and the former Bridge Centre site need a complete revamp as a matter of priority.

keep Bath Road car park

Bridge Centre site needs regeneration. Wasted prime space! Ten Pin bowling centre. Parking and public conveniences.

No to removing all the car parking at the Bath Rd site without an integrated transport plan which includes public transport, active travel and access for cars.

YES to adding green space and landscaping to the Bridge Centre

We do not consider that the Bath Road car park / Bridge Centre should be the focus of regeneration efforts at this time. We suggest that this proposal be deprioritised completely.

the redevelopment of Bath Road car park and Bridge Centre should not be the town's priority

the redevelopment of Bath Road car park and Bridge Centre should not be the town's priority

As an active local agent in Chippenham, I act for and behalf of the several stakeholders within Chippenham who of course wish to see Chippenham move forward for the better. More specifically and as previously discussed with Chippenham Town Council, with reference to 'project 4' one of the more relevant landlords and clients owns 13 The Bridge, Chippenham. This property is of course currently occupied by the RSPCA and is key in the potential delivery of the project to assist in linking the car park to the rear. EmailMy client remains keen to explore the opportunities that may arise from ongoing considerations and should project 4 get traction, would be open to further discussions about the adaptations / changes required to 13 and 15-17 The Bridge to maximise the positive impact such a project would ring to Chippenham

Bath Road car park / Bridge Centre This part of the Plan highlights the area as one for potential redevelopment. It is noted that the first option presented is parking, which seems a little at odds with the Plan's aim of reducing car dominance across the area. With no further details in the Plan, it is difficult to comment from a passenger transport perspective, other than to say the present Bridge Centre junction causes traffic delays at peak times, which can back-up onto Gladstone Road causing bus reliability issues and extended journey times to the majority of bus routes in

Chippenham. The redevelopment fronts on to Bath Road where two important bus stops are currently located. There is scope to significantly improve this area for public transport users, although relocation of these bus stops to The Bridge (see above) may be a better option.

Bath Road carpark and bridge centre. Definitely not housing. Offices, again done right, with architectural merit, perhaps powered by our own generated electricity from my weir suggestion above could really put a modern stamp for Chippenham and show how forward thinking it really is.

Bath road / Bridge Centre - please see the plans in the Neighbourhood Plan which are well researched and considered by experts in the community with wider involvement of the public

We do not support redevelopment of the Bath Road car park or Bridge Centre at this time. We believe that the potential beneficial impact of these proposals is limited. Other initiatives offer greater potential for positive transformation at lesser cost.

Bath Road Car Park , it feels like this has been slipped through, all the promotion is for the river area. It will be missed by many who use the car park for the 2 churches, Ivy Road School, Ramblers, businesses and a car parking without fighting through additional traffic lights and queues. If people actually looked at it properly it is a lovely safe, secure car park with lots of greenery providing shade. It just needs the cover changed to a new solar roof for car charging and overhaul the public toilet area. This is the only safe car park for the nighttime economy, all others have long dangerous alley ways to get to them.

Bridge Center area. Bridge centre should never have been abolished, but regenerated. What about a community orchard on the present waste ground where the Bridge centre was?

The multi-storey white elephant in Monkton Park should have been built on the Bridge Centre site, not as high but larger.

The Bath Road car park and the former Bridge Centre site need a complete revamp as a matter of priority.

keep Bath Road car park

Bridge Centre site needs regeneration. Wasted prime space! Ten Pin bowling centre. Parking and public conveniences.

No to removing all the car parking at the Bath Rd site without an integrated transport plan which includes public transport, active travel and access for cars.

The Bath Road car park - if a scheme including the Bridge Centre site cannot easily be achieved then a plan for the car park only should go ahead.

Removal of graffiti and litter (20)

Removal of graffiti quickly

Litter removal

Litter picking opportunities, supporting underprivileged and stigmatised areas such as Wood Lane and Hill Rise

Graffiti

Remove graffiti and litter

Clean off all graffiti as it denotes urban decay more than many other things.

Graffiti removal on utilities equipment

Need to focus more on Civic Pride. Would it be possible to have a 'club' who would tidy the high street, remove any graffiti or litter

Removing graffiti

Clean litter and graffiti as they make the area look dirty

Graffiti, litter

Definitely hide all the unsightly bins (maybe build attractive bin stores) resurface the shambles & clean up the graffiti..

Something needs to be done about the graffiti making the town look a miserable unkempt place for visitors ie coming out of the station walking up to Sadlers Mead then through the top end of Sadlers Mead as a walk through town. It gives a terrible impression of the town and discourages visitors.

The amount of litter outside costa, greggs, subway should be cleaned up by those companies - it makes the town look unloved.

Graffiti

Remove graffiti and litter

Clean off all graffiti as it denotes urban decay more than many other things.

Graffiti removal on utilities equipment

Vandalism

Housing Developments / Jobs (30)

Less housing developments. The town can't cope with the number of people trying to access it.

Far too many houses being built

Stop allowing housing to be built without local high quality employment - too many people live here and work elsewhere

Stop building more houses and ruining Chippenham countryside

Chippenham has suffered from over residential development of core inner-town buildings and locations

No housing

YES to affordable/ social housing

Less housing

No more large scale house building or large exec houses on greenfield sites beyond what is already in the pipeline/planned - we need more employment to support current growth, let alone future growth. Current housing plans make town a larger commuter town, dependent on daily out-commuting along M4 corridor/railway. Commuters, who simply sleep in the town, are happy to commute for leisure and retail as well as employment - they do not spend into the local economy or get involved with the social fabric of the town. Mostly moving out of London or Bristol - this growth does not provide affordable or social housing for local people. Need more infilling/brownfield development. Also, current plans/pipeline is not future proof for a different climate and will need retrofitting (due to a vacuum in national building policy). New development on the edge makes residents car dependent - need to move to lower car use

A need to ensure no more retirement apartments are built across town and more council/social housing is built to assist those who want housing.

Building housing in the town centre on brown field sites has been commendable and more accommodation could be made available above shops.

Make use of all brownfield sites and space above shops for residential uses.

Conversion of areas above shops/restaurants to low - rent living accommodation (or mix with 50% low rent/cost).

The retail ideas are good and will help develop the centre but we also need to look to develop to bring high quality jobs and plan for housing. Issues to consider include developing local transport links by bus and rail to the surrounding areas. For this to work, we need people with good jobs and secure, affordable housing to be in the area to want to come to Chippenham with the income to use these facilities.

More job opportunities

Residential above shops, Emery Gate and Borough Parade will change the nature of the High Street area.

Low cost one and two bed freehold housing for younger people and retirees wanting to downsize urgently needed

Resist further building of retirement homes

Less houses - too many houses are being built

More housing for young singles

No more retirement flats

Too many retirement homes.

Houses should not be built before a new school and doctor surgery is built.

Resist further building of retirement homes

Less houses - too many houses are being built

More housing for young singles

No more retirement flats

Too many retirement homes.

No reason for some buildings to be turned into residential housing if business cannot be found

More/better quality cafes/bars/restaurants/Evening economy/Café culture (71)

a wider mix of eateries and cafes/bars

More food and drink business to get people into town - look at Corsham and how many go to eat and drink - not fast food

Independent cafes, restaurants

More cafes and restaurants bars etc, make the town centre a destination

Attract restaurants in. Town centre is dead after 5pm.

More restaurants.

More outdoor eateries/cafe/pub gardens would be nice

More restaurants

better quality food / drink outlets for evening entertainment

More restaurant choices to stop travel to wider areas for dinner

Attract more restaurants

More cafes

More restaurants, bars needed.

More exotic restaurants eg sushi!

Nice restaurant?

Better restaurant options

Offer more local / independent bars, cafe and restaurants. Encourage more people to spend their leisure pound!

More choice of restaurants

More restaurants

Nice beer garden or cocktail bar

There needs to be more restaurants

It would nice to have more nice restaurants, cafes

We need more outdoors restaurants to make coming to visit an enjoyable experience as at the moment there are barely any and the restaurants we do have, over look busy roads which isn't pleasant.

. . Make the town centre work outside 9-5 with more restaurants and evening facilities.

Better quality restaurants (in the main centre)

More chain and boutique places to eat. Trowbridge complex of cinema, Nando's, Wagamamas would be perfect for Chippenham

More bars, restaurants are needed

. Restaurants are also low quality so little night life

More independent restaurants bar especially near on river

outside eating areas

Some more wine bars, restaurants in borough parade to turn it into a plaza type place for

socialising

Greater selection restaurants

Cafes, restaurants

Just retail is no good, if shops close and are empty, areas become depressed and derelict. When functioning shops close for the evening, the town centre is dead. So a mixture of retail, workshops/ other businesses and housing seems best.

It would be advantageous to encourage more of a 'cafe culture'.

encourage cafes to use second floors with views;

interactive "north and south" of railway areas for street cafes and seating

We were disappointed to see there was not a section on the Lower Market Place, the biggest lost opportunity in town. Instead of banks, betting shops, estate agents etc we should allow existing hotels, cafes to expand into the public spaces and encourage more similar businesses.

Restaurants to be encouraged.

Chippenham needs a decent cocktail bar and another decent restaurant. Rivo lounge is really the only place you can go to get good food and drink quickly. Grounded has a prime river spot - the owners should be evicted because the business is rubbish. The service in Grounded is so slow people only go there for the outside space but you'd have to wait 30 mins for a beer even if no one was queuing on front of you. When it's not sunny Grounded is empty. The area to the side of Wilkinsons on the river would be a fantastic place to have cocktail bars and restaurants or cafes.

More family chain restaurants & outdoor eating

Aim for the town centre to have a cafe culture that attracts people to visit and stay for longer

Good coffee shops, bars and restaurants are key too as currently everyone leaves Chippenham to go to Bath/Bristol for these.

More hospitality venues

More restaurants and things to do.

More restaurants and bars

Independent cafes

More cafes with seating outside away from roads.

More restaurants instead of coffee shops, cafes, and takeaways.

Improve the quality of the town center to encourage better quality restaurants and bars - most

people go to Bath, it would be better to keep these people in Chippenham, rather than just being a commuter town

I am also keen on having areas where people can enjoy the town, river and parkland, with quality cafes (not Wetherspoons!) that are away from traffic noise and smells.

More spend for independent bars and restaurants

More street food

Encourage independent stores, cafes, dining . Choice to go for brunch/lunch.

Create a "cafe culture" where people can sit outside (in a pleasant area).

Independent cafes, restaurants

More cafes and restaurants bars etc, make the town centre a destination

Attract restaurants in. Town centre is dead after 5pm.

More restaurants.

More outdoor eateries/cafe/pub gardens would be nice

More restaurants

better quality food / drink outlets for evening entertainment

More restaurant choices to stop travel to wider areas for dinner

Attract more restaurants

More cafes

More restaurants, bars needed.

More exotic restaurants eg sushi!

Nice restaurant?

Better restaurant options

Encouraging more and safer nightlife through opening of new cultural venues/restaurants/bars and varying the offering at the Neeld a bit more.

Empty shops / Units (32)

Make use of empty shops,

Reduce number of vacant shops. Covert empty retail/office space above shops to residential.

Empty retail units

Empty shops

do something with unused premises

filling empty shops

fewer empty shops

Empty shops

Empty shops

Fill the empty shops before building new buildings!

Empty shops need filling

More innovative thinking is needed to increase occupancy of vacant units

Don't build excessive new retail space and sympathetically repurpose existing unwanted retail space.

The building of new, modern commercial units should be resisted unless and until the number of vacant units in the town has fallen significantly.

No new commercial units should be built until the number of empty units has been addressed and the town is thriving.

No new commercial units should be built until the number of empty units has been addressed and the town is thriving.

Find a use for closed shops and unused offices can they become housing for those in need

Fill empty shops with more recognised retailers

We need to encourage retailers back to fill empty shops before we consider building more retail units.

Encouraging new businesses to empty retail units are filled

Address empty shops

Concentrate on filling empty premises

Fill empty retail units

Utilise empty shop windows for event advertising (not fly posting, use pop up banners or mini exhibits promoting a local museum, attraction, event, etc.). Children's pop-up craft workshops in disused shops. Create a collection point shop for all online purchases to be sent and picked up in an Argos style unit.

We haven't got money to spend. Fill all vacant properties first.

Get the empty shops filled before even thinking about building more

Empty retail units

Empty shops

do something with unused premises

filling empty shops

fewer empty shops

Empty shops

With so many empty lots in town further commercial development is hard to justify., and the high street should not be undermined by developing further around the bridge.

Publicising/Marketing of events (8)

The publicising of events in town by the council is terrible. You really have to be in the know to find out anything.

better advertisement of events

Communication about what's good and special about the Town - to residents as well as potential visitors.

Marketing for the many wonderful sites, events and activities is key. The stakeholder session says changing signs etc increases footfall, but what evidence is there that it isn't just the marketing that did that?

Marketing is the biggest thing Chippenham needs

better advertisement of events

Communication about what's good and special about the Town - to residents as well as potential visitors.

More advertisement of events

Sadlers Mead Car Park (9)

The new olympiad car park is often stated as unused and empty, it attracts alot of skateboarders and youth and frequently smells if weed. This can be intimidating when returning to your car alone, so it's not an attractive option as a car park,especially as a lone female.

The awful car park at Sadlers Mead that smells of wee and has the lights blazing away all the time.

The sadlers mead car park needs to be cleaned and the anti social behaviour that happens there needs to be prevented. All payment machines in car parks need to be in working order.

It is often said that we should move on and forget the past, but how do we do that when we are still left to live with the issues and no lessons learnt exercises have taken place to try and rectify the problems? It has been suggested to build on car parks and put in more multi-storeys, this fills me with dread at what we have been left with at Sadlers Mead Car Park. The pictures attached give a tiny insight into the issues, a site visit is required to experience the full disgusting situation. To many this car park is now unsafe and unusable, myself included, I wont go to the Olympiad after my experience of the disgusting stairways at night with anti-social behaviour. The photos show the stairway cleaned after my statement to a recent cabinet meeting. It is so far from just cleaning required after being left for 2 and a half years.Freedom of information requests have confirmed how little the car park is being used, yet tax payers are paying for the electricity 24/7 and maintenance compared to the previous outdoor car park. The site beside the multi storey that used to be an outdoor car park is in the photo with the array of litter, chairs and trolleys which Wiltshire Council say they are aware of but not when they will clean it up. This area has been left in this state after Wiltshire Council failed to have a full contract with Good Energy before building the car park, it could easily be used for a seating square or outdoor parking rather than starting to destroy the Bath Road Car Park. As Major Projects, can you finish this one before you start the next one? //

The Sadlers mead car park needs to be demolished or better connected to the town

The awful car park at Sadlers Mead that smells of wee and has the lights blazing away all the time.

The sadlers mead car park needs to be cleaned and the anti social behaviour that happens there needs to be prevented. All payment machines in car parks need to be in working order.

Better use of the multi storey car park

General (53)

Thanks for all that you are doing to make Chippenham a better place. Although I remain slightly skeptical of the outcome, I want to be part of making Chippenham a better place for the next generation. I came to the town as a teenager and my mum owned the Mexican shop Quetzal in New Road for many years and has always been involved in the community. I've recently relocated back to Chippenham after living abroad for 12 years and am keen to support all the work you are

doing and to spread the word. Thank you!

nothing to add only that i'm really impressed with the continuous focus on improvements and events, and can see constant improvements being made to the town.

Your ideas they are completely unfounded and have no basis on the reality of chippenham and the outcomes of your ideas

Go visit places like Devizes and Malmesbury to find out why they are so good and chippenham is failing.

Just make good on what we have.

Ideas above are interesting but pretty 'generic' of the usual town planning ideas - would be good if improvements could be a bit more imaginative than the same old ideas of paved areas, bars, restaurants. With the current cost of living crisis, I suspect if we go down this route we'll just end up with a lot of empty I rented premises.

Don't just go for cheapest

leave it alone .too many changes are ruining Chippenham

Nothing will address small minded and self serving approach of councillors

get rid of the useless MP

I think it's very difficult when people have such negative attitudes towards the town, whatever you do to try and improve it.

Use local planers who actually know & or live in the town

to many plans not enough action...

Stop building and increasing the population

This smacks of something already decided, possibly an agenda to benefit interested parties

Keep it as it is and reduce concil tax.

More dog friendly stores

Please do not let all these decisions be made my boomers

voting out Michelle Donelan

sort out drainage/ sustainable drainage

Don't concrete over it all

spend our council taxes proportionally not the majority in Trowbridge as currently happens

YES to our wonderful parks and green spaces.. YES to redesigned the upper market place in line with the Neighbourhood plan, which does not lose car parking spaces.

.. YES to small scale development which is carbon neutral.

YES to our Community Arts development, to Rag and Bone Arts, to The Cause, to Chippenham Independent artists, Kandu arts, and all those artists who are beavering away in their own studios and homes across the town. Yes to the Arts Trail and to Arts festivals. YES to our fab museum and heritage area. YES to the Folk festival, the River Festival, the Winter lights Festival and more. YES to Rooted, to allotments, and local green initiatives such as the Ivy Village and Wildlife Garden. YES to our cinema and the film club, YES to independent traders like Cousin Norman's and the Bunkhouse, to Rajeshdai Grocery, to our new 'Wine Monkey' bar and loads more! YES to natty knitters and our Community Hub support Groups.

YES to greening and future proofing our town. YES to preserving and improving our access to our Countryside. YES to our brilliant Borough lands. Yes to Cycle Chippenham and all the good work they do. YES to the volunteer who coordinates the children's activities for the little Forest, YES to the History Centre. And finally a very big YES to all who live here in Chippenham and are putting time and energy into making our town a great place to live.

Taking action rather than spending another 50 years talking about it and missing opportunities.

.. I have lived in Chippenham for 30 years and watched as Wiltshire Council have invested in schemes for other towns, Corsham, Trowbridge, Melksham with snazzy new leisure centres and retail. Chippenham has just died over the same period and yet our schools are the most successful in the county.

Good quality free WiFi would be good

redevelop brown field sites

Investment

Please don't use this consultation as a way to make a case for the road around Chippenham and the subsequent housing that would follow. Improving the town centre and trying to reduce the dominance of cars is the right approach but it should mean less cars, not just diverting them into the countryside and then ruining that with housing etc. The countryside directly around town is the main selling point for it. The same companies who stand to profit from some of this regeneration also own land around the town too. £5million was already wasted on the HIF scheme which was abandoned. The vast majority of people asked didn't want it including Chippenham Town Council, MPs etc etc. All that waste during a cost of living crisis and pandemic!

Need to have a team at Wiltshire or Chippenham Council who try to make these things happen rather than say 'No' or 'too difficult' or '@We tried it and it didn't work' Can Do attitude required! 7 In short get rid of 'Good enough for Chippenham' and set aspirations high

Please do not let the river project drown out other needs of Chippenham Town Centre

Whilst I think the idea of the 'Chippenham One Plan' is a brilliant idea, as it would bring more people into the town, but why fix something that isn't broke!! The park works perfectly as it is.

We do not support the construction of new commercial units in the town.

Upper Market Place, will this be as we voted for in the neighbourhood plan or a different scheme, it seems open to an unwanted alternatives?

We have a great community in Chippenham, coming out of Covid, this consultation doesn't take into account the many events people enjoy and brings business into the town, we have below average empty shops, but with some of these so called improvements this will increase empty shops and restaurants

There are some great ideas in your plan and I look forward to seeing it come to fruition. :)

Please note that the council/government is there to serve the people for their benefit and should not have any involvement with 'unelected' global organisations such as the WEF or any of their destructive agendas.

The regeneration is very welcome and very needed. Other local towns seem to have already had money spent on regeneration i.e. Calne, Corsham and Devizes.

Whatever happens we need flexible approaches to future proof our town, not just concrete, much of what is suggested could be achieved through shipping containers and recyclable, pop up structures.

I feel excited by the plans for Chippenham, but dearly hope that there is some joined up planning and the focus is on enhancing public spaces, on sustainability and that the dsing is empathetic to the wider space, to our history and our nededs, and eye to the future and a respsect for our past

Don't allow the old college building to be knocked down. Its a fantastic building.

This development should be for the people NOT for the developers.

Stop wasting money on short term solutions like the temporary green space created last summer used and never brought out again the next summer. Did you rent it all years!?

Leave our green spaces alone and let the kids feed the ducks and swans on the riverbank like they have always done . Could go on and on but what's the point - this whole thing reeks !

Stop spending unnecessary money to 'improve' things, when in reality they don't

Spend less money putting flags up across the high street.

Replace the entirety of Wiltshire Council with people who care about places other than Trowbridge and Salisbury

Please tell me what happened to the “Chippenham 2020” project? Please tell what happened to the “Chippenham Bridge” project? Please tell me when you are going to get a new road bridge across the railway line to Monkton Park.

Stop coming up with stupid schemes such as Chippenham 2020, Chippenham One Plan etc and actually put some work into making positive changes.

Bring back Chippenham bid

Consultation Process / Governance (28)

‘Upwards’ rather than ‘downwards’ consultation - listening to residents / users, rather than imposing plans. More ‘joined up thinking’, rather than individual project planning

Listen to what the people are saying and do it.

I have little confidence in the council acting on this survey.

Local referendum on important issue of town, people are just not aware of these developments. Not democratic.

Appreciate the effort that has gone into consulting with the town

With reference to the Introduction, it is inaccurate to say that the Board brings together the principle civic, community and commercial stakeholders because key stakeholders such as the Chair of the Neighbourhood Plan Committee have been excluded. Also, it is not sufficient to bring together stakeholders around a ‘shared interest in the economic success and vibrancy of Chippenham town centre’ whilst failing to acknowledge the environmental and ecological challenges that we face. If it is to draw on the Neighbourhood Plan, the Board should have had the courtesy to include members of the Neighbourhood Plan Committee.

1. Leadership of the Chippenham Town Centre Partnership Board - It is inappropriate that this is chaired by the local MP. It should be chaired and led by Chippenham Town Council. The local MP is welcome to participate and contribute suggestions, but should not lead the Board. Her duty is to represent the constituency at Parliament, not take over local affairs. By doing so (i.e. trying to take over local affairs), local democracy is weakened. 2. Although the Plan draws on Chippenham’s yet to be completed Neighbourhood Plan, neither the Neighbourhood plan Chairman nor any committee member, or any members of the town planning, environment and transport committee sit on this Board. The Board does not represent the whole community, but is biased towards particular interest groups.

. Why has this document come out for consultation when the Neighbourhood plan has yet to be ratified? The Neighbourhood Plan is a holistic document written by a broad range of Town Councillors and stakeholders. It should be approved and in place first. Then a truly representative Board should be set up to formulate an integrated plan followed by further consultation. 6. The

consultation document is very poorly designed and contains leading questions. It does not give respondents a genuine opportunity to make their preferences clear, but appears more designed to obtain responses that support the Board's desired approach.

Overall, there is insufficient information in this questionnaire

A fairly worded survey that does not include bias and is completely open and honest with its participants, if you have any form of respect for the town, start again and stop thinking about money

YES to our democratically elected Town Council and positive grassroots advocates for our town,

YES to working in step with the Neighbourhood Plan and having the Neighbourhood plan Chairman central to enacting our plan.

YES to giving us full information and a well designed questionnaire.

NO to a questionnaire that is restrictive and poorly designed.

This is one of the worst consultation processes and documents I have ever seen and I work in national government so write these. Your questions are closed. You already have a plan and this activity is tokenistic. Yet again a very poor show from the Council.

Well done for doing this consultation

Survey Structure - The survey is written using leading questions. This has the potential to create bias as the structure of the questions encourage the answer wanted. Results - I see that the survey has not been conducted by an independent research organisation (one that does not have a vested interest in the answers/outcome). How are you ensuring objectivity in the analysis of the answers and presentation of the results/conclusions? Will the raw data, including verbatim comments, be made public (appropriately anonymised)? If not, how will you ensure objectivity? What statistical analysis methods will be used? Will the results have any influence over what is actually going to take place? For example, I understand the radial gate situation will be determined by the Environment Agency. Neighbourhood Plan - In conjunction with National Planning policies, The Neighbourhood Plan is the legal mechanism by which local planning policies are enacted for an area. What legal basis, if any, will the/does the Chippenham One Plan have? Will the Chippenham One Plan feed into the Neighbourhood Plan? What is the hierarchy of documentation? Stakeholders - It would be helpful to better understand the interests, agenda and influence Town Centre Partnership Board members, especially in light of the biased and leading questions.

As I've repeatedly said in public the "Place Board" has excluded councillors as representatives of their communities from the process of working up options and is biased in favour of town centre land owners. Why did you not run an inclusive workshop to make sure that all possible options were on the table?

Chippenham has previously rejected the huge development that comes with a road to the east and

south. I note that the land owner is on the "Place Board", demonstrating the biased nature of this whole exercise, while "Save Chippenham" has not been involved.

The current plans are outdated, poorly designed and driven by a group of people with a vested financial interest in the town which has tried and in many ways succeeded to shape the look of the town outside of a general set of opinions held by people who are not involved. This would destroy traffic management at the bottom end of town, double the amount of traffic in the heritage quarter and probably eventually lead to a lack of use of the shopping centre, Tesco's etc and a drop in footfall in Emery Gate. Tesco's will then leave and the site will become redundant. It's a very careful balance that must be got right. There are countless flaws with the present proposal - too many to list here.

I believe Chippenham development really needs to look at Chippenham's situation with a more bespoke lens. This survey does not seem to understand the nuance of the issues Chippenham faces offering general solutions and not considering how to maximise what we already have with a much lower cost

I believe Chippenham development really needs to look at Chippenham's situation with a more bespoke lens. This survey does not seem to understand the nuance of the issues Chippenham faces offering general solutions and not considering how to maximise what we already have with a much lower cost

Next time, make a better online form where the place to add comments isn't a single long line that makes it very difficult to track backwards and forwards to see what has been written.

Improve surveys like this so they are less leading and more balanced (including a map so we know what you are talking about!).

In these consultations clear costs should be shown so that people can make an informed decision.

Further efforts to engage with young people and hard to reach groups rather than the usual pale and stale viewpoints

Listen to what the people are saying and do it.

I have little confidence in the council acting on this survey.

Local referendum on important issue of town, people are just not aware of these developments. Not democratic.

Appreciate the effort that has gone into consulting with the town

There is no reference anywhere to the cost of making changes. The Town Council is already seen by many as profligate with an appetite to take on additional and unnecessary commitments. Given the current cost of living crisis nothing should be spent which increases costs to ratepayers. Efforts should be prioritised on reducing the cost to the taxpayer of providing public services.

Climate Change/Sustainability/Natural Environment/Biodiversity (9)

With these planning changes there is an opportunity to include measures to “future proof” the town further against increased energy costs and climate change. Solar panels could be included on roofs and the energy used to heat/light the buildings they serve. Street structures such as bus stops could include green roofs or solar panels, the latter – if implemented - used to operate passenger update information. Street concrete/tarmac surfaces could be made permeable to minimise surface runoff and also include rainwater gardens/SUDS which again minimise surface runoff and provide attractive greenery in public spaces as well as protecting the river.

We must put nurture of the environment at the forefront of any changes to the town centre.

Electric car charging points for public rather than council staff

Electric car charging spaces. It is ridiculous that we don't have any!

New construction needs to be low-carbon

A recognition of the climate and biodiversity crisis we're facing (why the obsession with concrete?!).

To encourage wildlife.

Start to take the climate emergency declaration seriously and challenge the view that cars equal trade - this has been debunked time and time again.

Ecology and the environment is my number 1, please take care and enhance on my behalf.

Bus Station (12)

The dangerous corner near the bus station

Repair the wall at the bus station and deal with the weeds growing there

move bus station to railway station,

Bus station is uninviting

Bus station needs improving.

integrate train and bus station (Station Hill? re-route

A safer bus station with waiting room with more than one toilet

The bus station could be improved with proper shelters against the cold and more seating and nice, clean well-maintained toilets.

Make the bus station more attractive

Bus station is uninviting

Bus station needs improving.

Resite bus station to train station

More doctors/dentists/schools needed (4)

Chippenham has nearly doubled in size since 1987 when the last doctors surgery was opened there are no plans to for more, we can't get appointments, a doctors and NHS dentist in the town centre would bring people in and enable them to use public transport, which isn't usable at the moment without going into town and out again, this would then give people a chance to see what is in Chippenham.

More doctors, dentists and schools.

More medical support in town centre (NHS dentist doctor walkin)

More doctors, dentists and schools.

Neighbourhood Plan (3)

Funding and implementation of schemes on the ground - the Neighbourhood Plan has 3 'oven ready' town centre schemes that could be progressed: Upper Market Place, Bath Rd/Bridge Centre Site & River-Green Corridor

Take serious note of the Neighbourhood Plan and the good work being done by the Town Team, both of which should play a major part in town centre enhancement advisement.

Follow the NP.

