

**CABINET MEMBER FOR ECONOMIC DEVELOPMENT AND STRATEGIC PLANNING –
MISS F. DE RHÉ-PHILIPÉ**

ECONOMY AND REGENERATION

OFFICER CONTACT: Tim Davis 01249 706512 email: tim.davis@wiltshire.gov.uk
Matthew Croston 01249 706429 email: matthew.croston@wiltshire.gov.uk

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CHIPPENHAM MASTERPLAN – DRAFT CONSULTATION

Purpose of Report

1. To agree to undertake a public consultation on the Chippenham Draft Spatial Masterplan

Background

2. The Chippenham Masterplan has been commissioned by The Chippenham Vision Board which is made up of key partners working to improve the town.
3. The Chippenham Vision sets out the future for Chippenham. The Masterplan will set out a plan to move the town towards that Vision. In particular, it will look at how the town's strategic sites link with other parts of Chippenham, including potential developments within the sites. It will guide future town centre growth and change through setting principles for new development and environmental enhancement, and appropriate design quality, character and local distinctiveness.
4. This Masterplan will support the development of a high quality town centre improvement Strategy that will attract and channel new investment into the town centre.
5. It is anticipated that the Masterplan will be adopted as a Supplementary Planning Document.

Main Considerations for the Council

6. The process of developing the Masterplan will involve a six week public consultation that accords with the Wiltshire Statement of Community Involvement.
7. The public consultation will commence on the 10th June 2013 and conclude on the 19th July 2013. The consultation will include the following activities:
 - Youth Workshop
 - Stakeholder engagement
 - Exhibition in the Town Hall for one day
 - Static exhibition in Chippenham
 - Vision Board meeting focussed discussion
 - Web site material
 - Detailed analysis and response to representations

8. It would be beneficial to consult the public on the draft Masterplan in order to:
- Support the Core Strategy process
 - Provide development guidance on key sites
 - Continue the momentum behind, and public awareness of, the Masterplan project.
 - Ensure that the Masterplan process takes into account the views of stakeholders

Environmental Impact of the Proposal

9. There are no environmental impacts to consider at this stage.

Equalities Impact of the Proposal

10. The consultation will follow the process outlined in the Statement of Community Involvement.

Risk Assessment

11. Without a Masterplan to guide future development in the study area, there are increased risks of incremental and unplanned development that may not be in the interests of the wider community or follow the established Local Development Framework.
12. Without the guidance of a Masterplan, Wiltshire Council may lose the opportunity of ensuring holistic redevelopment and the delivery of the necessary infrastructure improvements and wider community benefits through S.106 planning contributions and Community Infrastructure Levy.

Financial Implications

13. Costs associated with the consultation are envisaged to be comparative with other consultations on this scale. Consultation materials will be provided by Masterplan consultants AECOM.

Legal Implications

14. There are no legal impacts to consider at this stage.

Options Considered

15. To:
- (i) Do nothing. This is not an option that can be considered as the Masterplan needs to be subject to a period of public consultation in order to be adopted as a supplementary planning document.
 - (ii) Undertake a public consultation exercise on the draft Masterplan. This would be beneficial in order to:
 - Ensure that the Masterplan process takes into account the views of stakeholders
 - Support the Core Strategy process
 - Provide development guidance on key sites
 - Continue the momentum behind, and public awareness of, the Masterplan project.

Reason for Proposal

16. The Masterplan needs to be subject to a period of public consultation in order to be adopted as a supplementary planning document.

The following unpublished documents have been relied on in the preparation of this Report:

None