



Chippenham Neighbourhood Plan 2023–2038

Non-Technical Summary

Submission Version
June 2023



CHIPPENHAM
NEIGHBOURHOOD
PLAN

Chippenham Town Council

What is the Neighbourhood Plan?

The Chippenham Neighbourhood Plan is a community-led framework for guiding the future development and growth of Chippenham Parish.

It covers the period up to 2038.

It will be used by Wiltshire Council (the local planning authority) when making decisions on planning applications in the Parish.

The Plan contains a vision, objectives, and planning policies which seek to ensure that future development within the town is sustainable.

The Plan has been developed by a Steering Group made up of Town Councillors and local community representatives, working under the guidance and funding of Chippenham Town Council.

The community views and comments received via public surveys, workshops and consultations form part of the evidence base that supports and shapes the Plan.



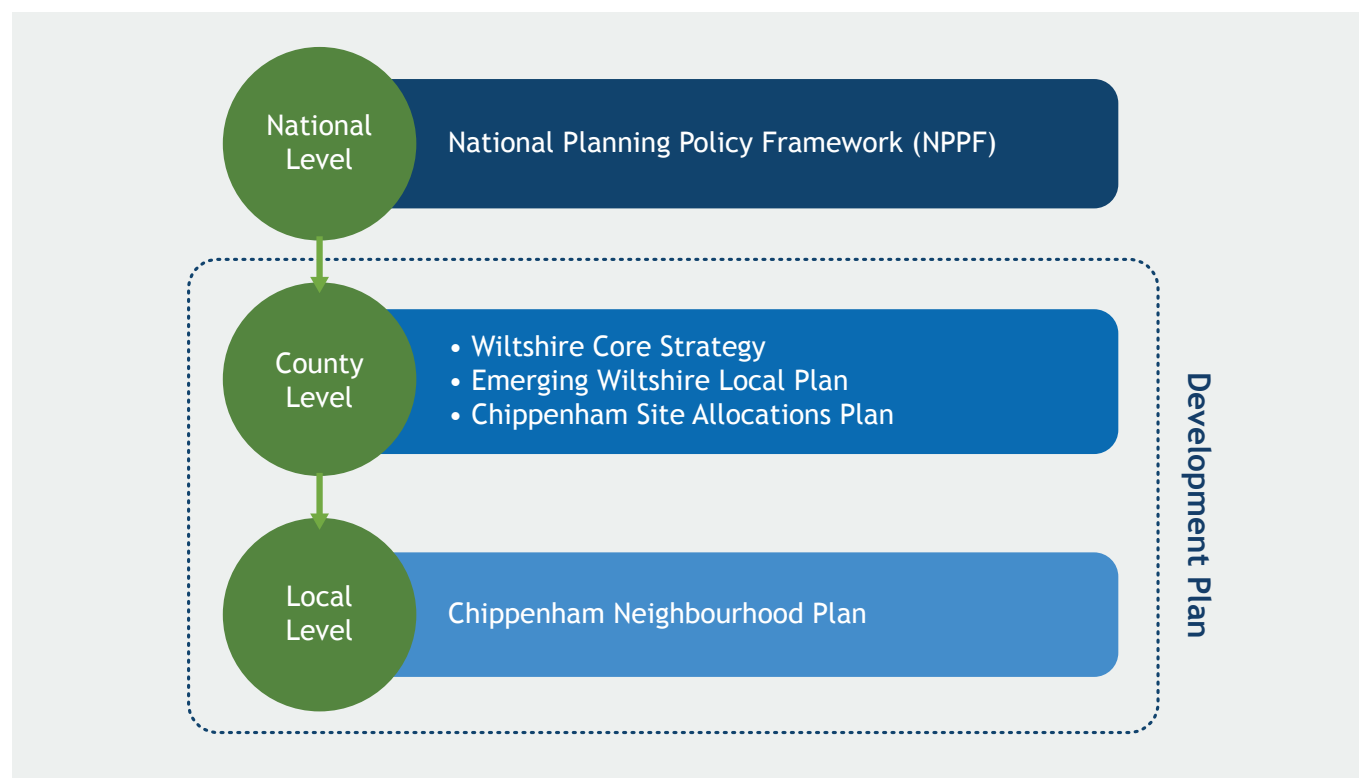
The Neighbourhood Plan's vision for the town's future identity is:

Chippenham will capitalise on its rich history, good transport links 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. Its future growth will be appropriate in scale, of high quality design, be environmentally sustainable and planned so as to mitigate the causes, and be adapted to the impacts of, climate change.

This document provides a non-technical overview of the Neighbourhood Plan and its policies.

It presents, in seven different topic sections, the 24 planning policies which the Steering Group judged could make the most difference to the development and use of land in Chippenham. Each topic section has its own vision (shown in the coloured box on the relevant page).

The Plan is supported by a full Strategic Environmental Assessment (SEA) and by a Viability Assessment.



Policy Framework

The Neighbourhood Plan works within a three tier structure, alongside existing and emerging strategic planning policies at national and county level. It provides the non-strategic, detailed, local planning policies, which have been developed from the bottom up by the community.

The Plan has to be in conformity with existing strategic policies contained in the Development Plan for Chippenham. It should also seek to address and influence emerging strategic policies.

The Neighbourhood Plan cannot promote less development than set out by strategic policies, or undermine those strategic policies (such as housing and employment land allocations in the Wiltshire Core Strategy).

Sustainability & Climate Change

Sustainability and climate change is at the core of the Neighbourhood Plan - a golden thread running through all of its planning policies and embedded in the Chippenham Identity Vision.

The challenges of climate change demand urgent action on carbon emissions. The Neighbourhood Plan has the potential to significantly reduce Chippenham's carbon footprint and make a local contribution to adapting to, and slowing down the rate of, future climate change.

SCC1 - Net Zero Carbon Development

This policy requires new buildings to achieve net zero carbon emissions through energy efficiency (with offsetting where this cannot be achieved).

SCC2 - Sustainable Design and Construction

This policy requires new buildings to demonstrate that they are sustainable in terms of their design, construction materials and methods of construction.

SCC3 - Standalone Renewable Energy

This policy supports renewable energy developments in the Parish, such as solar and wind developments.

Green and Blue Infrastructure

Chippenham will deliver environmental, economic, health and wellbeing benefits for nature, climate and the community through the provision of green and blue infrastructure. Existing infrastructure in the town, such as parks, green spaces and watercourses will be protected and enhanced.

A network of inter-linked green and blue spaces across the town will be developed, which connect through into the surrounding countryside and help to support the transition of farmland to an agro-ecological model.



Green and blue infrastructure (GBI) means green and blue spaces and includes: wildlife areas and woodlands; road verges; rights of way; parks and gardens; canals, rivers and wetlands; green walls/roofs; and structures for natural flood management.

Chippenham is fortunate to have many green spaces and access to beautiful countryside surrounding the town.

There was increased appreciation and recognition of the value of GBI within the community during the COVID-19 pandemic because it provided the green and blue spaces in which people were able to meet, socialise, relax, exercise, and connect with nature on a daily basis.

GI1 - Protecting and Enhancing Biodiversity

This policy requires development proposals to include provision for the protection, enhancement and maintenance of wildlife habitat and biodiversity.

GI2 - Local Green Spaces

This policy designates numerous green spaces in the town as Local Green Spaces, which would have the same protection as green belt land.

GI3 - Green Corridors

This policy identifies green spaces that connect together to form longer green corridors that are important for the movement of wildlife and humans (such as the River Avon corridor), and requires new development to protect and enhance these corridors.

GI4 - Trees, Woodlands and Hedgerows

This policy requires the protection, enhancement and maintenance of existing trees, woodland and hedgerows in new development proposals. Where replacement tree planting is necessary it should have regard to the **Tree Planting Guide (Annexe 4)**.

GI5 - Green Buffers

This policy identifies a green space on the edge of the town as being important for its open space use in preventing the town merging with adjoining villages.



Housing

Chippenham will manage housing growth so as to meet the needs of its existing and future population, whilst ensuring that the necessary physical and community infrastructure to support such growth is delivered at an early stage. It will maintain a separate and distinctive identity by avoiding coalescence with neighbouring settlements. Housing development will be net zero carbon, of high-quality design and of an appropriate mix of housing types and tenure to support a sustainable community.

The Neighbourhood Plan is not allocating housing sites in Chippenham because this is a strategic planning issue best developed through the Emerging Wiltshire Local Plan. However, where new housing is required in the Parish the Neighbourhood Plan intends to ensure this is built to satisfy local housing needs and design expectations.

H1 - Housing Mix and Types

This policy sets out the recommended housing mix (market, affordable housing etc.) and type (no. of bedrooms etc.) in major residential development proposals.

H2 - Housing Design

This policy requires that all new residential development be of high quality and sustainable design in accordance with the advice in the **Chippenham Design Guide (Annexe 1)**.

Community Infrastructure



Chippenham will have a strong sense of community that is diverse and inclusive. It will provide a range of sport, recreation and leisure opportunities, and amenities for the whole community, including specific facilities for young people. This will be complemented by a diverse programme of events, festivals and activities that take place within the town and its green spaces.

Chippenham has many arts and culture venues. All have a role to play in Chippenham life, and are valued by residents. Indications are that current community provision is at capacity and that new development will need to make further provision for community facilities.

C11 - Community Infrastructure

This policy seeks to ensure that adequate community facilities/venues are provided in new development, and resists the loss of existing community facilities/venues. For change of use proposals on large buildings in the town centre it requires the developer to demonstrate that the building cannot be used for community arts and culture.



Town Centre

Chippenham will revive its town centre, serving as a centre for community activity, sub-regional public services, and retaining a mix of national traders and attracting independent traders whose presence will embed its market town character. The town centre will be a vibrant meeting place for the community to shop, interact and enjoy their leisure time, and a visitor destination in its own right. The distinctive identity of the town centre, which has been shaped by its varied and special historic architecture, and by the River Avon, will be at the core of its regeneration.

Chippenham has managed to retain a relatively vibrant town centre compared with other similar-sized market towns in the UK.

However, the high street is facing unparalleled pressures, including online shopping, the COVID-19 pandemic, long term under-investment, and out of town retail parks.

The Neighbourhood Plan perceives the reimagining of the role of Chippenham town centre as a vibrant community meeting place - building on its compact retail core, retaining and enhancing its attractive historic buildings, improving its relationship with the River Avon Corridor, creating a pedestrian-friendly environment, and offering a range of community/service facilities.

TC1 - Bath Road Car Park/Bridge Centre Site

This policy provides a parameters plan for the regeneration of this key site with mixed-use development.

TC2 - River-Green Corridor Masterplan

This policy provides a masterplan for the section of the River Avon which crosses through the town centre.

TC3 - Public Realm Improvements to Upper Market Place

This policy provides a parameters plan for improvements to public space within the Upper Market Place.

TC4 - Development within Chippenham Conservation Area

This policy requires that new development retains and enhances the significance of Chippenham Conservation Area in accordance with the advice in the **Chippenham Conservation Area Character Appraisal (Annexe 2)**.

TC5 - Buildings of Local Merit

This policy identifies a number of unprotected buildings in Chippenham Conservation Area that are considered to be of importance for their historic value.

TC6 - Design of Shopfronts and Advertisements

This policy requires that within the town centre, new or altered shopfronts and their associated advertisements, should be designed in accordance with the advice in the **Shopfront Design Guide (Annexe 3)**.

Transport

Chippenham will be a town where people can move around easily on foot, bicycle, motorcycle or public transport as an alternative to travelling by car. It will avoid unnecessary commercial traffic crossing through the town centre, and parking will make a positive contribution to good traffic management.

Air pollution and carbon emissions will be minimised. There will be a network of well-connected walking and cycling routes across the town, and through into the surrounding countryside, with more people choosing active travel and public transport as a means of getting around.

Chippenham's growth as a town has largely been as a result of its excellent transport links, but new development is often being designed around the use of the car.

The COVID-19 pandemic and climate change movement have seen increasing numbers of the local community turn to cycling and walking as a means of both travelling around the town and for physical exercise and mental wellbeing. The Neighbourhood Plan is keen to retain this momentum for cycling and walking, and shift to sustainable transport modes.

T1 - Provision and Enhancement of Cycle Paths

This policy requires that safe and effective cycle paths are incorporated within new development, and link in to existing cycle paths, and are built out through developer contributions.

T2 - Access to the Bus Network

This policy seeks to ensure that improvements are made to existing bus facilities, and that adequate bus stops are provided within new development.

T3 - Electric Vehicle Charging Infrastructure

This policy sets out requirements for electric vehicle charge points to be incorporated in new development.

T4 - Access for Disabled People and those with Reduced Mobility

This policy requires that changes to the highway, as part of new development, are designed so that they can be fully accessed by disabled people and those with reduced mobility.

T5 - Waymarking Signage on the Footpath and Cycle Network

This policy requires that major development, located close to existing public footpaths and the cycle network, provides waymarking signage to a specified standard.



Economy

Chippenham will support its existing businesses, recognising the importance of the agricultural and engineering industries in the Parish. It will encourage new businesses to relocate, or start up, within and around the town so that it becomes much more self-sufficient and less of a commuter town. Its commercial areas will be attractive to a range of businesses, so that employment opportunities will enable people to live and work locally. Future development will be employment-led, with high quality jobs on offer from businesses that are oriented towards future and circular economies.

The Neighbourhood Plan wishes to reverse the out-commuting trend in Chippenham, whilst retaining the great local employers it already has. It seeks to ensure that more employment opportunities come forward, taking advantage of the town's great location within the M4 and A350 employment growth areas, and that Chippenham's economy is supported and continues to grow.

E1 - Circular Economy

This policy supports development proposals that seek to create circular economy benefits - which is where products and materials are kept in circulation for as long as possible and may include recycling, restoring and reusing.

E2 - Business Incubator Units

This policy requires development proposals for employment uses on allocated employment land to provide a range of unit sizes, including fully serviced units for start-up businesses.

Developer Contributions:

The Neighbourhood Plan sets out a list of infrastructure requirements needed to support new development, to be funded through developer contributions, including Community Infrastructure Levy (CIL).

To read the Neighbourhood Plan in full, or to read any of the Annexes and Appendices that support the Plan, please visit:

chippenhamneighbourhoodplan.org.uk







CHIPPENHAM
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Improving the quality of town life

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