

OUR VISION:

CHIPPENHAM IDENTITY

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. 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

Objectives:

1. Promote and enhance the special character of Chippenham as a historic, riverside, Market Town by ensuring that all new development is sustainable and of the highest quality design
2. Ensure the Town's excellent transport links and easy access to surrounding countryside are maintained and enhanced
3. Establish a green buffer to protect the Town's identity by preventing coalescence with surrounding settlements
4. Promote carbon neutral development and ensure that future development is resilient with respect to climate change, potentially through the establishment of a Neighbourhood Development Order to allow permitted development for a range of climate change measures which encourage local people to reduce their personal/family carbon footprint

HOUSING

Chippenham will manage housing growth so as to meet the needs of its existing and future population, whilst first providing the necessary physical and community infrastructure to support such growth. It will maintain a separate and distinctive identity by avoiding coalescence with neighbouring settlements. Housing development will be carbon neutral by incorporating energy efficiency, renewable energy generation and sustainable transport connectivity. It will be of high-quality design, of an appropriate mix, and include an appropriate quantity of affordable housing

Objectives:

1. Ensure that housing growth is sustainable and supported only where key infrastructure is built first - including social, transport and green infrastructure
2. Ensure that new housing development contains the right type and mix of housing, including affordable and market housing to meet the identified needs of the whole community
3. Secure a high quality of design for new housing development, using a design code for specific areas of the Town, and encouraging self-build, use of local materials and innovative housing design
4. Ensure that all new housing development is carbon neutral

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

Objectives:

1. Protect or enhance existing facilities, or create new top class facilities, for sporting and recreational opportunities
2. Encourage the community to come together by providing a range of indoor and outdoor meeting places and event spaces
3. Resist the loss of existing community uses and buildings, designating Assets of Community Value where appropriate
4. Promote a strong sense of community that is diverse and inclusive
5. Protect or enhance existing facilities, or create new facilities, for young people

GREEN INFRASTRUCTURE

Chippenham will develop the central ‘River Green’ corridor as a recreational space bringing the countryside into the centre of Town with the River Avon as its focus. It will protect and enhance existing parks and green spaces and look to develop a network of inter-linked green spaces across the Town and through into the surrounding countryside, in doing so enhancing the natural environment and providing recreational opportunities

Objectives:

1. Protect, enhance and extend the ‘River-Green Corridor’ as a focal point for the Town, establishing green links to it from existing parks/green spaces, and connecting surrounding new development to it via green infrastructure
2. Identify a linked set of green spaces that allow people and fauna to travel freely between the Town and surrounding countryside
3. Protect and enhance important green spaces, by formally designating them as Local Green Spaces
4. Establish a regime for new and replacement tree planting where development is proposed
5. Protect and enhance biodiversity
6. Ensure that green space for public recreational use is incorporated into new housing development, and linked to existing and proposed green corridors where possible

TOWN CENTRE

Chippenham will revive its Town Centre, serving as a centre for sub-regional public services, retaining a mix of national traders and attracting independent traders whose presence will imbue 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 special historic character of the Town Centre will be preserved and enhanced

Objectives:

1. Develop the Bridge Centre Site as an extension of the Town Centre, for mixed-use development which may include leisure, shopping, residential and/or public car parking
2. Preserve and enhance the special historic character of the Town Centre by ensuring that new development, including advertising and shopfronts, is sympathetically and sensitively designed, and enhances the significance of heritage assets
3. Support the market as a focus for the Town, providing a key visitor attraction and a source of local produce
4. Identify sites within the Town Centre which could be developed/enhanced to increase the attractiveness of the public realm
5. Facilitate the flexible use of Town Centre buildings to increase footfall, increase independent traders, and allow businesses to adapt to changing shopping habits and expectations, potentially through the establishment of a Neighbourhood Development Order and/or Council/Government incentives
6. Identify sites or buildings that could be developed or used for community or leisure purposes
7. Increase the vibrancy of the Town Centre by strengthening the evening economy and encouraging new residential development where this does not affect the vitality or viability of the Town Centre as a shopping destination
8. Make the Town Centre a more pedestrian-friendly environment

TRANSPORT

Chippenham will be a town where people can move around easily on foot, bicycle, car or public transport. 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 minimized. 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

Objectives:

1. Improve current walking and cycling networks and infrastructure throughout the Town and into the surrounding countryside
2. Incorporate sustainable infrastructure for car users into new development and in public places
3. Promote sustainable transport by improving infrastructure and making modal shift easier in favour of public transport, walking and cycling
4. Reduce through traffic in Town

ECONOMY

Chippenham will support its existing businesses and encourage new businesses to relocate, or start up, within 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 to the future economy

Objectives:

1. Promote and encourage new businesses to locate in the Town and provide diversified employment opportunities for the local population
2. Ensure local employment sites are connected to the Town via sustainable transport modes
3. Work with key local and regional economic stakeholders to ensure support and infrastructure for businesses e.g. LEP, Chamber of Commerce, BID
4. Promote and enhance existing employment sites and protect them from loss to housing or retail uses