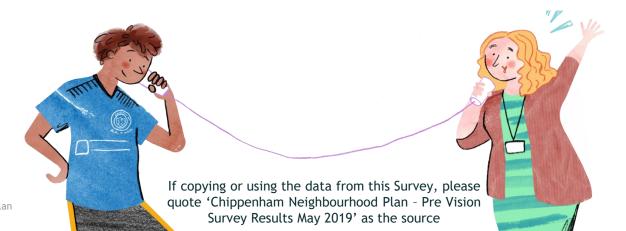


Chippenham Town Council





Pre-Vision Survey Results - May 2019





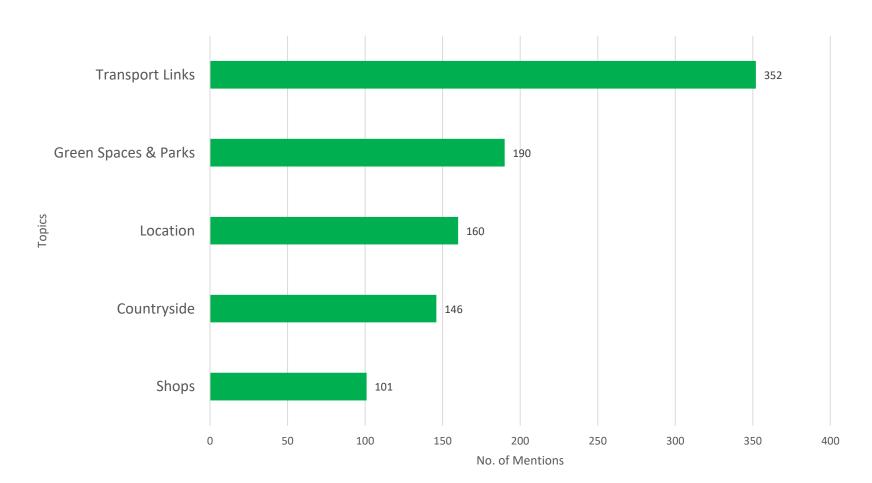
Headline Results

- 607 respondents to Survey
- Survey carried out 1-22 March 2019
- Respondents covered range of age groups, genders, and resided within all areas of Town and beyond
- Transport Links, Green Spaces & Parks, Location - What respondents <u>liked most</u> about living in Chippenham
- Shops, Traffic Congestion, Development -What respondents <u>liked least</u> about living in Chippenham

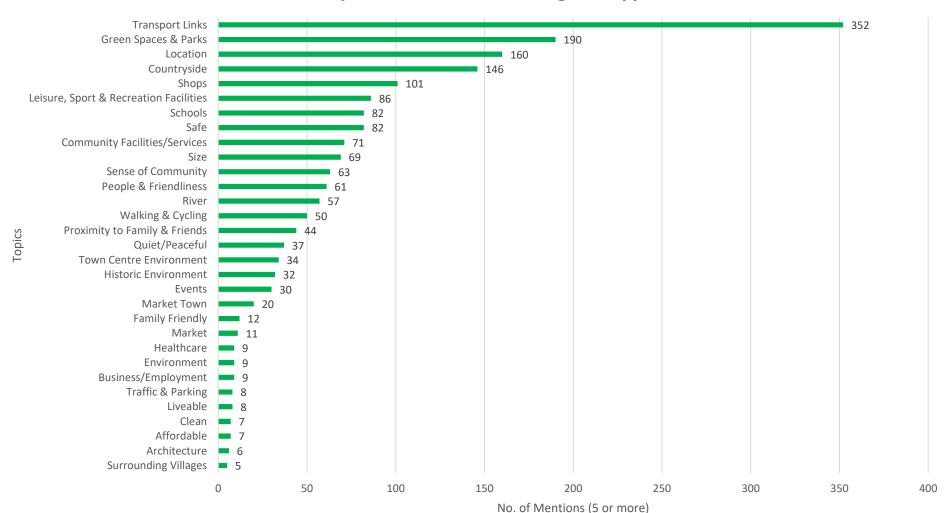
- Improved Retail Offer, Expand Leisure,
 Sport & Recreation Facilities, Attractive to Business/Employment - What kind of place respondents thought Chippenham should become in the <u>future</u>
- Traffic & Parking, Community Facilities, and Green Spaces & Parks - <u>Topics</u> selected by respondents that they felt were <u>most</u> important for Chippenham

Chippenham Neighbourhood Plan Chippenham Town Council

Q1 What do you most like about living in Chippenham? Top 5



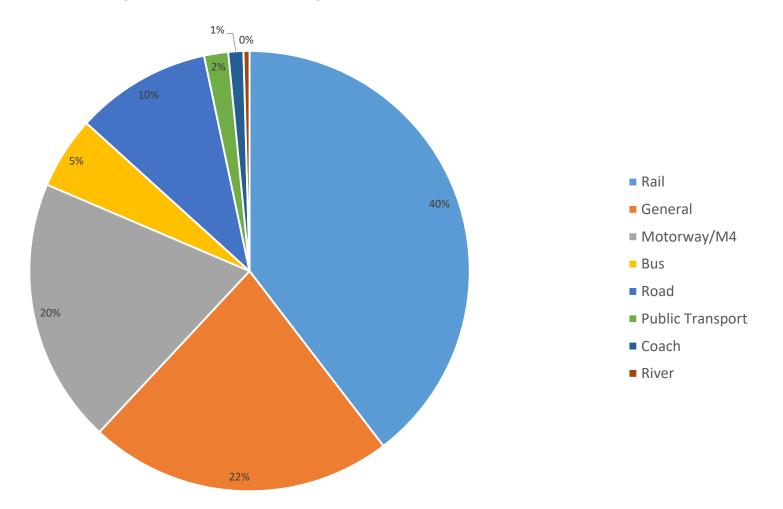
Q1 What do you most like about living in Chippenham?



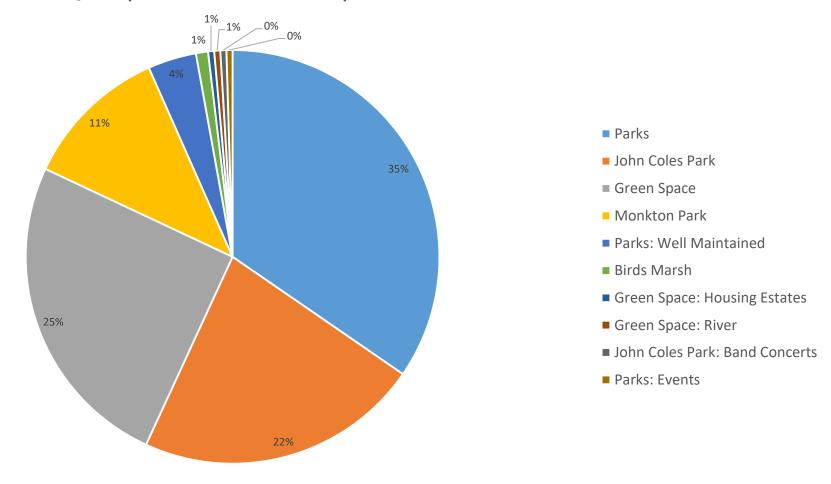
Q1 What do you most like about living in Chippenham?



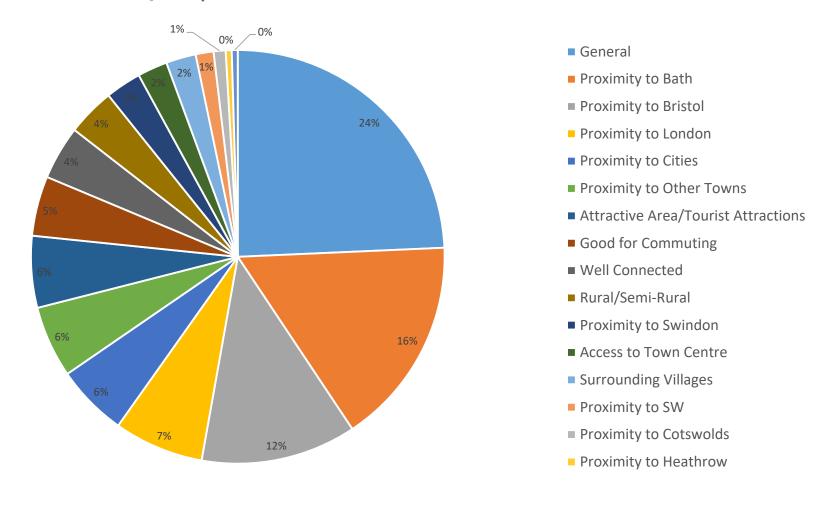
Q1 - Topic Breakdown - Transport Links - No. of Mentions %



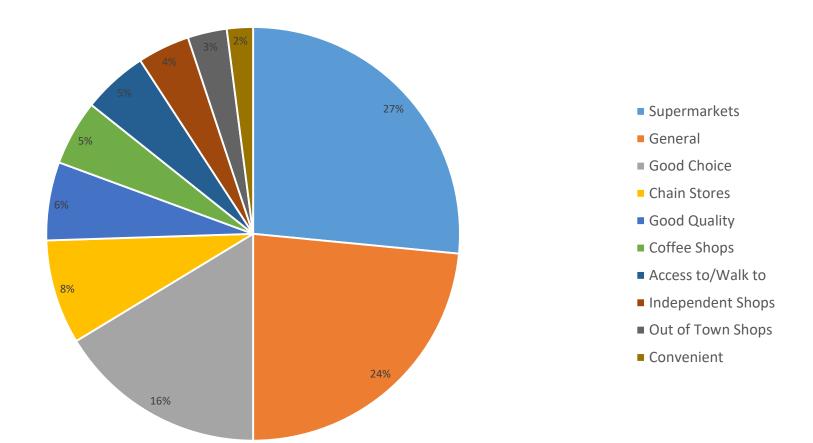
Q1 - Topic Breakdown - Green Spaces & Parks - No. of Mentions %



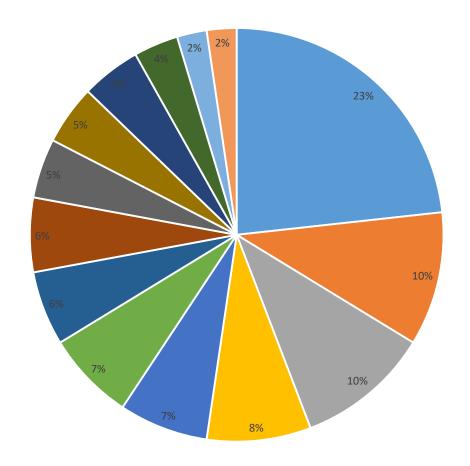
Q1 - Topic Breakdown - Location - No. of Mentions %



Q1 - Topic Breakdown - Shops - No. of Mentions %

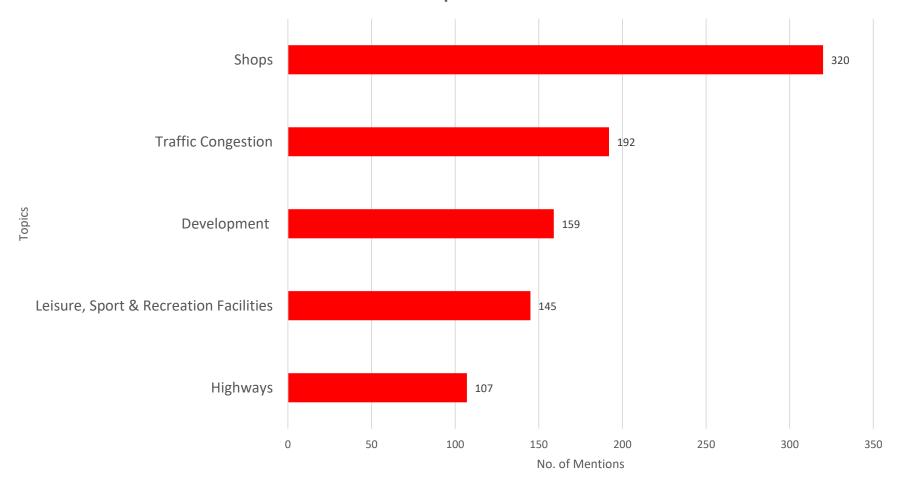


Q1 - Topic Breakdown - Leisure, Sport & Recreation Facilities - No. of Mentions %

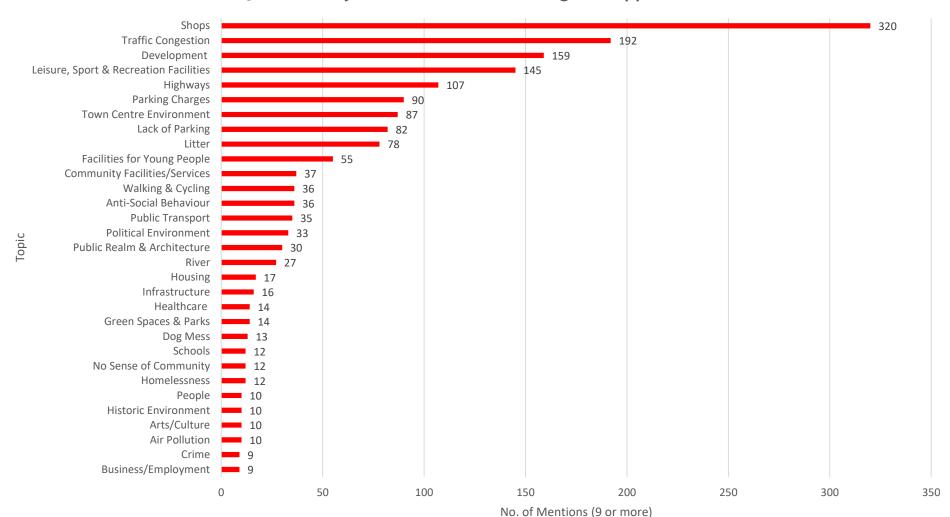


- Entertainment: Cinema
- Eating Out: Restaurants
- Leisure: General
- Sport: Stanley Park Sports Ground
- Eating Out: Pubs
- Entertainment: General
- Entertainment: Neeld
- Sport: Olympiad
- Eating Out: McDonalds
- Sport: Football Club
- Sport: Sports Facilities
- Eating Out: General
- Entertainment: Nightlife
- Sport: General

Q2 What do you least like about living in Chippenham? Top 5



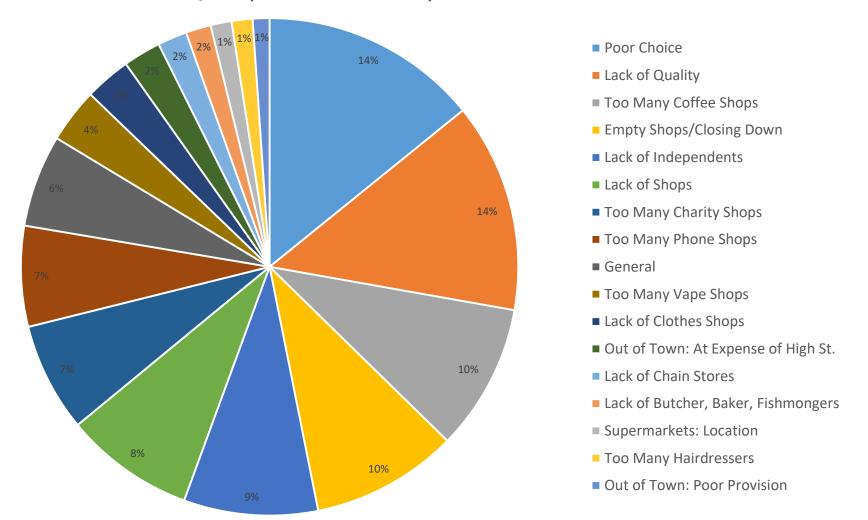
Q2 What do you least like about living in Chippenham?



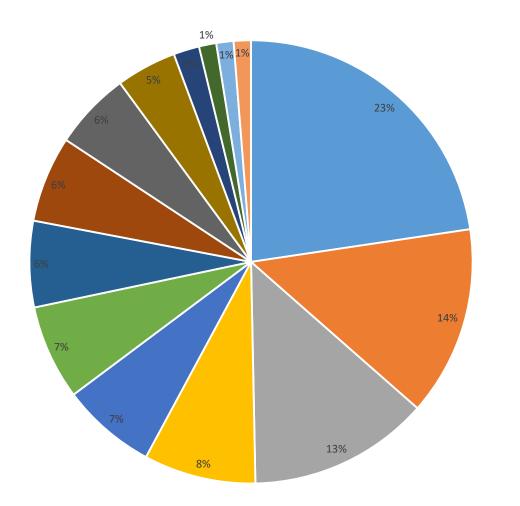
Q2 What do you least like about living in Chippenham?



Q2 - Topic Breakdown - Shops - No. of Mentions %

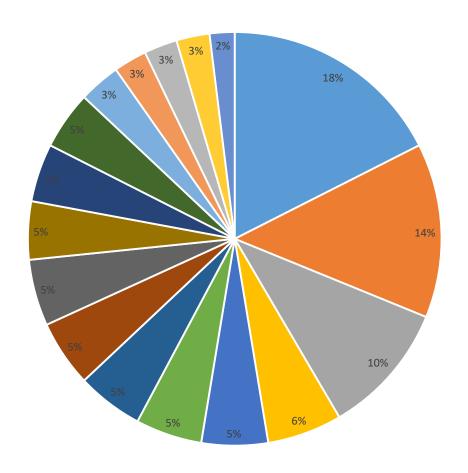


Q2 - Topic Breakdown - Development - No. of Mentions %



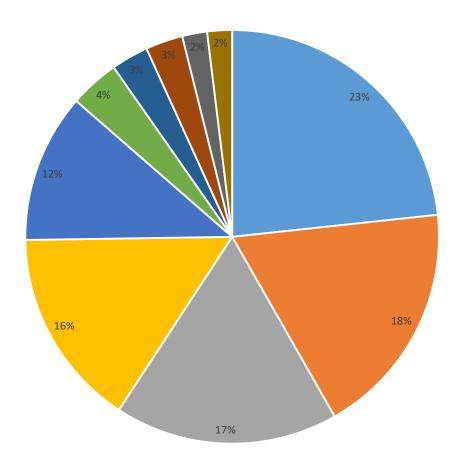
- Continued Expansion/Over Development
- Into Countryside/Greenfield/Green Space
- Inadequate Infrastructure
- Planning Decisions
- Urban Sprawl
- No Strategy/Vision
- Bridge Centre Site
- Retirement Homes
- Lack of Positive Approach/Slow Rate
- Poor Design
- North Chippenham
- Large Housing Estates
- Housing Allocation
- Lack of Employment Land

Q2 - Topic Breakdown - Leisure, Sport & Recreation - No. of Mentions %



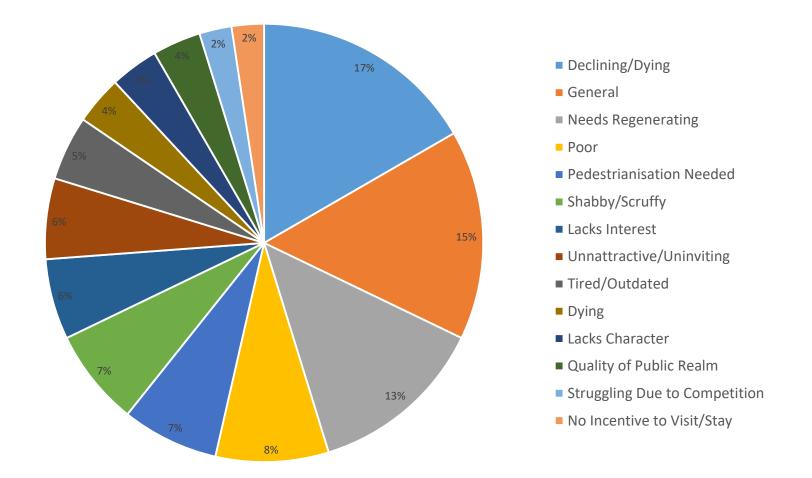
- Eating Out: Restaurants
- Sport: Olympiad
- Leisure: Lack of/Poor Facilities
- Leisure: General
- Eating Out: Fast Food
- Entertainment: Lack of
- Entertainment: Nightlife
- Recreation: Monkton Park Play Area
- Social Events/Activities: Lack of
- Eating Out: Pubs
- Leisure: No Bowling
- General
- Eating Out: Bars/Cafes
- Eating Out: General
- Entertainment: No Performance Venue
- Recreation: Play Area Provision
- Social Events/Activities: For Older People

Q2 - Topic Breakdown - Highways - No. of Mentions %

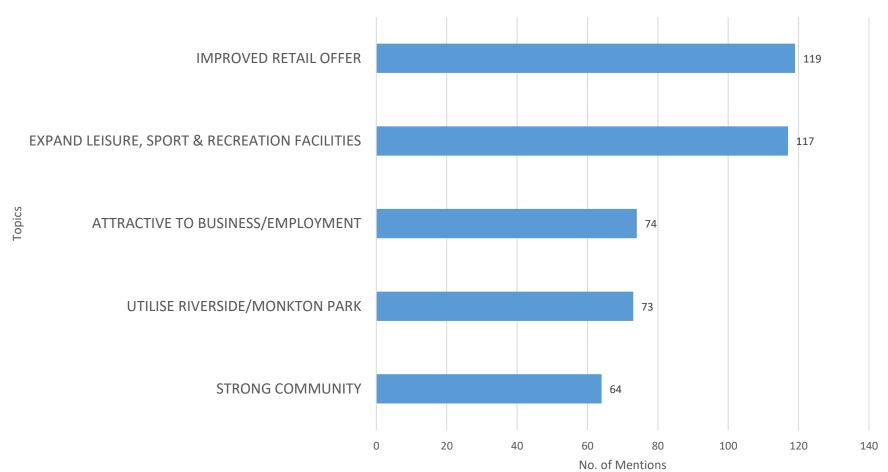


- Poor Condition Roads
- Potholes
- Poor Condition Pavements
- Road Layout: General
- Roadworks
- Road Layout: One Way System
- Pedestrian Crossings
- Highway Litter/Vegetation
- Street Lighting
- Road Layout: Bridge Centre Roundabout

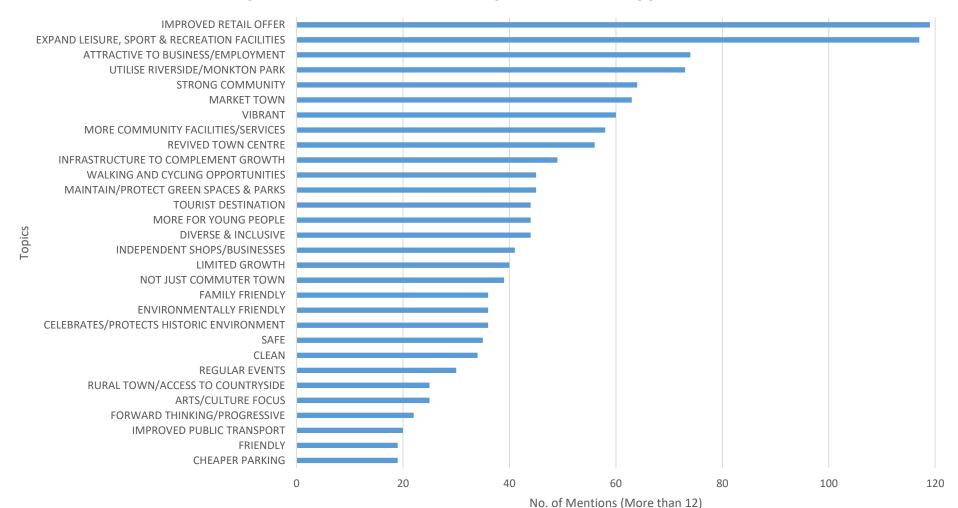
Q2 - Topic Breakdown - Town Centre Environment - No. of Mentions %



Q3 Looking to the future what kind of place should Chippenham become? Top 5



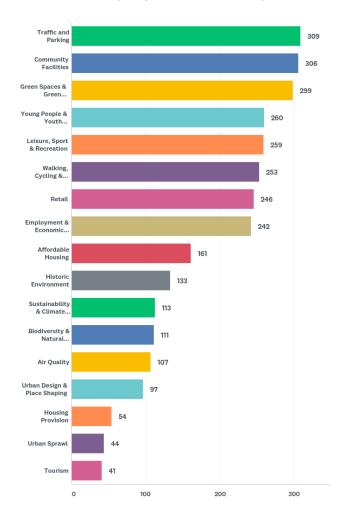
Q3 Looking to the future what kind of place should Chippenham become?



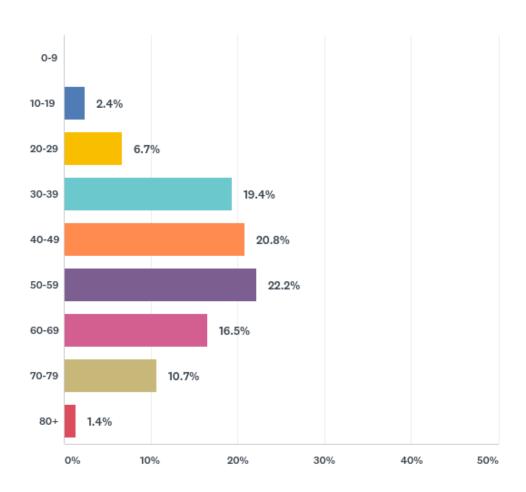
Q3 Looking to the Future what kind of place should Chippenham become?



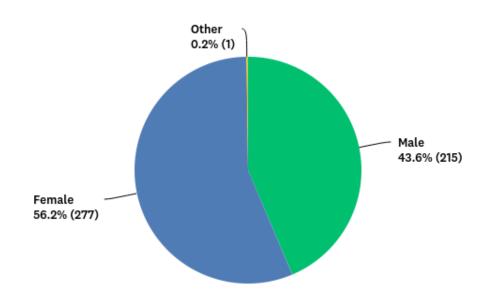
Q4 Please select the 5 topics you feel are most important for Chippenham?



Q6 What is your age?



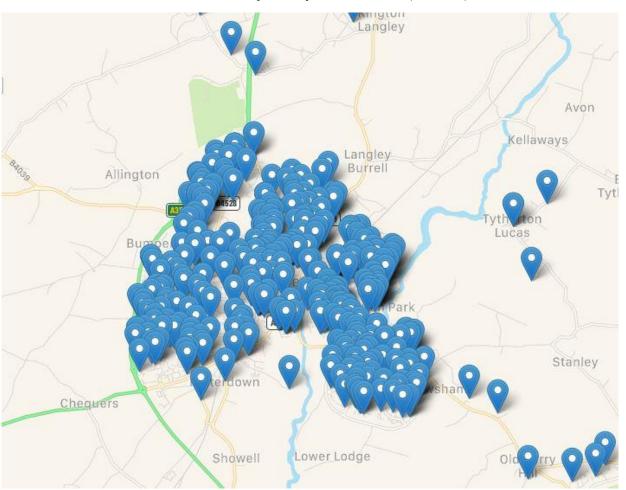
Q7 Which gender do you identify with?



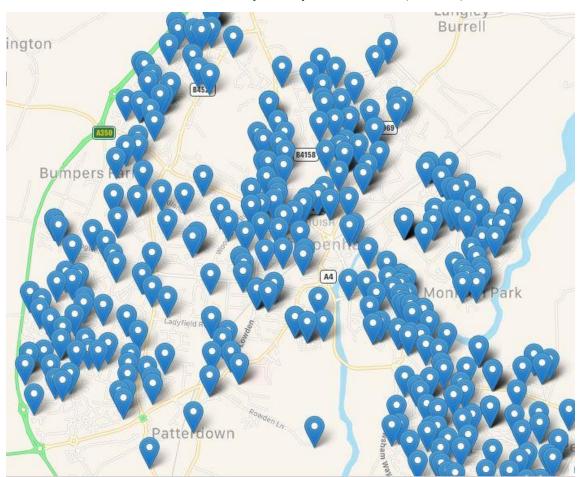
Q8 What is your postcode?



Q8 What is your postcode? (cont.)



Q8 What is your postcode? (cont.)



Q9 In which of the following ways would you be willing to be involved in the preparation of the Chippenham Neighbourhood Plan?

