

Chippenham & Villages Area Partnership



ChAP

Chippenham & Villages
Area Partnership

Community Plan Update 2009



What's happened since the 2005 Plan	Community Feedback & other evidence	
<p style="text-align: center;">1.1 <u>Retail</u></p> <p>The government's "Regional Spatial Strategy" identifies Chippenham as a Strategically Significant Town, which should act as the centre for economic development in North Wiltshire. 5,500 new houses are planned for Chippenham to 2026 (see also Housing section).</p> <p>Wiltshire Council is responsible for producing the Local Development Framework (LDF), starting with a Core Strategy, which needs to address all high level economic issues.</p> <p>A new Area Partnership project team was started in April 2008 for Economy & Regeneration. This was officially launched as 'New ChAPTER' in October 2008.</p> <p>New ChAPTER worked with the other members and organisations in the Vision 2020 team (such as the Chamber of Commerce, Civic Society and the Town Council) to write a 'Vision for Chippenham' which was adopted by the Implementation Executive (IE) of the new Wiltshire Council on 29th October 2008, and by Chippenham Town Council in March 2009.</p>	<p style="text-align: center;">1.1 <u>Retail</u></p> <p>The lack of variety and quality of shops is the <u>number one concern</u> in the ChAP 'Door to Door' survey. The WE NEED YOUR VIEWS survey identified Marks & Spencer as the shop that people most wanted in the Area, with support also for Debenhams, Primark, Next and Waitrose. As well as support for major quality stores, there were many requests for individual shops with character.</p> <p>Kings Lodge School survey's top priorities were toyshops (specifically Toys'R'Us), children's clothes, sports shops.</p> <p>Savills Retail Health check concluded</p> <ul style="list-style-type: none"> • Affluence in the area is above the national average. Vacancies due to the credit crunch are below the national average. • Spending on convenience goods is above national average, but on comparison goods (especially clothes) spending is poor for the catchment area, with considerable leakage to Swindon and Bath • Rents are assessed as reasonably affordable, with ongoing interest from national chains. 	<p style="text-align: center;">1.1 <u>Retail</u></p> <p>Reduce 'leakage' of shoppers to Bath and Swindon :-</p> <ul style="list-style-type: none"> • Free up larger retail units close to the High St and Market Place to attract retailers such as Marks & Spencer, Debenhams, Primark and Next • Attract these stores and individual shops of character by aggressive marketing of the benefits of setting up in the town <p>Improve and maintain the attractiveness of Chippenham town centre, using the Conservation Area Management Plan and Appraisal, and utilising the river as an asset</p>

<p><u>1.1 Retail (cont)</u></p> <p>A Vision Board was agreed by the IE in April 2009 and a Vision Director appointed in May.</p> <p>A list of Vision implementation projects is under continuous review.</p> <p>Recent work in the field of the Area's economy, funded by the SW RDA, includes :-</p> <ul style="list-style-type: none"> • Savills have produced a Retail Health Check report • King Sturge have produced a detailed report into Employment Land <p>Jacques Partnership is working on some master planning for Chippenham, to support the Local Development Framework's Core Strategy</p>	<p><u>1.1 Retail (cont)</u></p> <p>Provide larger retail units to attract quality operators. Focus retail development within and close to the core retail area of the High St and Market Place</p>	
<p><u>1.2 Economic development</u></p>	<p><u>1.2 Economic development</u></p> <p>The King Sturge report concluded :</p> <ul style="list-style-type: none"> • There is a serious shortage of available employment land in the town, which may put off major employers or prevent expansion • The leisure, restaurant and retail offering lacks quality and variety. More budget accommodation for business and tourism 	<p><u>1.2 Economic development</u></p> <p>Ensure the Core Strategy in the Local Development Framework:</p> <ul style="list-style-type: none"> • Correctly represents the opinions of the community and issues in this Community Plan • Calls up a Master Plan that will provide planning protection to development in key strategic areas

<p><u>1.2 Economic development (cont)</u></p>	<p><u>1.2 Economic development (cont)</u></p> <ul style="list-style-type: none"> • Road transport links into the town need to be improved <p>CAVE (ChAP environmental team) wish to promote a low carbon economy.</p>	<p><u>1.2 Economic development (cont)</u></p> <ul style="list-style-type: none"> • Ensure that proceeds from the sale of local assets, and 'roof tax' from developers, are ring-fenced for regeneration • Supports the development of a green economy <p>Move against employment land owners who are holding it and hoping to use it for future housing</p>
<p><u>1.3 Employment</u></p>	<p><u>1.3 Employment</u></p> <p>The King Sturge report concluded :</p> <ul style="list-style-type: none"> • There is a shortage of available employment land in the town, which may put off major employers or prevent them from expansion <p>Marketing to companies and within companies needed improvement.</p>	<p><u>1.3 Employment</u></p> <ul style="list-style-type: none"> • Move urgently to secure more employment land to retain and attract major employers • Improve marketing to attract & retain businesses, and improve networking between businesses
<p><u>1.4 Tourism</u></p> <p>New ChAPTER has completed a Pocket Guide to promote tourism in the area, in partnership with Visit Wiltshire</p>	<p><u>1.4 Tourism</u></p> <p>Feedback on the new guide has been positive. Some have pointed out that the other aspects of regeneration will have to put in place before tourism can reach its full potential.</p>	<p><u>1.4 Tourism</u></p> <p>Conduct an independent assessment of the tourism experience in the Chippenham Area</p> <p>Capitalise on the new Area Guide with a web-site, and add circular walks and cycle routes.</p>
<p><u>1.5 Restaurants & hotels</u></p>	<p><u>1.5 Restaurants & hotels</u></p>	<p><u>1.5 Restaurants & hotels</u></p>

	<p>King Sturge found that there was a shortage of budget 3-star hotels as well as employment land to attract and retain substantial employers.</p> <p>Better variety and quality of restaurants was a frequent response in the Door to Door and WE NEED YOUR VIEWS surveys, with special requests for Italian and other continental cuisine.</p>	<p>Encourage and attract better leisure provision, quality restaurants and budget 3-star hotels</p>
<p><u>1.6 Rural economy</u></p> <p>Sutton Benger have lost their main employer (chicken factory), with an adverse impact on their local economy</p> <p>Kington St Michael has over 60 businesses</p>	<p><u>1.6 Rural economy</u></p> <p>Sutton Benger Parish Council priorities –</p> <ul style="list-style-type: none"> • Retain post office • Would like village shop • Light industrial units <p>Kington St Michael would like consideration of additional workshop space within the Parish</p> <p>Grittleton and Christian Malford would like more assistance for local business</p>	<p><u>1.6 Rural economy</u></p> <p>Support these rural economy elements on a case by case basis through the Area Board</p>

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<p><u>2.1 Schools</u></p> <p>Two local secondary schools had 'outstanding' Ofsted reports in 2008. The third received a 'good' report in 2006.</p> <p>Local primary schools are also well respected although not all reached the national average at Key Stage 2 in English and Maths as reflected in the 'State of Chippenham' report compiled in 2008</p> <p>Seagry and Great Somerford schools have federated under one head.</p>	<p><u>2.1 Schools</u></p> <p>From the response to the door to door mail shot it is evident that people appear to value the quality of local schools.</p> <p>The mail shot also raised some concerns about parking and congestion around schools at the start and the end of the day.</p> <p>Sutton Benger valued their pre-school, craft & other courses and groups for elderly.</p> <p>Seagry Parish and Kington St Michael were among those who wanted to retain their school</p>	<p><u>2.1 Schools</u></p> <p>Encourage 'green ways' of getting to school such as cycling, walking and buses.</p> <p>Monitor results of the local primary schools which fall below the national average.</p> <p>Support federation, school clusters and other ways of retaining village schools including housing policies to provide rural affordable houses for families, and out-of-hours facility use</p>
<p><u>2.2 Chippenham College</u></p> <p>Chippenham College has merged with Salisbury College to become Wiltshire College and is now the main provider of further and higher education in Wiltshire, with over 3,300 full time and 6,000 part-time students.</p> <p>The LSC has advised that it will not proceed with the planned new college building.</p>		

2.3 Lifelong Learning

Libraries running weekly technology club for older people in partnership with Hardenhuish School, as well as IT taster sessions for other groups as required.

'eChippenham' project delivers training to beginners in IT through centres at Waste Not Want Not shop and Chippenham Town Hall

Chippenham Museum & Heritage Centre runs diverse lifelong learning events for families and adults. From September 2009 they will be hosting a course run through the Workers Education Alliance (WEA), on 'Introduction to Archaeology and History of Chippenham'

U3A North Wiltshire runs around 30 different courses in the Chippenham area

2.3 Lifelong Learning

The mobile library is valued by villages including Kington St Michael and Seagry

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<p><u>3.1 Police</u></p> <p>There is concern regarding how the public perceive the police service</p> <p>Neighbourhood Policing Teams have been established across the community area and aligned with the community area boundaries</p> <p>Local inspectors and Community Safety team at Wiltshire Council have approached ChAP for assistance with NPT consultation, communication of information, and help with improvement projects.</p>	<p><u>3.1 Police</u></p> <p>There is a relatively low level of crime in Wiltshire as a whole and Chippenham Community Area has low crime rates. (State of Chippenham Community Area 2008)</p> <p>Residents of both the town and rural areas would like to see increased police presence (Door to Door Survey 2009).</p> <p>The level of crime is the most important factor in choosing somewhere to live (Local Cultural Strategy for North Wiltshire 2003-09)</p> <p>Chippenham town residents mentioned drunken behaviour as an issue they would like addressed (Door to Door Survey 2009)</p> <p>Concern has been expressed about effectiveness of NPT in rural parishes (source PC feedback)</p> <p>Villages valued their Police Community Safety Officers and the regular updates from their Neighbourhood Police Teams and PCSOs (more than one source).</p>	<p><u>3.1 Police</u></p> <p>ChAP will work with our police to maximise effectiveness of Neighbourhood Policing Teams</p> <p>Set up a pilot Community Safety Forum to work through ChAP to the Area Board, to address concerns and issues</p> <p>ChAP to use their communication media to help the Neighbourhood Policing Teams and WC Community Safety team</p>
<p><u>3.2 Fire & Rescue Service</u></p> <p>The Fire & Rescue Service is offering free Home Fire Safety advice, and supplying and fitting smoke</p>		<p><u>3.2 Fire & Rescue Service</u></p> <p>Fire & Rescue Service will help reduce road accidents by working with identified groups in the</p>

alarms to the most vulnerable members of the community.		Road Safety Partnership: and reduce anti-social behaviour and arson incidents through the SALAMANDER project and Junior fire Setters.
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<p><u>4.1 Litter & Graffiti</u></p> <p>Fly tipping is becoming an increasing source of complaint</p>	<p><u>4.1 Litter & Graffiti</u></p> <p>Litter and waste collection was the overriding environmental concern in both Chippenham and the villages in the Door to door ChAP consultation. It also featured strongly in the Opportunity Knocks public consultation, and in the CAVE, Grittleton, Sutton Benger and Hullavington parish submissions. Kings Lodge School identified it as the second priority among residents.</p>	<p><u>4.1 Litter & Graffiti</u></p> <p>Investigate and implement the most effective combination of publicly funded litter collection and preventative measures including prosecution and public awareness.</p> <p>Kings Lodge School identified the need for more litter bins in Chippenham Town and Monkton Park strategically placed.</p> <p>Graffiti should be removed as soon as possible.</p>
<p><u>4.2 Value the countryside</u></p>	<p><u>4.2 Value the countryside</u></p> <p>The Door to Door ChAP consultation and the WCC Survey of March 2008 emphasised the importance of ensuring there are enough green spaces.</p> <p>Kington St Michael Parish emphasised the importance of maintaining public footpaths and the</p>	<p><u>4.2 Value the countryside</u></p> <p>Avoid development on green field sites, enhance the public realm, consider visual impact of developments and plant more trees and shrubs.</p> <p>Provide a safe and pleasant environment for residents and visitors, and long term and viable</p>

	green belt between the village and Chippenham	habitats for a diversity of wildlife Minimise development that could threaten the attractive nature of the area, including building on green field sites.
<p><u>4.3 Allotments</u></p> <p>'The Chippenham Town Council has approx 220 allotments on 6 sites around the town. Currently the waiting list stands at approx 115 people.</p>	<p><u>4.3 Allotments</u></p> <p>Seagry Parish Council has requested devolution of allotments from Wiltshire Council</p>	<p><u>4.3 Allotments</u></p> <p>There is need for further sites to be identified. Pursue devolution with Service Director (Mark Smith).</p>
<p><u>4.4 Use and appreciation of the river</u></p> <p>In line with the 2005 Plan (4.2), the Vision 2020 team (now Chippenham Vision Board) has reviewed the documents of the River-Green project, and scheduled a planning document to control development at the Hygrade site.</p> <p>With a NWDC grant, New ChAPTER has cleared debris below the town weir and launched a Chippenham River Festival for the August bank holiday weekend 2009, to celebrate and raise the image of the river.</p> <p>The entrance to the Island Park has recently been greatly improved by Wiltshire Council.</p> <p>A detailed feasibility study into introducing a hydro</p>	<p><u>4.4 Use and appreciation of the river</u></p> <p>The ChAP “We need your views” and Door to Door surveys, and Civic Society and Town Council evidence reinforced the need to maintain and enhance the riverside, and use it to its full potential to stimulate leisure, tourism and improve the environment.</p> <p>The Civic Society, ChAP “We need your views” questionnaire and Sutton Benger evidence identified the need to improve the existing weir and introduce a hydro generator.</p> <p>CAVE’s evidence identified enhancement of the river corridor and adjacent environment to realise its value.</p>	<p><u>4.4 Use and appreciation of the river</u></p> <p>Complete a Supplementary Planning Document to designate a riverside environment and country park site.</p> <p>Implement a River awareness campaign, starting with the Chippenham River Festival 2009.</p> <p>Introduce initiatives to improve the environment between the river and town centre.</p> <p>Improve the appearance and sustainability of the existing weir and introduce a hydro generator.</p>

<p>generator is due to report to Wiltshire Council in July 2009.</p>		
<p><u>4.5 Maintenance of public spaces</u> <i>[Evidence still being collated]</i></p>	<p><u>4.5 Maintenance of public spaces</u> Chippenham Town Council wish to see improved facilities in Monkton Park and the Island Park. Sutton Benger Parish wants to see better rights of way.</p>	<p><u>4.5 Maintenance of public spaces</u></p>
<p><u>4.6 Waste disposal and recycling</u></p>	<p><u>4.6 Waste disposal and recycling</u> One of the main concerns in the Door to Door ChAP consultation was to improve recycling facilities. Also mentioned by Hullavington and CAVE was kerbside plastic & cardboard collection Some villages expressed their wish to see weekly waste collections maintained CAVE expressed concern about the environmental aspects of waste collection.</p>	<p><u>4.6 Waste disposal and recycling</u> Collect wider range of materials on the doorstep. Increase recycling facilities in villages. Consider assistance for elderly and disabled to enable them to recycle more easily (e.g. alternative to black boxes). Provide recycling facilities for small businesses. Encourage the avoidance of waste, and dispose of waste in the most environmentally friendly manner - Investigate and promote effective means of waste disposal for all sectors to minimise landfill and the production of greenhouse gases.</p>

<p><u>4.7 Climate Change</u></p> <p>Since 2005, Climate Change has become a major world issue.</p> <p>CAVE has led local campaigns to reduce the use of plastic bags and offer infra-red surveys to show house heat wastage.</p>	<p><u>4.7 Climate Change</u></p> <p>CAVE's evidence recommends:</p> <ul style="list-style-type: none"> • Address the causes of climate change • Invest in a greener economy “green jobs, green infrastructure and green consumption” to help a more sustainable future 	<p><u>4.7 Climate Change</u></p> <p>Address the causes of dangerous climate change through planning policies. Promote environmental policies that help prevent pollution and protect local ecosystems and biodiversity</p> <p>Promote green tourism on the back of the South West's reputation, Lackham College etc.</p> <p>Promote the production and use of renewable energy by public bodies, local businesses and residential communities. Audit carbon footprint of public buildings.</p>
<p><u>4.8 Flooding</u></p> <p>The flood alleviation measures introduced in the sixties have continued to prevent flooding of Chippenham. However the radial gate is high maintenance and presents a higher risk than a sustainable weir.</p> <p>Christian Malford and other villages have suffered flooding following heavy rainfall over the last 2 years</p> <p>Regional government plans for 5,500 more houses in Chippenham make building on the flood plain a</p>	<p><u>4.8 Flooding</u></p> <p>Concern was expressed about the dangers of building houses in the flood plain, in the Door to Door ChAP consultation, and by Christian Malford and CAVE.</p> <p>Affected villages record their appreciation of the help from WC Highways.</p> <p>Christian Malford is teaming with Dauntsey to address the problem.</p>	<p><u>4.8 Flooding</u></p> <p>Avoid building on flood plain, unless the flood risk can be fully mitigated, and use sustainable urban drainage systems</p>

big issue and concern.		
<p><u>4.9 Tree Planting</u></p> <p>The Conservation Area Management Plan identifies sites where trees would benefit the urban realm.</p> <p>Early feedback from the Ben Hamilton-Baillie traffic and urban realm study commends trees to identify traffic routes e.g. a boulevard approach connecting A4 from Calne to the Bristol Road.</p>	<p><u>4.9 Tree Planting</u></p> <p>Tree planting in urban environments was recommended by CAVE and the Civic Society</p>	<p><u>4.9 Tree Planting</u></p> <p>Incorporate tree planting in design changes to improve the urban realm, particularly in the Market Place & Causeway.</p>

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<p><u>5.1 Roads</u></p> <p>Damage to roadside verges in villages is reported at an unprecedented level. The cause is unclear, but residents have identified new outsize agricultural vehicle types or heavy lorries making short cuts with satellite navigation as possible contributors.</p>	<p><u>5.1 Roads</u></p> <p>Concern over road condition - mainly potholes and erosion of verges - was the top village priority in the WE NEED YOUR VIEWS survey and the second most important concern in the Door to Door survey</p>	<p><u>5.1 Roads</u></p> <p>Potholes - Review whether the road condition standards that are meant to be maintained are adequate, and whether the Council's performance regime is keeping to these standards. Enforce or review the standards as appropriate.</p> <p>Verge erosion - Research where and why villages are having so many problems, and real examples investigated. Assistance should be given to villages that need to install roadside protection posts. If the cause is unsuitable traffic, voluntary or compulsory restriction of unsuitable vehicles should be introduced.</p>
<p><u>5.2 Parking</u></p> <p>A total of 1084 car parking spaces in seven car parks are now provided in central Chippenham. Some are at capacity while others (e.g. Spanbourne Avenue) are under-utilised.</p> <p><u>5.2 Parking (cont)</u></p>	<p><u>5.2 Parking</u></p> <p>Economy will suffer if parking spaces are expensive and/or difficult to locate (N Wilts Parking Strategy 2007).</p> <p><u>5.2 Parking (cont)</u></p>	<p><u>5.2 Parking</u></p> <p>Introduce price structure for parking in Chippenham so that:</p> <ul style="list-style-type: none"> • The town centre is less attractive for full-day parking, but encourages shoppers to stay for 2hr <p><u>5.2 Parking (cont)</u></p>

<p>There are 640 spaces in 3 car parks at the railway station. Weekend usage is very low.</p> <p>Short stay and all day charges are comparable to other market towns in the county.</p>	<p>More signage is needed on routes into town regarding available spaces and tariffs (ChAP Video Diary)</p> <p>There is a lack of all-day or half-day spaces available to workers (N Wilts Parking Strategy 2007)</p> <p>More wide bays are required for parents with children (ChAP Video Diary & N Wilts Parking Strategy 2007)</p>	<ul style="list-style-type: none"> • Under-utilised car parks become attractive • There are relatively high charges for short duration on-street parking in prime locations <p>Investigate ways to make use of business car parks over weekend.</p> <p>Introduce signage on routes into town informing of available spaces and tariffs</p> <p>Investigate park & ride facilities for town centre workers</p>
<p><u>5.3 Traffic</u></p> <p>A study has been commissioned to improve flow of traffic and increase attractiveness around Chippenham's Western Arches.</p>	<p><u>5.3 Traffic</u></p> <p>Traffic congestion was a top priority for Chippenham residents (ChAP WE NEED YOUR VIEWS survey). Kings Lodge School survey identified need for safe crossing near Pewsham Way roundabout.</p> <p>Speeding through villages, and lorries diverting on shortcuts were top priorities for village residents (ChAP WE NEED YOUR VIEWS survey).</p>	<p><u>5.3 Traffic</u></p> <p>Resource expert study to solve the short term traffic problems, with due consideration to the function and quality of the particular streets</p> <p>Investigate concepts for longer term traffic management that will at the same time improve the urban environment.</p> <p>Consider the review and definition of 'design speeds' around towns and villages, to deliver safe speeds naturally.</p>
<p><u>5.4 Public Transport</u></p> <p>Clear information about bus services is being introduced at Chippenham railway station.</p>	<p><u>5.4 Public Transport</u></p> <p>Transport issues were 2nd highest priority for village residents after roads (sources a, b)</p> <p>Poor & inadequate bus services into town centre,</p>	<p><u>5.4 Public Transport</u></p> <p>Complete the installation of 'spider diagrams' at Chippenham Railway station.</p> <p>Regular review and monitoring of bus timetables,</p>

	<p>particularly for elderly, infirm and those with buggies (source I vi) There were some reports of buses leaving early when passenger traffic is light.</p> <p>More direct buses from Seagry to Chippenham & Malmesbury.</p>	<p>using customer feedback and mystery shopping surveys</p> <p>Improve shelter & refreshments at Chippenham bus station.</p> <p>Promote introduction of low floor buses.</p>
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<p><u>6.1 Health Deprivation</u> <u>Health & Social Care Project Team (H&SC)</u> H&SC was set up in May 2007 and is a multi agency group which works with all the relevant service providers to improve customer/patient experience.</p>	<p><u>6.1 Health Deprivation</u> Although Chippenham community area is regarded as a relatively healthy area, there are pockets of health deprivation. Poor health is influenced by socio-economic, cultural, environmental and mobility factors. (State of Community Area – WCC Research 2008)</p>	<p><u>6.1 Health Deprivation</u> Wiltshire Council and NHS Wiltshire would like the community to work with them to help improve their own health & well-being, both physical and mental. ChAP H&HSC will work with them to help people reduce smoking rates, increase exercise and eat more healthily.</p>
<p><u>6.2 Access to NHS Dentists</u> NHS Wilts has made a significant investment which included a specialist orthodontic service.</p>	<p><u>6.2 Access to NHS Dentists</u> ChAP H&SC survey confirmed that this is still a problem. (ChAP WE NEED YOUR VIEWS survey, Parish Council submission, ChAP H&SC Survey)</p>	<p><u>6.2 Access to NHS Dentists</u> 2009/10 NHS Wilts commissioning new practice in the town increasing dental activity by 37%. New activity will take dental services to 64% coverage against county target of 70% of population. ChAP H&SC will monitor to see if this provision is</p>

		adequate.
<p><u>6.3 Chippenham Community Hospital</u></p> <p>14 maternity beds, refurbished Birthing Centre. 20 stroke beds, Stroke Unit cited as example of good practice. Day Hospital closed, general medical beds reduced to 20 (17 when moved to new ward).</p> <p><u>Minor Injury Unit (MIU)</u></p> <p>Open 7.00 am – 1.00 am 7 days a week.</p>	<p><u>6.3 Chippenham Community Hospital</u></p> <p>ChAP H&SC survey confirmed that people valued the services offered and were concerned that services will be reduced further. (ChAP WE NEED YOUR VIEWS survey, Parish Council submission, ChAP H&SC Survey)</p> <p>Kings Lodge School survey expressed concern about hospital bed numbers.</p> <p>Concerns were expressed through the ChAP H&SC survey that X ray facilities were only available 9.00am to 5.00 pm Monday to Friday and that MIU should offer 24 hour service. (ChAP H&SC Survey)</p>	<p><u>6.3 Chippenham Community Hospital</u></p> <p>NHS Wilts plans refurbishment of Cameron Ward for general medical beds 2009/10. Hospital rebuild planned 2011. ChAP H&SC will work with NHS Wilts and Hospital League of Friends to achieve these plans.</p> <p>ChAP H&SC will take every opportunity to influence improvements.</p>
<p><u>6.4 Chippenham Neighbourhood Team</u></p> <p>Nurses and care practitioners provide care and treatment in your own home rather than in the community hospital.</p>	<p><u>6.4 Chippenham Neighbourhood Team</u></p> <p>ChAP H&SC survey indicated that few people had heard of this service. (ChAP H&SC Survey). (NHS Wilts. survey showed patients to be very satisfied with service).</p>	<p><u>6.4 Chippenham Neighbourhood Team</u></p> <p>ChAP H&SC will continue to work with Neighbourhood Team Manager and Matron and monitor the service.</p>

<p><u>6.5 Access to GP Practices</u></p> <p>New large surgery opened 2006. 1 practice has changed way it works so as to better manage increase in patient numbers.</p>	<p><u>6.5 Access to GP Practices</u></p> <p>ChAP H&SC survey showed some patients to be unhappy with new appointment and consultation system introduced at one practice finding it difficult to make an appointment. (ChAP H&SC Survey).</p> <p>Problems with public transport particularly to Hathaway. (ChAP H&SC Survey, Chippenham Area Transport Needs Survey).</p> <p>Sutton Bengel valued their doctor's surgery and their village prescription service</p>	<p><u>6.5 Access to GP Practices</u></p> <p>ChAP H&SC will work with practice manager and NHS Wilts and monitor patient satisfaction.</p> <p>Matter reported to ChAP Transport Traffic & Parking Project Team</p>
<p><u>6.6 Waiting times for NHS treatment</u></p> <p>Government initiative – waiting times should be no longer than 18 weeks.</p>	<p><u>6.6 Waiting times for NHS treatment</u></p> <p>18 weeks target achieved ahead of national deadline.(Source NHS Wilts. Strategic Framework Feb 2009.)</p>	<p><u>6.6 Waiting times for NHS treatment</u></p> <p>In 2009/10 NHS Wilts. aiming for maximum of 13 weeks waiting and moving towards 8 weeks in subsequent years.</p>

<p><u>6.7 Ageing Population</u></p>	<p><u>6.7 Ageing Population</u></p> <p>70% of people ask to die at home in fact 70% of people die in hospital. (Source NHS Wilts. Chairs Briefing 20th February 2008).</p> <p>ChAP consultation and H&SC survey found that older people who are house bound and/or living alone felt that someone to visit them regularly would help to ensure independence. (Parish / Town Council submission, Opportunity Knocks hand-held voting, ChAP H&SC Survey).</p>	<p><u>6.7 Ageing Population</u></p> <p>NHS Wilts are looking at how to improve the care they provide at the end of peoples lives – new strategy approved for consultation in May 2009. ChAP H&SC to promote home visiting will work with local Library who are planning to develop the home library service, to promote it to other organisations that visit people in their own homes and explore ways we can develop and create a partnership of all local organisations working in our area.</p>
<p><u>6.8 Department of Community Services</u> (formerly The Department is re-structuring and changing the way in which it delivers services to local communities. In North Wiltshire the changes occur on 1st July 2009</p>	<p><u>6.8 Department of Community Services</u></p> <p>ChAP H&SC survey showed that people were concerned about the provision of social care and how it was accessed. (ChAP H&SC Survey)</p>	<p><u>6.8 Department of Community Services</u></p> <p>The Department of Community Service consider it to be vital that they evidence customer satisfaction. from the community on patient experiences.</p>

What's happened since the 2005 Plan	Community Feedback & other evidence	
<p><u>7.1 Growth in housing</u></p> <p>The Regional Spatial Strategy (RSS) identifies Chippenham as a Strategically Significant City or Town (SSCT) and plans a total of 5,500 new houses in the Chippenham Area before 2026. It remains to be seen whether this is achievable in the current economic climate.</p> <p>The Local Development Framework (LDF) process will analyse where this housing is best to take place from every planning consideration, and this will have public consultation at every stage.</p> <p>The Area Partnership and Vision team were invited in 2008 by WCC and NWDC to assist in public consultation.</p> <p>Barretts Housing has sought an opinion from the Council concerning Environmental Assessment if an application were made to build houses to the East of the town.</p>	<p><u>7.1 Growth in housing</u></p> <p>There has been considerable concern expressed in the responses to the Door to Door surveys about the adverse aspects of the new housing plans, including</p> <ul style="list-style-type: none"> • Resisting any more housing • Protecting environmental assets (particularly Bird's Marsh Wood) • Concern about flood protection if building is planned on the flood plain <p>The King Sturge report concludes that there is also a need for more employment land</p>	<p><u>7.1 Growth in housing</u></p> <p>Housing growth plans must have full public consultation to address the reported areas of concern.</p> <p>Flood protection and/or prevention measures must be adequate or enhanced to protect any future housing development</p> <p>Housing land requirements must be taken into account alongside the parallel needs for more employment land and retail development in master planning for the town.</p> <p>Housing developments must make a contribution not only to the new residents but to the wider community if there is a shortfall of facilities.</p>
<p><u>7.2 Affordable / Low Cost Housing</u></p> <p>There is a drastic shortage of low cost or affordable</p>	<p><u>7.2 Affordable / Low Cost Housing</u></p> <p>Seagry, Hullavington and Sutton Benger amongst</p>	<p><u>7.2 Affordable / Low Cost Housing</u></p> <p>Review recent housing needs surveys, and carry</p>

<p>housing in the Community Area. Policies to address this by requiring all dwelling developments to contribute 50% of sale value towards low cost housing have resulted in reducing the number of planning applications.</p>	<p>other parishes identified a need for affordable housing in their submission</p>	<p>out new ones if they are out of date.</p>
<p><u>7.3 Built Environment</u></p> <p>There are 12 Conservation Areas of Special Architectural or historical Interest in the Community Area.</p> <p>A large part of the centre of Chippenham is a Conservation Area. The Conservation Area Management Plan and the more detailed Conservation Area Appraisal documents contain considerable detailed comment on how the built environment in the town needs improvement.</p> <p>These documents were ‘saved’ by the local authority and may be used as formal planning reference documents (although without the force of Supplementary Planning Documents).</p> <p><u>7.3 Built Environment (cont)</u></p> <p>The Chippenham Vision team is working on projects has identified the Market Place as an area to commence making improvements</p>	<p><u>7.3 Built Environment</u></p> <p>A large number of responses to both the WE NEED YOUR VIEWS and Door to Door surveys expressed concern about the run-down look of the shop fronts and other buildings in Chippenham.</p> <p>Comments identified an adverse effect on civic pride, tourism and attraction of key retailers and employees.</p> <p>The Civic Society is playing a leading part in pressing owners to improve the appearance of their premises</p> <p>Concern has been expressed about the condition of the Western Arches in Chippenham, which should be maintained by Network Rail.</p> <p><u>7.3 Built Environment (cont)</u></p> <p>Villages complain about the lack of consistency and</p>	<p><u>7.3 Built Environment</u></p> <p>Ensure that parties with obligations to maintain the built environment such as Network Rail and Wiltshire Council discharge these obligations.</p> <p>Appoint a Chippenham Vision Manager / Town Centre Manager as soon as practicable, with funding by Wiltshire Council.</p> <p>Starting with the Market Place Area, apply the recommendations in the Conservation Area Management Plan to improve the built environment in Chippenham. (This will require setting up partnerships with retailers, and some partnership funding will be required – LPSA reward monies?)</p> <p><u>7.3 Built Environment (cont)</u></p> <p>Audit and follow-up of planning enforcement and consistency</p> <p>Assess the report of the HBA urban realm study,</p>

<p>A traffic & urban realm study has been commissioned from Hamilton-Baillie Associates, to improve the appearance of the town centre while alleviating traffic problems.</p>		<p>obtain similar evidence of other approaches as necessary, and implement improvements through the medium of master planning for the town.</p>
<p><u>7.4 Public Housing</u> Most public housing in the Chippenham Community Area is managed by Westlea Housing Association, but other housing associations may compete for new build. Wiltshire Council retains overall strategic responsibility.</p>	<p><u>7.4 Public Housing</u> <i>[Surveys and other evidence from Westlea Housing Association awaited]</i></p>	<p><u>7.4 Public Housing</u></p>

What's happened since the 2005 Plan	Community Feedback & other evidence	
<p>8. CULTURE & LEISURE</p>		

<p>The 2005 Plan stated its aim was to increase support for community facilities & events, and to encourage a range of cultural opportunities for residents and visitors to the Area.</p> <p>Headline issues were</p> <ul style="list-style-type: none"> • Improve outdoor sports facilities for young people • Increase support for community facilities & events <p>A review of that Plan shows that progress has been patchy.</p>		
<p><u>8.1 Chippenham – outdoor facilities</u></p> <p>Chippenham’s Stanley Park continues to be developed by Chippenham Town Council, and provides good mainstream sports facilities.</p> <p>However after 4 years a permanent skate park has still not been provided, and a BMX track was closed.</p> <p>The BMX jumps facility on CBLC land was</p>	<p><u>8.1 Chippenham – outdoor facilities</u></p> <p>The evidence in the Appendix highlighted the following values and needs –</p> <ul style="list-style-type: none"> • Suitable flexible performance venue in Chippenham • Multiplex cinema • Ten-pin bowling 	<p><u>8.1 Chippenham – outdoor facilities</u></p> <p>Carry out an expert assessment of the current leisure and social offering in the Chippenham Area. Analyse the gap and act on the recommendations to address it once they are agreed by community representatives. (It is believed that Wiltshire Council intends to carry out such a survey.)</p>

<p>successfully fenced in and used by local young people but then closed on grounds of insurance. (This follows the closure of the Monkton Park skate park soon after provision.)</p> <p>There are active football and sailing & canoeing clubs.</p> <p>John Coles Park provides excellent informal recreation in Chippenham.</p>	<ul style="list-style-type: none"> • Village Halls • Walking / Cycling • Facilities for Sport • Events & Festivals • Pubs • Facilities for young • RAWS • Play Areas • River • John Coles Park <p>Kings Lodge School identified Skate Park as their 4th priority.</p>	<p>A new BMX facility and permanent skate park are required in Chippenham. Momentum to be maintained from meetings that have taken place to provide a new facility.</p> <p>Provide support to active and successful clubs that provide outlets for youth.</p>
<p><u>8.2 Chippenham – indoor venues</u></p> <p>There is no sign yet of the affordable, accessible venue identified in 2003's Local Cultural strategy as a need for performance and participation in the arts.</p> <p>The Pound Arts Centre (Corsham) received major capital investment for its refurbishment and further financial subsidy, but has little relevance to arts development in Chippenham, and little investment has been made in the Chippenham Area.</p> <p>The Old Road Tavern, Jax, The Cause Music & Arts Centre and many other pubs offer venues for good</p>	<p><u>8.2 Chippenham – indoor venues</u></p> <p>Organisations in Chippenham continue to identify a need for an affordable, accessible venue for performance and participation (a) (b) (j).</p> <p>The Pound Arts Centre (Corsham) has promoted a few events in Chippenham, but they have been considered by many not to have wide appeal nor were well marketed.</p> <p>The Cove Theatre is small, expensive, lacks audience facilities (bar, foyer) and has limited availability. School venues pose similar problems to</p>	<p><u>8.2 Chippenham – indoor venues</u></p> <p>Better, affordable, large (~300 seat) performance facility in Chippenham (grants not always available).</p> <p>Pound Arts Centre (Corsham) needs to research what events would be of wider appeal to Chippenham & Villages audiences.</p> <p>Audit of affordable venue for smaller productions.</p>

<p>live music.</p> <p>There are currently two night clubs in town – ‘E11vn’ and ‘Karma’.</p> <p>Wiltshire College has the Cove Theatre. Secondary schools have well-equipped school halls</p> <p>Chippenham has an Astoria cinema.</p>	<p>the Cove for outside hiring organisations.</p> <p>The Chippenham cinema has been criticised as being cold, shabby and expensive. A multiplex cinema is favoured by many in the surveys, while some would prefer the existing cinema refurbished.</p>	<p>The cinema needs refurbishment or replacement by a multiplex.</p>
<p><u>8.3 Leisure & Arts development</u></p> <p>Many vibrant community arts groups in Chippenham & Villages are providing opportunities for participation skills, learning and performance for all ages, with dance groups, musical theatre, choirs, bands, drama groups, opera, and pantomime.</p> <p>However these groups often work in isolation, and there is no overall strategy or co-ordination. The Arts development officer left NWDC several years ago and was never replaced.</p> <p>ChAP formed a special interest group (‘PERFORUM’) to improve working together of performance arts groups, and successfully raised funds for essential shared equipment over the whole Area. This has led to some partnership working between groups.</p> <p>Chippenham Folk Festival successfully continues with a record year in 2009, and the Namfest</p>	<p><u>8.3 Leisure & Arts development</u></p> <p>People value the groups that exist, but wish to see them better supported and developed.</p> <p>Chippenham Borough Lands Charity has grant aided many Chippenham community organisations and projects, and made a major contribution to Leisure & Arts.</p> <p>Kings Lodge School survey found festivals entertainment & leisure their 6th highest priority, particularly for young people.</p>	<p><u>8.3 Leisure & Arts development</u></p> <p>Appoint new Arts Development Officer to work with local community arts groups, focussing on the needs in the Chippenham & Villages Area.</p> <p>Keep Borough Lands informed of long term projects and sustainability issues</p> <p>Look at widening menu choices for RAWs, based on evidence of what people want.</p>

(heavy rock) and River Festival have been launched.

However the ETC theatre company is moth-balled after two productions and the Chippenham Arts Festival ceased in 2008 because of high venue overheads, and lack of paid professional support.

8.3 Leisure & Arts development (cont)

MicroChipps Youth Theatre was launched and has put on 3 Summer Schools.

Rural Arts Wiltshire (RAWS) events have been successful in villages but not consistently taken up by them.

Chippenham Town Council has put on a mini music & drama festival in 2009

8.4 Community facilities & Village Halls

Many villages still have community halls that are in very poor condition, do not meet current environmental standards or current needs.

Funding for community halls is at a low ebb, with less available from central government and company-based foundations cutting back

Burton is evaluating use of their church for community. Christian Malford use their church, village hall, and the outdoors for theatrical productions. Hullavington has built a new village hall from insurance money.

Biddestone have appreciated grants received from NWDC and Awards for All for the replacement of old play equipment.

Seagry and Startley have combined with Great Somerford to raise money for a joint village hall after failed lottery bid.

Energy efficiency surveys for village halls with grants for such improvements were given by NWDC - NWDC grants for inclusive play equipment were taken up by many parishes.

8.4 Community facilities & Village Halls

Public response to surveys confirms the importance of a community hall to the strength and vibrancy of villages in particular.

Responses identify the following villages where a new or refurbished Village Hall is required

- Seagry (+Startley & Great Somerford)
- Nettleton and Burton
- Stanton St Quintin

Many villages seek to build community halls, refurbish or extend the activities available but suffer from a small tax base.

Grittleton wishes to develop cultural and sporting activities for all ages, both in and around the hall.

Littleton Drew is carrying out a play survey, and require a secure play area for their rising children population (no facilities within 2 mile radius)

Hullavington under-18s wanted more youth activities and clubs, and a teenage park. Seagry installed new equipment, Biddestone installed new play area.

8.4 Community facilities & Village Halls

Support the village and community hall projects listed with grant aid, planning policies and practical help

Parish Councils can access the Public Sector Loans Board to finance work on village halls.

More grants to small parishes for energy efficiency measures in public buildings.

Make more grants available for inclusive play areas.

Appendix - Evidence sources for this Update

- a) WE NEED YOUR VIEWS – ChAP Public Survey 2008 – (summary available)
- b) What you value & would like to see improved – ChAP DOOR TO DOOR Survey 2009 – (summary available)
- c) Parish and Town Council formal submissions to the Community Plan
- d) ChAP Parish Cluster workshops – 20 Jan 2009, 28 Jan 2009
- e) Parish & Village Plans
- f) ChAP / Pilot Area Board ‘Opportunity Knocks’ event in the Olympiad – hand-held voting
- g) ChAP Emery Gate shop-front open day – video diary
- h) ‘State of Chippenham Community Area’ – WCC Research Centre, 2008
- i) ‘Chippenham Community Area Survey’ - WCC Research Centre, 2008
- j) Relevant work of ChAP Special Interest / Project Teams
- k) ChAP Health & Social Care Survey
- l) Professional studies, (many collated in ‘Vision for Chippenham’ document)
 - i. Chippenham Conservation Area Management Plan & Analysis – 2004, being updated 2009
 - ii. North Wilts Parking Strategy – RTA for NWDC March 2007 (3-page summary available)
 - iii. Outline survey of Chippenham potential - Sutton Griffin for Chamber of Commerce, 2007

- iv. Retail Needs Assessment Survey - Roger Tym & Partners for NWDC, 2007
- v. Employment Provision Study - King Sturge, SWRDA sponsored, 2007
- vi. Chippenham Area Transport Needs Survey - Community First, 2008
- vii. Chippenham Retail Health Check - Savills 2009 (1 page summary available)
- m) Chamber of Commerce submission to the Community Plan, June 2009
- n) Local Cultural Strategy for North Wiltshire 2003-09
- o) Fire & Rescue Service Review of Community Areas Plans, January 2009
- p) Kings Lodge School (Chippenham) Survey
- q) Hullavington Under-18s survey