Rowden Park
South Chippenham
Wiltshire

STATEMENT OF COMMUNITY ENGAGEMENT

in support of
an Outline Planning Application
for

up to 1000 dwellings, community facilities
and Riverside Park

December 2014
Introduction

This statement is in support of an outline planning application by Crest Strategic Projects and Redcliffe Homes for a Garden Village development of up to 1000 new homes, community facilities and Riverside Park. It is an accompanying document for the application and should be read in conjunction with the technical reports, planning statement and drawings submitted with the planning application.

Crest and Redcliffe control about 128 hectares (316 acres) of land south of Chippenham, of which 78 hectares (198 acres) are proposed for a Riverside Park which will link with central Chippenham.

SF Planning Link, on behalf of Crest Strategic Projects (CSP) and Redcliffe Homes agreed a Community Engagement Strategy in 2014 with Wiltshire Council Officers to guide the pre-application consultation. The purpose was to advise all interested parties of the developers’ intentions to promote their land holdings at Rowden, with a view to submitting an outline planning application in autumn 2014.

Crest Strategic Projects and Redcliffe Homes have undertaken detailed pre-application consultation on their proposals. The Consultation has been carried out with the local community and key stakeholders, as identified in the consultation strategy. It included meetings with neighbours, site visits, discussions with community groups and two public exhibition and consultation events held on 10th and 11th July 2014 at Chippenham Town Hall and 22nd July at St Mary’s School, Rowden Hill, Chippenham. Information was also available on a dedicated Rowden Park website.

Consultation has informed the community of the proposals identified concerns and obtained an overall view of the community’s response to the proposal prior to submission of a planning application. The feedback enabled concerns to be considered and addressed with the aim of resolving objections, where possible, prior to submission.

This report details the pre application consultation activity, summarises the feedback received, sets out the applicants’ responses to these comments and details subsequent changes made to the proposals.

(i)
Executive Summary

Land at Rowden Park was formerly identified by Wiltshire Council as suitable for development of about 800 new homes with community facilities and associated Country Park in the pre-submission version of the Core Strategy. The principle of development on the land had therefore been the subject of consultation by the Council through the Core Strategy process. As a result, councillors and some members of the community were familiar with the idea of the principle of development on this large site to the south of Chippenham.

The site covers over 125 ha (300 acres), approximately one third of which is proposed for a Garden Village style of residential development for up to 1000 new homes with community facilities, and two thirds for a Riverside Park with public access.

Consultation and engagement with the community on the Garden Village and Riverside Park land at Rowden Park, controlled by Crest Strategic Projects and Redcliffe Homes, began in April 2014. A consultation strategy was prepared by Sf Planning Link setting the parameters for engagement and was agreed with officers of the Council. The strategy involved engagement with Wiltshire Councillors, Town Councillors, Parish Councillors, Chippenham Vision, owners of land and property immediately adjoining the proposal, representatives of education, medical and recreation groups, and the wider community and residents of Chippenham.

The community was informed of the proposal through site visits in May 2014, meetings, presentations, two public consultation exhibitions over 3 days in July and press coverage. The information provided covered design principles, public access, landscape, ecology, access and transport, drainage, community and education facilities.

Over 300 local people attended the public exhibitions with over 101 submitting written responses, many going into great detail and raising a number of issues. Analysis of the responses produced almost 300 different comments on various topics. The comments were summarised and responses made to them. This breakdown is set out in Appendix 6 of this report.

There was broad support for the Garden Village vision and the Riverside Park. Public access to a large area of informal open space was welcomed together with an increase in pedestrians and cycleway links to the town for new and existing residents. The management and maintenance of the Park and the green infrastructure in the Garden Village are raised as important details to ensure the development remains attractive and well-kept over future years.
Whilst many people accepted the need for more homes they were concerned about the lack of infrastructure in Chippenham to cope with the demands of the increase in population and the traffic it would generate.

Over 40% of responses were related to transport matters, 30% of these directly opposing the proposal for a bus lane on Rowden Hill. This was subsequently removed from the application as a result of the consultation thus reducing the number of comments on transport to 30% overall. The increase in car traffic along the A4, general congestion in Chippenham and the need for a southern relief road were the other main concerns. The transport strategy set out in the Transport Assessment accompanying the outline planning application for Rowden Park addresses these matters. It is however unlikely to remove many objections as local people worry about increased journey times due to congestion.

Over 50% supported the proposal, 32% of these in full support and 68% supporting the principle subject to concerns being satisfied on traffic matters.
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1.0 **The Brief**

1.1 SF Planning Link is appointed by Crest Strategic Projects and Redcliffe Homes to advise on and co-ordinate consultation and engagement with the community, on their proposals to develop a Garden Village on land at Rowden Park. This is to inform the preparation of an outline planning application for up to 1,000 dwellings, community facilities and a Riverside Park.

1.2 The site was identified for development in the Pre-Submission Core Strategy for Wiltshire, Feb 2012, which has been the subject of consultation exercises by Wiltshire Council during its preparation.

1.3 The brief was to inform the local community of the proposed development and to ascertain their views to help inform the preparation of the Masterplan and the associated infrastructure proposal.

1.4 In line with the Wiltshire Council Statement of Community Involvement 2010, which encourages developers to undertake public involvement before submitting a planning application, SF Planning Link prepared a Community Engagement Strategy, outlining how the community would be involved in the process of inputting into the planning application for a Garden Village at Rowden Park. The community engagement strategy was approved by officers of Wiltshire Council and is set out in Appendix 1.
2.0 The Planning Context

2.1 The site lies to the south of Chippenham and covers over 125 ha (300 acres) of which approximately 78 ha (193 acres) is proposed as a Country Park with public access.

2.2 The proposed housing area is bounded by the B4528 Patterdown Road to the west, Rowden Lane to the north, Showell Nurseries to the south and the open countryside, which is to form the Riverside Park, to the east. The land is currently in active agricultural use. The extent of the Riverside Park stretches to the River Avon as its eastern boundary.

2.3 The land was allocated in Core Policy 10 of the Pre-Submission Core Strategy Feb 2012 for 800 dwellings. The Strategy Inspector has increased the County’s housing requirement and has requested the Council review their allocations. This work has been undertaken by Council officers over the same period we have consulted with the community.

2.4 The prime aim is to demonstrate that land to the south of Chippenham at Rowden Park can be developed and delivered in the Plan period and is a viable allocation to meet the housing requirement for Chippenham.

2.5 The planning merits of this site are dealt with in detail in the supporting Planning Statement prepared by D2 planning.

2.6 The Planning and Compulsory Purchase Act (2004) requires Local Authorities to prepare a Statement of Community Involvement (SCI). This statement is in conformity with the SCI for Wiltshire, adopted 23rd February 2010.
3.0 The Consulted Community

3.1 The site lies in two Wiltshire Council Wards. The proposed housing development part of the site lies within the Rowden and Lowden Ward at Chippenham and is represented by Cllr Linda Packard. The Riverside Park lies within the Corsham Without and Box Hill Ward, represented by Cllr Dick Tongue.

3.2 The Community Engagement Strategy identifies a number of key stakeholders including:

- Chippenham Town Council
- Wiltshire Councillors
- Corsham Town Council
- Chippenham Borough Lands Charity
- Rowden Manor Hamlet residents
- Residents of Showell Nurseries
- Showell Protection Group
- Lacock Parish Council
- Chippenham Vision
- Chippenham Gun and Rifle Club
- Local residents

3.3 Chippenham Town Council

An initial meeting was held in April 2014 with the Chief Executive to visit the site, explain the proposals and strategy. This was followed by contact with all Town Councillors who were invited to accompanied site visits at which the principle of the Garden Village and details of the Riverside Park were discussed.

A number of site visits took place over May 2014 to accommodate availability of Councillors.

3.4 Wiltshire Councillors

3.4.1 There are eight Wiltshire Councillors covering Chippenham; seven are also Town Councillors. Wiltshire Councillors were therefore engaged in conjunction with the Chippenham Town Council.

In addition, Councillor Chris Caswill (Monkton Ward, Chippenham) and Cllr Dick Tongue (Corsham Without and Box) were invited to and attended site visits.
3.5 Corsham Town Council

The Corsham Ward is not directly affected by the proposal but the adjacent employment proposal at Showell Farm lies within the Corsham Community Area. Information was therefore given to Members via the Clerk and a number attended the public event in July. No concerns were raised by those who attended.

3.6 Chippenham Borough Lands Charity

Meetings have been held with the Chief Executive and we understand the Trustees are positive about provision of a footpath/cycle link across the River Avon. This is on the strict understanding that there will be no cost to the Charity for any investigations, structure or maintenance. Discussions are on-going with the Charity.

3.7 Rowden Manor Hamlet and Showell Nurseries residents

We have met with residents of Rowden Manor Hamlet and Showell Nurseries on a number of occasions to hear their concerns and to explore ways in which these can be accommodated in the Masterplan.

3.8 Chippenham Vision

Chippenham Vision has been informed of the plans and we have liaised with the Chair throughout, who has also carried out a site visit.

3.9 Other Stakeholders

3.9.1 The Showell Protection Group (Tony Peacock), Lacock Parish Council, Chippenham Vision and the Chippenham Gun Club were specifically invited to attend the public consultation exhibition in July 2014.

3.9.2 Invitations to the public event were also extended to St Mary’s School, Rowden Surgery, Chippenham Wheelers, Chippenham Harriers, the Allotment Society, Wessex and Chippenham Chamber of Commerce, the Civic Society and the Ramblers.

3.9.3 Throughout the pre-application consultation, Duncan Hames MP was kept informed of the proposal and consultation process.

3.10 Local Residents

A public consultation/exhibition event was held 10th-11th July 2014 at the Town Hall, for the whole community to attend. This was followed by a subsequent exhibition of proposals at St Mary’s School, Rowden Hill on 22nd July.
4.0 Consultation Exhibitions
Chippenham Town Hall, 10th and 11th July 2014
St Mary’s School, 22nd July 2014

4.1 The public consultation exhibition in the Town Hall was advertised in the Wiltshire Gazette and Herald on 3rd and 10th July and the subject of editorial coverage (see Appendix 2). A leaflet drop was organised for over 4,000 homes in the vicinity of the site at Rowden and Lowden. It did, however, become clear at the Town Hall event that the company employed to deliver the leaflets had delivered them to a more distant area of Chippenham. In response to this error, a new leaflet drop to 1,000 homes in Rowden and Lowden advertised an additional consultation event held at St Mary’s School, Rowden Hill on 22nd July (see Appendix 3).

4.2 Both venues were selected to be easily accessible by car and foot, with disabled access. The rooms were indicated by directional signs in ‘A’ frames and arrows. The timings were chosen to cover a variety of periods when it was convenient for members of the public to attend.

Chippenham Town Hall

3pm - 8pm Thursday 10th July and 11am - 4pm Friday 11th July
St Mary’s School, Rowden Road

4pm - 7pm Tuesday 22nd July,

4.3 Visitors to the events were invited to sign in an attendance book on arrival and handed a response form and Question and Answer sheet (see Appendix 4). Attendees were encouraged to complete a response form at the event or to return by freepost, or email.

4.4 The exhibition comprised 11 no. A1 display boards attached at Appendix 5. The information on the display boards, in the Question and Answer handouts, and attendance by representatives of Crest, Redcliffe and their development team consultants facilitated discussion on the proposal and answering of questions.

4.5 For those unable to attend the consultation events or wishing to refer to information displayed, a dedicated website, www.rowdenparkchippenham.com provided all the consultation material and the ability to submit comments.
5.0 Responses and Feedback

5.1 Public Consultation Events

5.1.1 Over 200 people attended the consultation event over two days at the Town Hall and over 100 attended the evening event on 22nd July at St Mary’s School.

The event at St Mary’s School attracted many people from the Rowden Hill area who were mainly concerned about traffic impact on the A4 and Rowden Hill and the provision of the bus lane.

The consultation was also attended by:-

Duncan Hames MP
Wiltshire Councillors
Chippenham Town Councillors
Corsham Town Councillors
Chippenham Vision Chair
Chippenham Gun and Rifle Club
Borough Lands representatives
Lacock Parish Councillors
Bremhill Parish Council representatives
Chippenham Civic Society
Showell Protection Group
Ramblers’ Association
Chippenham Community Voice

5.1.2 111 written responses were received during the month of July. Most respondents raised points on several issues, resulting in responses on individual topics. Responses were detailed, many filling more than one full page to express their views.

5.1.3 The general feeling at the consultation events was supportive of the Garden Village concept, with some acceptance of the need for new homes but concern and frustration at the lack of a strategic plan for Chippenham, the need for traffic flows to be improved through the town and better shops and leisure facilities. The Riverside Park was well received and welcomed.

5.1.4 No formal responses were received from the Town and Parish Councils and their Councillors, although many attended the consultation events. Notes were however made of feedback from site visits.
5.1.5 Representations were submitted by the Ramblers' Association and the Chippenham Gun and Rifle Club. No responses were received from Chippenham Harriers or Chippenham Wheelers.

5.1.6 Responses from residents at Rowden Manor Hamlet, Showell Nurseries, Chippenham Gun and Rifle Club and the Borough Lands Charity are reported separately.

5.1.7 The individual responses have been referenced, each comment categorised and a summary note of the comments made. These, together with the applicants' response to them, are set out in Appendix 6.

5.1.8 The chart above sets out the categorised topics. The majority were about the Garden Village, which was welcomed by those accepting the need for more housing. Traffic issues attracted the most comments; many of these were specific to certain parts of the local network with the bus lane creating most debate and not supported.

5.1.9 **Garden Village**

The Garden Village concept was very well supported with specific comments made about lower density, good design, retained and increased numbers of hedges and trees and high quality spacious environments.
5.1.10 **Traffic Issues**

These matters were of greater concern. They concentrated on general concerns about increase in traffic in Chippenham, the bus lane proposal and to the A4 at Rowden Hill. There was a call by 21% for a southern link road either from Pewsham to the A350 or Pewsham to the A4.

**Response**

Detailed responses are set out in Appendix 6 of this report. The Transport Assessment submitted with the application will address the traffic impact of the proposal. However, as a result of the public consultation, the bus lane along Bath Road has now been removed from the proposal as 100% of comments on the bus lane were objections.

![Traffic Issues Pie Chart](chart.png)

5.1.11 **Public Transport**

Public transport, ie. bus services, are encouraged but people are sceptical they would be used.

**Response**

A contribution to bus services will be made via a Section 106 contribution to facilitate services to and from Rowden Park.
5.1.12 **The Riverside Park**

This was supported, especially for informal recreation, dog walking, cycling and walking. The use of the natural environment was welcomed, although some had concerns about the impact on existing wildlife. There were few written comments about ecology, which may have been a result of the plans and explanation given by the development team, making it clear that surveys had been undertaken and measures would be put in place to accommodate wildlife, especially bats. Local residents noted that people already drive to Rowden Lane, parking their cars along the land or in the field and then walking their dogs. There was a call for a car parking area here to cater for this need. One person requested a café in the park.

**Response**
Numerous wildlife surveys have been carried out to inform the Masterplan. A car park is not considered appropriate in the Conservation Area. A café may also be inappropriate and would have to be the subject of a separate planning application and commercially viable.

5.1.13 **Footpath and Cycle Links**

Access across the Riverside Park from east to west and from north to south, and the potential to link across the river to Pewsham and to Lackham College was supported. The Rowden Mile link to the town centre was supported, with some calling for it to be lit and with segregation for pedestrians and cyclists.

The Ramblers are not opposed to the development but wish to retain the historic footpath routes if possible. They welcome any increase in the footpath network and improvement in accessibility. Shared surfaces with cycles should be wide enough to have separation from pedestrians.

**Response**
The footpath/cycleway hierarchy has been designed to take account at the Ramblers desires wherever possible. Elsewhere, links are taken to the edge of the area controlled by Crest and Redcliffe. The application cannot include land outside their control but Crest and Redcliffe will work and co-operate with adjoining land owners to deliver a comprehensive network for the town.
5.1.14 **Community Facilities**

Not unexpectedly, people wanted to ensure that the development would provide a community building, education, medical and shopping facilities.

**Response**
The local centre does show the opportunity for all these to be provided, albeit not directly by the developer, except for the community centre building. Schooling is the responsibility of Wiltshire Council but contributions will be made as part of a Section 106 legal agreement to provide school places from nursery to 6th form levels.

Medical facilities are the responsibility of the NHS and we will consult with them and discuss the most acceptable solution.

5.1.15 **The management and maintenance of the Riverside Park**

Many wished to know how this would be achieved, recognising the need to manage “informal” open space. Suggestion was made for a Community Land Trust, involving the Wiltshire Wildlife Trust and the local community.

**Response**
There remains a variety of options for the long term management and maintenance of the park and other green spaces. The most traditional option is transfer to the local authority; however this is not favoured by Wiltshire Council. Alternative strategies would include the appointment of a management company or the establishment of a community model of governance, whereby the residents of the new community retained ownership and responsibility for the assets. These models may necessitate an annual service charge. Such models have been implemented by Crest Nicholson at Daventry and Swindon. Ultimately the Section 106 agreement will establish a clear legal responsibility for arranging the management of the park, even if the details are resolved at a later date.
5.1.16 **Affordable Housing**

There were few comments about affordable housing; one suggested it be built off site altogether on land west of Patterdown and there were suggestions for specific designs, eg. Y cubes or container pod homes.

**Response**

Affordable housing will be provided on site and the design influenced by the Registered Social Landlords (RSL) involved in its provision.

5.1.17 **House design, mix, phasing and parking provision**

Use of renewable energy, eg. solar panels and water recycling on the new build houses was suggested. Sufficient parking provision was called for on plots with a minimum of 2 spaces per dwelling.

A residential care home for the elderly was suggested and houses provided to meet the needs of the increasing number of single people and elderly in the population.

Phasing of the development was queried and one requested it commence in the north and work its way south.

**Response**

The developers favour a built fabric first approach, which means prioritising improving the energy efficiency of the house before considering energy generating measures such as solar panels to meet building regulations.

Parking will accord with the Council’s standards, currently 2 spaces per dwelling.

The mix of the housing will be dealt with in the reserved matters applications. The intention is to create a mixed community.

Phasing will be determined through the planning application process but it is likely the development will start in the north.

5.1.18 **Flooding**

Local residents already walking the public paths running through the area of the Riverside Park noted some areas flood and comments were made by others that homes should not be built in the floodplain.
Response

Areas that currently flood as part of the Avon floodplain will continue to do so, the strategy aims not to affect the functional floodplain of the river. Improved surfacing will help make the routes usable for most of the time but there will be occasions when the park is more difficult to use next to the river in the winter. Informal parkland is a good use of such areas. All homes are outside the floodplain and in areas of low flood risk defined by Environment Agency mapping and analysis in the flood risk assessment.

5.1.19 Access to the site

Residents of Coppice Close raised concerns about sharing an access from Patterdown Road, as residents' park along the road.

Concern was expressed not to allow access from Showell Nurseries.

Roundabouts were suggested for access points.

Response

Access to the site will be over the bridge before entering Coppice Close and parking restrictions will be investigated. There is no proposal to access the development from Showell Nurseries. There are four accesses to the site and one of these is a roundabout off the B4528.

5.1.20 Leisure

Comments were received about the need for more leisure and sport facilities in Chippenham, to include facilities for activities for the elderly. This was more of a general comment targeted at the town and its proposed growth as a whole, not just Rowden Park.

Response

The development does not propose leisure facilities for the town, but more housing will increase the population and potentially increase the opportunity to attract leisure operators to Chippenham. Leisure destinations are best located in Chippenham town centre.

5.1.21 Conservation Area

There was support for the protection of the Conservation Area and its sensitive treatment.
5.1.22 **Allotments**

Provision of these is welcomed with the Allotment Society keen to be involved in detailed design.

**Response**
We have met with the Allotment Society to discuss the demand and specification of allotments in Chippenham. We will remain in contact with the society and the Town Council and liaise with them in their provision.

5.1.23 **Alternative housing sites.**

Reference was made to the potential to build on alternative sites, such as brownfield. One person preferred development at East Chippenham, one requested the site area be reduced to the area identified in the Pre-Submission document and one questioned the whole rationale of the strategy for Chippenham.

**Response**
Rowden Park was a preferred location for new development in the Pre-Submission Core Strategy and is included in the Council’s five year land supply. Rowden Park is a more sustainable location for development than alternatives and this is expected to be confirmed through the Chippenham DPD.

5.2 **Rowden Manor Hamlet Residents**

Residents of the Rowden Manor Hamlet are familiar with Core Strategy proposal and welcomed the opportunity to discuss treatment of the Riverside Park around their properties. Their concerns regarding the implications of increased public access are summarised below:-

- potential increase in unauthorised entry to their properties from the private road
- proximity of public access routes to their boundaries
- location of the Civil war and Scheduled ancient monument interpretation board
- parking along Rowden Lane and on the private road
- increase in unsociable behaviour of some people using the park
- signage
- detail of surfacing and at crossing points with the private road for public access routes
- use of existing pedestrian desire lines
- maintenance of the private road to Rowden Manor Hamlet
Response
Joint meetings and site inspections with residents were held on site to appreciate the detail of the proposals. The route of the public access routes around the properties was amended to move it much further away from their boundaries and to follow the existing desire lines as much as possible.
The interpretation board was moved further away from the properties and closer to the battlefield site.

Signage and detail of surfacing and at crossing points will be dealt with at a later date as the application is in outline at this stage.

5.3 Showell Nursery Residents

There are further properties at Showell Nurseries whose northern boundary, their rear garden abuts the development area. The treatment of this boundary has been discussed and in response to concerns, the illustrative masterplan shows a set back from the boundary with landscaping, footpath and back gardens between the existing and proposed new properties.

5.4 Chippenham Borough Lands Charity

The Borough Lands Charity own land on the eastern side of the River Avon, across which access can be gained to Avenue La Fleche.

Discussions have been ongoing with the Borough Lands Charity for some time about opportunities to deliver a pedestrian and cycle bridge from the development site across the River Avon. Opportunities still exist and these discussions remain ongoing.

5.5 Chippenham Gun and Rifle Club

We have met with committee members of the Gun Club, viewed their shooting range and gained an understanding of their activities and aspirations for the future.

A further meeting with the Gun Club is planned for December.

5.6 Feedback from Site Visits

5.6.1 A number of site visits were held with local councillors. These were informal, involving no presentation, but walking to parts of the site from the highway and in some cases viewing the site from Lackham College driveway.
5.6.2 During the visits comments were made by councillors covering the following topics:-

- landscaping
- ecology
- management and maintenance of the Garden Village and Riverside Park
- access
- additional traffic on A4, Rowden Hill and Bath Road
- highway capacity at the Bridge Centre
- pedestrian and cycle linkages to Chippenham town centre
- quality of the housing
- parking provision
- renewable energy
- education
- community hall/centre
- footpath along Rowden Hill
- reduction in speed limit along Patterdown

5.6.3 These comments have also been raised by members of the public at the consultation events. Responses to them are set out in Section 5 and Appendix 6.

5.7 St Mary’s School

5.7.1 A meeting was held with the headteacher in July to discuss the proposal. There was no objection to the principle of development but concerns were raised over traffic and access to the school.

5.7.2 The Roman Catholic School attracts pupils from a wide catchment, many of whom arrive by car. The school has a parking strategy but many parents park opposite in St Luke’s Drive, (the road to the hospital) and walk their children across Rowden Hill to the school, via the pedestrian crossing. The pavement is narrow on the south side but not as narrow as the section further east near Gypsy Lane, where there is a call to widen it.

5.7.3 Reference was made to the need for another bridge crossing for vehicles across the River Avon in the context of the wider transport network for Chippenham.

5.7.4 The bus lane was of concern. Its need was questioned, its use by other traffic at times and it was queried if this strategy had been tried and tested elsewhere in Chippenham.

Response
The bus lane no longer forms part of the application.
The delivery of a southern bypass does not form part of the transport strategy for Chippenham and the transport assessment demonstrated that it is not necessary to serve the scale of development proposed at Rowden Park.

5.8 **Rowden Surgery**

We met with a local Practice Manager who did not have concerns about the proposal. It is estimated that 1,000 new homes may create a new position for one new Doctor. The NHS is responsible for provision of health care facilities, they will be consulted and we will discuss the most acceptable solution.
6. Summary of Changes to the proposal in response to Consultation with the Community

6.1 In addition to community consultation and engagement, Crest and Redcliffe’s consultants have been consulting with highway, landscape, planning, ecological, archaeological officers and drainage authorities and utility companies. All have had an input into the parameters of the Master Plan.

6.2 The changes made to the proposal displayed at the consultation in July 2014 directly in response to community consultation are as follows:-

- removal of the bus lane on Rowden Road
- revised design to the northern boundary at Showell Nurseries properties
- revised routing of public access routes around Rowden Manor Hamlet
- discussions are still ongoing with the Borough Lands over delivery of a bridge for pedestrians and cyclists
- moving Civil War Battlefield interpretation board
- pedestrian/cycle links to be on boardwalks in boggy areas
7. **Conclusions**

7.1 There was widespread and focused engagement with stakeholders and the wider community. The Town Hall event attracted residents from across the town, whilst the St Mary’s School event was attended mostly by residents living in Rowden and Lowden. Over 300 people viewed the proposals with over 110 sending written responses.

7.2 The majority of people did not object to the principle of housing at Rowden Park, the Garden Village design being especially welcomed.

7.3 The Riverside Park is supported, in particular increased access for the public and provision of footpaths and cycleways to access the park and the Garden Village, and link it to the town. Its management and maintenance must be robustly secured to ensure delivery now and in the future to secure a high quality environment. This is also the case for the Garden Village.

7.4 Transport issues caused most concern, accounting for 40% of all comments. The proposal for the bus lane raised most objections, accounting for 30% of the traffic related comments. The bus lane was subsequently removed in response to the consultation. Increased traffic along the A4, together with a call for a southern by-pass and concern about congestion in Chippenham in general made up the bulk of the other traffic comments.
Appendix 1

Community Engagement Strategy
Rowden Park, Chippenham

Community Engagement Strategy

April 2014

1. The Brief

SF Planning Link is appointed by Crest Strategic Projects (CSP) and Redcliffe Homes to advise and carry out community engagement as part of the team appointed to promote residential and associated development on land to the south of Chippenham, known as Rowden Park.

The aim is to submit a planning application in 2014 in parallel with promoting the site through the Site Allocations Document for Chippenham, which is to be prepared by Wiltshire Council.

The strategy will promote the Rowden Park site and impart knowledge to the key community representatives and the public on practical and technical issues affecting the deliverability of the site and competing sites where appropriate.

SF Planning Link will work closely with other members of the development team in the preparation and delivery of key documents, including the Vision for Rowden Park, to stakeholders and the public. The background documents to inform the consultation strategy include:

- Wiltshire Core Strategy
- Wiltshire Infrastructure Delivery Plan 2011-2016, Appendix 1 – Community Area Delivery Schedules for Chippenham
- Chippenham Town Council Strategic Plan
- Joint Strategic Assessment for Chippenham Community Area
- Strategic Economic Plan
- Local Economic Plan

The Vision document to inform the community of the proposals is currently being drafted by LDA, based on the constraints and opportunities already known.

Engagement activities will focus upon disseminating information on the viability and deliverability of development to the south of Chippenham.
2. Community Engagement Strategy

2.1 The purpose is to collect information from key stakeholder groups and Town and Wiltshire Councillors to feed into the detail for the planning application. In addition, the Rowden Park Vision and Garden Village concept will be explained.

2.2 Community Groups

There are a number of community groups in Chippenham, each with their own objective and focus.

We have identified the following groups to be embraced in pre-application discussions:

- Chippenham Borough Lands Charity
- Chippenham Vision
- Cherish Chippenham
- Chippenham Community Area Board
- Chippenham Civic Society
- Recreation Groups –
  - Ramblers
  - Chippenham Wheelers (cycle)
  - Chippenham Harriers (running)
- Chippenham Heritage Centre
- Lacock Parish Council
- Showell Protection Group
- Bremhill Parish Council
- Chippenham Community Voice – this group draws together Residents’ Association groups e.g. Hardens Mead and Long Close Residents Association
- National Trust
- English Heritage

The heritage assets of Rowden Manor and the archaeological and historic use of the Rowden Valley, together with inclusion of part of the site within the Conservation Area is expected to create interest amongst historical and cultural heritage interest groups and the Civic Society.

Individual meetings/dialogue are to be held with each of these groups in the first instance, to establish their views on the important influences and requirements for development of Rowden Park. We would use this opportunity to explain the Vision to them.
Contact with recreation groups will be made directly by telephone/email and we will endeavour to gather representatives together for a meeting.

2.3 Chippenham Town Council

The Town Council is prepared to engage in discussion about development proposals in and around Chippenham. The Town Council have representatives on many of the community groups and 7 out of 8 of Chippenham Wiltshire Councillors are also on the Town Council. The town has its own Strategic Plan and this overlaps into the Core Strategy, Chippenham Vision plans and the work of Cherish Chippenham.

It is proposed a meeting is held in the first instance with Sue Wilthew, Chief Executive and the Chair of the Planning Committee, Linda Packard.

2.4 Wiltshire Councillors

There are currently 8 Ward Councillors for Chippenham.

We believe all Members would be interested in proposals to develop this site. We propose they are invited to walk the site at an early stage and informed of the proposals through presentations at meetings and documents.

2.5 Chippenham and Wessex Chambers of Commerce

The Core Strategy proposes an employment led strategy with new homes, whilst balancing the need to protect the natural environment. Rowden Park is adjacent to the proposed Showell Farm employment site and the Country Park will complement the delivery of new jobs and homes. The Chambers are therefore an interested party in strategic terms.

3. Site visits

Our experience has shown that often Members and interest groups do not fully appreciate the size and complexity of major developments. Whilst public footpaths cross some of the Rowden Park site, access can be difficult at present, particularly for those suffering loss of mobility. All the land is private, so accompanied site visits are suggested.
4. **Public Exhibition**

We propose this would be the best way to inform the general public of the proposals and how they have evolved. It would be held in an easily accessible and well known venue on dates and at times convenient for most people to attend.

The event will be advertised through the Wiltshire Gazette and Herald and with a leaflet drop. The local Radio stations will also be informed. A web site for Rowden Park will be created to post details of the proposals, events and for feedback from the community and the developers.

Community groups and Councils will be asked to post the event on their web sites.

5. **The Press**

Engagement is proposed with the Wiltshire Gazette and Herald with press releases and illustrations to be provided for inclusion in the paper.

6. **Feedback**

All comments from the stakeholders, community groups and the public will be recorded and reported to Crest and Redcliffe Homes. These will inform the preparation of a Masterplan for the site and the detail of any legal planning agreements. The comments and the developers’ responses to them will be included in the Statement of Community Engagement which would accompany the planning application.

sf April 2014
Appendix 2

Advert and Editorial Coverage for Consultation Events
PLANS for 1,000 new homes at the proposed Rowden Park in Chippenham will be unveiled at a public consultation next week.

Crest Strategic Projects and Redcliffe Homes will reveal their proposal for what they are calling a “21st century garden village”, on Thursday and Friday, July 10 and 11, in Chippenham Town Hall.

The plans are to establish a new community of 1,000 homes with gardens on tree-lined streets, with 26 per cent of the homes to be built over a period of five years. The 95-hectare (94-acre) housing site is planned for between Rowden Lane and the A350, above the proposed Showell Farm employment site.

It would provide 38 per cent of the minimum 2,625 houses that need to be built in Chippenham by 2025, according to the revised Wiltshire Local Plan.

By Julie Armstrong
jarmstrong@newswilts.co.uk

The developers promise parking and open green spaces, a village centre with a community hall, shops, a primary school and sports pitches.

The proposal includes a new public riverside park of about 76 hectares (188 acres), covering the Rowden conservation area. This would run from Gypsy Lane and Avenue La Fleche, along the River Avon and to the back of the hospital, Rowden Road and Burleaze.

Developers are talking with the Borough Lands charity on the possibility of building a bridge for pedestrians and cyclists to cross the river, to improve the choice of walking and cycle routes across the town and potentially to Lackham College.

John Terry, managing director of Crest Strategic Projects, said: “Working with Redcliffe Homes, we plan to create an attractive and sustainable new community of contemporary homes which will offer the very best in quality design, alongside beautiful outdoor spaces and local amenities.”

Residents and interest groups are invited to view the proposals and submit comments to the developers, before they submit an application later this year.

The consultation will be in Chippenham Town Hall on July 10 (3pm-8pm), and July 11 (11am-4pm). Details will be available at www.rowdenparkchippenham.com later.
Community Consultation for a Garden Village

1,000 new homes, community facilities and 75 hectares (186 acre) Riverside Park at Rowden Park, South Chippenham

Crest Strategic Projects and Redcliffe Homes invite you to come and see their proposal for a Garden Village and Riverside Park on land between the River Avon and Patterdown Road, south of Chippenham.

Plans will be on show and representatives of the development team will be at Chippenham Town Hall on:

Thursday 10th July 3pm - 8pm | Friday 11th July 11am - 4pm

Come and see the plans and let us have your views!

www.rowdenparkchippenham.com

If you have any queries about the Consultation, please contact Sarah Foster SF Planning Ltd, tel. 01249 780183 or e-mail sarahfoster@planninglink.co.uk
New estate has mixed reaction as it goes on show

Traffic fears over 1,000 homes plan

MORE than 200 people went to see plans for the proposed Rowden Park garden village, which would include 1,000 new homes in Chippenham.

Crest Nicholson and Redcliffe Homes unveiled their plans, for a mix of two to five-bedroom homes between Rowden Lane and the Patterdown Road, at a public consultation in the town hall on Thursday and Friday.

If planning permission were given, houses would be built from 2016 to 2021, with the first up for sale by the beginning of 2017.

A proposed 180-acre country park with copses and nature trails, running to the east of the new houses from behind the hospital to down just below Mortmores Wood, was popular.

But there were concerns about traffic and whether promised amenities would materialise.

The developers are promising a community centre, primary school, shops, sports pitches and allotments.

Marilyn Logan, 66, of Cepen Park North, said she was not convinced.

She said: “The council have in the past allowed Crest to build an estate where we were promised these things, none of which materialised. The council don’t follow through, they allowed that to happen. We have a residents’ association and we meet in the pub because we don’t have a community centre.”

Sean Grant, 45, of Cepen Park North, thought new housing should be accompanied by more leisure facilities.

He said: “What about all the amenities that go with developments? We’ve got all these plans for housing in Chippenham and none of these things to go with it. And my other concern is the traffic. I work in Bristol and it’s hard enough to get back into town at the moment.”

The site would be accessed by three junctions off Patterdown. One is already there, off Coppice Close, and two would be created, one just north of Showell Nurseries.

The developers said Rowden Park could be delivered without the need for large-scale infrastructure and would protect other sites from development, though suggest improvements would be needed at the Somsbury’s, Bumpers Farm and Bridge Centre roundabouts.

They also propose an improved bus service and bus lanes along Patterdown Road and the A4 at Rowden Hill.

John Terry, managing director of Crest Nicholson Strategic Projects, said: “Visitors liked the garden village design and commented on how it was particularly appealing to families and would create the feel of living in the countryside, while still being close to the town.”

The Riverside Park was also very well received, with people commenting that it would bring urban and rural together by opening up this area of land for more people to use and encourage people to access the town centre by cycle or on foot.

The developers could provide a pedestrian and cycle route to connect the houses with the town centre and footpaths and bridges to connect Chippenham with Lackham College.

They want people to leave feedback at www.rowdenparkchippenham.com by next Friday, July 25.
Appendix 3

Invitation to July 22 Consultation event
Dear Resident

Rowden Park Garden Village Consultation
Proposal for Garden Village of 1,000 new homes, community facilities and Riverside Park

It has been brought to our attention that leaflets advertising the above community consultation which took place on Thursday 10th July and Friday 11th July at the Town Hall, Chippenham may not have been delivered to properties in your road. We apologise for this and have taken the matter up with the company who were employed to deliver.

Fortunately some residents, having seen the advertisement in the Gazette and Herald, attended the exhibition and we have therefore been alerted to the omission.

In response to this we have arranged to display the plans at St Mary’s School, Rowden Hill on Tuesday 22 July from 4pm -7pm and members of the development team will be attending to answer questions.

The information displayed at the exhibition is also available to view at www.rowdenparkchippenham.com and any comments can be posted through the website or alternatively emailed to sarah@sfplanninglink.co.uk. If you prefer to post a response please use the Freepost address below.

Freepost RRAX-TSRT-SGXB
SF Planning Link
Southsea Cottages
Kington Langley
Wilts
SN15 5PB

The consultation period has been extended to acknowledge this and comments are to be received by Tuesday 29 July.

If you require any further information please do not hesitate to contact me.

Yours faithfully

Sarah Foster
SF Planning Link

Tel. 01249 750371
Appendix 4

Question and Answer handout and response form
1. Why are Crest Nicholson and Redcliffe Homes proposing to develop this site?

The development plan for Wiltshire, known as the Core Strategy, is currently being prepared and identifies a requirement for Chippenham of at least 5,120 dwellings up to the year 2026. Some of the new homes have already been built or granted planning permission, leaving land for about 1,875 dwellings still to be identified.

The Core Strategy, which was examined in summer 2013, identified Rowden Park as a sustainable location to supply new homes for Chippenham. The independent inspector concluded that sites around Chippenham had not been compared fairly and that the Council needed to go back and assess everything on a level playing field. He did not tell them that they had selected the wrong sites and Crest and Redcliffe maintain that land at Rowden Park is the most sustainable location for development.

In response to the Inspectors request, the Council is now preparing a separate development plan for Chippenham, with the first draft expected in the Autumn this year, and an examination of the plan by an Independent Inspector in summer 2015. The resultant delay in adopting the Core Strategy means that the Council is increasingly likely to receive planning applications on land not previously identified for development.

Crest Nicholson and Redcliffe Homes control all the land required at Rowden Park and are able to deliver a viable and high quality development to assist in satisfying the housing requirement to meet the needs of future and existing residents of Chippenham. A planning application is therefore being prepared to demonstrate commitment to delivery of the scheme and to assist the Council in satisfying the Government’s requirement for them to identify a 5 year supply of housing.

2. What is being proposed?

Crest Nicholson and Redcliffe Homes are proposing to build a 21st Century Garden Village comprising about 1,000 new homes together with a community centre, local shops, a primary school, sports pitches and allotments on land west of Patterdown.
A Riverside Park will also be provided as part of the development, on land between the new homes and the River Avon, linking to Chippenham town centre, Wiltshire College and the adjoining residential areas. A link over the River Avon to Pewsham, to land owned by the Borough Lands Charity, is also being explored.

3. What do you mean by a “Garden Village”?

A Garden Village is a development characterised by predominately lower density housing with front and rear gardens, on-plot parking and generous streets, some with grass verges, tree planting and pockets of open space interspersed.

Rowden Park Garden Village would be a modern, high quality development creating a distinct community but linked to the town and responding to its landscape setting. It will provide a local centre to meet the day to day needs of the residents.

It has its origins in the original Garden City Vision pioneered by Ebenezer Howard at the end of the last century. A major aspect of the garden village vision is the legacy and long term management of the community once it has been built. Crest Nicholson are currently rolling out innovative long term maintenance models on sites at Tadpole Farm in Swindon and Monksmoor Farm in Daventry. Crest Nicholson and Redcliffe homes see Rowden Park as an ideal candidate for a garden village approach largely due to its landscape setting and the high quality design being promoted.

4. What is the style of the Riverside Park and how will it be accessed?

The Riverside Park will be informal, which is sympathetic to and maintains the rural landscape character of the area.

The Park will be maintained and managed to enhance biodiversity by retaining existing habitats and creating new ones. Opportunities to encourage wildflower meadows in some areas will be explored subject to the suitability of the soil. Trees will be planted to link and strengthen the existing fragmented woodland and to enhance habitats along the river corridor. There is also a real opportunity to increase awareness and focus on the Civil War Battlefields.

The Riverside Park will be accessed from the town centre and adjoining residential areas through a hierarchy of paths. There will be no additional access by road and car. The paths will include improvements to those existing, and the creation of new ones. These will provide wider and easier public access to the River Avon corridor and the Rowden Conservation Area.
4. What work has been done so far to prove Rowden Park can actually be delivered?

The land area to the south of Chippenham, known as Rowden Park, has been promoted by Crest and Redcliffe Homes through the emerging Core Strategy for several years to establish a policy base for future planning decisions. Crest and Redcliffe Homes are continuing to promote the area for development through the Chippenham Site Allocation Document which is currently being prepared by Wiltshire Council.

Technical studies have been undertaken on landscape and visual impact, transport, flooding, ecology, archaeology, the historic environment and the ability to service the land with water, gas and electricity and communication lines. There are no fundamental constraints to development and no significant abnormal costs to absorb.

5. Where will the road access be?

The majority of the site will be accessed from two new junctions off Patterdown. One of these will be a roundabout just north of Showell Nurseries.

The area of land north of Pudding Brook will be accessed from the existing junction off Patterdown, off Coppice Close.

There are also opportunities to provide additional secondary accesses along Patterdown, however these need to be more fully tested through the transport assessment and masterplanning process.

6. What measures are proposed to deal with the traffic from the site?

Potential measures to be delivered by the development include:

**Walk and Cycle**

- Improved pedestrian and cycle links towards the town centre, adjacent residential areas and Lackham College
- A cycle connection towards Sheldon and Hardenhuish Schools
- A walk and cycle route to Pewsham and towards Abbeyfield School, via a possible new river crossing
- A residential Travel Plan to encourage sustainable travel choices.

**Public Transport**

- Bus lanes along Patterdown Road and the A4 Rowden Hill to improve reliability and speed of buses
- Improved bus service frequency and operating hours
Highways
- Direct access to the strategic road network at the A350
- Residential frontages on Patterdown Road to create a gateway appearance to alter drivers' perceptions and slow traffic speeds
- Improvements at:
  - A350 Chequers Roundabout (Sainsbury Roundabout)
  - A350 Bumpers Farm Roundabout
  - Bridge Centre junction
  - Junctions local to the site

7. What sort of houses will be built?

There will be a mix of two to five bedroomed homes and the development will provide both affordable and market housing.

Crest Nicholson and Redcliffe are proposing that most of the new homes are traditional, two storey houses with garages, parking on the plot and with front and rear gardens. The density is likely to be lowest on the slopes on the northern part of the site and around the existing woodland in the south. The area around Milbourne Farm, near the primary school and local centre is likely to be slightly higher density with more terraced housing.

8. When could development at Rowden Park begin?

It is expected that a planning application will be submitted later this year and, if approved, development could begin in 2016 with the first houses for sale by the end of 2016/early 2017.

9. Is there a web site for Rowden Park?

www.rowdenparkchippenham.com
Rowden Park, Chippenham

Proposal for Garden Village of 1,000 new homes, community facilities and Riverside Park

Thank you for viewing our proposal for Rowden Park. Now you have seen the plans we would appreciate you completing this response form so we can record and take account of your views and comments.

Please can you leave the form in the collection box or send your comments to the address below by Friday 25th July 2014

Name

Address

Postcode

Phone

Email

Are you a:  Councillor□  Resident□
Organisation Representative, please specify ____________________________

PLEASE SUBMIT YOUR VIEWS

By Freepost  By Email
Freepost RRAX - TSRT - SGXB  sarah@sfplanninglink.co.uk
SF Planning Link
Southsea Cottages  By Fax
Kington Langley  01249 750169
Wilts
SN15 5PB

Under the Data Protection Act 1998 we will ensure the data you supply to us is processed with skill and care and in accordance with the legislation and codes. Your details will not be passed to any third party. We will not contact you for promotional purposes.
Rowden Park, Chippenham

Please write your views and comments on the proposals below:

Thank you
Your views are important and will be taken into account.
The response report will be compiled using forms received by Friday 25th July 2014

www.rowdenparkchippennam.com
Appendix 5

Exhibition display boards
Crest Strategic Projects and Redcliffe Homes welcome you to this exhibition of their proposal for a 21st Century Garden Village at Rowden Park, Chippenham.

- Crest and Redcliffe control about 128 ha (316 acres) of land south of Chippenham shown on the plan above.
- The new Garden Village will include about 1,000 new homes and community facilities.
- A Riverside Park of 78 ha (193 acres) will be provided which will link with central Chippenham.
- Rowden Conservation Area, once the site of a Civil War Battle, will be located in the Riverside Park.
- The Conservation Area’s character will be retained and enhanced, and free from development.
- We would like to hear your views on the proposal for Rowden Park and would be grateful if you could complete a response form.

www.rowdenparkchippenham.com
The development plan for Wiltshire, known as the Core Strategy, identifies Chippenham as a principal settlement and focus for both residential and employment development in the period up to 2026.

The emerging Wiltshire Core Strategy proposes a total of at least 5,120 dwellings at Chippenham and 28 hectares of employment. Some of the new homes have already been built or granted planning permission. Land for about 1,875 dwellings is still to be identified.

Rowden Park and Showell Farm were identified in the previous version of the Council’s Core Strategy as a sustainable location to supply new homes for Chippenham.

The Council is currently preparing a development plan for Chippenham to identify locations for these new homes. This is called the Chippenham Site Allocations Development Plan Document (DPD), and Crest Strategic Projects and Redcliffe Homes are participating in this process.

It is currently proposed that allocations within the development plan will be guided by the following criteria:-

- The site being able to deliver a mix of new homes, both market and affordable
- Improving accessibility to the town centre, other than by car.
- Traffic impact.
- Landscape and visual impact, ecology, biodiversity and access to the countryside.
- Flood risk and surface water management.

Crest and Redcliffe have undertaken detailed technical studies and analysis of the site and have assessed its suitability to provide new homes and significant recreational facilities, and are confident Rowden Park can deliver a sustainable new community.

Rowden Park can be delivered quickly to meet Wiltshire’s housing needs without the need for large scale infrastructure and thereby protect other sites from development.
Rowden Park has interesting and varied features which have been taken into account in developing the Masterplan.

- The distinctive south facing aspect of land north of Pudding Brook
- Gently undulating farmland
- Public footpaths cross the land
- The Civil War Battlefield
- Important hedgerows providing foraging areas and habitat
- The landform and vegetation which screen much of the land
- Few residential properties overlook
- Floodplain corridor of the River Avon
- The Rowden Conservation Area to the east and the north
- A pattern of clustered buildings at Rowden Manor situated within a strong landscape structure and adjacent Scheduled Ancient Monument
- Electricity lines crossing the site
- Gas and oil pipelines underground with associated protection areas
- Pudding Brook which crosses the site to join the River Avon
- Areas of woodland, particularly in the southern part of the site
Rowden Park Garden Village

The Vision for Rowden Park

The Vision for Rowden Park is both aspirational and deliverable. It is capable of helping Chippenham meet the challenges ahead by accommodating growth in a balanced way. Rowden Park is in a unique position to utilise infrastructure in Chippenham, connect Chippenham with its wider setting and support the vitality of the town centre.

Key aspects of the Vision:

**Chippenham – Focussed**
Rowden Park will enhance the town centre and become part of Chippenham, creating a high quality Garden Village with:

- The Rowden Mile pedestrian and cycle route linking Rowden Park with Chippenham allowing people to reach the town centre within 20 minutes
- Greater accessibility to south Chippenham and its stunning countryside
- New footpaths and cycle links to other parts of Chippenham

**A New Riverside Park**
A major recreational asset stretching from Rowden Park into the heart of the town to provide:

- Easy access to the River Avon corridor including footpaths and bridges connecting Chippenham with the countryside and Lackham College

- Interpretation boards to increase awareness of the English Civil War Battlefields and scheduled monuments at Rowden Manor.
- Ecological enhancements with new planting to create copses, reinforce hedgerows and create nature trails

**Benefits to Chippenham**
Rowden Park will improve the existing road network and provide community, social and environmental investment including:

- Improvements to junctions on the A350 using land already safeguarded
- Delivering homes quickly and efficiently using existing infrastructure
- Provision of an improved bus service, education, a range and mix of house types including affordable housing, recreation facilities and a village centre to encourage social interaction at neighbourhood level
Rowden Park Garden Village

Ideas for the Riverside Park

The 78 ha (193 acres) Riverside Park will enable greater accessibility to South Chippenham and its stunning countryside.

A new footbridge and footpaths and cycleways will improve east-west links across the town and to the countryside. Surfaced cycleways could connect to the National Cycle Network and enable a link from Lackham College to the town centre. Nature trails and copses could be created.

The Riverside Park will provide a real opportunity to increase awareness of English Civil War battlefields in the Rowden Valley.

The Riverside Park could provide a large, multifunctional green space that retains and enhances the existing vegetation and provides new structure planting to strengthen habitat corridors and enhance biodiversity.
Rowden Park Garden Village

Ideas for the Riverside Park

Looking north from the Rowden Mile linking Rowden Park to Chippenham

View along west side of River Avon looking north to gateway sculpture with proposed cycle and footbridge across the river

View from Mortimore’s Wood looking south west across the Riverside Park
Rowden Park Garden Village
The Garden Village Concept

The original Garden City Vision was pioneered by Ebenezer Howard. It sought to combine the very best of Town and Country living to create beautiful, well-planned, healthy and vibrant communities.

The Vision for Rowden Park is to create a 21st Century Garden Village for Chippenham. This will be characterised by predominately lower density family housing with front and rear gardens, on-plot parking and generous streets and spaces. Crest and Redcliffe Homes have drawn on their own experience to build a framework for their Garden Village. This is based on 3 significant aspects: Character, Lifestyle, Legacy

An Holistic Approach to Designing Modern Villages

**HEALTHY LIVING**
Opportunities for healthy living and personal wellbeing for people of all ages through growing food and gardening, walking and cycling, children’s play and sport.

**INFRASTRUCTURE**
Provision of infrastructure for the community including schools, leisure, technology, affordable homes and community buildings.

**VISION LEADERSHIP COMMUNITY ENGAGEMENT**

**TRAVEL CHOICES**
Travel choices and good connections to jobs, services and facilities onsite and in the wider community and natural environment.

**QUALITY DESIGN**
Landscape led master planning and high quality design incorporating homes with landscaped front gardens and on plot parking.

**STREET SCENE**
Focus of the importance of the street scene through attractive buildings, public art, street furniture, the use of materials, strong landscaping and tree lined streets.

**WELL CONNECTED**
Neighbourhoods which are easy to understand and move around, with a wide range of interlinked uses and generous green spaces.

**CIVIC PRIDE**
Investment in the community to encourage a sense of ownership, responsibility, and civic pride through community groups and buildings and partner involvement.

**LONG TERM MANAGEMENT**
Long term management of high quality green spaces and public realm for the community.

**TECHNOLOGY**
The use of technology for promoting awareness of community events and lifestyle choices.

www.rowdenparkchippenham.com
Rowden Park Garden Village
Character Areas

Analysis of the site and its surroundings lends itself to the creation of 3 distinct character areas; The Valley, The Farmsteads and The Woodland

The Valley

- Low density with south facing views
- Maximum solar access
- Leafy green area next to Conservation Area
- Linear path along Pudding Brook
- Generous front gardens with hedges or low level planting

The Farmsteads

- Higher average density to create village centre character
- Smaller front gardens giving greater degree of enclosure than valley and woodland areas
- Buildings arranged in courtyards with mature trees and ponds
- Location for community centre and school
- Retain and integrate farm buildings at Milbourne Farm

The Woodland

- Lower density with green and leafy character
- Enclosed by areas of existing woodland
- Streets orientated to run towards woodland areas as the focus for views within the site
- Generous street widths for avenues of tree planting
- Houses set back from the road with hedge planting to boundaries
- Streets dominated by trees rather than buildings
Rowden Park Garden Village

The Masterplan

- Existing vegetation retained and enhanced with new planting
- SUDS
- Access from Patterdown Road
- Play Areas
- Allotments
- Playing Fields
- Primary School
- Local Centre

Legend:
1. Local Centre
2. Primary School
3. Playing Fields
4. Allotments
5. Play Areas
6. Access from Patterdown Road
7. SUDS
8. Footpaths/Cycle Ways
9. Existing vegetation retained and enhanced with new planting
Rowden Park Garden Village

Transport

Rowden Park Garden Village will provide excellent foot and cycle links to Chippenham town centre and rail station, via both riverside and urban overlooked routes, in addition to connections to existing Chippenham communities and schools.

- The site is located close to the strategic road network, and the proposed site access roundabout will provide easy access to the A350
- No reliance on major new infrastructure before the development can be built

Proposed improvements to be delivered by the development include:

**Walk and Cycle**
- A residential Travel Plan to encourage sustainable travel choices
- Improved pedestrian and cycle links towards the town centre and Lackham College
- A cycle connection towards Sheldon and Hardenhuish Schools
- A walk and cycle route to Pewsham and towards Abbeyfield School, via a possible new river crossing

**Public Transport**
- Bus lanes along Patterdown Road and the A4 Rowden Hill to improve reliability and speed of buses
- Improved bus service frequency and operating hours

**Highways**
- Direct access to the strategic road network at the A350
- Residential frontages on Patterdown Road to create a gateway appearance to alter drivers’ perceptions and slow traffic speeds
- Identify any possible improvements necessary to mitigate development traffic impact at:
  - A350 Chequers Roundabout
  - A350 Bumpers Farm Roundabout
  - Bridge Centre junction
  - Junctions local to the site
- A Construction Management Plan to prevent construction traffic from using unsuitable or town centre routes

www.rowdenparkchippenham.com
Next Steps

This exhibition provides ideas on what the Rowden Park Garden Village could look like.

Crest Strategic Projects and Redcliffe Homes are experienced developers committed to promote high quality homes in a quality environment. The Rowden Park Garden Village is a joint promotion which draws on experience gained in promoting developments of a similar quality and style. Crest have recently secured planning permission for a Garden Village scheme of 1,700 new homes at Tadpole Farm, Swindon and construction is now underway.

The Vision for Rowden Park will be developed through consultation with the existing community of Chippenham. Your views are an essential part of this consultation and we would like to know what you think.

Response forms are available and we would be grateful if you could complete one and leave it in the response box or reply by email or freepost or via the website, www.rowdenpark.chippenham.com

THANK YOU FOR COMING.

The feedback received will inform the detail of a future planning application.

Members of the project team are on hand to answer your questions

- Kenny Duncan
  - Developer
- Emma Jones
  - Developer
- Des Dunlop
  - Town Planning
- Sarah Matthews / Dale Harvey
  - Transport & Engineering
- Bernie Foulkes / David Wesselingh
  - Masterplanners
- Paul Smith
  - Landscape Architect
- Sarah Foster
  - Community Consultation
- Jen Weaver
  - Ecology

www.rowdenpark.chippenham.com
Appendix 6

Summary of Consultation responses
<table>
<thead>
<tr>
<th>No. of Responses</th>
<th>Topic</th>
<th>Summary of Comments</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>Garden Village</td>
<td>The majority of respondents supported the garden village development proposal. Supporters of the development identified lower density housing, good design, retained hedges and trees and overall quality of the proposal as attractive.</td>
<td>Support for the Garden Village concept is welcomed.</td>
</tr>
<tr>
<td>40</td>
<td>Bus Lane: Rowden Hill</td>
<td>All these respondents object to the proposal for a bus lane on Rowden Hill. The majority question the practicality of a short length of bus lane which then has to merge back into the traffic queue for the Bridge Centre roundabout. Concern raised over the loss of the grass verges along Rowden Hill, which currently provide a safe barrier between traffic and pedestrians, particularly for young children or the elderly, who use the road to access St Mary's school, Ivy Lane school, the doctors' surgery and hospital. Residents and those connected with St. Mary's school are concerned about crossing the bus lane to gain access to Rowden Hill.</td>
<td>As a result of further consultation the proposal for a bus lane has been reviewed and it will now not form part of this planning application. As the bus lane is no longer proposed there will be no loss of grass verge or change proposed to the existing situation. There are 3 existing signalised pedestrian crossings along Rowden Road and Rowden Hill. These allow safe and convenient crossing of the A4.</td>
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<td>35</td>
<td>Traffic on A4, Rowden Hill</td>
<td>Concern was raised by all respondents over the amount of additional traffic using Rowden Hill to access the town centre, schools, hospital, doctors and travel to destinations to the east of the town. Problems for existing residents on Rowden Hill, particularly turning right, which can often take 2 to 3 minutes. Noise and pollution from stationary vehicles queuing for the Bridge Centre junction is of concern. Access to St Mary's school, a Catholic school with a wide catchment and many pupils arriving by car, is also a concern. The proposal for a bus lane is not welcomed. While many use the school car park, there is trouble turning in and out. Respondents reported that parents park opposite the school and then cross the road to the school from the hospital and surgery.</td>
<td>Sustainable transport improvements, including walking and cycling links and improved bus services will reduce the traffic impact of the development. A primary school will be provided on-site reducing the traffic impact on the A4. A Transport Assessment will accompany the planning application which assesses the impact of residual traffic generated by the development and highway improvements identified to be delivered or funded by the development. The Transport Assessment assesses the traffic impact of the development, including along the A4 and at the Bridge Centre junction. Noise and air quality assessments of the development's impact have also be undertaken and copies of these assessments are submitted with the planning application. The bus lane has now been removed from the proposal. A signalised pedestrian crossing exists approximately 50 metres north east of the school entrance, allowing safe and convenient pedestrian access. Any current issues of parents parking opposite St Mary's school and crossing the road, instead of using the school car park, should be addressed by the school.</td>
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### Rowden Park, Chippenham

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<tr>
<td>25</td>
<td>Riverside Park</td>
<td>24 respondents welcomed the proposal for the Riverside Park, 1 considers it a hollow idea to take attention away from the actual development.</td>
<td>Support for the Riverside Park is welcomed. The proposal is for the benefit of existing and new residents and is identified in the Draft Core Strategy.</td>
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<td>Concern about the future maintenance of the park, flooding in the winter.</td>
<td>Should planning permission be granted, Crest and Redcliffe will be required to and are committed to identifying a Management Strategy for the Riverside Park and open spaces. This is likely to be privately funded and managed with input from the community.</td>
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<td>Maintenance and upkeep of the open spaces within the development must be carefully controlled. A form of Community Land Trust vesting the open spaces and management to the community was proposed.</td>
<td>Part of the Riverside Park is in flood plain but all the new built development is outside it. Paths in wet areas will be on boardwalks.</td>
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<td>Provision of parking for, or prevention of unacceptable parking by visitors unable or unwilling to walk or cycle there was raised by respondents of Rowden Lane, who already experience this.</td>
<td>The Riverside Park will be very accessible from the new community and the objective is to give nearby residents the opportunity to walk and cycle. Dog walking will be a key role for the Riverside Park.</td>
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<td>Hopes dogs will still be welcome as it is a popular dog walking area at present.</td>
<td>Making connections between new development and the town centre is a key objective of the vision for the site and the Core Strategy. It will provide the added benefit of increasing access to the countryside for existing residents.</td>
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<td>1 respondent felt the existing access to the park from the town centre gave the wrong image.</td>
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<td>23</td>
<td>Southern Link Road (Pewsham to A4 or Pewsham to A350)</td>
<td>A new road should be provided to link the A350 and Pewsham (A4) to remove through traffic from the town centre. A link from the Lackham roundabout to Pewsham (A4) is called for. 2 suggested a short route from the Hospital to Avenue La Fleche</td>
<td>Land has been safeguarded within the development to allow for the future provision of a link road between the A350 and Pewsham. Any scheme would need to be identified and delivered by Wiltshire Council with pooled contributions from developments in the area. A route in this location would run through a Conservation Area and therefore is unlikely to be supported. This was considered many years ago and dismissed as the land affected is in a Conservation Area.</td>
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<td>18</td>
<td>Transport - the wider network</td>
<td>Most concern was raised about the impact of the new development on existing roads, particularly at peak times. Issues raised included adding to the traffic queues on the A4 past Sainsbury's and Pheasant roundabouts, pollution and its effect on residents from the queuing traffic and traffic accessing the A350 from Patterdown. Lowden Road is used as a rat run when there is congestion on the A4. 1 respondent suggested that an improvement be made to put a pavement under the railway bridge on Lowden Road, to provide a safer access to St Mary's School for children walking from that direction. Junction improvements at the A4 Patterdown junction with traffic lights are suggested. A roundabout at the Hospital junction on Rowden Hill was proposed by 3 respondents.</td>
<td>It is recognised additional traffic will result from the development, as it would with any development, and our highways consultants are working with Wiltshire Council to agree improvements to the local highway network, invest in public transport and to encourage other modes of transport as an alternative to the car to mitigate the impact. The transport assessment, which includes detailed traffic modelling, has identified improvements necessary to accommodate the additional development traffic. These improvements will increase capacity along the A350, specifically at Chequers (Sainsbury’s) and Bumpers Farm Roundabouts. These improvements will enable more traffic to negotiate the junctions more quickly, thus easing flow to attract traffic back on to the strategic network (which is currently congested during peak periods) and to relieve less suitable routes within the town. The Environmental Impact Assessment has assessed the effects of the proposed development on the noise and air quality of the local area. Both have concluded that any increase to noise and air quality levels due to road traffic would be classed as “not significant” and therefore there is no requirement for any mitigation measures for existing properties. Details of these assessments will be provided as part of the planning application.</td>
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<td></td>
<td>Traffic - the wider network cont/...</td>
<td>Which routes will construction traffic take? A halt for trains at B &amp; Q was suggested.</td>
<td>It is not expected that the development will cause a significant impact on Lowden Road; therefore improvements are not proposed in this location. Residents who perceive existing problems should raise these with the Council. Development at Rowden Park will meet primary school needs by providing a new primary school. Existing concerns should be identified with the Council. A Construction Management Plan will be agreed with the Council prior to development, which will seek to minimise heavy traffic routing through residential areas. This is outside the remit of this application. The line between London and Bristol is being upgraded to decrease travel times. Another stop would contradict this objective.</td>
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<td>18</td>
<td>Walking and Cycling</td>
<td>The new paths for walking and cycling are welcomed and supported as a recreational facility and means of local access, although doubt is expressed by 2 respondents that they will be used for shopping trips and in bad weather, so will not do much to alleviate traffic.</td>
<td>Walking and cycling routes are key part of the strategy and the park is an attractive setting for those. An alternative route will also be provided and improved through the existing urban area.</td>
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<td>The paths will be wide enough for both pedestrians and cyclists to use. Motorised scooters should not use these routes.</td>
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<td>The park is within a conservation area and lighting is unlikely to be acceptable. An alternative lit route will be available through the existing urban area for times when the park is not the best choice.</td>
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<td>This request has been noted and new paths have been located away from Rowden Manor and focus on the desire lines for new paths.</td>
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<td>15</td>
<td>Consultation</td>
<td>5 reported not having received personal notification of the consultation.</td>
<td>As detailed in the main report a failure by the company delivering the leaflets advertising the consultation meant that not all households in the area received personal notification of the consultation exhibition. This was rectified and an additional exhibition held and this, together with an extension of time for comments, enabled all residents to participate fully in the consultation process.</td>
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<td>A very good display and appreciated the chance to discuss their issues. Those directly affected appreciated the chance to arrange further discussions.</td>
<td>The existing residents most affected by the proposal at Rowden Manor and Showell Nurseries have held meetings with members of the development team to discuss their concerns and welcomed the opportunity for discussion.</td>
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<td>1 doubted all the comments submitted would be taken note of.</td>
<td>Meetings have also been held with Gun Club and Allotment Society representatives, St Mary's School and Rowden Surgery.</td>
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<td>All written comments received are valuable to the consultation process. These have been recorded and are summarised in this appendix.</td>
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<td>13</td>
<td>Community facilities inc. medical</td>
<td>Respondents were concerned there would be sufficient facilities for the new residents, ie community hall, doctors, shops and sports pitches. There was concern from some respondents that the plans for a local centre come to fruition, unlike that on Cepen Park North. (Also a Crest development). A riverside Café was suggested as an extra facility to serve both the development and the Riverside Park.</td>
<td>The proposal allocates land for shops and sport facilities. Space is available for a doctors' surgery if required by the NHS. The provision of a local centre will be dealt with under a Section 106 Legal Agreement between Wiltshire Council and the developers. This is unlikely to be commercially viable or allowed in the Conservation Area.</td>
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<td>Housing Need</td>
<td>Most object to the principle of large scale housing development on greenfield sites in Chippenham, reasons given include a lack of jobs, lack of facilities and not wishing to become a mini Swindon although 3 accept the need for more housing. It was suggested brownfield sites should be developed first. One objector considered the development encroaches on Lacock.</td>
<td>The need for housing is set out in the Core Strategy for Development in Wiltshire up to 2026. Rowden Park was initially identified as a preferred option to meet that need and is listed in the Council's 5 year housing land supply. The site is very sustainable on its own and in combination with Showell Farm employment site and should be included within the emerging Chippenham DPD. The Core Strategy confirms that there are insufficient Brownfield sites available in Chippenham to deliver the housing required. Government policy is supportive of the approach set out in the application. The Council are required to identify land for new homes in accordance with Government requirements.</td>
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<td>11</td>
<td>Education</td>
<td>Concern was raised over the provision of both primary school and secondary school places. 2 respondents say a new secondary school should be built as part of the development and 3 that the site is too far from existing secondary schools. 8 question the primary school provision stating that existing schools are full and that the plans don’t show a new school.</td>
<td>The provision of school places is the responsibility of Wiltshire Council and contributions to places for all school age children will be made by Crest and Redcliffe Homes. A site for a new primary school is shown in the plans.</td>
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<td>9</td>
<td>Housing mix, phasing, design and parking</td>
<td>Residents at Showell requested a landscaped area of at least 10m between them and the new houses, to be planted early to allow it to mature before the houses are built. Possibility of allotments between the development and the houses at Showell was suggested. A policy of minimum replacement planting, a new tree for everyone removed was also suggested. Off street parking for a least 2 cars per plot was suggested.</td>
<td>The requests of neighbours have been considered. A landscape strip will be provided between them and new development. The location for allotments is better placed more centrally for the good design of the Garden Village, rather than in the southern most part of the site. The landscape strategy is to retain as much existing hedgerows and trees as possible to strengthen the landscape features and new woodland and tree planting. Parking will be provided to meet Wiltshire Council's residential parking standards. This means all homes with 2 or more bedrooms will have at least 2 parking spaces, homes will 4 or more bedrooms will have at least 3 spaces. The standards also make provision for one visitor space for every 5 houses. The majority of the parking will be provided on private driveways and garages. Some parking will be provided on street in purpose built and carefully planned parking bays.</td>
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<td>Housing mix, phasing, design and parking cont/....</td>
<td>Land on the opposite side of Patterdown Road should be included in the development, making the railway line the boundary.</td>
<td>This land is outside Crest and Redcliffe's control. This land has previously been considered suitable for development and can be developed independently of the Rowden Village proposal.</td>
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<td>Solar panels designed into the new homes will stop ad hoc addition later spoiling design.</td>
<td>Solar Panels will be considered as part of achieving the carbon reduction and meeting Code for Sustainable Homes Level 4. The main design principle of the development will be to use building materials to reduce the energy requirement of the buildings and to then consider renewable energy generation on site. Streets will be designed to naturally traffic calm and this will be carried out at the detailed design stage.</td>
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<td>A suggestion was made for a residential care facility in the scheme. More housing for elderly and single people was requested.</td>
<td>In principle this is something the developers would support however the delivery of a care home requires up front support from a registered social landlord and ongoing revenue funding committed by government to run it. We have been discussing the potential for care facilities as part of the affordable housing provision and the deliverability of such a facility will become clear in due course.</td>
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<td>Showell Nursery residents requested building starts at the north, nearest Chippenham.</td>
<td>Phasing will need to be agreed and relate to the provision of necessary infrastructure to serve the new homes. At the present time it is envisaged development will start in the north.</td>
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<td>The provision of self-build plots was suggested.</td>
<td>The planning application is in outline. Details of the housing mix and provision for sites for alternatives to market housing will be subject to discussion and would have to be the subject of reserved matters applications. It is premature to consider these land uses at this stage.</td>
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<td>One suggested space for a traveller site.</td>
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<td>9</td>
<td>Bus Services</td>
<td>The frequency and cost of the bus services make bus travel an impractical alternative to the car, particularly for those travelling outside normal peak hours.</td>
<td>Bus service improvements are included within the development proposals, which it is hoped will improve their attractiveness.</td>
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<td>8</td>
<td>Access to the development/Coppice Close</td>
<td>6 respondents raise concern about access to the development from Coppice Close, as many cars park on the road, thus it would be difficult to drive though.</td>
<td>Access to the development off Coppice Close will occur just over the bridge and before the road enters the Coppice Close development. Concerns about parking are noted and providing restrictions in the vicinity of the junction will be investigated.</td>
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<td>Suggestion made that at least one of the accesses to the development should be a roundabout.</td>
<td>There are 4 accesses in total to the new development and the main one is a roundabout off the B4528.</td>
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<td>Assurance was sought that the lane giving access off Patterdown at Showell to the Greensquare depot will not be used to access the new development.</td>
<td>There is no proposal for access to the development along this private road. Boundary treatment should also discourage pedestrian access.</td>
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<td>7</td>
<td>Flooding</td>
<td>Concern that the flood plain should not be built on, issues for future house owners with insurance and the drainage impact of the new houses on the river valley. One was pleased to see flood risk is to be taken into account.</td>
<td>A Flood Risk Assessment will be submitted with the planning application and will need to be approved by the Environment Agency that proves runoff rates will be no greater than they are now.</td>
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<td>There is no proposal to build in the flood plain.</td>
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<td>7</td>
<td>Alternative Housing Sites/Core Strategy</td>
<td>2 respondents question if the Core Strategy included the best development strategy for Chippenham, one preferring an eastern Chippenham development. 1 respondent stated that the Council advised that the development would not come so close to the existing properties at Showell and that employment development would come first. 7 objectors live close to the proposal at Showell/Rowden Lane and are concerned about the impact development would have on the quiet enjoyment of their homes, the loss of open space and possible jeopardy to the current friendly neighbourhood.</td>
<td>Rowden Park was a preferred location for new development in the Pre-Submission Core Strategy. The site is also included within the Council's 5 year land supply. The site remains a more sustainable location for development than alternatives and the developers expect this to be confirmed through the Chippenham DPD. Land at Showell Farm, South of Rowden Park is identified for employment development. The plan included in the Core Strategy was indicative only and the site boundary reflects land control and deliverability. Neighbours' concerns are noted. Crest and Redcliffe Homes are committed to building a high quality housing development with a Riverside Park, which will increase the amount of publicly available open space. The Conservation Area will remain open. Mitigation measures are proposed to minimise the impact of development, however there is an overarching need for housing, which must be met.</td>
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<td>6</td>
<td>Affordable Housing</td>
<td>No details of level of provision or what it would look like. Suggestion for Y-cubes or container pod homes.</td>
<td>The Core Strategy proposes 40% affordable housing. This will need to be balanced against infrastructure costs and other planning obligations sought. The delivery of affordable housing and their specification will be dependent upon registered social providers and are likely to be similar in design and appearance to market housing.</td>
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<td>A separate site between the road and railway line is suggested as an alternative site for affordable housing.</td>
<td>This land does not form part of the application. Affordable housing should be located in the development area and not segregated, in accordance with Government Policy.</td>
</tr>
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<td>5</td>
<td>Rowden Hill: Pavement</td>
<td>The pavement on the eastern side of Rowden Hill is very narrow in places and overgrown, is dangerous and has already been the scene of a fatality.</td>
<td>It is proposed to cut back vegetation within the highway boundary in order to widen the available footway.</td>
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<td>4</td>
<td>Leisure</td>
<td>More leisure facilities including a bowling alley, sports complex, swimming pool, cinema with disabled access and something for the elderly to do in the daytime were requested.</td>
<td>These facilities are not proposed at Rowden Park and would be more appropriate to a town centre location. Contributions to leisure facilities may be negotiated with Wiltshire Council as part of a Section 106 legal agreement.</td>
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<td>3</td>
<td>Allotments</td>
<td>Need plenty of provision. The Chippenham allotment society would be keen to be involved with their establishment.</td>
<td>An allotment site has been identified on the plans. The developer will liaise with the Allotment Society.</td>
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<td>3</td>
<td>Ecology</td>
<td>Rowden and Showell have barn owls, woodpeckers, deer, hares, rabbits, foxes, badgers and hedgehogs which will be pushed out by the development. What arrangements will be incorporated in the design to ensure wildlife corridors will be established between the park and the development?</td>
<td>Habitat surveys of resident wildlife have been undertaken by Consultants to inform the Masterplan. Mitigation measures will be required as part of the development proposals and will need to be agreed with the Council's Ecologist prior to development. An overall benefit is predicted and the park will be a fantastic asset for the town. Feeding corridors, forage areas, ponds, ditches and planting will be features of the development.</td>
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<td>2</td>
<td>Conservation Area</td>
<td>Support for protection of Conservation Area. Concern that greater awareness of the scheduled ancient monument would lead to trespass was raised by Rowden Hamlet resident.</td>
<td>Support noted and welcomed. The location of the information board has been moved to take account of residents' concerns.</td>
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