

Land East of Showell Farm, Chippenham

Planning Statement

PREPARED ON BEHALF OF HALLAM LAND

BY DAVID LOCK ASSOCIATES

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CONTENTS

1.0	INTRODUCTION.....	1
	Summary of the Application Proposals	1
	Description of Development	1
	The Applicants and Ownership	2
	Principle and Context for the Application	2
2.0	SITE LOCATION AND PHYSICAL CONTEXT	5
	Site Location.....	5
	Arboriculture.....	7
	Heritage.....	7
	Drainage	8
3.0	APPLICATION PROPOSALS	10
	Development Concept	10
	Landscaping and Open Space	10
	Transport and Movement.....	11
	Benefits of the Proposals	11
4.0	PLANNING POLICY CONTEXT.....	13
	Chippenham Neighbourhood Plan 2023-2038.....	18
5.0	PLANNING EVALUATION.....	22
	Presumption in favour of Sustainable Development.....	22
	Principle of Development	23
	Scale of Development	27
	Landscape and Biodiversity	28
	Ecology	29
	Heritage.....	29
	Flood Risk and Drainage	31
	Transport and Access	32
6.0	CONCLUSIONS.....	36
7.0	HEADS OF TERMS	38
8.0	STATEMENT OF COMMUNITY INVOLVEMENT.....	39

APPENDICES

Appendix A1	Public Notice
Appendix A2	Copy of Website Material

1.0 INTRODUCTION

- 1.1 This Planning Statement is prepared by David Lock Associates (DLA) on behalf of Hallam Land (HL) in relation to an application for outline planning permission for a sustainable residential-led development of up to 400 dwellings on Land East of Showell Farm, Chippenham.
- 1.2 The Planning Statement addresses the following:
- The site's location and physical context;
 - The proposed development;
 - The national and local planning policies that form the context for the proposal;
 - The application proposals in light of the development plan, and national policy; and
 - Drawing conclusions in relation to the suitability of the proposals and securing a sustainable form of development.

Summary of the Application Proposals

- 1.3 The application is submitted for outline planning permission for up to 400 dwellings of which a proportion will be affordable homes, providing a mix of house types. The exact mix and tenure of the affordable housing provision will be subject to agreement with Wiltshire Council.
- 1.4 The proposals also comprise an element of mixed use development as part of a local centre, which could include office, retail, community, leisure; together with pedestrian and cycle connections, strategic open space, comprising natural green space, and amenity green space, areas for play, allotments, and a community orchard and supporting infrastructure works, including surface water drainage and means of access from B4538 (Patterdown Road).

Description of Development

- 1.5 The formal description of development is as follows:

Outline Planning Application for up to 400 dwellings (Class C3 use), land for a Local Centre, accommodating commercial, business and service uses (Class E use), drinking establishment and hot food takeaway (Sui Generis); and local community uses (Class F2); open space and landscaping to include natural green space, amenity green space, area of formal play, allotments and community orchard, sustainable drainage infrastructure and ground remodelling. All matters reserved except for the formation of a new vehicular access and cycle and pedestrian access including emergency access onto the B4528.

The Applicants and Ownership

- 1.6 The application is submitted on behalf of HL, who have a legal interest in the site.
- 1.7 HL is the strategic land and planning promotion arm of the Henry Boot Group. HL has a substantial track record in bringing forward land for a variety of high quality and sustainable developments including within Wiltshire and Swindon working in partnership with local planning authorities, other stakeholders, and local communities.

Principle and Context for the Application

- 1.8 This outline planning application is submitted in the context of the Government's commitment to growth and development, enshrined within the National Planning Policy Framework (NPPF).
- 1.9 A fundamental dimension to the promotion of sustainable development in the NPPF is the requirement for local planning authorities to provide the supply of housing required to meet the needs of present and future generations. The NPPF seeks to significantly boost the supply of homes (para 61) identifying the contribution that small and medium sized sites can make to meeting housing requirements, due to their relatively quick build-out rate (para 73).
- 1.10 The Wiltshire Core Strategy was adopted on 20 January 2015. The strategic housing policies became five years old in January 2020. The Council has been progressing a new Local Plan for the period 2020-2038. The Wiltshire Local Plan 2020-2038 was submitted for Examination on 28 November 2024 and demonstrated a commitment for continued growth at Chippenham, as a principal settlement and economic and service centre within Wiltshire. Following stage 1 and stage 2 hearings in 2025, the appointed Local Plan Planning Inspectors identified several significant issues with the submitted plan requiring further work and set this out in their letter to the Council dated 22 December 2025. On Friday 27 February 2026, Wiltshire Council received the response from the Inspectors to the proposed programme of work submitted to them on 30 January 2026. The Inspectors set out two options for the council, to either (i) withdraw the Local Plan from examination or (ii) request that the Inspectors draft a final report (which would recommend non-adoption). At its Full Council meeting on 19 May 2026, Wiltshire resolved to withdraw the Wiltshire Local Plan Pre-Submission Draft 2020 2038 from examination.
- 1.11 In accordance with Paragraph 78 of the NPPF, Wiltshire is using the current Local Housing Need figure (3,525 dwellings per annum) to inform its 5-year land supply calculation. The Council's most recent *Housing Land Supply Statement* published June 2025, states a land supply of 2.42-year supply using a base date of 1st April 2024.
- 1.12 Paragraph 11 d of the NPPF provides the specific guidance as to how the presumption in favour of sustainable development is to apply in decision taking on applications. Proposals in accordance with the development plan are to be approved without delay. Where there are

no relevant development plan policies, or the policies which are the most important for determining the application are out of date, then permission should also be granted unless:

"the application of policies in this Framework that protect areas or assets of particular importance provides a strong reason for refusing the development proposed" [Exception I];

"any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole..." [Exception II].

- 1.13 Footnote 8 to paragraph 11d further defines the context within which policies are considered to be out of date, which includes "for applications involving the provision of housing, situations where: the local planning authority cannot demonstrate a five-year supply of deliverable housing sites...".
- 1.14 In relation to Exception 1, Footnote 7 of the NPPF sets out the policies that might serve to provide a strong reason for refusing the development proposed. These include SSSIs, Green Belt, AONB, Local Green Space, national parks, heritage assets and areas at risk of flooding or coastal change. This application will demonstrate that there is no strong reason for refusing the development proposed.
- 1.15 In relation to Exception 2, the NPPF places an added onus on the decision maker to determine that adverse impacts should "significantly and demonstrably outweigh" the benefits of a proposal, having "particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination".
- 1.16 For the reasons set out in this statement, it is clear that no such demonstrable and significant adverse impacts exist to set against the considerable benefits arising from the development, and the weight to be attached to the presumption in favour of sustainable development in a demonstrably sustainable location and the delivery of new homes, including affordable homes within Wiltshire and at Chippenham.
- 1.17 Further to this, this application is contextualised by the submitted version of the Local Plan undertaken by the Council which identifies the southern and eastern growth of Chippenham as a sustainable and suitable development strategy, and the application site is included within that evidence base as part of a broader area for the expansion of the town for the next Plan period.
- 1.18 Further explanation of the planning application proposals is set out in the Design and Access Statement accompanying the application.

Planning Application Documentation

- 1.19 The outline planning application is supported by an Environmental Statement submitted voluntarily by the applicant, outside of a formal screening or scoping process with the

Council. Due regard has also been given to Wiltshire Council's validation list of outline planning application requirements, and as such comprises of the following documents:

- Covering Letter
- Planning application forms and completed ownership certificates and agricultural land certificates.
- Site Location Plan
- Parameter Plan
- Access Plan
- Design and Access Statement
- Planning Statement (Draft Heads of Terms, Affordable Housing Statement and Statement of Community Involvement)
- Sustainability and Energy Statement including Waste Audit
- Environmental Statement (including text, figures and appendices and non-technical summary)
- Transport Assessment (appendix 5 of the ES)
- Travel Plan (appendix 5 of the ES)
- Air Quality Assessment (appendix 6 of the ES)
- Landscape and Visual Baseline Impact Assessment (appendix 7 of the ES)
- Ecological Assessment and Biodiversity Net Gain and Shadow HRA (appendix 8 of the ES)
- Arboricultural Assessment (appendix 8 of the ES)
- Cultural and Built Heritage Assessment (appendix 9 of the ES)
- Archaeological Assessment (appendix 10 of the ES)
- Flood Risk Assessment (appendix 11 of the ES)
- Phase 1 Geo-environmental Desk Study (Preliminary Risk Assessment)
- Agricultural Land Assessment
- Odour Assessment
- Noise Impact Assessment

2.0 SITE LOCATION AND PHYSICAL CONTEXT

Site Location

- 2.1 The site is located east of Showell Farm and the Patterdown Road (B4528) and west of the River Avon and north of the Lackham Roundabout. The site sits adjacent to land subject to significant change through the consenting of new mixed-use development at Rowden Park, allocated within the Wiltshire Core Strategy and as such the site forms a logical extension to this already committed growth.
- 2.2 Proximate consented development areas include Rowden Park which was granted outline permission (ref: 14/12118/OUT) for a mixed-use urban extension, comprising of residential, local centre, and primary school which is currently being delivered. The sites northern boundary wraps around the southern and eastern edge of Phase 5 of the Rowden Park development. This is now under construction and homes are occupied.
- 2.3 Further development was approved immediately north of the site at the former Showell Nursery, for some 120 dwellings (ref: 17/08554/OUT).
- 2.4 West of the site, adjacent to the A350 is Southpoint Business Park. Construction of some 50,000 sqm of employment space was completed in December 2025 and is occupied by Siemens.
- 2.5 The site falls within Lacock Parish, although its northern boundary is contiguous with the administrative town boundary of Chippenham.
- 2.6 The site sits at the southern edge of Chippenham, a strategically important town within the administrative area of Wiltshire, located some 38km east of Bristol and 23km southeast of Swindon, some 10km from M4.
- 2.7 Chippenham Railway Station is located approximately 3.9km to the northeast of the site and therefore can be reached within a 'reasonable' cycling distance of the site.
- 2.8 There are 10 primary schools located within a 3.2 kilometre (2miles) distance of the site, the majority of which identify some capacity. The nearest primary schools to the site and with capacity, are St Mary's Catholic, Charter Primary and Kings Lodge Primary, all within 1.5 km from the site. It is understood that a full 2FE primary school will be brought forward at Rowden Park, which would be the closest primary school, and this will be delivered by Wiltshire Council. The s106 for the Rowden Park development requires the transfer of the school land to take place at 150 occupations.
- 2.9 There are 3 secondary schools within 3.5 kilometres of the site, all incorporate 6th form provision and all have some capacity. The nearest school (in distance terms) is Abbeyfield School at some 2.4 kilometres from the site. A planning application for its expansion to

provide an additional 450 school places (ref. PL/2023/01340) was resolved to be approved at strategic planning committee meeting on 24 March 2026.

- 2.10 The Wiltshire School Places Strategy 2023-2027 sets out the Council's approach to education provision over the next 5 years, having regard to demand including that arising from new development. It identifies the new 2 FE primary school at Rowden Park, which is located just to the north of the site, within 1.5 kilometres walking distance. It also refers to the extension to Abbeyfield secondary school to accommodate additional capacity.
- 2.11 It is noted that from 1st March 2026, Faresaver commenced the new 44H service on behalf of Wiltshire Council operating hourly Monday to Saturdays. The service provides a connection to Sheldon secondary school and 6th Form for the start and end of the school day and enables access to Queens Crescent, Frogwell, Redland and St Peter's primary schools. There are opportunities for the development to contribute towards expansion of this bus service.

Site Characteristics

- 2.12 The site comprises 5 fields of some 30 hectares of semi-improved grassland and arable land, with hedgerows and trees defining the field boundaries within the site.
- 2.13 Several mature hedgerows with trees form a linear feature running southwest to northeast through the site, culminating in a small copse on the northern boundary. A single built structure lies to the north-western edge.
- 2.14 The two eastern fields sit adjacent to the River Avon, the eastern most parts of which fall within the floodplain, which is proposed to form an extension of the new riverside park that is being delivered as a feature of the Rowden Park development.
- 2.15 To the west, the site is bound by Patterdown Road (B4528), with the Grade II Listed Showell Farm complex located on the opposite side of this road to the north-west of the site.
- 2.16 The site includes a small agricultural shelter shed (non-designated asset) and boundary wall along the western boundary, adjacent to a farm access. A rectangular enclosure defined by a young hedgerow sits at the site frontage.
- 2.17 The site is generally flat, due to its relationship with the Avon valley. The highest point of the site is in the southwestern corner at 51 AOD, sloping down in a broadly northern eastern direction towards the River Avon at 41 AOD.
- 2.18 There are two public rights of way that cross through the site, centrally and along the River Avon. To the south of the site, Footpath LACO9 terminates at the A350 whilst Footpath LACO39 connects to Lackham College and the wider PRoW network providing access to Lacock village and rural Wiltshire. To the north the footpaths connect with Footpath CHIP1 providing access to Chippenham town centre.

- 2.19 There are two overhead electricity lines that cross the site. A 33kV line that crosses from the southwest corner to the top of the site, and a 132kV line that crosses over the southeast corner.

Arboriculture

- 2.20 A tree survey has been undertaken which identifies individual trees, groups of trees, and hedgerows. There are some category A and category B trees of good value, with the majority being of poorer value. There are 3 veteran trees and no TPOs. The proposals will look to retain all high-quality trees where possible; the majority of trees lie along a hedgerow boundary that crosses diagonally through the site, southwest to northeast and along the periphery of the site boundary.
- 2.21 Further detail can be found in the Arboricultural Impact Assessment that accompanies the application.

Heritage

- 2.22 A cultural and built heritage assessment had been carried out, which accompanies the application and identifies several listed buildings located within the immediate and wider vicinity of the site.
- 2.23 Within the 1km study area of the site there are 18 grade II listed buildings and one grade II* listed building. Of those, the grade II listed Showell Farmhouse (NHLE1022145), the granary to the south of Showell Farmhouse (NHLE1363926) and the barn to southeast of Showell Farmhouse (NHLE1198151) are located immediately west of the site, some 30m from the site boundary on the opposite side of the B4528 Patterdown Road.
- 2.24 The site itself is considered as only having formed part of the Showell Farm holdings from the 19th century onwards and consequently has less functional association with the farmstead than the land to the west of the farmhouse. A shelter shed within a stone wall enclosure, which forms part of the Showell Farm complex, is located within the site, considered as a non-designated heritage asset due to its age and relationship with the listed farm complex. The shelter shed itself has been the subject of insensitive alteration over the years.
- 2.25 Lower Lodge Farm (WHER MEWI66146), a partially extant 19th century farmstead, and a non-designated heritage asset, is located c.140m east of the study site's eastern boundary.
- 2.26 An appropriate masterplan response is identified to respond sensitively to the setting of the identified heritage assets.
- 2.27 The southern boundary of Rowden Conservation Area is located some 45m north of the site. The conservation area centres on the listed and scheduled Rowden Manor complex c.750m

north/north-east of the site. It includes the agricultural land around the manor complex. Visual effects are considered as part of this application.

- 2.28 An archaeological assessment has been undertaken to support the proposals. Based on available evidence the site has potential for archaeological remains dating to the prehistoric periods. A geophysical survey located a number of archaeological features within the site, which could be associated with a Romano-British field system recorded on land immediately to the west of the site. Remains of medieval ridge and furrow cultivation are also present within the site which are of limited archaeological interest.
- 2.29 Intrusive investigations were undertaken in February and March 2026, scoped by the geophysical survey. Features of likely prehistoric and Roman date were identified during the trenching in the northern and eastern parts of the site, as indicated by dateable material such as pottery and flint fragments. Due to the known presence of archaeological remains within the site and potential for further unknown archaeological remains to be present, mitigation will be agreed with Wiltshire Council's archaeology advisor and secured by an appropriately worded condition attached to any planning consent.

Drainage

- 2.30 The majority of the site lies within flood zone 1, being an area of low probability of flooding and outside both the 1 in 100 and 1 in 1,000-year flood events. The eastern part of the site, adjacent to the River Avon, lies within flood zones 2 and 3. A flood risk assessment (FRA) has been prepared to support the application which considers risk of flooding from all sources. A sequential approach to masterplanning the site has been taken with all built development located in flood zone 1. The FRA identifies mitigation measures to ensure the development remains safe for its lifetime without increasing flood risk elsewhere. A key objective for development will be to ensure that any surface water run-off arising from development can be adequately managed through Sustainable Urban Drainage System (SuDS) measures.

Landscape Character

- 2.31 The site lies within the 'LCT 12: Open Clay Vale' and 'Landscape Character Area 12B: Avon Open Clay Vale' of the *Wiltshire Landscape Character Assessment (WLCA) (December 2005)*, which is described as level land form with wide open skies and views to ridges and downs; pastoral with some arable; watercourses lined with riparian vegetation; large scale geometric fields with hedgerows or open drainage channels defining boundaries.
- 2.32 The site character can be experienced in two broad parts, through their land use and topography. The 'River Corridor' which comprises two large, irregularly shaped field parcels that lie adjacent to the River Avon, and 'Agricultural Fields' which comprises three large broadly rectilinear, agricultural fields adjacent to the B4528 and Showell Farm.

- 2.33 Further details can be found in the Landscape and Visual Baseline Assessment that accompanies this application.

Ecology

- 2.34 No statutory designations cover the site. There is one internationally designated site (Bath and Bradford-on-Avon Bats SAC) within a 10km radius of the site, two nationally designated sites within 5km (SSSIs), and one county level designated site (LWS) within 2km.
- 2.35 A habitat assessment has been undertaken for the site, reporting five habitats/features that have a local level significance, these include mixed scrub, lowland mixed deciduous woodland, reedbeds and swamp and hedgerows. There are three veteran trees of district importance.
- 2.36 Protected species surveys have also been carried out informed by the habitats present on the site, some of which are reported to have local level importance include, Birds (overwintering), Bats (roosting, foraging and commuting), Dormouse, and Water Vole.
- 2.37 The site is low ecological value arable land and modified grassland field margins, and therefore the development offers an opportunity to enhance the ecological value of the site.
- 2.38 The application demonstrates the proposals will achieve at least a 10% net gain in biodiversity.

3.0 APPLICATION PROPOSALS

Development Concept

- 3.1 The development concept at Land East of Showell Farm, is one of a sensitively designed scheme which respects the site's existing landscape features; its proximity to the River Avon and its opportunity to comprise a logical extension to a planned area of growth at Chippenham, integrating with development coming forward at Rowden Park, and providing good connections between and onward towards Chippenham town centre with opportunities to extend the Riverside Park along the Avon, creating an attractive new gateway at to southern Chippenham.
- 3.2 The application proposes a development of up to 400 dwellings which is assessed as being both appropriate and consistent with surrounding existing and recently approved development and the sustainable credentials of the site location.
- 3.3 Opportunities for an element of local retail and/or community use are provided for as part of a proposed local centre.
- 3.4 Further explanation of the development concept is provided in the Design and Access Statement.

Landscaping and Open Space

- 3.5 The retained natural features, principally the hedgerow network and trees along the site boundary and defining field boundaries as well as 3 veteran trees that sit outside of hedgerows, create green corridors through which to structure the development parcels incorporating appropriate off-sets. The proposals will improve upon the existing features by creating new areas of open space and new habitat provision.
- 3.6 Open space provision will incorporate children's play space, amenity and natural green space, allotments, and a community orchard. The community orchard is in the northwest corner of the site and provides an appropriate landscape response to the heritage assets at Showell Farm.
- 3.7 The development will be set within an attractive landscape setting, through the establishment of a high-quality public realm that is served by formal and informal open spaces linked by a continuous network of landscaping. Areas at the eastern extent of the site that form part of the River Avon floodplain are to be retained as natural green space, providing an opportunity to extend the Riverside Park, and leisure routes through it, to include the retained PRoW, connecting with that planned to the north of the site as part of the development at Rowden Park.
- 3.8 Surface water attenuation features will also be provided as part of the landscape resource, to manage surface water and provide richer biodiversity habitat.

Transport and Movement

- 3.9 The application proposes the creation of a new vehicular access onto Patterdown Road (B4528) and will include pedestrian footways which will tie into the footways being delivered by the development to the north, to create a safe and connected footway north towards Chippenham town centre.
- 3.10 The access will take the form of a priority junction with a right turn ghost island taken from the B4528 Patterdown Road. The access will be supported by an emergency access provided via a proposed shared use path to the north of the access.
- 3.11 To the south of the access, it is proposed to provide laybys to accommodate the future and improved bus service(s) that are to come forward through development at Rowden Park.
- 3.12 The two Public Rights of Way that route through the Site will be accommodated on their existing alignment. The western footpath (LAC09) will route within the proposed residential development and will be upgraded to a consolidated surface suitable for use within its future environment. The eastern footpath (LAC039) will be routed through natural green space and resurfaced to tie into the hoggin/bound gravel surface provided within Rowden Park.
- 3.13 The design of the internal road network will be engineered to meet the standards specified in Manual for Streets guidance and WC guidance, with a particular focus on the creation of safe routes around the site encouraging accessibility for pedestrians and cyclists.
- 3.14 Two corridors of retained land are identified to facilitate access to the fields beyond the application site.
- 3.15 The Transport Assessment (TA) submitted in support of this planning application sets out in further detail the transport issues and demonstrates how these are being addressed in respect of sustainable development and transport objectives. It concludes that the site is located in a sustainable location and has the potential to offer future residents a genuine opportunity to undertake everyday journeys by sustainable modes.
- 3.16 The TA also concludes that the impact of the proposed development will not be 'severe' meeting the requirements of local policy and the NPPF. The application is accompanied by a Framework Travel Plan that will promote the uptake of sustainable travel opportunities for its new residents and occupiers.

Benefits of the Proposals

- 3.17 The proposed development offers several benefits, including:
- Provision of housing in Wiltshire;
 - Provision of much needed affordable housing within the proposal to help meet identified local need in Chippenham;

- Protection of existing habitats and features of value; and the creation of new open spaces and habitats to deliver a strong landscape structure that makes a positive contribution locally to help the scheme assimilate with its surroundings and provide biodiversity benefit of at least 10% net gain;
- Providing opportunities for children's play that are within walking distance from the surrounding dwellings, creating a safe area for children to play;
- Extension to the planned Riverside Park; and
- Creation of a local centre that will provide the opportunity for possible local community, retail and service uses, that will serve the existing residents of the local area as well as the new residents of the development.

4.0 PLANNING POLICY CONTEXT

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended) requires that planning applications must be determined in accordance with the prevailing development plan unless material considerations indicate otherwise.
- 4.2 This statement reviews the proposals of the Outline Planning Application (OPA) against the relevant statutory development plan policies and other material considerations.
- 4.3 The Wiltshire Core Strategy remains the adopted plan for decision making. The NPPF requires local plans to be reviewed once every five years; and the Core Strategy was adopted in 2015.

Wiltshire Core Strategy (2015)

- 4.4 The Wiltshire Core Strategy, adopted in 2015, sets out the strategic planning policy for Wiltshire and covers the period up to 2026.
- 4.5 It defines three key elements in order to deliver the most sustainable growth:
- Settlement Strategy - classifies Wiltshire's settlements based upon an understanding of their role and function.
 - Delivery Strategy - identifies the level of growth and how Wiltshire's settlements will develop in the most sustainable fashion.
 - Infrastructure Requirements – describes how infrastructure will be provided to support future development.
- 4.6 Core Policy 1 – Settlement Strategy. The settlement strategy identifies the settlements where sustainable development will take place. Principal settlements are strategically important centres and the primary focus for development. Chippenham is a principal settlement and therefore a focus of *"significant levels of jobs and homes, together with supporting community facilities and infrastructure, meeting their economic potential in the most sustainable way to support better self-containment"*.
- 4.7 Core Policy 3 – Infrastructure requirements. Requires that all new developments provide for the necessary on-site and where appropriate, off-site infrastructure requirements arising from the proposal, to be delivered directly by the developer and/or through an appropriate financial contribution prior to, or in conjunction with, new development.
- 4.8 Core Policy 10 sets out the spatial strategy for Chippenham Community Area, directing at least 4,510 dwellings to Chippenham, with at least 2,625 to be identified through the Chippenham Site Allocations Development Plan Document (DPD).

- 4.9 Core Policy 41 – Sustainable construction and low-carbon energy. Encourages new development to incorporate design measures to reduce energy demand and requires major developments to submit a Sustainable Energy Strategy demonstrating how development will meet national standards. The policy acknowledges that in all cases, impact of these requirements on the viability of development will be taken into consideration.
- 4.10 Core Policy 43 – Providing affordable homes. Affordable housing provision of at least 30% (within the 30% affordable housing zone - within which the site sits) will need to be provided on sites of five or more dwellings, noting that the provision of affordable housing may vary on a site-by-site basis taking into account evidence of local need, mix of affordable housing proposed and, where appropriate, the viability of the development. All affordable housing will be subject to a legal agreement with the council.
- 4.11 Core Policy 45 – Meeting Wiltshire’s housing needs. New housing will be expected to reflect the demonstrable need for the community within which a site is located. The policy acknowledged that the mix of housing provided will vary from site to site, but encourages developments to incorporate a range of different types, tenures and sizes of homes that will respond to and reflect the demonstrable need for the community within which a site is located, such as that identified within the Strategic Housing Market Assessment. The policy refers to the council’s housing register and local needs surveys, in relation to affordable housing.
- 4.12 Core Policy 46 – Meeting the needs of Wiltshire’s vulnerable and older people. Opportunities for provision of new housing to meet the specific needs of vulnerable and older people particularly within principal settlements will be supported.
- 4.13 Core Policy 48 – Supporting rural life. Outside the defined limits of Principal Settlements, Market Towns, Local Service Centres and Large Villages, and outside the existing built areas of Small Villages, proposals will be supported if they focus on improving accessibility between towns and villages and reduce social exclusion that will not have a detrimental effect on the local environment or residents.
- 4.14 Core Policy 50 – Biodiversity and Geodiversity. Proposals must demonstrate how they will protect features of nature conservation and geological value. Where demonstrated that such features cannot be retained, removal shall only be acceptable in circumstances where the anticipated ecological impacts have been mitigated as far as possible and appropriate compensatory measures can be secured to ensure no net loss of the local biodiversity resource and secure the integrity of local ecological networks and provision of ecosystem services. Proposals should also seek opportunities to enhance biodiversity.
- 4.15 Core Policy 51 – Landscape. Development should protect, conserve and where possible enhance landscape character, any negative impacts must be mitigated as far as possible through sensitive design and landscape measures.

- 4.16 Core Policy 52 – Green Infrastructure. Development shall make provision for the retention and enhancement of Wiltshire’s green infrastructure network and ensure that suitable links to the network are provided and maintained. The provision for accessible open spaces should be in accordance with the requirements of the adopted Wiltshire Open Space Standards.
- 4.17 Core Policy 55 – Air Quality. Developments that are likely to exacerbate existing areas of poor air quality will need to demonstrate that measures can be taken to mitigate emission levels. Mitigation measures should demonstrate how they will make a positive contribution to the aims of the Air Quality Strategy for Wiltshire, such as through traffic management or highway improvements to be agreed with the local authority.
- 4.18 Core Policy 56 - Contaminated Land. Developers will be required to demonstrate that the development site is, or will be, made suitable for the proposed final use through the submission of site history identifying possible contaminative uses, and remediation schemes if appropriate.
- 4.19 Core Policy 57 – Ensuring high quality design and place shaping. A high standard of design is required, and developments are expected to create a strong sense of place. At master planning stage through drawing on the local context and being complementary to the locality, relating positively to its landscape setting and the existing pattern of development and the retention and enhancement of important landscaping natural features, making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area.
- 4.20 At the more detailed design stage the policy requires consideration of the use of sustainable construction techniques, and effective orientation for passive solar energy and ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible.
- 4.21 The policy also requires regard to be had to the compatibility of the surrounding land uses on a development proposal to ensure appropriate levels of amenity are achievable including consideration of noise and pollution.
- 4.22 The policy requires major developments to be supported by a design statement and masterplan.
- 4.23 Core Policy 58 - Ensuring the conservation of the historic environment which states development should protect, conserve and where possible enhance the historic environment in a manner appropriate to their significance.
- 4.24 Core Policy 60 – Sustainable Transport relates to the Council’s role in helping reduce the need to travel by private car and the encouragement of sustainable and safe movement

through planning development in sustainable locations and promoting sustainable transport alternatives to the private car.

- 4.25 Core Policy 61 – Transport and new development. New development should be located and designed to encourage the use of sustainable transport and reduce the need to travel by private car. It also refers to the submission of Transport Assessments to demonstrate how this objective has been considered and is delivered including the use of Travel Plans.
- 4.26 Core Policy 62 – Development impacts on the transport network. Developments should provide mitigating measures to offset adverse impacts on the transport network, both at construction and operational stages.
- 4.27 Core Policy 64 – Demand Management includes consideration of parking design to be provided in accordance with minimum parking standards.
- 4.28 Core Policy 67 – Flood Risk. Development in Flood Zones 2 and 3 will need to refer to the Strategic Housing Land Availability Assessment when providing evidence in order to apply the sequential test. All new development will include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground, such as through the use of sustainable urban drainage.
- 4.29 Core Policy 68 – Water Resources. Development proposals within a Source Protection Zone, Safeguard Zone or Water Protection Zone must assess any risk to groundwater resources and groundwater quality and demonstrate that these would be protected throughout the construction and operational phases of development.

Chippenham Site Allocations Plan (May 2017)

- 4.30 Allocations at Chippenham to help deliver housing were identified as part of the Chippenham Site Allocations Plan (CSAP), which included areas outside of Chippenham Town but within the Chippenham Community Area, including Policy CH1 which allocated land at Rowden Park. The settlement boundary of Chippenham was reviewed and amended during the preparation of the CSAP.

Saved policies of the North Wiltshire Local Plan 2011 (NWLP)

- 4.31 Some policies within the North Wiltshire Local Plan (2011) have been saved and have relevance to this application.
- 4.32 NE14 – Trees and the Control of New Development to avoid loss and incorporate into development.
- 4.33 H4 – Residential Development in the Open Countryside - reflects the strict controls placed on new residential development within the countryside at all levels of planning guidance.

- 4.34 CF3 – Provision of Open Space within new housing development.

Supplementary Planning Document

- 4.35 The Wiltshire Design Guide (2024) sets out the approach design and place-shaping as is prepared for both designers and decision makers to support the implementation of the Wiltshire Core Strategy (WCS) and planned delivery of Core Policy 57.

Wiltshire Local Plan – Submission Version

- 4.36 The Wiltshire Local Plan 2020-2038 was submitted for Examination on 28 November 2024 and demonstrated a commitment for continued growth at Chippenham, as a principal settlement and economic and service centre within Wiltshire. Following stage 1 and stage 2 hearings in 2025, the appointed Local Plan Planning Inspectors identified several significant issues with the submitted plan requiring further work and set this out in their letter to the Council dated 22 December 2025. On Friday 27 February 2026, Wiltshire Council received the response from the Inspectors to the proposed programme of work submitted to them on 30 January 2026. The Inspectors set out two options for the council, to either (i) withdraw the Local Plan from examination or (ii) request that the Inspectors draft a final report (which would recommend non-adoption). At its Full Council on 19 May 2026, it was resolved that that the Local Plan Pre-Submission Draft 2020-2038 is withdrawn from examination.
- 4.37 Notwithstanding the resolution of the Council to withdraw the Plan from the examination process, the draft Plan provides the most recent indication of the Council's preferred spatial direction and location of growth at Chippenham. It allocated the application site as part of a larger allocation, Policy S7 land south of Chippenham and east of Showell Farm, as part of approximately 347ha for residential and employment land, along with a district and local centre, schools and an extended River Avon country park in this wider location. The submission Local Plan notes the area "is well located with regard to local facilities and services" (para 4.31).
- 4.38 The Sustainability Appraisal reported that growth at Chippenham performed best in sustainability terms against other alternatives, which included growth at other main towns and as such reports an approach that will involve the need to allocate greenfield sites (para 3.44).
- 4.39 *Planning for Chippenham* (September 2023) is an evidence base document to the Draft Local Plan and explains the context and rationale for growth in this location. The document considered how best to accommodate new homes to help meet Chippenham's housing need, and design principles were created suggesting what parameters these new developments should respond to.
- 4.40 The report refers to an estimated 2,090 additional homes to be accommodated at Chippenham until 2038. Reference is made to the assessment of site 3, land east of Showell

Farm (the application site) and the process by which Wiltshire Council came to identify it as Preferred Development Site.

- 4.41 Appendix 2 to the *Planning for Chippenham* document sets out the findings of the Strategic Housing and Economic Land Availability Assessment (SHELAA, 2017) and identifies the application site by a SHELAA reference 473. The report explains the influencing factors supporting the selection of the site and confirms that its assessment did not identify any overriding significant impacts that justify excluding the site at that review stage. The site performs well against traffic and landscape impact, referencing its access to local facilities and the A350 and B4528. It also references its location immediately south of an existing allocation which has planning permission.
- 4.42 Issues identified relate to a medium flood risk due to the proximity to the River Avon and historical flooding on the eastern side of the site together with a groundwater risk which can be overcome. The SHELAA reported a less than significant impact on the heritage assets, associated with Grade II listed Showell Farm complex.
- 4.43 The site was subject to a sustainability appraisal, which identified the likely significant social, economic, and environmental effects of the plan, both positive and negative. These effects were shown using colours ranging from red to yellow to white to blue to green. With green having positive effect and red having major adverse effects. The site scored orange (moderate adverse effect) for land and soil, air pollution, climate, heritage and transport. There were no major adverse effects. The site had moderate positive effects for energy and economics, and major positive effects for housing.

Chippenham Neighbourhood Plan 2023-2038

- 4.44 The Chippenham Neighbourhood Plan was made on 29 May 2024. It now forms part of the Wiltshire Council Development Plan. The policies in the Neighbourhood Plan are given full weight when assessing planning applications that affect land in Chippenham Parish.
- 4.45 The application site does not fall within Chippenham Parish. It is adjacent to it.
- 4.46 The proposals have regard to some of the key objectives for the Plan, that includes the creation of a strategic green corridor of open space along the River Avon creating a network of inter-linked green spaces across the town and through into the surrounding countryside; promoting sustainable transport by improving infrastructure and making modal shift easier in favour of public transport, walking and cycling; provision of electric vehicle charging infrastructure.

National Planning Policy Framework (2024)

- 4.47 Paragraph 2 of the NPPF states that applications for planning permission will be determined in accordance with the development plan unless material considerations indicate otherwise.

- 4.48 Paragraph 8 of the NPPF sets out the principle of sustainable development in terms of three overarching objectives. An economic objective, to help build a strong, responsive, and competitive economy. A social objective, to support strong, vibrant, and healthy communities, and an environmental objective, to protect and enhance our natural, built, and historic environment.
- 4.49 A presumption in favour of sustainable development lies at the heart of the NPPF (Paragraph 11). For decision taking this means approving development proposals that accord with an up-to-date development plan without delay, or where as is the case in Wiltshire, where policies which are most important for determining the application are out-of-date, footnote 8, expresses that, *"for applications involving the provision of housing, situations where the local planning authority cannot demonstrate a five-year supply of deliverable housing sites"*. This then enacts paragraph 11d) of the NPPF, which determines that permission should be granted *"unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits [...]"* when assessed against the policies in the NPPF, having "particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination".
- 4.50 Paragraph 48 requires applications to be determined in accordance with the development plan unless material considerations indicate otherwise.
- 4.51 Paragraph 61 refers to the need to significantly boost the supply of homes.
- 4.52 Paragraph 66 expects the affordable housing requirement to be met on site in accordance with the local need identified by policy.
- 4.53 Paragraph 77 states that the supply of large numbers of new homes can often be best achieved through planning for larger scale development, such as new homes or significant extensions to existing villages and towns, provided that they are well located and designed and supported by the necessary infrastructure and facilities.
- 4.54 Paragraph 78 indicates that strategic policies should include a trajectory illustrating the expected rate of housing delivery over the plan period. Where strategic policies are more than five years old the local housing need should be used in the 5-year housing land supply calculation.
- 4.55 Paragraph 96 expects planning policies and decisions to achieve healthy, inclusive, and safe places which promote social interaction, are safe and accessible, and enable and support healthy lifestyles.
- 4.56 Paragraph 103 states the importance of access to a high-quality open space network with opportunities for sport and physical activity, to support the health and well-being of communities.

- 4.57 Paragraph 105 states that planning policies and decisions should protect and enhance public rights of way and access.
- 4.58 When considering development proposals (Paragraph 117) the NPPF expects applications to give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas, facilitate access to high quality public transport and address the needs of people with disabilities and reduced mobility in relation to all modes of transport.
- 4.59 To achieve appropriate densities, Paragraph 129 states that development that makes efficient use of land be supported.
- 4.60 Paragraph 131 supports the creation of high quality, beautiful and sustainable buildings and places and references good design as a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.
- 4.61 Paragraph 170 seeks to resist inappropriate development in areas at risk of flooding by directing development away from areas at highest risk (whether existing or future)
- 4.62 Paragraph 181 requires applications to demonstrate that proposals do not increase flood risk elsewhere through a site-specific flood risk assessment.
- 4.63 Paragraph 187 relates to natural and local environment, seeking protection and enhancement of valued landscapes, minimising impacts on and providing net gains for biodiversity.
- 4.64 Paragraph 207 states that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting.
- 4.65 Paragraph 212 states that great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be), irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.
- 4.66 Paragraph 215 states that where a development proposal will lead to "less than substantial harm" to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal.
- 4.67 Paragraph 216 requires the significance of a non-designated heritage asset to be taken into account in the determination of an application, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

Planning Policy Guidance

- 4.68 The Planning Policy Guidance (PPG) provides additional guidance on how the policies contained within the NPPF should be applied.

5.0 PLANNING EVALUATION

Presumption in favour of Sustainable Development

- 5.1 As noted in the principle and context of development section of this planning statement, Paragraph 11 of the NPPF sets the context for Sustainable Development; proposals in accordance with the development plan are to be approved without delay and where there are no relevant development plan policies, or the policies which are the most important for determining the application are out of date then permission should also be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh benefits of the proposal.
- 5.2 Footnote 8 to paragraph 11d further defines the context within which policies are out of date, which includes *"for applications involving the provision of housing, situations where the local planning authority cannot demonstrate a five-year supply of deliverable housing sites (with the appropriate buffer, as set out in paragraph 78)"*
- 5.3 As the strategic policies are five years old, the Local Housing Need (LHN) is used to calculate Wiltshire's 5-year land supply. Wiltshire Council report land supply of 2.42 years in the most recently published Housing Land Supply Assessment (June 2025). As such, the 'presumption in favour of sustainable development' (NPPF Paragraph 11dii) for housing applications applies in the decision-making of the development proposal.
- 5.4 The development is sustainable, demonstrating achievement of the three overarching objectives set out at the principle of sustainable development in Paragraph 8 of the NPPF. The development works towards the economic objective, building a strong, responsive, and competitive economy, by creating jobs at the local centre and providing and improving local infrastructure.
- 5.5 The development achieves the social objective of supporting strong, vibrant, and healthy communities, delivering much needed homes, including affordable housing in the areas where demand is identified, and creating open space and play areas that promote social interaction and spaces for exercise, which also aligns with Paragraph 96 of the NPPF. New cycle and pedestrian infrastructure will help foster active travel. The local centre has flexibility to deliver a mix of uses including community uses and local shops, helping support economic and social sustainability at a community level.
- 5.6 The development achieves the environmental objective of enhancing the natural, built, and historic environment, retaining existing trees and hedgerows of value through their integration within the masterplan as part of a robust green infrastructure network, providing all built development within flood zone 1, and creating a sustainable urban drainage system to manage surface water, deliver water quality betterment and enhanced biodiversity. The retention of an area of open space and hedgerow planting at the site frontage, ensures protection of the historic setting of the listed Showell Farm buildings.

- 5.7 Therefore, as the development is sustainable and there is a shortfall in the five-year housing supply, permission should be granted for the proposed development (as per the NPPF), unless any adverse impacts significantly and demonstrably outweigh the benefits of the proposal, when assessed against the policies in the Framework, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination.

Principle of Development

- 5.8 Core Policy 1 of the Wiltshire Core Strategy sets out the settlement strategy for Wiltshire, identifying settlements where sustainable development will take place. Chippenham is identified as a Principal Settlement, making it a strategically important centre and a primary focus for development. Chippenham is therefore considered to be a suitable area for sustainable growth.
- 5.9 Development at South Chippenham, is a confirmed and committed direction for new growth of the town, , where investment in new homes, and community, transport and education infrastructure is demonstrated through the delivery of Rowden Park development for a mixed-use urban extension of up to 1,000 dwellings, and also at Land at Showell Farm Nursery delivering a further 120 homes.
- 5.10 WCS, Core Policy 2 relates to the Delivery Strategy. It sets out that within the defined limits of development (as defined on the policy map) that there is a presumption in favour of sustainable development to include at Principal Settlements. The site is not located within the limits of a Chippenham as a principal settlement, as defined on the adopted policies map.
- 5.11 However, in the decision to allow the appeal at Land off the B4069 East of Barrow Farm, Langley Burrell, Chippenham (APP/Y3940/W/22/3309170) (dated 5 May 2023), the Inspector gave limited weight to 'in principle' policy harm due to the current shortfall in housing. Stating that "ad hoc and unplanned development is necessary to address the shortage of housing land supply", the Council also agreed that to restore a 5-year housing land supply and meet the minimum housing requirement over the plan period, it would be necessary to support the development of unallocated greenfield sites outside of settlement boundaries (para 90 of the Inspector's Report).
- 5.12 The Inspector highlighted that the appeal site located at the edge of Chippenham, "could not be better located in terms of its proximity to a primary development area" (para 119-120 of the decision notice) considering the development to be sustainable and in compliance with Core Policies 1 and 10 of the Core Strategy.
- 5.13 Similar conclusions should therefore be drawn in respect to the location of this site, having regard to its proximity and accessibility to Chippenham (and its committed southwards expansion); and the current land supply and development plan context.

- 5.14 Indeed, the report to Committee in respect to an outline scheme that was granted for 150 dwellings on Land South of Stanley Lane, on the eastern edge of Chippenham (PL/2023/08640) in a location that is outside the settlement boundaries and not proposed for allocation in the emerging Local Plan, is of relevance.
- 5.15 The conclusion of the Committee report identified that the proposed development conflicted with a number of Development Plan policies due to the site being beyond settlement limits and in an area classed as countryside and therefore contrary to the housing settlement and delivery policies of the Core Strategy but that the Council's 5YLS position and the terms of NPPF para 11d meant that *"in considering applications outside the limits of development, this conflict should not automatically translate to refusal of the application"*.
- 5.16 The officer reported moderate weight to be attributed to the harm caused through conflict with spatial strategy policies and to the loss of countryside at the edge of settlement location which would be outweighed by substantial benefits in the delivery open market housing and significant benefit in providing affordable housing together with some other benefits as described. Again, a similar approach should be taken by the Council in the determination of this application, having regard to the Council's 5YLS position and the approach enshrined in para 11d of the Framework.
- 5.17 The site has the potential to successfully integrate with the new development coming forward to the north, and provides a logical extension of the town, connecting with new planned movement connections, and further supporting focused investment in sustainable transport infrastructure including new bus routes, and upgrades to walking and cycling routes.
- 5.18 The site is a suitable and sustainable area for growth, that integrates with the development currently being delivered through Chippenham Site Allocations Plan at the south of the town and includes opportunities to extend important foot and cycle links back to the town, and extend further south, the Riverside Park.
- 5.19 The proposals provide for much needed housing in a location that is a committed focus for growth both in the current adopted plan and as part of the submitted evidence base for a new Plan. The application provides an element of mixed used development within a local centre located to the site frontage, that could deliver a range of possible uses include local retail, food and drink and community facilities (under use classes E and F2). The mixed-use offer would be local in nature and proportionate to the scale of the development planned to meet local community needs arising from the development. Residents would continue to look to Chippenham to meet its wider retail and leisure needs.
- 5.20 The application site benefits from direct access to the local highway network, and the OPA and its supporting technical assessment demonstrates that the development as proposed is capable of being delivered without generating adverse impacts on the transport network, mitigating all potential impacts arising from the development and furthermore, delivering benefits to the local area.

- 5.21 As such the proposals are aligned with the Council's current spatial strategy as identified in Core Policy 1 and Core Policy 10 and the preferred direction of future growth for Chippenham and provides a sustainable approach to growth that will help contribute to meeting housing need (including affordable) in the short term, within 5 years.
- 5.22 The proposals deliver new and enhanced connections within the site, integrating with committed development being delivered immediately north of the site, as well as extending the Riverside Park along the Avon, including improving accessibility along it. Additional footways are also proposed along Patterdown Road to connect with planned footway upgrades to be delivered by adjacent development schemes. The proposals include the provision of laybys on Patterdown Road to accommodate the future and improved bus service(s) that are to come forward through development at Rowden Park, or extension of services recently provided to serve development at Hunters Moon, and for which this development can make appropriate contributions towards.
- 5.23 The creation of new cycle, pedestrian and vehicular infrastructure is compliant with Core Policy 3, as the development provides the necessary on and off-site infrastructure where appropriate.
- 5.24 In compliance with Core Policy 41, the development will be constructed using sustainable construction methods, and measures to reduce energy demand will be incorporated into the design, where appropriate.
- 5.25 The development will be heated with electricity and with potential to incorporate solar photovoltaic generation. There will be no gas heated buildings. Future Homes Standard (FHS) and Future Buildings Standard (FBS) will come into force from March 2027. All new buildings from March 2028 will need to meet the FHS and FBS and the updated Building Regulations Part L 2026 which will be the prevailing standard when the development comes forward.
- 5.26 The development will provide Electric Vehicle Charging Points in accordance with requirements set out in the Building Regulations (Approved Document S).
- 5.27 Opportunities could also be provided within the Local Centre for electric bike/scooter hire facilities should a scheme come forward in Chippenham, electric vehicle charging points, and sustainable travel information.
- 5.28 The provision of a policy compliant level of affordable housing is in line with Core Policy 43 and will significantly contribute to the need for affordable housing in the area. Figures obtained from the Wiltshire Housing Register for Chippenham (not including the parish of Chippenham Without) are provided below and show 457 households have an immediate need for rented accommodation and have indicated Chippenham as their preferred location as of 21 April 2026.

	1-bed	2-bed	3-bed	4-bed	5-bed	6-bed	Total
Chippenham	222	108	97	26	3	1	457

- 5.29 The total number of households in Wiltshire in housing need was 3,942 on 21 April 2026.
- 5.30 The development will provide for a mix of house types (both market and affordable) in accordance with Core Policy 44.
- 5.31 In accordance with Core Policy 52, the proposals make provision for areas of open space in accordance with the requirements of the Wiltshire Open Space Standards. The provision is set out below, having regard to the Wiltshire Open Space Study (2020 Update).

Open Space Type	Quantity standard (ha/1000) for New Provision	Access standard	Requirement based on the increased population (ha)	Proposed (ha)
Allotments	0.25	480m or 10 mins walk	0.23	0.23
Amenity Green Space	0.9	480m or 10 mins walk	0.83	1.55
Parks, Sport and recreation	1.1	600m or 12-13 mins walk	1.02	5.35
Play space (children)	0.25	480m or 10 mins walk	0.23	0.23
Play space (youth)	0.30	600m or 12-13 mins walk	0.28	0.28
Natural Green Space	1.8 (including SUDs)	720m or 15 mins walk	1.67	10.65

- 5.32 Over 60% of the site is proposed as green infrastructure, with a range of functions in accordance with the open space standards set out in policy. In a number of categories, amenity green space and natural green space there is significant overprovision.
- 5.33 An area of around 12.5ha (c.40% of the site) is included as a Riverside Park. The park will be managed for biodiversity and nature enhancement with wet meadows, areas of scrub and woodland clusters along the river's edge.
- 5.34 The play space is equivalent to a Neighbourhood Equipped Area of Play (NEAP) which provides facilities for both youths and children. This has been located centrally to allow for accessibility and to provide a sense of vibrancy and community at the heart of the development. Informal play, with lawns and kickabout space is located around the active zone. This is supplemented by a natural play space in the north-east of the site near to the allotments.
- 5.35 In accordance with Core Policy 67 the proposed development will incorporate sustainable forms of drainage as part of an integrated open space and landscape network providing, drainage, amenity, and biodiversity benefits.

- 5.36 In accordance with Core Policy 58, the proposals demonstrate that heritage is not considered to preclude the potential for development on the site, and an appropriate masterplan response is identified to respond sensitively to the setting of the listed buildings at Showell Farm.
- 5.37 Therefore, the proposals are in accordance with Core Policy 1, 3, 10, 41, 43, 44, 58 and 67 of the Wiltshire Core Strategy.

Scale of Development

- 5.38 The site has the potential to accommodate up to 400 dwellings. The delivery of new market and affordable housing in a sustainable location in accordance with the current strategy for Wiltshire is a major benefit of the application proposals.
- 5.39 As required by Core Policy 57, a Design and Access Statement has been submitted in support of the OPA, to explain the design principles and concepts that have shaped the proposals and to demonstrate the steps taken to appraise the context of the site; and how the design of the development has evolved through a consideration of the constraints and opportunities presented by the site to reveal a robust masterplan that can deliver a high quality sustainable development. The number of homes proposed has been determined by undertaking a design led exercise to develop an illustrative layout to demonstrate the potential capacity that could be achieved, this has further informed the scale, appearance, landscaping and access on-site.
- 5.40 A landscape-led approach has been taken with the design of the masterplan, incorporating existing site features to be retained which provide structure to the development and inform extent and distribution of development parcels. The proposals create a variation in density to respond to the site context and provide variety and character to different parts of the development, to avoid a homogenous response.
- 5.41 The average net density for the site is approximately 37 dwellings per hectare (dph) reflective of the site's location on the edge of the town whilst also being cognisant of the need to make the most efficient use of land and create a vibrant and compact, walkable new community and having regard to the density of adjacent development.
- 5.42 The scale of the development proposed is appropriate for this location, with a general emphasis in graduating the heights and massing of new dwellings from a greater intensity adjacent to the main streets and at the local centre, and lower density and informal built form at the landscape edges.
- 5.43 The proposed development will be predominantly two storeys in height, with variety and interest in the street scene achieved through the variation of heights across the site in response to context, up to a maximum of 3 storeys to allow for taller buildings at key spaces

or nodes. This will allow prominence to be given to focal buildings, punctuating the streetscape, and enabling more variety to the roofscape.

Landscape and Biodiversity

- 5.44 A landscape-led approach has been taken with the design of the masterplan, focussed on an appropriate response to the on-site and surrounding environmental context. Some 60% of the site is open space, which includes a Riverside Park, and area of natural open space adjacent to the Avon that will be managed sensitively for biodiversity enhancement. Links to the existing public rights of way will be created and a network of mown paths will connect northwards to link into the park delivered by Rowden Park.
- 5.45 Consideration to be given to topographic changes across the site and resultant visual impacts have been assessed as part of the proposals. Views into and out of the site are to be controlled by the creation of new areas of planting and retained and strengthened hedgerow features that filter and enclose new development parcels in keeping with the character of existing shelter belts.
- 5.46 Existing vegetation will be retained wherever possible, with the exception of some short breaks to allow for access, with the mature tree and hedgerow corridors forming the primary structuring elements to the masterplan and providing a verdant setting. Generous buffers to the existing vegetation are provided to maintain bat commuting routes and planted with wildflower meadow with scattered native trees to strengthen and enhance the green infrastructure network. The three veteran trees will be retained and protected as a feature within the open space network.
- 5.47 Orchard planting is proposed to the northwest corner of the site, defined by a newly planting hedgerow which together will provide an appropriate landscape offset to the Showell Farm building complex as well as a community resource.
- 5.48 Allotments are provided at the eastern part of the site. These could potentially be designed either as formal plots or as community gardens with shared raised beds, communal areas and opportunities for other food production activities.
- 5.49 A park with children and teen play facilities, seating and tree planting is included centrally within the development, accessible to its residents. A combined children's and youth's play space is proposed forming a NEAP designed to have segregated zones for different types of play encompassing play equipment for younger toddlers and space for teens to enjoy.
- 5.50 Sustainable drainage features, attenuation basins and conveyance swales will be designed and integrated into the open space network.
- 5.51 The SuDS features will provide water quality betterment through reduction of contaminants. The detention basins will be planted with suitable species of shrubs and wildflower that could provide opportunities for wetland habitat

- 5.52 Some 60% of the site is proposed as green infrastructure, with a range of functions as required by the open space standards (Wiltshire Open Space Study (2020 Update)). The green infrastructure framework retains existing features of value, trees, and hedgerows, and improves and diversifies ecological habitats, (achieving a net gain in biodiversity) in accordance with Core Policies 50, 51 and 52.

Ecology

- 5.53 An ecological appraisal is submitted in support of this application which identifies the key ecological features on site and presents the opportunities for mitigation measures. The appraisal demonstrates that the development will enhance the biodiversity value of the site and is capable of achieving a net gain in biodiversity of at least 10% in terms of both Habitat Units, Hedgerow Units and Watercourse Units. This increase will bring a long-term local benefit to protected species currently present at the site and within the local area.
- 5.54 There will be management and subsequent monitoring of the habitats both retained and created as part of the proposals. Sensitive habitats, both retained (such as woodland) and any newly created 'biodiversity' habitats will be protected as may be necessary.
- 5.55 There will be a loss of a maximum 100m of hedgerow. This is up to 50m of species-rich hedgerows (including small sections associated with banks or ditches) and 40m of species-poor hedgerows. To mitigate for this loss and potential fragmentation of the hedgerow network, a total of 665m of new native species-rich hedgerow with trees (including sections associated with banks or ditches) is proposed as part of the masterplan, alongside the enhancement of 100m of the currently species-poor hedgerow into better condition
- 5.56 Species-specific mitigation will also be carried out. Such as bird boxes for nesting opportunities and vegetation management completed at appropriate times of year to not impact breeding birds. For commuting and roosting bats, a sensitive lighting strategy will be agreed with the LPA prior to development. Bat boxes will also be provided.
- 5.57 Overall, the ecological chapter of the Environmental Statement considers that the development, with adequate mitigation and management in place has the potential to achieve a net gain in biodiversity.
- 5.58 A Shadow Habitats Regulations Assessment (sHRA) has been prepared to provide the information necessary to enable Wiltshire Council, as the competent authority, to undertake a Habitats Regulations Assessment (HRA) of the Proposed Development in respect of the Bath and Bradford on Avon Bats Special Area of Conservation which is at a distance of 6.6km from the application site.

Heritage

- 5.59 In accordance with Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, special attention has been paid to the desirability of preserving the character and

appearance of the Rowden Conservation Area. The Proposed Development would comply with this statutory duty, ensuring that the conservation area's rural and riverside setting remains intact. In this context, the scheme would give rise to a net heritage benefit through the long-term safeguarding and management of land that reinforces the conservation area's setting and protects it against future encroachment.

- 5.60 The proposed housing is sited some 360 m south of the Rowden Conservation Area at the nearest point and would be located to the west of an established band of vegetation forming a historic field boundary. The siting of the housing considerably reduces the potential for intervisibility between the southern edge of the conservation area and the Site. In addition, the proposed housing would be located to the south of the approved Rowden Park scheme, where residential development is already visible within the wider landscape to the north of the Site.
- 5.61 When considered within the wider context of recently consented residential development progressively surrounding the conservation area, the Proposed Development would not result in incremental or erosive harm to its significance. Instead, it would secure the long-term preservation of an extensive area of land with a character complementary to that of the conservation area for the lifetime of the development. The retained open land would be managed in a manner sympathetic to the historic landscape character of the area, reinforcing the rural setting of the conservation area and enhancing opportunities for its appreciation. This land therefore has the potential to deliver a positive contribution to the conservation area through long-term landscape management and public benefit.
- 5.62 The Proposed Development would have no impact on the ability to appreciate what is special about the conservation area, which is largely derived from it being agricultural land that has an intrinsic historic connection to Rowden Manor and maintains to some extent the agricultural character of the historic ownership. Having regard to the extent of the landscape buffer and the siting of housing within the Site, the Heritage Assessment concludes that the Proposed Development would deliver a heritage benefit to the Rowden Conservation Area. This arises from the securing of a substantial area of open land to the west of the River Avon with a character complementary to the conservation area, reinforcing its rural and riverside setting and providing a meaningful buffer against future encroachment.
- 5.63 The heritage assessment assesses the heritage impact on Showell Farmhouse, barn and the granary, which are all listed at Grade II.
- 5.64 The significance of the listed buildings that form Showell Farm is principally derived from their intrinsic architectural qualities as attractive and well-designed buildings that are characteristic of the local vernacular and form the historic core of a 18th century farmstead. The 'age-value' of the buildings is also a major contributor to significance. The buildings have group value with one another and together contribute to the legibility of the farmstead

and the way it historically operated as a coherent unit. The Proposed Development does not interfere with that interaction.

- 5.65 The proposed development would give rise to a general change in character in part of the setting of the listed buildings, from open agricultural land to residential development.
- 5.66 This would lead to a degree of harm to the setting of the listed buildings, as the historic spatial relationship between the farmstead and the Site would be altered and the wider rural context within which the listed buildings are experienced would be reduced. The masterplan helps to mitigate this impact through its design which includes an appropriate setback, stepped massing, landscape buffering and the retention of open space adjacent to the listed buildings.
- 5.67 The shelter shed within the Site that forms part of the Showell Farm complex is a non-designated heritage asset due to its age and relationship with the listed farm complex. It should be acknowledged that the shelter shed has been the subject of a number of insensitive alterations in the past. The proposed development would retain the building, drawing it into an area of landscaping to include an element of orchard and structural planting, provide further mitigation and also a publicly accessible area to experience and appreciate the listed farm buildings from.
- 5.68 The impact to the Showell Farm complex arising from the development as proposed is considered to result in a level of less than substantial degree of harm as defined by the NPPF.
- 5.69 An archaeological assessment has been undertaken to support the proposals. A geophysical survey located a number of archaeological features within the site, and intrusive investigations were undertaken in February and March 2026, scoped by the geophysical survey.
- 5.70 Features of likely prehistoric and Roman date were identified during the trenching in the northern and eastern parts of the site, as indicated by dateable material such as pottery and flint fragments. Due to the known presence of archaeological remains within the site and potential for further unknown archaeological remains to be present, a programme of archaeological recording will be secured as a condition of planning consent.

Flood Risk and Drainage

- 5.71 The majority of the site lies within flood zone 1, being an area of low probability of flooding and outside both the 1 in 100 and 1 in 1,000-year flood events. The eastern part of the site, adjacent to the River Avon, lie within flood zones 2 and 3. In accordance with Core Policy 67 a Flood Risk Assessment (FRA) has been prepared to support the application which considers risk of flooding from fluvial, pluvial and groundwater. A sequential approach to masterplanning the site has been taken.

- 5.72 The submitted Flood Risk Assessment refers to infiltration testing that has been undertaken to inform the understanding of the existing drainage regime of the site and the proposed strategy to be employed that best reflects the existing regime.
- 5.73 The infiltration testing undertaken across the site confirms that there are limited opportunities for infiltration. The groundwater monitoring also found some areas of shallower groundwater which further confirms that it is not practical to consider infiltration as a primary means of discharge from the site.
- 5.74 It is proposed that the catchment will drain to a series of attenuation features sited along the northern and eastern edges of the development parcels which will drain into a tributary of the River Avon which flows across the site. A new outfall will be constructed which will discharge water at the greenfield QBar equivalent rate. The system is to provide attenuation volume for events up to the 1 in 100-year plus 40% climate change return period.
- 5.75 The green infrastructure network also accommodates open channel features in the form of conveyance swales, these could allow for partial infiltration, subject to further intrusive testing.
- 5.76 The FRA demonstrates that all sources of flood risk on the site have been assessed and that the development proposed is at a low risk of flooding and that subject to the implementation of the drainage strategy and SUDS features the development will not increase flood risk to adjacent land.
- 5.77 The FRA concludes that the site is suitable for development from a flood risk perspective. The surface water strategy has been informed by assessment including intrusive investigations that confirms a strategy based on conveyance. In accordance with Core Policies 67 and 68.
- 5.78 Mitigation measures identified in the FRA meet risks both now and the future in line with paragraphs 170 and 173 of the NPPF (2024).
- 5.79 A foul drainage network will be located within the development roads and will employ a point of connection agreed with Wessex Water and offered for the adoption of Wessex Water.

Transport and Access

- 5.80 A Transport Assessment sets out the technical transport issues related to this application to demonstrate how matters related to transport and access are being addressed to achieve sustainable development; that the application proposals will not have a significant impact on the local road network.
- 5.81 The Transport Assessment demonstrates that the network has adequate capacity to accommodate the development proposed when considered with committed development

with the exception of the operation of one existing junction, the western arm of the Chequers Roundabout.

- 5.82 An increase to the flare length on the western arm is proposed to mitigate this impact with the proposal offering improvements to the existing operation of the junction.
- 5.83 The design of the internal road network will be engineered to meet the standards specified in Manual for Streets guidance and Wiltshire Council guidance, with a particular focus on the creation of safe routes around the site encouraging accessibility for pedestrians and cyclists. The primary street will provide access to secondary and tertiary streets that have the potential to be varied in design to respond to their location. The exact location and alignment of these streets will be set out at the reserved matters stage.
- 5.84 The development will provide vehicle and cycle parking for residential dwellings and within the local centre in accordance with Wiltshire Council's parking standards as set out in LTP3. The precise parking details will be brought forward as part of reserved matters application(s).
- 5.85 The development will provide Electric Vehicle Charging Points in accordance with requirements set out in the Building Regulations (Approved Document S).
- 5.86 The proposals provide for a mix of potential uses within the local centre which will retain a proportion of trips within the site. The vehicular access on Patterdown Road will provide access for pedestrians via footways on either side of the carriageway and for cyclists via the carriageway.
- 5.87 Active travel improvements are proposed along the Patterdown Road, with the delivery of a 3m shared active travel route on the eastern side of Patterdown Road along the Site's frontage. The shared use path will extend south along the eastern side of Patterdown Road to provide access to the proposed bus laybys where a refuge will be provided for crossing to the western bus layby. The path will be extended north along the eastern side of Patterdown Road where a parallel crossing facility (south of the existing bus layby) is proposed which will connect with an extension of the shared use path that will continue on the western side of Patterdown Road to connect with the paths already provided at the Rowden Gate roundabout.
- 5.88 The two Public Rights of Way that route through the site will be accommodated on their existing alignment. The western footpath (LAC09) will route within the proposed residential development and will be upgraded to a 3m consolidated surface suitable; this route will provide access to the services and facilities within the Rowden development including the primary school. The eastern footpath (LAC039) will be routed through natural green space and its 3m construction will be undertaken using compacted hoggin; this route will provide access to the country park.

- 5.89 The development will deliver active travel routes within the site providing links to the existing and proposed upgrades external to the site.
- 5.90 A robust Travel Plan is proposed to inform residents of the sustainable transport options available to reduce single occupancy car journeys and the benefits to individuals and the environment of undertaking journeys by active modes or public transport.
- 5.91 To further reduce car usage the development will, in negotiation with the highway authority, undertake a contribution to ensure that a regular bus service and associated infrastructure is available to the future residents of the proposed development.
- 5.92 The Rowden Park and Showell Nurseries permitted developments are obligated to contribute a sum of £428 per dwelling (index linked) towards public transport service enhancements. This sum of money was intended to extend the existing Stagecoach Service 55 which routes from Chippenham railway station to Swindon bus station via Calne, Lyneham and Royal Wootton Bassett, to the Rowden Park site where the bus would enter and exit the site via an internal circular bus route.
- 5.93 From 1st March 2026, Faresaver commenced the new 44H service on behalf of WC operating hourly Monday to Saturdays. Service 44H routes from Chippenham town centre to new stops (Gazelle Drive and Sunbeam Drive) serving the Patterdown development and Cepen Park. The service provides a connection to Sheldon secondary school and 6th Form for the start and end of the school day and enables access to Queens Crescent, Frogwell, Redland and St Peter's primary schools.
- 5.94 It is proposed that the development contributes the same sum of money per dwelling (index linked) as the Rowden Park and Showell Nurseries developments and the 44H bus service is extended along the B4528 'Patterdown Road' undertaking a U-turn at the Lackham roundabout.
- 5.95 The proposals are in accordance with Core Policies 61 and 62 insofar as they demonstrate measures to mitigate any impacts on the road network and encourage sustainable modes of travel.

Amenity Impacts

- 5.96 An Air Quality Assessment has been undertaken, provided as part of the Environmental Statement that supports this application and considers the effects of dust and particulate matter generated by construction activities; and traffic related impacts arising following the completion of the development on both human health and ecological receptors. The assessment concludes that subject to mitigation measures, such as the implementation of a construction and environmental management plan the residual effect of the Proposed Development on local air quality will be negligible. The proposals are in accordance with Core Policy 55 – Air Quality.

- 5.97 A Noise Assessment supports the application which considers impacts from any noise that could be generated by vehicular traffic adjacent to the Site and demonstrates that the site is suitable for residential development from an acoustic perspective. It also recommends mitigation measures that could be employed at the reserved matters stage for properties fronting onto Patterdown Road in order to achieve 'desirable' internal ambient noise level conditions in habitable rooms, in line with BS 8233:2014 and ProPG guidance. These include Standard double-glazing and trickle ventilation and orientation of built form to screen gardens.
- 5.98 Due to the location of the site within the vicinity of Chippenham Water Recycling Centre, an Odour Assessment was undertaken in order to consider baseline conditions at the site, evaluate potential odour effects, and identify any mitigation required to control impacts to an acceptable level. The Assessment was scoped in consultation with Wessex Water, the operator. The assessments undertaken confirmed that effects arising from odour will not be significant and do not constrain the development in the form as proposed.
- 5.99 The development proposal demonstrates due regard has been had to impacts such as noise and pollution and demonstrates that appropriate levels of amenity are achievable in accordance with Core Policy 57.
- 5.100 The application is supported by a Preliminary Risk Assessment that has assessed the current and historic use of the site through historical mapping, geological data and hydrological data. This report concludes that there is no evidence of any major risks identified that would impact on proposed residential use on the site, but a requirement for further site investigation testing to confirm these baseline conditions can be secured by condition, in accordance with Core Policy 56.

6.0 CONCLUSIONS

- 6.1 Having regard to the prevailing Development Plan for Wiltshire that directs development of homes and jobs to Chippenham as a principal and sustainable town and the evidenced need for additional homes (including affordable) at Chippenham; and in the context of the presumption in favour of sustainable development as advocated by the NPPF, the proposed development should be considered favourably.
- 6.2 The appellant's position is that the appeal site is not affected by any Footnote 7 designations that would otherwise restrict development or provide a strong reason for refusal.
- 6.3 The cultural and built heritage assessment identifies the principal heritage consideration to be the indirect effect of the Proposed Development on the Grade II listed Showell Farmhouse, and its associated barn and granary, both of which are also Grade II listed. The proposed development is considered to result in harm that is less than substantial and, of a low order. The ability to experience the characteristics of the listed farm complex is not considered to be affected and neither is any intrinsic aspect of its significance. The proposed masterplan incorporates mitigation which has been formulated specifically to reduce impact on the listed buildings.
- 6.4 This lower level of less than substantial harm as identified through the heritage assessment is not considered to provide a "strong" reason for refusing the development as proposed.
- 6.5 Paragraph 215 of the NPPF provides for a heritage balance to be carried out. The clear and convincing justification the NPPF requires is demonstrated through countervailing public benefits delivered by a proposal. Public benefits can include heritage benefits (which are weighted) and any other planning benefit (housing, for example).
- 6.6 The heritage assessment reports a net heritage benefit through the long-term safeguarding and management of land that reinforces the Rowden Conservation Area's setting and protects it against future encroachment.
- 6.7 The proposed scale and number of dwellings located at the site has been achieved through a careful design process through which, landscape and amenity and constraints of the site has been weighed up against providing an appropriate level of homes that will help achieve the identified need for more housing within the Housing Market Area and at Chippenham. Overall, the development would comprise a substantial amount (some 60%) of green space and would deliver biodiversity net gains of at least 10%.
- 6.8 From a socio-economic perspective the proposal will deliver new homes that are suitable for first time buyers including a range of affordable tenures to be discussed and agreed with Wiltshire Council. The proposals will also help to meet the evidenced significant demand for affordable homes that is urgently needed, including at Chippenham.

- 6.9 A key feature of the site is the opportunity to integrate the proposals including its movement network, and open space resource with development currently committed and being delivered at Showell Nurseries and Rowden Park. Creating benefits such as extending the riverside park, enhancing biodiversity, and creating leisure routes that will connect Chippenham town to the north and Lacock to the south.
- 6.10 The scale of the shortfall in deliverable housing supply within Wiltshire is a weighty material consideration with just 2.42 years identified by the Council. Affordable housing need remains high with 3,942 across Wiltshire and 457 in the Chippenham Community Area as per the Wiltshire Council's Housing Register (31 March 2026).
- 6.11 It is considered that there are several and far-reaching benefits of the proposals as presented and that these outweigh the harm as identified such that the application should be determined through paragraph 11d (ii) of the Framework.
- 6.12 This Planning Statement has assessed the proposals in the context of the significant benefits to be delivered by the proposals against any adverse effects that would significantly and demonstrably outweighs the benefits, having "particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination" and concludes that planning permission should be granted.

7.0 HEADS OF TERMS

- 7.1 Matters to be addressed in relation to the application site through a section 106 agreement are expected to include:
- affordable housing provision - the number, nature and tenure to be addressed through the agreement;
 - a contribution to local infrastructure including sports, education, healthcare and waste and recycling;
 - contributions towards highway improvements off-site;
 - public transport contributions; and
 - BNG monitoring contribution.
- 7.2 Other matters such as the provision of a Construction Environmental Management Plan (CEMP), Landscape and Ecological Management Plan (LEMP), Sustainable Urban Drainage Scheme and archaeological investigations would be addressed by planning condition.

8.0 STATEMENT OF COMMUNITY INVOLVEMENT

- 8.1 This section explains the approach that has been taken, and is being taken, to engage the local community in relation to the application proposals for outline planning permission for development at the Land East of Showell Farm, Chippenham
- 8.2 The proposals aim to deliver high quality sustainable development which offers a readily available opportunity to deliver much needed housing in a sustainable location with no significant site constraints that fully accords with the Government's presumption in favour of sustainable development.
- 8.3 Wiltshire Council published its Statement of Community Involvement (SCI) in July 2020. It encourages applicants to engage with local people and communities including Town and Parish Councils prior to submission of a planning application.

Engagement with Chippenham Town Council

- 8.4 Hallam Land met Chippenham Town Council in early May to present emerging application proposals, understand the aspirations of the Town Council and progression of projects identified through the Neighbourhood Plan; as well as provide Councillors with an opportunity to ask questions about the scheme.

Engagement with Wiltshire Council as Landowners

- 8.5 Hallam Land has been engaging for a number of years with Wiltshire Council, landowners and promoters as a stakeholder in the evolution of proposals to consider growth at Chippenham through the Local Plan Review as submitted.

Public Consultation

- 8.6 A site specific website went live on 26 March 2026. Feedback was sought via an online feedback form. The opportunity to complete the form closed on 17 April.
- 8.7 Emails were sent to Chippenham Town Council and Lacock Parish Council to inform local communities of the website. Contact was also made with the Ward Councillor for Corsham without. A public notice was placed in the Gazette & Herald on Thursday April 2 advertising the online consultation and the associated website and inviting feedback by Friday 17 April. The public notice is included in appendix A1.
- 8.8 The website presented the information relevant to the site, the evolution of the concept plan and key design features. It also provided information in relation to the sustainability credentials that are embedded into the masterplan and those to be delivered through the construction of the scheme.
- 8.9 Four responses were received from the public.

- 8.10 Comments were received on the type of new housing Chippenham needs. First homes for new buyers were identified in three of the four responses. Family homes, flats/apartments, affordable homes to rent and shared ownership were also identified as needed in the town.
- 8.11 Priorities for the public open space proposed saw “quiet spots that provide the opportunity for appreciation of wildlife” to be the most popular response. A wider desire to protect existing wildlife was noted in feedback. Accessible leisure routes for walking, cycling and bridle were the second most commonly mentioned priorities. Community orchard/allotment, off-lead dog walking and fitness/trim trail were also noted.
- 8.12 Shops and cafes along with doctors, dentists and a pharmacy were identified as facilities that would benefit the new development and wider area most.
- 8.13 Common themes of infrastructure pressure including traffic volumes, speed on surrounding roads and parking were noted as concerns. Public transport, cycle and pedestrian connections from the site to the town centre and Wiltshire College were all suggested as elements to consider in the evolution of the proposals along with improved maintenance of existing routes off site. Concern was expressed that additional development can disrupt existing residents through road closures and utility works
- 8.14 The need to consider education requirements was expressed. Wiltshire College raised the potential opportunity for a collaboration for work placements and apprenticeships through the construction process.
- 8.15 The feedback received from the consultation draws out concerns of local residents to ensure that the application and its supporting documentation provide clear commentary and consideration of issues.
- 8.16 A number of comments are also helpful for the evolution of the proposals at a more detailed stage:
- The final housing mix to come forward through a reserved matters application;
 - Local centre uses to support community needs and reflect market demands in terms of land use and amount of floor space;
 - Final design of the open space should consider a range of uses. Appropriate signage and landscaping and surfacing of paths in the country park, so the park is safe and unusable during winter months;
 - The desire to minimise residents impacts which might be controlled by way of a CEMP.
 - Provision of cycle paths to reduce the traffic impact on the local road network

- 8.17 Further opportunity will be provided to comment on the application proposals as part of the requirement for formal consultation to be undertaken by Wiltshire Council, following submission of the planning application.
- 8.18 A copy of the website material is appended A2.

APPENDIX A1: PUBLIC NOTICE

Gazette & Herald

THURSDAY, APRIL 2, 2026

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**Land grab bid ends in
Devizes facing threat
of conceding territory**

PAGE 3

**Noise row
factory in
plans to
keep new
facility: P17**



**Fire-ravaged kebab house to
be demolished in April: P2**



Concerns at plan for 175 new homes

More traffic fears for town over project



By Peter Davison
peter.davison@newsquest.co.uk

CONGESTION fears for Devizes have been amplified after controversial plans for 175 homes were lodged.

Gloucestershire housebuilder Robert Hitchins Ltd wants to build 175 homes on a site south of Coate Road.

A third of the homes will be designated 'affordable'.

■ Full story: Page 7

PAGE 12



**Swimming club celebrates
130 year milestone**

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PROBATE & Trustee

Michael Ronald Ferris (Deceased)

Pursuant to the Trustee Act 1925 any persons having a claim against or an interest in the Estate of the above named, late of 18 Penny Lane Chippenham, SN15 3SS who died on 03/08/2025, are required to send written particulars thereof to the undersigned on or before 03/06/2026, after which date the Estate will be distributed having regard only to the claims and interests of which they have had notice.

Will Writing and Probate Services,
Lindsey House Armstrong Way
Yate Bristol BS37 5NA

STUART REX DAVIS (Deceased)

Pursuant to the Trustee Act 1925 any persons having a claim against or an interest in the Estate of the above named, late of 21a Lycetts Orchard Box Corsham, SN13 8PJ, who died on 10/01/2026, are required to send written particulars thereof to the undersigned on or before 03/06/2026, after which date the Estate will be distributed having regard only to the claims and interests of which they have had notice.

Will Writing and Probate Services,
Lindsey House Armstrong Way
Yate Bristol BS37 5NA

STELLA MARIE WILSON Deceased

Pursuant to the Trustee Act 1925 anyone with a claim against or an interest in the Estate of the deceased, late of 7 Bartletts, Great Cheverell, Devizes, Wilts, SN10 5XL, who died on 18/02/2026, must send written details to the address below by 03/06/2026, after which the Estate will be distributed with regard only to claims and interests notified.

Middletons Solicitors,
East Gate House,
94 East Street,
Warminster, BA12 9BG.
Ref: AIM/WIL444/1

James Thomas Edward James (Deceased)

Pursuant to the Trustee Act 1925 any persons having a claim against or an interest in the Estate of the above named, late of Courtenay Villa Longspatt Kingsdown Corsham, SN13 8DF, who died on 23/02/2026, are required to send written particulars thereof to the undersigned on or before 03/06/2026, after which date the Estate will be distributed having regard only to the claims and interests of which they have had notice.

Will Writing and Probate Services,
Lindsey House Armstrong Way
Yate Bristol BS37 5NA

REGINALD CHARLES MUSSELWHITE (Deceased)

Pursuant to the Trustee Act 1925 any persons having a claim against or an interest in the Estate of the above named, late of 119 Quemerford, Calne, Wiltshire, SN11 8JU, who died on 19/10/2025, are required to send written particulars thereof to the undersigned on or before 03/06/2026, after which date the Estate will be distributed having regard only to the claims and interests of which they have had notice.

Goughs Solicitors,
The Strand, Calne,
Wiltshire SN11 0JU

GOODS Vehicle Licensing

LICENSING ACT 2003

APPLICATION FOR A PREMISES LICENCE (Section 17 of the Act)

Name of Applicant: Padel People

Postal address of premises: Unit 21 Leaffield Way, Leaffield Industrial Estate

The application, if granted, is to enable the following licensable activities on the Premise Licence:

Sale of alcohol (on sales) Monday – Sunday 12pm-11pm

Live music (Monday-Sunday 10am-10pm)

Recorded music Monday – Sunday 8am-11pm

A copy of the application may be inspected by visiting <https://www.wiltshire.gov.uk/licences-permits-new-premises-applications> or by emailing publicprotectionnorth@wiltshire.gov.uk

Any representations by a Responsible Authority/ Interested Party or other persons must be received in writing within 28 days of this notice, by email to publicprotectionnorth@wiltshire.gov.uk or by writing to The Licensing Authority, Wiltshire Council, Public Protection, County Hall, Bythesea Road, Trowbridge, BA14 8JN.

Date of Notice: 24/3/2026

End of Consultation 17/4/2026

It is an offence to knowingly or recklessly make a false statement in connection with an application, punishable on summary conviction with an unlimited fine.

ALCOHOL & Licensing

LICENSING ACT 2003

APPLICATION FOR A PREMISES LICENCE (Section 17 of the Act)

Name of Applicant:	SHERSTON VILLAGE HALL
Postal address of premises:	HIGH ST, SHERSTON SN16 0LQ

The application, if granted, is to enable the following licensable activities on the Premise Licence:

Sale of alcohol for weddings and events in the Village Hall
Monday to Thursday & Sunday 11am to 11 pm
Friday and Saturday 11am to 11.30pm

A copy of the application may be inspected by visiting <https://www.wiltshire.gov.uk/licences-permits-new-premises-applications> or by emailing publicprotectionnorth@wiltshire.gov.uk

Any representations by a Responsible Authority/ Interested Party or other persons must be received in writing within 28 days of this notice, by email to publicprotectionnorth@wiltshire.gov.uk or by writing to The Licensing Authority, Wiltshire Council, Public Protection, County Hall, Bythesea Road, Trowbridge, BA14 8JN.

Date of Notice 31.3.2026

End of Consultation 27.4.2026

It is an offence to knowingly or recklessly make a false statement in connection with an application, punishable on summary conviction with an unlimited fine.

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SECTION 14(1) OF THE ROAD TRAFFIC REGULATION ACT 1984

Notice is hereby given that the Wiltshire Council intends to make Orders to close temporarily to all traffic: A) **High Street (Part), Avebury**; from its junction with Church Walk for a distance of approximately 20m in a westerly direction to enable Brennans of Wiltshire to carry out a new foul water connection and associated works. **No alternative route is available.** This Order will come into operation on 27 April 2026 and the closure will be required until 01 May 2026. For further information please contact Brennan of Wiltshire on 01672 810380. B) **C194 (Part), Froxfield and Ramsbury**; from its junction with Hugditch Lane for a distance of approximately 188m in an easterly direction to enable Thames Water Utilities Limited to carry out excavate install aerial post and connect with ducting to chamber, backfill and reinstate. Alternative route via C194 (unaffected length) – C6 – B4192 – C208 – A4 – C194 (unaffected length) and vice versa. This Order will come into operation on 27 April 2026 and the closure will be required for 3 days. For further information please contact Thames Water Utilities Limited on 07798 748293. C) **C53 (Part), Everleigh and Collingbourne Kingston**; from its junction with A342 for a distance of approximately 1750m in a northerly direction to enable Wessex Water to carry out replacement of 1650m of 6 inch PVC with 180mm of PE & transfer of services. Alternative route via A345 – A342 and vice versa. This Order will come into operation on 27 April 2026 and the closure will be required until 21 August 2026. For further information please contact Wessex Water on 0345 6004600. D) **C92 (Part), Hankerton**; from its junction with C98 to its junction with C83 to enable Wessex Water Services Limited to carry out water main replacement scheme and other associated works. Alternative route 1 via C98 – B4040 – A429 – C92 (unaffected length) and vice versa. Alternative route 2 via C83 – C76 – C92 (unaffected length) and vice versa. This Order will come into operation on 27 April 2026 and the closure will be required for until 28 August 2026. Alternative route 2 will be required from 28 April 2026 for 3 days and then on 09 May 2026 for 3 days. For further information please contact Wessex Water Services Limited on 0345 600 4600. E) **Bridge Street (Part), Marlborough**; from its junction with A4 for a distance of approximately 200m in a south easterly direction to enable Thames Water Utilities Limited to carry out sewer cleaning and associated works. Alternative route via Bridge Street (unaffected length) – High Street – Manton Road – Bayardo Road – A4 and vice versa. This Order will come into operation on 27 April 2026 and the closure will be required between the hours of 08:30 and 16:00 for 2 days. For further information please contact Lanes Group on 0333 344 5610. F) **C73 (Part), East Kennett**; from its junction with C202 for a distance of approximately 555m in a north westerly direction to enable Thames Water Utilities Limited to carry out manhole cover, sewer sealing works and other associated works. Alternative route via C73 (unaffected length) – A4 – C38 – C73 (unaffected length) and vice versa. This Order will come into operation on 27 April 2026 and the closure will be required between the hours of 08:00 and 20:00 until 18 May 2026. For further information please contact Thames Water Utilities Limited on 0800 316 9800. G) **Rope Yard (Part), Royal Wootton Bassett**; from its junction with Church Street to its junction with Wood Street to enable Openreach Limited to carry out overhead cabling works and other associated works. Alternative route via Wood Street – High Street – Rope Yard (unaffected length) and vice versa. This Order will come into operation on 29 April 2026 and the closure will be required between the hours of 09:30 and 15:30 for 1 day. For further information please contact Openreach Limited on 0800 023 2023. H) **C177 (Part), North Wraxall**; from its junction with C174 for a distance of approximately 124m in a northerly direction to enable Openreach Limited to carry out ducting works and other associated works. Alternative route via C177 (unaffected length) – C71 – C174 and vice versa. This Order will come into operation on 29 April 2026 and the closure will be required for 3 days. For further information please contact Openreach Limited on 0800 023 2023. I) **C27 (Part), Norton**; from its junction with C86 for a distance of approximately 189m in a south easterly direction to enable Openreach Limited to carry out pole testing works and other associated works. Alternative route via C27 (unaffected length) – C1 – C68 – C27 (unaffected length) and vice versa. This Order will come into operation on 29 April 2026 and the closure will be required between the hours of 09:30 and 15:30 for 1 day. For further information please contact Openreach Limited on 0800 023 2023. Notice is hereby given that the Wiltshire Council has made Orders to close temporarily to all traffic: J) **C8 (Part), Bishops Cannings**; from its property known as Bachelors Mead for a distance of approximately 880m in an easterly direction to enable Wiltshire Council to carry out carriageway resurfacing works and other associated works. Alternative route via C8 (unaffected length) – C38 – C73 – A4 – A361 – C50 – C8 (unaffected length) and vice versa. This Order will come into operation on 07 April 2026 and the closure will be required between the hours of 09:00 and 16:00 until 14 April 2026. For further information please contact Wiltshire Council on 0300 456 0105. K) **C76 (Part), Brinkworth and Tockenham**; from its junction with C108 to its junction with A3102 to enable Wiltshire Council to carry out verge overrun repair works and other associated works. Alternative route via A3102 – C122 – C76 (unaffected length) and vice versa. This Order will come into operation on 07 April 2026 and the closure will be required between the hours of 07:00 and 17:00 until 17 April 2026. For further information please contact Wiltshire Council on 0300 456 0105. Orders A) to K) will have a maximum duration of 18 months. **The closures and diversion routes will be clearly indicated by traffic signs.** It is anticipated that the works will take the stated duration to complete depending upon weather conditions. Access will be maintained for residents and businesses where possible, although delays are likely due to the nature of the works.

SECTION 14(1) OF THE ROAD TRAFFIC REGULATION ACT 1984

THE COUNTY OF WILTSHIRE (VARIOUS ROADS, VARIOUS PARISHES) (TEMPORARY PROHIBITION OF TRAFFIC) ORDER (NO.66) 2026 (REF TTRO 11267)

Notice is hereby given that Wiltshire Council intends to make an Order to close temporarily, to all vehicles, the lengths of roads specified in the Schedule to this notice. The order is required to enable trial hole works and other associated works and will be operative from the 27 April 2026 for a maximum period of 18 months. The closures are anticipated to be up for 10 days but only when traffic signs are in position and only for so long as is necessitated by the works. It is anticipated that advance signs will be deployed 2 weeks prior to the closure dates. Access will be maintained where possible although delays are likely due to the nature of the works. The closures are anticipated to take place between 27 April 2026 and 06 May 2026. Schedule 1. **C15 (Part), Broad Town, Cliffe Pypard, Bushton and Royal Wootton Bassett**; from its junction with C414 to its junction with C119. 2. **Highway Common (Part), Hilmarion**; from its junction with C15 for a distance of approximately 550m in a south easterly direction. 3. **C129 (Part), Lyneham and Bradenstoke**; from its junction with B4069 to its junction with Tithe Barn Lane. 4. **Bowds Lane, Brinkworth, Tockenham, Lyneham and Bradenstoke**; from its junction with Trow Lane to its junction with A3102. 5. **C88, Brinkworth**; from its junction with C76 to its junction with B4042. Alternative routes (vice versa) 1. Eastbound: via Broad Town Road – junction with Redhills South to junction with Pue Lane – Pye Lane – Thornhill. 1. Northbound: via Phelps Lane – Breach Lane – A3102 – Station Road – Marlborough Road. 1. Westbound: via Thornhill – T junction North of Parsonage Farm South and East to Thornhill – C15 (unaffected length). 2. via Highway Common (unaffected length) – Highway – C15. 3. via B4069 – Hollow Way – Bradenstoke Abbey East C129 to Holloway. 4. via Trow Lane – The Hillocks. 5. Eastbound: via C76 – B4042. 5. Westbound: via B4042 – Dead Lane – Sundays Hill – Braydonside – Washpool. All works will be published on Wiltshire Council website <https://one.network/public> when confirmed dates are known. For further information please contact Atkins on 01225 730360.

SECTION 14(1) OF THE ROAD TRAFFIC REGULATION ACT 1984

Notice is hereby given that the Wiltshire Council intends to make an Order to close temporarily to all users: A) **Footpath 18 (Part), Purton**; from its junction with Footpath 20, Purton to its junction with Bentham Lane. B) **Footpath 19 (Part), Purton**; from its junction with Footpath 20, Purton to its junction with Bentham Lane. C) **Footpath 20 (Part), Purton**; from its junction with Footpath 23, Purton for a distance of approximately 170m in a north easterly direction. D) **Footpath 23, Purton**; from its junction with Footpath 20, Purton to its junction with Footpath 19, Purton to enable the works involve the preparation of the ground and construction of a solar farm. This will involve extensive use of heavy machinery to prepare the ground, the importation of many tons of solar panels using HGVs, internal movements to move the individual panels around the site to the required location, and the installation of the panels in situ, which will involve significant vehicle movements. Electrical connection and other infrastructure will also be needed. The solar panel areas will also require security fencing to fence them off from public access. Once the footpaths are fenced off, it may be possible to re-open these across the site, with designated plant crossing points in place to allow the PROW network to re-open and remain functional for the remainder of the construction period. A construction management and safety plan will be provided by the contractors, and they will be responsible for maintaining these crossing points/public safety throughout the works. The decision on whether the footpaths can be reopened ahead of the completion of solar panel installation will rest with the Principal Contractor responsible for Health and Safety. Alternative route via existing highways and public rights of way. **The closure and diversion route will be clearly indicated by traffic signs.** This Order will come into operation on 01 May 2026 and it is anticipated that the closure will be required until 31 October 2026. Access will be maintained where possible although delays are likely due to the nature of the works. The Order will have a maximum duration of 6 months. For further information please contact Paul Whelan on 07900 013635 or Ali Rasey, Countryside Access Officer on 07770 994823 or Wiltshire Council on 0300 456 0100.

Wiltshire Council

PLANNING

TOWN AND COUNTRY PLANNING ACT 1990

PUBLIC CONSULTATION: LAND EAST OF SHOWELL FARM, CHIPPENHAM

An online consultation is being held by Hallam Land to share proposals for up to 400 new homes, including affordable housing, a local centre, play areas, allotments and an extension to the Riverside Park public open space. Views of residents and businesses on the emerging proposals are welcomed. The consultation material can be viewed at: www.showellfarmconsultation.co.uk

Feedback is requested to be provided by Friday 17 April 2026.

chippenham@hallamland.co.uk

VALE OF WHITE HORSE DISTRICT COUNCIL

The Town and Country Planning Act requires the following to be advertised:

P26/V0632/LB Amendments and additions to existing LBC approval P23/V2206/LB dated 22nd November 2023 (Building B). Hills Yard Buscot **Faringdon** SN7 8BY **/LB**

KEY: /LB Proposed work to a Listed Building.

Representations in writing by **25.04.26**

Applications can be viewed at www.whitehorsedc.gov.uk or at the Council's Office.

Comments can be made online, via email to registration@southandvale.gov.uk or by post to Planning, Vale of White Horse District Council, Abbey House, Abbey Close, Abingdon, OX14 3JE. Comments are not confidential and will be available for both inspection and copying.

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APPENDIX A2: WEBSITE MATERIAL



Land East of Showell Farm, Chippenham

Public Consultation for a new residential development

Hallam Land is pleased to welcome you to this online consultation presenting emerging proposals for a new residential-led development at Land east of Showell Farm, Chippenham.

We are in the process of preparing an Outline Planning Application which will be submitted to Wiltshire Council later this year. As part of that process, we are seeking the views of local residents and key stakeholders on our emerging proposals. The information presented here will enable you to:

- Gain an understanding of our [Proposals](#).
- [Share your views](#) with us.

Hallam Land is the land promoter bringing forward the proposals who have an extensive track record of delivering similar schemes across the South West. Hallam Land is the strategic land and planning promotion arm of Henry Boot PLC and is committed to working in partnership with local communities.



CONTEXT



SITE LOCATION



VISION



KEY CONSIDERATIONS



DESIGN PRINCIPLES



SUSTAINABILITY

Emerging Proposals

Contents

1. [Context](#)
2. [Site Location](#)
3. [Vision](#)
4. [Key Considerations](#)
5. [Design Principles](#)
6. [Benefits](#)
7. [Sustainability](#)
8. [Next Steps](#)



Planning Policy Context

The development potential of the land east of Showell Farm, Chippenham has been recognised by Wiltshire Council through its inclusion within the Local Plan review through the Policy 7: South Chippenham allocation. This policy allocates land at south Chippenham to deliver a minimum of 2,525 new homes, alongside education, employment, a district centre, a local centre, an A350-A4 distributor road and extensive public open space including an extension to the Riverside Park.

The Local Plan review reached an advanced stage of preparation with Examination in Public sessions held in late 2025 and early 2026. The Inspectors have recently advised Wiltshire Council to withdraw the Local Plan due to significant soundness concerns with impacts on the spatial strategy for Wiltshire linked to a need to identify additional development sites to meet identified need. The reasons for withdrawing the Local Plan are not related to the acceptability of the South Chippenham allocation to bring forward much needed new housing within Wiltshire.

Whilst Wiltshire Council will need to prepare a new local plan, there is a pressing need for new market and affordable homes within Wiltshire, with the Council currently only able to demonstrate 2.4 of the 5 years of land supply required. Accordingly, we are bringing forward these proposals now to help meet this significant need.

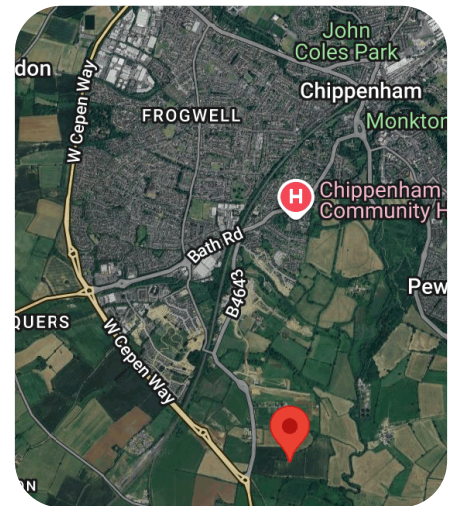
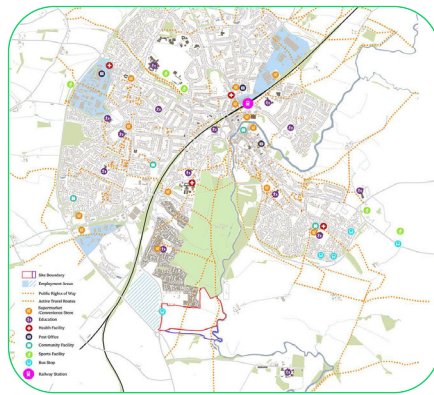
Site Location

The site is located to the east of Showell Farm, just north of the Lackham roundabout. The western boundary is defined by the B4643 and the eastern boundary by the River Avon. North of the site is the Rowden Park/Showell Nurseries development that is currently being brought forward for new homes, a primary school, retail facilities and extensive public open space.

The site comprises a series of gently sloping grazing and arable fields, with hedgerows and trees dividing the fields. The site is approximately 32 hectares, or 80 acres.

In the north-western corner of the site, opposite Showell Farm, a newly planted hedgerow forms a rectangular enclosure. This enclosure contains a small agricultural building and walled area.

The southern boundary does not follow the physical boundary of the fields as this land could be needed for the potential future A350-A4 distributor road and is excluded from this application to safeguard its future delivery.



Vision

Land to the east of Showell Farm forms a natural extension to the Rowden Park and Showell Nurseries developments, with excellent connections into Chippenham. It offers the potential to provide up to 400 high quality new homes, including affordable housing, and a local centre with flexibility to include a mix of uses including the potential for a shop, café or business premises.

The site benefits from a location well connected to the conveniences of town life whilst being on the doorstep to the Wiltshire countryside. The landscape-led masterplan is focused around the Riverside Park which provides an extension to the River Avon Country Park, with mature trees and hedgerows forming a green spine through the site. It will provide biodiversity, recreational and amenity benefits to new and existing residents.



Key Design Considerations

In developing proposals for the site considerable care and attention has been afforded to the characteristics of the site and its wider context, seeking to protect existing site features of value and design-in appropriate mitigation informed by technical assessments.



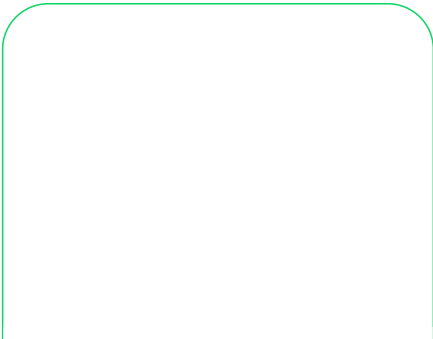


PHOTO 4 - WATERCOURSE RUNNING THROUGH THE SITE CONNECTING TO THE RIVER AVON TO BE RETAINED

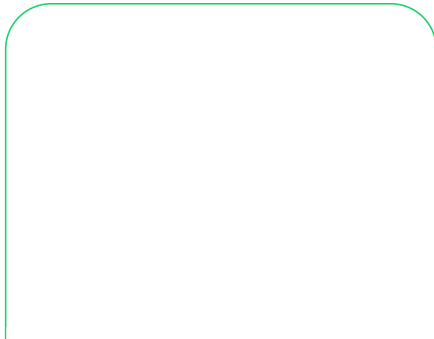


PHOTO 5 - MATURE TREES AND HEDGEROWS RUNNING THROUGH THE SITE TO BE RETAINED IN PUBLIC OPEN SPACE

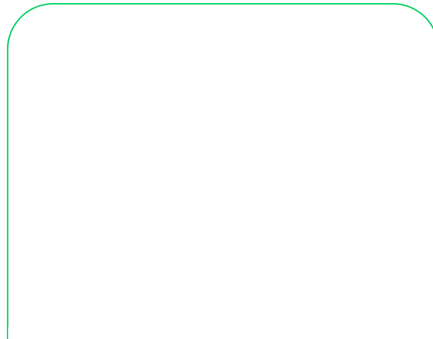


PHOTO 6 - THE RIVER AVON FORMS THE BOUNDARY OF THE SITE. THE EXTENSION TO THE RIVERSIDE PARK WILL INCREASE OPPORTUNITIES FOR PUBLIC APPRECIATION OF THE RIVER AND ITS WILDLIFE

Landscape and Ecology

The existing hedgerows along field boundaries and hedgerow trees (including veteran trees) which represent the principal landscape features and help define a green spine and open space network for the development. It will include opportunities for areas for play and biodiversity enhancement and integration of existing public rights of way routes into the public open space network.

Heritage and Archaeology

There are no designated archaeological or built heritage assets located within the site, which falls outside of the Chippenham Conservation Area situated to the north. Showell Farm, its barn and granary are a set of Grade II listed buildings situated to the west of the site on the opposite side of the B4643. Archaeological investigations are underway to further understanding of the archaeological context of the site.

Highway Access

Vehicular, pedestrian and cyclist access will be taken from B4643, north of the Lackham roundabout. Two Public Rights of Way pass through the site on a north-south alignment that will be retained and where appropriate enhanced to enable improved walking and cycling connections.

Flood Risk and Drainage

The eastern extent of the site lies within the flood plain. The masterplan will ensure that the development drains effectively and does not increase the risk of flooding. There will be no built development within the flood plain, which will be retained as natural open space and an extension to the Riverside Park. Other areas to the north of the site have been identified as having surface water flood risk, which will also be retained in open space.

Design Principles

The planning application will seek outline planning permission only, save for access, which will be approved in full. The masterplan will therefore focus on development parameters to secure an appropriate development form, use, and amount. The detailed design will come forward later, once outline planning permission is secured, in line with the agreed design principles.

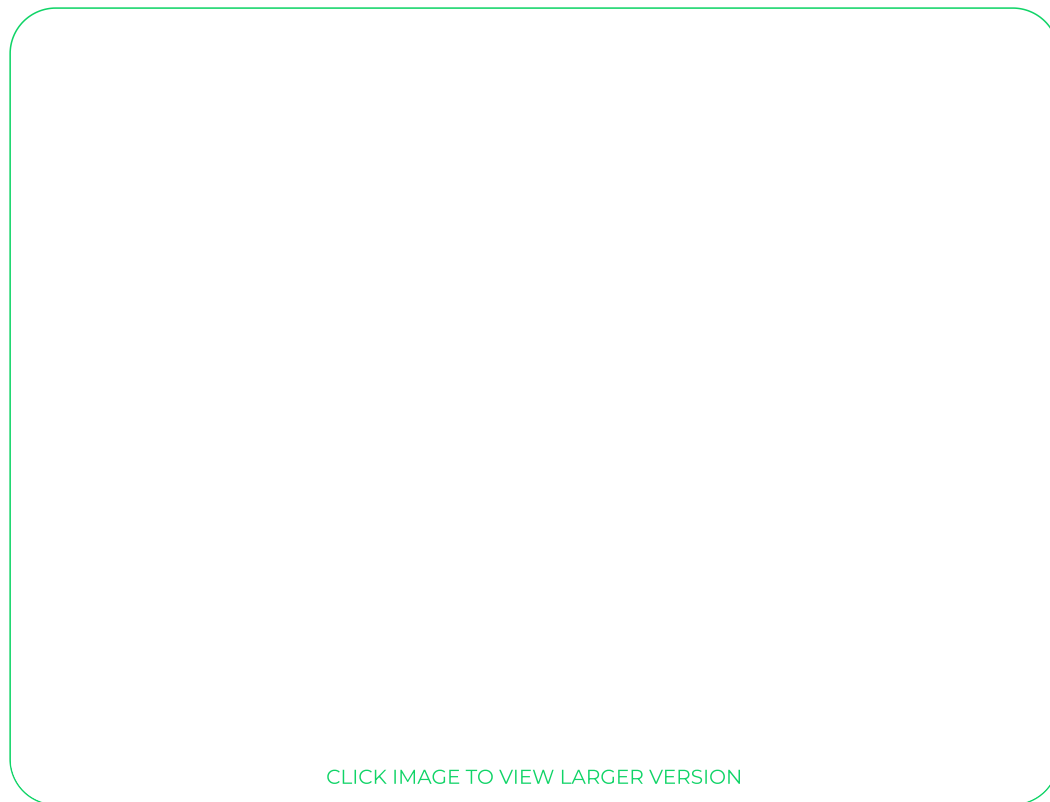
- Retention and reinforcement wherever possible, of hedgerows and trees to provide an established green infrastructure network that can be enhanced, particularly to define development parcels and provide wildlife corridors through the site.
- An attractive development entrance that relates well to the existing context, providing an accessible and visible location for a mix of uses including an element of local retail.
- Vehicular, pedestrian and cyclist access taken directly off the B4643. Highways improvement works along the B4643 will provide enhanced pedestrian and cycle facilities
- New public open spaces with children's play facilities, orchard planting and extension of the Riverside Park providing enhanced leisure and recreation opportunities and active travel connections to Chippenham.
- Sustainable drainage features to manage surface water and reduce flood risk alongside biodiversity enhancements.
- Character and scale of new buildings to be informed by the architecture of the existing housing in the locality. Buildings to be typically two storeys with the potential for three storey for focal buildings.
- A street layout that is safe and secure for all members of the community. Buildings will be orientated to provide natural surveillance of the public realm.



[CLICK IMAGE TO VIEW LARGER VERSION](#)

Benefits

- Wiltshire Council has identified a need for more housing to help alleviate pressing affordability issues. There will be a range of 2, 3, 4 and perhaps some 5 bed homes, as well as providing a proportion of affordable housing to help meet local need.
- A mixed-use local centre could include offices, shops or community and leisure floorspace, providing opportunities for local employment.
- Public open space including a central 'village green' recreational space, with children's equipped play area, orchard and allotments providing the community with opportunities for local food production.
- An extension to the River Avon Country Park, which will be enhanced for biodiversity and leisure routes provided connecting to the Chippenham town and Lacock.
- New investment in local infrastructure, to include contributions towards



[CLICK IMAGE TO VIEW LARGER VERSION](#)

improvements to the
local highway
network and
education facilities.

Sustainability

Wiltshire Council acknowledge the climate emergency and to seek to make Wiltshire carbon neutral by 2030. The proposals for the site seek to provide a high standard of sustainability; economically, environmentally and socially.

The development aims to make a significant contribution to deliver a pattern and form of development that is sustainable in a variety of interconnected ways, in terms of movement, integrating green infrastructure, landscaping, biodiversity and drainage and consumption of energy to reduce emissions.

Community Wellbeing

Access to nature is a key aspect of community wellbeing, and every home will have open spaces on the doorstep. A variety of outdoor spaces and community focussed facilities such as an orchard, allotments, a village green and play spaces will foster a sense of belonging, healthy lifestyles and enhanced wellbeing.

A local centre at the entrance to the development will provide the opportunity for retail, commercial and leisure uses will support the economic and social sustainability of the development, providing day-to-day services and facilities on the doorstep of new residents.

Active Travel

The masterplan includes an extensive network of walking and cycling trails to encourage active and sustainable transport choices. Routes proposed through the Riverside Park/River Avon Country Park provide a predominantly traffic-free connection to central Chippenham.

Green Infrastructure and Biodiversity

Over 60% of the site is proposed as green infrastructure (public open space), providing a verdant landscape to live, work and play. The Riverside Park links northwards to Chippenham, will allow for the best of both town and country. The proposals will diversify the existing ecological habitats experienced on site and deliver a biodiversity net gain of at least 10%, creating a

Community Wellbeing

Access to nature is a key aspect of community wellbeing, and every home will have open spaces on the doorstep. A wide range of outdoor spaces and community focussed facilities such as orchards, 'village greens', allotments and play spaces will foster a sense of belonging, healthy lifestyles and enhanced wellbeing.

residential development set within a nature-rich landscape.

Water Management

A sustainable drainage strategy utilising swales and attenuation areas will be integrated into the development to contribute to an ecologically-rich landscape. A sustainable water management strategy will include technologies incorporated into homes to reduce water consumption.

All Electric

Responding to the Government's forthcoming Future Homes Standard, the new homes will be built with energy efficiency in mind. There will be no gas heating with homes powered by features like air source heat pumps and solar panels. EV charging will be provided for each home. These features will reduce energy bills for the residents and lower the environmental impact.

Next Steps

Have Your Say

Thank you for taking the time to view our online public consultation website. We value any local knowledge or opinions and encourage members of the public to provide us with feedback on the proposals, which will be considered by our project team. We welcome [feedback submissions](#) and you can also [get in touch](#) directly.

Read FAQs >

Provide Feedback >

Frequently Asked Questions

Proposal FAQs

Why are new homes needed?

Wiltshire Council in its role as the Local Planning Authority needs to ensure that it delivers new homes in accordance with the Government's requirements which is identified by the standard method for housing needs. This equates to 3,525 new dwellings per annum.

What is affordable housing and how can I apply?

Affordable housing is for people in housing need who cannot afford to buy or rent on the private market. There are eligibility criteria for people needing an affordable home. For further information please follow this link - [How to access housing - Wiltshire Council](#).

Will there be any incentives to help me buy a home on the site?

It is likely that there will be a combination of Government and individual housebuilder incentives available at the time the homes are marketed.

What about the potential future A350-A4 distributor road?

Access to the site can be provided from the B4643 and the potential future distributor road is not required for this development. However, we are aware that this road may still be required in the future and so our proposals safeguard this land to ensure it can come forward at the appropriate time.

Have you considered foul drainage?

Yes. We are liaising with Wessex Water who are the statutory undertaker for this area. We will continue to engage with them to ensure that the delivery of any required sewage infrastructure improvements are timed appropriately.

How long will the site take to build?

It is currently anticipated that the delivery of new homes of the site could commence in 2029 and that the construction of the whole site is likely to take approximately 5 years.

How will construction traffic be managed?

A Construction Traffic Management Plan will be prepared ahead of any building works taking place which will detail how the construction process will be managed to minimise the impact on the local environment, local traffic

and residents and will include working hours and construction traffic routes.

Can the proposals still change?

Yes. We [welcome your feedback](#) on the [emerging proposals](#) that are presented and this will inform any amendments to the scheme before it is submitted as a planning application. Outline planning permission will be sought which establishes the principal and quantum of development and the access points. Future reserved matters applications will be required to agree the detail of the development, including the layout of the roads and buildings, appearance of the houses and hard and soft landscaping.

Provide Feedback >

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Website by

Devonto

Give Your Feedback

Share your views

Thank you for taking the time to review the emerging proposals for land east of Showell Farm, Chippenham. Hallam Land is interested in the views of the local community and value your feedback.

Following the conclusion of this consultation, we will review the comments received and consider these as part of the evolution of the development proposals ahead of the submission of a planning application.

What types of new housing do you think Chippenham needs? *

- ☐ Family Houses
- ☐ Flats/Apartments
- ☐ Bungalows
- ☐ Affordable homes to rent
- ☐ Shared ownership
- ☐ First Homes for first-time buyers
- ☐ Other

Tick as many as you wish

Our proposals include a large amount of public open space. Please indicate what the priorities should be for this open space? *

- ☐ Equipped play area
- ☐ Allotments
- ☐ Community orchard
- ☐ Fitness/trim trail
- ☐ Opportunities for off-lead dog walking
- ☐ Kick about space for ball sports
- ☐ Accessible leisure routes (walking, cycling, bridle)
- ☐ Quiet spots that provide the opportunity for appreciation of wildlife

What local centre facilities do you think would most benefit the new development and the wider local area? *

- ☐ Shops
- ☐ Gym

- ☐ Cafe
- ☐ Takeaways
- ☐ Offices
- ☐ Community meeting space
- ☐ Other

Are there any local considerations that you think should be explored further in the evolution of the development proposals?

0 of 1000 max characters

Do you have any further comments on the emerging proposals?

0 of 1000 max characters

About You *

- ☐ I am a local resident
- ☐ I am a local business
- ☐ I represent a local community group
- ☐ Other

Email Address *

We only ask for your email address to help count unique submissions. We will not contact you or use this information for any other purpose.

- ☐ I confirm that I have read agree to the privacy policy [🔗](#).*

SUBMIT

Your feedback will be received by Hallam Land and may be reused anonymously as part of the Statement of Community Involvement submitted to Wiltshire Council as part of the planning application.

Although any comments made to this consultation process may form part of a future planning application submission document, they will not be considered by Wiltshire Council as a formal representation to any future planning application. There will be an opportunity to provide formal comment to Wiltshire Council following submission of any subsequent planning application.

Contact Us

Get In Touch

Thank you for taking the time to consider our emerging proposals and share your views with us.

Following the conclusion of this consultation phase, we will review the feedback received and consider as part of the evolution of the development proposals.

A Statement of Community Involvement will be prepared for submission with any future planning application. This will outline the consultation process, provide a summary of the key matters raised and detail the project team's response.

Hallam Land intend to submit a formal planning application to Wiltshire Council in 2026.

Should you wish to contact us please do drop us an email.

Provide Online Feedback >



chippenham@hallamland.co.uk



3 Apex Court, Woodlands, Bristol,
BS32 4JT

