

Forest Farm, Chippenham

Environmental Statement

July 2026

Technical appendix G:
Transport assessment





Forest Farm, Chippenham

Transport Assessment

Client: Gleeson Land

i-Transport Ref: BH/DE/ITB19912-001b

Date: 15 July 2026

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Quality Management

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SECTION 1 Introduction

1.1 Overview

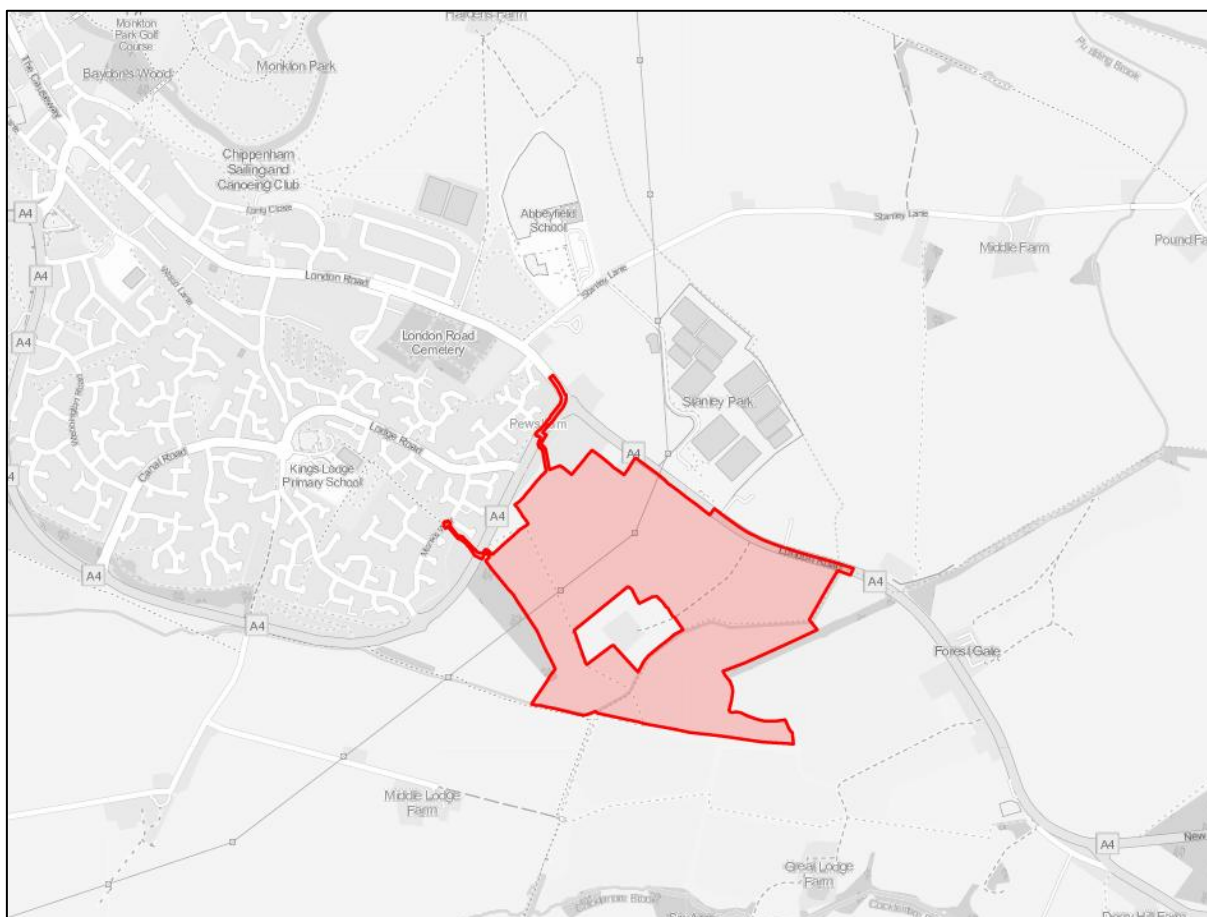
1.1.1 Gleeson Land has appointed i-Transport LLP to provide transport and highways advice in respect to a proposed residential led development at Forest Farm, Chippenham ('the Application Site').

1.1.2 The development proposal comprises:

Outline planning application with all matters reserved except access from the A4/London Road for up to 600 dwellings, together with land for a local centre (Use Classes E and F), areas of open space and landscaping, associated infrastructure.

1.1.3 The site location is shown in **Image 1.1**, which is an extract of **Figure 1**.

Image 1.1: Site Location Plan



Source: i-Transport Figure 1

1.1.4 The site is located to the south of Chippenham and is bordered by A4 London Road to the north / east, A4 Pewsham Way to the west.

1.1.5 Wiltshire Council (WC) is the unitary authority and are both the local planning and highway authority for the site.

1.2 Development Proposal

1.2.1 The development proposal comprises an outline planning application for up to 600 new homes, a local centre, a new access roundabout from A4 London Road and the initial length of road within the site. The proposed roundabout and initial length of road are submitted in detail, while the remaining development components are submitted in outline.

1.2.2 The Illustrative Masterplan for the development is provided at **Appendix A** which demonstrates how the proposed development could be delivered. An extract is provided at **Image 1.2** below.

Image 1.2: Illustrative Masterplan



Source: tor&co

1.3 Planning Context

- 1.3.1 WC submitted a draft Local Plan for examination in November 2024. Following examination hearings in 2025, the Inspectors raised fundamental concerns regarding the soundness of the plan, including in relation to insufficient housing allocations, uncertainty over the deliverability of the plan's major housing proposals, and the risk that the plan would become out of date shortly after adoption.
- 1.3.2 Following further discussions between the Council and the Inspectors, the draft Local Plan was withdrawn at WC's Full Council meeting on 19 May 2026.
- 1.3.3 Notwithstanding its withdrawal, the draft plan previously identified the Application Site as forming part of the South Chippenham allocation (Policy 7), which proposed a mixed-use development comprising approximately 2,520 dwellings, approximately 15ha of employment land, a district and local centre, education provision, and a transport corridor linking the A4 and the A350 (the Southern Distributor Road).
- 1.3.4 The withdrawal of the draft Local Plan was not attributable to any specific concerns relating to Policy 7 but instead reflected wider issues concerning the overall soundness and deliverability of the plan as a whole. The initial feasibility and technical work undertaken by the Council and the landowners confirms both the need, availability, and general acceptability of development at Forest Farm and the wider site for a mixed-use development.
- 1.3.5 This outline planning application has been prepared to bring forward development on this part of the site, previously identified and assessed by WC in the withdrawn Local Plan Review as a sustainable location that is suitable for housing-led development.
- 1.3.6 Land has been safeguarded within the Application Site to accommodate a section of the potential Southern Distributor Road. The safeguarded corridor has been retained to ensure that the proposed development would not prejudice its future provision.

1.4 Active Travel England

- 1.4.1 Active Travel England (ATE) set out the ten assessment criteria against which the proposal will be assessed based on its suite of guidance. **Table 1.1** summarises where evidence is presented and the criteria have been addressed within this Transport Assessment (TA).

Table 1.1: ATE Criteria Checklist

ATE Criteria		Evidence Base
1	Trip generation and assignment	Forecast multi-modal trips, distribution and assignment parameters are set out in Section 5 .
2	Active travel route audit	The findings of the audit of key local active travel routes are set out within Section 3 . Opportunities to improve key routes are presented at Section 4 .
3	Pedestrian access to local amenities	The everyday local facilities within walking / cycling distance of the site are detailed at Table 3.3 . The connecting routes are addressed Section 3 , with improvements identified for key routes presented at Section 4 .
4	Cycling accessibility	A review of the existing cycle network in the vicinity of the site is set out in Section 3 , with improvements identified for key routes presented at Section 4 .
5	Access to public transport	A review of the public transport opportunities available to future residents are set out in Section 3 . Opportunities to improve access routes to local bus stops and towards the railway station are presented at Section 4 .
6	Off-site transport infrastructure	Opportunities for improving off-site transport infrastructure on key routes are presented at Section 4 .
7	Site permeability	The application is hybrid, with outline consent sought for the residential parcels and local centre. However, the Access and Movement Parameter demonstrate permeability is submitted for approval, and provided at Appendix F . The access proposals which prioritise pedestrian and cycle movements are detailed in Section 4 .
8	Placemaking	The application is hybrid, with outline consent sought for the residential parcels and local centre. Outline matters concerning placemaking are discussed at Section 4 . Detailed matters such as cycle parking will be confirmed at the reserved matters stage and off-site facilities will be discussed with the Council during the planning stage.
9	Cycle parking and trip-end facilities	
10	Travel planning	A Framework Travel Plan has been prepared and submitted alongside this application (<i>report reference: ITB19912-002</i>).

1.5 Scope and Structure of the Transport Assessment

1.5.1 Having regard to the requirements of the National Planning Policy Framework and the National Planning Practice Guidance, this TA has been prepared to consider the transport impacts that may arise from the proposed development, and to consider the proposal against relevant transport and planning policy.

1.5.2 The remainder of this TA is structured as follows:

- **Section 2** – Sets out an overview of the relevant national and local transport policy to provide the context for the assessment;
- **Section 3** – Describes the existing transport conditions in the local area including the provision for walking, cycling and public transport journeys, as well as the local highway network and prevailing conditions and how sustainable transport will be promoted including the transport vision;
- **Section 4** – Provides details of the development proposal and the access strategy for vehicles, pedestrians and cyclists;
- **Section 5** – Establishes the likely multi-modal trip generation of the proposed development;
- **Section 6** – Provides an assessment of the impacts of the development on the local highway network; and
- **Section 7** – Assesses the cumulative impacts of the development alongside a planning application for 400 new homes on Land East of Showell Farm (PL/2026/03545) and A planning application which is due to be submitted for 500 new homes on Land to the South of Pewsham Way, immediately to the west of the Forest Farm site; and
- **Section 8** – Provides a summary and conclusion of this report, highlighting the key points raised.

SECTION 2 Policy Context

2.1 Introduction

- 2.1.1 This section of the TA summarises the national and local transport planning policies that provide the context for the transport appraisal of the proposed development.

2.2 National Policy and Guidance

National Planning Policy Framework (NPPF) December 2024

- 2.2.1 The National Planning Policy Framework (NPPF) details the Government's planning policies and provides information on how these are expected to be applied in relation to development proposals. The NPPF is a material consideration in determining applications for development.
- 2.2.2 The NPPF confirms (paragraph 10) that at the forefront of planning is the ***"presumption in favour of sustainable development"***.
- 2.2.3 The NPPF (paragraph 109) confirms that transport issues should be considered from the earliest stages of plan-making and the formation of development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This will ensure that opportunities from existing or proposed transport infrastructure and opportunities to promote walking, cycling and public transport can be identified and pursued, and transport issues addressed.
- 2.2.4 The scope and structure of this TA have been prepared to consider the four critical tests outlined in paragraph 115 of the NPPF:
- "a) Sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;***
- b) safe and suitable access to the site can be achieved for all users;***
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code⁴⁸; and***
- d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach."***
- 2.2.5 Furthermore, paragraph 116 of the NPPF goes on to state:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.”

2.2.6 Therefore, development should provide opportunities for sustainable travel, achieve safe access for all modes, meet relevant design standards and have acceptable traffic impacts.

2.2.7 Paragraph 116 of the NPPF sets a high-bar test in determining planning applications. Only when transport impacts are ‘severe’, following mitigation or where safety impacts are ‘unacceptable’ should an application be refused, and development prevented. This is an intentionally high-bar and acknowledges that even significant impacts of development can / should be acceptable.

National Planning Practice Guidance (September 2023)

2.2.8 The Planning Practice Guidance is a set of guidelines set out by the UK government in March 2014. The guidance is repeatedly updated and replaced previous transport guidance documents, including the DfT’s ‘Guidance for Transport Assessment’ (2007).

2.2.9 In relation to Transport, PPG identifies that:

“Travel Plans, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements. (ID42 – 002)

Transport Assessments and Statements can be used to establish whether the residual transport impacts of a proposed development are likely to be “severe”, which may be a reason for refusal, in accordance with the National Planning Policy Framework. (ID42 – 005)

Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets. (ID42 – 003)”

2.2.10 In accordance with PPG, this Transport Assessment provides a robust assessment of the development proposals and demonstrates that the transport impacts are not ‘severe’. A Framework Travel Plan is also provided as a separate document, which outlines a long-term, realistic strategy for the promotion of sustainable travel.

2.3 Local Policy and Guidance

Wiltshire Core Strategy (2015)

2.3.1 The Wiltshire Core Strategy provides strategic planning policy for Wiltshire and covers the period up to 2026. The aim of the strategy is to deliver sustainable growth for the communities of Wiltshire that best meets their needs now and for the future.

2.3.2 Core Policy 60 of the strategy addresses sustainable transport and focuses on ways to reduce the need to travel by private car, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire. The policy seeks to achieve the following:

- ***“planning developments in accessible locations***
- ***promoting sustainable transport alternatives to the use of the private car***
- ***maintaining and selectively improving the local transport network in accordance with its functional importance and in partnership with other transport planning bodies, service providers and the business community***
- ***promoting appropriate demand management measures***
- ***influencing the routing of freight within and through the county***
- ***assessing and, where necessary, mitigating the impact of developments on transport users, local communities and the environment.”***

2.3.3 Core Policy 61 focusses on transport and new development and states that:

“New development should be located and designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.”

2.3.4 Where appropriate, contributions will be sought towards sustainable transport improvements, and Travel Plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements.

2.3.5 Core Policy 62 looks at development impacts on the transport network and states that all new development is required to assess the transport issues related to that development. The strategy also mentions the documents that developers will be required to submit to support an application, as follows:

“Where a development will have significant transport implications, the council will require a transport assessment to be prepared and submitted alongside a planning application in accordance with national guidance.

“Developers will also be required to submit a travel plan with planning applications which are likely to have significant transport implications. The travel plan should aim to promote more sustainable forms of transport including, where relevant, more sustainable freight delivery and routing arrangements. The detailed requirements for travel plans will be set out in an additional planning guidance.”

- 2.3.6 Finally, Core Policy 62 states that developments should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the construction and operational stages. Proposals for new development should not be accessed directly from the national primary route network outside built-up areas unless an overriding need can be demonstrated.

Wiltshire Local Plan Review

- 2.3.7 WC submitted a draft Local Plan for examination in November 2024. Following examination hearings in 2025, the Inspectors raised fundamental concerns regarding the soundness of the plan, including in relation to insufficient housing allocations, uncertainty over the deliverability of the plan’s major housing proposals, and the risk that the plan would become out of date shortly after adoption.
- 2.3.8 Following further discussions between the Council and the Inspectors, the draft Local Plan was withdrawn at WC’s Full Council meeting on 19 May 2026.
- 2.3.9 Notwithstanding its withdrawal, the draft plan previously identified the Application Site as forming part of the South Chippenham allocation (Policy 7), which proposed a mixed-use development comprising approximately 2,520 dwellings, approximately 15ha of employment land, a district and local centre, education provision, and a transport corridor linking the A4 and the A350 (the Southern Distributor Road).
- 2.3.10 The withdrawal of the draft Local Plan was not attributable to any specific concerns relating to Policy 7 but instead reflected wider issues concerning the overall soundness and deliverability of the plan as a whole. The initial feasibility and technical work undertaken by the Council and the landowners confirm both the need, availability, and general acceptability of development at Forest Farm and the wider site for a mixed-use development.

Wiltshire Council Local Transport Plan 4 (LTP4)

- 2.3.11 The Local Transport Plan 2025 -2038 (LTP4) was endorsed by WC on 11 March 2025. LTP4 sets out WC’s strategic transport objectives, using a place-based approach that aligns with the Core Strategy.

2.3.12 LTP4 core objectives include decarbonising transport, improving the safety and resilience of networks, and ensuring access and connectivity, especially for new development areas. By applying an “Avoid-Shift-Improve” framework, LTP4 seeks to reduce the need to travel (especially by private car), shift trips toward more sustainable modes (walking, cycling, public transport), and improve the network where needed. LTP4 aims to ensure that new housing and employment development is well-integrated into transport networks through design that enables active travel, Travel Plans, and developer contributions — all while supporting economic growth efficiently and minimising environmental impacts.

Wiltshire Local Transport Plan 3 – Car Parking Strategy

2.3.13 WC’s Local Transport Plan (LTP) 3 also provides the car parking strategy for new development which was approved in 2015. The strategy also deals with how WC manage their existing parking stock.

2.3.14 Table 7.1 of the strategy provides the minimum residential parking standards for new development, which is summarised at **Table 2.1** below.

Table 2.1: WC LTP 3 Vehicle Parking Standards

Dwelling Size	Minimum Vehicle Parking Provision
1-bedroom	1 space per dwelling
2-3 bedrooms	2 spaces per dwelling
4+ bedrooms	3 spaces per dwelling
Visitor Parking	0.2 spaces per dwelling (unallocated)

2.3.15 Cycle Parking standards are set out within the LCWIP, with a requirement for 1 covered space per bedroom for up to 3-bedroom homes, 3 covered spaces for 4-bedroom homes, 4 covered spaces for 5-bedroom homes and 1 visitor space per 20 bedrooms across larger schemes.

2.3.16 As the residential parcels and local centre are submitted in outline only, parking will be addressed during the reserved matters stage.

Chippenham Neighbourhood Plan (2023-2038)

2.3.17 The Chippenham Neighbourhood Plan was made in May 2024 and presents the local framework for guiding the future development growth in Chippenham up to 2038. Section 9 of the Neighbourhood Plan considers transport and includes the following policies relevant to the site and transport:

- **T1** – Provision and Enhancement of Cycle Paths;

- **T2** – Access to the Bus Network; and
- **T3** – Electric Vehicle Charging Infrastructure.

Chippenham Local Cycling and Walking Improvement Plan (LCWIP) December 2025

- 2.3.18 The Chippenham LCWIP was adopted in December 2025 and sets out the long-term plan to improve walking and cycling across the town. It identifies the routes people are most likely to use for everyday journeys and highlights where changes are needed to make these routes safer, more direct and more accessible. The LCWIP focuses on Chippenham's urban area, with consideration given to routes linking the town to nearby settlements such as Calne, Corsham, Lacock and Langley Burrell. It looks at both local journeys and longer-distance connections where walking and cycling are realistic options.
- 2.3.19 The development proposal includes off-site local walking and cycling improvements on key routes, this supports the LCWIP and its objectives.

2.4 Policy Context Summary

- 2.4.1 The initial feasibility and technical work undertaken by the Council and the landowners as part of the preparation of the Local Plan Review confirmed the need, availability, and general acceptability of development at Forest Farm and the wider site for a mixed-use development.
- 2.4.2 Taken together, national, and local policy requires new development to have access to a range of facilities and services by a choice of modes of transport including walking, cycling and public transport, to provide the opportunities to minimise the number and length of car journeys. Safe and suitable access to sites should be achieved for all people.
- 2.4.3 In relation to the impact of development generated traffic on the operation of the local highway network, planning decisions should take account of whether improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts, including with mitigation, of development are severe.
- 2.4.4 This TA has been prepared in accordance with the requirements of the national and local policies. The following sections of this TA describe how the proposed development complies with these national and local transport planning policy considerations.

SECTION 3 Existing Transport Conditions

3.1 Introduction

- 3.1.1 This section of the TA provides a detailed review of existing baseline transport conditions, including site location, opportunities for active travel and public transport in the vicinity of the site and in the wider local area, as well as local road network conditions.

3.2 Site Location

- 3.2.1 The site is located to the south of Chippenham and is bordered by A4 London Road to the north / east and the A4 Pewsham Way to the west. A location plan is included at **Figure 1**.
- 3.2.2 The site excludes the retained Forest Farm and associated outbuildings and paddocks. The existing Forest Farm access track from the A4 London Road will be stopped up, with a new access provided via the primary street which is shown on the Illustrative Masterplan at **Appendix A**.

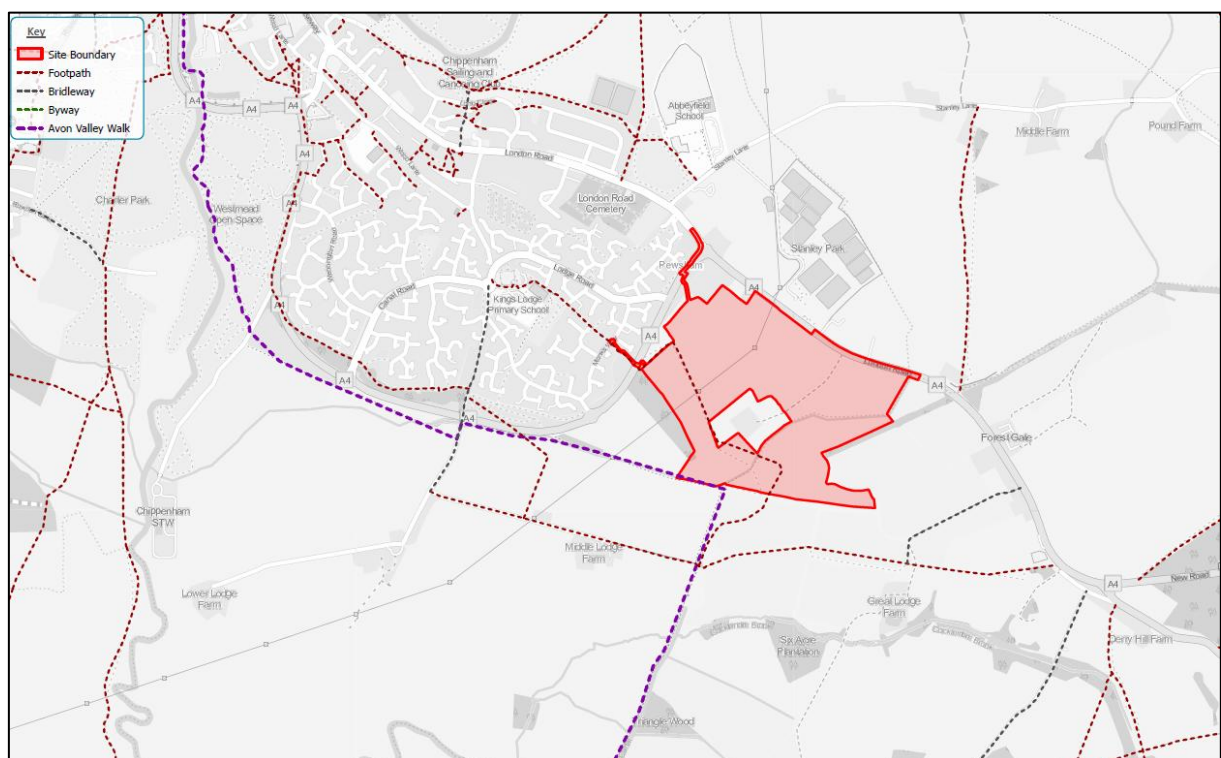
3.3 Active Travel Opportunities

Walking Opportunities

- 3.3.1 A footway is provided to the north of the A4 London Road along the majority of the site frontage, however, the footway then terminates outside the Stanley Park Sports Ground. A footway is then provided to the south of the A4 London Road approximately 270m east of the A4 London Road/A4 Pewsham Way/London Road roundabout. The footway varies in width and at some points the effective width is less than 1.0m.
- 3.3.2 Within the site boundary there are two Public Rights of Way (PROW) – CHIP16 and CALW83. CHIP16 provides an east to west connection through the site and onwards to / through Pewsham and the Primary School and district centre. CALW83 provides a north to south connection which provides a link to the wider PROW network.
- 3.3.3 In addition to the A4 footway and PROW network, the Avon Valley Walk can be accessed from the southern site boundary via the proposed internal walking and cycling infrastructure which are presented in Section 4 of this TA.
- 3.3.4 The Avon Valley Walk provides a traffic-free route with an all-weather surface through Westmead Open Space, connecting to Avenue La Fleche, north of the junction with Gladstone Road. Pedestrian and cycle access to the High Street can be achieved via Gladstone Road, Timber Street and Market Place or via the River Street car park.

- 3.3.5 North of Gladstone Road, the Avon Valley Walk becomes Lovers Walk which connects to Bath Road to the east of the Bridge Centre Gyratory – this provides pedestrian access to the High Street, services and facilities within the wider town centre and towards the Railway Station.
- 3.3.6 At Forest Lane, the Avon Valley Walk connects to PROW Bridleway CHIP40 which routes north as an alternative route to Pewsham district centre via Blackthorn Mews.
- 3.3.7 **Figure 2** identifies the local PROW network and the Avon Valley Walk, an extract is provided as **Image 3.1**.

Image 3.1: Local PROW Network and Avon Valley Walk



Source: i-Transport Figure 2

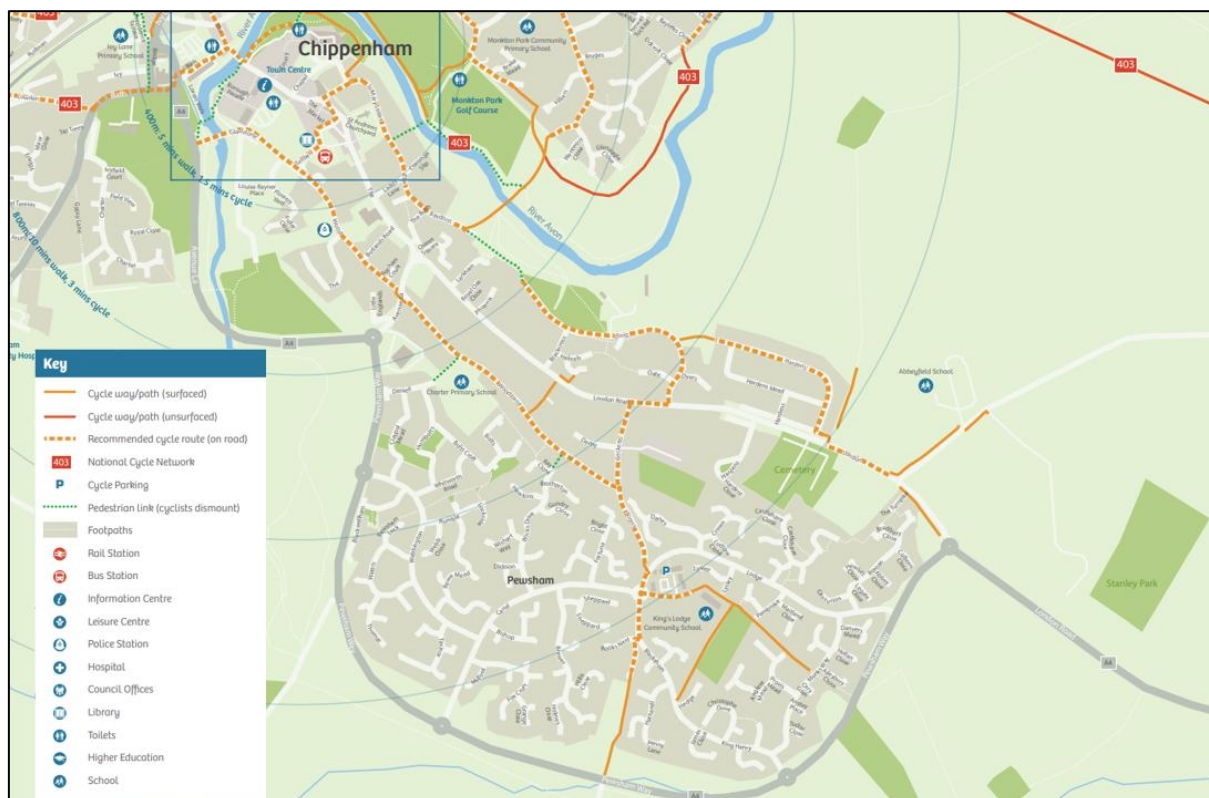
Cycling Opportunities

- 3.3.8 On the southern side of London Road, there is a section of shared footway / cycleway provided between the A4 London Road / A4 Pewsham Way / London Road roundabout and the junction of London Road / Stanley Lane. An onward cycleway connection to Abbeyfield School is provided to the north of London Road via Stanley Lane.
- 3.3.9 Between Monks Way and Pewsham Local Centre, CHIP 16 is a shared use route for walking and cycling. The route is street lit and site observations suggest it is well used.
- 3.3.10 As described above, the Avon Valley Walk provides a traffic-free route to Chippenham Town Centre and Pewsham district centre via CHIP 40.

3.3.11 Many local residential streets within Pewsham and towards Chippenham Town Centre are suitable for cycling on-carriageway, as they are residential in nature with low traffic flows and vehicle speeds.

3.3.12 The above routes are demonstrated on WC's published Chippenham Cycling Map. The map is provided at **Appendix B** with an extract provided at **Image 3.2**.

Image 3.2: Chippenham Walking Map



Source: Wiltshire Council

3.3.13 WC's cycling map demonstrates existing cycling routes connecting Pewsham to King's Lodge Community School, Abbeyfield School, Charter Primary School, Pewsham Local Centre and Chippenham town centre and railway station via the promoted cycling route on Wood Lane.

3.3.14 In addition to the promoted local routes, National Cycle Network Route 403 traverses the town centre linking Chippenham to Marlborough and the Kennet & Avon Canal.

3.4 Public Transport

Bus Services

3.4.1 Chippenham benefits from an extensive bus network which provides connectivity within the town while also linking to surrounding settlements including Trowbridge and Frome, Bath, Bristol, Malmesbury, Swindon and Devizes. Services between Chippenham, Calne, Swindon and Devizes route via the site frontage on the London Road corridor, with existing bus stops provided adjacent to Stanley Park, at the site frontage. Both the northbound and southbound bus stops provide laybys and basic timetable information.

3.4.2 In addition, the Faresaver 44P service routes between Chippenham Town Centre and Pewsham district centre via London Road, Lodge Road, Pewsham Way, Blackthorn Mews, King Henry Drive and Monk's Way.

3.4.3 The bus services are summarised in **Table 3.1** below.

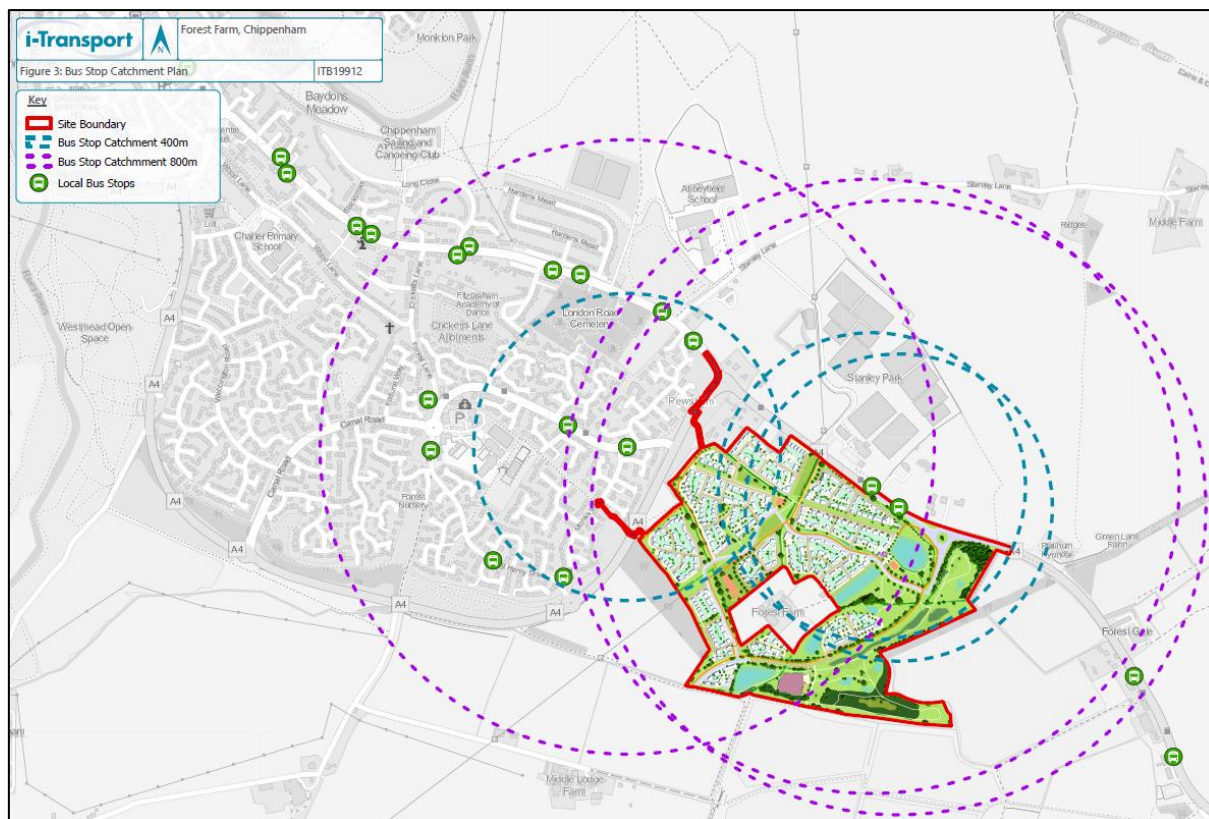
Table 3.1: Bus Service Summary

Service	Route	Service Frequency		
		Weekdays	Saturdays	Sundays
55 / 55A (Stagecoach West)	Chippenham – Calne – Lyneham – Royal Wootton Bassett - Swindon	Broadly every 20-30 minutes. First departure from Chippenham 05:45, last departure from Swindon 23:30.	Broadly every 20-30 minutes. First departure from Chippenham 06:45, last departure from Swindon 23:15.	Broadly every 30 minutes. First departure from Chippenham 08:34, last departure from Swindon 21:10.
33 / X33 (Faresaver)	Chippenham – Calne – Bromham – Rowde - Devizes	11 Services per day. First departure from Chippenham 06:54, last departure from Devizes 18:15.	7 Services per day. First departure from Chippenham 07:10, last departure from Devizes 17:10.	5 Services per day. First departure from Chippenham 09:32, last departure from Devizes 16:55.
44P (Faresaver)	Chippenham – Pewsham – Chippenham (town service)	9 services per day. First departure from Pewsham 08:30, last departure from Chippenham Bus Station 17:10.	5 services per day. First departure from Pewsham 09:10, last departure from Chippenham Bus Station 14:10.	-

Source: Bustimes.org

3.4.4 **Figure 3** provides walking catchments to the identified bus stops on A4 London Road and at Monk's Way. An extract of Figure 3 is provided at **Image 3.3**.

Image 3.3: Bus Stops and Walking Catchments



Source: i-Transport Figure 3

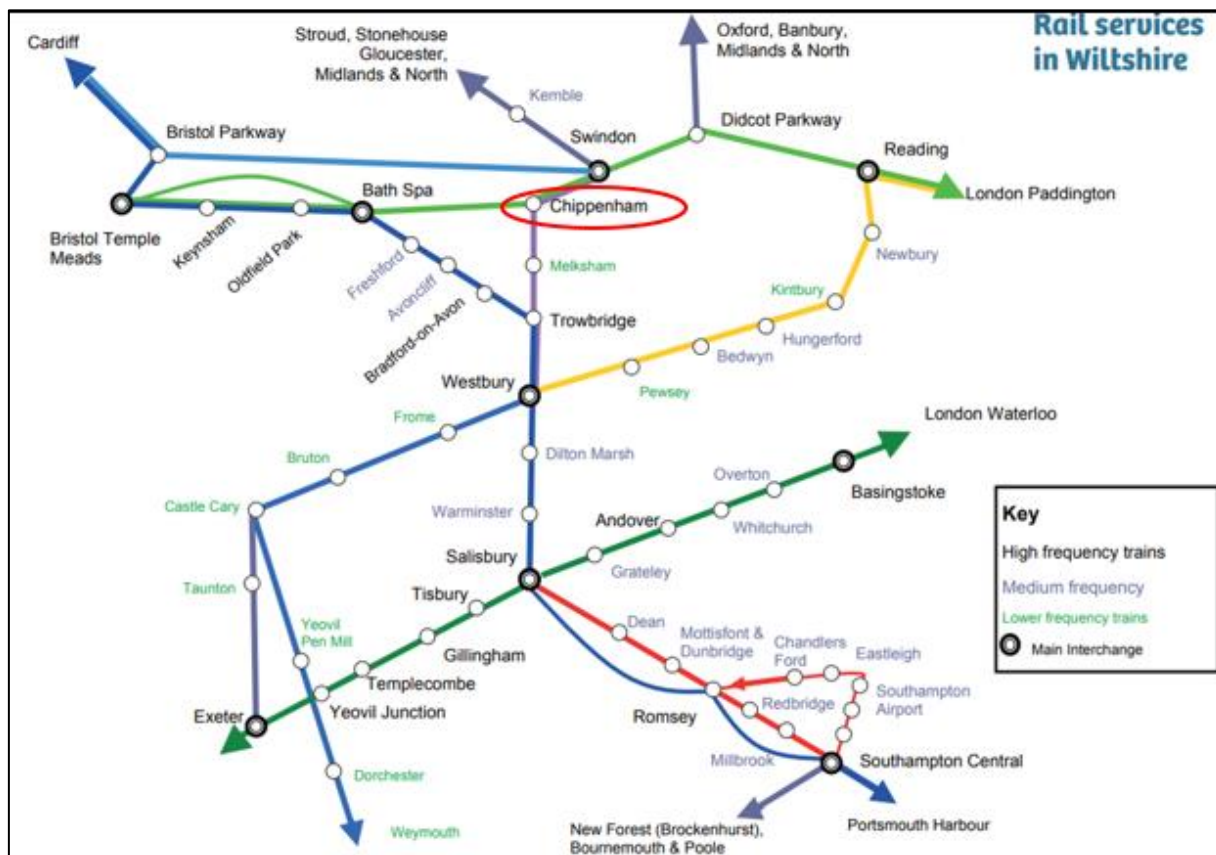
3.4.5 In addition to the above public bus services, the X10 service operated by Faresaver routes via the A4 corridor to Sheldon School in Chippenham.

Train Services

3.4.6 Chippenham Railway Station is located between Cocklebury Road and Union Road / Old Road to the north of the town centre. The station can be accessed via a 14-minute cycle (from the centre of the site, via the Avon Valley Walk) or the 55 and X33 bus services (approximately a 10-minute journey by bus).

3.4.7 The station is located on the Great Western Main Line between Swindon and Bath Spa and is managed by Great Western Railway. The rail network is shown in **Image 3.3** below which demonstrates the broad range of destinations which can be reached by train from Chippenham.

Image 3.3: Rail Network



Source: Connecting Wiltshire

3.4.8 Timetable information for key destinations during the peak and off-peak periods are summarised in **Table 3.2** below.

Table 3.2: Rail Service Summary

Destination	Service Frequency and Journey Time		
	Peak	Off-Peak	Journey Time (mins)
Bristol Temple Meads via Bath Spa	1 per hour	1 per hour	22
London Paddington via Swindon, Didcot Parkway and Reading	2-3 per hour	1-2 per hour	80
Taunton via Bath Spa, Bristol Temple Meads, Nailsea & Backwell, Weston-super-Mare and Bridgewater	1 per hour	1 per hour	105
Westbury via Melksham and Trowbridge	1 per hour	1 per hour	43
Weston-super-Mare via Bath Spa, Bristol Temple Meads and Nailsea & Backwell,	1 per hour	1 per hour	75

Source: Trainline

3.4.10 Chippenham is well connected to the rail network, with frequent services available to major regional and national destinations.

3.5 Promoting Sustainable Transport

Local Facilities and Services

3.5.1 This section provides a review of the accessibility of the proposed development to local facilities by walking, cycling and public transport including employment, education, leisure and shopping.

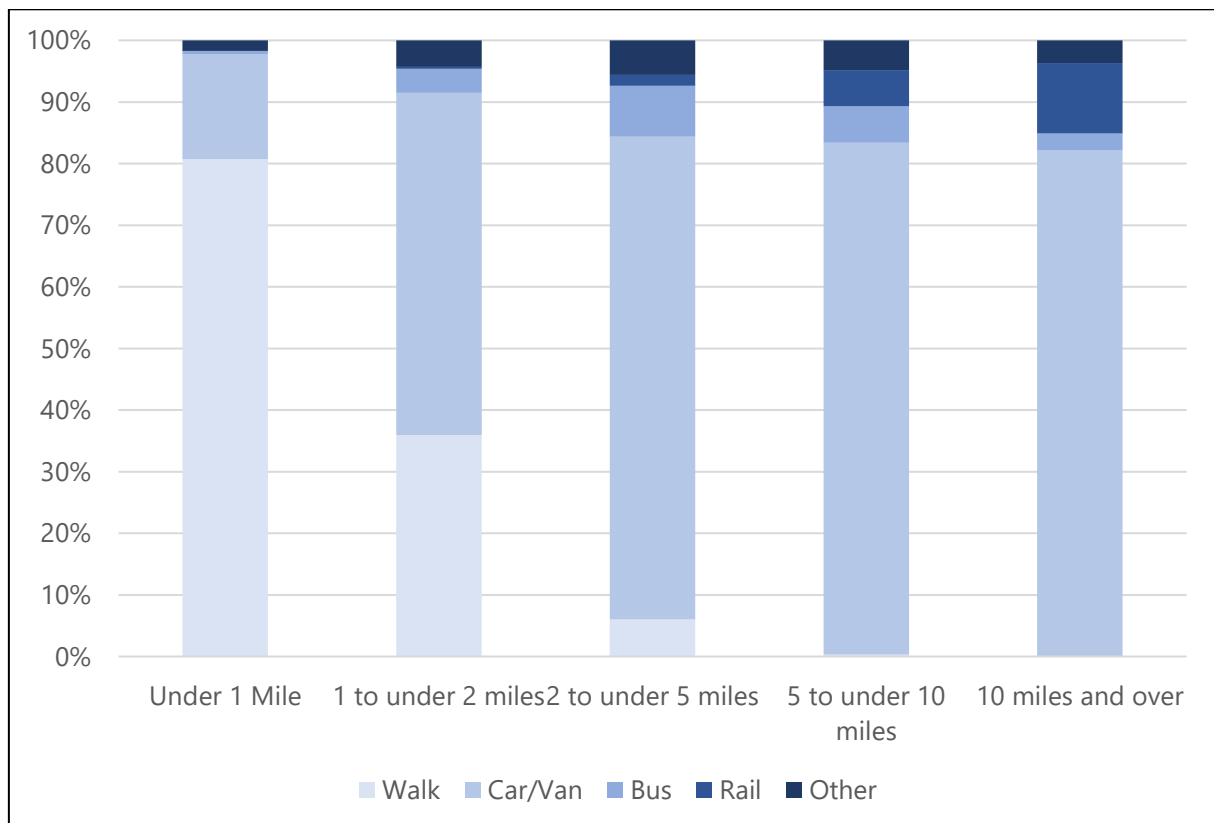
Walking Distances

3.5.2 Manual for Streets identifies that walkable neighbourhoods comprise those locations where facilities and services can be accessed within an 800m (10 minute) walk.

“4.4.1 Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPS134 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km.”

3.5.3 This is further shown by the National Travel Survey (NTS) 2023 which identifies the mode share of journeys of different lengths and is presented in **Image 3.4**. This confirms that the vast majority (80%) of trips of up to one mile (1.6km) are undertaken on foot.

Image 3.4: Proportion of Trips Per Year by Journey Purpose (all modes)



Source: National Travel Survey, England 2023

3.5.4 Therefore, facilities and services within one mile (1.6km) will provide the greatest opportunity for trips to be made by walking.

3.5.5 It is important to note that neither 1.6km or 2km are the maximum walking distance. Historically, the Design Manual for Roads and Bridges (DMRB) TD91/05 "Provision for Non-Motorised Users" at paragraph 2.3 has stated that:

"Walking is used to access a wide variety of destinations including educational facilities, shops, and places of work, normally within a range of up to 2 miles. Walking and rambling can be undertaken as a leisure activity, often over longer distances."

3.5.6 Whilst TD91/05 has been superseded, there is no evidence to suggest that is not still the case. On this basis, it is reasonable to consider a journey of 2 miles / 3.2km as a 'maximum' walking distance for most day-to-day journeys.

3.5.7 Against this background research, the following distances will be used in the TA for assessing the likelihood of walking journeys to and from the site:

- Up to 800m – comfortable walking distance;
- Up to 1.6km – reasonable walking distance; and
- Up to 3.2km – maximum walking distance.

Cycling Distances

3.5.8 The Department for Transport's Cycling and Walking Investment Strategy (2017) states at paragraph 1.16 that:

"... there is significant potential for change in travel behaviour. Two out of every three personal trips are within five miles - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking. For school children, the opportunities are even greater. Three quarters of children live within a 15-minute cycle ride of a secondary school, while more than 90% live within a 15-minute walk or bus journey from a primary school."

3.5.9 The DfT's Gear Change A bold vision for cycling and walking states (page 11) that:

"In particular, there are many shorter journeys that could be shifted from cars, to walking, or cycling. We want to see a future where half of all journeys in towns and cities are cycled or walked. 58% of car journeys in 2018 were under 5 miles. And in urban areas, more than 40% of journeys were under 2 miles in 2017-18. For many people, these journeys are perfectly suited to cycling and walking."

3.5.10 There is a wealth of guidance on cycling distances, with 8km (5 miles) considered to be a reasonable cycle distance.

Public Transport

- 3.5.11 As set out in Section 3.4, there are bus stops available on A4 London Road which forms the northern site boundary – these stops are within 340m of the centre of the site. Bus services are available from these stops which provide access to the centre of Chippenham (within a 10-minute journey) and further afield. Additional services are available from Monk's Way, a short walk to the north of the site. In discussion with Stagecoach, they have advised that this bus provision is suitable to accommodate the proposed development. Should further development come forward on adjacent land parcels within the former South Chippenham draft allocation, the A4 London Road roundabout and internal roads have been designed to accommodate buses. Stagecoach have advised that there may be an opportunity for some of the 55 Service buses to be diverted into the site, should residential development come forward on adjacent land parcels. This is confirmed in a Letter of Comfort provided by Stagecoach at **Appendix C**.
- 3.5.12 This provides sustainable travel from the site via public transport, beyond the maximum acceptable walking and cycling distances. As part of the application, the proposed A4 London Road roundabout has been designed to accommodate two-way buses.

Key Local Facilities

- 3.5.13 A new local centre, public open space and play areas will be provided on site. These will fulfil some new residents' requirements without them needing to travel further afield. Should the development on Land to the South of Pewsham Way come forward, this would also provide further public open space and subject to demand, may provide a new primary school with land being safeguarded as part of the planning application.
- 3.5.14 The primary destinations for future residents of the proposed development within Pewsham and Chippenham are presented in **Table 3.3**. This includes facilities for education, leisure, retail, employment, and healthcare. These key destinations are shown at **Figure 3**.
- 3.5.15 It is noted that there is a wide range of further facilities within Chippenham town centre.
- 3.5.16 Distances from the centre of the site to the local facilities and services have been measured based on actual walking routes, using the proposed accesses onto A4 London Road and A4 Pewsham and the Avon Valley Walk.

Table 3.3: Local Facilities and Services

Purpose	Destination	Distance from Centre of the Site (m)	Walk Time (minutes)	Cycle Time (minutes)
Leisure	Proposed Play and Recreation Provision	On-site		
	Stanley Park Sports Ground	400m	5	2
	Pewsham Playground / Recreational Area	700m	8	3
	The Pewsham Public House	975m	11	4
	Old Lane Public House	1,300m	15	5
	Pewsham Community Centre	1,300m	15	5
	Chippenham Sailing Club	1,600m	18	6
	Westmead Open Space	1,770m	20	7
	Riverside Country Park	1,950m	23	7
	The Climbing Academy	2,800m	32	11
Retail	Proposed Local Centre	On-site		
	Tesco Express	880m	10	3
	Lidl	1,900m	22	7
	Little Waitrose	2,300m	27	9
	Tesco Superstore	2,600m	30	10
Employment	Forest Lodge Business Park	1,000m	12	4
	Cricketts Lane Industrial Park	1,750m	20	7
	Chippenham Town Centre (local employment)	2,700m	31	10
Education	King's Lodge Community School (Primary)	850m	10	3
	Pewsham Preschool	850m	10	3
	Abbeyfield School (Secondary)	990m	11	4
	Forest Nursery	1,250m	14	5
	Charter Primary School	1,850m	21	7
	Land South of Pewsham Way Primary School	On adjacent site		
Healthcare	Lodge Surgery	1,300m	15	5
	Well Pharmacy	1,300m	15	5
	London Road Dental Practice	1,750m	20	7
Transport	A4 London Road Bus Stops	380m	4	1

Purpose	Destination	Distance from Centre of the Site (m)	Walk Time (minutes)	Cycle Time (minutes)
	Monks Way Bus Stops	480m	6	2
	Chippenham Railway Station	3,200m	375	122
	Within 800m 'MfS Walkable Neighbourhood' – Comfortable Walking Distance / Within 8km 'Acceptable Cycling Distance'			
	Between 800m and 1,600m 'Reasonable Walking Distance'			
	Between 1,600 and 3,200km 'Acceptable Walking Distance'			

Source: Consultants Estimates (using walk distance from the centre of the site via the most direct pedestrian / cycle access)

3.5.17 Table 3.3 and Figure 4 demonstrate that the site is well located to a good range of local facilities and services, that are within a reasonable walking and / or cycling distance. A new local centre, public open space and play areas will also be provided on site. This indicates that there is a genuine opportunity to travel locally by sustainable transport modes.

3.5.18 Should the adjacent site on Land to the South of Pewsham Way come forward in the future, this would provide further public open space and subject to demand, may provide a new primary school which would be easy for new residents to access on foot or by bike.

3.6 Local Highway Network

Overview

3.6.1 The A4 London Road abuts the northern boundary of the site and is a single carriageway road subject to a 50mph speed limit. The carriageway is approximately 7.6m wide with street lighting provided either side of the carriageway along the site frontage. The A4 London Road along the frontage of the site has a limited amount of frontage development present on either side of the road.

3.6.2 To the west of the site, the A4 London Road forms a three-armed roundabout junction with London Road and the A4 Pewsham Way.

3.6.3 London Road is subject to a 30mph speed limit immediately to the north of the roundabout, and traffic calming is provided in the form of traffic islands and hatching. Residential development is present on either side of London Road with frontage access provided. To the west, London Road forms a roundabout junction with Avenue La Fleche / The Causeway / Queens Square. The Causeway provides an onward connection to the town centre.

- 3.6.4** The A4 Pewsham Way operates as a distributor road around the residential development of Pewsham. The road is single carriageway throughout and is subject to a 50mph speed limit. There are four roundabouts provided along the length of the A4 Pewsham Way which provide access into Pewsham, the westernmost of these roundabouts forms a junction with Avenue La Fleche / A4 Avenue La Fleche.
- 3.6.5** The A4 Avenue La Fleche is a single carriageway road with a section of junction flaring (providing additional lanes) for westbound traffic provided approximately 160m before the junction with Avenue La Fleche / A4 Pewsham Way. To the west the A4 Avenue La Fleche joins the Bridge Centre gyratory.
- 3.6.6** The Bridge Centre gyratory is a seven-arm signalised junction which provides connections to the north and west of Chippenham as well as access to the town centre via Bath Road.

Traffic Surveys

- 3.6.7** Traffic surveys on the local highway network were undertaken during April 2024 (i.e. during a 'neutral' month). Surveys were undertaken at key local junctions and links to inform the assessment of traffic impacts arising from the proposed development. Full information regarding the traffic survey methodology, locations and a summary of the results are provided at Section 6.

3.7 Personal Injury Accident Data

- 3.7.1** Personal Injury Accident (PIA) data has been obtained from WC for the period between October 2018 – June 2025 which is more than the standard five-year assessment period. A copy of the PIA data is provided at **Appendix D**.
- 3.7.2** In total, there were 21 injury accidents recorded within the study area during the assessment period, comprising one fatal accident, three serious accidents and 14 slight accidents. **Table 3.4** provides a summary of the accident severity and locations.

Table 3.4: Personal Injury Accident Data

Location	Slight	Serious	Fatal	Total
Junctions				
A342 Derry Hill / A4 Bath Road	4	1	1	6
London Road / A4 Pewsham Way junction	2	0	0	2
A4 London Road / Pewsham Pub	2	0	0	2
A4 London Road / Hyundai Garage	1	1	0	2
A4 Pewsham Way/ Avenue La Fleche	1	0	0	1

Location	Slight	Serious	Fatal	Total
A4 Pewsham Way / Westmead Open Space Car Park	1	0	0	1
A4 Pewsham Way / King Henry Drive	1	0	0	1
Links				
A4 Pewsham Way	3	0	0	3
A4 London Road	1	2	0	3
Total	16	43	1	21

3.7.3 A summary of the accidents classed as serious, and the single fatal accident is provided below.

A342 Derry Hill / A4 Bath Road

- A single vehicle fatal accident occurred in August 2020 where a driver lost control of their car, clipped the kerb before colliding with a hedge and an adjacent house which resulted in the death of the driver and three passengers. The primary causational factors identified during an inquest included driving in excess of the speed limit and that the driver was under the influence of alcohol.
- A serious accident occurred where a car turning right from A343 Derry Hill collided with a motorcyclist travelling southbound on A4 Bath Road.

A4 London Road

- A serious three-vehicle accident occurred where a car overtook another vehicle on a blind bend which then collided with a third oncoming vehicle. All three vehicles collided, resulting in serious injuries for 2 people. No causational factors were recorded.
- A serious accident occurred when a northbound vehicle drifted into the southbound lane, colliding with a southbound vehicle.

A4 London Road / Hyundai Garage Access

- A serious accident occurred at the access to the Hyundai Garage where a vehicle collided with the rear of another vehicle which had stopped for traffic. No causational factors were recorded.

3.7.4 The overall number and cause of accidents within the study area does not suggest a specific highway safety issue at any location, nor a pattern of accidents that could be exacerbated by the proposed development and access strategy.

3.8 Summary

- 3.8.1 The site is located to the south of Chippenham and is bordered by A4 London Road to the north / east, A4 Pewsham Way to the west and agricultural land to the south.
- 3.8.2 There is a network of walking and cycling routes within Pewsham within the vicinity of the site that provide opportunities for new residents to access a range of everyday services and facilities on foot and by bike. The development needs to connect to this existing provision and further information on the proposed connections is provided in Section 4.
- 3.8.3 Bus services are available on the A4 London Road corridor (with existing bus stops on the site frontage) with further services within Pewsham. These services collectively provide connectivity within the town while also linking to surrounding settlements including Trowbridge and Frome, Bath, Bristol, Malmesbury, Swindon and Devizes. Chippenham Railway Station can be accessed via a 14-minute cycle (from the centre of the site, via the Avon Valley Walk) or via a 10-minute bus journey using the 55 and X33 bus services. Public transport therefore offers a realistic travel alternative to the private car for new residents and those travelling to the site.
- 3.8.4 The development will provide a new local centre on the site along with significant public open space and play provision. There is also a good range of local services and facilities including schools, retail, healthcare and sports and leisure destinations within Pewsham and Chippenham. These are located within a reasonable walking and / or cycling distance from the site, and therefore accessible for future residents. This indicates that there is genuine opportunity to travel by sustainable transport modes.

SECTION 4 Proposed Development

4.1 Introduction

- 4.1.1 This section of the TA summarises the development proposal, the proposed site access arrangements to the local highway network, along with layout considerations to demonstrate how the scheme can be successfully delivered. It also sets out the Transport Vision which the development aims to deliver.

4.2 Proposed Development

- 4.2.1 The proposed development is for the provision of up to 600 new homes with a mix of affordable and open market homes. The new homes will include houses and flats, arranged across the site in several parcels. A local centre is also proposed adjacent to the proposed A4 London Road roundabout (but accessed from the internal road / street network). In addition to the housing and local centre, the following ancillary land uses are proposed:

- Play Areas;
- Allotments; and
- Recreational walking and cycling routes through open spaces.

- 4.2.2 The proposed housing, local centre and above land uses are submitted in outline, with all matters reserved. The Illustrative Masterplan at **Appendix A** demonstrates how the development could come forward.

- 4.2.3 The proposed A4 London Road roundabout and initial length of road within the site are submitted in detail, along with the proposed pedestrian and cycle connections and infrastructure on A4 London Road, A4 Pewsham Way and London Road.

- 4.2.4 The roundabout and initial length of road within the site have been designed in a way that they could provide access to the wider South Chippenham site in the future. The submitted parameter plan includes a safeguarded corridor whereby the initial length of road could be continued to the south-west - becoming the Southern Distributor Road or SDR - as envisaged within the withdrawn Local Plan.

4.3 The Transport Vision

- 4.3.1 In accordance with the NPPF, a transport vision has been prepared to support the site. The main aims of the transport vision are:

- To set the strategy for access and movement across the site;
- To frame the technical assessment with respect to modelling the traffic impact of the development;
- To justify design decisions with respect to the access strategy and connectivity for active travel and public transport;
- To support mitigation, where required; and
- To be policy compliant.

4.3.2 As such, the Transport Vision is:

To deliver a sustainable, well-connected, and inclusive community at Forest Farm served by a sustainable transport network that prioritises and encourages residents to travel sustainably for most journeys. The development will form a sustainable extension to the south of Chippenham.

The development will prioritise access for active modes and public transport onto the A4 and London Road corridors, providing connectivity towards local schools, shops, services and facilities and towards the centre of Chippenham. This will reduce reliance on private cars for local journeys and promote healthier lifestyles, while also supporting climate change objectives through reducing vehicle emissions. Uptake of active and public transport will be promoted through the Travel Plan.

Within the site, parking provisions will be balanced to meet residents' needs while encouraging modal shift and the layout and design of the site will facilitate safe and secure movement, with streets designed for people rather than vehicles. The proposed local centre will provide for some day-to-day needs of residents.

For journeys where residents do need to use private vehicles, they will be encouraged to car share through the Travel Plan and electric vehicle charging points will be provided in accordance with the Building Regulations for all homes to encourage use of electric and hybrid vehicles.

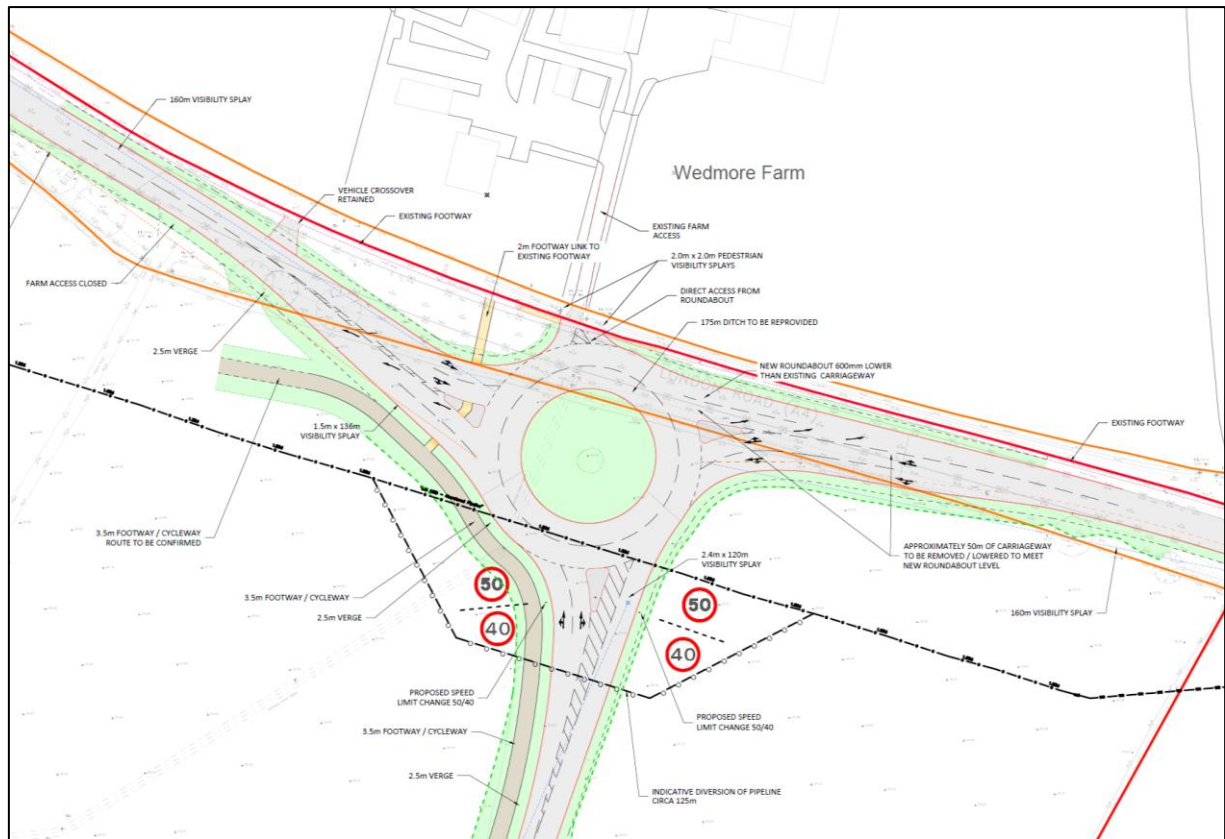
4.3.3 The transport vision for the development site has been developed in combination with the proposed site layout, access strategy, Travel Plan and engagement with WC.

4.4 Vehicular Access Arrangements

Proposed A4 London Road Vehicular Access

4.4.1 Vehicular access to the development is proposed via a new roundabout on the A4 London Road. The proposed roundabout is shown on **Drawing ITB19912-GA-102** with an extract provided at **Image 4.1** below.

Image 4.1: Proposed A4 London Road Roundabout



Source: i-Transport Drawing ITB19912-GA-102

4.4.2 The roundabout has been designed with the following parameters:

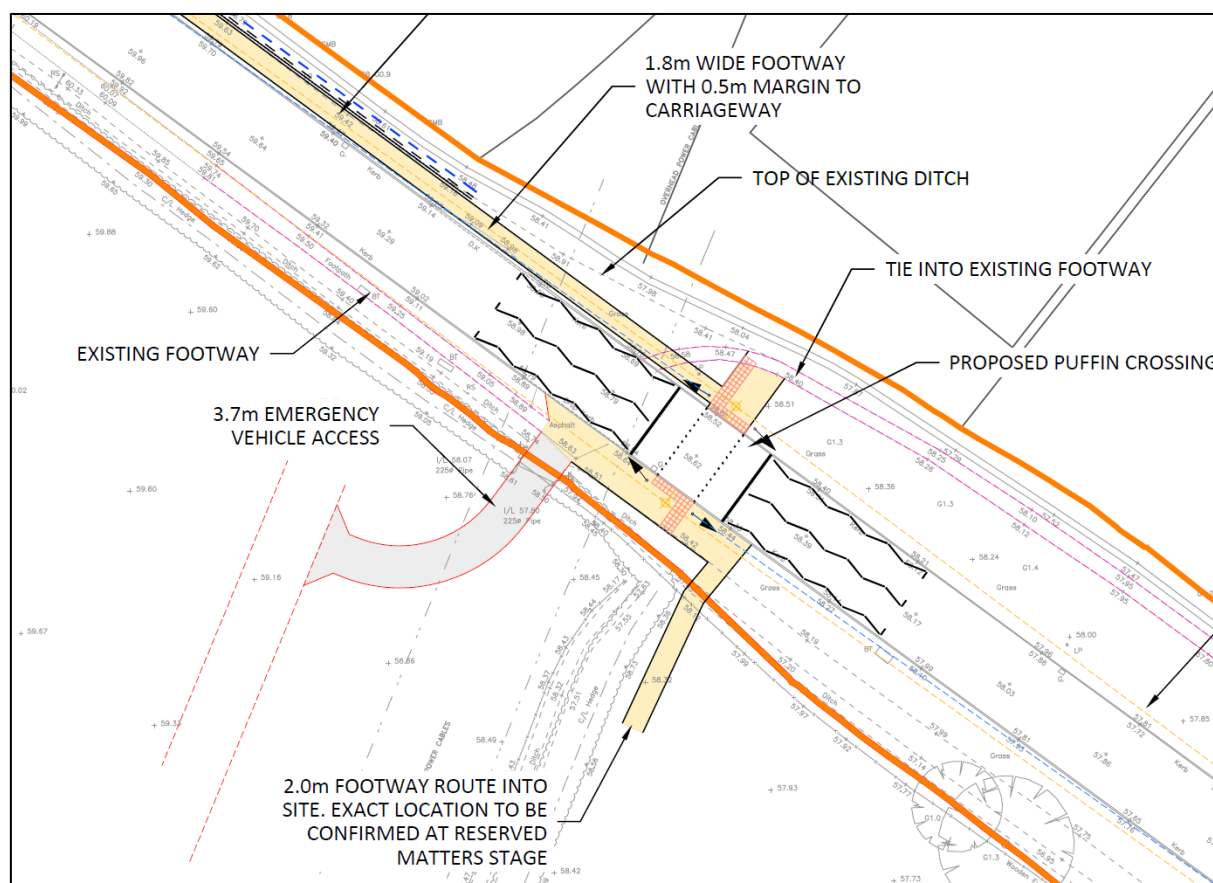
- A 50m ICD roundabout designed in accordance with design standards in Design Manual for Roads and Bridges (DMRB) CD116 Geometric Design of Roundabouts;
- Realignment of the A4 London Road carriageway on approach to the new roundabout;
- A design speed of 50mph, albeit in the fullness of time it is expected that this section of A4 London Road will be reduced to 40mph;
- A 3.5m wide active travel route on the western / southern side of the roundabout, separated from the carriageway by a 2.5m verge;
- Retention of the existing farm access to the north of A4 London Road, through the delivery of a minor northern arm to the roundabout;
- Diversion of an existing fuel pipeline, which forms part of the planning application; and
- A 6.5m wide access road arm.

4.4.3 As part of the access strategy, the existing farm access from A4 London Road to the retained Forest Farm will be stopped up, with access re-provided via the proposed internal road network.

Emergency Vehicle Access

- 4.4.4 A separate 3.7m wide emergency vehicle access point is proposed from A4 London Road, broadly opposite Stanley Park at the location of the proposed Puffin Crossing. This arrangement is shown on **Drawing ITB19912-GA-103**, with an extract provided at **Image 4.2** below.

Image 4.2: Proposed A4 London Road Emergency Access



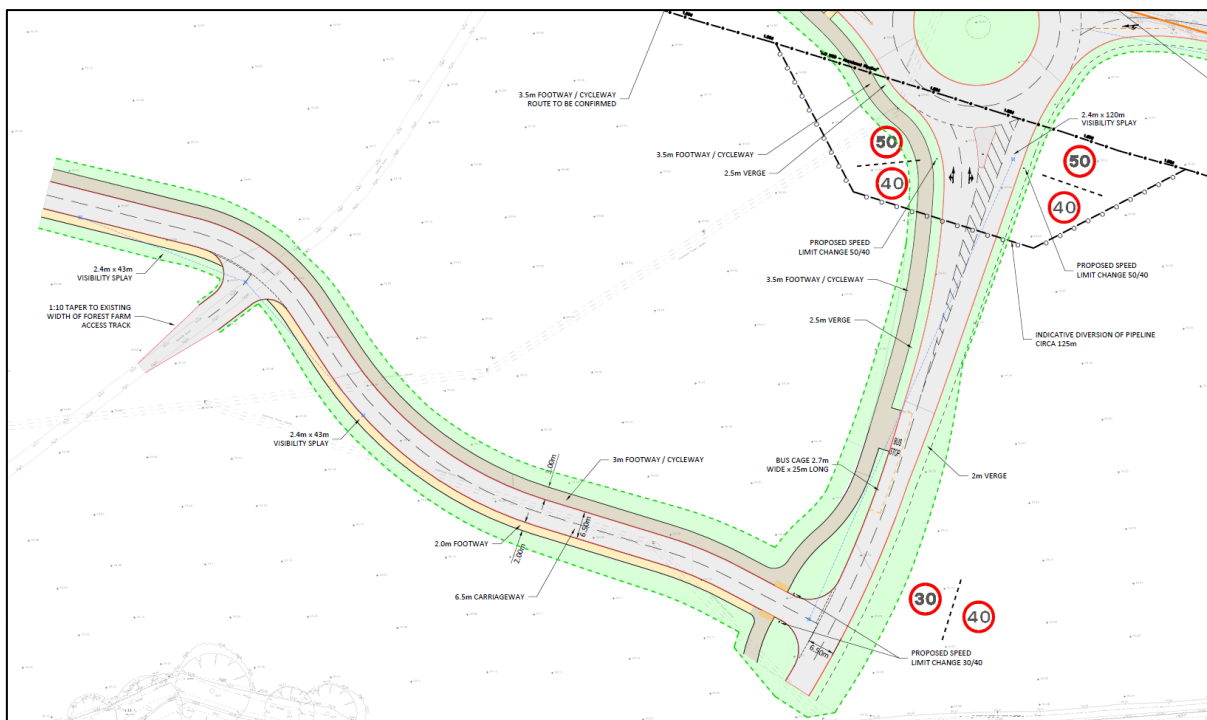
Source: i-Transport Drawing ITB19912-GA-103

- 4.4.5 The emergency access will then connect to the internal site road network, with the detail of the connection to be confirmed at the reserved matters stage.

Internal Roads

- 4.4.6 The application comprises the initial circa 150m of the main internal site road and the initial 200m of the primary street which will provide access to the new homes proposed as part of this planning application and the retained Forest Farm. The submitted parameter plan includes a safeguarded corridor whereby the initial length of road could be continued to the south-west - becoming the SDR - as envisaged within the withdrawn Local Plan.
- 4.4.7 The main internal site road and primary residential street is shown on **Drawing ITB19912-GA-102**, with an extract provided at **Image 4.3**.

Image 4.3: Proposed Internal Road Network



Source: i-Transport Drawing ITB19912-GA-102

4.4.8 The internal road network has been designed with the following parameters:

- 6.5m carriageway widths – suitably wide to accommodate buses;
- A design speed of 40mph for the main road, reducing to 30mph for the primary street;
- Provision of one bus stop, provided with a bus cage, space for a shelter, raised kerbs and timetable information; and
- Provision of a 3.5m wide active travel route on the western side of the main road, 3m wide active travel route on the northern side of the primary street and 2m footway on the southern side of the primary street. The 3.5m wide active travel route is separated from the carriageway by a grass verge.

4.4.9 The vertical alignment of these roads is shown on drawings **ITB19912-GA-107** and **ITB19912-GA-108**. The vertical alignment of the road which could be extended to provide the SDR has been designed so that it is at the correct level to cross existing ditches which would need to be culverted in the event the SDR is delivered.

4.5 Proposed Pedestrian and Cycle Access Strategy

4.5.1 Pedestrian and cycle access will be achieved at the proposed A4 London Road roundabout in addition to the following points of access:

A4 London Road

4.5.2 Pedestrian access is proposed on A4 London Road adjacent to Stanley Park and existing bus stops, north-west of the proposed A4 London Road roundabout. Within the site, the connection is provided via a shared use footway / cycleway. On A4 London Road, a Puffin Crossing is proposed to assist pedestrians to access the south-east bound bus stop, Stanley Park and to cross to the east side of A4 London Road towards the centre of Pewsham and Chippenham and towards the Abbeyfield School. At the same location, an emergency access is proposed to the north of the proposed Puffin Crossing. To the south, an uncontrolled pedestrian crossing is provided on the western arm of the proposed A4 London Road roundabout. These arrangements are shown on **Drawings ITB19912-GA-102** and **GA-103**.

4.5.3 To the north of the Puffin Crossing, the southbound A4 London Road bus stop can be accessed by the existing footway while a new footway connection is proposed to the north within the adopted highway verge which provides access to Stanley Lane, Abbeyfield School and towards the centre of Chippenham via London Road – this is shown on **Drawing ITB19912-GA-103**.

A4 Pewsham Way

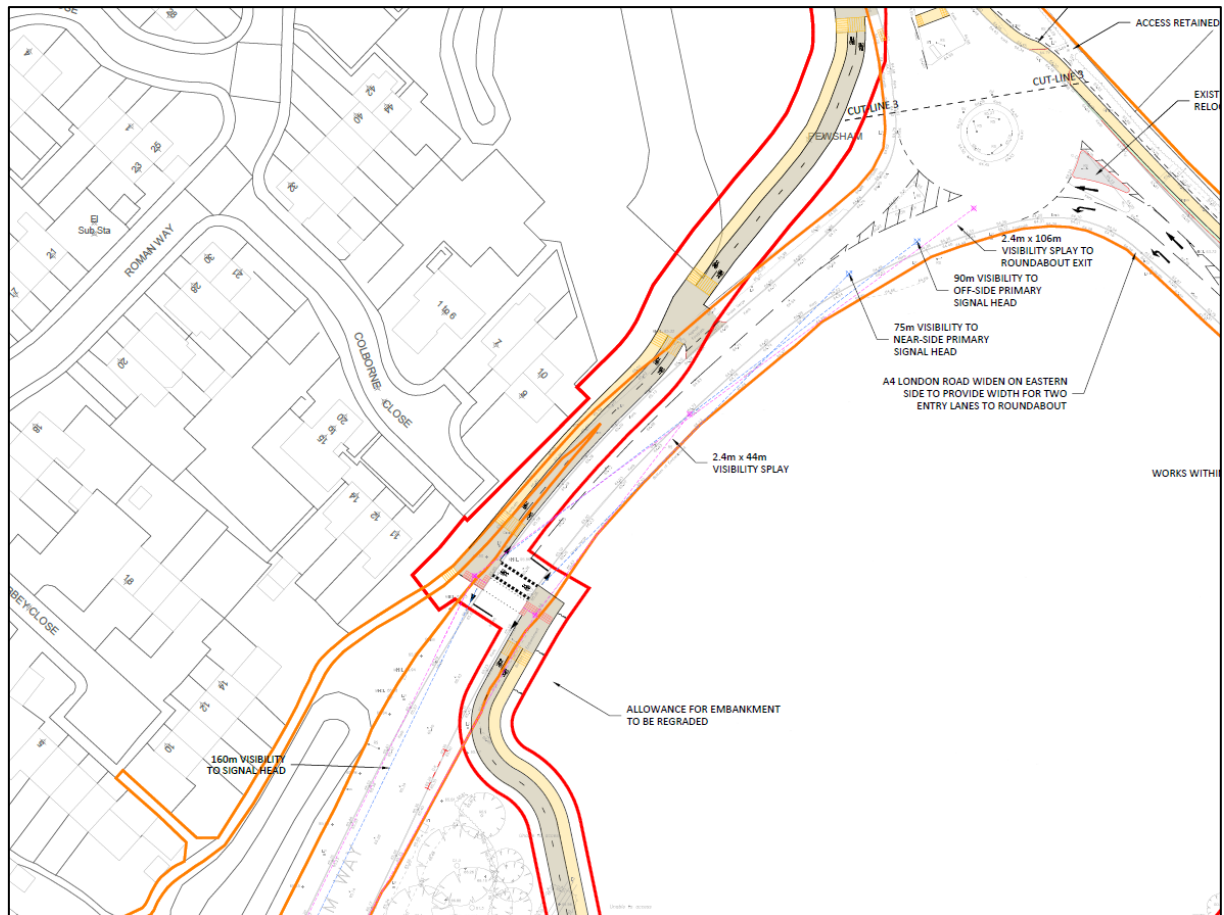
4.5.4 Two further points of pedestrian and cycle access and proposed from the site to A4 Pewsham Way which are shown on **Drawings ITB19912-GA-104** and **GA-105**.

A4 Pewsham Way North-Eastern Pedestrian and Cycle Connection

4.5.5 The proposed north-eastern connection to A4 Pewsham Way comprises a segregated footway / cycleway provision and a new controlled crossing. This arrangement utilises land owned by Wiltshire Council on both sides of the carriageway (which is not currently highway). This connection routes towards London Road and Abbeyfield School, where further provisions are proposed on London Road (described below). The proposed arrangement is shown on **Drawing ITB19912-GA-104**, with an extract provided at **Image 4.4**.

4.5.6 This link can be provided if Wiltshire Council are prepared to make land available to improve walking and cycling connectivity between the proposed development and London Road. This will not only benefit the development but will also provide improved connectivity to the wider development that was being promoted by Wiltshire Council as part of the Local Plan Review. In the event that Wiltshire Council are not prepared to make this land available, then no connection would be provided for pedestrians and cyclists in this location and an alternative route would be provided within the highway verge on the northern side of the A4 London Road.

Image 4.4: A4 Pewsham Way Eastern Pedestrian and Cycle Connection



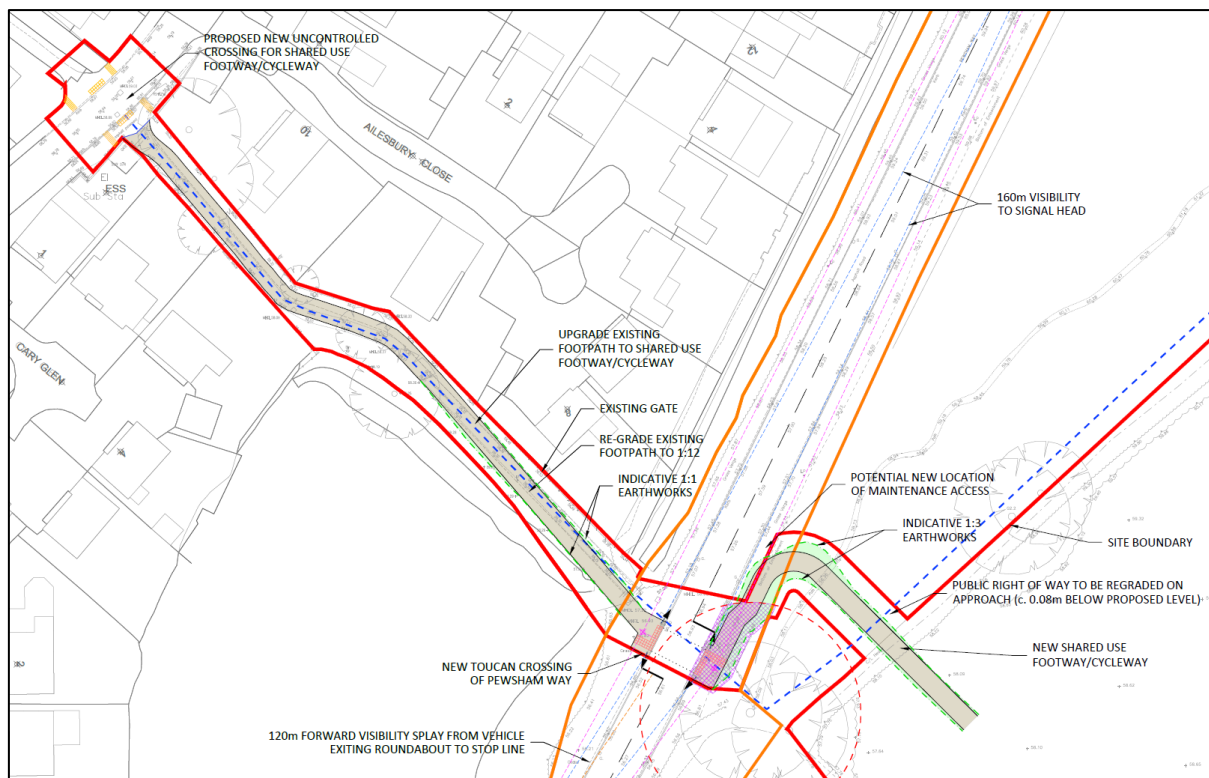
Source: i-Transport Drawing ITB19912-GA-104

A4 Pewsham Way South-Western Pedestrian and Cycle Connection

4.5.7 The proposed south-western connection to A4 Pewsham Way comprises a new shared use footway / cycleway on the eastern side of the carriageway and widening of the existing PROW CHIP16 to form a shared use footway / cycleway on the western side of the carriageway. A new Toucan Crossing is proposed to cross A4 Pewsham Way towards Pewsham local centre and the primary school and nursery. This utilises land owned by Wiltshire Council on both sides of the carriageway. The proposed arrangement is shown on **Drawing ITB19912-GA-105**, with an extract provided at **Image 4.5**.

4.5.8 Improving the link to this standard can only be achieved if Wiltshire Council are prepared to make land available. This improvement will not only benefit the development but will also provide improved connectivity to the wider development that was being promoted by Wiltshire Council as part of the Local Plan Review. In the event that Wiltshire Council are not prepared to make this land available, then improvements could still be provided to provide connectivity in this location, but they would be to a lesser standard.

Image 4.5: A4 Pewsham Way Western Pedestrian and Cycle Connection



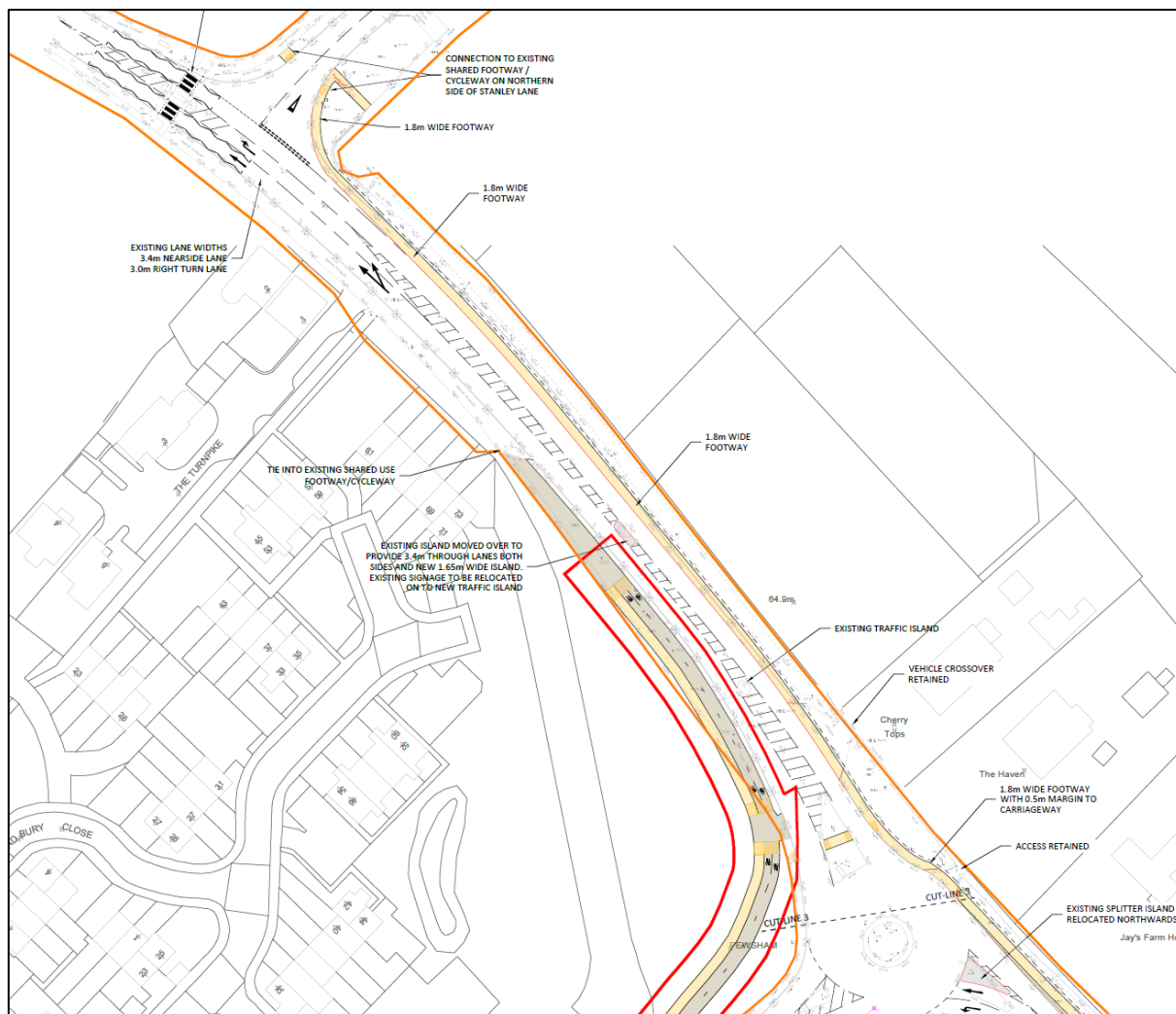
Source: i-Transport Drawing ITB19912-GA-105

London Road

4.5.9 North of the A4 London Road / A4 Pewsham Way roundabout, a new section of segregated footway / cycleway is proposed on the western side of the carriageway, connecting to the existing shared use footway / cycleway some 100m north of the roundabout which in turn connects to the existing Zebra Crossing (north of Stanley Lane) and the existing shared use footway / cycleway on the northern side of Stanley Lane - this is shown on **Drawing ITB19912-GA-104** with an extract provided at **Image 4.6**.

4.5.10 This provision provides a continuous, off-road pedestrian and cycle route between the site and Stanley Lane which provides access to Abbeyfield School. A footway is also proposed on the northern side of London Road connecting the new footway proposed along the northern side of the A4 London Road with Stanley Lane.

Image 4.6: London Road Pedestrian and Cycle Connection



Source: I-Transport Drawing ITB19912-GA-104

4.6 Road Safety Audit

4.6.1 A series of Independent Stage 1 Road Safety Audits have been undertaken for the proposed A4 London Road roundabout, internal roads and proposed pedestrian and cycle access points and off-site improvements. The following Audits are provided at **Appendix E**:

- **RSA-24-140-1** – Proposed A4 London Road Roundabout and Internal Roads;
- **RSA-24-194-1** – A4 London Road Works;
- **RSA-24-195-1** - A4 Pewsham Way Eastern Pedestrian and Cycle Connection; and
- **RSA-24-196-1** - A4 Pewsham Way Western Pedestrian and Cycle Connection.

4.6.2 The vast majority of the comments raised within the audits have been accepted. Where comments are not accepted, suitable responses have been agreed with the Auditor. On that basis, all matters raised by the Road Safety Audits have been adequately addressed.

4.7 Refuse and Servicing

4.7.1 The proposed A4 London Road roundabout and internal roads have been reviewed with respect to buses, servicing, refuse collection and emergency vehicle access for the new homes. Swept path analysis is presented on the following drawings:

- **ITB19912-GA-109** - A4 London Road Roundabout – Bus;
- **ITB19912-GA-110** - A4 London Road Roundabout – Fire Tender;
- **ITB19912-GA-111** - A4 London Road Roundabout – Delivery Vehicle;
- **ITB19912-GA-112** - Primary Street – Bus;
- **ITB19912-GA-113** - Primary Street – Fire Tender; and
- **ITB19912-GA-114** - Primary Street – Delivery Vehicle.

4.7.2 The swept path analysis demonstrates that the proposed roundabout and internal roads can safely accommodate larger vehicles.

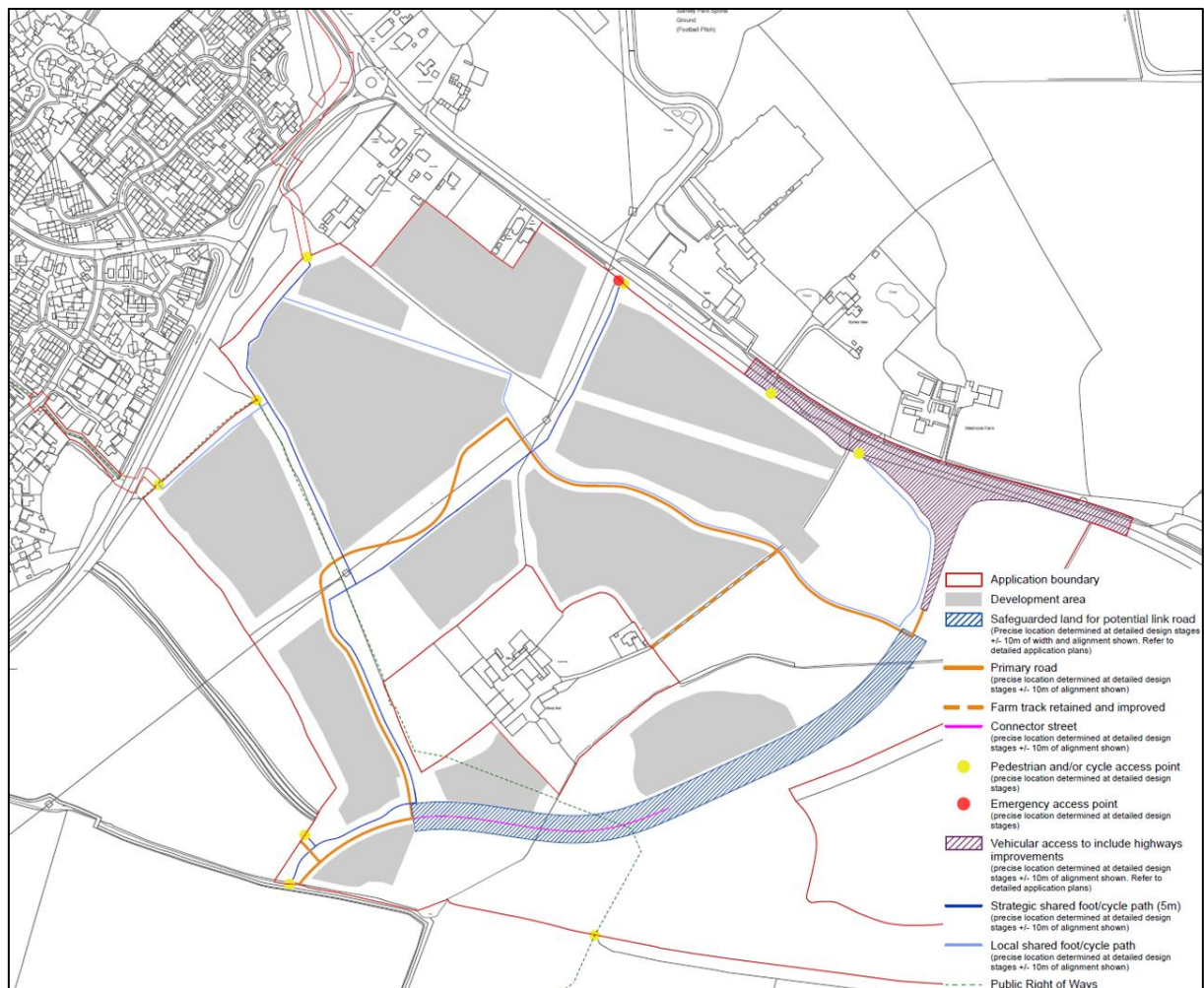
4.8 Access and Movement Parameter Plan

4.8.1 The access and movement parameter plan is shown in **Image 4.7** (and included in **Appendix F**). The parameter plan is submitted for determination and includes:

- A strategic active travel route (which will be a 5m wide segregated pedestrian and cycle route) providing a connection between the southern boundary of the site and the northern boundary of the site linking to Pewsham Way to the north of the Lodge Road junction. This provides a connection to London Road for residents of the proposed development;
- A local footway / cycleway connection to the northern boundary of the site to the south of the A4;
- A local footway / cycleway route connecting the strategic cycle route to Pewsham Way and the route to Pewsham Local Centre via CHIP 16. This will be a shared use footway / cycleway providing consistent provision between the site, wider allocation and Pewsham District Centre; and
- A local footway / cycleway route along the primary street within the site.

4.8.2 This network of routes provides opportunities for new residents to travel across the site to the pedestrian and cycle connections proposed into Pewsham and Chippenham. It also provides opportunities for residents to access the local centre and for people to travel across the site into the wider South Chippenham site, should it come forward in the future.

Image 4.7: Access and Movement Parameter Plan



Source: tor&co

4.9 Internal Site Layout Matters

4.9.1 As an outline planning application, the internal site layout is not for determination at this stage. However, to demonstrate that the scheme has / will be designed in accordance with the prevailing policy and guidance, the following matters are confirmed.

Parking Strategy

- 4.9.2 Car and cycle parking will be provided for the proposed new homes with due regard to WC's LTP 3 minimum parking standards (or more recent standards which have been adopted at the time of a reserved matters application) which are summarised at **Table 2.1**. As outline permission only is sought for the new homes, parking will be addressed during the reserved matters stage.

Electric Vehicle Charging

- 4.9.3 Each dwelling with associated parking will be provided with a dedicated 7kw fast charging point in line with the Building Regulations. This will help promote the use of Electric Vehicles and support the update of low carbon travel
- 4.9.4 The provision of appropriate parking and electric vehicle charging infrastructure can be secured via a suitably worded planning condition.

4.10 **Summary**

- 4.10.1 The proposed development is for the provision of up to 600 new homes with a mix of affordable and open market homes. The new homes will include houses and flats, arranged across the site in several parcels. A local centre is also proposed adjacent to the proposed A4 London Road roundabout.
- 4.10.2 The development aims to deliver a sustainable, integrated and well-connected community which addresses and facilitates the transport needs of future residents. This will be achieved through the establishment of the Transport Vision for the development, which sets out key objectives. This will be supported through the delivery of the Travel Plan.
- 4.10.3 Vehicular access to the development is proposed via a new roundabout on the A4 London Road. As part of the access strategy, the existing farm access from A4 London Road to the retained Forest Farm will be stopped up, with access re-provided via the internal road network. A separate emergency vehicle access point is proposed from A4 London Road, broadly opposite Stanley Park.
- 4.10.4 The application comprises the initial circa 150m of the main internal site road and the initial 200m of the primary street which will provide access to the new homes proposed as part of this planning application and the retained Forest Farm. The submitted parameter plan includes a safeguarded corridor whereby the initial length of road could be continued to the south-west - becoming the SDR - as envisaged within the withdrawn Local Plan.

- 4.10.5 Pedestrian and cycle access will be achieved at the proposed A4 London Road roundabout in addition to a further access onto A4 London Road and two accesses onto A4 Pewsham Way. These connections (and off-site pedestrian and cycle improvements proposed towards Pewsham and on London Road) provide access to key local services and facilities. A network of routes is proposed across the site to encourage walking and cycling.
- 4.10.6 Independent Stage 1 Road Safety Audits have been undertaken for the proposed A4 London Road roundabout, internal roads and proposed pedestrian and cycle access points and off-site improvements. All matters raised by the Road Safety Audit have been adequately addressed.
- 4.10.7 Car and cycle parking will be provided for the proposed new homes with due regard to parking standards. As outline permission only is sought for the new homes, parking will be fully addressed during the reserved matters stage. Electric vehicle charging points will be provided for the new homes in accordance with Part S of the Building Regulations.
- 4.10.8 The proposed A4 London Road roundabout and internal roads have been reviewed with respect to servicing, refuse and emergency vehicle access for the new homes and bus access. The swept path analysis demonstrates that the access roundabout and internal roads can safely accommodate refuse and servicing vehicles.

SECTION 5 Trip Generation, Traffic Distribution and Assignment

5.1 Introduction

5.1.1 This section of the TA provides the multi-modal trip generation forecast for the proposed development and the forecast distribution and assignment of vehicle trips on the local highway network. This takes into account the transport vision for the development.

5.2 Multi-Modal Trip Generation Methodology

Residential

5.2.1 The residential multi-modal trip generation forecasts utilise available data from TRICS, the National Travel Survey (NTS), the 2011 Census and TEMPro dataset. The methodology is summarised in **Table 5.1**.

Table 5.1: Residential Multi-Modal Trip Generation Methodology Summary

	Method	Reference
Person Trip Rates	Use TRICS to forecast residential person trip rates, based on tenure (70% private, 30% affordable).	Appendix FG
Journey Purpose	Disaggregate total person trip rates between the following journey purposes using TEMPro ¹ : • Work; • Employer Business; • Education²; • Shopping³; • Personal Business; • Recreation/Social; • Visiting Friends and Relatives; and • Holiday/Day Trip.	Appendix H
Trip Internalisation	Forecast internalisation resulting from the provision of the local centre (i.e. a small proportion of retail trips).	Appendix H
Mode Share and Resultant External Trip Rates	Modal split forecast utilising TEMPro trip data for the Chippenham area. Calculate external multi-modal trip rates.	Appendix H

¹ Utilising data for the Chippenham area - Wiltshire 009/010/011/014 MSOAs.

² Calculated based on rates previously identified by WC within the 2017 'Developer Contributions – Education Infrastructure' Policy.

³ National Travel Survey data (Table NTSQ03001 - Food and non-food shopping trips, 2017).

5.2.2 To account for the transport vision, and provision of the sustainable transport infrastructure proposed as part of the development, a 10% reduction has been applied to the car driver trips which is reallocated to walking, cycling and bus modes.

5.2.3 The resulting residential total trips, by mode, for all journey purposes is summarised at **Table 5.2**.

Table 5.2: Total Trips by Mode – All Journey Purposes

Travel Mode	Morning Peak Hour (0800-0900)			Evening Peak Hour (1700-1800)		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Walk	29	119	149	65	29	94
Cycle	3	11	13	8	3	11
Car Driver	45	181	226	138	62	200
Car Passenger	25	100	125	74	33	107
Bus/Coach	5	21	27	12	5	17
Rail	2	9	11	5	2	7
Total	109	442	551	301	135	436

Local Centre

5.2.4 The proposed development includes a local centre, adjacent to the proposed A4 London Road roundabout. While the application is made in outline, and the precise scale and design of the local centre is not for determination at this stage, for the purpose of the Transport Assessment, it has been assumed that a small convenience retail unit is provided. If alternative or additional local centre / community uses are provided this will not materially impact the conclusions of the assessment work.

5.3 Traffic Distribution and Assignment

5.3.1 The distribution for the proposed new homes has been based on TEMPro journey purpose data for Wiltshire 014 Middle Super Output Area (MSOA) for car drivers.

5.3.2 To forecast the distribution of traffic generated from the site, separate methodologies have been used to consider the destinations of commuting and business trips and other journey purposes such as shopping, leisure and personal business. The methodologies are as follows:

- For work and business trips, Census 2011 Journey to Work statistics for car drivers were used (this remains the latest data unaffected by the COVID-19 Pandemic). These identified the locations of existing residents within the MSOA so that existing commuting patterns would be identified; and
- For the other journey purpose trips, local facilities and locations were considered as an attraction for each individual purpose. As such a proportion of the development traffic was assigned to facilities / locations based upon their locality (i.e. the closer it is to the development, the more people will go there) and the number of facilities which have been offered to reflect overall attractiveness.

5.3.3 The traffic forecast to be generated by the development has been assigned based upon the quickest route using Google Maps 'Direction' feature. A start time of 08:00 was selected on a neutral weekday (Tuesday, Wednesday or Thursday) to reflect peak period conditions.

5.3.4 In some cases, this approach identified multiple route options. In these cases, development trips were distributed to the possible routes as a proportion of the journey times identified, with the quickest routes assigned a higher proportion of trips.

5.3.5 The resulting total development traffic distribution and assignment is presented in **Appendix I**.

5.4 Summary

5.4.1 The proposed development will generate some 200 – 226 two-way vehicle trips in the morning and evening peak periods. This takes account of the transport vision, proposed local centre and resulting internalisation and modal split data derived from TEMPro for the local area.

5.4.2 These vehicular trips have been distributed on the highway network using either Census data or a bespoke gravity model, depending on their journey purpose. The vehicles have been assigned to routes utilising Google Maps 'Direction' feature.

SECTION 6 Traffic Impact

6.1 Introduction

6.1.1 This section of the Transport Assessment assesses the traffic impact of the proposed development based on the methodology set out in Section 5.

6.2 Methodology

6.2.1 The wider draft allocation Strategic Transport Assessment (i-Transport Report ITB10015-019 which was submitted in support of the wider Land South of Chippenham and East of Showell Farm masterplan) set out the approach to assessing the traffic impact of the development whereby the impact would be assessed on a study area incorporating 18 individual off-site junctions for both baseline and future year scenarios including with the SDR in situ. This utilised a combination of WC's Wiltshire Travel Model and local survey data, as agreed with WC.

6.2.2 To support planning applications for the individual parcels, it was agreed with WC that more localised assessments would be undertaken, focusing on key local junctions where the specific parcels would have the greatest traffic impact, and that further assessment of the whole network was not necessary.

6.3 Existing Traffic Survey Data

Manual Classified Counts

6.3.1 Manual Classified Traffic Counts (MCCs) and queue surveys have been carried out across the local highway network in the vicinity of the site (i.e. within an appropriate study area) to inform the assessment of traffic impacts arising from the proposed development.

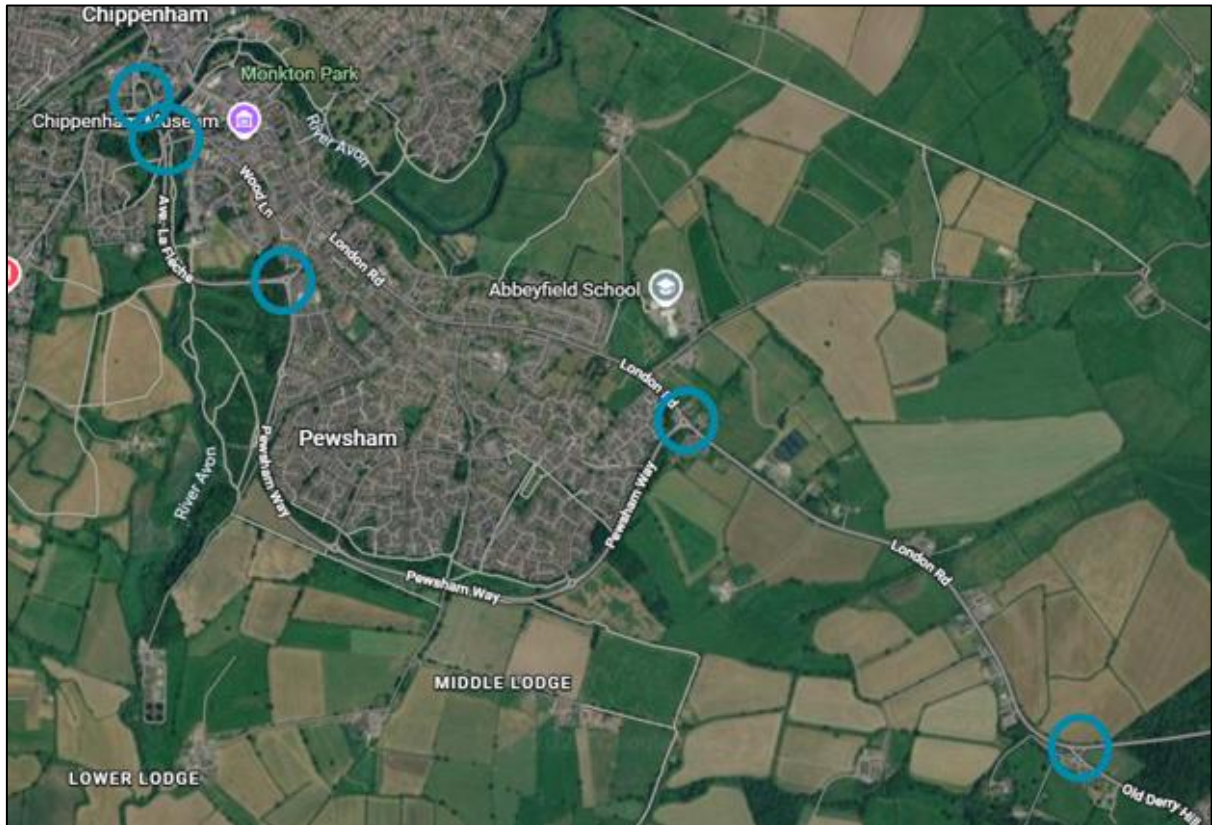
6.3.2 The MCCs and queue length surveys were undertaken on Thursday 23rd April 2024, in a 'neutral month' as set out in WebTAG Unit M.2 and within the school term. The MCCs were undertaken during morning (07:00 – 10:00) and evening (16:00 – 19:00) peak periods. No roadworks were taking place within the study area at the time of the surveys that could be expected to affect the survey results.

6.3.3 The location of the junctions surveyed are presented in **Image 6.1** and listed below:

- 1 Bridge Centre Gyratory;
- 2 A4 Avenue La Fleche / Gladstone Road;
- 3 A4 Avenue La Fleche / A4 Pewsham Way Roundabout;

- 4 A4 London Road / A4 Pewsham Way Roundabout; and
- 5 A4 London Road / New Road / A342 Old Derry Hill.

Image 6.1: MCC and Queue Survey Locations



Source: Google Maps with Consultant's Annotations

6.3.4 The full traffic turning count survey results are included in **Appendix J**.

Peak Hour Traffic Flows

6.3.5 The total traffic flows across the surveyed network have then been calculated and the morning and evening peak period flows have been derived for use in subsequent traffic capacity analysis. The identified peak periods are summarised in **Table 6.1**.

Table 6.1: Peak Hours

	Peak Period
Weekday Morning Peak Period	07:30 – 08:30
Weekday Evening Peak Period	16:45 – 17:45

6.3.6 The total surveyed traffic flows entering the junctions within the study area during the identified peak periods (in vehicles/hour) are summarised in **Table 6.2** below.

Table 6.2: Existing Traffic Flows Entering Junctions (Vehicles)

Junction Reference	Junction	Traffic Flow (Veh/Hour)	
		AM Peak Hour	PM Peak Hour
1	Bridge Centre Gyratory	3,133	3,558
2	A4 Avenue La Fleche / Gladstone Road	2,404	2,876
3	A4 Avenue La Fleche / A4 Pewsham Way Roundabout	2,165	2,448
4	A4 London Road / A4 Pewsham Way Roundabout	2,294	1,934
5	A4 London Road / New Road / A342 Old Derry Hill	2,248	1,934

Automatic Traffic Counts

6.3.7 In addition to the MCC surveys, six Automatic Traffic Counts (ATCs) have been carried out on A4 London Road, London Road and A4 Pewsham Way. The locations of the ATCs are shown in **Image 6.2**.

Image 6.2: ATC Survey Locations



Source: Google Maps with Consultant's Annotations

- 6.3.8** The ATC recorded the existing vehicle flows and traffic speeds on these links, for use in determining that the MCC are representative and the design parameters at the proposed access roundabout and pedestrian and cycle connections to A4 London Road and A4 Pewsham Way. The ATC data is included in **Appendix J**.
- 6.3.9** The ATC data has been used to check that the survey day for the junction turning counts is representative. A summary of the flows from the ATC surveys in the vicinity of the site is shown in the tables below. As the identified morning peak period is between 07:30-08:30, an average of the 07:00-08:00 and 08:00-09:00 periods has been applied, with the evening peak hour being compared at 17:00-18:00.

Table 6.3: ATC Two-Way Traffic Data Comparison – Average Morning Peak Period (07:30 – 08:30)

Survey Period	ATC Site Reference						
	1	2	3	4	5	6	All Sites
Survey Day	1,006	932	1,205	946	1,895	1,891	7,874
Average Weekday	959	928	1,167	912	1,811	1,817	7,594
Survey Day / Average Day	1.05	1.00	1.03	1.04	1.05	1.04	1.04

Table 6.4: ATC Two-Way Traffic Data Comparison – Evening Peak Period (17:00 – 18:00)

Survey Period	ATC Site Reference						
	1	2	3	4	5	6	All Sites
Survey Day	1,176	1,186	1,424	567	1,765	1,787	7,905
Average Weekday	1,121	1,122	1,373	631	1,751	1,765	7,756
Survey Day / Average Day	1.06	1.06	1.04	0.90	1.01	1.01	1.02

- 6.3.10** It is concluded that the MCC survey data is representative taking into account expected daily variations in traffic flows. The only location which has a lower traffic flow recorded on the survey day compared to the average weekday is on London Road, north of the A4 Pewsham Way in the evening peak hour, however this is the road with the lowest traffic flow and the variation in traffic flows equates to roughly one vehicle a minute (approximately 60 vehicles across the peak period) which is immaterial.
- 6.3.11** The ATCs on the A4 London Road also recorded 85th percentile speeds to the east and west of the proposed site access - these ATCs were both located with the 50mph speed limit. The recorded 85th percentile speeds were:

- Eastbound = 50.7mph (81.6kph); and
- Westbound = 49.3mph (79.3kph).

6.3.12 This demonstrates that the majority of drivers are driving in accordance with the posted speed limit, based on the existing road geometries and alignment.

6.4 Baseline Junction Assessments

6.4.1 Junction capacity assessments have been undertaken for the following junctions which form the junction assessment study area:

- 1 Bridge Centre Gyratory;
- 2 A4 Avenue La Fleche / Gladstone Road;
- 3 A4 Avenue La Fleche / A4 Pewsham Way Roundabout;
- 4 A4 London Road / A4 Pewsham Way Roundabout; and
- 5 A4 London Road / New Road / A342 Old Derry Hill.

6.4.2 These assessments have utilised the 2024 traffic data to establish their existing operation and capacity. The TRL programme Junctions 11 has been used to undertake operational assessments on priority junctions and roundabouts and the JCT programme LINSIG has been used to undertake operational assessments on signalised junctions.

6.4.3 The junction assessments have been calibrated to ensure that the baseline modelled queue lengths are consistent with the surveyed queues.

6.4.4 The results of these existing junction capacity assessments are included in **Appendix K** and summarised below.

Bridge Centre Gyratory

6.4.5 The Bridge Centre Gyratory is a 6-arm signal controlled junction, which also provides access to a car park in the centre of the junction. This junction is a key, central junction within Chippenham located adjacent to the existing High Street. Signal controlled pedestrian crossings are provided across the Bath Road eastern and western arms and the associated circulatory carriageway, allowing pedestrian movements around the southern section of the central island. A further signal controlled pedestrian crossing is located on the A420 Ivy Lane arm.

6.4.6 The existing junction arrangement has been assessed using LinSig modelling software, with the current signal controller specification obtained from WC.

Table 6.5: Bridge Centre Gyratory – 2024 Survey Assessment

Approach Arm	Morning Peak Hour		Evening Peak Hour	
	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)
A420 Ivy Lane	67.0%	6	83.9%	8
Bath Road Car Park	1.4%	0	13.4%	0
Bath Road	57.8%	2	79.3%	6
A4 Avenue La Fleche	42.2%	4	40.6%	4
	56.6%	3	57.6%	3
A4 Bath Road	75.9%	9	77.0%	9
Ivy Road	2.7%	0	2.5%	0
Bridge Centre Car Park	0.0%	0	0.0%	0
PRC	18.3%		3.7%	

DoS = Degree of Saturation

MMQ = Mean Maximum Queue

PCUs = Passenger Car Units

6.4.7 The operational assessment demonstrates that the junction operates within capacity.

A4 Avenue La Fleche / Gladstone Road

6.4.8 The Gladstone Road / Avenue La Fleche junction is a three armed signal controlled junction. The A4 Avenue La Fleche arm has two lanes on the approach to the junction between the Bridge Centre Gyratory and a flared dedicated right turn lane northbound for vehicles turning into Gladstone Road. Gladstone Road has a single lane approach to the junction. A signal-controlled pedestrian crossing is provided on the northern arm of the junction.

6.4.9 The existing junction arrangement has been assessed using LinSig modelling software, with the current signal controller specification obtained from WC.

Table 6.6: A4 Avenue La Fleche / Gladstone Road – 2024 Survey Assessment

Approach Arm	Morning Peak Hour		Evening Peak Hour	
	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)
A4 Avenue La Fleche (North)	42.4%	4	70.4%	9
	42.4%	4	70.4%	9
Gladstone Road	71.6%	5	79.4%	7
A4 Avenue La Fleche (South)	75.5%	10	80.8%	10
PRC	19.1%		11.4%	

DoS = Degree of Saturation

MMQ = Mean Maximum Queue

PCUs = Passenger Car Units

6.4.10 The operational assessment demonstrates that the junction operates within capacity.

A4 Avenue La Fleche / A4 Pewsham Way Roundabout

6.4.11 The A4 Avenue La Fleche / A4 Pewsham Way is a three-arm roundabout. The A4 Avenue La Fleche provides a two-lane approach, approximately 180m in length. A4 Pewsham Way has a single lane approach widening to two lanes on the entry. Avenue La Fleche provides a single lane approach with a flared single lane entry.

6.4.12 The existing roundabout has been assessed using Junctions 11 with the results of the capacity assessment summarised below.

Table 6.7: A4 Avenue La Fleche / A4 Pewsham Way – 2024 Survey Assessment

Approach Arm	Morning Peak Hour		Evening Peak Hour	
	Max RFC	Max Q (PCUs)	Max RFC	Max Q (PCUs)
Avenue La Fleche (North)	0.20	0	0.37	1
A4 Pewsham Way	0.66	2	0.51	1
A4 Avenue La Fleche (West)	0.49	1	0.66	2

RFC = Ratio of Flow to Capacity

Max Q = maximum average queue

PCUs = Passenger Car Units

A4 London Road / A4 Pewsham Way Roundabout

6.4.13 The A4 London Road / A4 Pewsham Way junction is a three-arm roundabout. All arms are single lane approaches, with flares widening on the entry.

6.4.14 The existing roundabout has been assessed using Junctions 11 with the results of the capacity assessment summarised below.

Table 6.8: A4 London Road / A4 Pewsham Way – 2024 Survey Assessment

Approach Arm	Morning Peak Hour		Evening Peak Hour	
	Max RFC	Max Q (PCUs)	Max RFC	Max Q (PCUs)
London Road (North)	0.57	1	0.48	1
A4 London Road (South)	0.69	2	0.52	1
A4 Pewsham Way	0.71	3	0.54	1

RFC = Ratio of Flow to Capacity

Max Q = maximum average queue

PCUs = Passenger Car Units

A4 London Road / New Road / A343 Old Derry Hill

6.4.15 A4 London Road / A4 New Road / Old Derry Hill is a split priority controlled T-junction with a separate junction for east facing and west facing movements to the A4 London Road. This includes a separate left slip merge lane for left turning traffic out of Old Derry Hill onto A4 London Road, though this slip merge lane does still include a give-way line prior to the merge, and bypass lane for eastbound movements.

6.4.16 This arrangement results in the junction being modelled as two separate priority T-junctions, with the left slip lane from Old Derry Hill and the right turn lane from A4 London Road in one junction model and the right turn out of Old Derry Hill in the second model.

6.4.17 The junction has been assessed using Junctions 11 with the results of the capacity assessment summarised below.

Table 6.9: A4 London Road / New Road / Old Derry Hill (Left Slip) – 2024 Survey Assessment

Approach Arm	Morning Peak Hour		Evening Peak Hour	
	Max RFC	Max Q (PCUs)	Max RFC	Max Q (PCUs)
Old Derry Hill (Left Slip)	0.55	1	0.44	1
A4 London Road	0.52	1	0.39	1

RFC = Ratio of Flow to Capacity

Max Q = maximum average queue

PCUs = Passenger Car Units

Table 6.10: A4 London Road / New Road / Old Derry Hill (Right Turn) – 2024 Survey Assessment

Approach Arm	Morning Peak Hour		Evening Peak Hour	
	Max RFC	Max Q (PCUs)	Max RFC	Max Q (PCUs)
Old Derry Hill (Right Turn)	0.27	0	0.22	0
A4 London Road	0.00	0	0.00	0

RFC = Ratio of Flow to Capacity

Max Q = maximum average queue

PCUs = Passenger Car Units

6.5 Baseline Junction Assessments Summary

6.5.1 The results above show that all junctions currently operate within capacity in both the morning and evening peak periods with limited queuing at most junctions.

6.6 Committed Developments

6.6.1 To assess the impact of the development, the baseline traffic flows have had a growth factor applied to them for the period from 2024 to 2029 (being the survey year + 5 years which is the assumed year of opening). An adjusted TEMPro growth rate has been applied to calculate future traffic conditions which assumes no household and job growth due to the addition of committed developments already being considered to the future year traffic development (which represents the local housing and job growth).

6.6.2 The committed developments considered and included in the assessment are:

- 15/12351/OUT: Rawlings Farm (650 dwellings, 4.5 HA of Employment and a Primary School);
- 13/00308/OUT: Showell Farm (50,000sqm of B1b/c, B2 and B8);

- 12/00560/OUT: North Chippenham (750 dwellings, 27 HA of Employment, primary school and 200sqm retail unit);
- 14/12118/OUT: Rowden Park (1,000 dwellings including 60 extra care units, primary school; and local community facilities);
- 16/12493/FUL: Hunters Moon (450 dwellings and up to 2.41 ha of employment);
- 16/03515/OUT: Langley Park (400 dwellings, 69-bedroom hotel, café, discount food store and 13,656 employment);
- 17/08554/OUT: Showell Nurseries (120 dwellings); and
- PL/2022/04681: Barrow Farm (230 dwellings and a district centre).

6.6.3 In addition, a committed solar farm development has been identified at Land at Forest Gate, Pewsham (planning reference PL/2021/06122). This has been excluded as a committed development with regards to traffic as once operational, solar farms generate very few regular traffic movements. On this basis, the solar farm has not been considered further.

6.7 Growth Factors

6.7.1 TRICS has produced a guidance note on '*The Practical Implementation of the Decide and Provide Approach*' (February 2021). This guidance note provides supporting evidence of the changes in travel behaviour that are currently taking place, referencing the first report of the Commission on Travel Demand entitled '*All Change? The future of travel demand and the implications for policy and planning*' published in May 2018 (referred to as 'All Change?').

6.7.2 A summary of the findings within the TRICS guidance note is provided below:

- Even before the Covid-19 pandemic, people were travelling less on average than in previous decades:
 - 16% fewer trips are made now than in 1996;
 - 100 (14%) fewer trips per year than in 2002; and
 - 22 hours less time travelling than in 2005.
- Online shopping has seen sustained growth:
 - growing at around 10-12% per year;
 - in 2018 online shopping represented almost 17% of total UK retail sales;
 - 30% decrease in physical shopping trips over the past decade; and
 - 16% decline in distance travelled.

- Younger generations are travelling less than was previously the case, with 20% less for 17 to 34 year olds and 10% less for 35 to 64 year olds.
- Decrease in driver license ownership, with current ownership being 33% of men between 17-20 years old and 29% of women, compared to 55% of men and 42% of women in 1995.
- A substantive review of travel to work trends in 2017, by DfT, revealed that there has been a substantial decrease in commuting trips with the average journeys per worker per week down to 5.7 journeys (2014) from 7.1 trips (in 1992).

6.7.3 The DfT published the document '*Gear Change*' in 2020. It presents a bold vision for cycling and walking and includes a snapshot of active travel in 2018. It shows that more people are walking further and more often, with 27% of all trips made by walking. Active Travel England has since set the objective of 50% of trips being undertaken by active modes of transport by 2030.

6.7.4 All of the above could reduce the future demand for car travel and, in particular, reduce the levels of trip making within peak hours.

6.7.5 However, to provide further robustness to the assessment that follows, background traffic growth factors have nevertheless been applied to the surveyed traffic flows. The growth factors have been calculated using TEMPro / NTM.

6.7.6 The assessments of the traffic impacts arising from the development proposals on the local road network are carried out for a future year 5 years after the traffic surveys were undertaken (i.e. 2024 + 5 years = 2029).

6.7.7 Traffic growth factors have been calculated for the local road network using NTM data for the Wiltshire local authority area. Given the committed developments included in the baseline, as set out above, within the Chippenham area, alternative planning assumptions have been assessed with no additional increase in households or jobs other than the committed developments.

6.7.8 The growth factors for the turning movements on the Local Road Network are summarised below, with the TEMPro rates presented in **Appendix L**.

Table 6.11: TEMPro Growth Factors for Wiltshire 2024-2029

Peak Period	Growth Factor
Morning Peak	1.021
Evening Peak	1.021

6.7.9 The 2029 baseline traffic flows are presented in **Appendix M**.

6.8 Development Traffic Impact

6.8.1 The traffic flows generated by the development proposals, set out in Section 5 and presented in **Appendix H**, result in the following traffic increases at junctions compared to the 2029 baseline position, including background traffic growth and committed developments, presented above.

Table 6.12: Development Traffic Impact

Junction	AM Peak Flow (Two-Way)			PM Peak Flow (Two-Way)		
	2029 Baseline	Dev. Traffic Flow	% Impact	2029 Baseline	Dev. Traffic Flow	% Impact
Bridge Centre Gyratory	3,198	122	3.8%	3,632	104	2.8%
A4 Avenue La Fleche / Gladstone Road	2,464	122	4.9%	2,936	104	3.5%
A4 Avenue La Fleche / A4 Pewsham Way	2,210	122	5.5%	2,499	104	4.1%
A4 London Road / A4 Pewsham Way	2,341	179	7.6%	1,974	165	8.3%
A4 London Road / Old Derry Hill	2,294	36	1.5%	1,974	33	1.6%

6.8.2 As would be expected, the table demonstrates that the greatest impact as a result of the development occurs at the A4 London Road / A4 Pewsham Way Roundabout, which is located to the north of the proposed site access junction on A4 London Road. However, the traffic generated by the proposed development results in less than a 10% increase in traffic at the junction.

6.8.3 Junction capacity assessments have been undertaken to determine the capacity of the junctions in the future assessment year (2029).

6.9 Future Year Junction Assessments

6.9.1 The results of the 2029 future year junction capacity analysis are summarised below, with the full model outputs included in **Appendix K**. The baseline model results, with the surveyed traffic flows are presented in Section 6.3.

Bridge Centre Gyratory

Table 6.13: Bridge Centre Gyratory – 2029 Future Year Assessment

Approach Arm	2029 Base + Committed				2029 Base + Committed + Development			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)
A420 Ivy Lane	70.9%	6	92.8%	12	71.8%	6	90.7%	11
Bath Road Car Park	1.9%	0	15.3%	1	1.9%	0	16.1%	1
Bath Road	58.6%	3	78.5%	6	59.3%	3	82.6%	7
A4 Avenue La Fleche	54.6%	6	45.6%	4	60.5%	8	46.9%	5
	62.2%	5	61.7%	4	68.1%	7	61.9%	4
A4 Bath Road	85.8%	12	86.8%	12	88.6%	13	97.7%	22
Ivy Road	2.7%	0	2.5%	0	2.7%	0	2.5%	0
Bridge Centre Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PRC	4.9%		-7.1%		1.5%		-8.6%	

DoS = Degree of Saturation

MMQ = Mean Maximum Queue

PCUs = Passenger Car Units

6.9.2 The Bridge Centre Gyratory is forecast to continue within capacity in 2029 with the addition of the development traffic with only small changes in queues with the addition of the proposed development traffic. The proposed development does not therefore have a significant impact on the operation of this junction. The difference and improvement of the operation of some arms with the addition of traffic generated by the proposed development is a result of signal optimisation with the junction modelling software.

A4 Avenue La Fleche / Gladstone Road

Table 6.14: Gladstone Road / Avenue La Fleche – 2029 Future Year Assessment

Approach Arm	2029 Base + Committed				2029 Base + Committed + Development			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)
Avenue La Fleche (North)	46.0%	4	76.1%	11	47.0%	5	79.2%	11
	46.1%	4	76.1%	11	47.0%	5	79.2%	11
Gladstone Road	82.1%	6	86.6%	9	82.1%	6	86.6%	9
Avenue La Fleche (South)	81.6%	12	85.3%	11	87.4%	14	87.9%	12
PRC	9.6%		3.9%		2.8%		2.3%	

DoS = Degree of Saturation MMQ = Mean Maximum Queue PCUs = Passenger Car Units

6.9.3 The junction is forecast within capacity in 2029 with the addition of the development traffic. The proposed development does not therefore have a significant impact on the operation of this junction.

A4 Avenue La Fleche / A4 Pewsham Way

Table 6.15: Avenue La Fleche / Pewsham Way Future Year – 2029 Future Year Assessment

Approach Arm	2029 Base + Committed				2029 Base + Committed + Development			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
Avenue La Fleche (North)	0.24	0	0.43	1	0.24	0	0.45	1
A4 Pewsham Way	0.74	3	0.58	1	0.81	4	0.60	2
A4 Avenue La Fleche (West)	0.56	1	0.75	3	0.57	1	0.79	4

RFC = Ratio of Flow to Capacity Max Q = maximum average queue

6.9.4 The junction is forecast within capacity in 2029 with the addition of the development traffic. The proposed development does not therefore have a significant impact on the operation of this junction.

A4 London Road / A4 Pewsham Way

Table 6.16: A4 London Road / A4 Pewsham Way – 2029 Future Year Assessment

Approach Arm	2029 Base + Committed				2029 Base + Committed + Development			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
London Road (North)	0.64	2	0.54	1	0.67	2	0.63	2
A4 London Road (South)	0.76	3	0.58	1	0.84	5	0.60	2
A4 Pewsham Way	0.81	4	0.64	2	0.86	6	0.71	2

RFC = Ratio of Flow to Capacity Max Q = maximum average queue

6.9.5 The junction is forecast within capacity in 2029 with the addition of the development traffic. The proposed development does not therefore have a significant impact on the operation of this junction.

A4 London Road / Old Derry Hill

Table 6.17: Old Derry Hill / London Road (West) – 2029 Future Year Assessment

Approach Arm	2029 Base + Committed				2029 Base + Committed + Development			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
Old Derry Hill (Left Slip)	0.62	2	0.50	1	0.62	2	0.50	1
A4 London Road	0.60	2	0.44	1	0.60	2	0.44	1

RFC = Ratio of Flow to Capacity Max Q = maximum average queue

Table 6.18: Old Derry Hill / London Road (East) – 2029 Future Year Assessment

Approach Arm	2029 Base + Committed				2029 Base + Committed + Development			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
Old Derry Hill (Right Turn)	0.33	1	0.25	0	0.33	1	0.25	0
A4 London Road	0.00	0	0.00	0	0.00	0	0.00	0

RFC = Ratio of Flow to Capacity Max Q = maximum average queue

6.9.6 The junction is forecast to be within capacity in 2029 with the addition of the development traffic. The proposed development does not therefore have a significant impact on the operation of this junction.

Proposed A4 London Road Site Access Roundabout

6.9.7 A capacity assessment of the proposed site access roundabout (as shown on **Drawing ITB19912-GA-102**) has been undertaken and the results are summarised below.

Table 6.19: Proposed A4 London Road Site Access Roundabout – 2029 Future Year Assessment

Arm/Movement	Morning Peak Hour		Evening Peak Hour	
	Max RFC	Max Q (PCUs)	Max RFC	Max Q (PCUs)
A4 London Road (West)	0.63	2	0.67	2
Farm Access	0.00	0	0.00	0
A4 London Road (East)	0.65	2	0.50	1
Site Access	0.20	0	0.06	0

RFC = Ratio of Flow to Capacity Max Q = maximum average queue PCUs = Passenger Car Units

6.9.8 The above results demonstrate that the proposed site access will operate well within capacity during both the morning and evening peak periods, with minimal queues on the A4 London Road in either direction, and no queues on the site access arm.

6.10 Summary

6.10.1 Junction capacity assessments have been undertaken for the following junctions which form the junction assessment study area:

- 1 Bridge Centre Gyratory;
- 2 A4 Avenue La Fleche / Gladstone Road;
- 3 A4 Avenue La Fleche / A4 Pewsham Way Roundabout;
- 4 A4 London Road / A4 Pewsham Way Roundabout; and
- 5 A4 London Road / New Road / A342 Old Derry Hill.

6.10.2 For the baseline scenario (i.e. without development), the results above show that all junctions currently operate within capacity in both the morning and evening peak periods with limited queuing at most junctions. The junction models have been calibrated based on observed queue lengths.

6.10.3 For the future year development, including traffic growth and traffic generated by committed development sites and the development traffic from the Forest Farm site, the junctions continue to operate within capacity.

6.10.4 Overall, the traffic impact of the proposed development is not severe.

SECTION 7 Traffic Impact – Cumulative Assessment

7.1 Introduction

- 7.1.1 A planning application has been submitted by Hallam Land for 400 new homes and a local centre on Land East of Showell Farm (PL/2026/03545). A planning application is also due to be submitted for 500 new homes and a two-form primary school on Land to the South of Pewsham Way, immediately to the west of the Forest Farm site.
- 7.1.2 If the proposed development comes forward alongside the proposed development on Land to the South of Pewsham Way, connections for vehicles would be provided linking the A4 London Road and the A4 Pewsham Way. Connections would also be provided between the two sites for pedestrians and cyclists and a route would be provided through both sites that could be used by buses.
- 7.1.3 To assist WC, further cumulative traffic impact assessments have been undertaken, incorporating the proposals at Land East of Showell Farm and Land to the South of Pewsham Way.

7.2 Trip Generation and Internalisation

Trip Generation

- 7.2.1 The trip generation for the new homes at the Land East of Showell Farm and Land to the South of Pewsham Way sites utilises the same methodology as the new homes at Forest Farm, as presented in Section 5.
- 7.2.2 As for the Forest Farm site, a 10% reduction has been applied to private vehicle trips, with those trips re-allocated to walking, cycling and bus to account for the transport vision for each site.
- 7.2.3 The trip generation calculations for the cumulative assessment are provided at **Appendix H**.

Internalisation

- 7.2.4 The proposed local centre at Land East of Showell Farm will internalise some retail trips and the same approach has been applied to account for this that has been used to estimate the internalisation associated with the local centre proposed on the Forest Farm site.
- 7.2.5 Regarding the proposed two-form entry primary school within the Land to the South of Pewsham Way, 80% of primary education trips from the Forest Farm and Land to the South of Pewsham Way sites are forecast to be internal (i.e. children from these sites will attend the proposed school). This is robust, with 20% of primary education trips being external to the site, accounting for parental choice.

- 7.2.6 The next nearest primary school is King's Lodge Community School, in Pewsham, which is within a walkable distance from the Forest Farm and Land to the South of Pewsham Way sites.

7.3 Traffic Distribution and Assignment

- 7.3.1 The distribution and assignment of the Forest Farm development traffic is presented in Section 5.
- 7.3.2 To distribute traffic from the developments at Land East of Showell Farm and Land to the South of Pewsham Way, the same methodology has been applied to traffic generated by these sites i.e. Census data for work trips and a gravity model for non-work trips. There is little interaction between the traffic from these sites, as Land East of Showell Farm will be accessed from the B4643 to the west whereas Forest Farm and Land to the South of Pewsham Way will be accessed from A4 London Road and A4 Pewsham Way.
- 7.3.3 Regarding traffic assignment, if the proposed development at Forest Farm comes forward alongside the proposed development on Land to the South of Pewsham Way, connections for vehicles would be provided linking the A4 London Road and the A4 Pewsham Way. This would mean that some traffic from each site would be routed through the neighbouring site, depending on their journey destination. For example, for those people living within the western half of the Forest Farm site who wish to travel through the town centre, their most direct route would be through the Land to the South of Pewsham Way site to access the A4 Pewsham Way. The distribution and assignment for the cumulative assessment takes this into account, as presented at **Appendix I**.

7.4 Junction Assessments

- 7.4.1 Utilising the parameters set out above, the junctions assessed and presented in Section 6 have been reassessed to incorporate the Land East of Showell Farm and Land to the South of Pewsham Way development traffic in addition to the traffic generated by the Forest Farm site. The results summarised are for a 2036 future year, reflecting the increased build-out period of the cumulative schemes, while the 2029 future year assessment results can be seen at **Appendix K**.

Bridge Centre Gyratory

Table 7.1: Bridge Centre Gyratory – 2036 Cumulative Future Year Assessment

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)
A420 Ivy Lane	79.3%	8	91.6%	11	84.7%	10	98.6%	21
Bath Road Car Park	2.0%	0	16.2%	1	2.3%	0	20.4%	1
Bath Road	61.0%	3	85.3%	8	62.4%	3	102.3%	20
A4 Avenue La Fleche	55.1%	7	48.1%	5	62.6%	8	64.5%	8
	61.5%	4	64.2%	4	69.4%	6	75.8%	8
A4 Bath Road	86.8%	12	88.7%	13	93.5%	16	100.5%	36
Ivy Road	2.9%	0	2.5%	0	2.9%	0	2.6%	0
Bridge Centre Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PRC	3.7%		-5.0%		-3.9%		-13.7%	

DoS = Degree of Saturation

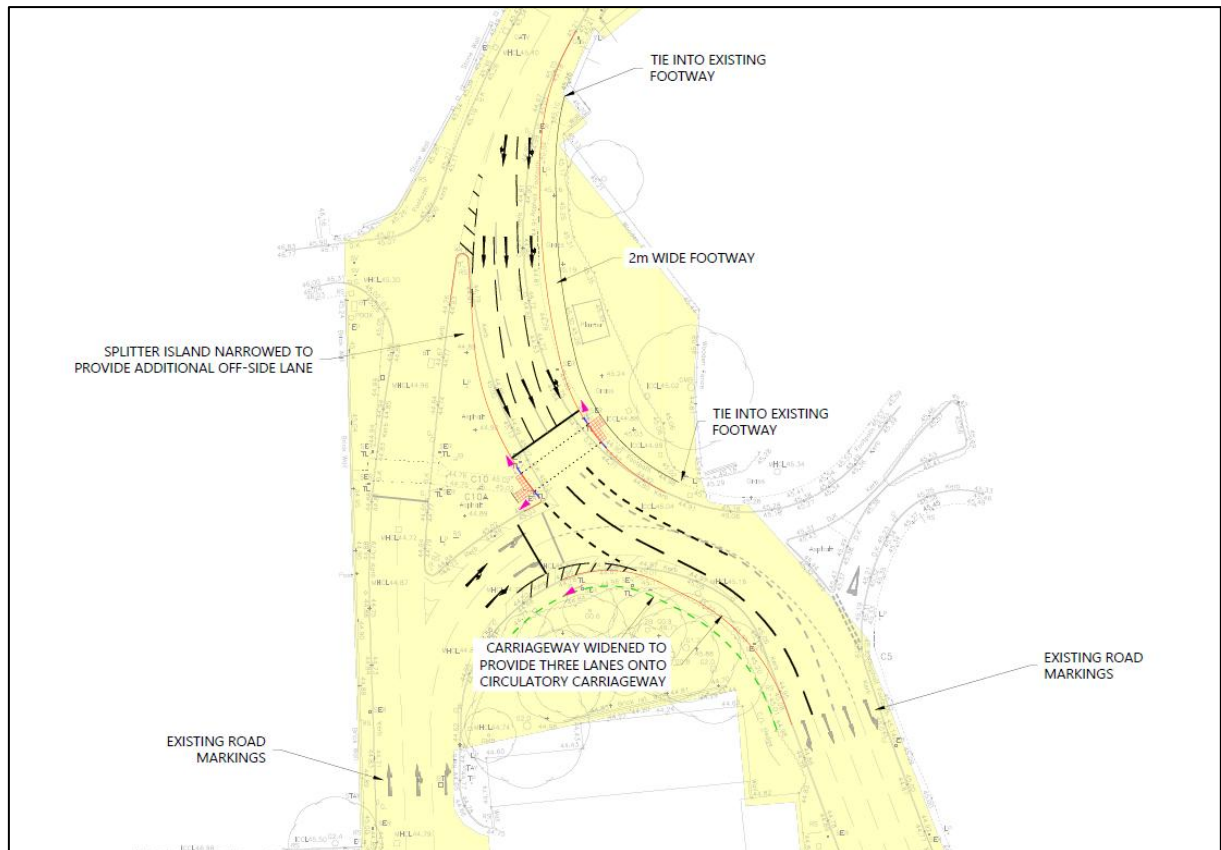
MMQ = Mean Maximum Queue

PCUs = Passenger Car Units

7.4.2 Under the cumulative scenario, the Bridge Centre Gyratory operates above capacity during the evening peak period, with two arms above 100% degree of saturation.

7.4.3 The impacts at this junction could be mitigated through increased use of active modes and public transport. Alternatively, an opportunity to provide some further capacity has been identified which is shown on **Drawing ITB19912-GA-115**, with an extract provided below. This provides an additional approach lane on the northern arm, and an additional circulatory lane for the northern section of the junction.

Image 7.1: Potential Bridge Centre Gyratory Mitigation Scheme



Source Drawing ITB19912-GA-115

7.4.4 **Table 7.2** provides a summary of the junction operation including the above proposed mitigation scheme.

Table 7.1: Bridge Centre Gyratory – 2036 Cumulative Future Year Assessment with Mitigation

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative (Mitigation)			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)
A420 Ivy Lane	79.3%	8	91.6%	11	58.5%	5	99.6%	21
Bath Road Car Park	2.0%	0	16.2%	1	31.4%	3	39.1%	3
Bath Road	2.0%	0	16.2%	1	1.9%	0	19.8%	1
A4 Avenue La Fleche	61.0%	3	85.3%	8	64.0%	3	80.5%	8
	55.1%	7	48.1%	5	63.5%	9	55.4%	7
A4 Bath Road	61.5%	4	64.2%	4	71.3%	9	68.0%	7
Ivy Road	86.8%	12	88.7%	13	94.2%	19	99.7%	33
Bridge Centre Car Park	2.9%	0	2.5%	0	2.9%	0	2.6%	0

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative (Mitigation)			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)
PRC	0.0%		0		0.0%		0	

DoS = Degree of Saturation

MMQ = Mean Maximum Queue

PCUs = Passenger Car Units

7.4.5 The proposed scheme is shown to operate within capacity during both peak periods. If WC's preference is to mitigate the impact of the cumulative development through the provision of additional highway capacity, contributions could be sought towards the identified improvement.

A4 Avenue La Fleche / Gladstone Road

Table 7.3: Gladstone Road / Avenue La Fleche – 2036 Cumulative Future Year Assessment

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)	DoS (%)	MMQ (PCUs)
Avenue La Fleche (North)	47.3%	5	78.2%	11	49.7%	6	85.6%	13
	47.4%	5	78.2%	11	49.7%	6	85.7%	13
Gladstone Road	85.3%	6	89.5%	10	85.7%	7	88.4%	10
Avenue La Fleche (South)	83.9%	13	87.8%	12	86.1%	16	89.6%	13
PRC	5.6%		0.5%		4.6%		0.5%	

DoS = Degree of Saturation

MMQ = Mean Maximum Queue

PCUs = Passenger Car Units

7.4.6 The junction is forecast to operate within capacity in the 2036 future year with the cumulative development.

A4 Avenue La Fleche / A4 Pewsham Way

Table 7.4: Avenue La Fleche / Pewsham Way – 2036 Cumulative Future Year Assessment

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
Avenue La Fleche (North)	0.25	0	0.45	1	0.26	0	0.50	1

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
A4 Pewsham Way	0.77	3	0.60	2	0.88	7	0.65	2
A4 Avenue La Fleche (West)	0.58	1	0.77	3	0.63	2	0.84	5

RFC = Ratio of Flow to Capacity Max Q = maximum average queue

7.4.7 The junction is forecast to operate within capacity in the 2036 future year with the cumulative development.

A4 London Road / A4 Pewsham Way

Table 7.5: A4 London Road / A4 Pewsham Way – 2036 Cumulative Future Year Assessment

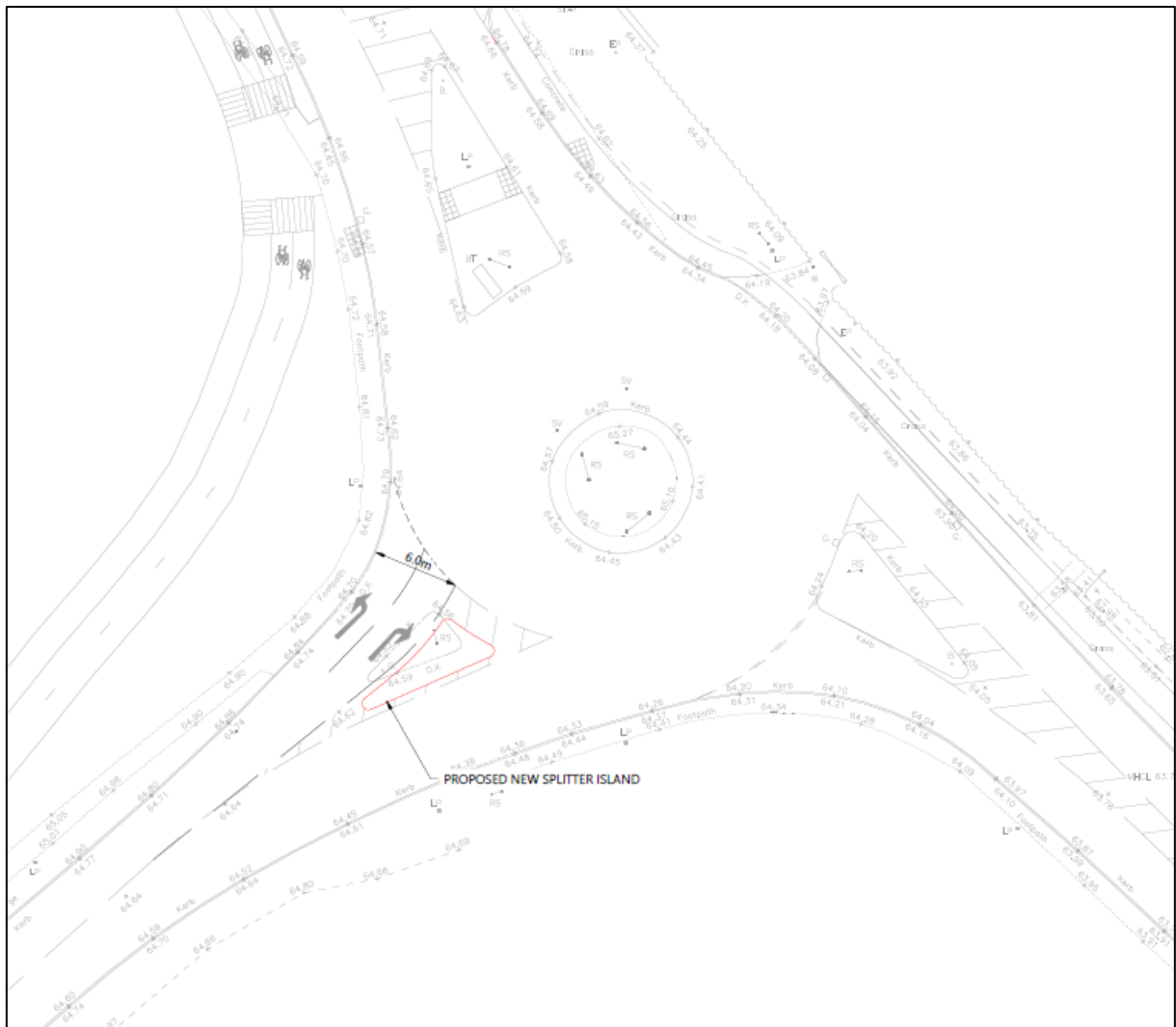
Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
London Road (North)	0.67	2	0.56	1	0.72	3	0.70	2
A4 London Road (South)	0.78	4	0.59	2	0.85	5	0.63	2
A4 Pewsham Way	0.85	5	0.66	2	0.96	15	0.72	3

RFC = Ratio of Flow to Capacity Max Q = maximum average queue

7.4.8 Under the cumulative scenario, the A4 Pewsham Way arms operates close to capacity in the morning peak period.

7.4.9 Similarly to the Bridge Centre Gyratory, the impacts at this junction could be mitigated through increased use of active modes and public transport. Alternatively, an opportunity to provide some further capacity on the A4 Pewsham Way arm has been identified which is shown on **Drawing ITB19912-GA-116**, with an extract provided below.

Image 7.2: Potential A4 London Road / A4 Pewsham Way Roundabout Mitigation Scheme



Source Drawing ITB19912-GA-116

7.4.10 Table 7.6 provides a summary of the junction operation including the above proposed mitigation scheme.

Table 7.6: A4 London Road / A4 Pewsham Way – 2036 Cumulative Future Year Assessment with Mitigation

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative (Mitigation)			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
London Road (North)	0.67	2	0.56	1	0.73	3	0.70	2
A4 London Road (South)	0.78	4	0.59	2	0.85	5	0.63	2

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative (Mitigation)			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
A4 Pewsham Way	0.85	5	0.66	2	0.85	6	0.65	2

RFC = Ratio of Flow to Capacity

Max Q = maximum average queue

7.4.11 The proposed scheme is shown to operate within capacity during both peak periods. If WC's preference is to mitigate the impact of the cumulative development through the provision of additional highway capacity, contributions could be sought towards the identified improvement.

A4 London Road / Old Derry Hill

Table 7.7: Old Derry Hill / London Road (West) – 2036 Cumulative Future Year Assessment

Approach Arm	2036 Base + Committed				2036 Base + Committed + Cumulative			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
Old Derry Hill (Left Slip)	0.64	2	0.51	1	0.65	2	0.52	1
A4 London Road	0.62	2	0.47	1	0.65	2	0.48	1

RFC = Ratio of Flow to Capacity

Max Q = maximum average queue

Table 6.18: Old Derry Hill / London Road (East) – 2036 Cumulative Future Year Assessment

Approach Arm	2029 Base + Committed				2029 Base + Committed + Cumulative			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)	Max RFC	Max Q (Veh)
Old Derry Hill (Right Turn)	0.36	1	0.27	0	0.38	0	0.27	0
A4 London Road	0.00	0	0.00	0	0.00	0	0.00	0

RFC = Ratio of Flow to Capacity

Max Q = maximum average queue

7.4.12 The junction is forecast to operate within capacity in the 2036 future year with the cumulative development.

Proposed A4 London Road Site Access Roundabout

Table 7.8: Proposed A4 London Road Site Access Roundabout– 2036 Cumulative Future Year Assessment

Arm/Movement	Morning Peak Hour		Evening Peak Hour	
	Max RFC	Max Q (PCUs)	Max RFC	Max Q (PCUs)
A4 London Road (West)	0.66	2	0.68	2
Farm Access	0.00	0	0.00	0
A4 London Road (East)	0.68	2	0.52	1
Site Access	0.17	0	0.05	0

RFC = Ratio of Flow to Capacity Max Q = maximum average queue PCUs = Passenger Car Units

7.4.13 The junction is forecast to operate within capacity in the 2036 future year with the cumulative development.

7.5 Summary

7.5.1 To assist WC, further cumulative traffic impact assessments have been undertaken, incorporating the proposals at Land East of Showell Farm and Land to the South of Pewsham Way in addition to the proposed development at Forest Farm.

7.5.2 Of the modelled junctions, Bridge Centre Gyratory and A4 London Road / A4 Pewsham Way would operate close to / at capacity under the cumulative development scenario. The impacts at these locations could be mitigated through increased use of active modes and public transport.

7.5.3 Alternatively, improvements are identified at both junctions, should WC preference be to mitigate the impact of the cumulative development through the provision of additional highway capacity

SECTION 8 Summary and Conclusion

8.1 Summary

- 8.1.1 Gleeson Land has appointed i-Transport LLP to provide transport and highways advice in respect of a proposed residential development at Forest Farm, Chippenham. The site is located to the south of Chippenham and is bordered by A4 London Road to the north / east, A4 Pewsham Way to the west and agricultural land to the south and east.
- 8.1.2 The development proposal comprises an outline planning application for up to 600 new homes, a local centre, a new access roundabout from A4 London Road and the initial length of road within the site. The proposed roundabout and initial length of road are submitted in detail, while the remaining development components are submitted in outline.
- 8.1.3 Wiltshire Council submitted a draft Local Plan for examination in November 2024. Following examination hearings in 2025, the Inspectors raised fundamental concerns regarding the soundness of the plan, including in relation to insufficient housing allocations, uncertainty over the deliverability of the plan's major housing proposals, and the risk that the plan would become out of date shortly after adoption.
- 8.1.4 Following further discussions between the Council and the Inspectors, the draft Local Plan was withdrawn at WC's Full Council meeting on 19 May 2026.
- 8.1.5 Notwithstanding its withdrawal, the draft plan previously identified the Application Site as forming part of the South Chippenham allocation (Policy 7), which proposed a mixed-use development comprising approximately 2,520 dwellings, approximately 15ha of employment land, a district and local centre, education provision, and a transport corridor linking the A4 and the A350 (the Southern Distributor Road).
- 8.1.6 This outline planning application has been prepared to bring forward development on this part of the site, previously identified and assessed by WC in the withdrawn Local Plan Review as a sustainable and suitable for housing-led development.
- 8.1.7 Land has been safeguarded within the Application Site to accommodate a section of the potential Southern Distributor Road. The safeguarded corridor has been retained to ensure that the proposed development would not prejudice its future provision.

- 8.1.8 National and local policy requires new development to have access to a range of facilities and services by a choice of modes of transport which includes, walking, cycling and public transport. Safe and suitable access to the site should be achieved for all people. In relation to traffic impacts, development should only be prevented or refused on transport grounds where the residual cumulative impacts of the development should only be prevented or reduced on transport grounds where the residual cumulative impacts of the development are severe, following identification of mitigation.
- 8.1.9 The development aims to deliver a sustainable, integrated and well-connected community which addresses and facilitates the transport needs of future residents. This will be achieved through the establishment of the Transport Vision for the development, which sets out key objectives. This will be supported through the delivery of the Travel Plan.
- 8.1.10 There is a network of walking and cycling routes within Pewsham and Chippenham that the development will connect to. These provide opportunities for new residents to access a range of everyday services and facilities on foot and by bike.
- 8.1.11 Bus services are available on the A4 London Road corridor (with existing bus stops at the site frontage) with further services within Pewsham. These services collectively provide connectivity within the town while also linking to surrounding settlements including Trowbridge and Frome, Bath, Bristol, Malmesbury, Swindon and Devizes. Chippenham Railway Station can be accessed via a 14-minute cycle (from the centre of the site, via the Avon Valley Walk) or the 55 and X33 bus services. Public transport therefore offers a realistic travel alternative to the private car for new residents and those travelling to the site.
- 8.1.12 There is a good range of local services and facilities including schools, retail, healthcare and sports and leisure destinations. These are available within a reasonable walking and / or cycling distances from the site, and therefore accessible for future residents. This indicates that there is a genuine opportunity to travel by sustainable transport modes.
- 8.1.13 Vehicular access to the development is proposed via a new roundabout on the A4 London Road. As part of the access strategy, the existing farm access from A4 London Road to the retained Forest Farm will be stopped up, with access re-provided via the internal street network. A separate emergency vehicle access point is proposed from A4 London Road, broadly opposite Stanley Park.

- 8.1.14 Pedestrian and cycle access will be achieved at the proposed A4 London Road roundabout in addition to the two further accesses onto A4 London Road and two accesses onto A4 Pewsham Way. These connections (and off-site pedestrian and cycle improvements proposed towards Pewsham and on London Road) provide access to key local services and facilities.
- 8.1.15 A multi-modal trip generation of the proposed development has been calculated. Vehicular trips have been distributed onto the local network based on Census Journey to Work data and a gravity model for non-work trips. Traffic modelling (using Junctions 11 and LINSIG) has been undertaken for the local highway network during the weekday morning and evening peaks. This demonstrates that the development will not have a significant, let alone severe impact on the operation of the local highway network.
- 8.1.16 To assist Wiltshire Council, further traffic modelling has been undertaken to include a planning application for 400 new homes and local centre on Land East of Showell Farm (PL/2026/03545) submitted by Hallam Land and a further planning application which is due to be submitted for 500 new homes and a two-form primary school on Land to the South of Pewsham Way, immediately to the west of the Forest Farm site. Further mitigation is suggested, where it may be required to accommodate these cumulative sites in addition to the proposed development at Forest Farm.

8.2 Conclusion

- 8.2.1 On this basis and in accordance with the transport tests from the NPPF:
- Safe and suitable access for all modes is proposed from A4 London Road and A4 Pewsham Way and off-site improvements to existing key walking and cycling routes and proposed;
 - The proposed walking and cycling infrastructure provides opportunities for people to travel to and from the site by active modes. Chippenham and the local area are well served by public transport which offers a realistic travel alternative to the private car for new residents. The location of the proposed development is such that there is a range of everyday local services and facilities available within the vicinity of the site. The proposals and location of the development therefore ensure that appropriate opportunities to promote sustainable transport modes have been taken up; and
 - The traffic impacts of the development are not significant, and are certainly less than the 'severe' test set by the NPPF. Mitigation is proposed where the traffic impact of the proposed development results in junctions operating at or above capacity.

8.2.2 There are therefore no transport reasons for preventing the development from coming forward.

FIGURES



Figure 1: Site Location Plan

ITB19912

Key

 Site Boundary

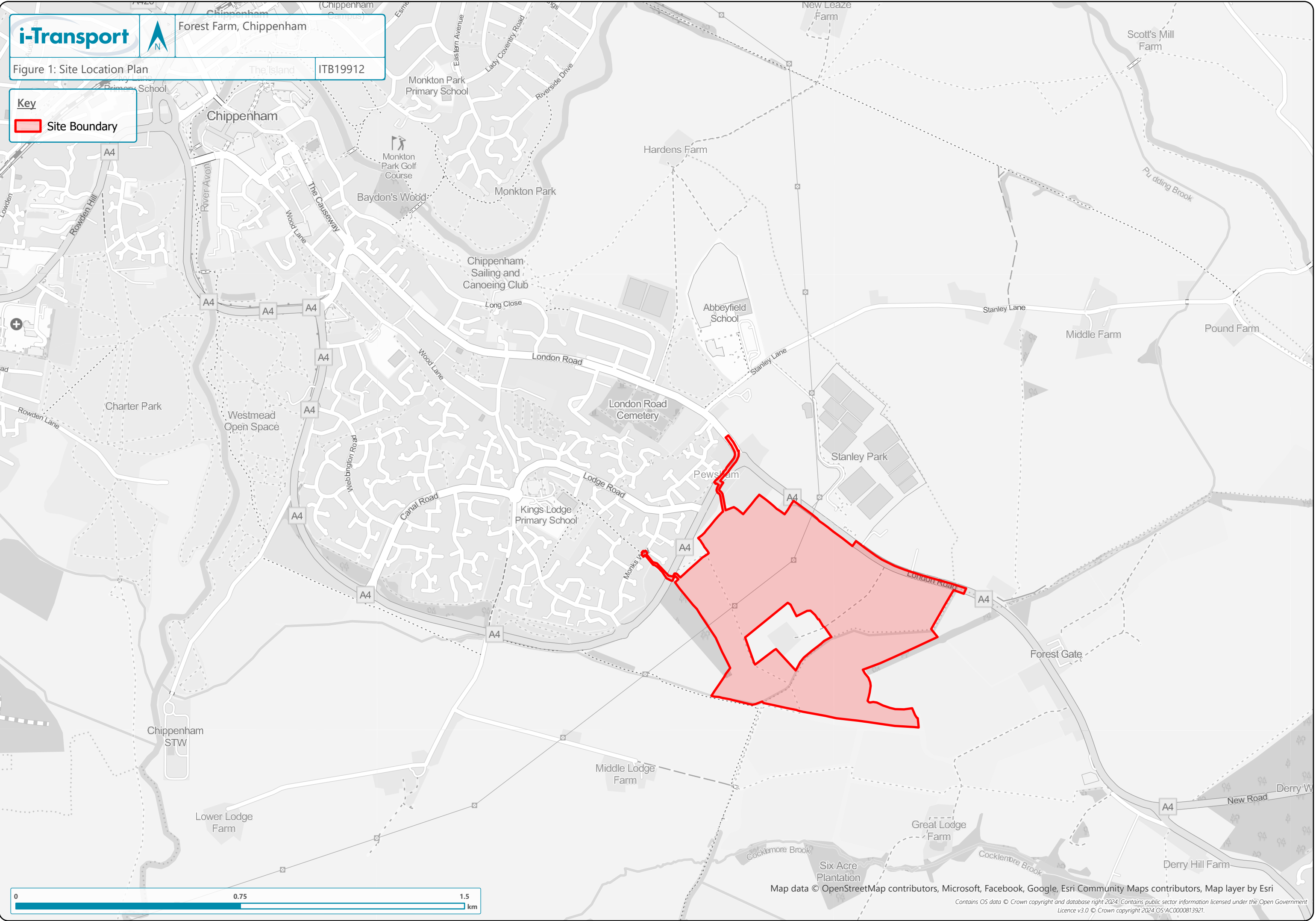




Figure 2: Walking Routes Plan

Key

- Site Boundary
- Footpath
- Bridleway
- Byway
- Avon Valley Walk

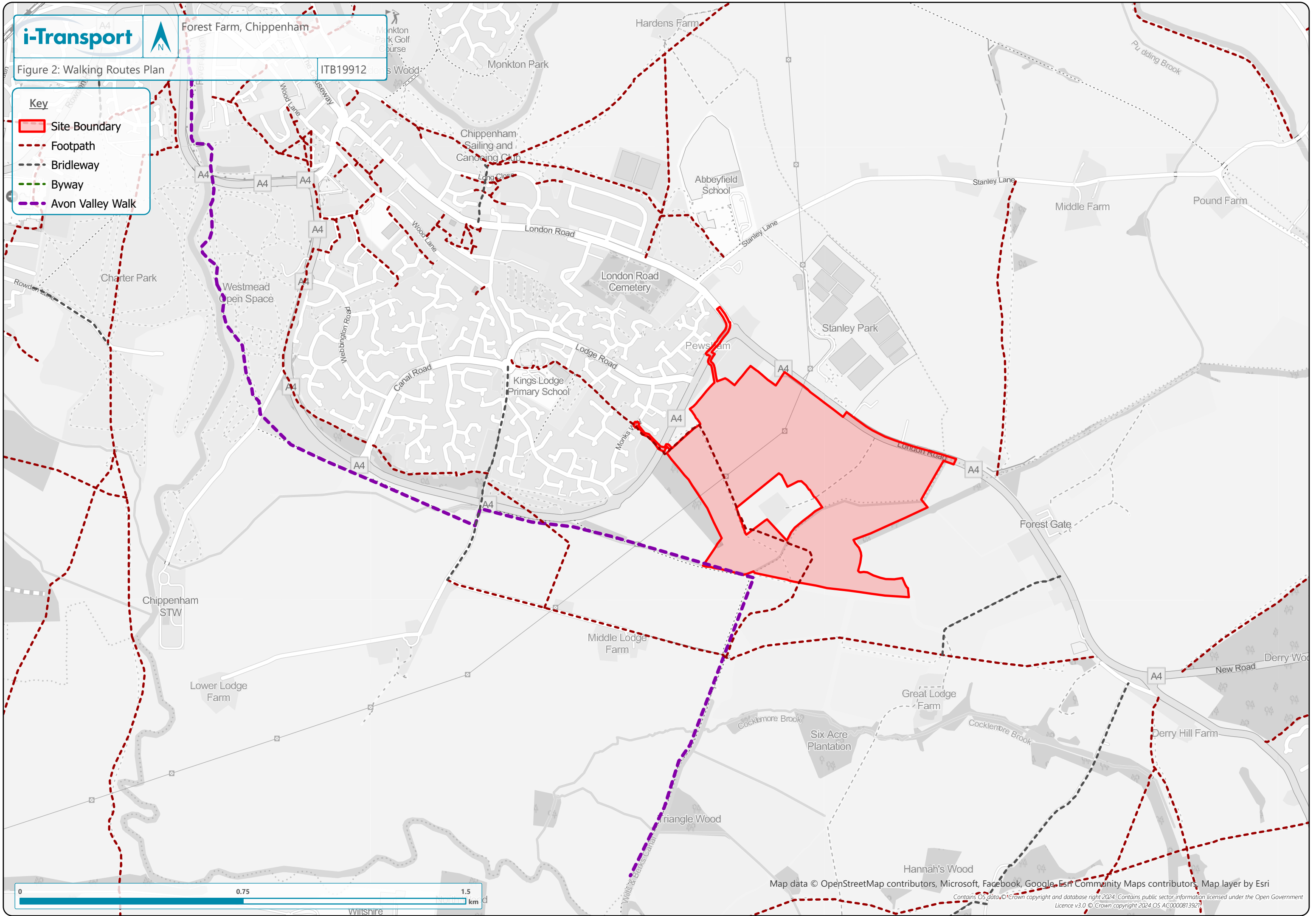




Figure 3: Bus Stop Catchment Plan

ITB19912

Key

-  Site Boundary
-  Bus Stop Catchment 400m
-  Bus Stop Catchment 800m
-  Local Bus Stops



Key

- | | |
|--|---|
|  Site Boundary |  R ⁰ One Stop |
|  Local Bus Stops |  R ⁷ Hathaway Retail Park |
|  450m Catchment |  R ⁸ Aldi |
|  1.25km Catchment |  R ⁹ Retail Park |
|  1.85km Catchment |  R ¹⁰ Bumpers Way Retail Park |
|  H ¹ Lodge Surgery |  R ¹ Sainsburys |
|  H ² Pharmacy |  R ² Morrisons |
|  H ³ London Road Dental Centre |  E ¹ Abbeyfield School |
|  H ⁴ Aurora Dental and Implant Clinic |  E ² Wiltshire College and University Centre |
|  H ⁵ Rowden Surgery and Pharmacy |  E ³ Silverwood School and Sixth Form College |
|  H ⁶ Wiltshire Dental Access Centres |  E ⁴ Sheldon Secondary School |
|  H ⁷ Chippenham Community Hospital |  E ⁵ Hardenhuish School |
|  L ¹ Stanley Park Sports Ground |  E ¹ Pewsham Preschool |
|  L ² Pewsham Park/Recreation Ground |  E ² Kings Lodge School |
|  L ³ Crickets Lane Allotments |  E ³ Forest Nursery |
|  L ⁴ Community Centre |  E ⁴ Charter Primary School |
|  L ⁵ Old Lane Public House |  E ⁵ Monkton Primary School |
|  L ⁶ The Pewsham Public House |  E ⁶ Ivy Lane Primary School |
|  L ⁷ Westmead Open Space |  E ⁷ St Marys Roman Catholic School |
|  L ⁸ Chippenham Sailing and Canoeing Club |  E ⁸ St Paul's Primary School |
|  L ⁹ Monkton Park and Golf Club |  E ⁹ St Peter's CoFE Academy |
|  L ¹⁰ The Olympiad Leisure Centre |  E ¹ Ivy Lane Industrial Estate |
|  L ¹¹ The Climbing Academy |  E ² Langely Park Industrial Estate |
|  L ¹² John Coles Park |  E ³ Bath Road Industrial Estate |
|  L ¹³ Chippenham Town Football/Tennis/Hockey Club |  E ⁴ Parsonage Way Industrial Estate |
|  L ¹⁴ Hardenhuish Park |  E ⁵ Bumper Farm Industrial Estate |
|  R ¹ Lodge Road Shops |  E ⁶ Greenways Business Park |
|  R ² Hairdressers |  E ⁷ Methuem Park |
|  R ³ Lidl | |
|  R ⁴ Town Centre | |
|  R ⁵ Emery Gate Shopping Centre | |