

**Forest Farm, Chippenham**  
Environmental Statement

**Chapter 5**  
Community and social effects



## 5 Community and social effects

### Introduction

- 5.1 tor&co was commissioned to evaluate the potential community and social effects of the proposed development. Construction-related effects were scoped out of the assessment, which therefore focuses on post-construction effects. The data sources and references used in the assessment are shown in table 5.1.

|                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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| Boulos, M.N.K. and Philipps, G.P., 2004, Is NHS Dentistry in Crisis? Journal of Health Geographics 3:10                                                                                                                                                                                                                                                                                     |
| Cambridgeshire County Council, 2013, Cambridgeshire Sub-region New Development Surveys 2006-2012: Summary and Composition                                                                                                                                                                                                                                                                   |
| Chippenham Town Council, 2024, Chippenham Neighbourhood Plan Local Green Spaces Topic Paper Appendix 8                                                                                                                                                                                                                                                                                      |
| Chippenham Town Council, 2024, Chippenham Neighbourhood Plan Community Infrastructure Topic Paper Appendix 19                                                                                                                                                                                                                                                                               |
| Department for Education Pupil Yield Dashboard: <a href="https://department-for-education.shinyapps.io/pupil-yields-dashboard/">https://department-for-education.shinyapps.io/pupil-yields-dashboard/</a>                                                                                                                                                                                   |
| Fore, 2023, Wiltshire Council Local Plan Review: Review and Update of the Infrastructure Delivery Plan                                                                                                                                                                                                                                                                                      |
| Get information about schools website: <a href="https://get-information-schools.service.gov.uk">https://get-information-schools.service.gov.uk</a>                                                                                                                                                                                                                                          |
| Hampshire County Council, 2014, The Demography of Hampshire's New Housing Developments                                                                                                                                                                                                                                                                                                      |
| Institute of Sustainability and Environmental Professionals, 2025, Social Impact Assessment in Environmental Impact Assessment in the UK                                                                                                                                                                                                                                                    |
| Ministry of Housing, Communities and Local Government, 2025, Affordable housing supply statistics (AHS) 2024-25 Live table 1008C                                                                                                                                                                                                                                                            |
| Ministry of Housing, Communities and Local Government, 2019, Public attitudes to house building                                                                                                                                                                                                                                                                                             |
| NHS website: <a href="https://www.nhs.uk">https://www.nhs.uk</a>                                                                                                                                                                                                                                                                                                                            |
| NHS dental practice websites: <a href="https://www.thehighstreetdentalpractice.co.uk">https://www.thehighstreetdentalpractice.co.uk</a> , <a href="https://www.colosseumdental.co.uk/practices/hanlon-and-gardner-dental-practice">https://www.colosseumdental.co.uk/practices/hanlon-and-gardner-dental-practice</a>                                                                       |
| NHS Digital General Practice Workforce Interactive Dashboard: <a href="https://app.powerbi.com/view?r=eyJrIjoieZTEwODNkOTItZjVmYS00OTNjLWJhNDktNjdkYTRElOGY3Njg4IiwidCI6IjM3YzZmM1NGIyLTg1YjAtNDdmNS1iMjlyLTQ3YjQ4ZDc3NGVIMyJ9">https://app.powerbi.com/view?r=eyJrIjoieZTEwODNkOTItZjVmYS00OTNjLWJhNDktNjdkYTRElOGY3Njg4IiwidCI6IjM3YzZmM1NGIyLTg1YjAtNDdmNS1iMjlyLTQ3YjQ4ZDc3NGVIMyJ9</a> |
| Nomis website (2021 Census): <a href="http://www.nomisweb.co.uk">www.nomisweb.co.uk</a>                                                                                                                                                                                                                                                                                                     |
| Office for National Statistics, 2025, Subnational population projections for England: 2022-based                                                                                                                                                                                                                                                                                            |
| Ofsted website: <a href="https://reports.ofsted.gov.uk">https://reports.ofsted.gov.uk</a>                                                                                                                                                                                                                                                                                                   |
| Opinion Research Services, 2023, Wiltshire Local Housing Needs Assessment Update                                                                                                                                                                                                                                                                                                            |
| Wiltshire Council, 2026, Housing Land Supply Statement                                                                                                                                                                                                                                                                                                                                      |
| Wiltshire Council, 2025, Childcare Sufficiency Assessment                                                                                                                                                                                                                                                                                                                                   |
| Wiltshire Council, 2023, Environment Select Committee Update on Wiltshire Housing Development Partnership                                                                                                                                                                                                                                                                                   |
| Wiltshire Council, 2023, Planning for Chippenham                                                                                                                                                                                                                                                                                                                                            |
| Wiltshire Council, 2023, Wiltshire School Places Strategy 2023-2027                                                                                                                                                                                                                                                                                                                         |
| Wiltshire Council, 2023, Wiltshire Open Space Assessment                                                                                                                                                                                                                                                                                                                                    |
| Wiltshire Council, 2017, Wiltshire Playing Pitch Strategy: Community Area Profiles                                                                                                                                                                                                                                                                                                          |
| <b>Table 5.1: References and data sources</b>                                                                                                                                                                                                                                                                                                                                               |

### Legislation and policy

#### National policy

- 5.2 The National Planning Policy Framework (NPPF; 2024) sets out a number of relevant policy statements. These include:

- Paragraphs 7-9 (achieving sustainable development), including the need for a strong economy and vibrant communities
- Paragraphs 61-81 (delivering a sufficient supply of homes), including significantly boosting the supply of homes
- Paragraphs 96-108 (promoting healthy and safe communities), including providing the social, recreational and cultural facilities and services the community needs
- Paragraphs 131-141 (achieving well-designed places), including creating places that are safe, inclusive and accessible and that promote health and wellbeing, with a high standard of amenity for existing and future users

### **Local policy**

5.3 The adopted *Wiltshire Core Strategy* (2015) sets out a range of policies to limit the potential for adverse community and social effects from new development, including the following:

- Core Policy 3: Infrastructure requirements – all new development will be required to provide for the necessary on-site and, where appropriate, off-site infrastructure requirements arising from the proposal
- Core Policy 43: Providing affordable homes – on sites of five or more dwellings, affordable housing provision of at least 40% will be provided on sites within the 40% affordable housing zone, which includes Chippenham
- Core Policy 45: Meeting Wiltshire's housing needs – new housing, both market and affordable, must be well designed to address local housing need, incorporating a range of different types, tenures and sizes of homes to create mixed and balanced communities
- Core Policy 52: Green infrastructure – development will be required to retain and enhance existing on-site green infrastructure, make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards and provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy

5.4 The *Chippenham Neighbourhood Plan 2023-2038 Made Version* (2024) also sets out relevant policies in relation to community and social effects. Policy H1 – Housing Mix and Types sets out that proposals for 10 or more dwellings will be expected to provide 60% market housing and 40% affordable housing, which should comprise 70% affordable housing for rent, 25% First Homes and 5% shared ownership. Policy CI1 – Community Infrastructure states that large scale major residential development will be expected to provide new community infrastructure on site or, where this is not possible, an appropriate financial contribution towards off-site community infrastructure.

### **Methodology**

#### **Baseline**

5.5 A desk-based study was carried out to examine the existing community and social environment, in accordance with the Institute of Sustainability and Environmental Professionals' (ISEP; 2025) *Social Impact Assessment in*

*Environmental Impact Assessment in the UK.* The site lies largely within lower super output area (LSOA<sup>(1)</sup>) Wiltshire 014C, although its south eastern end is within LSOA Wiltshire 013F. Data were therefore obtained for both LSOAs, as well as Chippenham town and Wiltshire unitary authority area. The references and data sources used in the study are shown in table 5.1. Areas where limited data were available are highlighted in the relevant sections below.

- 5.6 Community and social receptors include the characteristics of the existing population, for example age and household composition, the local housing supply, and the facilities that are required by the population, such as education, recreation and community spaces, and healthcare. The sensitivity of receptors is determined by their capacity to adjust to an increase in population and is assessed with reference to the guidance in figure 5.1.

### ***Impact assessment***

- 5.7 Prior to assessing the effects of the proposed development on the community and social environment, it is important to identify what constitutes a potential effect. In the context of this assessment, potential effects will be related to the increases in population and provision of housing, a small retail local centre and open space associated with the proposed development. Any areas of uncertainty in the impact assessment are identified in the text.
- 5.8 The significance of effects has been determined using criteria developed from best practice techniques and expert knowledge. Significance has been derived from measures of receptor sensitivity and the magnitude of change, as shown in figures 5.1 and 5.2. The sensitivity and magnitude criteria were combined to determine the degree of effect using the matrix shown in figure 5.3, which was then used to determine whether the effect was significant. Effects that are moderate or above are considered to be significant in an EIA context.

### **Baseline**

#### ***Demography***

- 5.9 The population of LSOA Wiltshire 014C was 1,238 people at the time of the 2021 Census, while the population of LSOA Wiltshire 013F was 1,499 people. The age breakdown of LSOA Wiltshire 014C's population differed from the rest of Chippenham, Wiltshire, regional and national averages, with a much higher proportion of working-age residents and a much lower proportion of retirement-age residents. The age breakdown of LSOA Wiltshire 013F also differed from the rest of Chippenham, Wiltshire, regional and national averages, with a lower proportion of children and a higher proportion of retirement-age residents (table 5.2).

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<sup>1</sup> LSOAs are geographical areas for the collation of Census data that comprise between 400 and 1,200 households and have a usually resident population of between 1,000 and 3,000 people.

| Population          | LSOA Wiltshire 014C | LSOA Wiltshire 013F | Other Chippenham LSOAs* | Wiltshire | South West | England    |
|---------------------|---------------------|---------------------|-------------------------|-----------|------------|------------|
| Total population    | 1,238               | 1,499               | 37,874                  | 510,333   | 5,701,184  | 56,490,048 |
| <15 years old       | 14.7%               | 12.9%               | 16.2%                   | 16.8%     | 15.9%      | 17.4%      |
| 15-64 years old     | 71.8%               | 60.5%               | 64.7%                   | 61.4%     | 61.8%      | 64.2%      |
| 65+ years old       | 13.5%               | 26.6%               | 19.1%                   | 21.8%     | 22.3%      | 18.4%      |
| Average age (years) | Data not available  | Data not available  | Data not available      | 44        | 44         | 40         |

**Table 5.2: Population statistics (2021 Census)**

\*Wiltshire 009A-F, 010A-G, 011A-F, 014A, 014B, 014D, 014E, 018A and 018E

- 5.10 LSOA Wiltshire 014C had a much lower percentage of pensioner households and a higher percentage of single person households than the rest of Chippenham, Wiltshire, regional and national averages in 2021 (table 5.3). LSOA Wiltshire 013F had a lower percentage of households with children and a higher percentage of couples with no children than the Wiltshire, regional and national averages.

| Household                            | LSOA Wiltshire 014C | LSOA Wiltshire 013F | Other Chippenham LSOAs | Wiltshire | South West | England    |
|--------------------------------------|---------------------|---------------------|------------------------|-----------|------------|------------|
| Total households                     | 600                 | 633                 | 16,317                 | 215,081   | 2,448,881  | 23,436,086 |
| Average household size               | 2.06                | 2.22                | 2.30                   | 2.32      | 2.28       | 2.37       |
| Single person                        | 28.8%               | 13.7%               | 16.7%                  | 14.3%     | 15.7%      | 17.3%      |
| Lone pensioner                       | 10.8%               | 14.4%               | 12.4%                  | 13.9%     | 14.6%      | 12.8%      |
| Other pensioners                     | 4.5%                | 10.6%               | 9.8%                   | 12.0%     | 11.6%      | 9.2%       |
| Couples with dependent children      | 17.3%               | 17.1%               | 20.1%                  | 20.2%     | 17.9%      | 18.9%      |
| Lone parents with dependent children | 4.2%                | 2.7%                | 5.8%                   | 5.3%      | 5.7%       | 6.9%       |
| Couples with no children             | 22.0%               | 27.8%               | 19.3%                  | 19.4%     | 18.5%      | 16.7%      |
| Other                                | 12.4%               | 13.7%               | 15.9%                  | 14.9%     | 16.0%      | 18.2%      |

**Table 5.3: Household composition (2021 Census)**

- 5.11 Given that they differ in some respects from the rest of Chippenham, Wiltshire, regional and national averages, the demographics of LSOAs Wiltshire 014C and 013F are considered to be of medium sensitivity to change from population increase.

### **Housing**

- 5.12 Wiltshire Council's (2026) *Housing Land Supply Statement* identifies an annual housing requirement in the county of 3,488 dwellings. It states that 1,220 dwellings were completed in Wiltshire in 2024/25, which is well below this target. Of these completed dwellings, 816 were in the North and West Wiltshire Housing Market Area within which Chippenham lies.
- 5.13 The NPPF requires that a minimum five-year supply of deliverable housing sites is maintained, plus a 5% additional buffer. Where there has been significant under-delivery of housing over the previous three years, a 20% buffer should be applied. Wiltshire Council's housing land supply statement found that there is a 2.8-year supply of deliverable sites for the period 2025 to 2030. Housing provision in Wiltshire is therefore considered to be of high sensitivity.
- 5.14 Opinion Research Services' (2023) *Wiltshire Local Housing Needs Assessment Update* states that around 10,451 households will require affordable housing in Wiltshire between 2020 and 2038, equating to an average of 580 dwellings per year. Government data show that a total of 339

affordable dwellings were delivered in Wiltshire in 2024/25 (Ministry of Housing, Communities and Local Government (MHCLG), 2025), which is below this target. In addition, the housing needs assessment identifies that there is a current unmet need in Wiltshire of 2,301 affordable dwellings. Given the ongoing high level of need, affordable housing provision in Wiltshire is considered to be of high sensitivity.

### **Local businesses**

- 5.15 Avison Young's (2020) *Wiltshire Retail and Town Centres Study 2020* found that the proportion of convenience goods retailers in Chippenham town centre is below the national average, but has increased over the last few years. The main stores are largely orientated towards top-up food shopping and provide an important contribution to the overall role and function of the town centre. Since the study was completed, two new Aldi stores have opened at Langley Park and Methuen Park and a Lidl has opened on Pewsham Way (Wiltshire Council, 2023). The proportion of comparison goods retailers is above the national average, although it has declined. These retailers comprise a mix of national multiples and local independent shops. The proportion of service uses is slightly above the national average and has increased recently. Vacancies in the town centre fell from 30 in 2012 to 21 in 2020 and remain below the national average.
- 5.16 The study concludes that Chippenham has a healthy town centre that has been able to adapt to ongoing trends facing the UK retail sectors and changes in out-of-centre floorspace in the town. It notes that, given the growing amount of foodstore floorspace outside the town centre, the centre will increasingly concentrate on top-up food shopping trips and there is a need to ensure that the High Street and the two purpose-built shopping areas (Emery Gate and Borough Parade) continue to underpin the health of the centre. This suggests that local businesses in the town centre are of medium sensitivity to population change.

### **Education**

#### *Early years*

- 5.17 There are several early years providers within 2 km of the site:
- Pewsham Pre-school, which had 26 part-time places and 43 children on its roll at the time of its last Ofsted inspection (April 2024)
  - Forest Nursery, which had 35 part-time places and 81 children on its roll at the time of its last Ofsted inspection (September 2024)
  - Woodlands Pre-school, which had 26 part-time places and 28 children on its roll at the time of its last Ofsted inspection (July 2022)
  - Key Day Nursery, which had 61 places and 42 children on its roll at the time of its last Ofsted inspection (November 2021)
  - Riverside Pre-School, which had 18 part-time places and 23 children on its roll at the time of its last Ofsted inspection (May 2022)
  - Atelier Nursery, which had 80 places and 72 children on its roll at the time of its last Ofsted inspection (June 2025)
  - Snowdrop Cottage Day Nursery, which had 26 places and 29 children on its roll at the time of its last Ofsted inspection (February 2022)

- 5.18 Wiltshire Council's (2025) *Childcare Sufficiency Assessment* indicates that there is currently a comfortable rate of occupancy of childcare places in the Chippenham community area overall. The report identifies that this equates to 85% occupancy and shows that overall occupancy in Chippenham is 83%. However, there is some variation across age groups, with 73% occupancy for under twos, 63% occupancy for two-year olds and 91% occupancy for three- and four-year olds. Fore's (2023) *Wiltshire Council Local Plan Review: Review and Update of the Infrastructure Delivery Plan* identifies the need for two 60-place nurseries within new primary schools and two 80-place nurseries in Chippenham to accommodate planned growth in the future.
- 5.19 The existing good levels of capacity and predicted future need for increased provision mean that early years provision in the area is considered to be of low to medium sensitivity to population change.

#### *Primary schools*

- 5.20 The majority of the site lies within the catchment area of Kings Lodge Primary School, while the south eastern edge is within the catchment area of Derry Hill Church of England Voluntary Aided Primary School. Kings Lodge Primary School currently has a large amount of spare capacity, with 420 places and 304 children on the roll. Derry Hill Church of England Voluntary Aided Primary School is at capacity, with 210 places and 208 children on the roll (<https://get-information-schools.service.gov.uk>, viewed June 2026).
- 5.21 Wiltshire Council's (2023) *Wiltshire School Places Strategy 2023-2027* states that, for the next few years, there are sufficient places in Chippenham to cater for projected demand, including from housing developments due to be completed in that time. However, from 2025/26, there are unlikely to be sufficient places to meet demand as families move into completed housing and several further new primary schools will be required. Fore's (2023) *Wiltshire Council Local Plan Review: Review and Update of the Infrastructure Delivery Plan* identifies the need for two two-form entry primary schools in Chippenham to accommodate planned growth.
- 5.22 The existing spare capacity in the site's main catchment school and the predicted future need for increased provision mean that primary school provision in the area is considered to be of low to medium sensitivity to population change.

#### *Secondary schools*

- 5.23 The majority of the site is within the catchment area of Abbeyfield School, while the south eastern edge is within the catchment area of Kingsbury Green Academy. The whole site is also within the catchment areas of Sheldon School and Hardenhuish School. All of the schools currently have spare capacity (table 5.4).

| School                  | Capacity | No. pupils on roll | Spare capacity |
|-------------------------|----------|--------------------|----------------|
| Abbeyfield School       | 1,069    | 899                | 170            |
| Kingsbury Green Academy | 1,340    | 1,059              | 281            |
| Sheldon School          | 1,800    | 1,558              | 242            |
| Hardenhuish School      | 1,678    | 1,559              | 119            |

**Table 5.4: Capacity of the site's catchment secondary schools**  
(<https://get-information-schools.service.gov.uk>, viewed June 2026)

- 5.24 Wiltshire Council's (2023) *Wiltshire School Places Strategy 2023-2027* states that, over the next few years, the surplus places in the secondary schools are predicted to be filled by larger cohorts moving up from primary schools and new housing development. A planning application (application reference: PL/2023/01340) has been submitted for a 450-place expansion at Abbeyfield School, although it has not yet been determined. However, the report notes that there are insufficient secondary school places available in Chippenham to accommodate future demand and further expansion or a new school will be required.
- 5.25 The existing spare capacity in the site's catchment schools and the predicted future need for increased provision mean that secondary school provision in the area is considered to be of low to medium sensitivity to population change.

#### *Special schools*

- 5.26 The Silverwood School has three campuses, one of which is in Chippenham. Information on the school's capacity is not available, but there are 473 pupils on the roll across the three campuses. Wiltshire Council's (2023) *Wiltshire School Places Strategy 2023-2027* identifies that the current demand for special educational needs and disabilities (SEND) education, together with the predicted growth in overall student numbers in Chippenham, means that a two-classroom primary resource base will be needed within one of the new primary schools. A secondary resource base is also needed and opportunities are being explored for co-location with one of the existing secondary schools in the area. The report also notes that Wiltshire Council is currently increasing the number of special school places in the county to keep pace with growing demand. Given this, special school provision is considered to be of medium sensitivity to population change.

#### **Healthcare**

- 5.27 The site lies within the practice areas of Lodge Surgery, Rowden Surgery and Hathaway Medical Centre in Chippenham and Northlands Surgery and Patford House Surgery in Calne (table 5.5).

| GP practice             | No. patients | No. GPs (total) | No. GPs (FTE*) | No. patients per FTE GP |
|-------------------------|--------------|-----------------|----------------|-------------------------|
| Lodge Surgery           | 8,371        | 8               | 4.8            | 1,744                   |
| Rowden Surgery          | 20,019       | 18              | 11.0           | 1,820                   |
| Hathaway Medical Centre | 15,310       | 15              | 12.0           | 1,276                   |
| Northlands Surgery      | 13,753       | 6               | 4.5            | 3,056                   |
| Patford House Surgery   | 14,862       | 7               | 4.9            | 3,033                   |

**Table 5.5: GP surgeries**  
(NHS General Practice Workforce Interactive Dashboard, viewed June 2026)  
\*FTE = full-time equivalent

- 5.28 The NHS's London Healthy Urban Development Unit recommends a benchmark of 1,800 patients per FTE GP. The existing ratio of patients to GPs at the two practices in Calne is well above this benchmark, while the ratio is below the benchmark at two of the three the surgeries in Chippenham and above it at the other.
- 5.29 Wiltshire Council's (2023) *Planning for Chippenham* and *Planning for Calne* state that Lodge Surgery has been redeveloped internally to support an increasing population, while Hathaway Medical Centre has some capacity for

new patients but Rowden Surgery does not. A planning application for a new surgery to replace the existing Patford House Surgery (application reference: 20/01057/FUL), which has been outgrown, was approved in November 2020 but has not yet been constructed. An extension has also been built on the Northlands Surgery site. Given the existing identified capacity issues, GP provision in the area is considered to be of high sensitivity to changes in population.

- 5.30 There are two NHS dental practices in Chippenham, neither of which is currently accepting new NHS patients for routine treatment (<https://www.nhs.uk>, viewed June 2026). High Street Dental Practice has five dental practitioners (<https://www.thehighstreetdentalpractice.co.uk>, viewed June 2026) and Hanlon, Gardner Dental Surgeons has seven dental practitioners (<https://www.colosseumdental.co.uk/practices/hanlon-and-gardner-dental-practice>, viewed June 2026). As neither of the practices is currently accepting new NHS patients, NHS dental services in the town are of high sensitivity to changes in population.

### ***Community facilities***

- 5.31 There is a range of formal and informal public open space in Chippenham, including the following (Chippenham Town Council, 2024):
- Parks, including Monkton Park (8.67 ha), John Coles Park (0.6 ha) and Pewsham Park (1.14 ha)
  - Natural and semi-natural green space, including Baydons Wood and Baydons Meadow (6.7 ha), Charter Road Parkland (2.9 ha), Hardenhuish Wood (0.26 ha), Donkey Field (0.55 ha), Woody Woods (0.07 ha), Vincients Wood (8.6 ha), River Avon Open Space (13.4 ha) and Pewsham Way (1.34 ha)
  - Recreation grounds, including Westmead (c8 ha), Levi's Park (1.15 ha) and Kingsley Road Field (1.78 ha)
  - Amenity green space, including Wood Lane, Broomfield, Oaklands, Hill Rise, Barrow Green, Heathfield, Moorland, Saxby Road and Pew Hill, Lansdown Road / Murrayfield, Malmesbury Road, Yewstock Crescent, Brookwell Close, Ridings Mead, Hardenhuish Lane, Redland, Clifton Close / Boothmead, Stonelea Close, Loyalty Street, Stainers Way, Allington Way, Barken Road, Frogwell / Lords Mead, School Walk, Derriads Lane, Turpin Way, Farleigh Close, Conway Road, Drake Crescent, Thirsk Close, Sandown Drive, Great Mead, Bolts Croft, Humbolts Hold, Claypole Mead, Long Close, Hardens Close, Ladyfield Road and Little Down
  - Allotments at Deans Way, Hardenhuish Road, Lords Mead, Cricketts Lane, Hungerdown and Ladyfield Road
  - Children's play areas at Charter Road, Barrow Green, John Coles Park, Stainers Way, Barken Road, Derriads Lane, Pewsham Park, Bolts Croft, Wood Lane, Blackwellhams, Long Close, Audley Road, Kingsley Road Field, Gascelyne Close, Monkton Park and Westmead Terrace
  - Multi-use games areas at John Coles Park, Gypsy Lane, Little Battens and Pewsham Park
  - Sports facilities at Stanley Park Sports Ground (3G artificial grass pitch, 14 grass football pitches and BMX pump track) and John Coles Park (tennis and bowls club)

- 5.32 Other leisure facilities in Chippenham include the Olympiad Leisure Centre, which has a fitness suite, 25 m swimming pool, multi-purpose sports hall and squash courts, and Chippenham Sports Club, which has an indoor sports dome that can accommodate a range of sports including badminton, netball, tennis, cricket and five-a-side football, six outdoor tennis courts, three cricket fields, a bowls green and an astroturf hockey pitch.
- 5.33 Wiltshire Council's (2023) *Wiltshire Open Space Assessment* examines the provision of public open space by community area, based on the estimated population of each community area in 2017. The Chippenham community area is further sub-divided into urban and rural areas. Chippenham urban area is identified as being deficient in allotment provision, parks and recreation grounds and children's and youths' play space, although it has surplus provision of amenity green space and accessible natural green space. Chippenham rural area is also deficient in allotment provision and children's and youths' play space, but has surplus provision of recreation space and accessible natural green space (table 5.6).

| Type of open space                                                                                                                           | Existing provision (ha) | Existing provision (ha/1,000 people) | Standard (ha/1,000 people) | Surplus / deficit (ha) |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------------------|----------------------------|------------------------|
| <b>Chippenham urban area</b>                                                                                                                 |                         |                                      |                            |                        |
| Allotments                                                                                                                                   | 4.80                    | 0.13                                 | 0.25                       | -4.18                  |
| Amenity green space                                                                                                                          | 54.08                   | 1.51                                 | 0.9                        | 21.75                  |
| Parks and recreation grounds                                                                                                                 | 20.02                   | 0.56                                 | 1.1                        | -19.49                 |
| Children's play space                                                                                                                        | 0.86                    | 0.02                                 | 0.25                       | -8.12                  |
| Youths' place space                                                                                                                          | 0.61                    | 0.02                                 | 0.30                       | -10.17                 |
| Accessible natural green space                                                                                                               | 81.74                   | 2.28                                 | 1.8**                      | 17.09                  |
| <b>Chippenham rural area</b>                                                                                                                 |                         |                                      |                            |                        |
| Allotments                                                                                                                                   | 2.26                    | 0.22                                 | 0.25                       | -0.26                  |
| Recreation space*                                                                                                                            | 22.36                   | 2.22                                 | 2.0                        | 2.23                   |
| Children's play space                                                                                                                        | 0.62                    | 0.06                                 | 0.25                       | -1.90                  |
| Youths' place space                                                                                                                          | 0.26                    | 0.03                                 | 0.30                       | -2.76                  |
| Accessible natural green space                                                                                                               | 92.84                   | 9.22                                 | 1.8**                      | 74.72                  |
| <b>Table 5.6: Public open space provision in the Chippenham area</b>                                                                         |                         |                                      |                            |                        |
| *Includes parks, recreation grounds and amenity green space                                                                                  |                         |                                      |                            |                        |
| **Standard for new provision only, but used here to provide an indication of existing levels of provision for the purposes of the assessment |                         |                                      |                            |                        |

- 5.34 Wiltshire Council's (2017) *Wiltshire Playing Pitch Strategy: Community Area Profiles* identifies a need for additional youth football pitch and artificial grass pitch provision in the Chippenham community area. The potential need for an additional cricket pitch is also identified. The report notes that planned and natural population change will impact on the requirement for pitches for football, rugby, cricket and hockey.
- 5.35 There are several community halls available for hire in Chippenham, including King Alfred Hall at St Andrews, Rotary Hall, Chippenham Town Hall, The Cocklebury Club and Central Methodist Church (Chippenham Town Council, 2024). Chippenham Library in the town centre is open six days a week.
- 5.36 As Chippenham is deficient in some types of recreation and community provision, community facilities are considered to be of medium to high sensitivity to population change.

### ***Future baseline***

- 5.37 In the absence of the proposed development, it is likely that the site would continue in its current agricultural use. However, the community and social baseline will still change in the future. The population of Wiltshire unitary authority area is predicted to grow by 10.3% to 563,043 by the end of the neighbourhood plan period in 2038 (Office for National Statistics, 2025).

### **Effects post-construction**

#### ***Demography***

- 5.38 The differences in average household size between LSOAs Wiltshire 014C and 013F (table 5.3) mean that the average household size for Wiltshire at the time of the 2021 Census (2.32 people) has been used to provide a realistic worst case estimate of the new population that the proposed development will introduce to the area. Based on this, the up to 600 dwellings are estimated to generate a new population of 1,392 people.
- 5.39 At this outline application stage, the exact distribution of dwellings (and therefore population) across the site is not finalised. Based on the area of proposed residential development in each LSOA, it is estimated that the proposed development will lead to an increase in the population of LSOA Wiltshire 014C of approximately 1,299 people, while the population of LSOA Wiltshire 013F is predicted to increase by 93 people. An additional 1,299 people represents an increase of approximately 105% to the population of LSOA Wiltshire 014C, which is a change of large magnitude. An increase of 93 people represents an increase of approximately 6% to the population of LSOA Wiltshire 013F, which is a change of negligible to small magnitude. At the wider town level, including these two LSOAs, an increase of 1,392 people represents an increase of approximately 3% on Chippenham's population. This is a change of negligible magnitude.
- 5.40 Research indicates that younger people are more likely to consider buying a new build home than older people (MHCLG, 2019) and that new housing developments are generally occupied by higher proportions of young adults and children than existing residential areas (Hampshire County Council, 2014, and Cambridgeshire County Council, 2013). This suggests that the demography of the proposed development is likely to differ slightly from that of the site's LSOAs as a whole, particularly LSOA Wiltshire 013F with its higher proportion of retirement-age residents. Overall, given the medium sensitivity of the LSOAs' demographies to change, the proposed development is predicted to lead to a substantial, significant effect on the demography of LSOA Wiltshire 014C, a slight effect that will not be significant on the demography of LSOA Wiltshire 013F, and a negligible effect that will not be significant on the demography of Chippenham as a whole.

#### ***Housing***

- 5.41 The proposed development will provide a selection of dwellings to the residents of Chippenham and other people moving into the area. As the application is in outline, the exact distribution of dwellings across the site is not finalised. Based on the area of proposed development in each LSOA, it is estimated that the proposed development will provide approximately 560 dwellings in LSOA Wiltshire 014C and 40 dwellings in LSOA Wiltshire 013F.

- 5.42 There were 600 households in LSOA Wiltshire 014C, 633 households in LSOA Wiltshire 013F and 17,550 households in Chippenham as a whole (including these two LSOAs) in 2021. The 560 proposed dwellings in LSOA Wiltshire 014C therefore represent a 93% increase in housing provision in the LSOA. Given the high sensitivity of housing provision in Wiltshire, this large change will be a substantial, significant beneficial effect. The c40 dwellings proposed in LSOA Wiltshire 013F represent a 6% increase in housing provision. This negligible to small change will be a slight to moderate, beneficial effect that will not be significant. The addition of 600 dwellings will be a 3% increase in housing in Chippenham as a whole, which will be a negligible beneficial effect that will not be significant.
- 5.43 Up to 240 (up to 40%) of the proposed dwellings will be affordable housing. Given the estimated seven-year construction period for the proposed dwellings, approximately 34 affordable dwellings could be constructed on average per year, which represents a 10% increase on the current annual rates of affordable housing completion in Wiltshire. This is a change of small magnitude that, combined with the high sensitivity of affordable housing provision in Wiltshire, will lead to a moderate, significant beneficial effect.

### ***Local businesses***

- 5.44 The small retail local centre proposed as part of the development is likely to be used mainly by the new residents and will not be of sufficient scale to compete with businesses in the town centre. The increase in population associated with the proposed development is likely to give rise to a small associated increase in demand for local businesses in Chippenham. This will be a slight beneficial effect that will not be significant. However, it will help to contribute to the ongoing viability of many existing town centre businesses.

### ***Education***

#### ***Introduction***

- 5.45 The Department for Education has developed a recommended methodology for estimating pupil yield from housing developments. Its Pupil Yield Dashboard (<https://department-for-education.shinyapps.io/pupil-yields-dashboard/>, viewed June 2026<sup>(2)</sup>) provides pupil yield factors for each local authority in England. For Wiltshire, it gives factors of 0.084 early years places, 0.357 primary school places, 0.238 secondary school places (including sixth form) and 0.011 special school places per dwelling.
- 5.46 Based on these factors, the proposed development is predicted to generate the need for an additional 50 early years places, 214 primary school places, 143 secondary school places and seven special school places.

#### ***Early years***

- 5.47 The addition of 50 children to the area's nurseries represents a 16% increase in the number of children on their rolls, which is a change of small magnitude. Given the low to medium sensitivity of early years provision in the town, this

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<sup>2</sup> Yields are based on data from the most recent academic year available (2021/22 for all categories except for sixth form, where data from 2020/21 were used).

will be a slight adverse effect that will not be significant in the absence of mitigation.

#### *Primary schools*

- 5.48 The addition of 214 children to Kings Lodge Primary School represents a 70% increase in the number of children on the school's roll, which will use up all the spare capacity and push the school over capacity. This will be a large magnitude of change, leading to a moderate to substantial, significant adverse effect in the absence of mitigation.

#### *Secondary schools*

- 5.49 The addition of 143 children to Abbeyfield School, Sheldon School and Hardenhuish School represents a 4% increase in the number of children on the schools' rolls that will still leave spare capacity available. This will be a negligible magnitude of change, leading to a negligible adverse effect that will not be significant.

#### *Special schools*

- 5.50 The addition of seven children to The Silverwood School represents a 1% increase in the number of children on the school's roll. This is a change of negligible magnitude, leading to a negligible adverse effect that will not be significant.

#### **Healthcare**

- 5.51 As discussed in paragraph 5.28, the NHS's London Healthy Urban Development Unit recommends a benchmark of 1,800 patients per FTE GP. Therefore, the predicted increase in population of 1,392 people represents an increase in demand of approximately 0.77 FTE GPs. There are currently 37.2 FTE GPs at the site's catchment area surgeries, so the increase in demand as a result of the proposed development would equate to 2% of existing GP provision at these practices. This will be a change of negligible magnitude, leading to a negligible adverse effect that will not be significant.
- 5.52 No set standards exist for NHS dental provision. However, a study undertaken by the University of Bath School of Health in 2004 suggested a standard of 2,000 patients per dentist. Using this standard as a guide, the predicted increase in population of 1,392 people represents an increase in demand of 0.70 dentists. This equates to 6% of the existing NHS dental provision at the practices in Chippenham, which is a change of negligible to small magnitude. Combined with the high sensitivity of NHS dental provision, it will lead to a slight to moderate, adverse effect that will not be significant.

#### **Community facilities**

- 5.53 The increase in population will increase demand for community facilities. The division of the proposed public open space between amenity green space, parks and recreation grounds, children's and youths' play space and accessible natural green space will be confirmed at the detailed design stage. As a result, these open space categories have been combined for the purpose of the assessment. Based on the standards in table 5.6, the increase in

population will require 6.06 ha of public open space in the above categories and 0.35 ha of allotments.

- 5.54 The proposed development includes 19.60 ha of green infrastructure, including amenity green space, accessible natural green space, parks and recreation and play areas. This will meet the estimated demand for these uses and provide an additional 13.54 ha that would be available to meet demand from other residents of Chippenham. This represents a 9% increase in the town's provision of these types of open space, which is a change of small magnitude and a moderate, significant beneficial effect.
- 5.55 The proposed development also includes 0.36 ha of allotments, which will meet the estimated demand created by the proposed development. No significant adverse effects are therefore predicted on allotment provision in the town.
- 5.56 In line with the predicted population increase, there will be a small increase in demand for community facilities in Chippenham, such as indoor sports facilities, community centres and libraries. Given the medium to high sensitivity of these facilities in the area, this will be a moderate, significant adverse effect in the absence of mitigation.

### Mitigation and monitoring

- 5.57 Financial contributions will be made through the Community Infrastructure Levy and a section 106 legal agreement (as appropriate) towards community facilities and services, where these are not being provided as part of the proposed development, such as early years and school provision, healthcare and community facilities. This will ensure that there will be no significant adverse effects on education, healthcare and community facilities as a result of the proposed development. The implementation of this mitigation will be monitored through Wiltshire Council's existing planning obligations monitoring system.

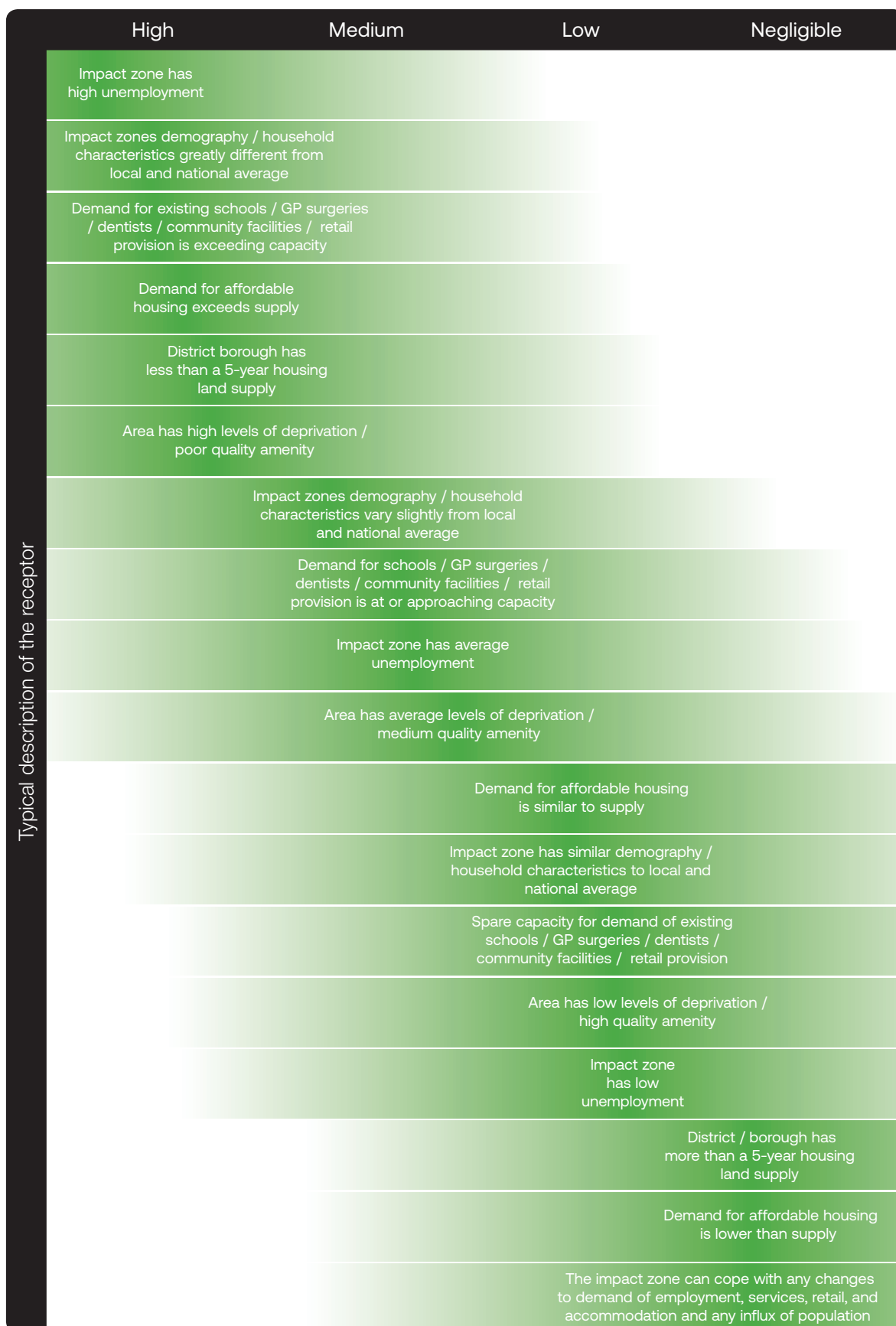
### Residual effects

- 5.58 The significant residual effects are summarised in table 5.7.

| Topic                        | Significant residual effect                                                                                     | Receptor sensitivity | Impact magnitude | Nature     | Duration  | Degree of effect | Level of certainty |
|------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------|------------------|------------|-----------|------------------|--------------------|
| Community and social effects | Change to the demography of LSOA 014C                                                                           | Medium               | Large            | N/A        | Long term | Substantial      | Reasonable         |
|                              | Increased provision of housing in LSOA 014C                                                                     | High                 | Large            | Beneficial | Long term | Substantial      | Absolute           |
|                              | Increased provision of affordable housing                                                                       | High                 | Small            | Beneficial | Long term | Moderate         | Absolute           |
|                              | Increased provision of amenity green space, accessible natural green space, parks and recreation and play areas | Medium to high       | Small            | Beneficial | Long term | Moderate         | Absolute           |

**Table 5.7: Significant residual effects**

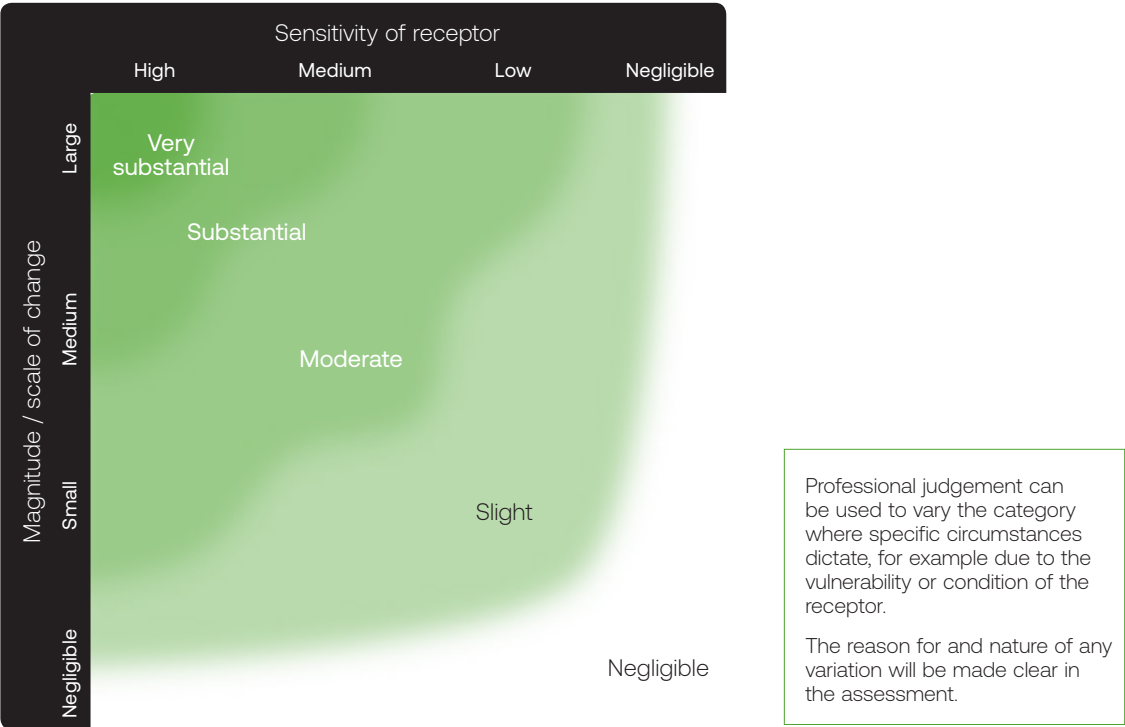
## Sensitivity of receptor – Community and social



## Magnitude of change – Community and social



# Determination of significance matrix – Community and social



## Degrees of effect

### Very substantial

Large changes in population, demand for / supply of local services / facilities or retail provision, jobs for local people, market / affordable housing provision, deprivation or amenity; in areas with high unemployment, or where the demand for existing services and retail provision is exceeding capacity, demand for housing exceeds supply, deprivation is high or amenity is poor.

### Substantial

A large change in population, demand for / supply of local services / facilities or retail provision, jobs for local people, market / affordable housing provision, deprivation or amenity; in areas with medium unemployment, or where the demand for / supply of existing services and retail provision is at / approaching capacity, demand for housing is similar to supply, deprivation is average or amenity is medium.

### Moderate

A large change in population, demand for / supply of local services / facilities or retail provision, jobs for local people, market / affordable housing provision, deprivation or amenity; in areas with low unemployment, spare capacity for demand for existing services and retail provision, housing supply exceeds demand, low deprivation or high amenity.

A medium change in population, demand for / supply of local services / facilities or retail provision, jobs for local people, market / affordable housing provision, deprivation or amenity; in areas with medium unemployment, or where the demand for / supply of existing services and retail provision is at / approaching capacity, demand for housing is similar to supply, deprivation is average or amenity is medium.

A small change in population, demand for / supply of local services / facilities or retail provision, jobs for local people, market / affordable housing provision, deprivation or amenity; in areas with high unemployment, or where the demand for existing services and retail provision is exceeding capacity, demand for housing exceeds supply, deprivation is high or amenity is poor.

### Slight

A medium change in population, demand for / supply of local services / facilities or retail provision, jobs for local people, market / affordable housing provision, deprivation or amenity; in areas with low unemployment, spare capacity for demand for existing services and retail provision, housing supply exceeds demand, low deprivation or high amenity.

A small change in population, demand for / supply of local services / facilities or retail provision, jobs for local people, market / affordable housing provision, deprivation or amenity; in areas with low to medium unemployment, spare capacity for demand for existing services and retail provision or where this demand is at / approaching capacity, demand for housing exceeds or is similar to supply, deprivation is low to average or amenity is average to high.

### Negligible

Negligible changes to population, employment, demand for / supply of local services / facilities or retail provision, housing supply, deprivation or amenity; or an area that can cope with changes to population, employment, deprivation or amenity, or demand for / supply of services, retail or housing.

## Significance

If the degree of effect is moderate or above, then the effect is considered to be significant.