

Heritage Statement

Nos. 44-45 Market Place, Chippenham

August 2026



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Document History

Version History

Issue	Date	Issued by	Comment
1.0	14 Aug 2026	FG	
1.1	25 Aug 2026	FG	Updated applicant information

Project Information

Project Information	
Project	Nos. 44-45 Market Place, Chippenham, Wiltshire
Applicant	Clumber Trustee Company Ltd & Quay Hill Trustee Company Ltd
Job Number	766022
File Origin	Y:\UK-PL-Htge\Documents\Heritage Team Jobs\2. National\Wiltshire\Market Place (44-45), Chippenham\Reports

Document Checking

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Abbreviations and Conventions

c. Circa

CA Conservation Area

ha Hectares

HE Historic England

HER Historic Environment Record

km kilometres

LB Listed Buildings

LPA Local Planning Authority

m metres

NGR National Grid Reference

NHLE National Heritage List for England

NPPF National Planning Policy Framework

PPG Planning Practice Guidance

Assumptions and Limitations

This report has been compiled using primary and secondary information derived from a variety of sources, only some of which have been directly examined. The assumption is made that this data, as well as that derived from other secondary sources, is reasonably accurate at the time of writing.

Compliance

This document has been prepared in accordance with the requirements stated within the National Planning Policy Framework (NPPF; (Ministry of Housing, Communities and Local Government 2024) and Planning Practice Guidance (PPG; (Ministry of Housing, Communities and Local Government).

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1. Introduction

1.1 Project Background

- 1.1.1 Savills Heritage and Townscape has been commissioned to produce a Heritage Statement to accompany a listed building consent application for the proposed conservation and repair of existing windows and installation of secondary glazing to meet residential standards, at 44-45 Market Place, Chippenham, SN15 3HU, centred on NGR ST 92149 73287, see **Figure 1** (hereafter referred to as 'the Site').

1.2 The site and its surroundings

- 1.2.1 The Site is Grade II listed and located adjacent to the mini-roundabout at the junction of Market Place and St Mary Street, on the western side of St Mary Street, within Character Area 14 (Market Place) of the Chippenham Conservation Area. The Site is situated within a predominantly retail area and forms part of a townscape of mixed character, comprising a limited number of modern developments alongside numerous Grade I, Grade II* and Grade II listed buildings.
- 1.2.2 The Site lies between Market Place to the south and Chapel Mews to the north, with High Street to the west and St Mary Street and Emery Lane to the east. It falls within the planning jurisdiction of Wiltshire Council (hereafter, 'the Local Planning Authority').
- 1.2.3 The Site comprises modern office accommodation at first and second floor levels within the Grade II listed building, extending to approximately 3,271 sq ft. The accommodation includes partitioned office rooms, toilet facilities and a large kitchen at first-floor level. The ground floor is currently occupied by Iceland Foods. The location of the Site is shown on **Figure 1**.



Figure 1: Site Location with Site outlined in red.

2. Methodology and Sources

2.1 Aims, objectives and scope

- 2.1.1 The NPPF sets out that local planning authorities should require an applicant to provide an assessment of the significance of any heritage assets affected by a proposed development, including any contribution made by their setting. This includes designated and non-designated heritage assets and the level of detail should be proportionate to the asset's importance (NPPF para. 207).
- 2.1.2 This report is intended to comply with this requirement and will assess the impact of the proposals on the significance of identified heritage assets.
- 2.1.3 The following terminology has been adopted within this assessment for classifying and discussing the historic environment:
- A heritage asset is a building, monument, site, place, area or landscape identified as meriting consideration in planning decisions because of its heritage interest (NPPF, Annex 2 Glossary);
 - The setting of a heritage asset is the surroundings in which a heritage asset is experienced. Its extent is not fixed, can extend beyond the asset's curtilage and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral (NPPF, Annex 2 Glossary);
 - Significance (for heritage policy), as defined in the NPPF (Annex 2 Glossary) is used to describe the heritage interest of an asset to this and future generations. This interest may be archaeological, architectural, artistic or historic. Significance derives from not only a heritage asset's physical presence, but also from its setting.

2.2 Assessing the significance of heritage assets

- 2.2.1 Recent Historic England guidance introduced the concept of 'interests' to assess the significance of heritage assets (HEAN 12: Statements of Heritage Significance – Analysing Significance in Heritage Assets (2019)), with reference to the following criteria:
- **Archaeological interest:** Deriving from the potential of a place to yield evidence about past human activity that is worthy of expert investigation.
 - **Historic interest:** An interest in past lives and events. It tends to be illustrative or associative. Providing a material record of the nation's past, it can also provide meaning for communities derived from their collective experience of a place and it can symbolise wider value such as faith or cultural identity.
 - **Architectural and artistic interest:** Interest from the design or general aesthetics of a place. Derived from conscious design or fortuitously through evolution. More specifically, it relates to the science of design, construction, craftsmanship and decoration. Artistic interest is an interest in other human skill, such as sculpture.

2.2.2 Planning Policy Guidance (PPG, July 2019) in relation to the historic environment provides a similar interpretation of assessing significance.

2.2.3 In addition, Historic England has issued good practice guidance notes on the historic environment, of which the following are relevant to the assessment of significance and the impact of the proposals on the Site:

- *HEAN 1 (2nd Ed.): Conservation Area Appraisal, Designation and Management (2019);*
- *HEAN 2: Making Changes to Heritage Assets (2016);*
- *GPA 2: Managing Significance in Decision-Taking in the Historic Environment (2015);*
- *GPA3 (2nd Ed.): The Setting of Heritage Assets (2017); and*

2.3 Assessing the setting of heritage assets

2.3.1 Historic England's GPA3 (2nd Ed.): The Setting of Heritage Assets (2017) advocates a systematic and staged approach to the assessment of setting and the effects of a proposed development on the setting of heritage assets.

- Step 1 of the approach is 'identifying the heritage assets affected and their settings'. This initial step is carried out by undertaking documentary research, and assessing data sourced from the HER and national heritage datasets.
- Step 2 requires consideration of 'whether, how and to what degree these settings make a contribution to the significance of the heritage asset(s)'. The guidance states that this stage of the assessment should first address the key attributes of the heritage asset itself and then consider: i) the physical surroundings of the asset, including its relationship with other heritage assets; ii) the way the asset is appreciated; and iii) the asset's associations and patterns of use.
- Step 3 involves 'Assessing the effect of the proposed development on the significance of the asset(s)'. This stage of the assessment addresses the key attributes of the proposed development, such as its: i) Location and siting; ii) Form and appearance; iii) Additional effects; and iv) Permanence.
- Step 4 of the guidance should explore opportunities for 'maximising enhancement and minimising harm', while Step 5 is to 'make and document the decision and monitor outcomes'. For the purposes of this assessment, Steps 1-4 of the process have been followed. Step 5 is the duty of the Local Planning Authority and therefore not undertaken as part of this assessment.

2.4 Historical and archaeological baseline

2.4.1 Baseline conditions were established through consideration of the historic environment within the vicinity of the Site and a desk-based review of existing sources of publicly accessible primary and synthesised information, comprising:

- National heritage datasets including The National Heritage List for England (NHLE), Images of England and Britain from Above;
- Heritage Gateway, accessed online 10.08.2026;
- Conservation area appraisal;

- Historic images and maps available online; and
- Local histories and secondary sources.

2.4.2 A site visit was undertaken on 28th May 2026 to inform the understanding the site.

2.4.3 A bibliography of documentary, archive, and cartographic sources consulted is included in the References section of this report.

2.4.4 In providing our work, we may utilise artificial intelligence (“AI”) systems and related technologies to support certain aspects of our work. These technologies may be used for, without limitation, tasks such as data analysis and the identification of research triggers. Relevant outputs generated or assisted by AI will be checked and the subject to appropriate human review and professional judgement before inclusion in our work. We remain responsible for the quality, accuracy, and suitability of our services, regardless of the use of AI tools.

3. Historic development

3.1 Introduction

- 3.1.1 The following section provides a summary of the historic development of the Site and its environs, compiled from sources listed in the References and drawing on previous studies of the Site.
- 3.1.2 Understanding the history and context of the relevant heritage assets is important to establish their significance and setting and the contribution that their setting makes to their significance. Historic England guidance on the setting of heritage assets advises that while this matter is primarily a visual assessment, there are other factors, such as historical associations and relationships that define settings and contribute to significance.

3.2 Brief historical background of Chippenham

- 3.2.1 Given the town's geology and the presence of the River Avon, which would have provided a natural defensive position and access to water resources, the area was likely attractive to prehistoric settlers. Archaeological evidence has identified prehistoric and Roman activity in the vicinity. During the Roman period, a road ran to the south of Corsham and Lacock, and a small settlement was established at Sandy Lane.
- 3.2.2 The earliest documentary evidence for Chippenham dates to the 9th century when the Anglo-Saxon Chronicle records the settlement as *Cippanhamme*, meaning a market or trading place. By this time, Chippenham had become a royal ville. In AD 853, Ethelswith, sister of King Alfred, was married at the church in Chippenham, and in AD 878 the town was occupied by King Guthrum and the Danish army, at which time it was probably fortified. Chippenham was granted a charter by King Edmund in AD 940.
- 3.2.3 During the Early Medieval period, Chippenham, which had previously been under Crown ownership, was divided into the manors of Sheldon, Rowden and Lowden and came into the possession of various barons and religious institutions. Chippenham remained an important royal manor, and the Domesday Book of 1086 records the settlement as having 177 households. The entry lists three landholders, including King William and the Bishop of Exeter (St Peter), and records extensive resources comprising 100 acres of meadow, two pastures, four furlongs of woodland, twelve mills and a church.
- 3.2.4 Throughout the medieval period, Chippenham developed as a significant market town. By 1245 the urban core had expanded along Lang Street and the borough was represented in Parliament by the late 13th and early 14th centuries. During the reign of Edward II, additional fairs and markets were granted to the Lord of the Manor. Surviving medieval landmarks include the Bell Inn, recorded in 1326, and the rebuilt tower of St Andrew's Church, completed in 1442. Expansion continued along Le Newstret during the 15th century, while the Yelde Hall was erected in the Market Place after 1458. In 1474, Maud Heath endowed the construction of a causeway linking Wick Hill in Bremhill with Chippenham, improving access to the town's markets.
- 3.2.5 Chippenham's role as a market centre was reinforced in the post-medieval period. Queen Mary granted the town a charter of incorporation in 1554, enabling the borough to fund the maintenance of key infrastructure, including the bridge and causeway. The original Butter Cross was erected in the Market Place in 1570, followed by the construction of the Shambles. By 1604, the town contained 129 burgesses' houses, concentrated around the High Street and Market Place, reflecting prosperity generated by the wool industry along the River Avon. Despite periods of decline associated with the Black Death, downturns in the wool trade and the Civil War, Chippenham remained an important

commercial centre. Oliver Cromwell is recorded as staying at the White Hart in 1649 while travelling to Ireland.

- 3.2.6 The town continued to expand during the 18th and 19th centuries. Chippenham's first workhouse was constructed in 1736 and, by 1810, more than twelve cloth factories operated within the town. The opening of the Wilts and Berks Canal further supported industrial growth, although the cloth industry subsequently declined and by 1835 only a single factory remained. Other developments included the construction of the gasworks at Westmead in 1834 and the opening of Chippenham Tannery in 1861.
- 3.2.7 The arrival of the Great Western Railway in 1841 transformed the town's economy and encouraged the growth of new industries. Brunel's railway viaduct and the railway connection between London and Bristol improved communications and attracted major employers.
- 3.2.8 Ordnance Survey mapping indicates that, between 1885 (**Figure 2**) and 1899 (**Figure 3**), the area immediately southwest of the Site was developed on, with a row of buildings erected along the street frontage of Corn Street. Street frontages became more continuous by 1899 and the plots behind the frontages appear more intensively developed.



Figure 2: 1885 Ordnance Survey Map with the Site outlined in Red. Source: National Library of Scotland.



Figure 3: 1899 Ordnance Survey Map with Site outlined in Red. Source: National Library of Scotland

- 3.2.9 In the late 19th century, Evans O'Donnell Limited and later Saxby & Farmer established significant engineering works in the town. Following a series of mergers, the business became Westinghouse Brake & Signal Co. Ltd in 1935 and remained one of the area's principal employers throughout much of the 20th century.
- 3.2.10 Between 1921 (**Figure 4**) and 1936 (**Figure 5**), Ordnance Survey mapping shows the demolition of several buildings to the north of the Site, resulting in the creation of more open land and yard space within the urban block. Elsewhere, minor alterations to building footprints are evident, although the overall street layout and character of the surrounding built environment remained substantially the same.





Figure 5: 1936 Ordnance Survey Map with Site outlined in Red.
Source: National Library of Scotland

- 3.2.11 The traditional cloth industry ended during the early 20th century, while the market gradually relocated from the historic town centre to Cocklebury between 1951 and 1954. By 1967 (**Figure 6**), alterations had been made to the Site. The mapping also indicates that a building formerly present to the north had been demolished, creating a larger open yard area associated with the Builders Yard. Additional redevelopment and construction are evident elsewhere, particularly to the south of Market Place. These changes suggest ongoing redevelopment and modification of the urban environment during the mid-20th century.



Figure 6: 1967 Ordnance Survey Map with Site outlined in Red. Source: National Library of Scotland

- 3.2.12 During the Second World War, Chippenham accommodated evacuees and supported the war effort through local industry, particularly the Westinghouse factory, which was considered a Luftwaffe target. The town experienced rationing, blackouts and the establishment of local defence measures, including Home Guard units, air-raid precautions and anti-invasion structures. Temporary military camps were established in the surrounding area, and American troops were stationed nearby during the later years of the conflict.

3.3 Historic development of the Site

- 3.3.1 The Site sits with Market Place Character Area which lies adjacent to the site of the Saxon town. As a result, the area and Site would have been subject to activity during the Saxon period.
- 3.3.2 During the Medieval period the area in which the Site is situated was an large single open space in which a market sat.
- 3.3.3 By 1548 the White Hart Inn, formerly known as Ye Harte Inn stood on the Site. During this period it likely extended across the sites of Nos 44 to 48. The inn is thought to have been one of the towns principal coaching inns and is known to have accommodated notable visitors including Oliver Cromwell and Robert Peel.
- 3.3.4 The White Hart Inn remained an important commercial premises throughout the Post-Medieval period. However, its significance declined during the 19th century following the arrival of the Great Western Railway in Chippenham in 1841, which reduced reliance on coaching routes and roadside inns.
- 3.3.5 As a consequence of this decline, the White Hart Inn was sold for private purposes around 1850 and the building was adapted to meet changing commercial needs in the town centre and was subsequently altered and subdivided to accommodate changing commercial requirements within the town centre. It was probably following this that the building gained its Victorian shopfronts that were subsequently lost (see Figure 7).
- 3.3.6 In 1970-72, the building was remodelled by Percy Thomas Partnership for further commercial use. The historic elevation was retained whilst much of the remainder of the building was demolished and rebuilt. The Site was subsequently converted to retail premises with office accommodation located above on the first and second floor levels.

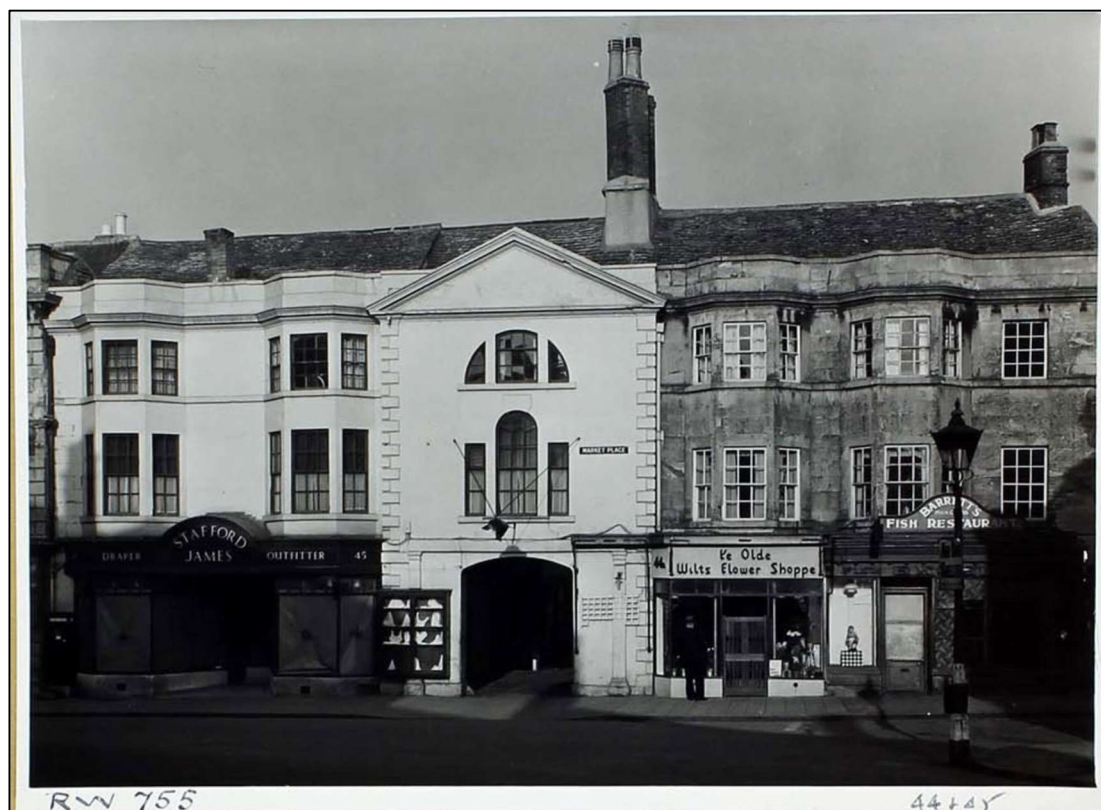


Figure 7: photo from c.1940 showing the Site before it was remodelled by Percy Thomas Partnership. The Victorian shop fronts still in place, and a historic roof with chimney stacks.

4. Statement of Significance

4.1 Introduction

- 4.1.1 A heritage asset may be defined as a building, monument, site, place, area or landscape positively identified as having a degree of significance meriting consideration in planning decisions because of its heritage interest. Heritage assets include designated heritage assets and assets identified by the local planning authority (including local listing).
- 4.1.2 The NPPF defines the significance of a heritage asset as “The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.” The NPPF definition largely correlates with the interests identified by Historic England in their Historic England Advice Note 12 (October 2019).
- 4.1.3 In light of the heritage constraints within the Site and its immediate vicinity, and having regard to the nature of the proposals, the scope of this assessment includes the listed buildings at Nos. 44 and 45 Market Place and the wider Chippenham Conservation Area. The Site is located within Character Area 14 (Market Place) as identified in the Chippenham Conservation Area Character Appraisal.
- 4.1.4 The Site lies within the Chippenham Conservation Area, which contains a number of designated and non-designated heritage assets, including listed buildings and Buildings of Good Townscape Merit. Following a Site visit, and given the limited nature of the proposed works, a detailed assessment of individual heritage assets beyond Nos. 44 and 45 Market Place has not been undertaken. Instead, this assessment focuses on the effect of the proposals on the character and appearance of the Conservation Area, with particular reference to Character Area 14 (Market Place).



Figure 8: The existing façade of the building with some damaged windows. The roof appears to have been entirely replaced in the 1970s and the Victorian shopfronts replaced by the recessed supermarket windows

4.2 Nos. 44 and 45 Market Place (Grade II)

- 4.2.1 The listed building consists of a three-storey stone façade with an asymmetrical array of windows. The ground floor entirely dates from the 1970s with concrete finishes and metal-framed windows and doors. The first and second floor levels are faced with ashlar, and there are four two-storey canted bay windows fitted with timber sash windows. The centre of the façade is occupied by a Venetian window and above this is a Diocletian window. This Georgian front shows the influence of architectural pattern books that were popular at the time, but it is a façade that was applied to an older building, the timber-framed coaching inn, which is why it is not symmetrical and the sill levels of the windows are inconsistent (reflecting previous lost floor levels). It appears that it was only the façade that was retained in the 1970s remodelling, with a new roof, floor levels and rear extensions all built in reinforced concrete and brick.

Historic interest

- 4.2.2 Nos 44 and 45 Market Place formerly formed part of the White Hart Inn, formerly Ye Harte Inn, which dates from the mid-16th century. During this period, the inn is thought to have extended across the present sites of Nos 44 to 48 Market Place. The White Hart Inn was one of Chippenham's coaching inns and is known to have accommodated notable visitors, including Oliver Cromwell and Sir Robert Peel.
- 4.2.3 The White Hart Inn remained an important commercial premises throughout the Post-Medieval period. However, its significance declined during the 19th century following the arrival of the Great Western Railway in Chippenham in 1841, which reduced reliance on coaching routes and roadside inns.
- 4.2.4 As a consequence of this decline, the White Hart Inn was sold for private purposes around 1850 and the building was adapted to meet changing commercial needs in the town centre and was subsequently altered and subdivided to accommodate changing commercial requirements within the town centre. As a result, the former inn gradually evolved into the series of commercial premises.

Architectural and artistic interest

- 4.2.5 Nos 44 and 45 Market Place form part of an imposing limestone frontage of three storeys. The buildings are characterised by a prominent projecting bay surmounted by a pediment.
- 4.2.6 The principle elevation displays a high degree of symmetry and incorporates a range of classical architectural features, including chamfered quoins, plat bands, a sill band and a cornice. The central bay contains a Venetian window at first-floor level and a Diocletian window above, whilst a wide segmental arch marks the location of a former carriage entrance.
- 4.2.7 Historic alterations have impacted the building and the original carriageway has been glazed whilst the full-height canted bays to the ground floor have been removed and replaced with modern shop fronting glazing, and the roof has lost its historic chimneys and original tiles.
- 4.2.8 The Chippenham Conservation Area Appraisal notes that the character of the building has been severely compromised through the conversion of the ground floor to a supermarket. In particular, the replacement of the original frontage with areas of plate-glass glazing and solid advertising has eroded the original architectural character of the frontage.

Archaeological interest

- 4.2.9 The Site lies in an archaeologically sensitive area, close to the Medieval market place and church and potentially the core of the Saxon burgh of Chippenham. The County Archaeological Service identified the nearby area to the rear of Nos 35-43 as areas of particularly high archaeological potential within the Extensive Urban Survey of Chippenham.

Setting

- 4.2.10 The surroundings towards the front of the building, including the market place, contribute to the significance of the listed building by illustrating the prominence of the former White Hart Inn in the town. The historic context of the inn is still visible and tangible in the surroundings. The surroundings to the rear do not contribute to its significance. There are historic buildings and alleys to the rear, but because the 1970s supermarket extension entirely hides the historic part of the building, its significance is not perceived or understood from this side.

4.3 Chippenham Conservation Area

- 4.3.1 The Site falls within the area designated as the Chippenham Conservation Area. The conservation area was first designated on 10th January 1973 and review of the boundary was undertaken in January 1989, May 1996 and December 2004. The Conservation Area is divided into 18 sub-areas due to its size and differing character of sub-areas in the overall Conservation Area. The areas are generally based on key streets, spaces of landscape features. The Site sits within Area 14, Market Place.
- 4.3.2 The Conservation Area is depicted in Figure 8 and Character Area 14 is depicted in Figure 9. Character Area 14 is bordered by Chapel Mews on its north, St Mary Street on its east, The Causeway on its south and Gladstone Road on its west.

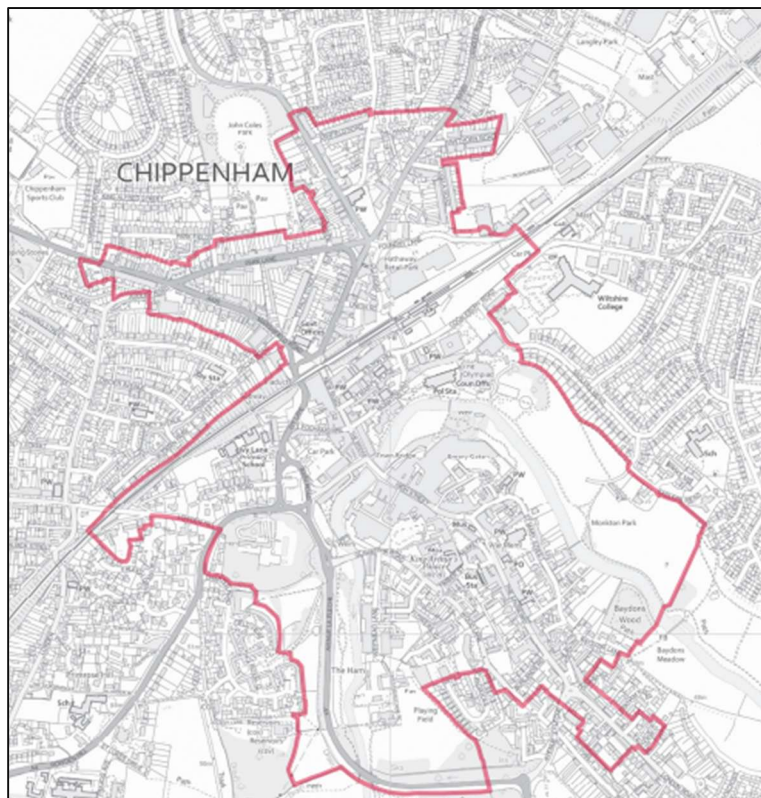


Figure 9: Chippenham Conservation Area. Source: Chippenham Town Council, *Chippenham Conservation Area Character Appraisal*. *Chippenham Neighbourhood Plan*.

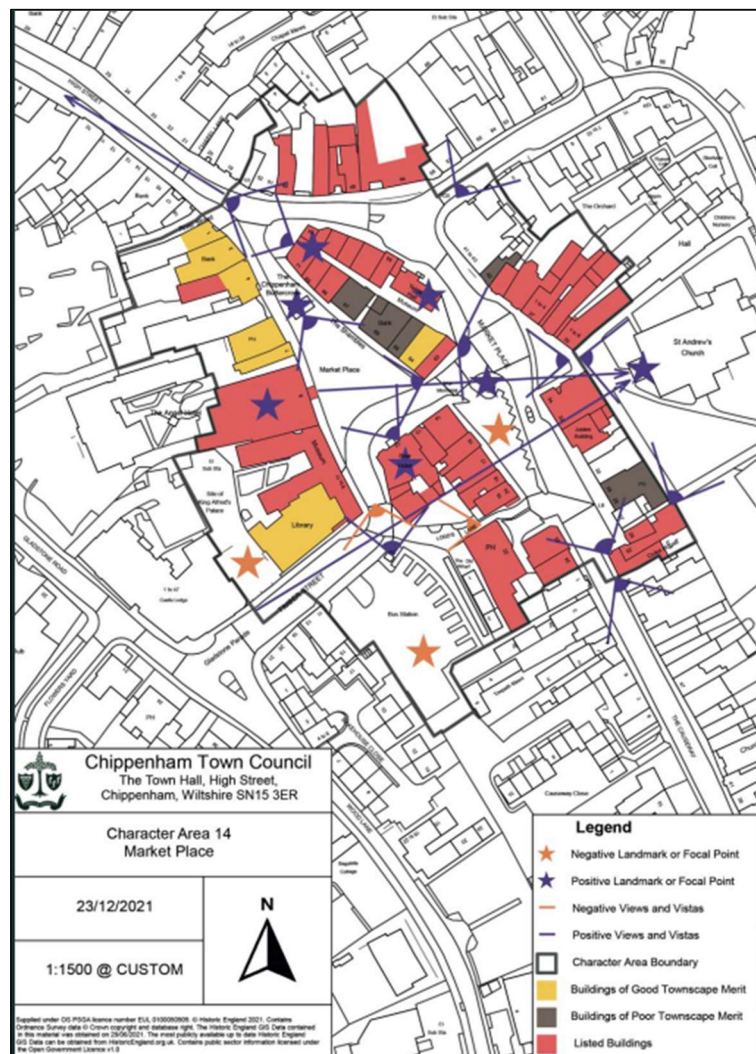


Figure 10: Chippenham Conservation Area, Character Area 14. Source: Chippenham Town Council, *Chippenham Conservation Area Character Appraisal, Chippenham Neighbourhood Plan*.

- 4.3.3 Character Area 14 contains a number of listed buildings and also features five buildings of poor townscape merit and seven buildings of good townscape merit. In addition, it contains seven positive landmarks and focal points, three negative landmarks and focal points, and a number of important views and vistas that contribute to the area's character and appearance.

Historic interest

- 4.3.4 The market place represents the historic and commercial core of Chippenham and occupies a significant location adjacent to the parish church of St Andrew and the former Saxon settlement. The area's origin links with the medieval development of the town and the land behind Chippenham Museum is associated with the site of King Alfred's Palace.

- 4.3.5 The Market Place originally comprised a single open space and has functioned as a centre for trade since at least 1320 when Edward II granted rights for four annual fairs and two weekly markets. The construction of the Yelde Hall, the towns original guildhall and market house, during the mid-15th century marked a significant stage in the evolution of the area and initiated the gradual encroachment of built development into the former marketplace.
- 4.3.6 Subsequent development resulted in the formation of two principal groups of buildings within the original market place area. These comprised The Shambles (Nos 54-71), which developed around Yelde Hall and Nos 12-20, grouped around the Bear Hotel. These developments segregated the original marketplace into the distinct Upper and Lower Market Places, while creating a series of subsidiary urban spaces.



Figure 11: The context of Chippenham Market Place, looking southeast towards St Andrew's Church

Architectural and artistic interest

- 4.3.7 The character and appearance of the area have been strongly influenced by its long-standing role as Chippenham's commercial and civic centre. Buildings generally front directly onto the street and market spaces creating a strong sense of enclosure.
- 4.3.8 The traditional town centre materials are predominately either Bath stone or limestone, either sawn or rubble with quoins to principal elevations, together with occasional warm orange /brown brick. Roofs are historically stone slate, with later clay Roman or pantiles. Stone mullions and surrounds are common, while windows are generally timber or metal casements or sliding sash windows.
- 4.3.9 Whilst most buildings are two or three storeys in height, there is considerable variety in roof forms, architectural detailing and building scale. Market Place comprises a series of interconnected public spaces with active retail frontages at ground floor level. Plot sizes are irregular and organic in form, reflecting the areas historic evolution rather than planned development. Vegetation plays a limited

role within the predominantly urban setting. Since the early 21st century, upper floors of buildings have undergone conversion into residential accommodation.

Archaeological interest

- 4.3.10 The Site lies in an archaeologically sensitive area, close to the Medieval market place and church and potentially the core of the Saxon burgh of Chippenham. The County Archaeological Service identified the nearby area to the rear of Nos 35-43 as areas of particularly high archaeological potential within the Extensive Urban Survey of Chippenham.

5. Proposals and assessment of impact

5.1 Introduction

- 5.1.1 The management and mitigation of change to the heritage resource resulting from development is based on the recognition within Government planning objectives that "...heritage assets are an irreplaceable resource..." (NPPF para. 202). Impacts to the historic environment and associated heritage assets arise where changes are made to their fabric or setting, which in turn could lead to a change in significance.
- 5.1.2 Planning legislation and policy requires that development should seek to preserve or enhance the significance of a heritage asset. Planning legislation and policy relating to the historic environment in both its national and local contexts are detailed in Appendix 1 of this report.

5.2 Proposed scheme

- 5.2.1 The submitted drawings and schedule of works should be referred to alongside this report. The proposals comprise of repairs and enhancements to the existing windows, including the fitting of secondary glazing. The intention is to improve the energy efficiency and comfort of the building. It was initially thought that the windows might be entirely replaced, but it was noted that some of the timber sash windows appear to date from the early-nineteenth century, and while there have been many replaced panes and sashes, the windows are historic and part of the special interest of the building. Therefore it is proposed to retain these windows and carry out sensitive, like-for-like timber repairs, and using repaircare resin. New panes of glass, where needed, will be conservation cylinder glass.
- 5.2.2 The proposed secondary glazing would be a high quality system supplied by Selectaglaze. There would be a minimal level of intervention required to the window frames and sills to accommodate the secondary glazing.

5.3 Assessment of impact on Nos. 44 and 45 Market Place

- 5.3.1 The proposed repairs to the windows have been carefully planned to follow best practice for conservation, using techniques employed at highly significant, Grade I listed sites. The historic window frames and glass panes will be retained and repaired by slicing in new timber where needed, making repairs with repaircare resin, and inserting new panes where required using conservation glass.
- 5.3.2 The proposed secondary glazing will require minimal interventions in the window frames and sills to accommodate it. These small alterations in timber will not affect the significance of the windows which already show multiple phases of alteration and repair, which add to their interest. The secondary glazing will offer substantial benefits to the thermal and acoustic performance of the building, thereby enhancing its ongoing use.

5.4 Impact on the Chippenham Conservation Area

- 5.4.1 The building currently has damaged windows with some panes missing and patched up with makeshift materials. The repairs to the historic sash windows will enhance the appearance of the conservation area.
- 5.4.2 The secondary glazing option has been chosen to ensure the historic windows can be retained with their single glazing intact. The Market Place retains mostly single-glazed windows and the proposed works will retain this character while gaining the better thermal and acoustic performance offered by secondary glazing.



Figure 12: View of the Market Place looking north towards the High Street

6. Conclusions

- 6.1.1 Savills Heritage and Townscape have been instructed to provide a heritage statement to identify and assess the significance of heritage assets that have the potential to be impacted by the proposed repairs to windows and installation of secondary glazing at 44-45 Market Place, Chippenham, and give an assessment of impact, proportionate to the level of development of the scheme.
- 6.1.2 The Grade II listed building was found to have both architectural interest - deriving from its limestone front with Georgian features including bay windows – and historic interest relating to its former use as the White Hart Inn. However, the works carried out in the 1970s appear to have amounted to a façade retention, with entirely new floors, roof and an open-plan layout behind. The ground floor shop fronts were removed and a supermarket inserted that is of an entirely different character to the floors above. Therefore the significance of the listed building is closely tied to the front façade of its upper floors, and its appearance within the context of the market place.
- 6.1.3 Following consideration of various options including total replacement of the windows, the preferred option is to retain the historic timber sash windows, making like-for-like repairs with timber and conservation glass, and repairs in repaircare resin where needed. This will preserve the form of the windows and enhance the appearance of the building and the conservation area. The proposed secondary glazing can be fitted with minimal alterations to the already much altered window frames, without affecting the special interest of the building. The secondary glazing will offer significant enhancements to thermal and acoustic performance without compromising the existing character of single-glazing that prevails in the market place.
- 6.1.4 For these reasons, the proposed works are not considered to cause any harm to heritage assets, and are in accordance with the NPPF and Core Policy 58 of the adopted (January 2015) local development plan for Wiltshire.

7. References

- Chippenham Town Council, Chippenham Neighbourhood Plan, *Chippenham Conservation Area Character Appraisal*.
- Historic England (2008) *Conservation principles, Policies and Guidance: for the sustainable management of the historic environment*
- Historic England (2017) *The Setting of Heritage Assets* (Planning Note 3)
- Historic England (2019) *Statements of Significance* (Historic England Advice Note 12)
- Historic England (2019) *Conservation Area Appraisal, Designation and Management* (Historic England Advice Note 1)
- Ministry of Housing, Communities & Local Government (December 2024) *National Planning Policy Framework*
- Ministry of Housing, Communities & Local Government *Planning practice Guidance*
- Victoria County History, *The Chippenham Story*, <https://www.wiltshirehistory.org/the-chippenham-story> [Accessed on 11 August 2026].
- Wiltshire and Swindon History Centre, *Chippenham Timeline*, <https://apps.wiltshire.gov.uk/communityhistory/Timeline?communityId=54> [Accessed on 11 August 2026].

Appendix 1: Legislation and Policy

Legislation

Legislation relating to listed buildings and conservation areas is contained within the Planning (Listed Buildings and Conservation Areas) Act 1990.

The Planning (Listed Buildings and Conservation Areas) Act 1990 provides that with regard to applications for planning permission affecting listed buildings or its setting:

“s.66(1) In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”

The Planning (Listed Buildings and Conservation Areas) Act 1990 sets out that with regard to application for planning permission within conservation areas:

“s.72(1) In the exercise, with respect to any buildings or other land in a conservation area, of any powers under any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”

National Planning Policy Framework (NPPF)

The NPPF was introduced in March 2012 and consecutively amended resulting in the extant December 2024 version. Both the NPPF and the PPG are material considerations in listed building consent and planning permission applications.

One of the key planning principles of the Framework states that heritage assets are:

“an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations” (paragraph 202)

The glossary of the Framework (Annex 2) defines conservation as the process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.

Chapter 16 of the Framework outlines the Government’s guidance regarding conserving and enhancing the historic environment in more detail. Paragraph 207 requires the significance of the heritage assets, which may be affected by the proposals to be described as part of any submission, ideally as part of a Heritage Statement report. The level of detail should be proportionate to the importance of the assets and sufficient to understand the potential impact of the proposals on their significance.

Paragraph 208 sets out that local planning authorities should also identify and assess the particular significance of heritage assets that may be affected by development proposals. They should take this assessment into account when considering the impact of development proposals in order to avoid or minimise conflict between the heritage asset’s conservation and any aspect of such development proposals.

Paragraph 210 states that local planning authorities should take account of the desirability of sustaining and enhancing the significance of all heritage assets and putting them into viable uses consistent with their conservation, the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality, and the desirability of new development making a positive contribution to local character and distinctiveness.

Paragraphs 212 and 213 further outlines that local planning authorities should give great weight to the asset's conservation when considering the impact of a proposed development on the significance of a designated heritage asset, such as the conservation area. The more important the heritage asset, the greater the weight should be. It is also specified that any harm to or loss of, significance of a designated heritage asset should require clear and convincing justification.

Paragraph 214 outlines that local planning authorities should refuse consent where a development proposal will lead to substantial harm or total loss of significance, unless it can be demonstrated that this is necessary to deliver substantial public benefits that outweigh such harm or loss, or a number of other tests can be satisfied.

Paragraph 215 concerns development proposals that will lead to less than substantial harm to the significance of a designated heritage asset. Here harm should be weighed against the public benefits, including securing the optimum viable use.

Paragraph 218 states that Local Authorities should require developers to record and advance the understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact. This evidence (and any archive generated) is to be made publicly accessible. However, the recording of evidence of our past should not be a factor in deciding whether such loss should be permitted.

Paragraph 219 encourages local planning authorities to look for opportunities for new development within conservation areas and within the setting of heritage assets, to enhance or better reveal their significance. It also states that development proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of a heritage asset, should be treated favourably.

Paragraph 220 establishes that not all elements of a conservation area will necessarily contribute to its significance. Loss of a building which makes a positive contribution to the significance of the conservation area should be treated as either substantial harm under paragraph 214 or less than substantial under paragraph 208, as appropriate taking into account the relative significance of the building affected and its contribution to the significance of the conservation area as a whole.

Local Planning Policy Guidance

Wiltshire Core Strategy (Adopted January 2015)

Core Policy 58 Ensuring the conservation of the historic environment

Development should protect, conserve and where possible enhance the historic environment. Designated heritage assets and their settings will be conserved, and where appropriate enhanced in a manner appropriate to their significance, including:

- i. Nationally significant archaeological remains
- ii. World Heritage Sites within and adjacent to Wiltshire
- iii. Buildings and structures of special architectural or historic interest
- iv. The special character or appearance of conservation areas
- v. Historic parks and gardens
- vi. Important landscapes, including registered battlefields and townscapes

Distinctive elements of Wiltshire's historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be conserved, and where possible enhanced. The potential contribution of these heritage assets towards wider social, cultural, economic and environmental benefits will also be utilised where this can be delivered in a sensitive and appropriate manner in accordance

Heritage Statement

with Core Policy 57 (Ensuring High Quality Design and Place Shaping). Heritage assets at risk will be monitored and development proposals that improve their condition will be encouraged. The advice of statutory and local consultees will be sought in consideration of such applications.

Appendix 2: Planning history

Planning Reference	Description	Decision	Decision Issue Date
N/97/01145/LBC	DISPLAY OF NON-ILLUMINATED SIGN FOR 12 - 18 MONTHS SHOP FRONT/SIGN	Approve with Conditions	11/8/1997
N/96/01141/FUL	ALTERATIONS	Approve with Conditions	25/7/1996
N/90/00372/ADC	HANGING SIGN AND APPLIED LETTERS TO WINDOW (FRONT) AND INTERNALLY ILLUMINATED BOX SIGN (REAR)	Approved	05/4/1990
N/90/00630/LBC	HANGING SIGN AND APPLIED LETTERS TO WINDOW (FRONT), INTERNALLY ILLUMINATED BOX SIGN (REAR)	Approved	02/5/1990
N/89/03315/LBC	ALTERATIONS TO LISTED BUILDING REECTION OF HISTORICAL PLAQUE	Approve with Conditions	29/1/1990
N/77/00835/F	CHANGE OF USE (PART FIRST FLOOR)	Approved	05/09/1997
N/78/01227/AD	SHOP SIGNS	Approve with Conditions	18/12/1978
N/77/00665/AD	NON-ILLUMINATE WHITE PLASTIC LETTERING OVER REAR	Approved	05/09/1977

Appendix 3: Additional photos



The central Venetian window seen from the inside



Detail of a broken pane currently patched up with Perspex



A twentieth century replacement sash with a broken pane



One example of a window with a possibly nineteenth century upper sash and a twentieth century replacement lower sash



A sash missing a glazing bar and two panes in need of repair



A twentieth-century horned sash window patched up with perspex

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