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CHIPPENHAM  
NEIGHBOURHOOD  
PLAN

Chippenham Town Council

# Chippenham Neighbourhood Plan Community Survey

Results from the public survey:  
23<sup>rd</sup> March - 27<sup>th</sup> April 2020





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This report was prepared by Community First in consultation with Chippenham Town Council and the Chippenham Neighbourhood Plan Steering Group.

# Introduction

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This report has been prepared for Chippenham Town Council and the Steering Group for the Neighbourhood Plan. The report presents the quantitative findings of the Chippenham Neighbourhood Plan Community Survey, an online survey which collected responses from Chippenham residents between 23rd March - 27th April 2020.

## Survey Design & Distribution

The purpose of the community survey was to gather evidence to inform the preparation of the Chippenham Neighbourhood Plan. The survey questions were created by Chippenham Neighbourhood Plan Topic Groups, with input from members of the Steering Group. The final version of the survey can be found in Appendix 1 of this report.

The Chippenham Neighbourhood Plan Community Survey was specifically designed to gather the views of Chippenham residents and households only. Additional surveys were created for local businesses, community infrastructure providers and community-based organisations. Findings from these surveys are presented in a series of separate reports.

The survey was designed and built using cloud-based online survey software Zoho and branded with the Chippenham Neighbourhood Plan logo and colour scheme. Due to the outbreak of COVID-19 and associated lockdown, there were no paper copies of the survey. All responses were gathered online via a URL which was shared with local people through social media, relevant websites and newsletters.

There were 60 questions in the Chippenham Neighbourhood Plan Community Survey. The survey was divided into sections, with questions arranged into topic areas:

1. Community Infrastructure (19 questions)
2. Green Infrastructure (4 questions)
3. Transport (3 questions)
4. Economy (2 questions)
5. Housing Need (9 questions)
6. Sustainability and Climate Change (14 questions)
7. About You (9 questions)

The Chippenham Neighbourhood Plan Community Survey was closed for responses at 8.30am on Monday 27th April.

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The purpose of the community survey was to gather evidence to inform the preparation of the Chippenham Neighbourhood Plan.

# Response Rate

Survey Visits	Completed Responses	Partial Responses	Total Responses
940	197 (48%)	211 (52%)	408

A total of 940 people accessed the Chippenham Neighbourhood Plan Community Survey between 23rd March – 27th April 2020.

- There were 408 responses (partial or complete) survey responses
- This represents an overall response rate of 43%
- 48% of survey respondents completed the survey in full
- 52% of respondents submitted a partial response

Actual response figures and (rounded) percentage breakdowns are provided for each survey question in this report. This represents the number of responses received as a proportion of all respondents answering each individual question. Not all of the respondents provided answers to all of the questions available, therefore the figures presented for each question may not necessarily match the totals listed above.

There were a number of open-ended questions in the community survey which are summarised in the report, along with a selection of verbatim quotes. A complete list of open-ended responses for each question is included in the appendices. Open-ended comments have been reproduced verbatim from submitted survey responses and thus, may contain spelling, grammatical and other errors.

## Average Response Rate by Topic Area

As mentioned above, the survey questions were divided into topic areas. A breakdown of completed and skipped responses, as well as an overall average response rate for each topic area is included in the table below:

	Completed	Skipped	Response Rate
Community Infrastructure	158	250	39%
Green Infrastructure	189	218	46%
Transport	185	223	45%
Economy	169	239	41%
Housing Need	146	262	36%
Sustainability and Climate Change	187	220	46%
About You	139	269	34%

Topic areas with the highest response rate are highlighted in grey in the table above. Green Infrastructure and Sustainability and Climate Change were completed by 46% of survey respondents, with a further 45% completing questions relating to transport. Questions relating to demographics including age, gender and location of respondents (About Us) received the fewest responses overall (34%).

Whilst examining the average response rate by survey section can provide a guide to topic areas that are important to Chippenham residents, this does not necessarily provide a full picture. Section 1 (Community Infrastructure) had a higher percentage of open-ended questions compared to other survey sections. This could have had a negative impact on the response rate for this section (39%) as respondents may prefer to answer quicker multiple choice or dropdown question in place of open-ended questions which typically take longer to complete. Similarly, most of the questions in Section 5 (Housing Need) were only applicable to respondents who intended to purchase or rent a new home within the next 5 years. Therefore, the overall response rate is diluted by the number of respondents who do not intend to move.

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**Green Infrastructure and Sustainability and Climate Change were completed by 46% of survey respondents, with a further 45% completing questions relating to transport.**



# Summary of Findings

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## Community Infrastructure

- Individual sporting activity and spending time outdoors was the most popular activity for Chippenham residents who engaged with the survey.
- 58% of participants said they take part in an individual sporting activity such as tennis, walking or running on a frequent basis (more than four times a month) and a further 53% spend time in a park playground or garden.
- The most popular venue or location for Chippenham residents overall was John Coles Park.

## Green Infrastructure

- Wildlife and biodiversity and recreation and play were considered the most important purposes for green space amongst Chippenham residents.
- Overall, just under half of survey respondents said that the provision of green space was 'good' a further 37% said it was 'average'. This suggests that survey respondents broadly feel the current provision of green space including recreation, wildlife and biodiversity in Chippenham is satisfactory.
- 47% of respondents said their access to green space was 'good' with a further 23% who said it was 'excellent'. This suggests that respondents are broadly satisfied that they have reasonably good access to green space in Chippenham.
- 40% of survey respondents said that improvements to cycling, paths and networks was the primary improvement needed to Chippenham's green infrastructure

## Transport

- 60% of Chippenham residents who responded to the survey said they most frequently accessed the Town Centre on foot, a further 31% travel by car.
- 62% of respondents said safer pedestrian and cycle routes would encourage them to walk or cycle more frequently into the Town Centre, with an additional 61% who said better routes would encourage them to walk or cycle more often.
- Amongst local residents surveyed, there was a general feeling that walking was preferable to taking the bus in to the Town Centre.
- 43% of survey respondents said that more frequent buses would encourage them to take the bus more often.

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The most popular venue or location for Chippenham residents overall was John Coles Park.

## Economy

- 44% of survey respondents said they most frequently travel to their main place of work by car. A further 21% walk to their workplace.
- 41% of surveyed residents said their main place of work was in Chippenham. In addition, a broad range of commuting distances were represented in the dataset.

## Housing Need

- 80% of survey respondents are homeowners. This suggests that renters (including private renter and social housing tenants) are under-represented in the dataset.
- 31% of respondents said they (or a member of their household) would be looking for a new home in Chippenham, now or in the next five years.
- 27% of those looking to move said they wanted to start their first home or were looking to buy a home but were unable to afford it.
- Survey respondents said that a detached or semi-detached property with between 2-4+ bedrooms would best suit their needs. Ownership was the preferred tenure (91%) for those looking to move.
- Of those looking to rent in future, 60% of survey respondents said they could afford £600-£700 per month (or less).

## Sustainability & Climate Change

- Survey respondents indicated that climate change prevention and sustainability was an important issue to them for the Chippenham Neighbourhood Plan. There was a good level of engagement with questions relating to climate change, including detailed open-ended responses.
- Whilst respondents broadly agreed that new housing developments should be net carbon neutral, there was slightly less enthusiasm for renewable energy.

## Demographics

- 81% of survey respondents consented for their personal data to be used in connection with the Chippenham Neighbourhood Plan.
- Based on age and self-reported household tenure, older and middle-aged homeowners may be over-represented in the dataset.
- Similarly, there were fewer responses from younger people (7%) and from renters, which suggests that a younger cohort may be under-represented.
- There were more survey responses from females (60%) than males

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80% of survey respondents are homeowners. This suggests that renters (including private renter and social housing tenants) are under-represented in the dataset.

(40%) overall.

- Over half of survey respondents said they live in a household with multiple generations, 35% live with a partner and 13% live alone.
- A variety of Chippenham postcodes are represented in the dataset, with a broad distribution of responses from different areas of the town.



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A variety of Chippenham postcodes are represented in the dataset, with a broad distribution of responses from different areas of the town.



# Survey Responses

## Community Infrastructure

Survey respondents were asked about their use of local community infrastructure including buildings, public spaces and other locations such as parks, museums, public meeting rooms, scout huts, village halls and places of worship. These questions aimed to understand how people use the existing community infrastructure in Chippenham, as well as what might be needed in future.

Q1 - How many times a month would you estimate that you participated in one of the following types of activities in Chippenham?

	Never/once a month	2-4 times a month	More than 4 times a month
Entertainment, arts and culture (theatre, cinema, museums, live music, etc.)	70% (160)	26% (60)	4% (10)
Children's activities (play groups, art clubs, play, etc.)	80% (183)	9% (21)	11% (24)
Climate change prevention and environmental improvement (meetings, rallies, volunteer working)	88% (202)	8% (19)	3% (7)
Healthy lifestyles such as healthy eating or exercise (dieting clubs, gym, organised sporting events)	87% (202)	8% (19)	3% (7)
Visited a park, playground or garden	19% (43)	28% (65)	53% (122)
Religious or secular celebration	87% (200)	6% (14)	7% (15)
After school clubs and school-based activities	79% (182)	9% (21)	12% (27)
Youth Club	96% (218)	2% (4)	2% (6)
Individual sporting activity (tennis, running, walking, cycling)	24% (56)	17% (40)	58% (133)
Organised group sporting activity	66% (149)	10% (23)	24% (55)
Community run café	88% (200)	9% (21)	3% (6)
Community or Civic Group meeting (Civic Society, Scouts, Rotary Club, etc.)	83% (189)	9% (21)	8% (19)

On average 69% of survey respondents said they never participated in the various activities (in the table above) or participated less than once a month. 13% participated 2-4 times a month and 19% participated more than 4 times a month, on average.

Of the survey respondents who participated most frequently (more than 4 times a month), 58% took part in individual sporting activity such as tennis, running, walking and cycling. A further 53% visited a park, playground or garden.

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## Favourite Venues & Locations

Survey respondents were asked to identify their favourite venues and locations in Chippenham across a variety of different categories (as outlined in the table above). These questions were open-ended, with the individual responses reviewed and summarised for each question. A summary is included below:

**Q2 What is your favourite entertainment, arts and culture venue or location in Chippenham? (192 responses)**

	Percentage	Responses
Reel Cinema	32%	62
The Neeld Community and Arts Centre	31%	59
Chippenham Museum	14%	7
The Cause	6%	11
Old Road Tavern	4%	8

The most popular venues/locations for entertainment, arts and culture were Reel Cinema (32%) and The Neeld Community and Arts Centre (31%). An additional 20% of responses included John Coles Park, the library and Stanley Park Sports Ground, as well as people who were new to the area, wrote 'N/A' or did not have a favourite venue in this category.

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**Q3 What is your favourite children's activity venue or location in Chippenham? (163 responses)**

	Percentage	Responses
John Coles Park	32%	52
Chippenham Library (including Rhyme Time)	6%	10
Olympiad Leisure Centre	8%	5
Monkton Park	4%	6
Stanley Park Sports Ground	4%	6
Soft Play at Brewers Fayre	2%	3

John Coles Park (32%) was the most popular children's activity venue in survey responses from local residents, with some specifically citing the splash pad. The remaining 53% of responses were from those who said they did not have children, who stated 'N/A' or who did not have a favourite children's activity venue or location. A handful of other venues or locations were mentioned including Scouts, the rugby club, the museum and a toddler/baby group at a church.

Q4 What is your favourite climate change prevention/environmental venue or location in Chippenham? (123 responses)

	Percentage	Responses
Zero Chippenham (Voluntary Group)	5%	6
Grounded (Café)	5%	6
Baydons Meadow Wildlife Group	2%	3
Chippenham Borough Lands Charity	2%	3
Off the Ground (Voluntary Group)	2%	2
Monkton Park	2%	3

79% of respondents were unable to name an environment/climate change prevention venue or location in Chippenham. Of the 21% who did state a favourite, the most popular venues were the voluntary group Zero Chippenham (5%) and the café Grounded (5%). Extinction Rebellion, allotments, Mortimores Wood, Chippenham Town Council, Chippenham Railway Station, John Coles Park and Wilts and Berks Canal Trust were each mentioned by one respondent.

Q5 What is your favourite healthy lifestyles venue or location in Chippenham? (165 responses)

	Percentage	Responses
Olympiad Leisure Centre	21%	34
Chippenham Sports Club	7%	11
Walking outdoors (for example in Monkton Park)	5%	8
Local cycle paths	4%	7
Exercise classes in village halls or community buildings	4%	6
Going to the gym	2%	3

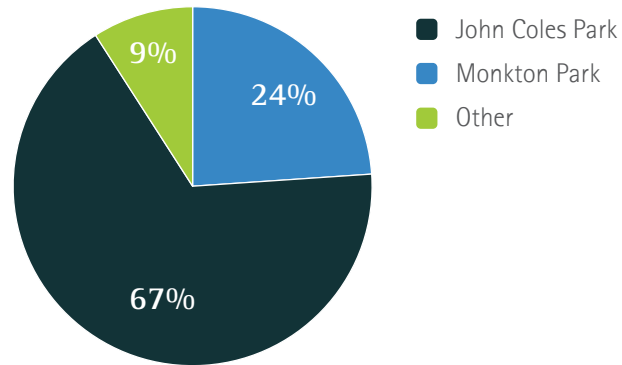
Approximately half of survey respondents cited a favourite location for healthy lifestyles in Chippenham, the remainder put 'N/A' or did not mention a specific venue. The Olympiad Leisure Centre was the most popular venue overall (21%), along with Chippenham Sports Club (7%). Other venues listed by a small number of respondents included Bowood Spa, park run in Monkton Park, Santosha yoga studio and Chippenham Golf

Club. Specific gyms mentioned by respondents were Atlas Gym, the Gym at Derry Hill and Inspire Gym.

Q6 What is your favourite park, playground or garden in Chippenham? (209 responses)

	Percentage	Responses
John Coles Park	67%	140
Monkton Park	24%	50
Other park	9%	19

Nearly all of the survey respondents who answered this question named a particular park or playground in Chippenham as their favourite. John Coles Park was the most popular park (67%) followed by Monkton Park (24%). Other parks were mentioned by 9% of respondents and included the park and play area in Pewsham, Stanley Park, Island Park, Westmead Open Space, Baydons Meadow, Frogwell Park and Methuen Park.



Q7 What is your favourite venue or location for religious or secular celebration? (139 responses)

	Percentage	Responses
St Andrews Church	12%	16
St Pauls Church	4%	6
Sheldon Road Methodist Church	4%	5
St Marys Church	2%	3
Other (including outside Chippenham)	10%	14

68% of survey respondents who answered this question put N/A or indicated that they were not religious and/or did not currently attend a venue or location for religious or secular celebration. 32% of respondents indicated that they attended a local church or religious venue, with the most popular being St Andrews Church (12%). Several other churches were named by individual respondents including Emmanuel Chippenham, Trinity Church Hardenhuish, Central Methodist Church, Ladyfield Church, New Testament Church of God and St Giles Church. Two travel outside of Chippenham to attend church.

**Q8 What is your favourite after school club or school-based activity in Chippenham? (134 responses)**

	Percentage	Responses
After school club	9%	12
Sport and dance activities	9%	12
Swimming and swim club	4%	6
Scouts, Guides and Rainbows	2%	3

66% of survey respondents who answered this question put N/A or indicated that they did not currently use after school clubs or school-based activities. Of the remaining respondents who did use this provision, 9% said they used after-school clubs including Abbeyfield, Ivy Lane, Queens Crescent and Monkton Park. A further 9% utilised sport and dance-based activities including the local football club, netball, cricket, climbing, rugby tots, martial arts at Spartans Gym and FitzGraham Academy of Dance. Of those who utilised swimming/swim club (4%), most respondents cited the Olympiad Leisure Centre.

Other out of school activities not listed in the table above included Chippenham Harriers Youth, Sheep Club, Smart Owls, Yatton Keynell Bubbles and Rhythm Instincts Music Lessons.

**Q9 What is your favourite youth club in Chippenham? (121 responses)**

	Percentage	Responses
Rainbows, Scouts and Guides	2%	3
Castle Combe Colts	2%	2
SPY at St Pauls Church	2%	2
Other	10%	13

85% of survey respondents who responded to this question said they were not aware of any youth clubs in Chippenham or put 'N/A' in the answer box. There were only 3 youth clubs or groups that were used by more than one respondent these were Rainbows, Scouts and Guides (2%), Castle Combe Colts (2%) and SPY at St Pauls Church (2%). The remaining individual responses included Chippenham Harriers Youth, Unthinkable Youth Club, Rag and Bone Arts and Chippenham Tristars. For a full list of responses please visit the appendices.

**Q10 What is your favourite organised group sporting activity venue or location in Chippenham? (166 responses)**

Please see the next page for the table

	Percentage	Responses
Olympiad Leisure Centre	17%	29
Local parks (including Monkton Park) and John Coles Park	10%	17
Cycling (including cycle tracks and paths)	7%	11
Chippenham Sports Club	7%	11
Running (including park run)	5%	9
Stanley Park Sports Ground	5%	9
General walking	5%	8
Chippenham Bowls Club	3%	5

16% of survey respondents who answered this question did not specify a favourite venue or location or put 'N/A'. The most popular group sporting activities and venues are listed in the table above, these included the Olympiad leisure Centre (17%), local parks (10%) and cycling locations (7%). There were a large variety of different group sporting activities listed by survey respondents, a complete list of survey responses to this question can be found in the appendices.

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**Q11 What is your favourite organised group sporting activity in Chippenham? (150 responses)**

	Percentage	Responses
Running club (including Chippenham Harriers and park run)	12%	18
Football (including watching and playing)	10%	15
Cycling club or group	5%	6
Dancing club or group (including Zumba)	4%	6
Bowls or skittles group	3%	5
Walking club or group	3%	4
Cricket (including watching and playing)	2%	3
Rugby (including watching and playing)	2%	3
Playing golf	1%	2
Other clubs and groups	13%	20

42% of respondents did not indicate their favourite group sporting activity or responded with 'N/A'. There was a large variety of group sport preferences, with running clubs like park run and Chippenham Harriers the most popular overall (12%). An additional 10% of respondents enjoyed playing or watching football. The table above includes the most popular group sporting activities, for a full list of responses please visit the appendices.

Q12 What is your favourite community run café in Chippenham? (125 responses)

	Percentage	Responses
Café Spero	8%	10
Tenth Hole Tea Room	5%	6
John Coles Park Café	2%	3
Sarah-Jayne's Café	2%	3
St Andrews Church Wednesday Café	2%	3
The Garden	2%	2
The Cause Culture Café	2%	2

66% of survey respondents were unable to name a community run café in Chippenham or said 'N/A' when responding to this question. A number of people responding to the survey said they were not aware of any community run cafes locally. Of those who named a specific café (33%) the most popular was Café Spero at Chippenham Christian Fellowship (8%) and the Tenth Hole Tea Room in Monkton Park (5%). The remaining individual responses included Chippenham Hospital Café, Friends of Chippenham Museum, the Station Café and Grounded. A full list of responses can be found in the appendices.

Q13 What is your favourite community or civic group meeting venue or location in Chippenham? (126 responses)

	Percentage	Responses
The Neeld Hall	7%	9
The Town Hall	6%	8
The Cause	6%	8
Jubilee Building (Chippenham Civic Society)	6%	7
Chippenham Rotary Club	5%	6
Pewsham Community Centre	4%	5
Chippenham Museum	3%	4
Chippenham Sports Club	2%	3
Grounded Café	2%	2
Chippenham Library	2%	2
Sheldon Road Methodist Church	2%	2
Chippenham Lions Club	2%	2

55% of people who responded to this question did not name a particular venue for community or civic group meetings or put 'N/A' in place of a response. Chippenham residents who responded to the survey listed a wide variety of different venues for this question. The most popular venue was The Neeld Hall (7%), followed by The Town Hall (6%), The Cause (6%) and the Jubilee Building (6%). There were a number of other venues listed in

individual responses including Friends of Chippenham Station, Masonic Hall and the Three Crowns pub. A complete list of responses is included in the appendices.

Q14 Do you have any other favourite venues or locations in Chippenham that you have not mentioned above? (124 responses)

	Percentage	Responses
The Rivo Lounge	10%	13
The Neeld Hall	10%	13
Monkton Park	10%	13
Rivers and canals (including walking on pathways)	8%	10
Chippenham Library	6%	7
Chippenham cycle paths	6%	7
Chippenham Museum	5%	6
Reel Cinema	4%	5
The Cause	3%	4
Mortimores Wood	3%	4
Old Road Tavern	2%	3
John Coles Park	2%	3
Chippenham History Centre	2%	3
The Donkey Field	2%	3
Birds Marsh	2%	2
The Garden	2%	2

33% of survey respondents who answered this question did not indicate a particular venue or location or wrote 'N/A'. There were a wide range of different locations, with several participants including more than one favourite venue in their answer. The most popular 'other' venues included The Rivo Lounge (10%), The Neeld Hall (10%) and Monkton Park (10%). Some respondents included feedback or other comments in their answer, some of these comments included:

“The riverside could be developed to make this a favourite place.”

“The Neeld Hall is nice but is possibly underused for public events. The museum is great and offers a nice children’s group and holiday activities.”

“Our allotment sites are important. Many of the small businesses provide excellent venue for socialising and informal meetings. E.g. Rivo, Grounded.”



Q15 Overall, what is your favourite venue or location in Chippenham? (171 responses)

	Percentage	Responses
John Coles Park	28%	48
Monkton Park	16%	27
River and canal (including walking on pathways)	6%	10
Stanley Park Sports Ground	5%	9
The Neeld Hall	4%	7
The Rivo Lounge	3%	5
Reel Cinema	3%	5
Chippenham Museum	3%	5
Chippenham Sports Club	3%	4

Most of the people who responded to this question (96%) cited an overall favourite venue or location, the remaining 4% of respondents said they did not have a favourite or could not pick a favourite. John Coles Park was the overall favourite cited by 28% of survey respondents, followed by Monkton Park (16%). When combined, outdoor spaces including parks, riverside walks and canals were listed as a favourite location or venue for 50% of people who responded.

Q16 Why do you like this venue or location? (163 responses)

This question was linked to question 15 (Overall, what is your favourite venue or location in Chippenham?) The verbatim responses were analysed for key themes which are presented in the summary below. A complete list of verbatim responses to this question are included in the appendices.

John Coles Park (28%)

Respondents said the park is a clean, well maintained and attractive space which is easily accessible. Families appreciate the variety of play equipment and splash pad as well as the space available to play sport, walk dogs and ride bikes. Also cited as a positive was the bandstand, nearby parking, markings for runners and the availability of a café and toilets. Some of the reasons for choosing John Coles Parks as an overall favourite location included:

"Love the bandstand concerts, lovely trees and surroundings, able to park nearby (on the road)"

"It's clean, well maintained, has access to a cafe and toilets and a safe play area for small children."

"The way it is looked after and the variety of things there such as band

stand concerts, activities for children, kiosk and the beautiful park itself.

"Clean and well maintained, lots of activities and can bring both the dog and my child for a free afternoon out."

"The facilities, the layout, the cafe, the summer bands etc. It has a sense of a place of community gathering for all generations that does not involve loads of money."

#### Monkton Park (16%)

Respondents said the park is a large, clean, open space with good views which is easily accessible (including for wheelchair users) and ideally located for the town centre. Access to a riverside path for walking and cycling was also cited as a positive, along with the variety of wildlife in and around the river. Respondents appreciate the new path which extends past the golf course and enjoy walking this route, including some with dogs. Some of the reasons listed for choosing Monkton Park as an overall favourite location included:

"The large open space connected to the environment. The new path past the golf course has opened up and connected the fields to the park and is a wonderful space for all ages."

"My husband is disabled and uses a motorised scooter. The paths are good and lots to look at."

"Peaceful with some wildlife to watch on the river."

"Close to the office, well maintained, nice river walk."

"The peace and quiet. The views down to the river and the trees."

#### River and Canal (6%)

Comments about the river often overlapped with Monkton Park (see above), due to the riverside path. Survey respondents enjoy walking or cycling along the riverside and the opportunity to relax and see wildlife. Some of the reasons for choosing the river or canal as a favourite location included:

"Peaceful with some wildlife to watch on the river."

"It's clean and beautiful and peaceful, well looked after and entices me to get out and exercise."

"It's great for walking and cycling through plus it's peaceful and a good place to look and listen and live in the moment."

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"It's clean and beautiful and peaceful, well looked after and entices me to get out and exercise."

“Wildlife corridor that runs through the centre.”

#### Stanley Park Sports Ground (5%)

Survey respondents said the venue is modern and good quality with excellent facilities. Respondents said that Stanley Park Sports Ground keeps children and adults active by providing support and training to engage people in healthy lifestyles through football. Some of the reasons for choosing Stanley Park Sports Ground as a favourite venue included:

“Gets both my children outside playing football and socialising either with their teams or friends. I also use it for playing football with my adult friends.”

“They provide amazing Goalkeeper and Football training and facilities, but also share their grounds with others.”

“It is modern and well run and a 1st Class facility.”

#### The Neeld Hall (4%)

Survey respondents said the Neeld Hall is a good-sized venue which is centrally located and easy to access with helpful staff and good facilities. Respondents said there are a good range of activities and events including groups, plays and dance at reasonable prices. Some of the reasons for choosing The Neeld Hall as a favourite venue included:

“Offers wide variety of shows and events and it’s a central location.”

“Lots on. Good central facilities.”

“Helpful staff, information on travel, good range of social activities (groups, plays, dance, talks) for a reasonable fee. Good toilet facilities.”

#### The Rivo Lounge (3%)

Respondents said The Rivo Lounge is a relaxed, friendly and welcoming venue with good staff and a positive ambience. The venue is a good place to meet friends and socialise as well as being family and dog friendly. Respondents like the choice of food and beverages, as well as the waterside setting. Some of the reasons for choosing The Rivo Lounge as a favourite venue included:

“Very friendly and welcoming staff. Safe for families, dog friendly. Good food, drinks and beverages. A spacious clean venue.”

“It’s a great place to meet friends.”

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“Very friendly and welcoming staff. Safe for families, dog friendly. Good food, drinks and beverages. A spacious clean venue.”

“Relaxed atmosphere, good for social gatherings.”

#### Reel Cinema (3%)

Respondents said that the Reel Cinema is a smart, modern venue which has recently been refurbished to a good standard. There are a good range of films available at the cinema and respondents said that the prices are reasonable.

“Recently refurbished, good pricing, good range of films.”

“It is a smart building and local at a reasonable price.”

“Newly updated and safe space for entertainment.”

#### Chippenham Museum (3%)

Respondents said that Chippenham Museum is a friendly and welcoming venue which is centrally located with a wide variety of free activities. Respondents like the exhibits which bring local history ‘alive’ along with ‘imaginative’ workshops, exhibitions and events. Some of the reasons cited for choosing Chippenham Museum as a favourite venue or location included:

“Great array of exhibits showing the history of the area coupled with great interaction with the people in the area and bringing history ‘alive!’”

“Really enjoying the regular workshops held there and the exhibitions and events are very imaginative.”

“Friendly, interesting, variety of activities, educational, centrally located and free.”

#### Chippenham Sports Club (3%)

Respondents said that Chippenham Sports Club is a friendly, welcoming venue for people who enjoy sport. Survey respondents cited meeting new people and a good variety of activities including tennis, cycling, running and bowls/skittles as well as exercise classes including Zumba, Pilates and Fitsteps. Some of the reasons for choosing Chippenham Sports Club as a favourite venue included:

“Lots going on met lots of people there.”

“Various sports – tennis, cycling, running, bowls, and social activities e.g, skittles.”

“Friendly welcome for sports enthusiasts and HQ of the Chippenham Wheelers.”

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“Friendly, interesting, variety of activities, educational, centrally located and free.”

**Q17 What improvements would you like to see to this venue or location?  
(140 responses)**

This question was linked to question 15 (Overall, what is your favourite venue or location in Chippenham?) and question 16 (Why do you like this venue or location?) The verbatim responses were analysed for key themes which are presented in the summary below. A complete list of verbatim responses to this question are included in the appendices.

**John Coles Park (28%)**

Whilst John Coles Park was the favourite location in Chippenham overall, survey respondents had constructive ideas for how the park could be improved. This included an updated and larger play area and hard surface area for sports, as well as more sports groups for children and information about sports clubs for park visitors. Respondents would welcome an increase in events at the bandstand as well as repair and ongoing maintenance of the water fountain. Some respondents would like to see more controls on dog walkers and loose dogs in the park, including better fencing around the dog area.

Survey respondents had various ideas for how the current facilities could be improved. There was mixed feedback on parking, some survey respondents would like to see increased provision for parking, with others stating that people should be encouraged to walk rather than drive to the park. This included a suggestion that the availability of on-street parking in the vicinity be restricted to discourage people from driving. Some of the residents would like to see modernisation of the current toilet blocks, including improved access for families with buggies or prams. Some respondents would like to see improvements to the café/kiosk including a healthier choice of food, the introduction of card payments and improved seating in the café area (including covered seating).

Some survey respondents mentioned that anti-social behaviour was a problem in certain areas of the park, this included a suggestion that young people are using the park to deal drugs and engage in loitering or other nuisance behaviour. Some of the comments included:

“There needs to be somewhere to shelter from the rain and cold while having a cup of tea.”

“Better information about sporting clubs and facilities like Tennis. Maybe toilet facilities expansion.”

“Better catering – the kiosk sells items that are loaded with sugar. How about better coffee there, and healthier snacks e.g. popcorn and fruit.”

“Encouraging people to walk there rather than drive because parking can be a nightmare.”

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“There needs to be somewhere to shelter from the rain and cold while having a cup of tea.”

“Toilets are in desperate need of an update; they’ve been like that since I was a child...quite a long time ago. The steps into the toilet are also not convenient when you have small kids and a baby in a pram.”

“More action on anti-social behaviour (youths using MUGA area for drug-dealing and taking.)”

#### Monkton Park (16%)

Survey respondents who said Monkton Park was their favourite location in Chippenham also had feedback on how the park could be improved. Respondents said they would like to see continued improvements to paths, bridges, and signage including information about wildlife along the river paths.

Some respondents focused on the wildlife and green habitat in terms of improvements and said they would like to see a reintroduction of trees that had been cut down, planting of new saplings and increased screening for the multi-storey car park and Emery Gate Shopping Centre. There was also a suggestion that more wildflowers be planted along the riverside to encourage wildlife and Latin name labels be added to trees.

Suggested improvements to park facilities included more seating, picnic tables and litter bins, which they also felt should be emptied more often. Some respondents said they would like to see better play equipment for children, along with improved lighting for people using the paths through the park. Finally, some respondents also mentioned anti-social behaviour as a problem in Monkton Park including littering, drug taking, drinking and other nuisance behaviour from young people and a group of ‘alcoholics’ that use the park. Comments on how Monkton Park could be improved included:

“I’d like to see improvements to the play area for older children/more adventurous play. I’d also like to see improvements to the wider water meadow beyond the golf course to ensure it stays a wildlife haven but facilitate access to it.”

“More lighting so that I can run through Monkton Park.”

“Less drug detritus, less empty bottles early in the morning, a lot less groups of drunk/drugged youths sitting in the centre.”

“Paths, bridges and signage improvements; a few more seats/benches; litter etc removed.”

“Demolition of the multi-storey carpark that is being built; Replacement of trees along the river bank (previously cut down or allowed to die, and not replaced, by Wiltshire Council); Better screening from the Emery Gate shopping centre and carpark across the river (e.g. by trees and shrubs on the opposite bank); Introduction of a wildflower meadow;

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“Toilets are in desperate need of an update; they’ve been like that since I was a child...quite a long time ago. The steps into the toilet are also not convenient when you have small kids and a baby in a pram.”

Planting of trees to screen off the 5 storey multi-storey car park that is being built on the edge of the park."

#### River and Canal (6%)

Many of the suggested improvements to Monkton Park (see above) also referenced the river and riverside walks. These included increased tree, sapling and wildflower planting to protect and encourage biodiversity along with more information about local wildlife on popular riverside paths. Other suggestions included a small landing stage for boats and canoes, reduced litter and better/more riverside paths. One respondent would like to see a plan for the continued development of the upriver area. Some of the comments for how the riverside could be improved included:

"A small landing stage for boats and canoes. Maybe a couple more picnic tables? More information for walkers re biodiversity and routes to take."

"All of the edges should be seeded with wild meadow flowers and left un-mown to promote insect life and colour. Each of the trees should be labelled with the Common name and the Latin name. Every year, a minimum of 10 new saplings should be planted."

"Encouragement of biodiversity and tree planting. Control of the invasive species, Himalayan Balsam. A plan for the area upriver from the golf course and on the opposite bank from Baydons Meadow."

"More recycling bins, historical facts along route."

"More attention to litter."

#### Stanley Park Sports Ground (5%)

Several respondents who cited Stanley Park Sports Ground as a favourite venue or location said that they would like to see more 3G pitches at the venue. Respondents would also welcome improved seating and shelters for spectators (including parents) as well as improvements to the café area. Some of the comments included:

"Like to see improved seating and shelters for parents and more reliable coffee machines."

"Another 3G pitch. Larger internal cafe area for parents and meetings etc"

"Better and more seating and shelters for matches."

#### The Neeld Hall (4%)

Survey respondents who said The Neeld Hall was their favourite venue in Chippenham had several ideas for how the venue could be improved.

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"Like to see improved seating and shelters for parents and more reliable coffee machines."

Respondents would welcome a better variety of live performances including higher profile acts, better productions with original performers and fewer tribute acts. One respondent felt the ticket prices could be cheaper. Some respondents said they would like to see improvements to the bar area, including having more staff at the bar to reduce queuing time, as well as opening the venue as a café for daytime use. Some of the comments included:

"Better gigs, bigger profile acts like Adam Hills was excellent. Better marketing required."

"A cafe for daytime use. Lillies is no longer open. It would be a good daytime meeting place. It could also serve pre-theatre meals."

"More staff on the bar as sometimes a long queue before event."

#### The Rivo Lounge (3%)

There were just two comments from survey respondents on how The Rivo Lounge could be improved. These were 'Cheaper drinks' and 'More seating'.

#### Reel Cinema (3%)

There was one comment from a survey respondent on how the Reel Cinema could be improved:

"To be able to purchase tickets online and be able to have them scanned from your phone, rather than queue up to have them printed out."

#### Chippenham Museum (3%)

There were two comments about how the Chippenham Museum could be improved, in terms of its size and functionality:

"Make it bigger."

"We could do with expanding the area around the museum to be a community hub for Chippenham. There is a lack of a focused space like Corsham has, or a venue like Court Street Gallery in Trowbridge."

#### Chippenham Sports Club (3%)

There were two comments about how Chippenham Sports Club could be improved, in terms of capacity:

"Another club room for the cycling club to meet."

"Double in size to provide additional sporting facilities for the growing population of Chippenham and surrounding villages."

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"To be able to purchase tickets online and be able to have them scanned from your phone, rather than queue up to have them printed out."



Q18 If you were in charge of community infrastructure in Chippenham and you had £1,000,000 to invest, what would you put the money towards? (212 responses)

Survey respondents were asked to select their favourite option from a list, the answers (in order of preference) are set out in the table below:

	Percentage	Responses
Entertainment, arts and culture	22%	46
Climate change prevention and environmental improvement	21%	45
Other (please specify)	17%	36
Healthy lifestyles	13%	27
Children's activities	11%	24
A park, playground or garden	9%	19
Community or civic group meeting space	4%	8
Community run café	2%	4
After school club or school-based activity	1%	2
Religious or secular building or space	0%	1

Entertainment, arts and culture was the most popular choice for investment overall, with 22% of survey respondents selecting this option. This was followed by climate change prevention and environmental improvement (21%).

17% of survey respondents selected 'Other' as an option and included:

- Improvements to footpaths and cycle tracks, this included designated cycle lanes and an improved cycle network.
- Improvements to sport and leisure facilities including Stanley Park Sports Ground to include a running track and an additional 3G pitch. Some respondents feel the Olympiad is in need of modernising.
- Improved/increased facilities to support young people including outreach, skate parks, climbing and youth groups.
- Places for family entertainment including bowling, an ice rink, a better swimming pool and climbing.
- More green space and open areas, including green space that links to the town centre.

A verbatim list of 'Other' responses can be found in the appendices.

Q19 Is there any community infrastructure you think is missing in Chippenham? (157 responses)

	Percentage	Responses
Children and young people	18%	28
Community activities and support	17%	26
Cycling and cycle paths	15%	23
Leisure facilities	13%	21
Environment and outdoors	12%	19
Town centre	11%	17
Arts and culture	8%	13
Sport	7%	11
Other	2%	3

10% of respondents did not provide an answer to the question and instead wrote 'N/A'. The remaining 90% of survey respondents who answered this question shared their views on what they feel is missing in terms of community infrastructure, several respondents listed more than one venue/location/activity that they felt was missing. The responses were analysed for key themes which are summarised in the table above, more detail about each theme is included in the analysis below. Verbatim responses can be found in the appendices:

**Children and Young People (18%)**

Some survey respondents said that there are not enough activities/facilities for children and young people in Chippenham, this is especially the case for young people aged 11-17 years. These respondents would like to see more activities for children and families in Chippenham. Suggestions included a soft play, skate park, bowling alley, laser tag, arcades, play equipment for older children and safe places for young people to meet and socialise together e.g. youth club provision or a youth centre. Comments included:

"A kids' large softplay. Currently everyone has to drive to Calne/ Melksham and there are not many indoor activities available every day..."

"Somewhere for children to do ten pin bowling rock climbing wall internet cafe and soft play and youth club all in one place."

"I'd love somewhere to go skateboarding in Chippenham. I have to go to Bath or Deveses for the nearest outdoor and indoor facilities (respectively)."

"Anything for older children to do, skate park or playground equipment for older kids."

“A big youth venue like the Bridge centre.”

#### Community Activities and Support (17%)

Some survey respondents said they would like to see an improvement in the coordination of community groups and activities, potentially through a community hub or other centralised location, one respondent referenced the Springfield Campus in Corsham as a good example of a community hub. Some respondents said they would like better promotion of and access to information about local events, hobby/volunteering groups, and ways to get involved locally. Survey participants also said they would like to see increased provision of affordable spaces for communities/groups to come together including community buildings and meeting rooms. There were suggestions of new groups that respondents would like to see locally including a Men’s Shed, toddler groups, Nit and Natter and a group for LGBTQ people. Comments included:

“Some kind of joined up community hub.”

“Not enough meeting rooms or places for community groups to meet (e.g. the Town Council charges for people to meet there, even when the facilities are not being used and most community groups can’t afford to pay £40–50 per hour to meet, so have to meet in noisy cafes instead. The Town Hall is a public building and the council should allow not-for-profit community groups to meet there without these prohibitive levels of fees).

“Corsham has Springfield Community Centre which seems really good. Something like that, but possibly bigger in Chippenham would be great.”

“Communication of what is out there does not appear to be in any one central place. Each venue or group has its own communication methods. it would be good if there was information more centrally available.”

“Better promotion of the spaces and groups that are available in the town is sorely lacking. For example, I hear there was a recent Fringe Festival initiative in the town, but I heard barely anything about the events on offer until it was all over! In this day and age, marketing and advertising shouldn’t be too hard to coordinate and facilitate!!”

#### Cycling and Cycle Paths (15%)

Some survey respondents feel that provision for safe cycling is insufficient in Chippenham. Suggestions included extending cycle paths, improved cycle lanes and interconnected safe cycle routes in and around the town. Some survey respondents would also like to see increased provision for bicycle storage in the town centre. Comments included:

“Segregated safe cycle routes that are connected throughout the town.”

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“Corsham has Springfield Community Centre which seems really good. Something like that, but possibly bigger in Chippenham would be great.”

"More cycle routes to encourage safe cycling for all."

"Off-road cycle paths to enable people (notably families and less confident cyclists) to access community facilities without driving."

"Segregated safe cycle routes that are connected throughout the town."

"Not enough bike stands in the town and none whatsoever at the Town Hall, which should be leading the way on encouraging people to cycle into the Town Centre - this includes its own staff, councillors and the public. Town Council needs to wake up."

#### Leisure Facilities (13%)

Some of the survey participants feel there are not enough leisure facilities in the town and also felt there could be improvements to existing facilities. Respondents would like to see modernisation of the Olympiad Leisure Centre to include a larger swimming pool with better changing facilities and slides. Other suggestions for new leisure facilities that would benefit the town included a bowling alley, ice rink, trampoline park, soft play, climbing wall and arcade. Comments included:

"Not missing, but the Olympiad is past its best."

"A better swimming pool and changing facilities. The current one is terrible. It's not a pleasant place to visit, even though the staff do their best. It needs to be something more like oasis to encourage more to use. Such a shame the Olympiad hasn't been maintained or the flumes repaired. Also, there are no other in door-based activities for kids. No bowling or ice rink, or soft play or trampoline park."

"Leisure centre could be updated and expanded."

#### Environment and Outdoors (12%)

Some survey respondents felt that there was not enough community infrastructure to support the environment and spending time outdoors. These survey participants would like to see more emphasis on wildlife and an increase in the provision of outdoor space, including parks and recreation grounds. Some respondents feel there should be provision for outdoor exercise equipment, a stronger approach to dogs off leads, litter and graffiti and more investment in Monkton Park.

There were additional requests for more electric vehicle charging points, an increase tree planting on the flood plain adjacent to the river and a suggestion that Chippenham Town Council should take over the management of Birds Marsh to protect it from a new housing development. Comments included:

"Woodland - trees have disappeared over the years and not been

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"Off-road cycle paths to enable people (notably families and less confident cyclists) to access community facilities without driving."

replaced. Woods are important community infrastructure. Why doesn't the council plant trees on the land it has taken over from Wiltshire council. Especially around the River Avon, which is floodplain and ideal for trees."

"The Town Council should consider buying or taking on the management of Birds Marsh. This valuable habitat is neglected, underused and almost impossible to visit because of the housing being built..."

"Need more emphasis on environment and wildlife."

"The Monkton Park facility has nothing. No money is being spent on this park it seems."

"Not enough EV charging points in the town - why hasn't the Town Council got an electric vehicle charging point at Stanley Park - this would be an ideal venue for one..."

#### Town Centre (11%)

Some survey participants said that they felt the town centre should be improved to include a better selection, of independent shops e.g. butcher, baker and fewer cafes and charity shops. One respondent mentioned the market which they felt should be expanded to include more stalls selling produce. Some survey respondents would like to see an increase in parking provision to encourage people to shop locally, with others feeling that the town centre should be a traffic-free, pedestrian only zone with additional bike parking to discourage people from driving to the town centre. Additional feedback included a more centralised post office, a better range of stores selling clothing, additional free public toilets and more entertainment outside of the Neeld Hall. Comments included:

"The centre of Chippenham needs reinvigorating. Currently too many charity shops and cafes. It has wonderful historic buildings and riverside setting. It could so easily become like Marlborough with interesting shops and restaurants. Parking needs to be easier and cheaper or free to encourage people to come in to the town centre. And we need a lot more cycle ways and safe parking for bicycles."

"I think it is high time Chippenham High Street was PERMANENTLY pedestrianised. After 6pm at night it's a rat run with Boy Racers whizzing through it. There's no need for this! It should be closed to motor traffic..."

"Not enough clothing shops, means many of us have to travel to bath or Swindon..."

"It lacks a main post office that's easily accessible from the town centre."

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"The centre of Chippenham needs reinvigorating. Currently too many charity shops and cafes. It has wonderful historic buildings and riverside setting..."

## Arts and Culture (8%)

Some respondents said that they felt the town lacked a variety of appropriate venues for the creative arts including theatre, comedy and music, as well as the opportunity to get involved with performing arts. Some respondents would like to see a dedicated space for the arts and a better and wider range of arts and culture events such as exhibitions, alternative theatre and plays. Additional suggestions included a community arts café and an outdoor performance space. Comments included:

"Art cafe for community - a place to meet, view art and maybe do arts and crafts activities as adults."

"Better arts centre, for learning and stuff, like the pound in Corsham. Neeld hall needs to be better for comedy and music gigs."

"A more suitable theatre space - the Neeld Hall stage is very high and has limited backstage facilities."

"Better established and wider variety of arts and culture, particularly art and plays."

## Sport (7%)

Some survey respondents would like to see more community infrastructure dedicated to sport and physical activity. This included more equipment, a better swimming pool, an athletics venue, a velodrome, 3G pitches, basketball courts and an outdoor gym area. Comments included:

"More fitness space - refresh and extend the Dome or similar - always booked out and not enough space or parking for all those who want to use it."

"Dedicated elite athlete training venue even if it only included Field activities including Pole Vault and a short sprints track. A velodrome."

"More sports equipment, areas. A better swimming pool is also definitely required."

"Decent swimming pool. Velodrome. Better cycle network is long overdue."

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## Green Infrastructure

Survey respondents were asked about 'Green Infrastructure' which refers to natural and open spaces, parks and gardens, rivers and streams and back gardens. Green infrastructure is used by people for recreation, contemplation and visual enjoyment, and by creatures who use it as their

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"A more suitable theatre space - the Neeld Hall stage is very high and has limited backstage facilities."

habitat. These questions aimed to understand how people use Green Infrastructure in Chippenham and what improvements might be beneficial.

Q20 Which of the following purposes for green space do you think are most important to you? Please rank them in order of importance, where '1' is most important and '7' is least important. (204 responses)

	1	2	3	4	5	6	7	Rank
Wildlife and biodiversity	23% (46)	16% (32)	19% (38)	15% (31)	18% (37)	5% (11)	7% (15)	1
Recreation and Play	22% (45)	13% (26)	15% (31)	15% (31)	16% (33)	11% (23)	7% (15)	2
Mental health and wellbeing	11% (23)	18% (37)	17% (35)	16% (35)	16% (32)	14% (29)	6% (13)	3
Physical health and wellbeing	14% (30)	22% (44)	11% (23)	11% (24)	13% (26)	20% (40)	8% (17)	4
Combatting climate change/ storing carbon	13% (27)	12% (25)	10% (21)	14% (29)	14% (29)	23% (46)	13% (27)	5
Active travel – cycling, walking etc	10% (21)	10% (21)	15% (31)	14% (29)	11% (23)	12% (24)	27% (55)	6
Preventing flooding	6% (12)	9% (19)	12% (25)	12% (25)	12% (24)	15% (31)	33% (68)	7

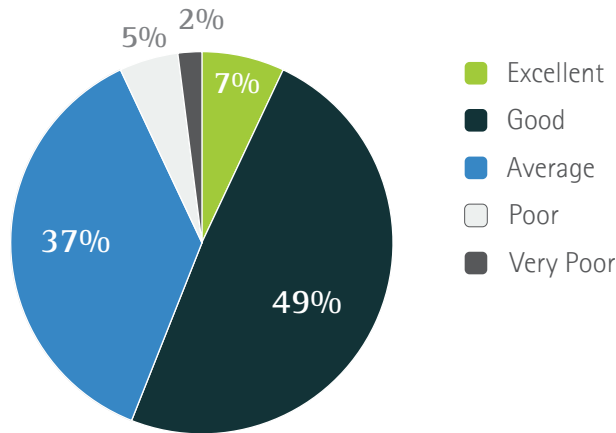
Overall, survey respondents rated wildlife and biodiversity and recreation and play as most important for green space, with active travel (cycling, walking etc.) and preventing flooding as least important.

Q21 How do you rate the provision of green space in Chippenham for a range of uses including recreation, wildlife and biodiversity, flood prevention etc? (204 responses)

	Percentage	Responses
Excellent	7%	14
Good	49%	100
Average	37%	76
Poor	5%	10
Very Poor	2%	4

Overall, just under half of survey respondents said that the provision of green space in Chippenham was 'Good', a further 37% felt that the provision of green space was 'Average'.

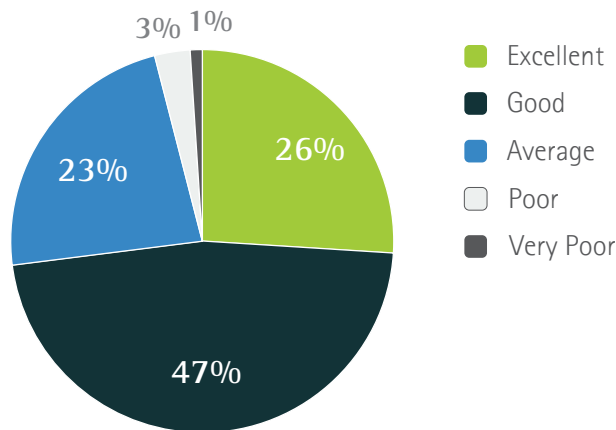
This suggests that survey respondents broadly feel the current provision of green space including recreation, wildlife and biodiversity in Chippenham is satisfactory.



**Q22 How do you rate your access to green space? (203 responses)**

	Percentage	Responses
Excellent	26%	53
Good	47%	96
Average	23%	47
Poor	3%	5
Very Poor	1%	2

47% of survey respondents who answered this question said that their access to green space was 'Good' with a further 26% who said 'Excellent' and 23% who said it was 'Average'. Just 4% of respondents combined said that their access to green space was 'Poor' (3%) or 'Very Poor' (1%). This suggests that respondents are broadly satisfied that they have reasonably good access to green space in Chippenham.



**Q23 Name one improvement to Chippenham's 'Green Infrastructure' that you would like to see. (158 responses)**

	Percentage	Responses
Cycling, paths and networks	40%	63
Facilities management and green space provision	21%	33
Protect green spaces	20%	31



	Percentage	Responses
River and biodiversity	8%	13
Litter	4%	7
Tree planting	4%	7
Flood prevention	3%	4

95% of survey respondents who answered this question named an improvement that they would like to see to Chippenham's green infrastructure. The remaining 5% said they weren't sure what improvement was needed or said that they felt there was no improvement needed. A complete list of verbatim responses is included in the appendices

#### Cycling, paths and networks (40%)

40% of survey respondents said they would like to see improvements to cycling paths, public footpaths and associated networks for people to travel. This included a better cycling network in and around the town and additional options for off-road cycling such as the Chippenham to Calne cycle track. Other respondents mentioned making improvements to existing footpaths (including river and canal paths) and rights of way to improve signposting, repairing damaged paths/pavements and linking cycling and footpaths together as a network. Comments included:

"More walking and cycling routes into town to cut down on traffic."

"Better linking via cycle paths. the train track from Chippenham to Calne is excellent. very little other options for off-road cycling for non-confident cyclists like me."

"Complete the gaps in the town's cycle network to enable meaningful journeys to be made entirely on off-road or very quiet roads."

"More green spaces interconnected with good walking/running/cycling paths."

"Maintenance of rough paths such that they are wide enough for pedestrians and cyclists and without large holes with puddles."

#### Facilities Management and Green Space Provision (21%)

12% of survey respondents said they would like to see more green space provision, open spaces and outdoor facilities including play/exercise equipment, sports grounds, out of town parking, benches, green energy generation and woodland. Some respondents said they would like to see better maintenance of existing open spaces including grass cutting and lighting. Comments included:

“Several open spaces, especially more informal areas, have suffered from a lack of maintenance, making them less enjoyable. For example, in many places brambles have gotten out of control.”

“More woodland, particularly along land close to the river, as this reduces flood risk (downstream in the town also), great for wildlife, great for people’s enjoyment, improves landscape/ people’s views, helps tackle climate change, provides multiple benefits.”

“To have them better kept, grass cutting and more bins, or more parks, obstacle courses to keep children entertained during walks, nature hunts etc.”

### Protect Green Spaces (20%)

20% of survey respondents felt that protecting existing green spaces was a priority for Chippenham’s green infrastructure. Survey respondents would like to see greenbelt land protected and for new developments to be built on brownfield sites, away from green spaces, woodland, countryside and the river. Comments included:

“Protection of quiet spaces. The new planned housing near to Parsonage Way is a travesty which will remove the sanctity of the view across to Cherhill and the land.”

“Less building on the lovely open spaces we have on the edges of town (which is where most of us escape to get some ‘proper’ green space!)”

“It is a massive shame that the Birds Marsh is being built upon - there’s a clue in the name Marsh tends to indicate that building on this marshy area will be deemed utter folly in years to come.”

“Less building on outlying land when there are plenty of brownfield sites to be used.”

“Protecting and maximising potential of every scrap of green space.”

### River and Biodiversity (8%)

8% of survey respondents said that Chippenham’s green infrastructure should prioritise development of the river, both to support wildlife and biodiversity and to encourage more people to spend time by the river. Some survey respondents felt that riverside areas appeared untidy with debris and that the riverside could be improved by planting trees and wildflowers to encourage bees and other wildlife. Comments included:

“By the bridge centre needs a good tidy and clean out and river.”

“Clean up the river and its banks in the centre of town.”

“Plant some wildflowers to encourage insect life, especially bees which

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“Less building on outlying land when there are plenty of brownfield sites to be used.”

are rapidly dying out.”

“Green spaces need to be protected for wildlife, biodiversity and future generations”

#### Litter (4%)

4% of respondents said they would like to see an increased provision of bins including bins for dog walkers which are emptied more frequently. Some survey respondents said there should be more focus on littering and education about disposing of litter or taking litter home, including litter picking groups. Comments included:

“Much more attention to litter through active messages about taking litter home etc.”

“More dog poo bins on walking routes, regularly emptied.”

“More litter picking groups.”

#### Tree Planting (4%)

4% of survey respondents felt there should be an increase in tree planting in Chippenham’s green spaces to reduce flood risk (see flood prevention) and support wildlife. Comments included:

“Trees planted in the flood plain area between the Golf Club and Jubilee Fields (land opposite Baydons Meadow and the Sailing Club). This would improve flood water retention, improve the wildlife, absorb carbon dioxide, make a better place for people to enjoy and improve the landscape.”

“More tree planting generally to contribute to tackling climate issues, but appropriate, considered planting including specimen trees in town centre green space and parks.”

“Massive tree planting initiatives.”

#### Flood Prevention (3%)

3% of survey respondents said they would like to see an increase in flood prevention by maintaining green space. Others felt that the current flood plains should be maintained as wetlands to protect wildlife. Comments included:

“Protection of adequate green space for flood prevention with all the housing development that’s going on – much of which is upstream of the town centre.”

“Stop planting inappropriate varieties of trees in floodplain. Maintain the floodplain as wetlands – which are seriously endangered habitat...”

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“Green spaces need to be protected for wildlife, biodiversity and future generations”

## Transport

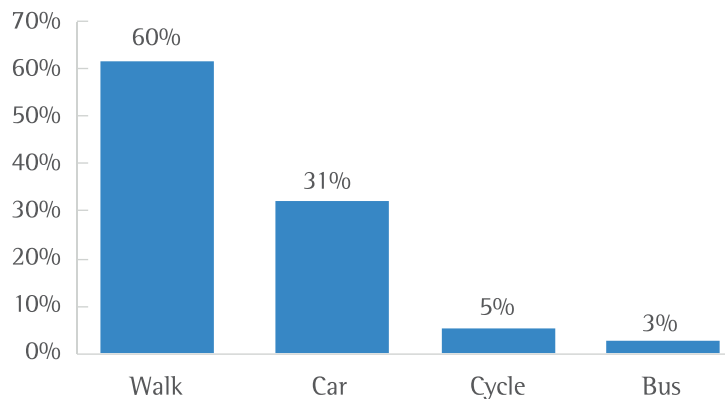
Whilst the Neighbourhood Plan can only have a limited impact on highways planning, it can ensure that new development makes provision for sustainable modes of travel such as walking and cycling. Survey respondents were asked about their use of transport.

**Q24 What form of transport do you use most frequently for access to the Town Centre?**

	Percentage	Responses
Walk	60%	123
Car	31%	64
Cycle	5%	11
Bus	3%	6

60% of survey respondents said that they mostly travel on foot to the Town Centre, with a further 31% travelling by car, 5% by bicycle and 3% by bus.

None of the survey respondents reported frequently travelling to the town centre by taxi, motorbike, mobility vehicle or other type of vehicle.



**Q25 What would encourage you to cycle or walk more frequently into the Town Centre? Tick as many as apply to you. (181 responses)**

	Percentage	Responses
Safer cycle/pedestrian routes	62%	113
Better cycle/pedestrian routes	61%	111
Segregated cycle paths	43%	78
More cycle storage	30%	54
Better quality cycle storage	23%	42
Other (Please specify)	20%	36
Cleaner air	19%	34

	Percentage	Responses
Education about health benefits of cycling/ walking	8%	14
Cycle to work scheme	4%	8

62% of survey respondents said they would cycle or walk more frequently to the Town Centre if there were safer cycle/pedestrian routes, a further 61% said that better cycle/pedestrian routes would encourage them to walk or cycle to the Town Centre more frequently. Of the 20% that selected 'Other' the responses are summarised below. A complete list of verbatim 'Other' responses is included in the appendices:

- Said it was too far for them to walk or cycle, they had a young child, or they had a disability which made it impractical for them to do so.
- Said they already walked or cycled to the Town Centre which meant this question was not applicable to them
- Said improvements to roads, footpaths and cycle infrastructure would encourage them to walk or cycle more
- Said better connected cycle paths would encourage them to walk or cycle more.

Q26 What would encourage you to use buses (or use them more) to get to the Town Centre or other local destinations? Tick as many as apply to you. (171 responses)

	Percentage	Responses
More frequent buses	43%	74
New routes that better meet your travel needs	38%	65
Cheaper fares	35%	60
Earlier/later buses	21%	36
Other (Please specify)	21%	36
Better quality bus stops (e.g. with shelters)	18%	31

43% of survey respondents said that more frequent buses would encourage them to use buses more frequently to access the Town Centre. An additional 38% said that new routes which better met their individual travel needs would encourage them to use buses more frequently. Of the 21% that selected 'Other' the responses are summarised below. A complete list of verbatim 'Other' responses is included in the appendices:

- Said it they were happy to walk and felt that there was no need to use a bus
- Said that they already used buses, so this question was not applicable

- Said that better information about routes, connections and timetables, including digital times at bus stops would encourage them to use the bus more
- Said that driving and parking was more convenient and cheaper than using the bus
- Said they had never considered taking the bus and probably wouldn't in future
- Said a variety of routes (including outside Chippenham) and times might make them consider using the bus

## Economy

Chippenham is a place where many people commute out during the day to go to work. These questions aimed to understand how people access their main place of work and their commuting distance.

Q27 What forms of transport do you use most frequently to access your main place of work? Tick as many as apply. (204 responses)

	Percentage	Responses
Car	44%	90
I don't currently work	26%	53
Walk	21%	42
Train	12%	24
Cycle	10%	20
I mainly work from home	9%	19
Other (Please specify)	6%	13
Bus	2%	5

44% of survey respondents said they used a car to travel to work, a further 26% said they did not currently work and 21% travel to work by train. Of the 6% of survey respondents that selected 'Other' most of the responses were from people who are retired and did not select 'I don't currently work'. Other responses include people who share a lift to work or use a car scheme. One respondent said they travel to work in a van.

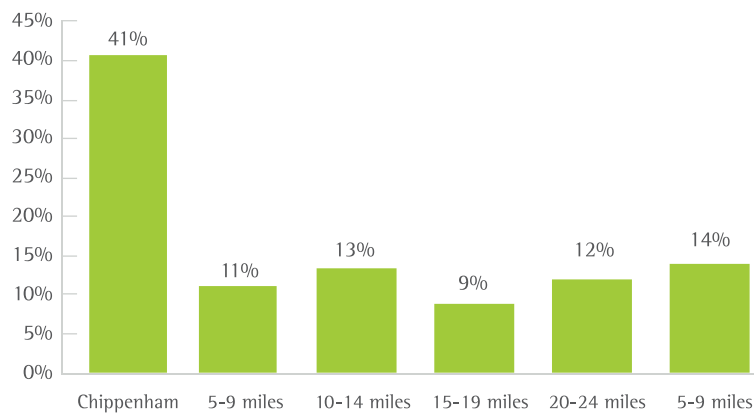
Verbatim 'Other' responses for this question are included in the appendices.

Q28 If you travel to work, where is your main place of work? (135 responses)

The table is included on the next page.

	Percentage	Responses
Chippenham	41%	55
25+ miles from Chippenham	14%	19
10-14 miles from Chippenham	13%	18
20-24 miles from Chippenham	12%	16
5-9 miles from Chippenham	11%	15
15-19 miles from Chippenham	9%	12

41% of survey respondents said they work in Chippenham and do not commute out of the town to a main place of work. The remaining responses were split reasonably evenly (between 14%-9%) across varying commuting distances outside of the town.



## Housing Need

Survey respondents were asked to complete the questions in this section on behalf of their households (rather than as individuals). These questions aim to understand what is felt to be needed in terms of new housing for different sectors of the community including:

- First-time buyers
- Older people thinking about downsizing
- People struggling to afford rent or mortgage costs
- People who cannot afford to buy a home at open-market prices
- People who need housing at an affordable rent
- People with social housing needs

### Q29 Who owns the home you live in now? (203 responses)

	Percentage	Responses
Self (with or without mortgage)	80%	162
Shared ownership	6%	13
Parents or relatives	5%	11
Private rented	3%	7

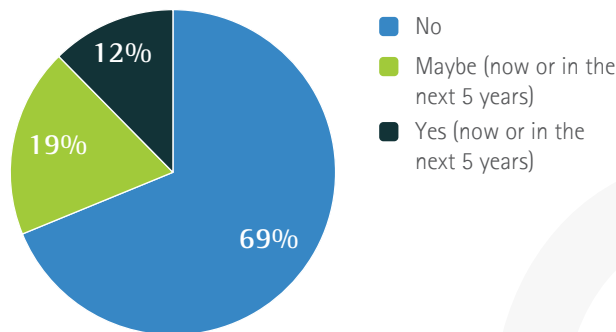
	Percentage	Responses
Social rented	3%	7
Other (Please specify)	1%	3

80% of survey respondents who answered this question are homeowners, with a further 6% living in a shared ownership property. This suggests private rented and social rented households may be under-represented in the sample. Of those respondents who selected 'Other', 2 live in a home owned by a partner and a third lives in supported housing.

**Q30 Is anybody in your household looking for a new home in Chippenham? (202 responses)**

	Percentage	Responses
No	69%	139
Maybe (now or in the next 5 years)	19%	38
Yes (now or in the next 5 years)	12%	25

69% of survey respondents said they were not looking for a new home in Chippenham (now or in the next 5 years). These respondents were invited to continue to the next section as the questions which follow are for individuals who answered 'Yes (now or in the next 5 years)' (12%) or 'Maybe (now or in the next 5 years)' (19%). The average response rate for questions in this section was lower due to the smaller sample of survey respondents who said they were looking for a new home (or considering moving).



**Q31 If you answered 'yes' or 'maybe' to the previous question, why does your household need a new home? (64 responses)**

Please note this question was multiple choice and several respondents selected more than one reason for needing a new home:

	Percentage	Responses
Want to start first home	27%	17
Want to buy a new home but can't afford it	20%	13
Need a smaller home	20%	13
Need a bigger home	17%	11
Other (Please specify)	17%	11



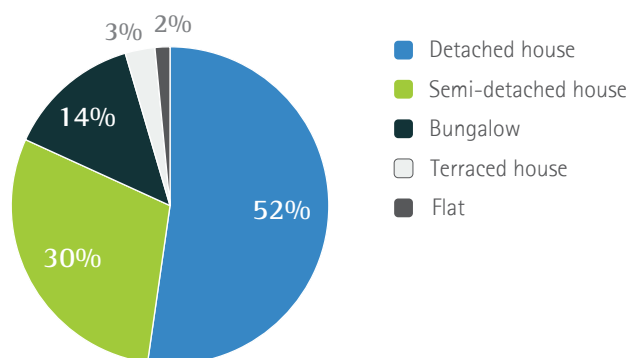
	Percentage	Responses
Retiring	14%	9
Want to rent a new home but can't afford it	6%	4
Want to build own home	5%	3
Can't afford current rent	3%	2
Can't afford current mortgage	3%	2
Special needs	2%	1

27% of survey respondents who said they were looking for a new home or considering moving, said that they were looking to start their first home. A further 20% said they wanted to buy a new home but could not afford it, with 20% wanting to downsize to a smaller home. Of the survey respondents who answered 'Other' to this question, some individuals are looking for a bigger garden, are currently renting and looking to buy or looking for sheltered/supported accommodation for themselves or a member of their household. A full list of 'Other' responses is included in the appendices.

Q32 What type of home would best suit your needs? (132 responses)

	Percentage	Responses
Detached house	52%	69
Semi-detached house	30%	39
Bungalow	14%	18
Terraced house	3%	4
Flat	2%	2

52% of survey respondents said a detached home would best suit the needs of their household, with a further 30% who said a semi-detached house would best suit their needs. A terraced house and a flat accounted for just 5% of responses, combined.



Q33 Does anyone in your household have a specialist housing need? If so, what type do they require? (169 responses)

A table is included on the next page.

	Percentage	Responses
No	95%	161
Other (Please specify)	2%	4
Yes, ground floor accommodation	2%	3
Yes, extra-care housing	1%	1

95% of survey respondents said that there was no one in their household who needed specialist housing. A handful of respondents said they needed ground floor accommodation or extra care housing. For those who answered 'Other' (2%), the responses were:

"Disabled access and accommodations inside e.g. downstairs loo, wider doorways, flat access."

"Child with severe learning disability and autism. House and garden need to be secure. In the future will residential care or similar."

"Not yet, but we are all getting older."

"Adapted wet room, widened doorways, ramps etc."

Q34 What tenure does your household need if you were to move? (157 responses)

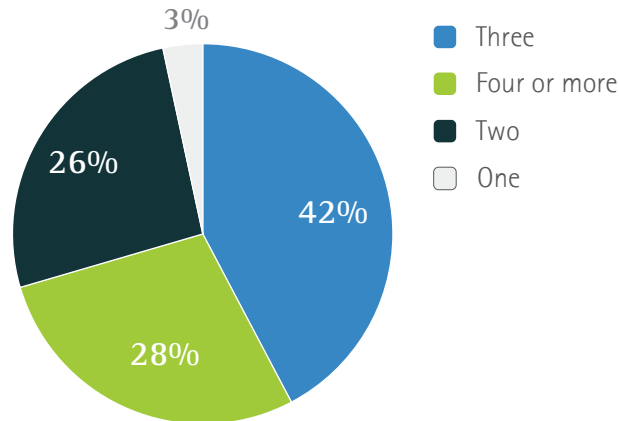
	Percentage	Responses
Owner	91%	143
Social rented (Housing Association)	5%	8
Private rent	3%	4
Shared ownership (part owned by a Housing Association or charity)	1%	2

Over 90% of survey respondents said they would need to be owners of a property if they were to move. Social rented housing through a Housing Association was cited by an additional 5% of survey respondents as a preferred tenure.

Q35 How many bedrooms would your new home need? (149 responses)

	Percentage	Responses
Three	42%	63
Four or more	28%	42
Two	26%	39
One	3%	5

42% of respondents said they would need a three bedroomed house if they were to move, a further 28% said they would need four or more bedrooms and 26% said they would need at least two bedrooms. When combined, 97% of respondents said they would need at least two bedrooms.



In reference to Q32 (housing type), most survey respondents said that they would need a detached or semi-detached house with between 2 and 4+ bedrooms if they were to move to a new property, now or in the next five years.

Q36 If interested in renting or buying a property, can you give us an idea of how much you could afford to pay per month? Please do not include housing benefit contributions. (79 responses)

Monthly Payment Range	Percentage	Responses
£600 - £700 per month	35%	28
Less than £600 per month	25%	20
£1,000 - £1,500 per month	19%	15
£800 - £900 per month	10%	8
£900 - £1,000 per month	5%	4
Over £1,500	5%	4



When combined, 60% of survey respondents who answered this question said they could afford £600-£700 per month (or less). 19% of respondents suggested they could pay between £1,000-£1,500 per calendar month. Only 5% of respondents said they could afford to pay more than £1,500 per month for rent.

Q37 Are you seeking affordable housing through Homes4Wiltshire and are you registered with them? (163 responses)

	Percentage	Responses
No	99%	161
Yes	1%	2

The vast majority of survey respondents (99%) said they were not looking for affordable housing through Homes4Wiltshire and were not registered with the service.

## Sustainability & Climate Change

Survey respondents were asked to complete questions about sustainability and climate change with a particular focus on how improvements in new buildings and types of renewable energy are perceived. Survey participants were also advised that they could complete supplementary questions about climate change and sustainability as part of a separate survey following completion of the community survey.

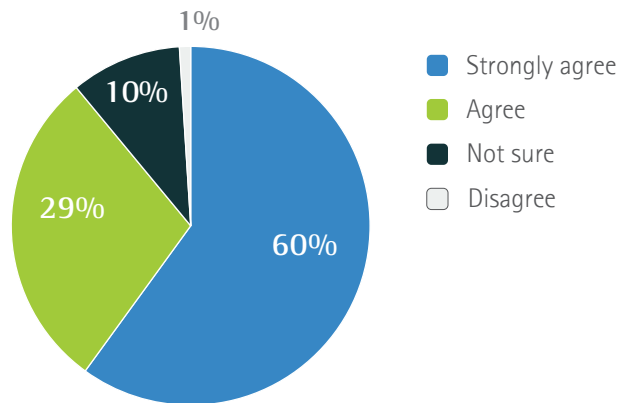
Questions 38–46 How should new development do more to minimise climate change and adapt to its effects?

Questions 38–46 were originally designed as a matrix, however limitations on the character count for row labels meant each question was added to the survey software separately. The questions are presented below as one table, the highest percentage score for each answer option (strongly agree, agree, not sure, disagree and strongly agree) is highlighted. The table also includes an overall average across the questions:

#	Question	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
38	New buildings should have renewable energy built in, providing as much of the building's energy needs as possible from renewable energy on site. (199 responses)	77% (153)	18% (36)	5% (9)	0% (1)	0% (0)
39	New buildings should be designed to be highly energy efficient / carbon neutral, in order to minimise the need for heating and cooling e.g. thicker walls, south-facing glazing with integral shading, designed for natural ventilation and to be resilient to extreme weather. (198 responses)	80% (158)	18% (35)	3% (5)	0% (0)	0% (0)

#	Question	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
38	New buildings should be designed to be highly sustainable in design and construction, using sustainable materials with low embodied energy. (198 responses)	71% (141)	24% (47)	5% (10)	0% (0)	0% (0)
40	New buildings should be designed to be highly sustainable in design and construction, using sustainable materials with low embodied energy. (198 responses)	71% (141)	24% (47)	5% (10)	0% (0)	0% (0)
41	Through their design, layout and landscaping, new buildings should be designed to be resilient to overheating during heat waves. (199 responses)	61% (122)	32% (64)	6% (12)	0% (1)	0% (0)
42	New buildings should have facilities for drying laundry outside. (918 responses)	60% (118)	31% (61)	8% (16)	2% (3)	0% (0)
43	New buildings should have secure, weatherproof bike storage, useable by all. (199 responses)	42% (83)	30% (59)	24% (48)	4% (8)	0% (1)
44	New developments should have charging infrastructure for electric cars. (199 responses)	46% (92)	40% (79)	12% (24)	1% (2)	1% (1)
45	New buildings should incorporate green roofs and walls to help reduce flooding (by slowing down rainwater runoff), to reduce heat extremes and provide wildlife habitat. (199 responses)	43% (85)	32% (64)	19% (38)	6% (12)	0% (0)
46	New developments should utilise natural drainage systems such as soakaways, ponds and ditches to help reduce flooding (by slowing down rainwater runoff) and provide wildlife habitat. (199 responses)	56% (111)	36% (71)	8% (16)	0% (1)	0% (0)
	Average	60%	29%	10%	1%	0%

On average 89% of survey participants agreed or strongly agreed with the various statements about new development and climate change. A further 10% were not sure, 1% disagreed and only one respondent strongly disagreed with the statement 'New developments should have charging infrastructure for electric cars (Q43).



The statements are listed below in terms of overall levels of agreement which is the total percentage of survey respondents who agreed or strongly agreed with each statement:

**1. 98% agreement**

New buildings should be designed to be highly energy efficient / carbon neutral, in order to minimise the need for heating and cooling e.g. thicker walls, south-facing glazing with integral shading, designed for natural ventilation and to be resilient to extreme weather.

**2. 95% agreement**

New buildings should have renewable energy built in, providing as much of the building's energy needs as possible from renewable energy on site.

**3. 95% agreement**

New buildings should be designed to be highly sustainable in design and construction, using sustainable materials with low embodied energy.

**4. 91% agreement**

New buildings should have facilities for drying laundry outside.

**5. 92% agreement**

New developments should utilise natural drainage systems such as soakaways, ponds and ditches to help reduce flooding (by slowing down rainwater runoff) and provide wildlife habitat.

**6. 86% agreement**

New developments should have charging infrastructure for electric cars

**7. 75% agreement**

New buildings should incorporate green roofs and walls to help reduce flooding (by slowing down rainwater runoff), to reduce heat extremes and provide wildlife habitat.

**8. 72% agreement**

New buildings should have secure, weatherproof bike storage, useable by all.

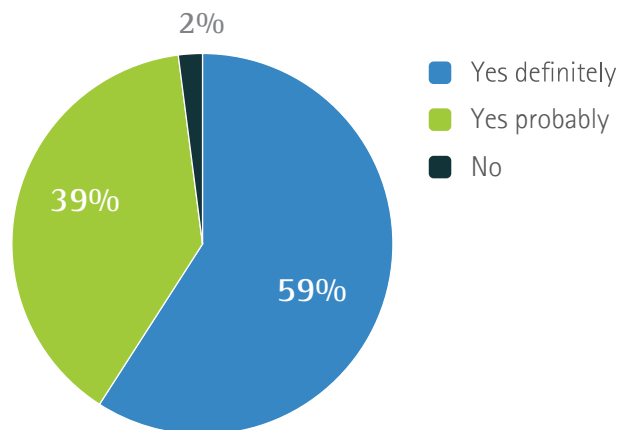
The most disagreed with statement overall (6%) was 'New buildings should incorporate green roofs and walls to help reduce flooding (by slowing down rainwater runoff), to reduce heat extremes and provide wildlife habitat.' 19% of survey respondents were also 'Unsure' about this statement.

Q47 Do you think the Neighbourhood Plan should require new development to be net carbon neutral i.e. be sufficiently energy efficient and generate sufficient renewable energy so as not to contribute to climate change? (198 responses)

	Percentage	Responses
Yes definitely	59%	117
Yes probably	39%	77
No	2%	4

Survey respondents were asked whether they thought the Chippenham Neighbourhood Plan should have a requirement for new development to be net carbon neutral. 59% said 'yes definitely' with a further 39% answering 'probably'.

Just 2% of survey respondents said that net carbon neutral developments should not be a requirement in the proposed Neighbourhood Plan.



Q48 Do you have any comments on the above question? (48 responses)

48 survey respondents added an additional comment on questions relating to sustainable development. The comments have been summarised below and a complete list of comments is included in the appendices.

- Some survey respondents felt there should be a requirement for all new buildings (not just houses) to be net carbon neutral and if net carbon neutral wasn't possible, that the Neighbourhood Plan should set a minimum level for new development. One survey respondent said that the principle of net carbon neutral should be applied to the entire development process and not just the end product (i.e. the homes built).
- Some respondents felt new developments should include bigger gardens and be built to last with better quality sustainable materials. Some respondents acknowledged that this might increase the cost

of development, making it more expensive for first time buyers and those looking to downsize. Also mentioned was a suggestion to build new developments around existing sustainable transport networks and considering green roofs on other types of structure e.g. bus stops to slow rainwater runoff.

- Several respondents mentioned that it should be a priority to build sustainably from the beginning as retrofitting would be more costly in the longer-term.
- Other comments included reducing the amount of concrete in new developments, building away from floodplains and renewing existing brownfield sites rather than building on green space.

Comments included:

"It is imperative that Wiltshire Council award future planning permissions to developers who can build sustainable new homes. Retrofitting is more expensive in the long term."

"Stop building on, or very near to, flood plains and marshes!"

"If net neutral isn't possible, then at minimum a new building should reach a low carbon figure set by the council..."

"This should apply to both commercial and residential premises. Also consider how green infrastructure could be introduced elsewhere e.g. Green roofs on bus shelters."

.....

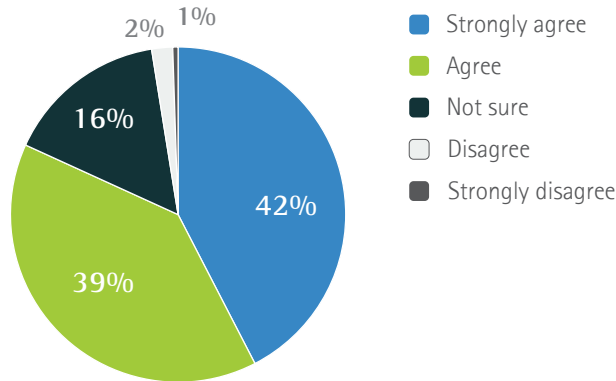
Q49 Chippenham should aim to become self-sufficient in energy generation, generating all of our electricity demand from renewable sources. (198 responses)

	Percentage	Responses
Strongly agree	42%	84
Agree	39%	78
Not sure	16%	31
Disagree	2%	4
Strongly disagree	1%	1

A chart is included on the next page



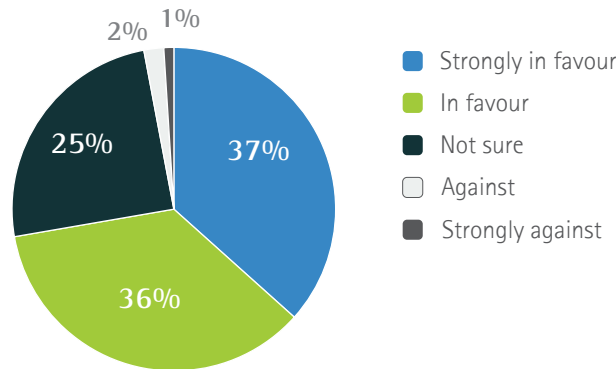
82% of survey respondents who answered this question agreed or strongly agreed that Chippenham should aim to become self-sufficient in energy generation. Further 16% were unsure and a combined 3% said they disagreed or strongly disagreed.



**Q50 What forms of renewable energy would you support in principle?**  
Please indicate to what extent you support each of the renewable energy options below.

Question	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
Roof based solar panels	62% (122)	30% (60)	7% (13)	1% (2)	1% (1)
Commercial scale solar farms	27% (52)	46% (91)	23% (45)	4% (7)	1% (1)
Micro-hydro projects	35% (68)	37% (72)	28% (54)	1% (1)	0% (0)
Onshore wind	40% (79)	40% (79)	18% (35)	2% (3)	1% (1)
Anaerobic digestion	30% (58)	34% (67)	34% (66)	2% (3)	1% (2)
Energy from waste	43% (85)	38% (75)	12% (23)	5% (9)	3% (5)
Geo-thermal energy generation	35% (68)	39% (75)	26% (50)	0% (0)	1% (1)
District heating	21% (40)	26% (50)	51% (98)	3% (5)	0% (0)
Ground source heat pumps	38% (74)	33% (64)	28% (55)	1% (2)	0% (0)
<b>Average</b>	<b>37%</b>	<b>36%</b>	<b>25%</b>	<b>2%</b>	<b>1%</b>

The highest percentage score for each answer option in the table above (strongly in favour, in favour, not sure, against and strongly against) is highlighted. The table also includes an overall average across the questions.



On average 73% of survey participants were in favour or strongly in favour of the various forms of renewable energy.

A further 25% were not sure, 2% were against and 1% were strongly against the forms of renewable energy. The statements are listed below in terms of overall levels of support which is the total percentage of survey respondents who are in favour or strongly in favour of each form of renewable energy:

1. Roof based solar panels (92% support)
2. Energy from waste (81% support)
3. Onshore wind (80% support)
4. Geo-thermal energy generation (74% support)
5. Commercial scale solar farms (73% support)
6. Micro-hydro projects (72% support)
7. Ground source heat pumps (71% support)
8. Anaerobic digestion (64% support)
9. District heating (47% support)

Over 92% of survey respondents who answered this question were in favour or strongly in favour of roof based solar panels.

A further 81% support energy from waste and 80% support onshore wind. District heating had the least support overall (47%) followed by Anaerobic digestion (64%).

8% of respondents were against or strongly against generating energy from waste, a further 5% were against or strongly against commercial solar farms.

**Q51 Support should be given to:**

A table is included on the next page

Question	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
Wholly community owned renewable energy schemes, returning all profits to the community	44% (88)	33% (65)	21% (42)	21% (4)	0% (0)
Partially community owned projects (jointly owned with commercial developers) returning a share of the benefits to the community.	23% (45)	49% (98)	25% (50)	2% (4)	1% (1)
Commercial renewable energy developments, wholly privately owned, but returning some benefits to the community.	12% (23)	38% (75)	36% (72)	12% (25)	2% (3)
All renewable energy schemes, regardless of ownership and benefit structures.	21% (42)	32% (63)	36% (70)	11% (21)	1% (1)
Renewable energy developments should not be encouraged at all, regardless of ownership and benefit structures	5% (10)	4% (8)	14% (28)	23% (46)	53% (104)
Average	21%	31%	27%	10%	11%

The highest percentage score for each answer option in the table above (strongly agree, agree, not sure, disagree and strongly disagree) is highlighted. The table also includes an overall average across the questions.

When compared to questions about sustainable development, fewer survey participants agreed or strongly agreed with the statements about renewable energy. Survey respondents were mostly in favour of wholly or partly community owned renewable energy schemes, returning all profits to the community. The statements are listed below in terms of overall levels of agreement which is the total percentage of survey respondents who are agree or strongly agree with the statements presented.

1. Wholly community owned renewable energy schemes, returning all profits to the community (77% agreement)
2. Partially community owned projects (jointly owned with commercial developers) returning a share of the benefits to the community. (72% agreement)

3. All renewable energy schemes, regardless of ownership and benefit structures. (53% agreement)
4. Commercial renewable energy developments, wholly privately owned, but returning some benefits to the community. (50% agreement)
5. 76% of respondents disagreed with the statement: Renewable energy developments should not be encouraged at all, regardless of ownership and benefit structures.

## Demographics

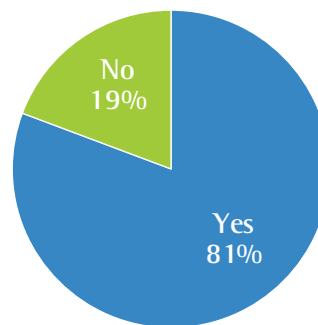
Survey respondents were asked to give consent for their personal data to be used in connection with the Neighbourhood Plan. Personal data collected with consent from survey participants included basic demographic information including age category, gender, household type, postcode and contact information for those who want to be involved with the Neighbourhood Plan.

Q52 I consent for my personal data to be used in connection with the Neighbourhood Plan. (197 responses)

	Percentage	Responses
Yes	81%	159
No	19%	38

81% of survey participants consented for their personal data to be used in connection with the Neighbourhood Plan. The remaining 19% did not give consent and the survey ended without collecting any personal data.

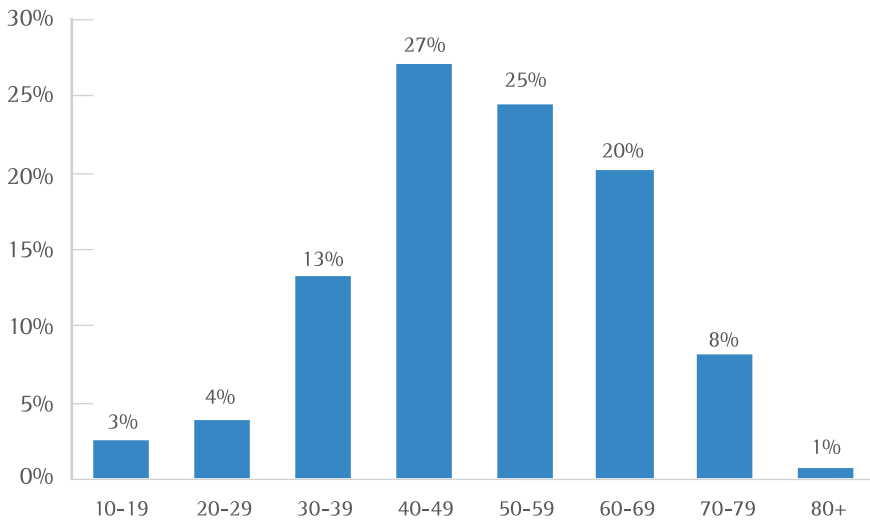
A summary of the demographic information collected from participants who consented for this information to be used, is presented below.



Q53 What is your age? (159 responses)

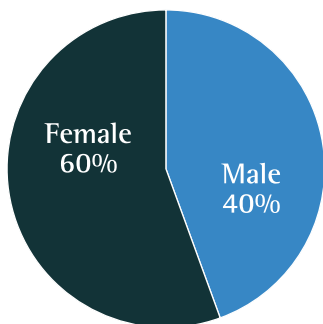
	Percentage	Responses
40-49 years	27%	43
50-59 years	25%	39
60-69 years	20%	32

	Percentage	Responses
30-39 years	13%	21
70-79 years	8%	13
20-29 years	4%	6
10-19 years	3%	4
80+ years	1%	1



Of survey respondents that consented to share their personal data, 27% were aged 40-49 years, with a further 25% aged 50-59. There were fewer responses from a younger demographic overall, with those aged 20-29 and 10-19 making up just 7% of responses combined. This suggests that older and middle-aged respondents may be over-represented in the data set.

Q54 Which gender do you identify with? (156 responses)



	Percentage	Responses
Female	60%	43
Male	40%	39

**Q55 What is your postcode? (154 responses)**

In the interests of privacy, postcodes are not summarised in this report. A complete list of postcodes is provided in a separate document. Postcodes provided by survey respondents who gave consent to share this information are plotted on the map below. The map shows a variety of Chippenham postcodes are represented in the survey data.



**Q56 What best describes your household? (156 responses)**

	Percentage	Responses
I live in a family with multiple generations	52%	81
I live with my partner	35%	55
I live alone	13%	20

52% of survey respondents who consented to share their personal data said that they lived in a multiple generation household. A further 35% said they lived with a partner and the remaining 13% said they live alone.

**Q57 Which of the following ways would you be willing to be involved in the preparation of the Neighbourhood Plan? (152 responses)**

A table is included on the next page

	Percentage	Responses
Responding to surveys	78%	118
Voting in the Neighbourhood Plan Referendum	66%	101
I do not want to be involved	16%	24
Distributing information	11%	16

78% of survey respondents who consented to share their personal data said they would be willing to respond to surveys to support with the preparation of the Neighbourhood Plan. An additional 66% said they would be willing to vote in the Neighbourhood Plan Referendum, with 11 willing to distribute information. 16% of survey respondents said they did not want to be involved in the Neighbourhood Plan.

Q58 Name (96 responses)

Q59 Address (83 responses)

Q60 Email (94 responses)

Survey respondents who said they were willing to be involved with the Chippenham Neighbourhood Plan were invited to provide contact details. In the interests of privacy, these are not included in report. A list of contact information is provided in a separate document.



CHIPPENHAM  
TOWN COUNCIL  
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CHIPPENHAM  
NEIGHBOURHOOD  
PLAN

Chippenham Town Council

# Chippenham Neighbourhood Plan Community Survey

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To find out more about Chippenham  
Neighbourhood Plan, please visit:

[www.chippenhamneighbourhoodplan.org.uk](http://www.chippenhamneighbourhoodplan.org.uk)

COMMUNITY  
**FIRST**

This report was prepared by Community First in consultation  
with Chippenham Town Council and the Chippenham  
Neighbourhood Plan Steering Group:

[www.communityfirst.org.uk](http://www.communityfirst.org.uk)