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# Chippenham Neighbourhood Plan Climate Change & Sustainability Survey

Results from the public survey:
23rd March – 27th April 2020

# Contents

# Introduction

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 Climate Change & Sustainability Survey, a supplementary online survey which collected responses from Chippenham residents who completed the Chippenham Neighbourhood Plan Community Survey.

## Survey Design & Distribution

The purpose of the 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.

The Climate Change & Sustainability Survey was specifically designed to gather additional information and views on issues relating to climate change and sustainability as they pertain to the proposed Neighbourhood Plan. The findings from this report aim to complement the findings from the Chippenham Neighbourhood Plan Community Survey, which are presented in a separate report.

The survey was designed and built using cloud-based online survey software Zoho and branded with the Chippenham Neighbourhood Plan logo and colour scheme. There were no paper copies of the survey and all responses were gathered online via a URL which was only accessible to survey respondents who completed the community survey.

There were 32 questions in the Climate Change & Sustainability Survey. This survey was open for responses from members of the public between 23rd March - 27th April 2020. The survey was closed for responses at 8.30am on Monday 27th April 2020.

The findings from this report aim to complement the findings from the Chippenham Neighbourhood Plan Community Survey, which are presented in a separate report.

# Response Rate

| Survey Visits | Completed Responses | Partial Responses | Total Responses |
|---|---|---|---|
| 335 | 59 (64%) | 33 (36%) | 92 |

A total of 335 people accessed the Sustainability & Climate Change Survey between 23rd March – 27th April 2020.

408 respondents submitted a complete or partial response to the Chippenham Neighbourhood Plan Community Survey. Of this number, 82% (335) accessed the Climate Change & Sustainability survey after submitting their response to the community survey.

There were 92 responses (partial or complete) to the Climate Change & Sustainability survey, this represents an overall response rate of 27% which is lower than the response rate for the community survey (43%).

Whilst the response rate for the Climate Change & Sustainability Survey was lower than for the community survey, the percentage of respondents who completed the climate change survey in full was higher overall (64%) when compared with the community survey completion rate (48%).

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 Climate Change & Sustainability 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.

## Response Rate by Question

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. Questions with the highest response rate overall are highlighted.

A table is included on the next page.

| # | | Completed | Partial | Response Rate |
|---|---|---|---|---|
| 1 | Do you think we are at risk from the effects of climate change? | 59 | 33 | 64% |
| 2 | Do you have any comments on the effects of climate change on Chippenham? | 36 | 56 | 39% |
| 3 | Should the town be addressing climate change issues better? If so, what could it do better? | 59 | 33 | 64% |
| 4 | Do you have any comments on whether the town should be addressing climate change issues better? | 42 | 50 | 46% |
| 5 | Are you concerned about the amount of greenhouse emissions resulting from out-commuting? | 58 | 34 | 63% |
| 6 | Do you have any comments about the amount of greenhouse emissions resulting from out-commuting? | 32 | 60 | 35% |
| 7 | Do you think new housing should be built in locations that are accessible by foot, bike and/or public transport? | 59 | 33 | 64% |
| 8 | Do you have any comments about new housing being built in locations that are accessible by foot, bike and/or public transport? | 33 | 59 | 36% |
| 9 | Do you think there is sufficient local employment opportunity to accommodate housing expansion? | 56 | 36 | 61% |
| 10 | Are there a wide enough range of jobs available in the area? | 55 | 37 | 60% |
| 11 | If you answered 'No' to the above question, what types of jobs do you feel the town needs? | 35 | 57 | 38% |
| 12 | What actions should the Neighbourhood Plan take to encourage a sustainable local economy and the type of economic development that is needed? | 38 | 54 | 41% |
| 13 | The Neighbourhood Plan should develop policies to encourage people to work locally. | 59 | 33 | 64% |
| 14 | Do you run your own business or work from home/would like to? | 51 | 41 | 55% |
| 15 | Do you have any comments about running your own business from home or working from home? | 27 | 65 | 29% |
| 16 | What would help you work from home if you could work from home more often? | 24 | 68 | 26% |
| 17 | Should our town centre be free of vehicles? | 59 | 33 | 64% |

| # | | Completed | Partial | Response Rate |
|---|---|---|---|---|
| 18 | Do you have any comments about vehicles in our town centre? | 35 | 57 | 38% |
| 19 | What forms of transport do you use most? Where '1' is most frequent and '9' is least frequent. | 59 | 33 | 64% |
| 20 | Are there any forms of sustainable transport that you would like to use more? Please tick all that apply. | 54 | 38 | 59% |
| 21 | Does anything prevent you from using sustainable forms of transport? | 43 | 49 | 47% |
| 22 | What would help you to use sustainable forms of transport if you wanted to use them more often? | 33 | 59 | 36% |
| 23 | We need more segregated cycle lanes | 58 | 34 | 63% |
| 24 | Would you have any concerns about purchasing an electric car and if so, what are they? | 45 | 47 | 49% |
| 25 | Where do you work? (Postcode) | 40 | 52 | 43% |
| 26 | Location of your workplace (if postcode unknown) | 19 | 73 | 21% |
| 27 | Is there a choice of transport options for you to get to work? Tick all the options available | 51 | 41 | 55% |
| 28 | If you have children, is it possible for them to get to school or nursery safely and conveniently on foot, scooter, bike or on public transport? | 31 | 61 | 34% |
| 29 | Are you concerned that your children are you concerned that your children are exposed to air pollution whilst getting to school, or at school? | 34 | 58 | 37% |
| 30 | Are there specific danger points, barriers or pieces of missing infrastructure that discourage you or your children from walking, cycling and using public transport? Please provide detail below. | 30 | 62 | 33% |
| 31 | What improvements could be made to the public transport infrastructure in your area? Please provide detail below. | 29 | 63 | 32% |
| 32 | How could cycling and walking routes to the town centre, train station and other local services be improved? Please provide detail below. | 42 | 50 | 46% |

Overall, open-ended questions had a lower completion rate when compared to closed questions. The average response rate for closed questions was 57% conversely, the average response rate for open-ended questions was 37%. This is likely to be because respondents preferred to answer quicker multiple choice or dropdown question in place of open-ended questions which typically take longer to complete.

Respondent fatigue is also an important point to note on the response rate for the Climate Change & Sustainability Survey. Participating in a survey requires time and effort. As participants had already completed the 60-question community survey prior to the climate change survey, the participants' attention and motivation may have begun to wane.

Overall, open-ended questions had a lower completion rate when compared to closed questions.

# Summary of Findings

## Climate Change

- 97% of survey respondents said the effects of climate change are an immediate risk. Concerns include flooding, heat stress, drought, food supply and air pollution.

- A further 95% of survey respondents agreed or strongly agreed that the town should do more to address climate change.

- Ideas for addressing climate change included promoting sustainable travel, improvements to decision making and policy, sustainable development which is net carbon neutral and better information and signposting.

## Housing & Commuting

- 90% of survey participants were concerned about greenhouse emissions resulting from out-commuting. Concerns included a lack of local jobs relative to housing supply and a lack of sustainable transport provision for those who cannot work from home or work locally.

- 95% of survey participants agreed or strongly agreed that new housing in Chippenham should be built in locations that are accessible on foot, bicycle or public transport, indeed some felt this should be mandatory.

- 52% said that there is a poor balance of jobs relative to local housing provision in Chippenham. A further 71% said the range of jobs available locally is insufficient.

- A wide range of 'skilled/professional' (e.g. engineering) and 'unskilled' jobs (e.g. manufacturing) were felt to be needed.

## Economy & Homeworking

- Survey respondents had many ideas for how the proposed Chippenham Neighbourhood Plan could encourage a more sustainable local economy. Suggestions included a clear vision for economic development and investment in infrastructure to encourage high tech and other businesses to relocate.

- When combined, all of the respondents agreed or strongly agreed that the Neighbourhood Plan should develop policies to encourage people to work locally.

- 27% of survey respondents who answered this question said they would like to work from home more often, with a further

95% of survey respondents agreed or strongly agreed that the town should do more to address climate change.

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24% who said they mainly work from home. Due to government recommendations for COVID-19, it is possible that self-reported home working numbers are higher than they would usually be.

- Individuals who work from home or run their own home-based businesses would like to see more opportunities to network and socialise together as well as increased provision for casual office space e.g. hot desking.

- Improvements in local broadband infrastructure were mentioned as an important factor in supporting home working in future.

## Transport & Getting Around

- 93% of survey participants indicated that they would like to see some restriction on vehicles in the town centre. Respondents broadly felt that traffic and congestion is a problem in the town centre and are in favour of limiting access to vehicles, or even making the town centre a pedestrian only area.

- Overall, walking was the most frequently used mode of transport, followed by (non-electric) car travel and cycling. 80% of survey participants said they would like to cycle more frequently.

- Barriers to public transport use included practical issues, safety, cost and a perceived lack of infrastructure.

- When combined 95% of survey respondents said they agreed (19%) or strongly agreed (76%) that Chippenham needs more segregated cycle lanes.

- Approximately half of survey respondents listed at least one concern about purchasing an electric car. Concerns included the higher cost of an electric car relative to a petrol or diesel car, the range of travel over long distances and a perceived lack of charging infrastructure locally.

- Survey respondents broadly agreed that there are a variety of transport options available for travel to work. Overall, car (diesel, petrol or hybrid) is the most popular transport option for commuting.

- 65% of survey respondents agreed or strongly agreed that it is possible for their children to get to school or nursery safely and conveniently on foot. A further 65% were concerned about air pollution on route or at school.

- Survey respondents would like to see improvements to cycle and pedestrian routes in and around the town as well as a focus on active transport over car use.

Improvements in local broadband infrastructure were mentioned as an important factor in supporting home working in future.

# Survey Responses

Q1 Do you think we are at risk from the effects of climate change? (59 responses)

| | Percentage | Responses |
|---|---|---|
| Yes, and in the next 10 years | 97% | 57 |
| Yes, but not until mid-century or beyond | 2% | 1 |
| Not at all | 2% | 1 |

97% of survey respondents said the effects of climate change are an immediate risk. 2% said that climate change would not become a problem until the mid-century (or after) and a further 2% do not think was are at risk from the effects of climate change at all.



- Yes, and in the next 10 years
- Yes, but not until mid-century or beyond
- Not at all
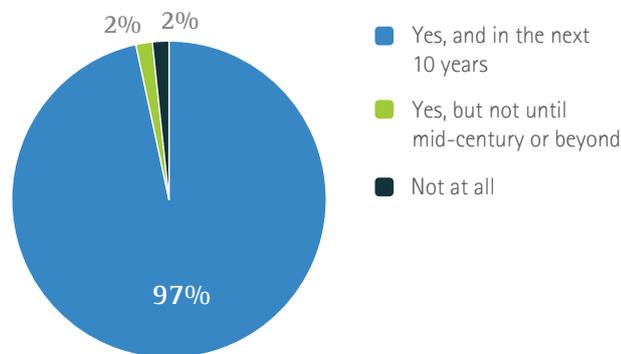
Q2 Do you have any comments on the effects of Climate Change on Chippenham?

Survey respondents who answered this question were worried about the impact of climate change on Chippenham. Whilst some acknowledged that the effects of climate change are not currently causing significant disruption, many of those who commented felt that it was only a matter of time and that immediate action was needed.

Many survey respondents were worried about the potential impact of flooding and linked this to climate change. Several people felt that flooding in the local area had been worse in recent years and were worried about the potential for more severe flooding in future. This included concerns about structural damage to property, a resulting increase in insurance costs and inadequate flood defences.

Some survey respondents were concerned about the potential for heat stress and drought in the summer months and the potential impact this could have on the local farming community and the food/water supply. Several respondents felt that the impact of climate change would be more severe in hotter countries and that this might impact upon our ability to import food. Intensive, industrialised farming was cited as an additional

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concern and some respondents felt that a return to more traditional, local farming could help mitigate the impact of climate change on farming, food supply and biodiversity.

Other responses indicated concern over current traffic and pollution levels in the town and the impact this could have for public health. Some respondents felt that measures should be taken to reduce pollution including not idling cars in traffic and reducing multi-car households.

A full list of verbatim responses is included in the appendices. Comments included:

"Pollution from traffic is considerable. Could be reduced by switching off engines when in a jam as they do in Continental Europe and have been doing so for at least the past 40 years!"

"We have declared a climate emergency but are not acting like it is. The effects may not be dramatically obvious here (yet), but they will affect us before we know it, and we must act quickly and drastically to prevent catastrophe."

"Flooding, heat waves and other severe weather are probably going to affect us in Chippenham most obviously and directly from climate change. We will also notice more reductions in biodiversity and crop yields."

"We may not face the sea level rises that places like Bristol will, but it will get hotter with more unpredictable weather patterns (storms, heat, rain, icy blasts, etc) making life harder for our farming community."

"The lanes are increasingly flooded around the area, worse than ever this winter."

Q3 Should the town be addressing climate change issues better? (59 responses)

|  | Percentage | Responses |
| --- | --- | --- |
| Strongly agree | 73% | 43 |
| Agree | 22% | 13 |
| Not sure | 3% | 2 |
| Disagree | 2% | 1 |
| Strongly disagree | 0% | 0 |

73% of survey respondents who answered this question said they strongly agreed that the town should do more to address climate change. 22% said they agreed that the town should do more about climate change and a further 3% said they weren't sure.
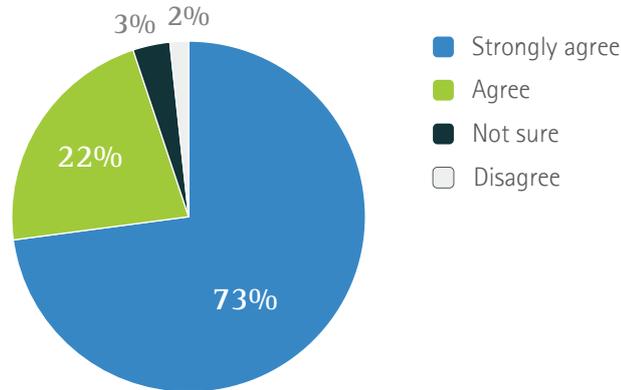
Just 2% of survey respondents said that they disagreed with the statement. None of the participants strongly disagreed that the town should better address climate change issues.



- Strongly agree
- Agree
- Not sure
- Disagree

Q4 Do you have any comments on whether the town should be addressing climate change issues better. (42 responses)

|  | Percentage | Responses |
|---|---|---|
| Promote Sustainable Travel | 33% | 14 |
| Decision Making & Policy | 31% | 13 |
| Sustainable Development (Net Carbon Neutral) | 31% | 13 |
| Other | 17% | 7 |
| Information & Signposting | 10% | 4 |

46% of survey participants shared their views on whether the town should be addressing climate change better. These comments included suggestions for practical steps the town could take to mitigate the impact of climate change. Comments from survey participants were analysed and summarised as a series of key themes which are highlighted in the table above. Please see the sections below for more information on key themes. Verbatim responses are included in the appendices.

Promote Sustainable Travel (33%)

A third of survey respondents who answered this question said that the town could address better climate change issues by promoting and encouraging more sustainable modes of transport locally. Suggestions included making improvements to the cycle/pedestrian network including pavements, paths and roads to expand the network further. Respondents felt that making it easier, safer and more inviting to walk or cycle around the town would discourage car use and mitigate the impact of fossil-fuel based pollution. Some respondents also felt that the pedestrian-only areas in the Town Centre should be expanded to reduce pollution levels. Comments included:

"Yes, we need to encourage sustainable transport, cycling walking, bus and train and discourage motor vehicle usage. Possibly make the town centre traffic free and have many more cycle/bus lanes."

"Much more to encourage sustainable travel and more restrictions on petrol/diesel car use."

"Cycling and walking should be at the heart of transport with easy access to schools, shopping and the train station."

"Restrictions on car use, better pedestrian/cycle provision."

"We should not be treating the problems of congestion and heavy car-use by creating more roads and commuter housing developments. These projects will only generate more carbon in their making and use thereafter, as well as more air pollution."

## Decision Making & Policy (31%)

31% of respondents who commented on this question said that they would like climate change to be a key focus in decision making and policy locally, with much more emphasis on considering the impact of climate change on the town. Suggestions included a climate change and biodiversity action plan, more funding/support for low-carbon initiatives, promoting local employment to reduce pollution caused by out-commuting and simplifying supply chains. One respondent said they would like to see more enforcement action on local fly-posting and fly-tipping. Comments included:

"A comprehensive climate and biodiversity action plan is needed. Climate change must be responded to with the same speed and urgency as the current pandemic crisis."

"Chippenham Town Council needs to be considering the impact on carbon and the environment in every decision made."

"Have a clearly defined climate change action plan... Direct more of their funding to things that can help mitigate, e.g. green transport, local food growing, improvements to biodiversity (tree planting, road verges etc)."

"Promote local employment to reduce dependence on cars."

"Fly posting is also clearly a problem around the town. As is fly tipping"

## Sustainable Development (Net Carbon Neutral) (31%)

31% of survey respondents said the town should focus on sustainable development to better address the impact of climate change. This included calls for new developments to be net carbon neutral. Some survey

"Cycling and walking should be at the heart of transport with easy access to schools, shopping and the train station."

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respondents said that permission should only be granted for new buildings that meet high sustainability standards (e.g. Passivhaus) and any new development should have a net positive impact on climate, wildlife and biodiversity. Some respondents felt that the town should avoid building new housing altogether but if housing is to be built, developers should avoid cutting down trees and disturbing wildlife habitats. Comments included:

"The Town Council should be working to be carbon neutral by 2030. All future development should meet highest standard for sustainability."

"We should keep house building to a minimum to support priority housing need and build all new housing to a far higher sustainability standard (Passivhaus ideally), which will deliver superb cost-saving benefits in the future."

"Stop cutting down trees to build thousands of new houses."

"New buildings should be built to be carbon neutral."

"I think there should be a clear focus on sustainable energy in any new housing or commercial development."

## Other (17%)

There were a variety of additional issues raised by survey respondents that were collated and grouped together. Some respondents were concerned about the potential for biodiversity loss, suggested measures included increasing tree planting and expanding wildlife habitats, particularly on the riverside. Others would like to see an increase in electric vehicle charging points, a focus on renewable energy and more recycling bins. Comments included:

"We should also invest in electric car infrastructure for those reliant on car travel to other areas."

"More recycling bins on streets."

"Wiltshire Council and Town Council should be cutting emissions by generating own renewable power, using electric vehicles and supporting the community to decarbonise through policies and investment."

## Information & Signposting (10%)

10% of survey respondents said they would like to see more information and signposting about climate change locally, including groups and activities that residents can get involved with. In addition, some survey respondents felt that more awareness was needed locally about the impact of climate change. Comments included:

"More information about what's going on locally and how to get

"I think there should be a clear focus on sustainable energy in any new housing or commercial development."

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involved and get help."

"People who are like me don't go out much, so I don't get to know enough information on what is or what is not being done."

"Greater public engagement in simple steps they can take."

"More education of public required."

Q5 Are you concerned about the amount of greenhouse emissions resulting from out-commuting? (58 responses)

| | Percentage | Responses |
|---|---|---|
| Strongly agree | 52% | 30 |
| Agree | 38% | 22 |
| Not sure | 9% | 5 |
| Disagree | 2% | 1 |
| Strongly disagree | 0% | 0 |

90% of survey participants were concerned about greenhouse emissions resulting from out-commuting. 52% implied they were very concerned (strongly agree) with a further 38% who were concerned (agree). 9% of respondents were neutral about greenhouse commissions and out-commuting, with 2% who indicated they did not think it was a problem (disagree).
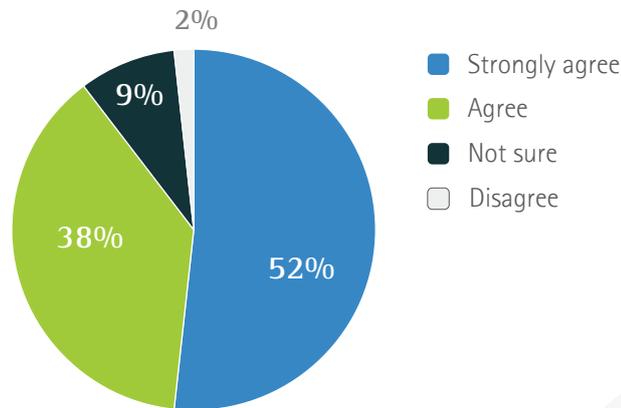
Q6 Do you have any comments about the amount of greenhouse emissions resulting from out-commuting? (32 responses)

Survey respondents who answered this question were concerned about the amount of greenhouse emissions resulting from out-commuting. Many survey respondents said that new housing development in and around the town should not be encouraged without a corresponding plan to increase local employment opportunities. Respondents felt that a lack of jobs locally combined with a lot of new housing could lead to Chippenham becoming a 'dormitory town' with higher levels of greenhouse emissions from out-commuting in future. Other respondents said that employers should be encouraged to facilitate homeworking to reduce commuting. Indeed, some respondents mentioned that the COVID-19 outbreak could encourage more homeworking in future as a positive step in reducing emissions.

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Some survey respondents acknowledged that it is not necessarily practical for everyone to be employed locally, however these individuals also felt that sustainable transport provision such as low carbon buses, cycle routes and trains are insufficient or overpriced compared to car use. Some respondents said that electric vehicle charging points should be more widely available in Chippenham to encourage electric car use amongst commuters. Comments included:

"It is cheaper to drive a car into Bath than to catch the train. Public transport should and could be our main form of transport, if it is accessible to all."

"Need to encourage more high-tech businesses to the town, so that people don't need to commute out."

"Building more housing will turn Chippenham into even more of a dormitory town."

"Cheaper fares on trains and buses and more frequent services required. Also, more capacity in future to cope with new housing in town."

"Many commuters are encouraged to live in towns like Chippenham with a train station, but we have found the costs to be prohibitive, with a season ticket costing in the region of £14,000 per year."

Q7 Do you think new housing should be built in locations that are accessible by foot, bike and/or public transport? (59 responses)

|  | Percentage | Responses |
|---|---|---|
| Strongly agree | 66% | 39 |
| Agree | 29% | 17 |
| Not sure | 2% | 1 |
| Disagree | 2% | 1 |
| Strongly disagree | 2% | 1 |

95% of survey participants agreed or strongly agreed that new housing in Chippenham should be built in locations that are accessible on foot, bicycle or public transport. A further 2% said they weren't sure and a combined 4% disagreed or strongly disagreed.
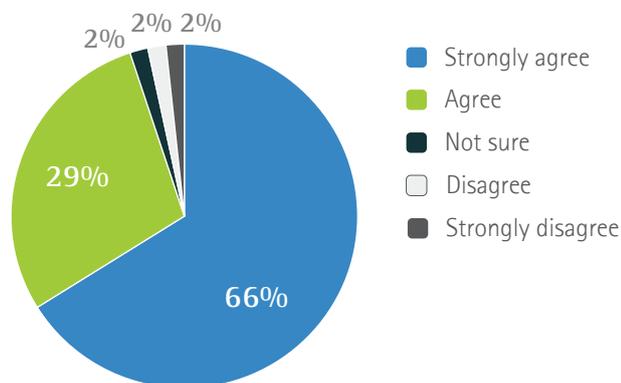
## Q8 Do you have any comments about new housing being built in locations that are accessible by foot, bike and/or public transport? (33 responses)

Building new housing around existing active travel and public transport networks was widely supported amongst survey respondents who commented on this question. Some individuals felt that this should be a mandatory requirement for new developments as well as ensuring new development is linked to local infrastructure and amenities to avoid unnecessary travel by car. There was acknowledgement by certain respondents that car use was inevitable in Chippenham and that certain individuals and households would always choose to drive rather than take public transport. Additional comments and suggestions included asking developers to contribute towards the cost of upgrading the local cycle network and increasing pedestrian only and car-free neighbourhoods.

"Local planning should be in line with the new government transport strategy i.e. moving away from private transport."

"New developments must also have their own local services and infrastructure, reducing the need for people to travel."

"All new developments should be built around the idea of less car ownership and use, so that we can gradually become less reliant on our cars."

"We should aim to emulate cycling cities in Europe. With more pedestrian only spaces. Car free neighbourhoods."

"All new developments to ALSO set aside a fund to pay for a massive overhaul of the cycle network to join up all the town better including re-routing of roads to discourage cars and encourage safer cycling and walking and bus route."

## Q9 Do you think there is sufficient local employment opportunity to accommodate housing expansion? (56 responses)

|  | Percentage | Responses |
|---|---|---|
| There is a poor balance of jobs to housing – not enough employment for current or potential future residents | 52% | 29 |
| There is already more housing than employment – further housing expansion could mean more out-commuting/traffic congestion | 39% | 22 |
| There is a good balance of jobs to houses – incomers will be able to work locally | 9% | 5 |

52% of survey participants feel there is a poor balance of jobs relative to local housing provision in Chippenham. A further 39% said there is more housing than employment and that expanding local housing provision could result in more out-commuting. Overall, 9% of survey respondents feel there is a good balance of jobs to housing provision locally.

Q10 Are there a wide enough range of jobs available in the area? (55 responses)

|  | Percentage | Responses |
| --- | --- | --- |
| No | 71% | 39 |
| Yes | 29% | 16 |

71% of survey respondents said they feel the range of jobs available locally is insufficient. The remaining 29% said there is a wide enough range of jobs available in Chippenham.
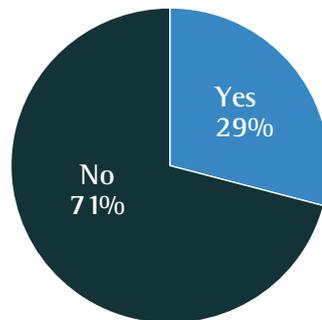


Q11 If you answered 'No' to the above question, what types of jobs do you feel the town needs? (35 responses)

A wide range of 'skilled/professional' (e.g. engineering) and 'unskilled' jobs (e.g. manufacturing) were felt to be needed locally. Suggestions included more office-based and larger employers or start-ups in skilled sectors like technology, design, engineering, renewable energy and innovation. Some survey respondents said they would like to see more unskilled jobs in industry, service and manufacture. Several respondents felt more should be done to encourage employers to relocate and offer jobs locally, for example by investing in infrastructure and providing more office space. Others felt that employers should encourage more homeworking to reduce the need for commuting to larger towns and cities like Bath and Bristol. Comments included:

"There is a particular need for professional jobs in the town, as thousands of professionals commute out and back every day, as there are no opportunities for them here...Wiltshire Council and the SWLEP needs to invest in infrastructure to attract employers to the town. Ideally in higher skilled, well paid jobs that are fit for the future economy."

"All types, however high skilled science and engineering, and skilled manufacturing would contribute to the local economy, and bring a range of other jobs with them."

"A wide variety, for the people who live here now and to attract more young families to the area. Jobs in growing industries, including where people can work from home."

"More opportunity for start-ups and professional SMEs."

"High quality, well-paid jobs. Too many people with good skills are commuting out of the town."

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Q12 What actions should the Neighbourhood Plan take to encourage a sustainable local economy and the type of economic development that is needed? (38 responses)

Survey respondents who answered this question had many ideas for how the proposed Chippenham Neighbourhood Plan could encourage a more sustainable local economy. Suggestions included having a clear vision for economic development in Chippenham, with an economic development area and creative/community-led ideas which mirror approaches taken by towns like Corsham and Frome.

Many survey respondents felt that investment in infrastructure was a priority for the town. This included high speed broadband, infrastructure to support cycling/walking, campus style office space and hot desking, as well as general investment in the town to make it more attractive to employers and professionals. One survey respondent suggested new office space should be located near the M4 with regular shuttle buses from Chippenham train station. Better transport networks and a focus on sustainable transport was mentioned as a key factor for sustainability by several survey respondents.

Some respondents felt that the town should promote itself to skilled, professional and high-tech businesses looking to relocate. Others felt the town should be more selective about the types of businesses that settle in Chippenham and avoid lower skilled jobs e.g. manufacturing which could encourage more traffic on the roads. Other suggestions for encouraging a sustainable local economy included an emphasis on homeworking, strict sustainability targets for new construction/development, investment in green energy and local food production. Comments included:

"Develop business parks out near J17 of the M4 and develop a cycle way up the A350 to J17 as well as provide regular buses from the Station to that area."

"High quality, well-paid jobs. Too many people with good skills are commuting out of the town."

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"Promote the attractions of Chippenham to start-ups and for HQs of charities, etc, looking to move from London/Bristol."

"Make hubs for tech. Start up and grow on space... Encourage more places to eat."

"Campus style office development with good walking, cycling and public transport connections."

"Invest in a true visioning exercise, informed by easy to understand data on current issues (transport, housing, jobs, demographics, air quality, carbon output, flood risk etc). Share examples from other places – Exeter, Bristol, Barcelona and take the time needed for a process to come up with creative, community owned ideas for the future of the town, that will be sustainable and have local buy in."

"Set aside economic development areas and use SWLEP to fund funds to attract new businesses into the area. Massive investment in broadband in whole town would also be a big stimulant."

Q13 The Neighbourhood Plan should develop policies to encourage people to work locally. (59 responses)

|  | Percentage | Responses |
|---|---|---|
| Strongly Agree | 56% | 33 |
| Agree | 44% | 26 |

When combined, all of the respondents agreed or strongly agreed that the Neighbourhood Plan should develop policies to encourage people to work locally. None of the respondents who answered this question disagreed or strongly disagreed with this statement.
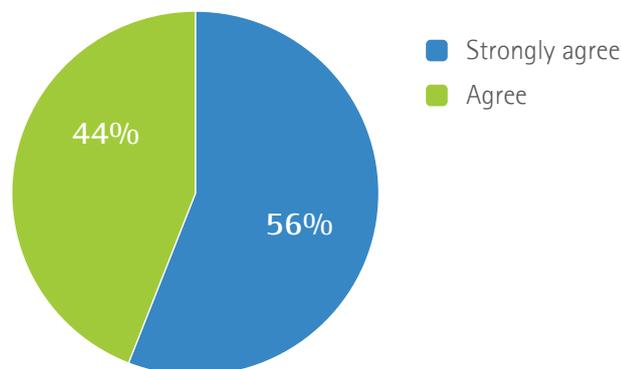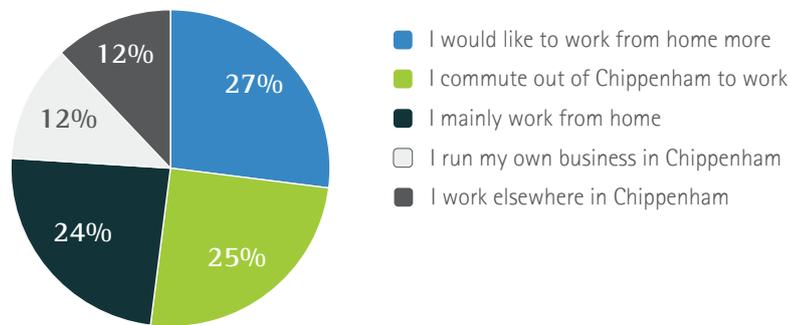
This suggests there is widespread support for local working and a reduction in out-commuting.



Strongly agree
Agree

44%

56%

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Q14 Do you run your own business or work from home/would like to? (51 responses)

|  | Percentage | Responses |
|---|---|---|
| I would like to work from home more | 27% | 14 |
| I commute out of Chippenham to work | 25% | 13 |
| I mainly work from home | 24% | 12 |
| I run my own business in Chippenham | 12% | 6 |
| I work elsewhere in Chippenham | 12% | 6 |

27% of survey respondents who answered this question said they would like to work from home more often, with a further 24% who said they mainly work from home.



- I would like to work from home more
- I commute out of Chippenham to work
- I mainly work from home
- I run my own business in Chippenham
- I work elsewhere in Chippenham

Due to government recommendations for COVID-19, it is possible that self-reported home working numbers are artificially inflated in the dataset. Similarly, respondents who are currently working at home due to COVID-19 may feel more receptive towards homeworking in future. 25% of respondents said they commute out of Chippenham to work, 12% run their own business in Chippenham and a further 12% are employed locally.

Q15 Do you have any comments about running your own business from home or working from home? (27 Responses)

Respondents who commented on this question said they would like to see more opportunities for homeworkers and owners of home-based businesses to network and socialise together, as well as increased provision casual office space/hot desking.

Several respondents mentioned that improvements were needed to local broadband infrastructure to support homeworking.

Some respondents mentioned that homeworking as a result of the COVID-19 outbreak had been a positive experience and they intended to work from home more frequently once the crisis has ended. This included respondents who previously thought it was not possible to carry out their roles effectively from home, but who said they had found effective ways of adapting and working virtually. Comments included:

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"I live in Sutton Benger. Broadband is not great. I work in Bath but since the pandemic have been working from home and likely to continue this for two days per week on exiting the pandemic."

"The covid crisis is demonstrating that much more can be done virtually (and is being done virtually) if the will is there. And the benefits are significant."

"Get the broadband providers to hurry up with making fibre available to all."

"There is nowhere to network in town if you work from home, no hot desk space or meet ups that I am aware of."

"Broadband in Chippenham is appalling. For a town of this size it is no wonder people are commuting out."

"During corona lockdown I have found I can work well from home. I plan to continue 2-3 days per week once restrictions are lifted and commute on the other days."

"Instead of working from home more often, I'd prefer faster buses direct from Chippenham to Bath with no stops in between."

Q16 What would help you work from home if you could work from home more often? (24 responses)

There was a lot of overlap with responses from question 15. Improvements to broadband speed, including the provision of fibre broadband was felt to be needed along with an increase in casual office space and opportunities to network/socialise. Many respondents said that their ability to work from home in future was dependent on their employer and felt that a general acceptance of homeworking amongst managers and colleagues was necessary to facilitate an increase in homeworking post-COVID-19.

Some survey respondents said that they were unable to work from home due to the nature of their roles or they would prefer to see improvements to transport links so that they could continue to commute sustainably. Comments included:

"Better broadband service. Casual use office space."

"Encouragement by employer to do this and changing practices to encourage remote meetings by phone/Skype."

"Dramatic broadband improvement."

"Change in policy from my employer."

"Instead of working from home more often, I'd prefer faster buses direct from Chippenham to Bath with no stops in between. That way commuting by public transport could be possible."

## Q17 Should our town centre be free of vehicles? (59 responses)

| | Percentage | Responses |
|---|---|---|
| Yes, but with exceptions for electric vehicles, delivery vehicles and public transport | 61% | 36 |
| Yes all cars, vans, buses and motorbikes | 32% | 19 |
| No | 7% | 4 |

When combined, 93% of survey participants who answered this question indicated that they would like to see some restriction on vehicles in the town centre.

61% of survey respondents felt that the town centre should be completely free of all vehicles including cars, vans, buses and motorbikes. A further 32% said the town centre should be closed to vehicles with the exception of electric vehicles, delivery vehicles and public transport.
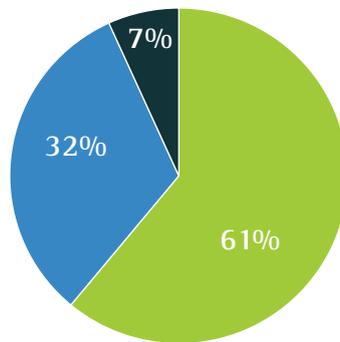


Legend:
- Yes, but with exceptions for electric vehicles, delivery vehicles and public transport
- Yes all cars, vans, buses and motorbikes
- No

## Q18 Do you have any comments on vehicles in our town centre? (35 responses)

Survey respondents who answered this question broadly felt that traffic and congestion is a problem in the town centre and are in favour of limiting access to vehicles, or even making the town centre a pedestrian only area. Despite this, there was some concern about the impact this would have on disabled access to the town centre, deliveries and the knock-on effect of congestion on alternative routes such as residential 'rat runs' and bypasses. Some respondents felt that allowing electric vehicles to use the town centre as a through route is not a long-term solution to congestion, similarly some participants felt that increasing provision of parking in the town centre should be avoided to discourage car use in favour of walking or cycling. Comments included:

"Drivers are encouraged into the town centre by the location of car parks and the lack of suitable public transport and safe cycle routes."

"This can only happen if alternatives to driving are available. People with mobility difficulties who rely on their car should be included on this list."

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"The streets are lined with cars. Building more car parks will only increase the number of cars in the town centre. We need to encourage walking, cycling, and using public transport, by investing in these and providing the infrastructure."

"Allowing electric vehicles is a stop-gap measure – once more EVs are on the roads, the congestion problem, parking problems etc will return. Centre should be vehicle-free apart from public transport."

"Why is the high street open for traffic in the evening? I suggest it is fully pedestrianised."

Q19 What forms of transport do you use most? Where '1' is most frequent and '9' is least frequent. (59 responses)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Rank |
|---|---|---|---|---|---|---|---|---|---|---|
| Walking | 39% (23) | 29% (17) | 25% (15) | 2% (1) | 0% (0) | 3% (2) | 0% (0) | 0% (0) | 2% (1) | 1 |
| Car (petrol, diesel or hybrid) | 42% (25) | 29% (17) | 15% (9) | 5% (3) | 2% (1) | 2% (1) | 2% (1) | 0% (0) | 3% (2) | 2 |
| Cycling | 14% (8) | 27% (16) | 17% (10) | 10% (6) | 7% (4) | 7% (4) | 12% (7) | 5% (3) | 2% (1) | 3 |
| Train | 2% (1) | 8% (5) | 29% (17) | 37% (22) | 17% (10) | 3% (2) | 2% (1) | 2% (1) | 0% (0) | 4 |
| Bus | 0% (0) | 3% (2) | 8% (5) | 25% (15) | 34% (20) | 25% (15) | 2% (2) | 2% (1) | 0% (0) | 5 |
| Taxi | 0% (0) | 0% (0) | 0% (0) | 14% (8) | 22% (13) | 42% (25) | 19% (11) | 3% (2) | 0% (0) | 6 |
| Car (electric) | 2% (1) | 3% (2) | 3% (2) | 5% (3) | 12% (7) | 5% (3) | 24% (14) | 19% (11) | 27% (16) | 7 |
| Other | 0% (0) | 0% (0) | 2% (1) | 2% (1) | 5% (3) | 7% (4) | 20% (12) | 27% (16) | 37% (22) | 8 |
| Motorbike | 2% (1) | 0% (0) | 0% (0) | 0% (0) | 2% (1) | 5% (3) | 20% (12) | 42% (25) | 29% (17) | 9 |

Overall, walking was the most frequently used mode of transport amongst survey respondents, followed by (non-electric) car travel and cycling. Electric car, other and motorbike travel was used by fewer participants.

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**Q20 Are there any form of sustainable transport that you would like to use more? Please tick all that apply. (54 responses)**

|  | Percentage | Responses |
|---|---|---|
| Cycling | 80% | 43 |
| Electric car | 46% | 25 |
| Walking | 43% | 23 |
| Bus | 30% | 16 |
| Train | 20% | 11 |
| Car Club | 19% | 10 |
| Other (Please specify) | 9% | 5 |
| Shared bike scheme | 7% | 4 |
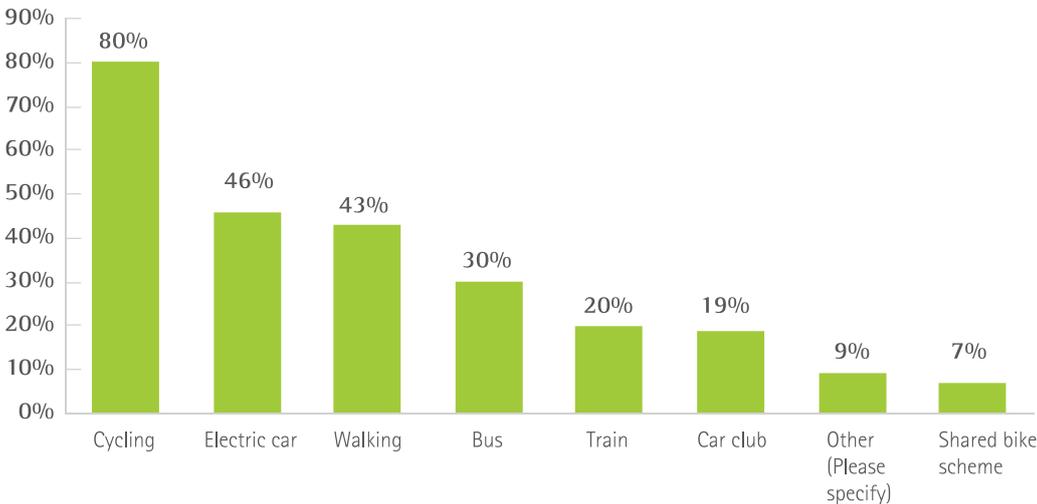


80% of survey participants who answered this question said they would like to cycle more frequently. A further 46% said they would like to use an electric car, with 43% who would like to walk more frequently. Of those who answered 'Other' (9%) the options listed were trams, electric bicycle, water travel, hydrogen powered car and electric scooter.

**Q21 Does anything prevent you from using public transport? (43 responses)**

|  | Percentage | Responses |
|---|---|---|
| Practical Issues | 33% | 18 |
| Safety | 28% | 15 |
| Cost | 26% | 14 |
| Infrastructure | 24% | 13 |

47% of survey participants shared what they felt to be barriers to public transport use, although many confused public transport with sustainable transport. Several respondents shared more than one barrier. Comments from survey participants were analysed and summarised as a series of key themes which are highlighted in the table above. Please see the sections below for more information on key themes. Verbatim responses are included in the appendices.

## Practical Issues (33%)

33% of survey respondents said there were practical issues associated with using public transport. This included bus/train timetables that did not suit their needs for work or socialising e.g. infrequent buses or buses that don't run early/late enough. Also cited was a lack of direct routes for travel which add additional time pressure or make it impractical to use the bus or train. Broadly, buses were felt to be infrequent and unreliable in and around Chippenham. Comments included:

"I'd use the bus more if it ran more frequently and the routes were better."

"It's not integrated (train with bus), too expensive not frequent, doesn't go where I want to go."

"I would need 2 buses to get to work which is between Chippenham and Calne this also then requires a 2 mile walk to reach my office."

"Buses don't run early or late enough – X31 had good daytime frequency but doesn't allow commuters to get to station in morning, or home in the evening. Too infrequent = long waits = quicker to walk/drive."

## Safety (28%)

28% of survey respondents mentioned safety as a key factor in not using public transport, although comments about safety were related to cycling rather than public transport. Respondents felt that Chippenham roads are dangerous for people using bicycles. Many respondents said they would not feel safe cycling in Chippenham, particularly with children due to pollution, traffic and a lack of safe cycle routes. Comments included:

"The b3069 from Benger to Chippenham is lethal to cycle on."

"No safe cycling routes into town. Poor pavement maintenance, designed for cars to be driven across, not walking on."

"Danger and pollution from vehicles when walking or cycling."

"I'm sometimes put off cycling around Chippenham due to traffic on the roads and lack of safer and more pleasant cycle routes."

"Roads are dangerous. Would like many more cycle paths in town, separate from road traffic."

"I'm sometimes put off cycling around Chippenham due to traffic on the roads and lack of safer and more pleasant cycle routes."

## Cost (26%)

26% of survey participants said they felt public transport was unaffordable, especially train fares. Others indicated that they supported the use of electric cars but said that this was not an affordable option for them at the present time. Comments included:

"Can't afford an electric car yet (and the 2nd hand ones are old tech and overpriced). Govt. needs to put pressure on the manufacturers/ speed the transition."

"Cost of trains and frequency of buses."

"Train fares too high."

"I need a new car and would like an electric one, can't afford it at present & actually can't buy a new car at present!"

## Infrastructure (24%)

24% of respondents felt that improvements to existing transport infrastructure were needed in Chippenham. These were unrelated to public transport and instead focused on sustainable transport such as cycling and electric vehicle usage. Suggestions included updating existing cycle paths and networks as well as adding new routes for cyclists and pedestrians, cycle storage, segregated cycle lanes and electric vehicle charging points. Comments included:

"Cycle paths are incomplete - need safe, end-to-end routes from suburbs to town centre, that even non-confident cyclists can use. Cyclists should be segregated from both motor vehicles, and also where possible pedestrians (Dutch-style cycle paths)."

"Poor cycle paths, routes, storage/security and signage."

"I don't have off road parking on ivy road so would struggle to charge at home unless community charging was available on the street or designated parking spaces were allocated."

"Poor provision of cycle lanes around Chippenham."

"Poor cycle route provision. Lack of bus routes, lack of car clubs, though Chippenham is unlikely to be viable without significant local or national government investment."

**Q22 What would help you to use sustainable forms of transport if you wanted to use them more often? (33 responses)**

Many of the responses to this question mirrored those of question 21, the answers have been summarised below as bullet points to avoid repetition. A full list of responses is included in the appendices.

"Poor provision of cycle lanes around Chippenham."

- Better/safer cycle and pedestrian routes (including segregated cycle lanes)
- Interconnected and extended cycle/pedestrian routes
- Pedestrian only zones
- Electric vehicle charging points
- More frequent buses
- Improved bus routes and more bus stops
- Lower fares on public transport
- Secure cycle storage
- Increase in 20mph zones
- Traffic calming measures
- Increased bicycle storage on trains
- More affordable electric vehicles.
- A single ticketing system for public transport (e.g. London)
- Less focus on car use

Comments included:

"Reduction of road space for cars to allow for cycle paths. Cyclists having priority across side roads. Trains being able to properly accommodate fold up bikes."

"Cycle lanes. Cheaper train fares. Cheaper buses with improved reliability, frequency, scope of routes & times of availability."

"20 mph zones – e.g. on Frogwell/Lordsmead. Traffic calming."

"Better cycle provision – complete the town cycle network by filling the gaps."

"Better cycle lanes. E.g new lights on Langley Road took a year and made no provision for cycles. Very difficult to go straight ahead past little George."

Q23 We need more segregated cycle lanes. (58 responses)

|  | Percentage | Responses |
| --- | --- | --- |
| Strongly Agree | 76% | 44 |
| Agree | 19% | 11 |
| Disagree | 3% | 2 |
| Not Sure | 2% | 1 |

When combined 95% of survey respondents said they agreed (19%) or strongly agreed (76%) that Chippenham needs more segregated cycle lanes.

3% of respondents disagreed with the statement and a further 2% were unsure. None of the survey respondents strongly disagreed with the suggestion that Chippenham needs more segregated cycle lanes.

**Strongly agree** — 76%
**Agree** — 19%
**Not sure** — 2%
**Disagree** — 3%

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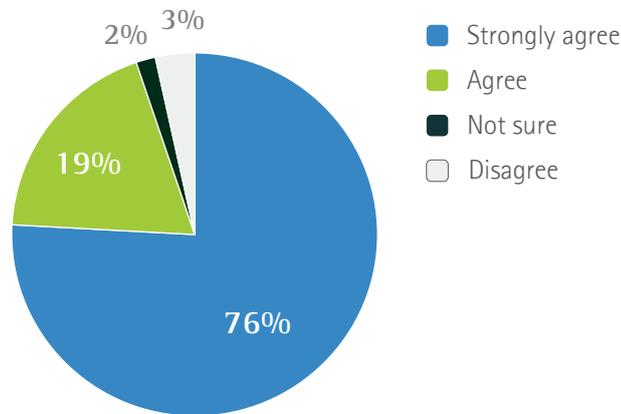
Q24 Would you have any concerns about purchasing an electric car? (45 responses)

Approximately half of survey respondents listed at least one concern about purchasing an electric car. Concerns included the higher cost of an electric car relative to a petrol or diesel car, the range of travel over long distances and a perceived lack of charging infrastructure locally.

Additional concerns included a lack of private parking at home for charging and the environmental impacts of mining for materials to make rechargeable batteries for electric vehicles. Some respondents said that they already had an electric car or were planning to get one in future.

Comments included:

"Impractical and unaffordable at present. Lack of infrastructure, both in town centre and in housing areas."

"Would buy electric car once the range travelled between recharging is improved."

"I definitely want to buy one. Cost is the main concern and is why I don't have one already. Lack of range and availability of charging facilities is also a concern."

"Live on terraced street with no private parking so lack of facilities for charging is main barrier."

"Cost, charging, how they mine for the batteries – lack of knowledge really."

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Q25 Where do you work? (Postcode) (40 responses)

Survey respondents were asked to include the postcode of their place
of work. Responses are not summarised below for privacy reasons,
but locations have been included on a map for reference. A full list of
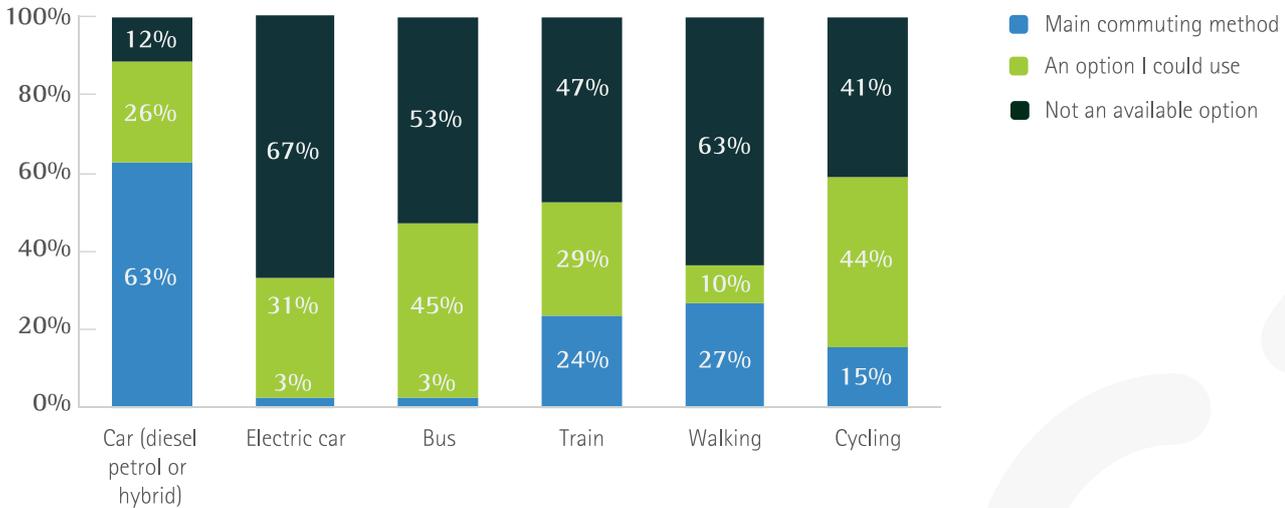postcodes is available in a separate document:
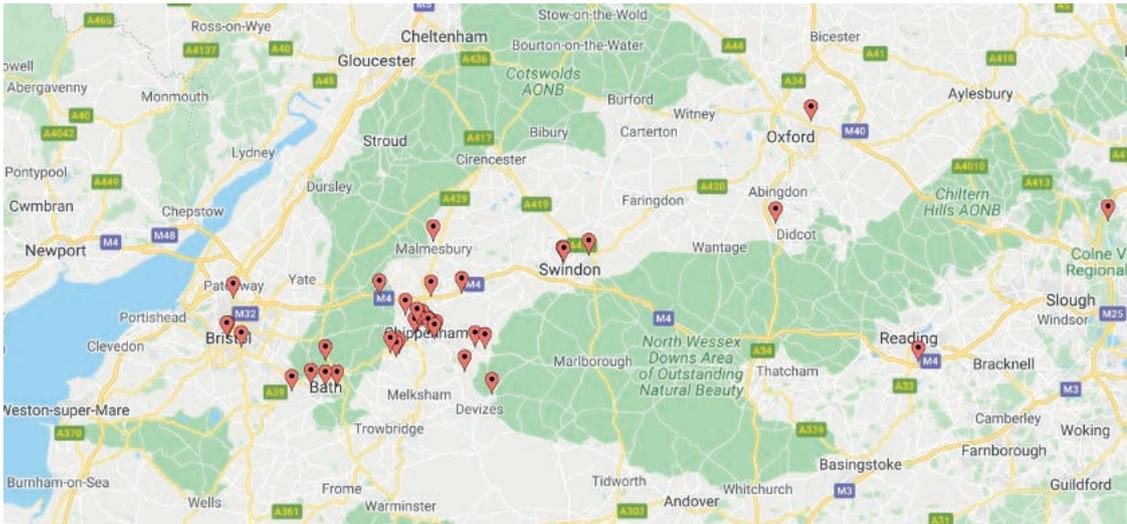


Q26 Location of your workplace (if postcode unknown) (19 responses)

A variety of locations were cited by survey respondents, which included
Bristol, Bath, Marlborough, Swindon, Chippenham, Oxford and Leeds. A full
list of locations is available in a separate document.

Q27 Is there a choice of transport options for you to get to work? Tick all
the options available. (51 responses)

| | Main commuting method | An option I could use | Not an available option |
| --- | --- | --- | --- |
| Car (diesel, petrol or hybrid) | 63% (27) | 26% (11) | 12% (5) |
| Electric car | 3% (1) | 31% (11) | 67% (24) |
| Bus | 3% (1) | 45% (17) | 53% (20) |
| Train | 24% (9) | 29% (11) | 47% (18) |
| Walking | 27% (11) | 10% (4) | 63% (26) |
| Cycling | 15% (6) | 44% (17) | 41% (16) |

A chart is included on the next page.

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Survey respondents broadly agreed that there are a variety of transport options available for travel to work. Overall, car (diesel, petrol or hybrid) is the most popular transport option for Chippenham residents who travel to work, with 63% of respondents having the choice of using a car to travel to work. As an alternative, 45% said they could take the bus, 44% said they could cycle and 31% said they could use an electric car. 67% of survey respondents said that an electric car was not an option, with a further 63% who said they were unable to walk to work.

Q28 If you have children, is it possible for them to get to school or nursery safely and conveniently on foot, scooter, bike or on public transport? (31 responses)

|  | Percentage | Responses |
|---|---|---|
| Strongly Agree | 39% | 12 |
| Agree | 26% | 8 |
| Strongly Disagree | 16% | 5 |
| Not Sure | 10% | 3 |
| Disagree | 10% | 3 |

65% of survey respondents (combined) who answered this question agreed or strongly agreed that it is possible for their children to get to school or nursery safely and conveniently on foot. A further 26% (combined) disagreed or strongly disagreed that it was safe and/or convenient for their children to travel on foot to school or nursery.
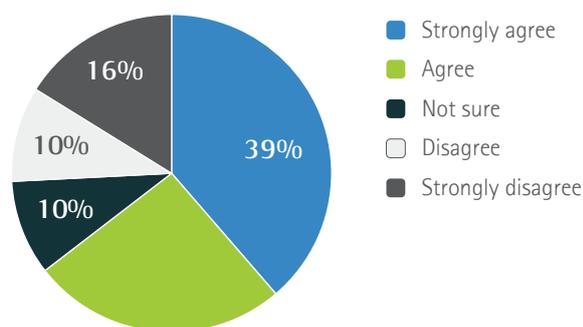
Q29 Are you concerned that your children are exposed to air pollution whilst getting to school, or at school? (34 responses)

| | Percentage | Responses |
|---|---|---|
| Very concerned | 41% | 14 |
| Somewhat concerned | 24% | 8 |
| Not sure | 15% | 5 |
| Unconcerned | 12% | 4 |
| Very unconcerned | 9% | 3 |

65% of survey respondents (combined) said they were concerned (24%) or very concerned (41%) that their children are exposed to air pollution on their way to school or whilst at school. 21% of respondents (combined) said they were unconcerned (12%) or very unconcerned (9%).



- Strongly agree
- Agree
- Not sure
- Disagree
- Strongly disagree
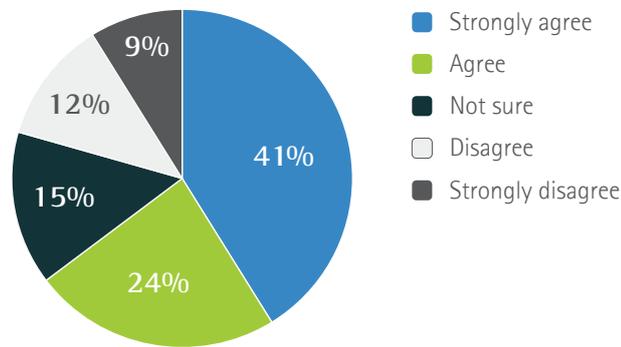
Q30 Are there specific danger points, barriers or pieces of missing infrastructure that discourage you or your children from walking, cycling and using public transport? Please provide detail below. (30 responses)

The following specific danger points were highlighted by survey respondents:

| Route | Comment |
|---|---|
| Bridge Centre roundabout | Too many vehicles |
| Malmesbury Road (John Coles Park) | Crossing/road layout is dangerous for cyclists |
| Malmesbury Road (St Nicholas School) | Road too busy, air pollution |
| Langley Road / Malmesbury Rd | Speeding cars, dangerous crossing |
| London Road | Zebra crossings need maintenance |
| Queens Crescent | Speeding cars, engines idling |
| Hardenhuish Lane | Cars speeding through zebra crossing |
| Sutton Benger (school road) | Inconsiderate parking/manoeuvring |
| Chippenham High Street | Air pollution |

| Route | Comment |
| --- | --- |
| Opposite St Peters School | No safe crossing point, illegal parking |
| Broughton Gifford School | Inconsiderate parking/manoeuvring |
| East Chippenham | Lack of cycle lanes |
| Malmesbury Road / Little George Junction | Dangerous crossing/junction |
| Bridge Centre / Ivy Lane | Dangerous crossing/junction |
| Rowden Hill | Dangerous crossing |
| Sutton Benger / Chippenham Road | Unsafe road |

Other comments about barriers or missing infrastructure that might discourage people from walking, cycling or using public transport included a lack of segregated cycle lanes in and around the town, traffic congestion, speeding cars, air pollution and narrow or uneven pavements.

A full list of verbatim comments is included in the appendices, some of the comments included:

"Crossing Malmesbury Road by John Coles park, one-way system means we have to cycle on pavement travelling back home from school or town centre."

"My son goes to St Nicholas School and we occasionally walk up Malmesbury Road. It is quite a busy road, so the danger is the main thing that stops us doing it more often. The air pollution is a concern too."

"Cars drive way too fast around Queen's Crescent. People also sit there with their engines running a lot of the time, pumping out fumes."

"Some zebra crossings need maintenance e.g. London Road near the school."

"Yes, there's no safe crossing point opposite St Peter's School. We've been almost knocked down a couple of times. Parents park every day on double yellow lines obscuring our line of sight when crossing the road – we can't see round the illegally parked cars in order to cross safely. I PRAY every day that we get across safely, and I have butterflies in my stomach regarding walking my child to and from school each day – it's horrible."

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**Q31 What improvements could be made to the public transport infrastructure in your area? Please provide detail below. (29 responses)**

Suggestions for improvements to the public transport infrastructure are listed below for buses, cyclists and trains. Verbatim comments are included in the appendices:

Buses:

- Real-time updates and better timetables
- Better bus stops and shelters including digital timetables/screens
- More frequent buses
- Better routes and connectivity with the town centre (e.g. Pewsham)
- Cheaper fares
- Electric buses
- Later and earlier routes (including outside Chippenham e.g. Bath)

Cyclists:

- More cycle lanes and segregated cycle routes
- Safer roads including fewer potholes and better markings
- More traffic free or 20mph zones
- Traffic calming measures e.g. speed humps

Trains:

- Reopen Corsham station
- Improvements to pedestrian/cyclist access to Chippenham station
- Bus services aligned to train times

Comments included:

"Main improvement is to main station hub, with better ped/cycle routes to station (old Road route is terrible), and less priority for cars."

"More buses to serve Pewsham. 55 bus better aligned to train arrival and departure times including early and late in the day."

"Just more regular, quicker, more direct routes into town, although appreciate this is tricky to achieve before more people get on them. Cheaper fares would help many more consider the bus."

"Better road surfaces for cycling e.g Chippenham Lane is a quiet route but has some dangerous potholes."

"More cycle paths/shared paths. Better cycle routes. Safer cycle routes. Better marked and signposted."

"More buses to serve Pewsham. 55 bus better aligned to train arrival and departure times including early and late in the day."

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Q32 How could cycling and walking routes to the town centre, train station and other local services be improved? Please provide detail below. (42 responses)

Survey respondents who answered this question had many ideas for how cycling and walking routes to the town centre, train station and other local services could be improved. A summary is included below, and a full list of verbatim responses can be found in the appendices.

Better, safer and interconnected cycle and pedestrian routes are felt to be essential by survey respondents who answered this question. Some respondents felt that Chippenham should prioritise active travel over car use. Suggestions for improvement included better markings and information, segregated cycle lanes, cycle priority boxes at traffic lights, an interconnected cycle network and improvements to roads to make them safer for cyclists (e.g. potholes, reduced speed).

Other priorities included safer road crossings, a ban on cars in the town centre, more pedestrianised routes, improved pedestrian access for the train station and addressing air pollution in the town.

Comments included:

"The town centre is devoid of safe cycling routes. There are several routes into town, but these simply take cyclists into busy main roads and put them in danger. I would not want my kids cycling through the centre of Chippenham. It is car dominated and dangerous."

"20 mph zones and traffic calming. Segregated cycle lanes. Banning cars in and near town centre."

"Direct, cycle only routes. They need to be the shortest and quickest way to get there. You can't get anywhere in Chippenham without crossing loads of roads."

"More joined up. Too many cycle routes vanish."

"The pedestrian exit from the station means you have to walk into the road to get to the pavement."

"More of them and segregated. Make active travel the preference and discourage private car use through good design and public transport."

"The pedestrian exit from the station means you have to walk into the road to get to the pavement."

# Chippenham Neighbourhood Plan Climate Change & Sustainability Survey

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

www.chippenhamneighbourhoodplan.org.uk

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

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