

June 2022

Baselining exercise to establish on-going activity linked to the objectives of the Partnership to support the vitality of Chippenham Town Centre. This may include any activity that would be linked to the work of the proposed Pillars as follows:

Pillar 1 – Managing the Town

Suggested Activities Covered:

Cleanliness / appearance

Crime & anti-social behaviour

Maintenance & repairs

Data and reporting experience; of visitors/residents and assurance of a quality service - IPM

Pillar 2 – Supporting Business

Suggested Activities Covered:

Business support incl. start-ups. Licensing

Premises development Recruitment and skills

Understanding barriers to entry for businesses and overcoming them (IPM)

Inward investment and retaining employers, includes retailers/hospitality sector

Pillar 3 – Vibrancy, Culture and Communicating the Offer

Suggested Activities Covered:

Food & Drink Hospitality

The retail experience

Promotion of the town centre (including events) Activity hours (IPM)

Development and management of recreational space. (IPM)

Cultural entertainment offer Heritage offer

Events within spaces of the town. Leisure offer making the most of green and blue infrastructure

Attracting visitors and residents into the town Informing visitors and residents what is available

Pillar 4 – Community and Environment

Suggested Activities Covered

Health & Wellbeing

Environment

Climate change

Habitat safeguarding and enhancement Protection and enhancement of built heritage

Interpretation and information (heritage/nature trails) Flood prevention

Riverside enhancement Air quality and noise

Pillar 5 – Developing and Integrating the Town (including the Masterplan)

Suggested Activities Covered:

Planning policies / Town centre Masterplan and links to wider growth of the town under LPR (need for holistic approach) Physical interventions

Transport (all modes of transport & parking) Public Realm

Walkability and wayfinding within the town centre Liveability (IPM)

Adaptability (IPM)