

Chippenham Town Council Community Survey 2025



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Local Government Resource Centre

1. Introduction:

This report presents the findings of the Chippenham Town Council Community Survey 2025. The survey, conducted by the Local Government Resource Centre, captured the views of 1,181 residents on the importance and performance of services in Chippenham. The survey results provide a detailed picture of how residents perceive the services provided in Chippenham. It is both a record of current satisfaction and a map of priorities for the future.

The findings depict a community that values its environment, its green spaces, and its quality of life. The results show that Chippenham Town Council's services are highly regarded and appreciated by residents. There is always room for improvement, and the survey will help the Council identify priorities for further improvements.

The report also captures the outcome of a community workshop held on 22nd September at the Neeld. 66 participants came together to identify actions and ideas that may help address the priorities identified by the survey.

The following sections examine demographics, importance, satisfaction, areas where improvements are needed, town centre priorities and residents' views on the priority actions required.

2. Executive Summary – A Snapshot of Findings

Overall, residents value everyday services such as litter removal and parks, express dissatisfaction with toilets and planning, and highlight town centre cleanliness and atmosphere as key priorities. The following tables convey the key findings from the survey:

Service importance – TOP FIVE

1. Litter removal and street sweeping
2. Parks, open spaces, playgrounds and recreation areas
3. Shaping new development in the Town – planning controls
4. Nature, the environment and climate change
5. Grass cutting, grounds maintenance

Service satisfaction – TOP FIVE

1. Parks, open spaces, playgrounds and recreation areas
2. Chippenham Museum
3. Historic monuments – The Yelde, Buttercross, etc.
4. Grass cutting, grounds maintenance
5. Civic events – Remembrance Day, VE Day, etc.

Service improvement areas – TOP FIVE

1. Public toilets
2. Shaping new development in the Town – planning controls
3. Nature, the environment and climate change
4. Litter removal and street cleaning
5. Town CCTV

Town Centre Priorities – TOP FIVE

1. Clean, tidy and well looked after environment
2. A safe and welcoming place
3. A good range of local shops
4. A good local vibe and atmosphere
5. A variety of pubs, bars, restaurants and cafes

The three headline messages for the Council are: (1) everyday maintenance and cleanliness matter most, (2) 'Public toilets' and 'Shaping new development in the Town – planning controls' are priorities for residents (3) parks and green spaces are the council's key strength.

3. Survey Methodology

- **Survey period:** 1st July – 5th August 2025
- **Format:** Online questionnaire distributed via household leaflet, Town Council's website and social media channels and face to face engagement. Paper copies provided for anyone unable to access the online version.
- **Total responses:** 1,181
- **Question types:** Multiple choice, Likert-scale, and open-text comments.
- **Data analysis:**
 - Net score method - used for multi-variable questions (net positive % minus net negative %), sorted and ranked from highest to lowest.
 - Urgency ranking – used for multi-variable questions (net importance % minus net satisfaction, sorted and ranked highest to lowest)
 - Strength of Feeling – Views expressed (positive or negative) MINUS neutral responses.
 - No weightings have been applied to survey results
 - Free text comments summarised, sorted by theme and frequency counted.
- **Community workshop**

66 participants came together at the Neeld on 22nd September 2025 to review the community priorities and consider ideas and suggestions made by survey respondents. The ideas were prioritised and ranked using the LGRC 'Our Community Matters' methodology. The results of the workshop are appended.

4. **Demographics**

The survey attracted a wide range of participants. Most identified themselves as residents of Chippenham, but there was also a significant minority who work in the town, study there, or visit frequently.

Postcode data confirms that almost all responses come from addresses within Chippenham itself or its immediate surroundings. There are some responses from further afield, but these are exceptions. The survey can be treated with confidence as a reflection of Chippenham’s own population.

This is consistent with the aims of the survey, which was intended to consult local people about services.

The length of residence data shows a broad spread. Many respondents are long-term residents, having lived in or near the town for more than a decade. There is also a notable cohort who have moved to Chippenham within the last five years. This mix is important, because long-term residents bring historical perspectives on change and continuity, while newer residents often bring comparative perspectives from other towns.

There are fewer responses from younger adults, and limited input from teenagers, which is unsurprising in a voluntary town survey. This should be kept in mind when interpreting results.

Fig 1: Age

■ Age ranges <25 ■ Age ranges 25-55 ■ Age ranges >55

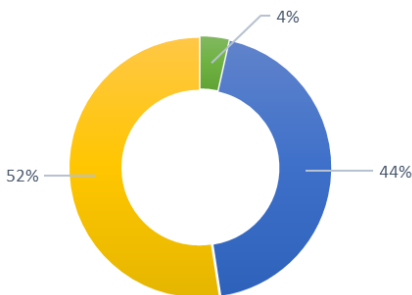


Fig 2: Residency

■ Less than 3 years ■ 3-10 years ■ Over 10 years

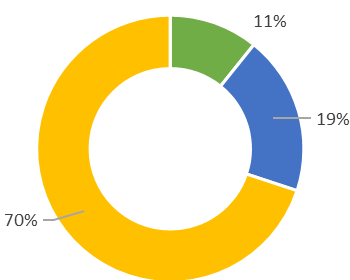
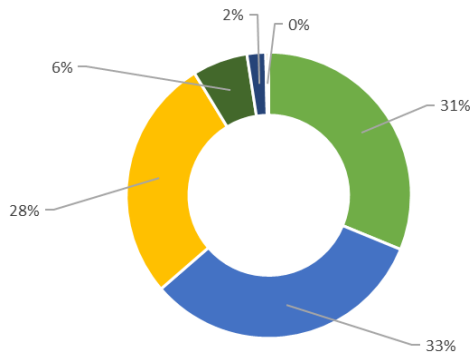


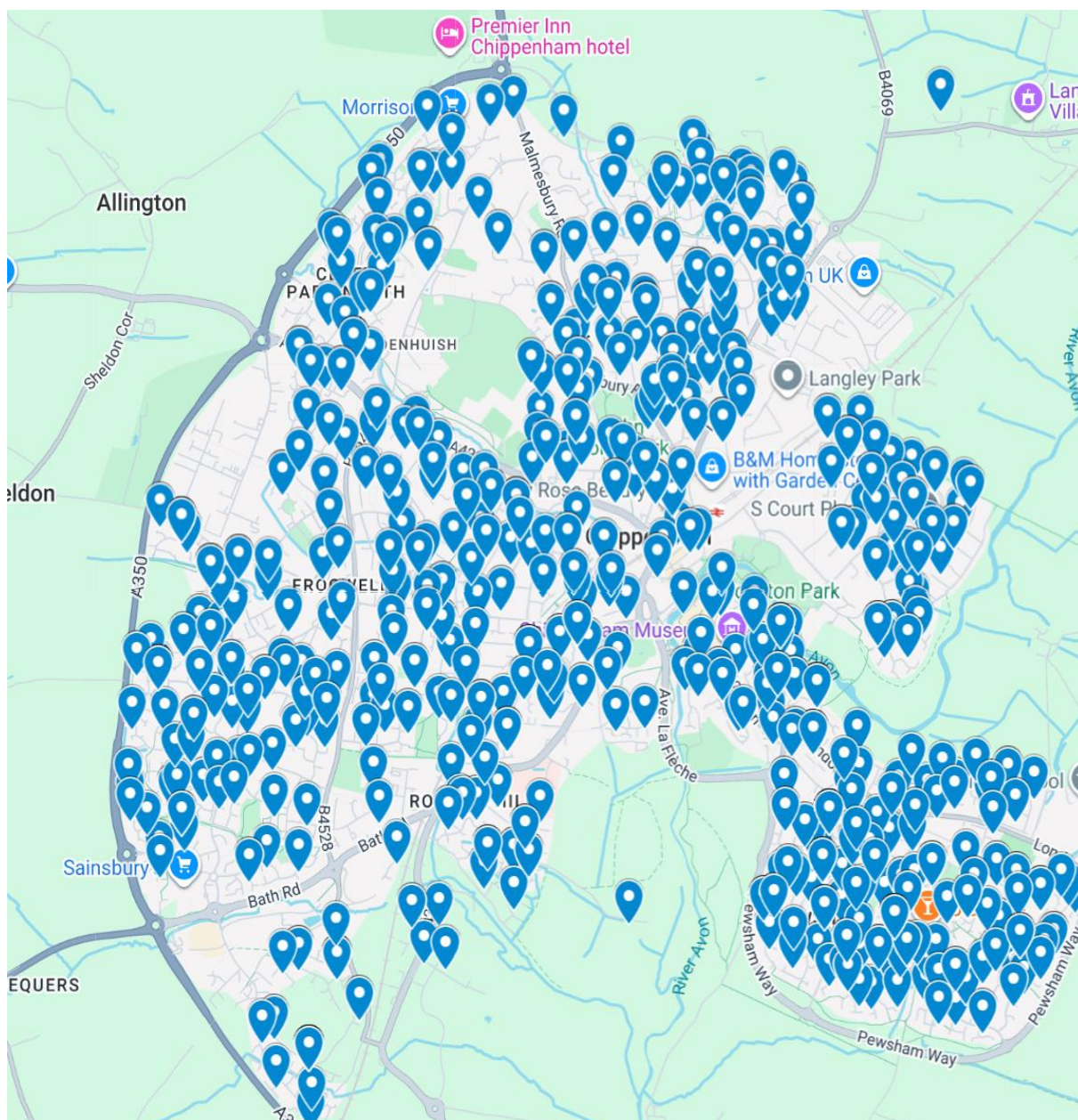
Fig 3: Connection



■ I live and work in Chippenham
■ I live in Chippenham but I don't work (or no longer work)
■ I live in Chippenham but work elsewhere
■ I don't live in Chippenham but I visit regularly
■ I don't live in Chippenham but I work in the Town
■ I don't live in Chippenham and I have no plans to visit

Fig 1: Distribution of responses

Anonymised postcode data, plotted using mapping software, shows the reach of the survey across all parts of the town.



5. Residents' views on the importance of council services

The survey sought views on the importance of services provided by Chippenham Town Council. The results are ranked using the net score method - used for multi-variable questions (net positive % minus net negative %), sorted from highest to lowest support

The service ranked most important is 'Litter removal and street sweeping', with a net importance score of 98%. This is an exceptionally high figure. Almost everyone considers this service to be essential.

Close behind in terms of net importance are 'Parks, open spaces, playgrounds, and recreation

facilities', with a net importance score of 96%. The strength of this result shows that people value green space not only as a leisure amenity but as a core part of daily life.

The third-ranked survey issue relates to the need to apply effective 'Planning controls to protect the town from the potential impact of new development, with a score of 87%.

In fourth place, 'Nature, the environment, and climate change' registers at 84%. This is a strikingly high figure for what could be seen as a strategic or long-term issue.

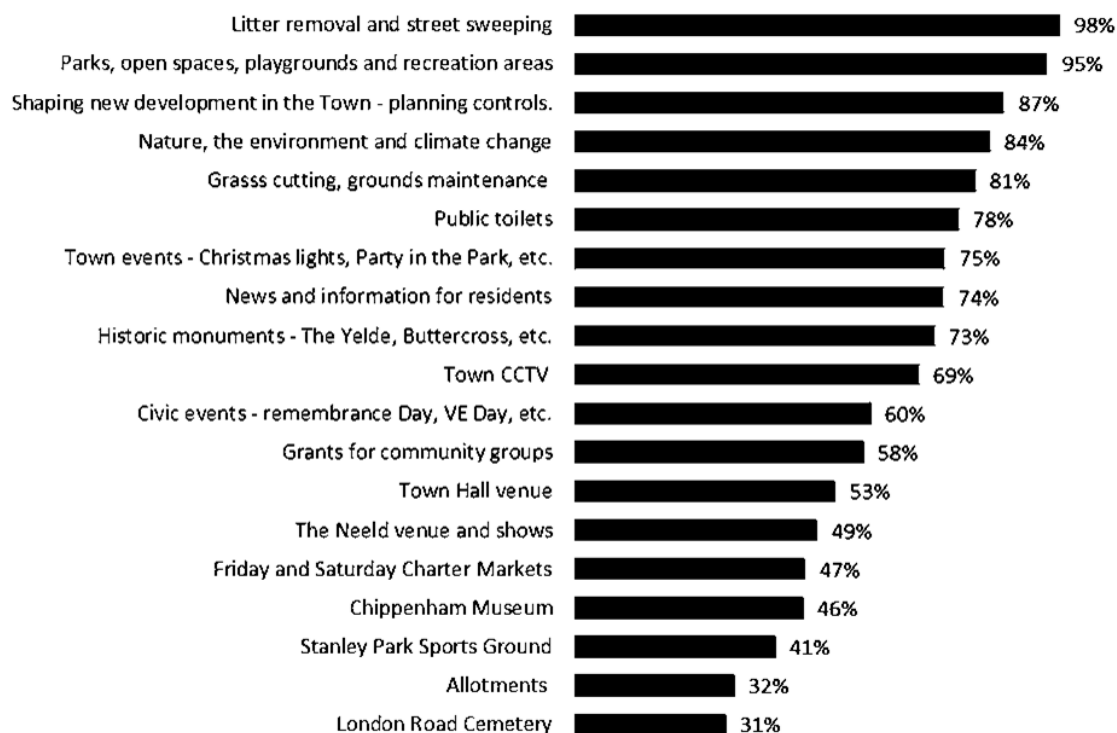
Other services in the upper tier of importance include 'Grass cutting and grounds maintenance' (81%) and 'Public toilets' (78%). Both are practical and highly visible.

Cultural and civic services fall into a second tier. 'Town events such as the Christmas lights and Party in the Park', along with 'News and information for residents', both score 75%. 'Historic monuments such as the Yelde and the Buttercross' follow at 73%, while 'Town CCTV' is at 70%.

Below this, 'Civic events such as Remembrance Day' ceremonies score 60%. 'Grants for community groups' are at 58%, and the 'Town Hall venue' at 53%. 'The Neeld venue and shows' register 49%, while the 'Friday and Saturday Charter Markets' are valued by 47%. These are important to many but are not viewed as essential services by most respondents.

At the lower end, 'Stanley Park Sports Ground' scores 41%, 'Allotments' 32%, and 'London Road Cemetery' 31%. These are services that serve smaller sections of the community. Their importance is real but limited to groups that use the facilities.

Fig 4: Town Council services ranked by net IMPORTANCE



6. Residents' satisfaction with council services

Here, the focus is not only on what matters but on whether people think the council is delivering well. In all but two service areas, more people are satisfied with services than dissatisfied. In most cases, very significantly so. In the results, 50% = twice as many positive as negative views. The scores should be read as 'X% more satisfied than dissatisfied.'

The highest level of satisfaction is with 'Parks, open spaces, playgrounds, and recreation facilities', with a net satisfaction score of 68%. This is a very strong result. It suggests that residents value the parks very highly and see them as well cared for and meeting public expectations.

'Chippenham Museum' follows at 58%. This indicates very strong public appreciation for the museum, which plays an important role in preserving and presenting the town's history.

'Historic monuments' are also very well regarded, with a satisfaction score of 56%. Alongside the museum, this shows a strong appreciation of the town's heritage and history, factors that strongly influence sense of belonging.

'Grass cutting and grounds maintenance' register at 54%, while 'Civic events such as Remembrance Day ceremonies' score 52%. Both are highly valued and well received.

'Litter removal and street sweeping', which was the most important service overall, has a satisfaction score of 50%. This means that twice as many people are positive than negative.

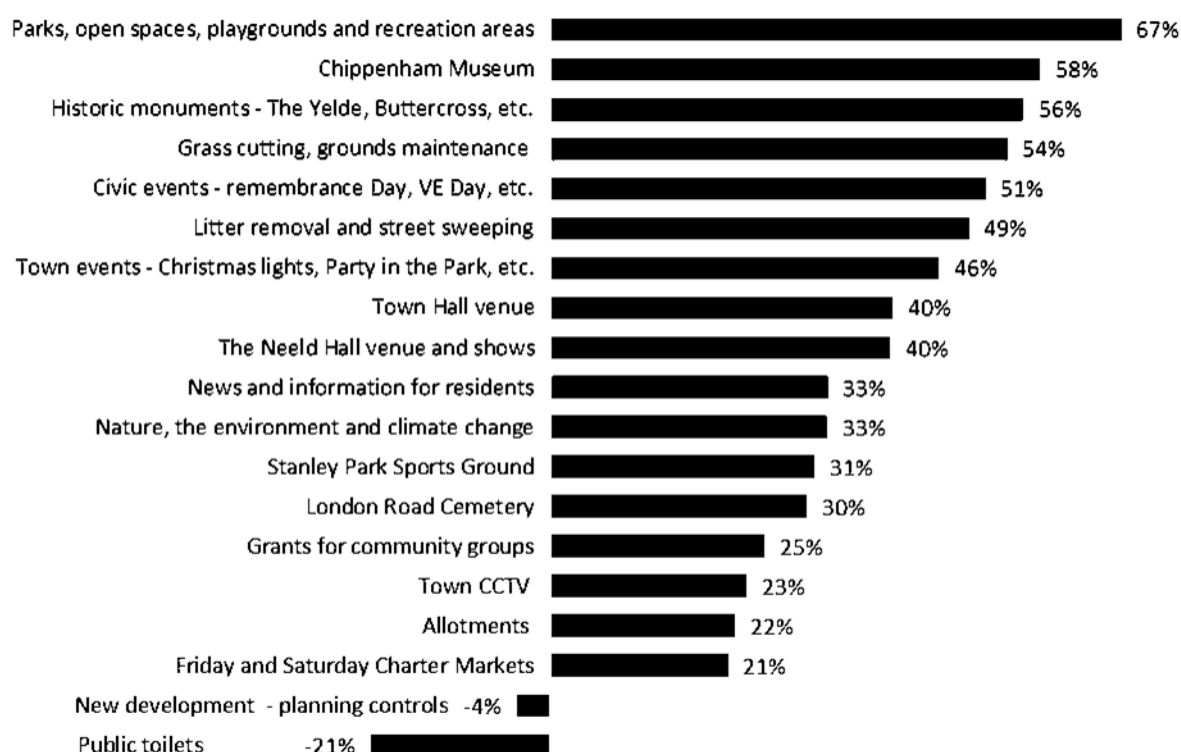
Other services with good net satisfaction levels include 'Town events' (46%), 'Town Hall venue' (41%), and the 'Neeld venue and shows' (41%). 'News and information for residents' and 'nature, the environment, and climate change' both stand at 33%.

Several services return more modest satisfaction levels. 'Stanley Park Sports Ground' (31%), 'London Road Cemetery' (30%), 'Grants for community groups' (25%), 'Town CCTV' (23%), 'Allotments' (22%), and the 'Friday and Saturday Charter Market' (21%) all attract more positive than negative views.

Two services register net dissatisfaction. 'New Development - Planning controls' score -4%, showing that more people are dissatisfied than satisfied with how new development is being delivered. Public toilets rank poorly, at -21%. This makes them the weakest performing service, combining high importance with low satisfaction.

The satisfaction results therefore highlight consistent levels of satisfaction across most areas, with the 'Parks, open spaces, playgrounds and recreation areas' at the top of the list in terms of public appreciation. Alongside of this, there are areas for improvement; 'New Development - Planning controls' and 'Public toilets' standing out as areas of public concern.

Fig 5: Town Council services ranked by net SATISFACTION SCORE



7. Public demand for service improvements

This section of the survey results focus attention on where residents feel action is needed.

At the top of the list for improvement are the public toilets. The 'Public toilets' are important to many people (78%), but satisfaction is very low (-21%), in this case the level of provision is falling below the expectations and requirements of local people.

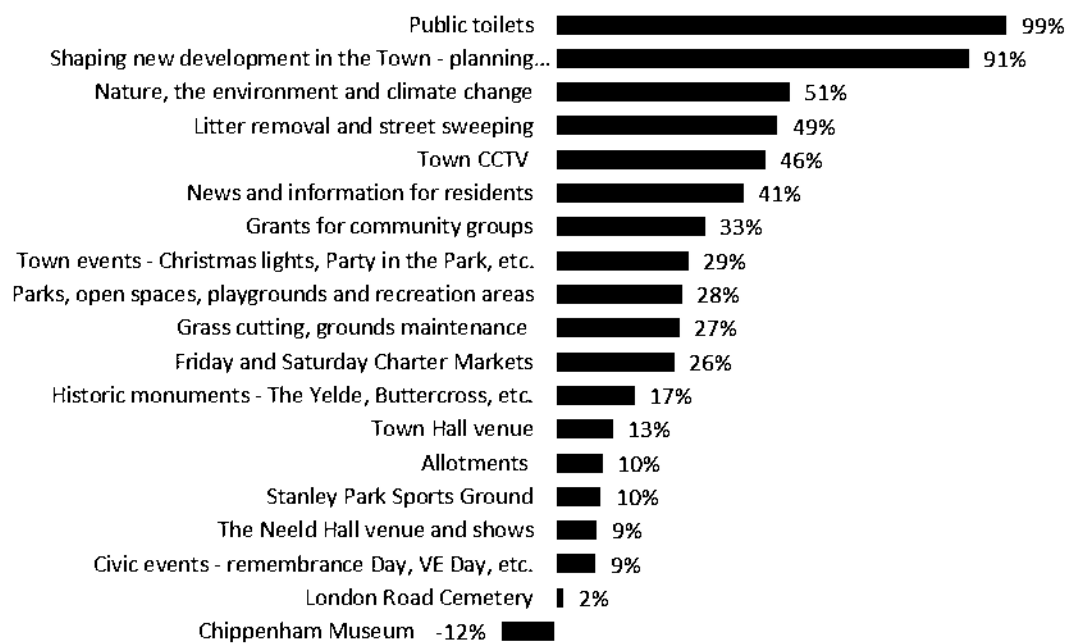
Another strong result of the survey is action on 'Nature, the environment and climate change', 84% feel this is important compared with a net satisfaction rate of 33% with things as they are.

There are several services that also feature strongly but sit a little below the top three public priorities for action. 'Litter removal and street cleaning' (48%); 'Town CCTV' (46%); 'News and information for residents' (42%). 'Litter removal and street sweeping' (despite scoring highest in importance) has only moderate scope for improvement because satisfaction is already very strong.

'Parks, open spaces, playgrounds and recreation areas', 'Grass cutting and grounds maintenance' feature in the top 10 priorities for action. These services appear in the top ten because of their very high importance and high visibility.

Services that appear at the bottom of this list, fall into a category of services that may be important but demand for improvement is not so strong. For example, 'Chippenham Museum' is highly regarded but most residents seem satisfied with the current service.

Fig 6: Town Council services ranked by demand for IMPROVEMENT



8. Strength of Opinions

One other useful analysis is strength of public opinion (the % of people expressing an opinion). Strength of public opinion = those expressing a view (positive or negative) minus those expressing no view (or neutral view). The results show just how engaged people are with local services. However, caution must be used when interpreting this table. In some questions, around a third of respondents selected the neutral option. This could be read as indifference or apathy.

In some services neutrality is partly a balance of extremes. In other services, neutrality may reflect low awareness or limited relevance, such as in allotments.

The key methodological point is that neutral can mean division, indifference, or simple lack of information. Overall, the results show a high level of engagement across all service areas, with particularly strong views on the high-profile public realm services.

Fig 7: Town Council services STRENGTH OF OPINION



9. Public comments

The survey asked respondents to provide comments about the services and facilities with which they had indicated dissatisfaction. The comments correlate strongly with the results set out in Fig.5. The following table counts and summarises the most frequently recurring comments.

Fig 8: Areas of dissatisfaction

Issue raised	Frequency
1. Lack of public toilets (or poor quality)	85
2. Excessive housing developments (without infrastructure)	62
3. Park/green space maintenance (e.g., long grass, litter)	45
4. Decline of the market (lack of stalls/quality)	38
5. Traffic congestion and poor road planning	32
6. Civic events (quality/advertising)	28
7. Neeld (events/venue)	25
8. Lack of infrastructure (schools, GPs, dentists)	24
9. Grass cutting (vs. rewilding needs)	22
10. Litter and general town cleanliness	20

10. Representative comments

These comments provide a representative summary of the most frequently recurring complaints:

- Public Toilets: *"Chippenham needs more public toilets, and refurbishment of the existing ones to improve accessibility and cleanliness."*
- New Housing Development: *"While new homes are needed, the current pace of development isn't matched by adequate infrastructure like schools, doctors, and transport links."*
- Parks and open spaces: *"Some parks need more regular maintenance—particularly keeping paths clear and ensuring play areas are safe and clean for families."*
- The Market: *"The market has so much potential, but it desperately needs more stalls, improved variety and better promotion to attract visitors."*

- Traffic: *"Traffic congestion is a serious problem in certain areas, like the A4 and Station Hill, improvements are needed to reduce delays and make Chippenham more pedestrian and bike friendly."*
- Civic Events: *"Community events like the Christmas lights are important, they build community spirit, events could be better and there should be more for everyone."*
- The Neeld: *"The Neeld is a fantastic venue, but diversifying its events—perhaps with more family-friendly or contemporary acts—might draw broader audiences."*
- Infrastructure: *"As the town grows, ensuring GP surgeries, schools, and transport keep pace with demand would help improve the life of all residents."*
- Grass Cutting: *"Balancing ornamental green spaces with areas left for wildlife would benefit both residents and wildlife."*
- Litter and Cleanliness: *"Chippenham needs more focus on litter collection and street cleaning; this would really help the Town look its best."*
- Environment: *"We need more green initiatives—like more wildflower areas and safer cycling routes—to help Chippenham become more sustainable."*

11. Public ideas for improvements

The survey also asked residents to submit ideas that would improve the town. Around 500 individual ideas were submitted. These are summarised by theme below with the frequency of mentions by participants.

Fig 9: Green (Environment and sustainability)		Frequency
1.	Enhance the River Avon (access, cleanliness, activities)	28
2.	Improve drain maintenance (flood prevention)	27
3.	Plant more trees/wildflowers (green spaces, verges)	22
4.	Climate change adaptation (flood prevention, sustainability)	18
5.	Protect green spaces (resist overdevelopment)	15
6.	Renewable energy schemes (incentives, carbon reduction, solar)	12
7.	Reduce single-use plastics (businesses, events)	10
8.	Biodiversity initiatives (rewilding, habitats)	9
9.	Community gardens (volunteer-led)	6
10.	Biodiversity Net Gain (BNG) compliance in new builds	5

Fig.10: Clean (cleaning and maintenance)		Frequency
1.	Clear overgrown vegetation (hedges, weeds)	35
2.	More litter/dog waste bins (and empty regularly)	25
3.	Graffiti removal (quick action)	18
4.	Pothole and pavement repairs	17
5.	Street sweeping (especially residential areas)	14
6.	Riverbank maintenance (remove debris, invasive plants)	12
7.	Town centre regeneration (tackle derelict buildings)	11
8.	Public toilet upkeep (cleanliness, accessibility)	10
9.	Anti-litter campaigns (fines, signage)	8
10.	Tidy up shopfronts	7

Fig.11 Community (facilities and services)		Frequency
1.	Youth services (clubs, mental health support)	32
2.	Modernise the Olympiad (pool, gym)	25
3.	More events (festivals, markets, better advertising)	23
4.	Independent shops (reduce vape/phone/charity shops)	21
5.	Library revamp (better books, longer hours)	16
6.	Public art/murals (improve aesthetics)	14
7.	Neeld utilisation (more performances)	12
8.	Disabled access (more blue badge parking)	11
9.	Affordable leisure (bowling, outdoor pools, free facilities)	10
10.	Support for SEND families (awareness, events)	8
		Frequency

Fig.12 Transport (roads and access)		
1.	Free parking (1–2 hours to boost trade)	47
2.	Cycle infrastructure (safe lanes, bike racks)	29
3.	Traffic flow improvements (lorries, roundabouts, one way)	24
4.	Pedestrianise the High Street (full/part-time)	19
5.	Residential parking zones (stop commuter parking)	17
6.	Better bus services (shelters, routes to Bristol)	15
7.	20mph speed limits (residential areas/schools)	14
8.	Pavement repairs (accessibility for wheelchairs)	13
9.	Park and Ride (reduce town centre congestion)	9
10.	EV chargers (expand availability)	7

12 Chippenham Town Centre

The results for this section are notable not only for the high levels of importance attached to almost all the indicators, but also for what these priorities reveal about the public's expectations of a modern market-town. Across the responses, the picture is one of a community that prizes atmosphere, safety, cleanliness, and local character as much as it does convenience and functionality.

The highest-ranked concern is a 'Clean, tidy, and well-looked-after environment', with 98% of respondents rating this as important. This finding is striking in its near unanimity. Cleanliness functions as a baseline condition: it is a visible marker of civic pride. Closely aligned with this is the emphasis placed on 'A safe and welcoming place' (96%). Together, these two indicators show that residents view the town centre not simply as a retail space but as a shared civic realm whose quality reflects directly on the town.

The third cluster of priorities revolves around local character and vibrancy. 'A good range of local shops' (94%) and a 'Good local vibe and atmosphere' (89%) were both rated extremely highly, reflecting the desire for a town centre that feels distinctive, rooted, and alive. The relatively high importance given to 'A variety of pubs, bars, restaurants, and café's' (81%) underlines that vibrancy is not only about retail choice but also about the social spaces where residents meet and linger. The data suggest that respondents want a centre that is not only transactional but experiential, a place where community identity is lived out in shared spaces.

The responses also reveal strong concern with accessibility in the widest sense. 'Pedestrian-friendly streets' (78%) and 'Easy access for wheelchairs, scooters, and buggies' (63%) both score highly, showing that residents want the centre to be physically inclusive. Convenience is also framed in more traditional terms: 'Public toilets (77%) and 'Convenient access and parking' (76%) are viewed as fundamental supports to a successful town centre. These scores suggest that alongside

atmosphere and retail variety, the practical infrastructure of access and facilities remains central to people's experience of place.

It is worth noting that these infrastructure indicators often act as stress points. If poorly delivered, they can overshadow other strengths of the centre. Thus, their prominence in the data indicates areas where maintaining adequacy is as important as pursuing improvement.

Chippenham's 'Historic character and appearance' is valued by nearly 69% of respondents, a strong endorsement of the town's built environment as an asset in its own right. This support, while slightly lower than for atmosphere or safety, highlights that heritage remains part of the centre's draw and identity. Alongside this sits the importance of a 'Green environment with street trees' (76%). The combination of heritage and greenery speaks to a vision of the town centre as both traditional and forward-looking: a place where architectural inheritance is complemented by environmental enhancement.

The findings also show appetite for a centre that is active and purposeful. 'Things to do and things going on' (79%) scored significantly, as did 'Community, leisure, and health facilities' (80%). By contrast, the 'Friday and Saturday Charter Markets' received the lowest importance score (56%).

Fig 13: Town Centre features ranked by net IMPORTANCE



13. Town Centre – Public Comments

The survey asked respondents to submit ideas that would improve the Town Centre. Around 700 individual ideas were submitted. These are summarised by theme below.

Fig 14: Green (Environment and sustainability)

	Frequency
1. Plant more street trees and greenery	45
2. Improve riverside areas (e.g., cafes, seating, activities)	32
3. Create shaded/seating areas for hot weather	18
4. Encourage eco-friendly spaces (e.g., wildflowers, pollinator plants)	15
5. Use sustainable materials (e.g., Bath stone) in developments	12
6. Install solar panels on public buildings	8
7. Reduce litter and improve recycling facilities	7
8. Lower river levels for flood prevention	6
9. Promote eco-friendly events (e.g., swap shops, repair cafés)	5
10. Introduce water refill stations	4

Fig 15: Clean (Cleaning and Maintenance) **Frequency**

1.	Repair uneven/broken pavements	28
2.	Clean streets/pavements regularly (e.g., litter, gum, grime)	25
3.	Enforce shopfront upkeep (e.g., remove tacky signage)	20
4.	Jet wash pavements in summer (e.g., grease around takeaways)	10
5.	Address antisocial behaviour (e.g., street drinking)	10
6.	Remove graffiti promptly	9
7.	Maintain public toilets (more and cleaner)	8
8.	Hold community litter picks	6
9.	Ensure businesses clean outside seating areas	5
10.	Tidy-up overgrown riverbanks	4

Fig 16: Community (Facilities and Services) **Frequency**

1.	More independent shops (e.g., butchers, delis, bookshops)	63
2.	Improve the market (more stalls, local/fresh produce)	38
3.	More events (e.g., festivals, markets, youth activities)	35
4.	Better leisure facilities (e.g., swimming pool, bowling alley)	25
5.	Support small businesses (lower rents/rates)	22
6.	More restaurants/café (especially riverside)	20
7.	Public toilets (more and better maintained)	18
8.	Banking hub (replace closed banks)	12
9.	More family-friendly spaces (e.g., playgrounds, soft play)	10
10.	Arts/cultural spaces (e.g., galleries, murals)	8

Fig.17: Transport (roads and access) **Frequency**

1.	Free/subsidised parking (e.g., 1–2 hours free)	72
2.	Pedestrianise the High Street (fully or partially)	40
3.	Improve cycling infrastructure (lanes, secure parking)	25
4.	Better public transport (e.g., park-and-ride, regional trains)	15
5.	Remove traffic lights (e.g., Station Hill)	12
6.	Improve disabled access/parking	8
7.	Reduce congestion (e.g., bypass, one-way systems)	6
8.	Safer pedestrian crossings	3
9.	Restrict delivery times in pedestrian zones	4
10.	Replace tarmac path repairs with proper paving	3

14. **Turning priorities into actions: the Chippenham Town Council’s Community Survey Workshop**

The survey results provide a statistically reliable breakdown of public priorities in Chippenham. The survey also collected a large volume of suggestions and ideas from respondents. To assess this data and to identify potential projects to take forwards, the Council convened a participatory workshop. This was held on 22nd September 2025 at The Neeld with 68 participants. The event used the Local Government Resource Centre’s ‘Our Community Matters’ methodology and was facilitated by LGRC director Steve Milton.

The methodology used ‘idea cards,’ each depicting an idea or suggestion drawn from the survey. The workshop considered 124 ideas, grouped into four themes – environment, safety, community and transport.

In the first half of the workshop, each idea was discussed and given a priority ranking. This identified 10 ideas with the strongest level of participant support in each theme, and these were then assessed in the second part of the workshop and scored based on cost, time and complexity.

The results of the workshop and the priorities identified for action are attached as Appendices A-D below.

15. Recommendation

That the results of the Community Survey 2025 be used to inform the Council's strategic and corporate priorities 2026-2030.

Chippenham Community Survey

HIGH PRIORITY ACTIONS: COMMUNITY SAFETY

Proposals prioritised by the Community	COST	TIME	DIFFICULTY	OVERALL RATING
<i>Community scoring ></i>	1 = Low 2 = Medium 3 = High	1 = Short 2 = Medium 3 = Long	1 = Simple 2 = Complex 3 = Difficult	Cost + time + ease =
Fire safety <i>Promotion of Dorset and Wiltshire fire prevention team visits for vulnerable groups</i>	1	1	1	3
Shop watch <i>Town centre shop watch with radios linking traders to tackle shoplifting and other crimes</i>	1	1	1	3
Defibrillators <i>Review provision of defibrillators across the town and encourage groups to install</i>	1	1	2	4
Overgrown pavements <i>Address hazards from overgrown vegetation and hedges</i>	1	2	2	5
Illegal parking <i>Enforce parking rules and reduce illegal/dangerous parking</i>	2	2	2	6
Speeding <i>Enforce traffic speed limits</i>	2	2	2	6
Multi-faith forum <i>Multi-faith groups working together to raise issues and address hate crime.</i>	1	3	3	7
Pedestrian safety <i>Improve pedestrian safety on streets and crossings</i>	2	3	3	8
Safer places <i>Better lighting in parks and alleyways in areas identified by the community</i>	3	3	3	9
Youth engagement <i>Expand youth engagement programs</i>	3	3	3	9
Local policing <i>Improve police presence and response</i>	3	3	3	9

Chippenham Community Survey

HIGH PRIORITY ACTIONS: COMMUNITY

Proposals prioritised by the Community	COST	TIME	DIFFICULTY	OVERALL RATING
<i>Community scoring ></i>	1 = Low 2 = Medium 3 = High	1 = Short 2 = Medium 3 = Long	1 = Simple 2 = Complex 3 = Difficult	Cost + time + ease =
Health provision <i>Lobby for more GPs, dentists and chemists to serve the growing population</i>	1	1	1	3
Business start-up <i>Improve shop affordability and access for small businesses</i>	1	2	1	4
Retail diversity <i>Support independent shops and retail diversity</i>	1	3	1	5
Relaunch the market <i>Give the market a boost with emphasis on local crafts, produce, makers, and start-ups</i>	2	2	2	6
Town centre facelift <i>Maintain and improve town centre appearance</i>	2	2	2	6
Access audit <i>Improve accessibility for elderly and disabled residents, involving them in an audit</i>	2	2	3	7
Active citizens <i>Focus more effort into community engagement and consultation with residents</i>	2	3	2	7
Public toilets <i>Increased access and better maintenance of the public toilets</i>	3	3	2	8
Young people <i>More facilities, activities, and events for youngsters</i>	3	3	3	9
Vibrant spaces <i>More live outdoor events - buskers, street theatre, bands, etc.</i>	3	3	3	9

Chippenham Community Survey

HIGH PRIORITY ACTIONS: TRANSPORT

Proposals prioritised by the Community	COST	TIME	DIFFICULTY	OVERALL RATING
<i>Community scoring ></i>	1 = Low 2 = Medium 3 = High	1 = Short 2 = Medium 3 = Long	1 = Simple 2 = Complex 3 = Difficult	Cost + time + ease =
Pavement maintenance <i>Improve pavements and kerbs by identifying and encouraging residents to report hazards to WC</i>	1	1	1	3
Road maintenance <i>Facilitate public reporting of pot holes, loose drain covers and other road defects</i>	1	1	1	3
Safe walking routes <i>Designate and promote safe pedestrian access from estates to town</i>	1	2	1	4
20mph zones <i>Introduce 20mph zones in residential areas and around schools and parks</i>	1	3	1	5
Traffic free streets <i>Extend pedestrianisation with limited access to service shops</i>	1	2	2	5
Bike friendly Chippenham <i>Improved cycle routes, with physical infrastructure, maps and signage</i>	2	3	2	7
Safe schools <i>Improve road safety near schools entrances</i>	2	3	2	7
Pedestrian friendly spaces <i>More pedestrian orientated spaces, more crossings, wider pavements, build-outs and planters</i>	2	3	3	8
Short stay parking <i>More free parking for short stay visits</i>	3	3	2	8
Public transport <i>Enhance public transport provision and infrastructure to encourage greater use</i>	3	3	3	9

Chippenham Community Survey

HIGH PRIORITY ACTIONS: ENVIRONMENT

Proposals prioritised by the Community	COST	TIME	DIFFICULTY	OVERALL RATING
<i>Community scoring ></i>	1 = Low 2 = Medium 3 = High	1 = Short 2 = Medium 3 = Long	1 = Simple 2 = Complex 3 = Difficult	Cost + time + ease =
Drains <i>Clear blocked drains and keep them clear to prevent flooding</i>	1	1	1	3
Riverbank restoration <i>Community-led riverbank clean-ups and rewilding.</i>	1	2	2	5
Overgrown hedges <i>Ensure regular hedge and verge maintenance for safety</i>	1	2	2	5
Pollinator habitats <i>Pollinator meadows on verges and in areas within the parks</i>	1	2	2	5
Eco-friendly development <i>New developments to incorporate habitat creation, carbon offsets, and wildlife schemes</i>	1	3	2	6
Recycling <i>Improve recycling facilities around the town</i>	2	2	2	6
Repair cafe <i>Repair cafés for clothes, bikes and electronics.</i>	2	3	2	7
River Avon <i>Improve River Avon maintenance and appearance</i>	3	3	3	9
EV charging points <i>Provide more electric vehicle charging points</i>	3	3	3	9
Flood prevention <i>Improve flood resilience through new developments</i>	3	3	3	9