

The Range, Chippenham

You Said, We Listened

Earlier this year The Range, in partnership with First Chippenham, announced plans to submit a planning application for a new Regional Distribution Centre (RDC) and The Range retail store to the north of the A350 in Chippenham.

The scheme will bring many benefits to Chippenham including:

- 1,000 new job opportunities
- a £31 million economic boost to Wiltshire's economy every year
- a £20 million lift to Wiltshire's economy during construction
- £1 million in business rates income per year to fund core services in Wiltshire



COMPUTER IMAGE OF THE PROPOSED DISTRIBUTION CENTRE AND THE RANGE STORE

New investment, new jobs, long-term commitment

As part of the planning process, we held a public exhibition in July to display our draft plans. Thank you to everyone who gave their time to view and comment on the draft proposals.

We have been really pleased with the quality of the feedback we received. Our updated plans have now been submitted to Wiltshire Council.

Whilst a large number of residents supported the proposals, some respondents expressed reservations with one or more elements of the plans.

This leaflet will update you on how our plans have developed and will respond to the questions asked at the July exhibition.

Come to our public exhibition to find out more on our updated proposals

Friday 9 January 2015 between 1pm and 7pm and
Saturday 10 January 2015 between 10am and 2pm
At Chippenham Town Hall, High Street, Chippenham, SN15 3ER.

We look forward to seeing you there.

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FIRST CHIPPENHAM

How has the scheme developed?

We were asked a number of questions during the July public consultation. Here we explain more about how the proposals respond to the comments that were received.

You said:
“Why is your site next to the A350 and not M4?”

We listened: There are two principle reasons why we are proposing to locate the RDC and The Range store adjacent to the A350. The site provides excellent access to the M4 and A350 for The Range’s delivery vehicles, and this will be further enhanced by proposals to dual the A350. The location also affords a greater prospect of delivering sustainable development, capitalising on its proximity to the built-up area, and providing opportunities for access other than primarily by private car.

You said:
“The visual impact will be overwhelming”

We listened: The project team has worked hard to minimise the visual impact of the development. Since the July exhibition we have changed the colour scheme to blend with a landscape background and the design of The Range store has also been updated to give it a more attractive frontage.

You said:
“Why Chippenham?”

We listened: Chippenham has been identified by The Range as the optimal location for the proposed distribution depot, based on travel distances to the store network. There are no existing buildings available within the area of search that can accommodate this requirement, and in light of this The Range has had to consider sites and premises which could realistically deliver a new facility by 2016.

You said:
“You are developing on green belt land”

We listened: Chippenham does not have a green belt though a successful planning application is required before the development can be built. Policy 34 of the emerging Wiltshire Core Strategy encourages employment in Wiltshire’s ‘principal settlements’ such as Chippenham.

Chippenham is considered a highly suitable location due to its good access to the M4 and the large workforce. The town has been identified as a strategically important centre within Wiltshire and compared to larger centres, the economic benefits of the proposals will be felt much more strongly in the local area – something The Range is keen to achieve.

You said:
“Do your job numbers add up?”

We listened: The proposed RDC will employ over 800 staff. At peak trading periods – approximately seven months of the year – this number will increase to over 900. Approximately 100 new jobs will also be created at the proposed new The Range flagship retail store. The vast majority of these jobs will be full-time and recruitment will be focussed on Chippenham and the surrounding area.

You said:
“Why is The Range store located next to the RDC?”

We listened: Locating the RDC adjacent to a The Range store will have genuine business benefits. It will be where the company will test new products and merchandising displays. It will also be used for training The Range’s retail and logistics staff. Proximity to the RDC is essential for these functions and the gains will be lost if the store is located away from the DC – even by a few miles. Combining the store and RDC on the same site will lead to a more efficient supply chain and a more successful retail business.

You said:
“The development will be like Morrisons’ depot on the M5”

We listened: Some people have compared our proposals to Morrisons’ depot on the M5. Our scheme is a different design to Morrisons in a number of ways. It will occupy a smaller site area, it will be better enclosed by its landscape and our plans include planted boundaries that will soften the look of the proposed distribution centre.

You said:
“What about the impact on Chippenham Town Centre?”

We listened: We have analysed the economic impact of our proposals. Our analysis tells us that The Range store will not have a harmful impact on Chippenham Town Centre and will not undermine its vitality and viability. On the contrary, the development will boost the local economy through additional consumer spending and service contracts with local businesses and suppliers.

You said:
“You should offer more interesting jobs”

We listened: The proposed Chippenham RDC and The Range store will offer a range of employment opportunities – from managerial posts to warehouse operative positions, HR roles, administrators, H&S Officers etc. The vast majority of the jobs will be new positions and it is expected that 90% of employees at the proposed RDC will be full-time staff. The Range will target recruitment in Chippenham and the surrounding area.

You said:
“What training opportunities will be available?”

We listened: The Range will provide an assortment of training to employees at the proposed development. For employees at the RDC this training will include fork-lift truck licenses, health and safety, training on a range of products as well as transferable skills such as first aid. The centre will also be used to educate retail staff in important retail processes such as merchandising and stock control. Employees who wish to build a career in the logistics and retail arms of the business will be encouraged to do so.

You said:
“What about traffic?”

We listened: The team has analysed likely traffic flows based on the industry standard TRICS database, an understanding of The Range’s comparable Doncaster Distribution Centre and an examination of local traffic levels. Our analysis shows that 95% of HGV traffic will route away from Chippenham northwards via the A350 to the M4 and onto the trunk road network.

Shift patterns at the RDC have also been designed to minimise the impact of commuter traffic and shift changeovers will be scheduled outside of Chippenham rush hours.

The result is that the proposed development will have a negligible impact on the local highway network.

You said:
“What about disturbances from the development?”

We listened: We have taken steps to reduce disturbance from the proposed development. The illumination of the service yard is required for safety reasons. To minimise the spread of external lighting the plans will specify the use of only ‘dark skies compliant’ lights. Noise will be reduced by ‘locking’ delivery vehicles onto the RDC when unloading. Landscaping around the site will also help to cut out light and noise from the proposed development.



COMPUTER IMAGE OF THE PROPOSED THE RANGE STORE

What we will bring to Chippenham

Community and economic benefits



Create approximately **1,000 new jobs**, the majority of which will be full-time and targeted at those living in the Chippenham area



Boost Wiltshire's economy by an estimated **£31 million** every year once open through new supplier contracts and salaries



Create approximately **315 new jobs** in the Chippenham area during construction



Inject **£7.5 million** into the Chippenham economy during the construction phase. This increases to **£20 million** across the Wiltshire economy.



Generating an additional **£1 million** per year in business rates income retained by Wiltshire Council to help fund local services



Diversifying the range of employment opportunities in Chippenham



Addressing the culture of out-commuting from Chippenham

Come along to our update exhibition to find out more on our proposals.

The Range is investing for the long-term and wants to become a key part of Chippenham's economy. Come along to our update exhibition to find out more on our proposals.

Friday 9th January 2015 from 1pm to 7pm and
Saturday 10th January 2015 from 10am to 2pm
Chippenham Town Hall, High Street,
Chippenham, SN15 3ER

At the exhibition the submitted plans will be on display and members of the team will be on hand to answer any questions you may have.

In the meantime if you have any questions or queries please contact the team directly on:



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What happens next?

Wiltshire Council is currently consulting on the submitted plans. All of the planning application documents can be accessed on the planning pages of the Council's website.

