

# A TOWN TRANSPORT PLAN FOR CORSHAM

2025 - 2038

PREPARED FOR

# EXECUTIVE SUMMARY

Source: Corsham Town Council

EXECUTIVE SUMMARY

This Corsham Town Transport Plan fulfils Corsham Town Council's commitment in its overall Strategic Plan 2022-26 to address transport's role in, and contribution to, the Council's broader responsibility to improve the economic, social and environmental wellbeing of the town and its communities. This Transport Plan encompasses walking, wheeling and cycling, public transport, and highway matters in Corsham, including road safety, and parking.

Adaptable, reliable, accessible, sustainable, resilient to disruption, and affordable transport is essential for accessing economic and social opportunities<sup>1</sup>. Transport in Corsham, in common with other communities in the UK, fulfils a variety of objectives. Transport provides access to education, training and employment opportunities, to healthcare, and to a variety of cultural, social and leisure activities that together, enhance people's quality of life.

While access to a car will remain important in Wiltshire in accessing opportunities<sup>2</sup>, communities in Corsham face many of the challenges common to the UK: access to jobs is harder for those without access to a car; low wages limit car travel options and the shift work often associated with such employment may fall outside public transport schedules; access to healthcare is more difficult without a car; young people (16-24) report transport as a barrier to accessing opportunities; women and girls report not taking up employment and training due to limited transport options; and people with disabilities make fewer trips than people without disabilities<sup>3</sup>.

Moreover, stakeholder engagement in Corsham highlights prominent concerns about the volume and speed of traffic, and the safety risk this poses to people. Additionally, across Wiltshire, the transport sector generated 38% of greenhouse gas emissions in 2022, the highest proportion of any sector<sup>4</sup>. The solutions that the town must bring forward should be accessible and affordable for everyone, address safety concerns, and support the reduction of emissions from transport.

The Town Transport Plan addresses all these issues, across transport modes, and brings together in the final Action Plan a series of interventions that the Town Council should seek to deliver, and work alongside others in partnership to enable. Interventions range from vital local improvements to accessibility and road safety for people walking and wheeling in the town, to more ambitious longer-term proposals for zero emission public transport and a new rail station.

Working in partnership will be vital, for much within the Action Plan is not within the direct remit of the Town Council. Serving as an advocate for Corsham, the Town Council must seek to influence and collaborate with a variety of partners and agencies in achieving the outcomes it desires to improve the economic, social and environmental wellbeing of the town and its people.

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# INTRODUCTION

**Corsham Town Council is an elected local authority responsible for engaging and responding to the needs of approximately 14,000 local people.**

Corsham Town Council exists to improve the economic, social and environmental wellbeing of the town. The council manages several community assets, facilities and services. Where facilities and services are managed by others, the council seeks to influence how they are managed to serve the interests of the community.

The Council also advocates for the community by working with residents and business to set a strategic direction for Corsham<sup>5</sup>.

## Strategic Plan 2022-2026

Corsham's Strategic Plan sets out the council's activity for the four years from 2022 to 2026. The plan outlines what the council plans to improve, how it will deal with change and the areas of the town's development that the council will seek to influence.

The vision for Corsham, set out in the Strategic Plan, is for

**An engaged community - making life better in Corsham through equality, accessibility and inclusivity.'**

Through collaboration with councillors, council staff and Corsham residents, four strategic themes for 2022-2026 are defined:



Figure 1: Corsham Town Council Strategic Plan 2022 - 2026

## This Transport Plan

As part of delivering the Strategic Plan's Transport and Highways theme, an objective was set to develop a new Transport Plan for Corsham to include public transport, highway maintenance and walking and cycling routes.

The Plan covers the period from 2025 to 2038, aligning with both the emerging Corsham Neighbourhood Plan, and Wiltshire Council's Local Transport Plan 4 (LTP4), each due to be published in 2025, and each covering the timeframe to 2038.

### The purpose of this Plan is to:

- 1/ Define the long-term vision for Corsham's transportation system, and identify aims that align with the vision
- 2/ Identify and prioritise those interventions and investments that will support those aims

This Transport Plan is solutions led, bringing together the evidence that will underpin improvements to all forms of transport in the town up to 2038.

The Plan will inform actions to be delivered by the Town Council. It also serves as a statement of intent to regional and national decision makers, to support advocacy and lobbying for prioritised interventions that will be delivered by other bodies and agencies and helping the Town Council leverage financial and political support for the interventions set out in the action plan.

# THE VISION AND AIMS FOR TRANSPORT

In line with the Strategic Plan's vision for Corsham, successfully engaging key stakeholders in the town's transport system has been central to the development of this plan.

## Vision Workshop

In October 2024, a Vision Workshop was held at Corsham Town Hall. Key stakeholders came together to define the vision and aims of the Corsham Town Transport Plan.

Stakeholders shared thoughts on the strengths and weaknesses of the current transport system, established the aims for the Transport Plan, identified potential interventions for the transport system and informed the action plan and performance indicators.

The Town Council, Wiltshire Council, community groups and local business all contributed to the development of the vision and aims.

Image: Corsham Town Hall  
vision workshop

## The Transport Plan's Aims

Six aims for transport were developed with stakeholders at the vision workshop. These aims support the achievement of the vision and encompass all modes of transport, and consider local, regional and national connectivity. The aims align with the Strategic Plan's objectives, responding to the role of transport in supporting a thriving community, a prosperous local economy and in being an environment and climate responsible town.

## One-to-one engagement

Following the workshop and the establishment of the aims for the Plan, several stakeholders were engaged in one-to-one and small group discussions. These discussions sought to identify and confirm evidence supporting the aims, identify additional sources of evidence, and verify the content and status of complementary and related plans to establish consistency with other programmes and activities in Corsham and across Wiltshire.

Stakeholders engaged included Wiltshire Council officers, the MP for Chippenham, Corsham Town Councillors, representatives of older people and people with disabilities including a local disabled persons organisation Same Difference, the TransWilts community rail partnership, school headteachers, local businesses, and active travel campaigners.

Topics covered included school run travel; road safety; speeding; traffic levels; personal safety and security; access to employment, education and training; access to healthcare; bus services; active travel; accessibility and travel for older people and people with disabilities; parking; the rail station proposal; and the emerging Wiltshire Local Transport Plan.



Source: Corsham Town Council



## The Vision for Transport in Corsham

By 2038, Corsham will have an accessible, inclusive transport system that supports a thriving and successful town, improves the health and wellbeing of residents and visitors, and minimises the town's impact on climate change. The Corsham Town Transport Plan will do this by:

### AIM 01 ↘

Reducing the volume and speed of vehicle traffic in and through Corsham especially at school times

### AIM 02 ↘

Creating a welcoming and safe environment for everyone that encourages walking, wheeling & cycling

### AIM 03 ↘

Reducing car use by encouraging sustainable alternatives to car travel, while providing sufficient public car park spaces to support town centre access for people who rely on their cars

### AIM 04 ↘

Improving access for everyone to key employment, education, healthcare, social and leisure opportunities through viable public transport

### AIM 05 ↘

Unlocking employment, business, retail, and tourism opportunities through promoting better regional and national connectivity

### AIM 06 ↘

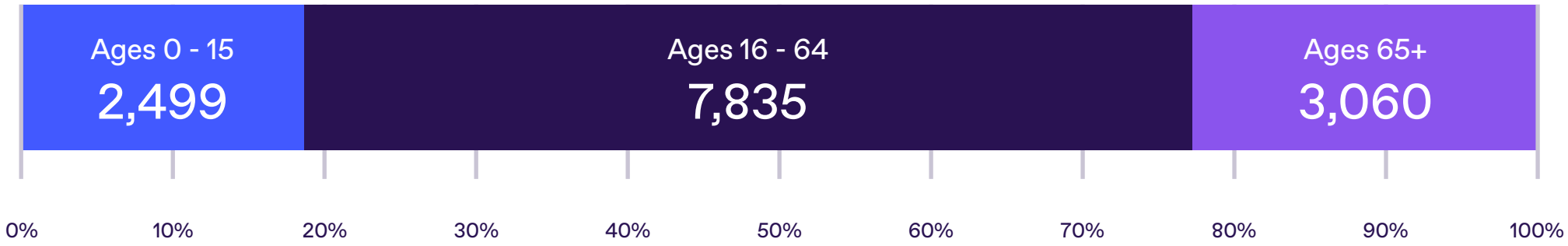
Reducing emissions from motorised transport in support of carbon reduction and to improve local air quality



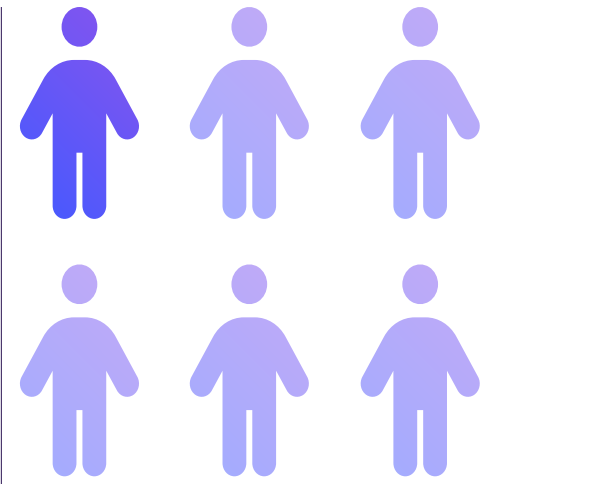
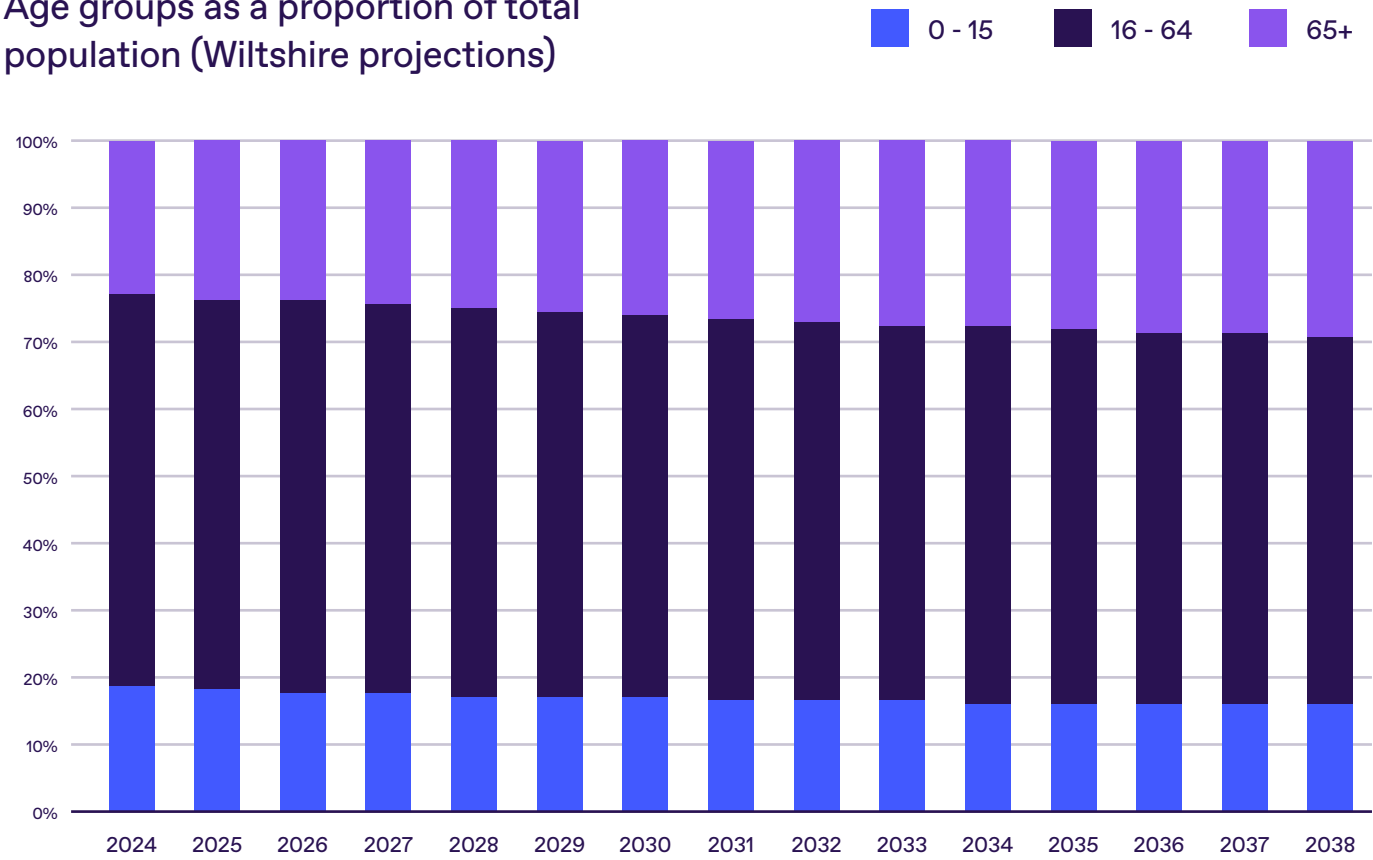
# TOWN PROFILE

13,394

Corsham's Population  
(as of 2021 Census)



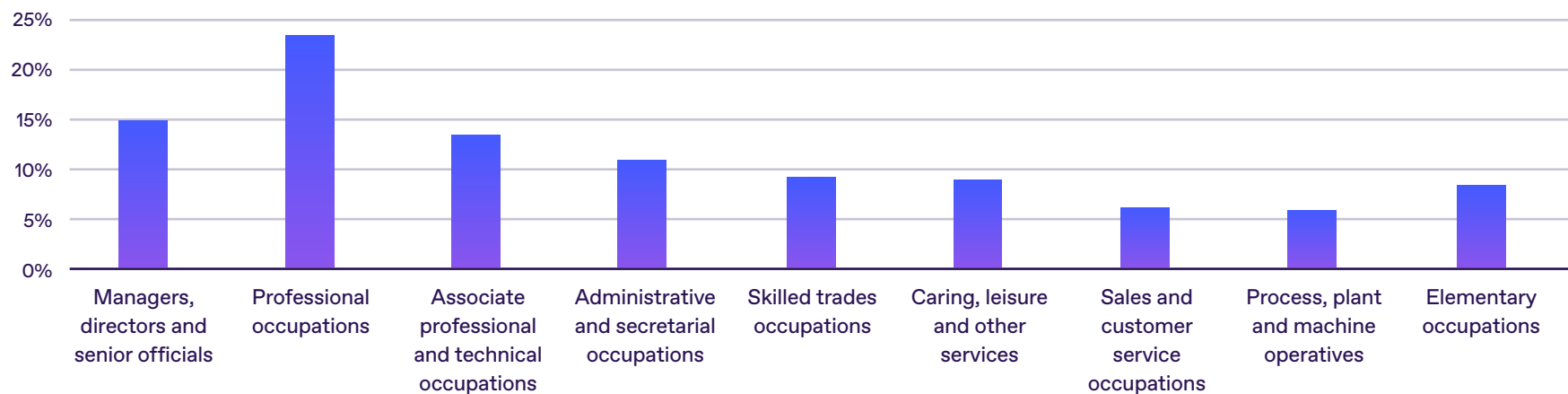
Age groups as a proportion of total population (Wiltshire projections)



83%

of people aged 16 - 64 are in employment

Occupations



# EVIDENCE SUPPORTING THE SIX AIMS

## AIM 01

### Reducing the volume and speed of vehicle traffic in and through Corsham especially at school times

The private car will continue to be important in Wiltshire, as an economic enabler and providing access to vital services for people across the county. Wiltshire's draft Local Transport Plan emphasises that Wiltshire is "a rural county where many residents are reliant on car use for a range of essential journeys"<sup>6</sup>.

However, the speed and volume of road traffic in Corsham is a primary concern for the local community. Engagement with local stakeholders in the preparation of this Plan has highlighted several locations of concern in the community, including:

- A4 Bath Road, especially at the Cross Keys and Pickwick junctions.
- Pickwick Road and Newlands Road, the two main access routes to the town centre for vehicles from the A4, and especially the junctions where these roads meet.
- Pound Pill near St Patrick's and Corsham Primary School, with stakeholders identifying the road as unsafe for pedestrians, especially for school children.
- The B3353 from Corsham to Gastard is a route where people feel unsafe. As well as the absence of pavements and narrow pedestrian footways along its stretch, heavy traffic is a concern for residents.

This has led to several initiatives being implemented to address traffic safety concerns:

- Action to address concerns on the A4 near Cross Keys Road, with Wiltshire highways implementing a 50mph speed limit<sup>7</sup>.
- Action to address speeds in Corsham town centre and Neston<sup>8</sup>. Two separate schemes for 20mph zones have been introduced. The first 20mph zone was introduced in Neston in 2024. A town centre 20mph zone was implemented in February 2025.
- In March 2024, speed limits on Bradford Road outside of Corsham Primary Broadwood were lowered to 40mph from 50mph, with a 20mph limit during school drop off and pick up times, indicated by flashing signage<sup>9</sup>.

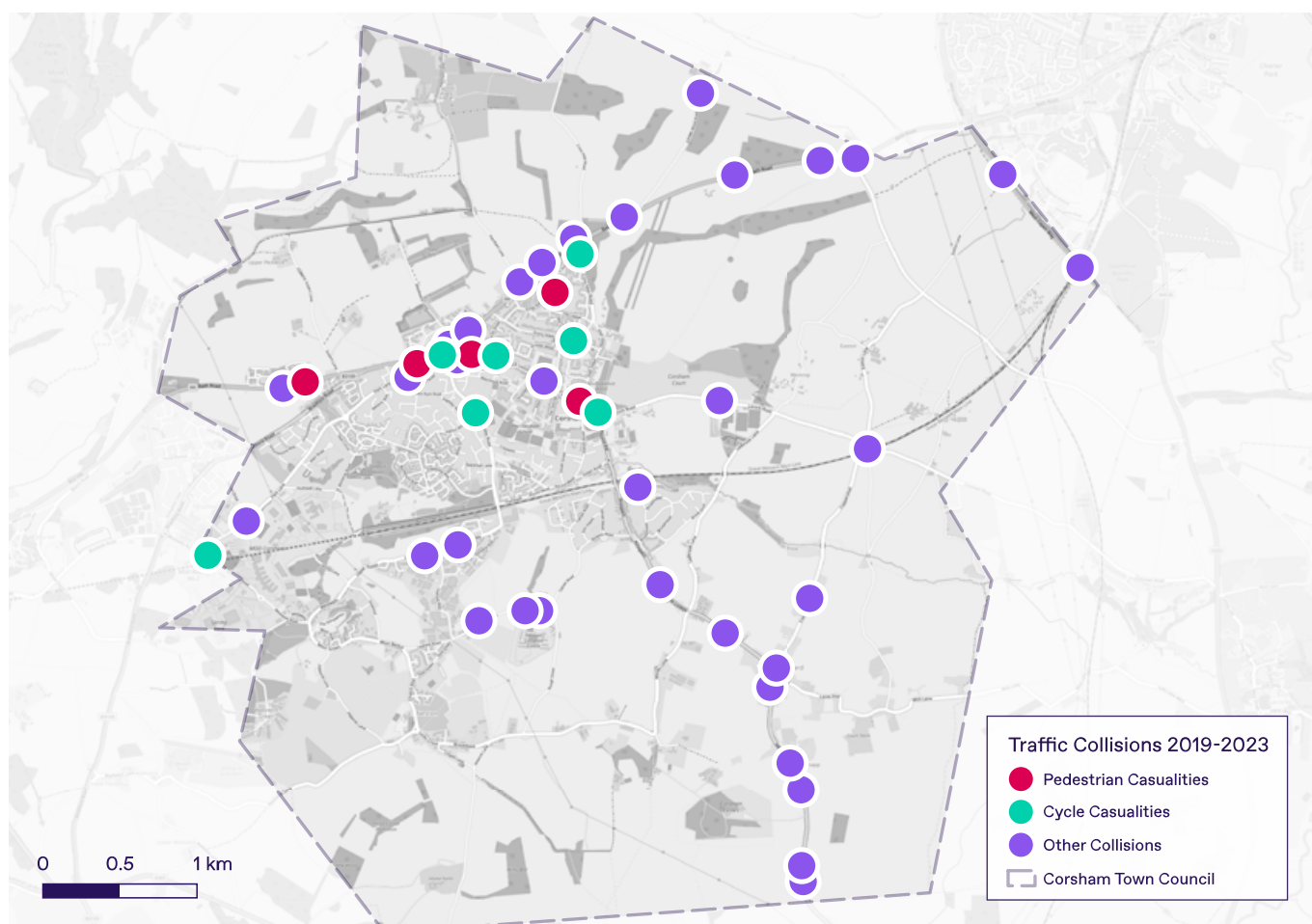
Nevertheless, the reality of problems in terms of safety, traffic speeds and volumes, especially when compared with other parts of Wiltshire, means action to specifically address identified safety issues is unlikely in the short term. Although there is a strong perception of road danger on several roads in Corsham, there is a relatively low number

of road collisions resulting in injuries in the town compared to the rest of Wiltshire, with few collisions resulting in serious injuries over the last 5 years, and, fortunately, no collisions resulting in fatal injuries within the town<sup>10</sup>. Nor were there any children injured in any such collisions.

In the period 2019-23 none of the collisions in Corsham resulted in a pedestrian being killed or seriously injured, though several of the slight injuries resulting from collisions were pedestrians. Collisions over the same period resulted in one seriously injured cyclist on Valley Road. An earlier collision, in January 2018, at the junction of B3353 Pickwick Road and Valley Road also resulted in a serious injury to a cyclist. Several other cyclists have suffered minor injuries in collisions on the A4 Bath Road, B3353 Pickwick Road, and Cross Keys Road-Newlands Road, and at the Pound Pill junction with Lacock Road.

The common feature of these pedestrian and cyclist injuries is that they predominantly occurred in collisions on the three main traffic routes forming the 'triangle' of main routes in the town: A4 Bath Road, B3353 Pickwick Road, and Cross Keys Road-Newlands Road, and on the length of B3353 eastwards beyond this triangle between Newlands Road and the Pound Pill junction with Lacock Road. While no individual sites have enough collisions resulting in injury to be of consideration for action within road safety programmes, this does reinforce the perceptions that these routes are challenging for people walking, wheeling, and cycling.

Figure 2: Collisions resulting in injury to pedestrians and cyclists 2019-23

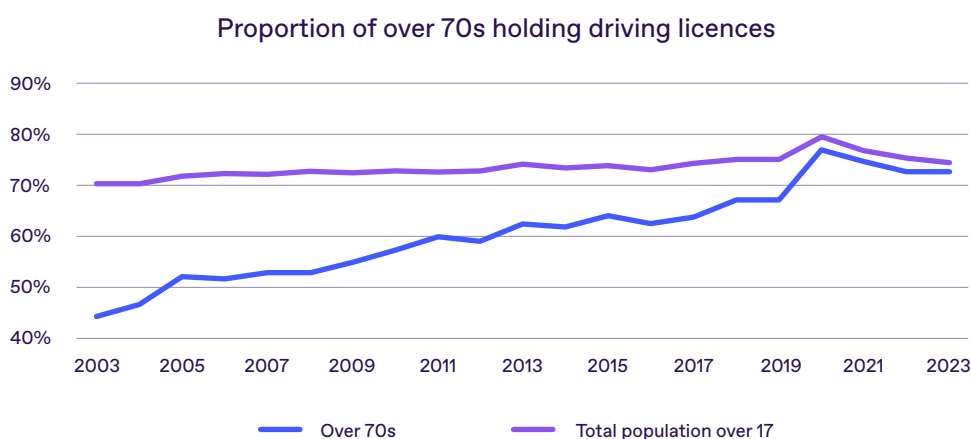


## Older drivers

Over 65s are the only age group forecasted to grow in Wiltshire by 2038. In 2023, government vehicle licensing data showed that 73% of people over 70 had driving licences<sup>41</sup>. The data shows rapid growth in the last 20 years of the proportion of people keeping driving licences, up from 62% ten years prior and only 44% 20 years prior (Figure 3). This trend, acting upon an ageing population, means significantly more older drivers are likely to be on Wiltshire roads in the future.

Data from 2023 shows that 11% of all casualties in car collisions and a quarter of those killed in collisions were drivers over 70<sup>42</sup>. Despite perceptions of older people as less safe drivers, this is attributed to increased frailty, rather than bad driving<sup>43</sup>. Nevertheless, older drivers are more at risk of death or serious injury from a collision on the road, therefore, safer roads and viable alternatives to driving will become more important as the number of older drivers across the UK, including in Corsham, continues to increase.

Figure 3: Proportion of over 70s holding driving licences: [DfT: Driving license holding](#)



## Future action

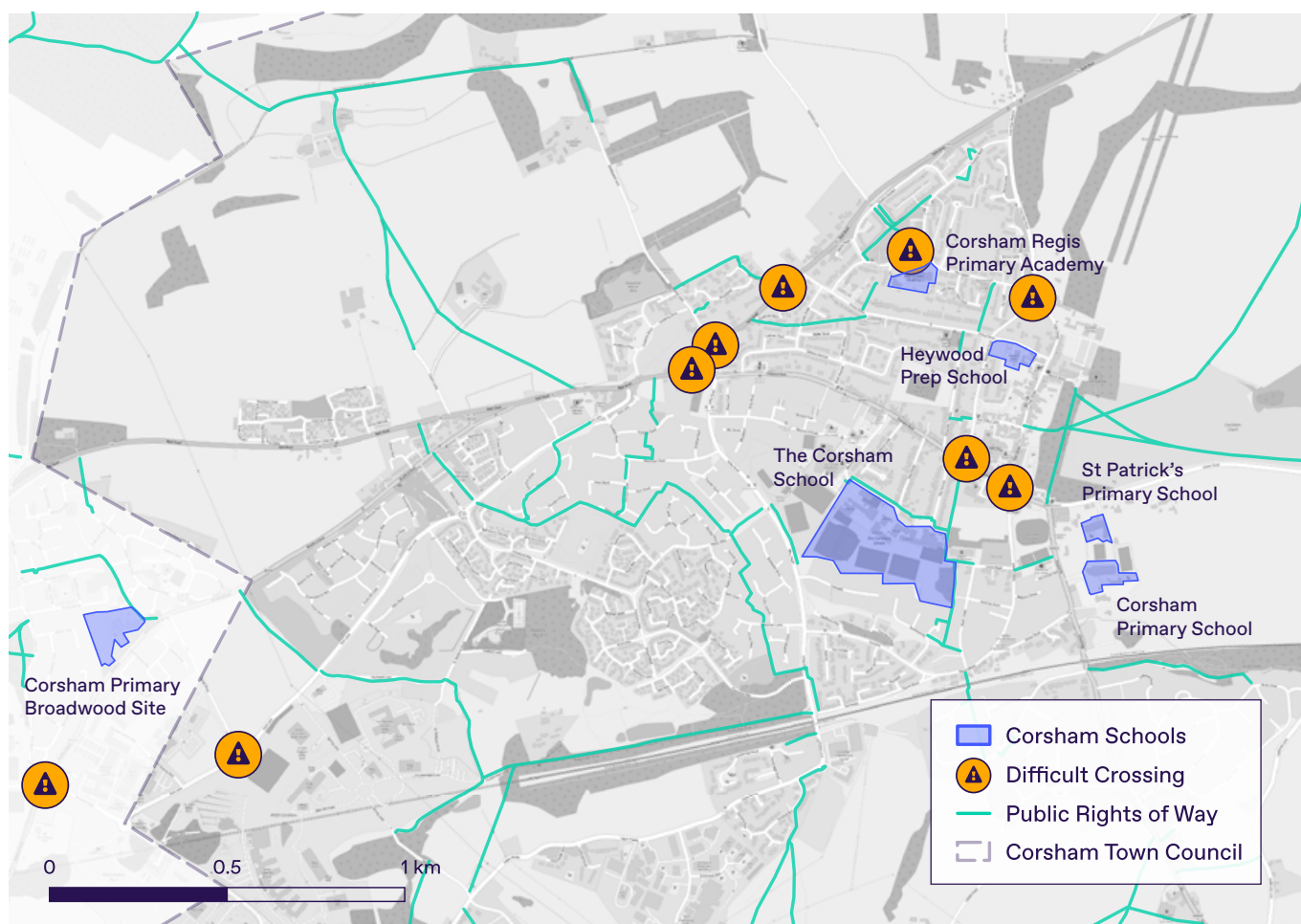
Any aspiration around road traffic should therefore be addressed in the context of the importance of private vehicles for many people in Wiltshire in undertaking many essential journeys, including for accessing work, education, and healthcare. Corsham, relative to other areas in Wiltshire, has low numbers of collisions on its roads resulting in injuries, and other parts of Wiltshire have higher traffic levels and suffer from worse traffic-related congestion. Indeed, feedback from engagement in Corsham and with stakeholders from Wiltshire Council indicates that congestion outside of the school run is limited, and this is recognised and acknowledged in the community.

Our engagement found that the school run is a major source of conflict and concern, with many schools located in the same central area (Figure 4) creating significant road traffic at pick-up and drop-off times. For instance, at pick-up and drop-off times residents near The Corsham School, St Patrick's Catholic School and Corsham Primary School report poor parking, blocking driveways and footways. One stakeholder described the daily challenges as 'carnage'.

Each school has a travel plan, but some are outdated and would benefit from a refresh to identify appropriate measures to meet current needs. School travel patterns change regularly with new cohorts of students and parents each year, and historic measures - such as a previously active walking bus from the town centre car park behind the Methuen Arms to St Patrick's Primary School - have ended due to changes in parents and resulting limited availability of parent helpers. However, resources within schools are limited, and travel plans may not be the highest priority for schools with pressing educational objectives. This could be influenced and led by the Town Council on behalf of the community, working closely with schools as necessary.

Some schools have up-to-date plans and programmes, such as Corsham Primary School Broadwood Site with actions to reduce the speed of traffic and improve road safety measures on Bradford Road emphasised as priorities. Other school travel plans date to 2019 or even earlier. However, action continues with activities such as the informal 'park and stride' from town centre car parks supporting school travel at several central Corsham schools. This initiative is enabled by schools gaining parking permits from Wiltshire Council allowing 40-minutes of free parking in both morning and afternoon school run peaks.

Figure 4: Corsham Schools



## AIM 02

## Creating a welcoming and safe environment for everyone that encourages walking, wheeling & cycling



cycling and walking will be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030”

Active travel includes any journeys that involve some level of activity. Generally, this refers to walking, wheeling, and cycling, including e-bikes and adapted cycles. Successive governments have placed more emphasis on walking, wheeling, and cycling, on health, environmental and safety grounds. The latest Cycling and Walking Investment Strategy sets out the ambition that “cycling and walking will be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030”<sup>15</sup>.

The benefits of active travel for the environment, wellbeing and the local economy are well documented. Walking is the most basic form of physical activity humans can undertake to maintain good health<sup>16</sup>. Yet, low levels of walking are a major factor in reduced health and well-being that is due to physical inactivity. Car use has substantially eroded levels of walking since the 1980s<sup>17</sup>. The economic benefits provided by investment in active travel modes such as walking and cycling are increasingly being acknowledged. The impact of road traffic on reduced walking trips costs the UK an estimated £31.9bn per year (1.6% GDP) due to reduced economic activity<sup>18</sup>. Sustrans estimates an economic benefit of £36.5 billion from walking, wheeling and cycling across the UK in 2021<sup>19</sup>.

Notwithstanding the challenges presented by the town’s form, Corsham is of the size and scale to be walkable. Recent research in Oxfordshire<sup>20</sup> concludes that “market towns have intrinsic advantages for active travel”, being “relatively compact with most routine destinations within reach.” The benefits of the increased levels of walking described above should be attainable in Corsham.

### Accessibility for older and disabled people

Older and disabled people experience multiple barriers to walking and wheeling, and are often disabled by the physical environment, including narrow or uneven pavements, trip hazards, pavement parking, confusing spaces, poor signage and a lack of safe crossings<sup>21</sup>. High quality pedestrian infrastructure is vital to older people’s experience of public space and propensity to engage in physical activity. When surveyed, older adults prefer pavements without slopes and curbs, cracked and uneven surfaces, high curbs or pavement clutter<sup>22</sup>.



## Street lighting

There is a temporal challenge around inclusivity in encouraging active travel for everyone, especially for women and girls, and for older people. Stakeholders have identified that street lighting in Corsham is inadequate, leading to people moving in and out of spaces of darkness at night. This limits active travel choices in the evenings and at night, and indeed whether to travel or not.

Proposals for new and improved lighting must balance the benefits of improved pedestrian safety and security with requirements outlined in Corsham's Batscape Strategy<sup>23</sup>. Corsham's bat population includes three very rare species – Bechstein's, greater horseshoe and lesser horseshoe – which live in only a handful of places in the UK and are protected. All three species are known to be extremely light-sensitive and new lighting must be carefully designed to avoid light spill onto surrounding habitats.

## Active travel for leisure

Community interventions to encourage modal shift towards active travel, including guided walks and cycles, are popular<sup>24</sup>. Organised walking and cycling can be the gateway to active travel adoption. In Corsham, walking and cycling routes are well publicised, with maps available throughout the town. The historic town and surrounding countryside create an attractive environment for active leisure, for both residents of the town and visitors from across Wiltshire and beyond.

## Addressing the barriers to walking, wheeling and cycling in Corsham

Recent research in Oxfordshire<sup>25</sup> concluded that barriers to active travel for older adults and commuters are broadly similar in market towns to those identified in research in larger urban areas. More delineated paths, maintenance of cycle and footpaths, lighting, and secure cycle parking are important. And improved accessibility for pedestrians is also likely to improve access for wheelers using wheelchairs and/or mobility scooters.

However, in Corsham, poorly maintained, narrow and non-existent footways, insufficient crossings of sometimes busy roads, and the high speed of traffic on some rural roads, limit the ability of many people within Corsham to walk and wheel as often as they might wish to. Coupled with limited and discontinuous cycle lanes and routes, some opportunities for walking, wheeling, and cycling in Corsham are being lost (Figure 5). Inaccessible bus stops restricting access to local bus services; and inconsiderate parking on pavements, in combination, causes multiple issues limiting accessibility, especially for older and disabled people.

Safe, continuous, accessible active travel routes for everyone, that link key destinations, and to public transport options, should be provided. Engagement while developing this Plan has pointed to many locations where crossing roads is difficult, pavements are inadequate, or cycle routes are discontinuous (Figure 5). Wide smooth clutter free pavements, clear signage, accessible toilets, public seating and good lighting encourage everyone to use public space. There are limited facilities in Corsham. Some older and disabled people simply won't travel without assurance that there are adequate accessible toilet facilities.

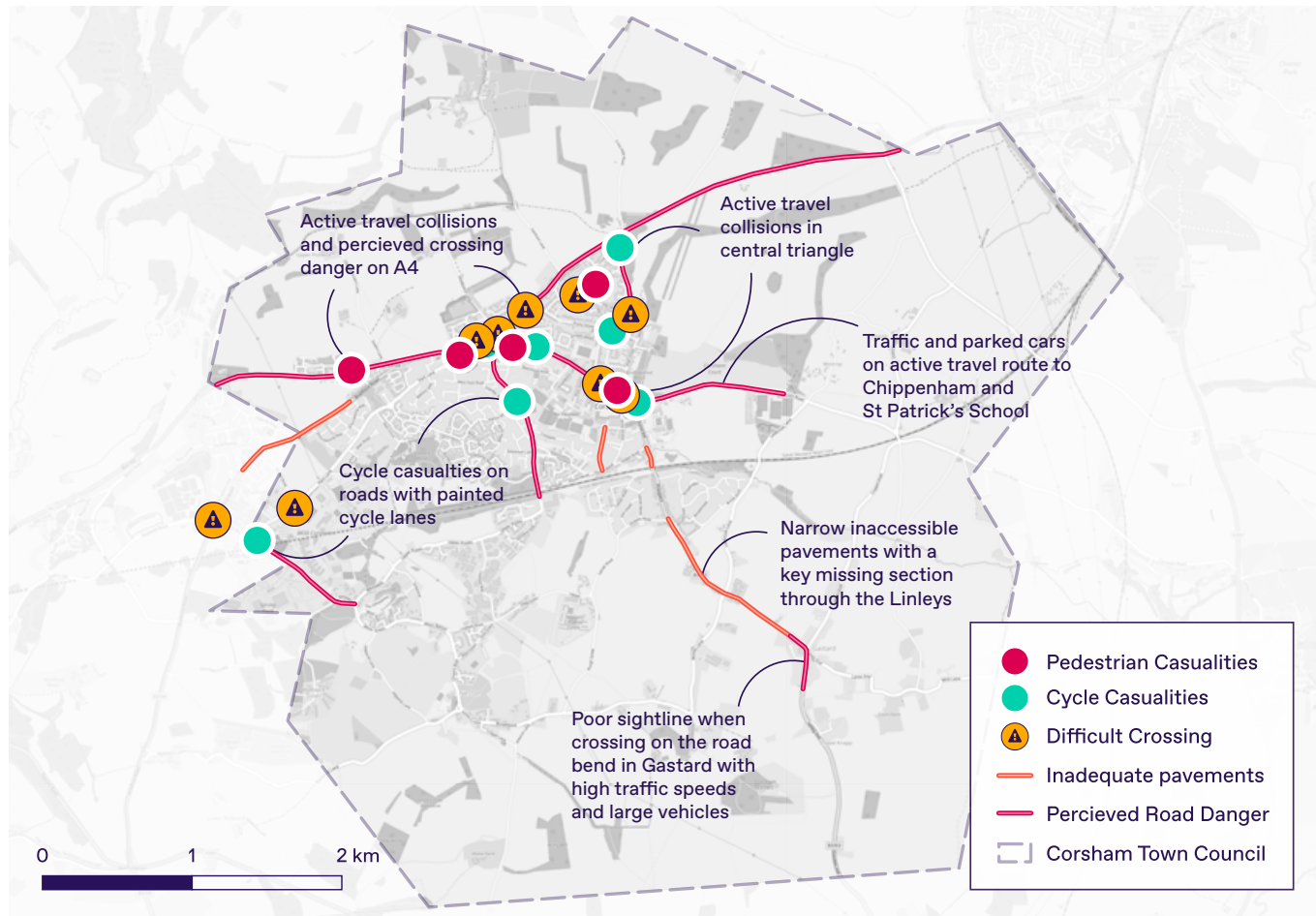


Where key routes for active travel overlap with high traffic roads, collisions resulting in personal injuries occur. This is coincident with where perceptions of road danger for active travel modes are focussed. These routes are the 'triangle' of main routes in the town: A4 Bath Road, B3353 Pickwick Road, and Cross Keys Road-Newlands Road. A significant challenge is the central area of the town, where there are many competing demands for access. For example, Pickwick Road, an already busy road with multiple uses by motorists, cyclists, and pedestrians, forms an obvious link within a possible east-west Chippenham-Bath cycle route between Corsham town centre and Box.

The improvement of active travel routes and facilities within Corsham's Town Transport Plan must recognise that detailed plans have been drawn up to address active travel infrastructure by Wiltshire Council, the Town Council, and other stakeholders. The Wiltshire Local Cycling and Walking Infrastructure Plan (LCWIP) is an important guide to defining future investment proposals for active travel. Significant work has been done at county level by Wiltshire Council<sup>26</sup>, and a more detailed look at Corsham commenced in February 2025.

Additionally, Wiltshire Council's Local Highway & Footway Improvement Group (LHFIG) for the Corsham Area Board has a discretionary highways budget aimed at small scale schemes to improve safety, increase accessibility and sustainability by promoting walking, cycling, and public transport, and to improve traffic management. The LHFIG is therefore an important enabler of action for small-scale improvements. The Town Council should utilise the LHFIG programme, including the 'substantive funding' process for larger proposals<sup>27</sup>, in a more focused way, prioritising delivery of actions within this Town Transport Plan.

Figure 5: Barriers to Active Travel



## AIM 03

## Reducing car use by encouraging sustainable alternatives to car travel, while providing sufficient public car park spaces to support town centre access for people who rely on their cars

Public car parking in the town centre needs to be managed to support town centre access and the independent businesses that rely on car traffic. However, traveling to the town centre by car induces emissions, increases pollution and traffic congestion. Therefore providing active travel and public transport alternatives to the car is vital to create a sustainable future for Corsham. Managing town centre parking to balance these priorities is essential to maintaining a thriving and liveable town centre.

### Free parking in Corsham

Corsham's three principal town centre car parks are free to users for up to two hours, once a day, through an agreement with Wiltshire Council which undertakes the operation and maintenance of the parking offer in the three car parks. Corsham Town Council pays an annual fee as part of the agreement which states that the Town Council will underwrite the loss of income to Wiltshire Council in return for providing free parking for users. The loss of income, and therefore the amount paid to Wiltshire Council, is currently agreed at £92,000 (including VAT) for the year 2024/25. The Town Council also spends several £1,000s on promotion of the free parking offer.

Corsham is unusual as it lacks a major supermarket. The small commercial town centre, with its independent businesses, has to compete with nearby towns which have numerous supermarkets with free parking. Indications from engagement with stakeholders in Corsham suggest that the availability of free parking for up to 2 hours is welcomed by users and town centre retailers. However, feedback from stakeholders also indicates that this policy may encourage car use, with the associated negative consequences of increased emissions, local congestion, and safety concerns.

### 'Free' parking and the local economy

A review of leading parking research<sup>28</sup> concludes that somebody must pay for the development and maintenance of "free" parking spaces, as well as the management of any enforcement regime to ensure their efficient use. While some parking may be available free at the point of use, there is no such thing as "free" parking. Most on street and off-street parking is the responsibility of local authorities and therefore it is local taxpayers who pick up the cost of provision.

There is limited research available that examines the direct relationship between local economic success and parking policy. Proving direct causal links between parking management and economic performance is difficult, but the literature available shows that parking is not usually the primary factor in a town's competitiveness.

Source: Corsham Town Council



parking is not the primary factor affecting (economic) performance. Rather it is what the town has to offer.”

Headline findings<sup>29</sup> from the available research include:

- People are drawn to towns, or away from them, by factors other than parking, such as place of work and the quality of shopping facilities and public spaces.
- The primary factors in terms of retail choice tend to include the quality or uniqueness of the non-food shopping ‘offer’ and the attractiveness of the local environment; the scale of the retail offer; and the quality, scale and proximity of the retail offer in competing settlements.
- Effective management of parking, which can include appropriate pricing levels, can help town centres as part of an integrated transport policy. Mechanisms to promote the turnover of parking spaces, of which pricing is one, are important.

## Usage analysis

The latest available data from Wiltshire Council indicates that in the 12-month period to 31st October 2024 there were 270,613 free weekday tickets issued across the three car parks in central Corsham, each allowing up to 2 hours of free parking. A further 14,171 free tickets were issued on Sundays. The total number of free tickets issued within the year to 31st October 2024 was 284,784. This represents a 4% increase on the previous 12-months to end-October 2023.

Paid parking within the 12-month period to 31st October 2024 saw 14,872 tickets issued, of which 1,647 were on Sundays. Paid parking therefore represents only 5% of all tickets issued. Nearly two in every three paid tickets were for 3-hour stays. Only 1,523 all-day tickets were issued in the Post Office Lane car park, the only car park in which all-day stays are allowed. This equates to less than 5 all-day tickets per day (Monday-Saturday) across the year.

Income from tickets in the 12-month period to 31st October 2024 was more than £51,000, indicating that only a little more than one-third of the income received by Wiltshire Council from parking in Corsham comes directly from ticket sales. The remainder is received from the Town Council for free parking.

## Impact of changing parking prices

Meta-analysis of parking price elasticities based on 50 studies<sup>30</sup> provides a comprehensive review of research into the complexities of parking demand and pricing. This review considers price elasticities of parking, namely the impact on parking (or travel) behaviour of an increase in the price of parking, which is based on a customer's willingness to pay. The outcome of the research review indicates that the price elasticity of parking is inelastic. This means that customers are likely to continue to use car parks even if the price increases, because of the access to amenities and convenience it provides.

The greatest influence on the price elasticity of parking is the availability of alternative parking options, available at lower cost. Wiltshire Council's off-street car parks in Corsham are not rivalled by privately owned and operated car parks. Evidence from ticket sales data above indicates that there is limited use of all-day parking in the town centre car parks, indicating that regular commuters seeking all day parking have access to, and utilise, unregulated on-street options and private non-residential parking that may be available to individuals. The predominance of short stays indicates that visitors to the town centre, including shoppers, will tend to be those using the publicly available off-street spaces.



## Convenience of use

Arguably, therefore, reintroducing a fee for parking will not substantially impact the number of visitors to the town centre in the long term, provided that the town continues to retain a sufficiently attractive retail and cultural offer. Of more importance, noting the research findings that convenience is a quality that users value, is the ability to find a space, and the ease of use of the parking, including for example the clarity and simplicity of the ticket machines. One stakeholder noted that it's convenience that drives the popularity of the town centre parking, not the free element. Easy to use payment systems are important, as some people don't like Apps.

However, the negative public perspectives on reintroducing parking fees for short stays should not be under-estimated, and it is likely that such a policy will be politically difficult. The opportunity presented by such a policy, enabling the Town Council to redistribute the current funding that supports the existing policy is, however, significant. This could enable the Town Council to support other transport measures within this Plan.

Further detailed research on the impact and acceptability of changing the pricing policy is however considered to be essential, to enable the opportunity cost of the current policy to be fully considered by businesses, residents, and visitors, in informing the development of any alternative pricing proposals.



## Feedback related to accessibility

Specific feedback was made about the new ticket machines, including from Same Difference, a local disabled persons organisation. This indicated that new ticket machines installed in 2024 are not easy to use, with complaints including that the screens are small and reflective, making them difficult to read, and the keyboards are small and not QWERTY, adding to user difficulties. Several ticket machines are also poorly located and difficult to access for disabled users.

## AIM 04

## Increasing access for everyone to key employment, education, healthcare, social and leisure opportunities through viable public transport

### Corsham's bus services

Faresaver Ltd., a local, independent operator in west and north Wiltshire, currently operates all bus services in Corsham. Corsham is served by three primary bus routes:

- Services 231 and X31 which provide inter-urban travel and express travel to and from Bath and Chippenham.
- The 10 Corsham town circular service.

More infrequent services include:

- The 69 (with one Saturday journey numbered 68) which takes an indirect route to and from Melksham, Bradford-on-Avon, and Trowbridge.

### Access to services and opportunity by bus

Public transport plays a vital role in enabling access to employment, and 77% of jobseekers do not have regular access to a car, van or motorbike<sup>31</sup>. The bus is vital to social mobility, with 400,000 workers finding better jobs nationally due to opportunities accessible by buses<sup>32</sup>. Affordable bus transport is also vital to young people's ability to stay in education, training, volunteering or work with high transport costs a significant barrier to those on minimum wage or in full time education<sup>33</sup>. Bus services are fundamental to providing access to opportunity including providing the jobless with access to work; young people to education and training; and providing a way out of social isolation for older and disabled people<sup>34</sup>.

# 77%

of jobseekers do not have regular access to a car, van, or motorbike



The bus is vital to social mobility, with 400,000 workers finding better jobs nationally due to opportunities accessible by buses .

Analysis of access to Corsham's bus services using recommended walk distances to stops<sup>35</sup> illustrates the differences in accessibility by bus between:

- The principal inter-urban bus service to and from Bath and Chippenham, also representing the only access to bus services in Corsham on evenings and Sundays (Figure 6 left image)
- Hourly daytime bus services (Figure 6 right image) which illustrates how service 10 adds significantly to the access to bus services for communities in the town.

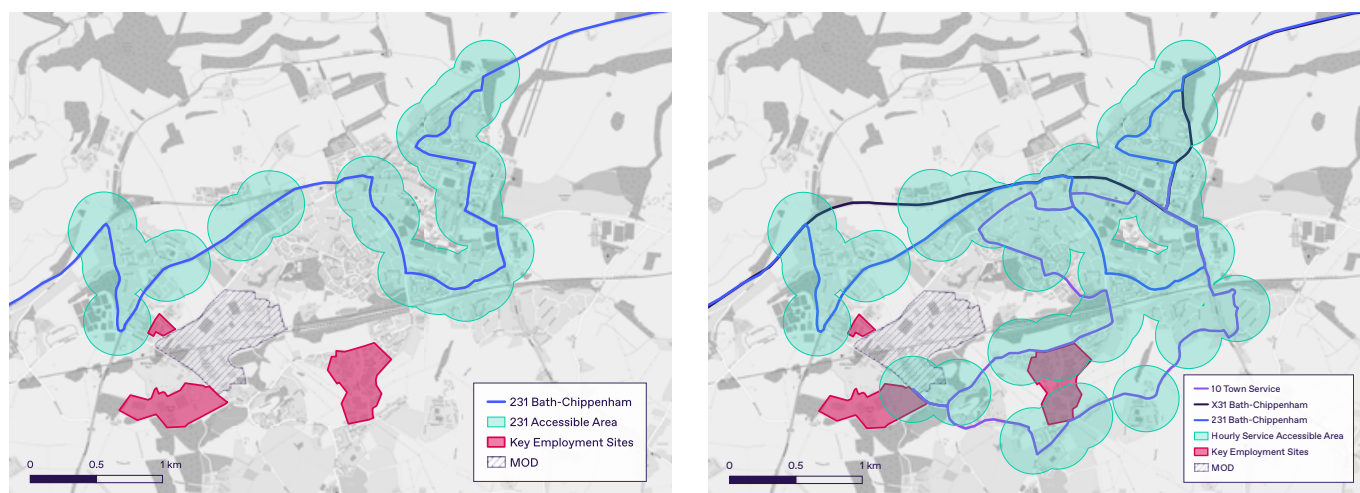


Figure 6: Accessibility of Corsham bus services, showing areas within a 5-minute walk (400m) of a bus stop.

The limitation of the operating hours on service 10 therefore reduces the usefulness of bus options for some workers in the town, especially those with early starts, late finishes, or other shift patterns. Access to some employment opportunities remains unserved by direct public transport without an extended walking trip or alternative provision.

There are likely to be significant social benefits for older and disabled people from service 10, with around half of passengers in 2023 being concessionary pass holders, with these outnumbering fare paying passengers in some months. While ticket sales data illustrates the wide range of users, from children to concessionary pass holders, the predominance of concessionary users reinforces the importance of service 10 in providing accessibility through the day, especially for older people.

## Building on existing plans

Service 10, presently operated under contract to Wiltshire Council by Faresaver Ltd., is scheduled to be re-tendered in 2025. Corsham Town Council has presented a series of detailed proposals for improvements to routing, timing, and service levels, to inform potential bidders on options for improvement to the service to meet local community needs. These proposals include:

- The extension of operating hours into weekday evenings to support workers on the evening commute
- The commencement of Saturday afternoon services.

In common with all service improvement proposals, availability of sufficient funding, vehicles, and drivers serve as short-term constraints to delivery.



Central government funding to support the delivery of the Wiltshire Bus Service Improvement Plan (BSIP) in 2025/26 will provide £3.16m of revenue to support additional services, £2.63m of capital for investment in infrastructure, and £94,000 of additional capacity and capability support<sup>36</sup>. Wiltshire Council has consequently set out its plans for investment in its revised 2024 BSIP<sup>37</sup>. There are several opportunities for Corsham within a 5-year programme of proposals in the BSIP. These include:

- Capital funded programmes for roadside infrastructure, including bus shelters, accessibility improvements, and information provision.
- The Superbus concept for the X31/231 interurban routes between Chippenham and Bath. This concept is emerging in the Wiltshire context but seeks to provide a “quality bus corridor” with improved services and infrastructure. The initial concept is being shaped in the rollout of the first Superbus route between Chippenham and Swindon. Improving 231/X31 as a Superbus with improved information, stops and shelters, ticketing, bus quality (including perhaps for zero emission buses in the future), better links to employment opportunities, as well as frequency and journey time improvements represents a good opportunity for Corsham.
- Addressing “areas where limited transport links, particularly by bus, are barriers to accessing employment opportunities and limit the available labour market for business”. In Corsham, the Leafield Industrial Estate, and MOD sites, are each highlighted as locations where there is “potential for more frequent bus services to coincide with working patterns”.

Development of services X31/ 231 as a Superbus and examination of additional services to support access to opportunities for employment, training and skills development therefore present tangible opportunities as the focus for improving public transport within the Town Transport Plan.

**Government funding to support the BSIP will provide:**

**£3.16m**

supporting  
additional  
services

**£2.63m**

towards  
infrastructure  
investment

**£94,000**

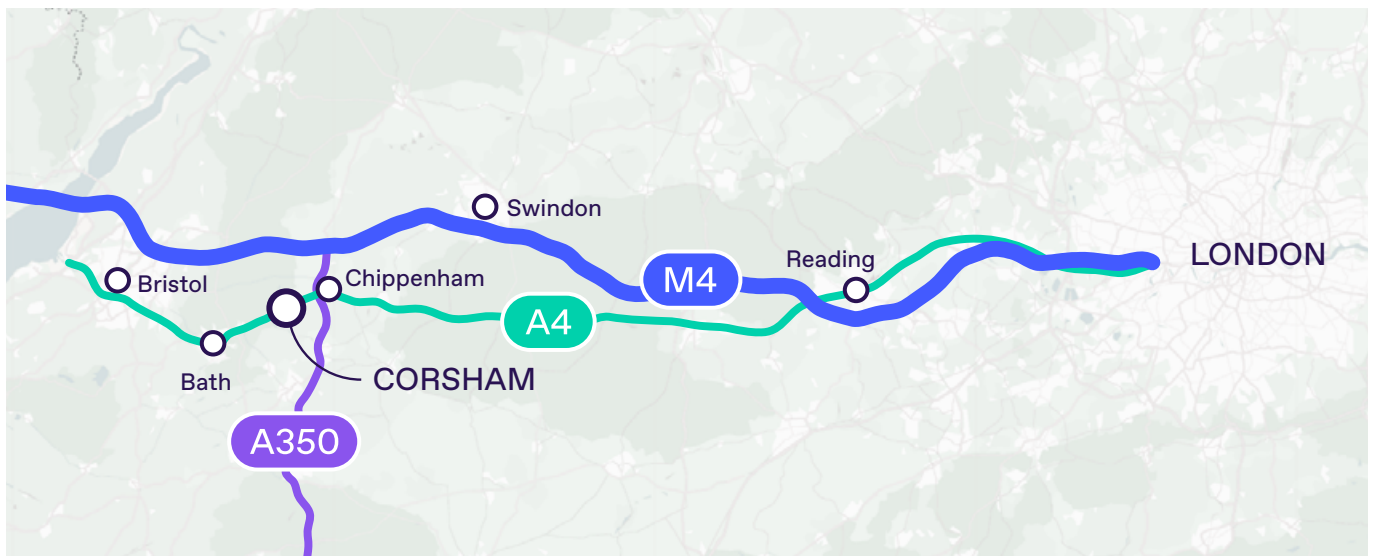
for capacity  
and capability  
support

## AIM 05

## Unlocking employment, business, retail, and tourism opportunities through promoting better regional and national connectivity

### Current regional and national connectivity

Corsham is well connected by road, with the A4 providing good connectivity westwards to Bath, and eastwards to Chippenham and the A350 and beyond to the M4, which connects Swindon with Bristol and London, carrying approximately 82,000 vehicles per day<sup>38</sup>. The 231/X31 provides daytime and more limited evening and weekend connections by bus to Bath and Chippenham (see details in section above), and there is a regular, if infrequent, coach service to Bath, London, Heathrow, Reading. This service, the National Express 403, stops on the A4 Bath Road close to the junction of Middlewick Lane, and provides 10 journeys Friday-Monday, and 8 journeys Tuesday-Thursday. The journey to central London is around 3 hours, to Bath 27 minutes.



However, the resilience of these routes is expected to worsen. Modelling undertaken by Wiltshire Council to forecast 2036 traffic levels indicates that without large scale changes in travel demands or any type of transport intervention, journey times on the strategic routes in Wiltshire would increase by 6% on average in both the morning and evening peaks. Compared to 2019, journey times are also expected to worsen on the A4 Corsham to Calne<sup>39</sup>.

Wiltshire Council's work to examine the case for future rail investment compared connectivity options by car and public transport concludes<sup>40</sup>:

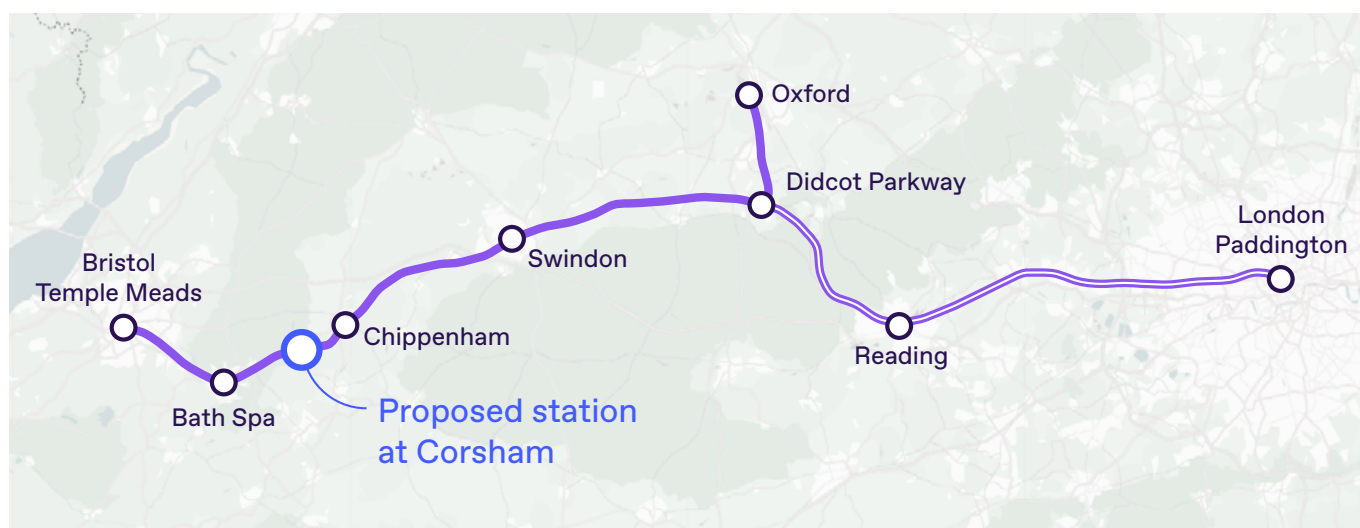


There are limited public transport options connecting Corsham to these larger centres (Bath, Bristol, Swindon, Chippenham and London). The X31 has uncompetitive journey times compared to driving and is subject to traffic delays along its route. Such limited public transport provision is causing a major accessibility gap between driving and public transport.

Within a one-hour journey time from Corsham, people travelling by car are able to access 15 times as many jobs as those travelling by public transport.”

## Rail station proposals

In Corsham, proposals exist to introduce a new station on the existing Great Western Main Line, on which services operate between Bristol and London. Access to the national rail network from Corsham currently requires a road journey to stations at Bath, Chippenham, or Melksham, and beyond.



There is widespread support for a new station. A business case developed by Wiltshire Council<sup>41</sup> presents the strategic rationale for a new station in Corsham. The preferred solution is a new station, to the west of the previous Corsham Station site, served by a stopping rail service to provide the highest quality public transport connection to and from Corsham from a wide range of cities and towns, including Bath, Bristol, Chippenham, Swindon, Reading and London.

The viability of a new rail station is therefore linked to the ability to deliver a regular stopping service within the constraints of existing service patterns, with the best value option being identified within the business case as a Bristol-Oxford service, providing direct connections from Corsham to Bristol, Bath, Chippenham, Swindon, and Oxford. Regular connections at Chippenham and Swindon provide onward travel to Reading and London.

Capital costs of delivering a station range from £13.2m to more than £22m (at 2022 prices). The business case indicates a timetable that would see an operational station served by stopping trains no earlier than 2028<sup>42</sup>.



While there is local and political support at many levels, and the strategic case is well made, the proposal for a new station at Corsham represents a long-term aspiration. The economic case for the new station is reliant on the introduction of a new Oxford-Bristol stopping service. Without this, the business case becomes weak. There are other deliverability challenges, notably around funding, and there is presently no funding allocated for the proposal since the Chancellor of the Exchequer cancelled the previous government's Restoring Your Railway scheme, as part of her Commons announcement on July 29 to reduce national public spending<sup>43</sup>. The Town Council has made representations to government in respect of funding for the station proposals following the cancellation of this programme but has been provided no assurances beyond confirmation that funding is being reviewed. Locally, challenges around access and the management of traffic accessing the station will need to be controlled effectively.

In the short term, opportunities to improve inter-urban connectivity to Bath and Chippenham to deliver at least some of the benefits of the new station proposal should be focused on the opportunity to further develop the X31/231 bus service, as simply doing nothing while rail station proposals develop for the long term will limit economic opportunities. This includes addressing the transport needs of any housing growth that comes forward in Corsham in the near term, with current plans identifying a further 260 homes to be accommodated at Corsham up until 2038<sup>44</sup>.



Source: Corsham Town Council

## AIM 06

## Reducing emissions from motorised transport in support of carbon reduction and to improve local air quality

In October 2021, Corsham Town Council declared a climate and ecological emergency stating<sup>45</sup>:



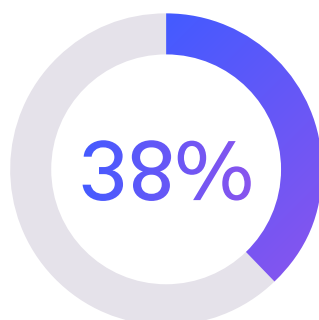
Corsham Town Council fully accepts the need for urgent action in response to the climate and ecological emergencies that we face. We are committed to reducing the carbon footprint of our community in support of Government and Wiltshire Council targets to reduce carbon emissions. We are implementing a carbon reduction plan for our own operations which will enable us to achieve net zero carbon emissions by 2030. From 2022, we will implement a biodiversity action plan to protect and enhance our green and blue infrastructure.”

In respect of transport, action to support the delivery of this commitment includes “to significantly increase the proportion of people that travel by walking, cycling and public transport through support of lower carbon travel initiatives.”

This approach is supported by international, national, and local policy. The Intergovernmental Panel on Climate Change’s (IPCC) Sixth Assessment Report<sup>46</sup> and the UK’s Transport Decarbonisation Plan<sup>47</sup> set out the headline actions for decarbonising land transport relevant to Corsham’s Town Transport Plan. These can be summarised as:

- Increasing cycling and walking
- Zero emission buses and coaches
- Decarbonising our railways
- A zero-emission fleet of cars, vans, motorcycles, and scooters

Wiltshire’s draft Local Transport Plan<sup>48</sup> identifies that transport decarbonisation has an important role to play in supporting Wiltshire Council’s ambition to seek to make the county carbon neutral by 2030. The transport sector generated 38% of greenhouse gas emissions in Wiltshire in 2022, the highest proportion of any sector<sup>49</sup>.



The transport sector generated **38% of greenhouse gas emissions** in Wiltshire in 2022



Strategies to reduce transport user emissions in Wiltshire are identified as<sup>50</sup>:

- **Avoid** unnecessary travel – giving people the choice to reduce the number and length of car trips needed through promoting digital connectivity, locating services, jobs and other destinations within closer reach and combining journeys.
- **Shift** to more sustainable modes of transport – providing better and more accessible options for travel via active travel (including walking, wheeling, cycling and horse riding), shared transport, and public transport.
- **Improve** vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Providing more and better active travel and public transport options are addressed in sections above. Technological approaches include the decarbonisation of private car and local bus fleets, most likely through electrification.

## Electric vehicles and charging infrastructure

The future of transport encompasses several trends including the rise of low carbon technologies for private vehicles, shared transport options and changing behaviors<sup>51</sup>.

The proportion of battery electric vehicles (BEVs) on our roads is increasing. In 2024 19.6% of all new cars registrations in the UK were fully electric<sup>52</sup>.

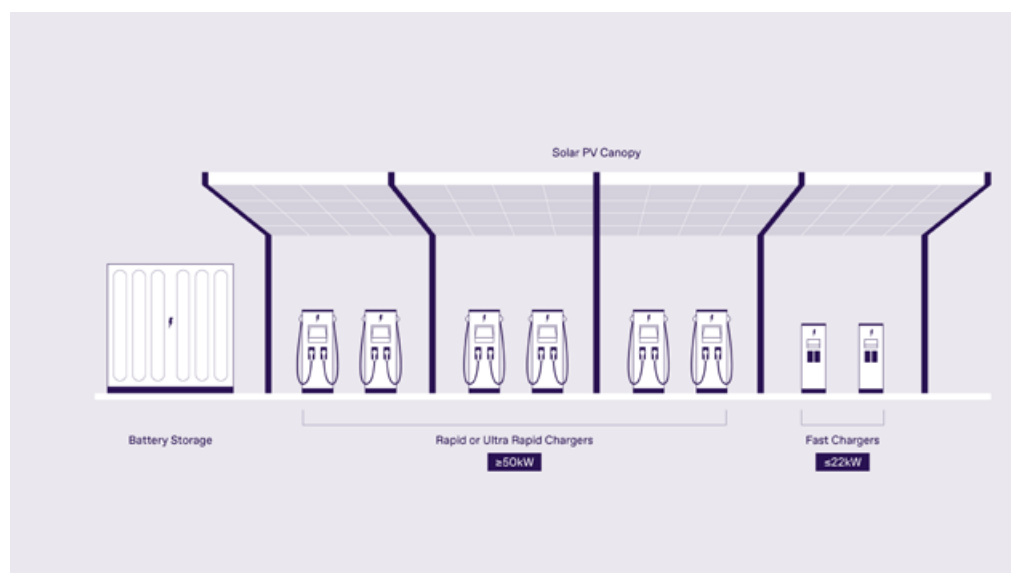
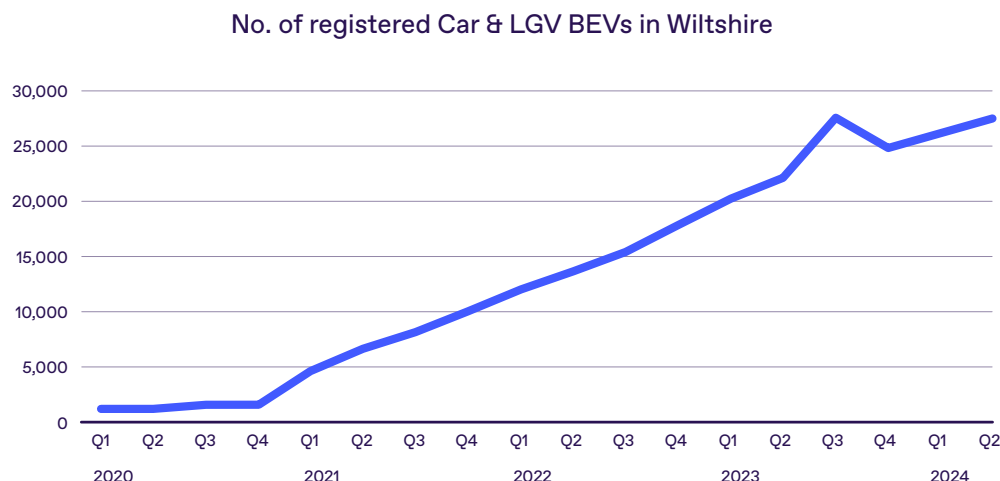


Figure 7: No. Registered Car & LGV BEVs in Wiltshire<sup>53</sup>



From 2035 the UK is likely to transition to ‘mass electrification’ with 99% of cars and vans likely to be BEVs by 2050<sup>54</sup>. ICE vehicles are likely to form a much smaller role globally catering to niche markets only. BEVs are the preferred zero-emission solution for private cars, with hydrogen commercial models only likely to be available after 2035<sup>55</sup>. Electric vehicles will therefore be central to the decarbonisation of road transport.

The pace and nature of the rollout of electric vehicle charging infrastructure (EVCi), consumer incentives, and reduction in the total cost of EV ownership will determine how quickly BEVs capture the private car sector. Nevertheless, growing numbers of EVs on the road is driving demand for charging infrastructure<sup>56</sup>, critical for preparing the UK for the ban on the sale of new petrol and diesel cars from 2035. This policy is under review by the current government, with the possibility that the ban may be moved forward to 2030.

Public EVCi rollout is currently supported by the UK Government’s Local Electric Vehicle Infrastructure (LEVI) Fund. The LEVI Fund supports local authorities in England with planning and delivery of EVCi. The Fund focuses specifically on providing for residents without off-street parking, and therefore access to home charging. Securing LEVI funding is central to Wiltshire Council’s plans for the EV charging infrastructure network, set out in the Draft LTP4’s EVI Sub-Strategy<sup>57</sup>. However, this only covers the period up to 2027.

More significant work on EVCi is required at the county level to create a long-term plan for supporting EV uptake in Wiltshire. Without its own parking assets or highways, Corsham Town Council is unlikely to be responsible for rolling out EVCi, especially where that supports the broadening of availability of home charging through on-street action. The Council can, however, through this Town Transport Plan, work with Wiltshire Council on its LEVI bid to ensure that the provision needed in Corsham is delivered.



# PRIORITISATION OF INTERVENTIONS

The shortlist of prioritised interventions was selected through review of evidence, assessment of the positive impacts on aims and ease of delivery for interventions gathered from engagement and best practice research.

Positive impacts are identified in support of delivering the six aims of the Town Transport Plan.

Identifying barriers to delivery includes a high-level assessment of costs, responsibility for delivery, scope of works, community buy-in, third party cooperation, national policy, and critical dependencies, such as, for example, the presence of the Bristol to Oxford rail service in respect of the new station proposal.

## Multi-Criteria Analysis

Each proposed intervention has been assessed against each of the six aims to determine whether it would have a positive, negative, or neutral impact. This assessment was supported by an evidence base, gathered through engagement and best practice reviews, supporting assessment of proposals in terms of their potential effectiveness in delivering the vision and aims of the plan.

The approach is therefore clearly linked to delivering the desired outcomes of the Town Transport Strategy and is designed to be relatively simple and evidence based.

## Funding

Funding is a critical deliverability factor in supporting the affordability of any prioritised interventions. The Town Council has several sources of funding available either directly or through partnerships with other agencies.

In addition to its own resources, the Town Council can advocate for Wiltshire Council's Local Highway & Footway Improvement Group (LHFIG) funding from the Corsham Area Board. The LHFIG makes recommendations to the Area Board and has an allocation discretionary funding of around £22,000 from Wiltshire Council, which can fund improving and implementing pedestrian and cycling infrastructure, bus infrastructure, signage, road markings, drainage, lighting and traffic regulation orders.

Substantiative funding is also available to the LHFIG from an annual total of £250,000 managed by Wiltshire Council. This is available upon application where the costs of schemes proposed by the LHFIG exceed the discretionary funding amount<sup>58</sup>.

The Town Council can influence the LHFIG programme in a more focused way to deliver the priorities of this Town Transport Plan. All proposals taken forward through the LHFIG process "must have first been raised through the highway improvement request

system and endorsed by the relevant town or parish council”<sup>59</sup> providing the lever for the Town Council to enable focus on actions within the Town Transport Plan.

Wiltshire Council is also an important source of substantial funding for transport investments and services. Wiltshire Council controls several dedicated sources of funding for transport, including from the Local Transport Plan, the latest edition being LTP4, published for consultation in December 2024, the Bus Service Improvement Plan, and the Local Cycling and Walking Infrastructure Plan. Working in partnership with Wiltshire Council is therefore fundamental to delivering the ambitions within the Town Transport Plan.

English Devolution offers the opportunity for further funding of more ambitious proposals. England’s Devolution White Paper identifies that the future evolution of local government will open the opportunity for increased funding and responsibility through progression to mayoral combined and strategic authorities<sup>60</sup>. The Leaders of Dorset, Somerset and Wiltshire Councils have submitted a letter to the Government to confirm they wish to be considered as part of the Devolution Priority Programme and are committed to creating a Wessex Mayoral Strategic Authority<sup>61</sup>. Bournemouth, Christchurch and Poole Council has subsequently joined this proposal<sup>62</sup>.

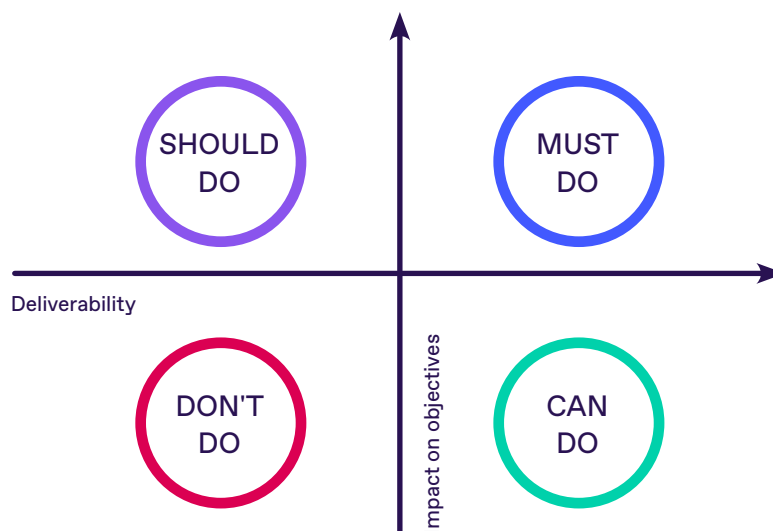
## Prioritisation

The prioritisation outcome for each proposed intervention is based on a high-level assessment of the overall positive impact against at least one of the Plan’s aims, and an assessment of the ease of delivery and any potential barriers or risks to delivery.

Using the grid shown below in Figure 8 each potential intervention assessed has been placed into one of the following categories, which in turn has enabled the development of the Action Plan that follows:

- High impact, high (relatively easy) deliverability: Must Do – Short/Medium Term
- High impact, low (relatively high risks) deliverability: Should Do – Medium/Long Term
- Low impact, high deliverability: Can Do – Short/Medium Term
- Low impact, low deliverability: Don’t Do – Medium/Long Term

Figure 8: Prioritisation Grid



# ACTION PLAN

The outcomes of prioritisation have been drawn together, packaging complementary initiatives and interventions where appropriate, to form an Action Plan for the Town Transport Plan to 2038.

This Action Plan identifies where the Town Council should prioritise its investment, and defines priorities to be delivered by other authorities and agencies where the Council should advocate for action.

# MUST DO

High impact, high deliverability



Package of accessibility and safety improvements for footways, road crossing, routes to bus stops – initial focus on the ‘triangle’ of main routes: A4, Pickwick Road, Cross Keys Road-Newlands Road and on the length of B3353 eastwards beyond this triangle between Newlands Road and the Pound Pill junction with Lacock Road.

TIMESCALE	Short onwards (2025 - 2038)
IMPACT	High ●●●
DELIVERABILITY	High ●●●
RESPONSIBILITY	CTC & LHFIG
ROLE FOR CTC	Part-fund and advocate for interventions
DEPENDENCIES	LHFIG and CTC internal funding resources



Update school travel plans and bring forward priority safety and active travel measures

TIMESCALE	Short onwards (2025 - 2038)
IMPACT	High ●●●
DELIVERABILITY	High ●●●
RESPONSIBILITY	CTC & schools
ROLE FOR CTC	Work with schools to provide resources to develop plans
DEPENDENCIES	Engagement of school leadership & communities. LHFIG and CTC internal funding resources

MUST DO



Publicity, information and branding campaign for active travel, local bus services, and travel behaviour change – includes maps and promotional materials

TIMESCALE	Short onwards (2025 - 2038)
IMPACT	High ●●●
DELIVERABILITY	High ●●●
RESPONSIBILITY	CTC & Wiltshire Council, bus operators
ROLE FOR CTC	Engage with Wiltshire Council, bus operators, & businesses to develop and expand promotion of buses in Corsham
DEPENDENCIES	CTC internal resources, BSIP funding, external funding



Expand and upgrade pedestrian and wheeling network: identify and deliver new routes, expand narrow pavements, implement pavements where missing, remove accessibility barriers to wheeling.

TIMESCALE	Short-Medium (2025 onwards)
IMPACT	High ●●●
DELIVERABILITY	High ●●●
RESPONSIBILITY	Wiltshire Council LCWIP
ROLE FOR CTC	Work with Wiltshire Council and its consultants to develop priority interventions in 2025 Corsham LCWIP. Part-fund and advocate for interventions
DEPENDENCIES	Wiltshire Council LCWIP funding & resources. LHFIG and CTC internal funding resources

# SHOULD DO

High impact, low deliverability



Additional services on bus route 10, to provide weekday evening and Saturday afternoon service, and to extend travel opportunities to Gastard

TIMESCALE	Short (2025 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Bus operator, Wiltshire Council, CTC
ROLE FOR CTC	Advocate to Wiltshire Council for early inclusion in future re-tendering programmes
DEPENDENCIES	Availability of bus drivers and suitable vehicles, BSIP long-term funding, CTC internal funding resources



Extend 20mph zones beyond the current extent of Newlands Road, Pickwick Road, Pound Pill and Station Road, to incorporate the full length of main access routes to the town centre on Pickwick Road and Cross Keys Road-Newlands Road, and more widely across the town.

TIMESCALE	Short-Medium (2025 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Wiltshire Council
ROLE FOR CTC	Advocate to Wiltshire Council for inclusion in future programmes
DEPENDENCIES	Acceptability of proposals and support of Wiltshire Council, criteria for speed programmes

SHOULD DO



EV Strategy and Delivery Plan for Corsham

TIMESCALE	Short-Medium (2026 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Wiltshire Council
ROLE FOR CTC	Advocate to Wiltshire Council for inclusion in LEVI future programmes
DEPENDENCIES	LEVI funding & Wiltshire Council priorities



Upgrade X31/231 in line with BSIP Superbus standards: increased frequency, weekend service, upgraded roadside access, improved passenger waiting facilities, real time passenger information

TIMESCALE	Short-Medium (2026 / 2027 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Bus operators & Wiltshire Council
ROLE FOR CTC	Advocate to Wiltshire Council for early inclusion in BSIP <b>Superbus</b> programmes; influence design and scope of <b>Superbus</b> proposals through Corsham
DEPENDENCIES	BSIP long-term funding & Wiltshire Council priority

ACTION PLAN → SHOULD DO



SHOULD DO



Additional bus services to coincide with working patterns for key employers in Corsham, including the Leafield Industrial Estate, and MOD sites

TIMESCALE	Short-Medium (2026 / 2027 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	CTC & Wiltshire Council, bus operators
ROLE FOR CTC	Engage with employers to identify unmet needs & advocate for BSIP funding
DEPENDENCIES	BSIP long-term funding & Wiltshire Council priority



Public realm improvements in town centre to prioritise active travel

TIMESCALE	Medium (2026 / 2027 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	CTC & LHFIG & Wiltshire Council
ROLE FOR CTC	Part-fund and advocate for interventions. Advocate to Wiltshire Council for inclusion in future major programmes
DEPENDENCIES	LHFIG and CTC internal funding resources, external funding

SHOULD DO



Upgrade street lighting on key active travel routes

TIMESCALE	Medium (2028 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Wiltshire Council
ROLE FOR CTC	Advocate to Wiltshire Council for inclusion in future programmes
DEPENDENCIES	External funding, environmental considerations including ‘batscape’



Creation of new and improved cycle routes, including an East-West cycle route through Corsham and the town centre. Prioritise improvement to cycle routes on the ‘triangle’ of main routes: A4, Pickwick Road, Cross Keys Road-Newlands Road, and on the length of B3353 eastwards beyond this triangle between Newlands Road and the Pound Pill junction with Lacock Road.

TIMESCALE	Medium (2028 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Wiltshire Council LCWIP
ROLE FOR CTC	Work with Wiltshire Council and its consultants to develop priority interventions in 2025 Corsham LCWIP. Part-fund and advocate for interventions
DEPENDENCIES	Community buy-in. LHFFIG, Wiltshire Council & third-party funding

SHOULD DO



Review Free Parking Charges

TIMESCALE	Medium (2028)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Med <div><div></div><div></div><div></div></div>
RESPONSIBILITY	CTC
ROLE FOR CTC	Undertake a review of the economic, social and environmental cost-benefits of the current parking arrangements
DEPENDENCIES	Community support



Enforcement of obstructive parking on key active travel routes including pavements

TIMESCALE	Medium - Long (2028 onwards)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Low <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Wiltshire Police
ROLE FOR CTC	Advocate for more focused enforcement
DEPENDENCIES	Enforcement of pavement parking restrictions not legally enforceable in England pending review of DfT consultation

SHOULD DO



Corsham Railway Station

TIMESCALE	Long (2030s)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Low <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Network Rail & GWR
ROLE FOR CTC	Advocate to GWR, Network Rail, political influencers and Wiltshire Council
DEPENDENCIES	Oxford-Bristol Service, Central Government or devolved funding



Zero emission buses for bus routes in Corsham (X31, 231, 10, 69)

TIMESCALE	Long (2030s)
IMPACT	High <div><div></div><div></div><div></div></div>
DELIVERABILITY	Low <div><div></div><div></div><div></div></div>
RESPONSIBILITY	Bus operators and Wiltshire Council
ROLE FOR CTC	Advocate for inclusion in future investment programmes
DEPENDENCIES	External funding, appropriate government funding programmes

# CAN DO

Low impact, high deliverability



Upgrade and provide additional cycle parking commencing with locations to promote cycling & integration with other modes, notably at the main bus stops on Newlands Road. Priority for further sites from LCWIP.

TIMESCALE	Short onwards (2025-38)
IMPACT	Med <div><div></div><div></div><div></div></div>
DELIVERABILITY	High <div><div></div><div></div><div></div></div>
RESPONSIBILITY	CTC & LHFIG, Wiltshire Council LCWIP
ROLE FOR CTC	Work with Wiltshire Council and its consultants to develop priority interventions in 2025 Corsham LCWIP. Part-fund and advocate for interventions
DEPENDENCIES	LHFIG and CTC internal funding resources, Wiltshire Council & third-party funding



Implement real time passenger information at the principal bus stops on Newlands Road

TIMESCALE	Short (2025-26)
IMPACT	Med <div><div></div><div></div><div></div></div>
DELIVERABILITY	High <div><div></div><div></div><div></div></div>
RESPONSIBILITY	CTC & LHFIG
ROLE FOR CTC	Part-fund and advocate for interventions
DEPENDENCIES	Availability of contractor, Wiltshire Council funding resources

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