

Corsham Town Council
Covid-19 Recovery Plan
ACTION PLAN

Scheme	Action/Issue	Priority (1-3)	Status	Comments
ACCESSIBILITY - Cycling				
Cycling Strategy	Use responses from Strategy to promote cycling through improved access, safety and security.	2	Being done	Strategy consultation closed 15 May (extended due to crisis). Property and Amenities Committee producing final Corsham Cycling Strategy.
Cycle Lanes	Pop-up cycle facilities, converting traffic lanes into temporary cycle lanes; widening existing cycle lanes.	1	Being done	Discussions underway with WC and CityDressing regarding proposals/funding available. Safe bike parking also a consideration. Will need cycle parking, or increased parking, at key locations. Decided it was not required. Keep under review.
ACCESSIBILITY - Walking				
Footway Widening	Footway widening to allow for social distancing, including temporary barriers in the carriageway; changes to parking bays, loading bays and cycle lanes.	1	Being done	Discussions underway with WC and CityDressing regarding proposals/funding available. Decided it was not required. Keep under review.
Increase in Walking as Exercise	Encourage people to walk more for exercise/health.	2	Being Done	Promote walks available in and around Corsham (Walking Map, Heritage Walks). Promote Walking Festival (now June 2021). Encourage walking to school. Walking maps proving very popular.
ACCESSIBILITY - Cars/Parking				
Parking Charges	Reinstate free parking in three public car parks.(Will help reduce miles travelled to nearby towns and support shopping locally.)	1	Being Done	CTC's Free One Hour Parking scheme launched on 16 March; put on hold 10 days later. WC removed all charges/parking restrictions until 1 June. CTC agreed to fund two hours' free parking from 13 July until 31 March 2021. The one-hour scheme may return until mid-May 2021 to allow for weeks lost from in March, April and May. Two hours free very popular with public and businesses. Extension being considered as part of budget setting process for 2021/22.
CLEANING				
Cleaning Regime	Instigate a cleaning regime to reduce risk of transmission of virus.	1	Being Done	CTC, its contractors and Wiltshire Council to work in a co-ordinated and increased effort with additional monitoring of standards. Three hand sanitiser stations installed in town centre.
COMMUNICATION				
Sharing Stories	Share stories about Corsham's recovery. Encourage confidence and pride about what is being achieved.	3	Started	Share on social media, newsletter, local Press (Business Survey) - potential for more community engagement/awards scheme. Encourage confidence and pride in what's been/is being achieved. Use empty shop windows to present information. Being considered for Newsletter and StoryTown.
Strong Campaign	Using all advertising available promote Corsham as a safe place to shop, work and visit.	1	Being Done	Make sure everyone involved (Councillors, shops, businesses, etc) promote the same message.

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Acknowledge Local Champions	Recognise achievements and celebrate businesses and organisations that found new ways of working.	2	Being Planned	Looking at expanded Community Awards to honour local champions as part of Corsham Celebrates event. (NB - try to use 'champions' as opposed to 'heroes'). Cover in Newsletter.
Listen to Young People	Ensure young people are given a voice and find out what they think the 'new normal' should look like.	3	Started	Work with schools; potential for competition and/or engagement events. Working with schools to get Corsham Youth Council online from autumn 2020.

COMMUNITY COORDINATION

CTC to Act as Central Hub	Continue to support those in the community still shielding or needing help; continue to work with local volunteers/NHS Responders.	1	Being Done	CTC part of various stakeholder groups organising local response. Numbers of those needing help reducing, but volunteer numbers reducing too as some return to work. Mental health issues likely to increase, particularly for those on their own. Befriending services have been widely promoted.
Business to Business Relationships	Encourage B2B relationships.	2	Not Started	Help local businesses to build on relationships made during the crisis, and encourage them to use each other and other local suppliers. Consider when Retail Forum resumes. Also plan to identify existing B2B activity in next business survey.

DATA

Business Survey	Revisit Business Survey respondents in July/August for update to evaluate recovery.	2	Not Started	Good response from survey of retailers, with high optimism levels. Larger businesses due to be surveyed July 2020. Larger survey postponed until autumn. Councillors to lead.
Artists Survey	Revisit results, or survey again later in 2020/early 2021, to see how Arts sector is faring.	3	Not Started	Potential for linking up with Peacock Arts Trail to promote 2021's Trail at the same time as surveying artists and creative practitioners. Liaise with The Pound for performing arts feedback.
Car Parking Space Count	Collect ticket count data from WC to see numbers using car parks.	2	Started	Will also allow monitoring of advertising (radio, in particular) to see if it has an impact. Some data received but too early to tell full impact.
Footfall Count	Monitor footfall at set points/dates.	2	Started	Will give an insight into public confidence. Councillors have volunteered to do footfall counts in October 2020.

EVENTS

Reasons for People to Come Into Town	Encourage people to come into the town centre - look at public art, events, a Shop Local campaign, etc.	1	Being done	Unlikely Street Fair can take place as normal, but look at alternatives. Use of trails to encourage people to walk around the town (Picture Quiz, Playmobil Trail). Christmas Lights - will still go up, yet to see whether event can take place as normal. Work with The Pound on open-air events. Weekly subsidised busking through summer/autumn has proved very popular with visitors and traders.
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FUNDING/INVESTMENT				
Secure Internal and External Support	Invest the Town Council's resources in the public realm and events.	1	Being done	Work with key partners such as Martingate Centre and Pound Arts to attract further inward investment. It's not just about money, also about investing in the community and finding ways to help each other. Martingate part funding buskers. Martingate also investing in modernising the shopping centre following transfer of freehold. The Pound helping with public art displays and running events.
OPEN SPACES				
Use in a Different Way	Potential for using open spaces in a different way (socially-distanced events; drive-in performances).	2	Being done	The Pound ran open-air events in July/August. Summer is a critical time, with increased demand for public spaces and opportunities to meet, socialise and play as more people stay home. Need to give people reasons to have a greater appreciation of their local community.
PARTNERSHIPS				
Create, Maintain and Refresh Networks	Build on new and established networks to ensure a sustained effort to continually improve Corsham town centre.	2	Being Done	CTC has worked with a number of new organisations, and new personnel within known organisations, as a result of the crisis. Councillors have established good connections with local businesses.
SOCIAL DISTANCING				
Managing Social Distancing	Managing the space outside of shops, public space and pavements to allow safe social distancing.	1	Being done	Working with retailers, Martingate, Wiltshire Council, City Dressing on use of public space. Outdoor seating areas set up for cafes. CTC floor stickers provided for all local businesses to assist queuing.
Queue Management	Helping retailers/local businesses with managing numbers.	1	Being done	Corsham-specific social distancing/queue stickers being designed and produced by Corsham Print. Updating residents, via social media, on the measures being taken by individual businesses.
Hospitality Businesses	Potential for utilising space outside of pubs, cafes, restaurants for eating/drinking.	1	Started	Businesses contacted to gauge level of interest. Discussions with Wiltshire Council/City Dressing on plans to utilise on-road parking spaces, etc, ongoing.
VISION				
Long-term Transformation and Improvement	New strategic thinking, using lessons learned and appetite for change into the future.	3	Being done	Look at CTC's priorities to see if/how they need to change, particularly with a view to the 'green agenda'. Revisit the Strategic Plan 2018-2022 to ensure it's still fit for purpose moving forward. Report and update presented to Strategic Planning Working Group October 2020.
A New High Street	Continue with public realm work, but also look at how town centre businesses have reinvented themselves. Is this a way forward?	3	Being Planned	Many town centre businesses offered new services, changed opening hours, etc, during the crisis. Could this be a new way of working for them? Also, potential Martingate improvements could signify a 'new era' in the town. The recent transfer of Martingate freehold from Wiltshire Council will help attract investment. Public Realm improvements underway.

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Set up a Town Recovery Team	Form a team that includes stakeholders, eg retailer representatives, Martingate, etc,not just Councillors and Officers.	1	Started	SMT, Chairman and Vice-Chairman with input from others. Needs to be expanded to include other stakeholders. Additional stakeholders being contacted for support from October 2020.
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