

Corsham Town Council
Strategic Plan
Indicative Timescales


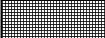

ID	Objective								
ASAP		Year 1 (2018/19)	Year 2 (2019/20)	Year 3 (2020/21)	Year 4 (2021/22)				
SH1	Target old-age loneliness and explore opportunities to bring old and young together; promote diversity and equality and exploring opportunities for improving education for all.								
OT1	Explore what opportunities could exist for reskilling/upskilling of adults who are out-of-work, underemployed or returning to the workplace.								
OT2	Promote, assist and support the full range of community groups in providing opportunities to thrive.								
CC1	Encourage a year-round programme of community and cultural events throughout the town and villages.								
SC1	Help address concerns around the shortage of affordable housing.								
SC2	Achieve maximum community benefits through implementation of the Corsham Neighbourhood Plan.								
Cost									
BREAK DOWN		Year 1 (2018/19)	Year 2 (2019/20)	Year 3 (2020/21)	Year 4 (2021/22)				
SH2	Encourage greater physical activity through measures such as: helping facilitate and improve walking, running and cycling trails; maintaining outdoor gyms and children's play areas; supporting swimming pools and fitness classes, sporting events etc, and incentivising sports and fitness clubs.								
SH3	Improve access to healthcare services, including doctors and dentists; support and promote preventative measure initiatives through health and well-being groups, including steps to improve mental health and dementia care.								
SH4	Help improve access throughout the Corsham area across various modes of transport including cycling, buses, rail and the car, as well as helping maintain safe pedestrian and cycling routes and addressing any identified heavy traffic and congestion issues.								
SH5	Strengthen social cohesion through running and supporting activities including sports events, fetes, festivals, youth initiatives, and clubs; alongside managing Town Council facilities and shared spaces for the community.								
OB1	Support and encourage new and existing businesses to create and grow a diverse economy.								
OB2	Enhance transport connectivity for the Town.								
OB3	Encourage and promote spaces where new and growing businesses will want to embed themselves firmly in the community.								

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CC2	Create an overall 'Cultural Corsham' brand to promote and establish Corsham as a place to live and create in, to source creative products and services and to enjoy and visit for cultural and heritage experiences.								
SC3	Press for improvements in: sustainable transport links and networks; on and off-street parking and supporting and encouraging initiatives such as new cycling routes and road safety initiatives.								
SC4	Influence public service provision with emphasis on activities and resources which maintain and improve the community infrastructure and public realm.								
	Cost								
	MOMENTUM	Year 1 (2018/19)	Year 2 (2019/20)	Year 3 (2020/21)	Year 4 (2021/22)				
OB4	Explore 'buy local' schemes and incentives for residents and businesses to source goods and services locally and support the local economy.								
OB5	Explore measures to enhance the High Street experience for residents and visitors.								
OT3	Develop mutual support between the Town Council and local schools, improving awareness of complementary and conflicting interest, and developing shared strategies.								
OT4	Gather and understand baseline educational attainment (including lifelong learning) and leavers' destinations data.								
OT5	Support implementation of structures to help meet digital and IT needs of residents.								
OT6	Explore how work experience and apprenticeships can benefit residents and businesses.								
OT7	Review volunteering and the co-ordination of volunteering activities.								
CC3	Work with others to create a social hub for Corsham artists and creative businesses.								
CC4	Make the Town Council a welcome 'go-to' place to help creative ideas happen through linking people and their customers in Corsham.								
CC5	Help facilitate a literary festival, with a year-round element.								
	Cost								
	OPPORTUNITY	Year 1 (2018/19)	Year 2 (2019/20)	Year 3 (2020/21)	Year 4 (2021/22)				
SH6	Support and provide public safety measures such as: supporting community policing; providing civic amenities; assisting in safety/road safety campaigns; and tackling environmental concerns including litter, dog fouling and graffiti.								
OB6	Continue to support and collaborate with formal and informal business groups to connect them to one-another and to the community.								

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CC6	Engage with the wider Corsham community through planning and creating a permanent Street Art Walk around the Town and surrounding villages.								
CC7	Develop a bold 'Destination Corsham' marketing strategy targeting local, regional and national attention (in that order) with stronger emphasis on online promotion.								
SC5	Make Corsham environmentally sustainable through protection of our environment.								
SC6	Encourage businesses in the sustainable use of the natural environment.								
	Cost								
	Total cost of Strategic Plan activities								
	Major Projects	Year 1 (2018/19)	Year 2 (2019/20)	Year 3 (2020/21)	Year 4 (2021/22)				
MP1	Play Area Programme								
MP2	Asset Management Plan								
MP3	Arnold House (sale)								
MP4	New Workshop								
MP5	New Cemetery								
MP6	Cycle Network								
MP7	Public Realm Strategy								
MP8	Railway Station								
MP9	Free/subsidised Parking								
MP10	Service Delegation and Asset Transfer								
	Cost								
		Year 1 (2018/19)	Year 2 (2019/20)	Year 3 (2020/21)	Year 4 (2021/22)				
	Total cost								

	Major Input
	Exploratory Work
	Ongoing Effort