Corsham
TOWN COUNCIL

Strategic Plan

2026 – 2030

PEOPLE • PLACE • PROSPERITY

Foreword

Shaping Corsham's Future Together

Welcome to the Corsham Strategic Plan, our community's roadmap for the next four years. As we look to the future, balancing the rich heritage of our historic market town with rapid growth and innovation, we have built our Plan on three central pillars: **People, Place, and Prosperity.**

- **People:** We will support community wellbeing, enhance local health and recreational services, and ensure that every voice in Corsham is heard and valued.
- **Place:** We are dedicated to protecting our unique local identity and green spaces while improving transport connectivity and championing the goal of net-zero carbon emissions.
- **Prosperity:** We will continue to support the vitality of our town centre, back independent local businesses, and encourage sustainable, long-term investment in our economy.

Our vision is simple: to make life better in Corsham. We are committed to fostering an inclusive, sustainable community that thrives on equality and accessibility.

Community engagement is, and will continue to be, at the heart of everything we do. As well as Councillors and staff, the feedback from residents and local businesses in putting together this new Strategic Plan has been invaluable. Thank you to everyone who shared their views during the consultation process to help shape these priorities.

You are an essential part of Corsham's story. Together, we can ensure that Corsham remains a vibrant, welcoming, and forward-thinking town for generations to come.

Cllr Alan Brown
Chair, Corsham Town Council

Introduction

Corsham Town Council exists to improve the quality of life for people who live, work and visit Corsham. This Strategic Plan sets out the Council's priorities for the four-year period 2026–2030 and provides a clear framework for decision-making, resource allocation and partnership working.

The Plan has been developed following facilitated engagement with Councillors and staff, an online survey, and direct engagement with young people through Corsham Youth Council. The findings of this engagement form the evidence base for this draft Plan. It reflects both community expectations and the Council's statutory role, capacity and influence.

This Strategic Plan replaces the 2022–2026 Strategic Plan and aligns with the Council's existing strategies, policies and statutory responsibilities.

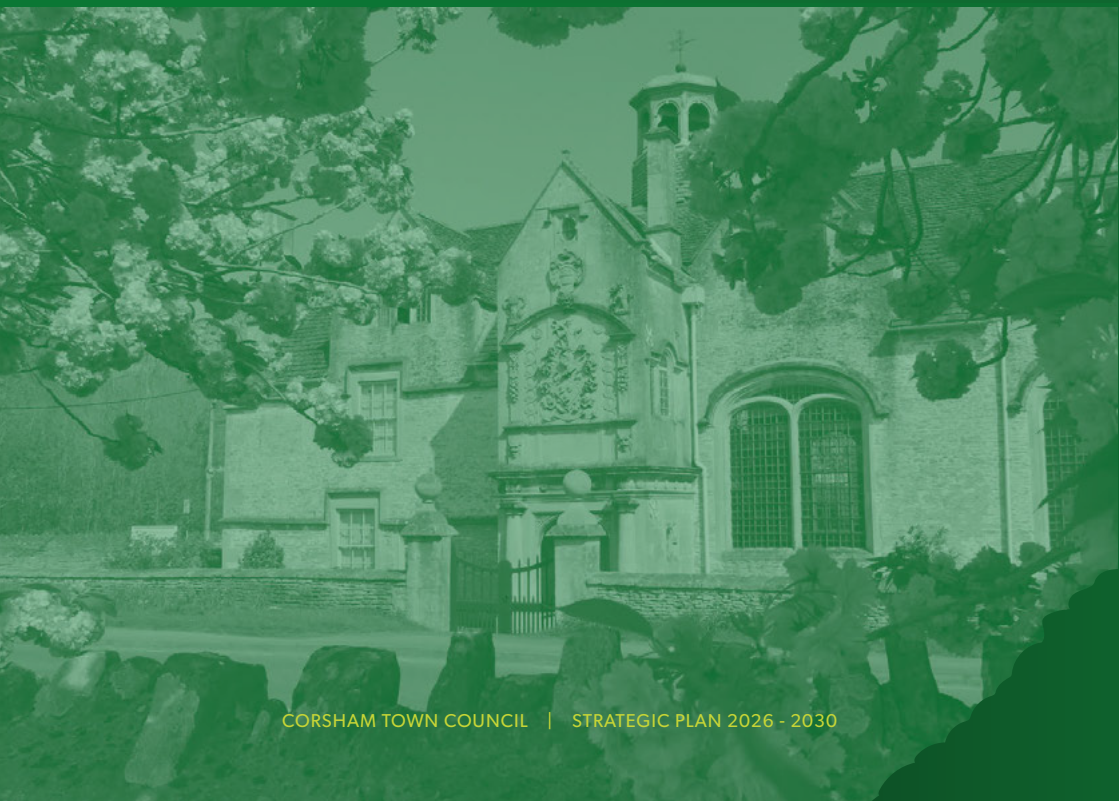
Vision

Corsham will be a thriving, inclusive and sustainable town where people feel safe, supported and proud of their community; where places are well cared for and accessible; and where prosperity benefits everyone.

Purpose of the Strategic Plan

The Strategic Plan will:

- Set clear priorities for the Council's work from 2026 to 2030.
- Provide a framework for annual budgets, work programmes and action plans.
- Guide Councillors and officers in consistent decision-making.
- Support effective partnership working and influence.
- Enable progress to be monitored and reported transparently.



Core Principles

The following principles apply across all activity:

- Community-focused: decisions based on local needs and evidence.
- Inclusive and accessible: recognising different needs and barriers.
- Delivery-led: focused on outcomes, not just aspirations.
- Financially responsible: realistic, sustainable and value for money.
- Collaborative: working with partners where outcomes cannot be delivered alone.

Strategic Themes and Objectives

The Council's priorities for 2026–2030 are organised under three strategic themes: **People, Place and Prosperity.**

People

Supporting wellbeing, inclusion and community life

STRATEGIC AIM

To improve quality of life for all residents by supporting health, wellbeing, safety and community connection.

OBJECTIVES

1.1 Community Wellbeing

- Support physical and mental wellbeing through local initiatives and partnerships.
- Enable voluntary and community organisations through grants, space and coordination.
- Deliver and review the Age-Friendly Corsham programme.
- Promote arts, culture and creativity as contributors to wellbeing and social connection.

1.2 Children and Young People

- Prioritise facilities and activities for young people, including completion of a new skatepark.
- Strengthen engagement with young people to shape services and spaces.
- Support youth organisations, outreach and inclusive opportunities.

1.3 Cost of Living and Inclusion

- Support food security initiatives and community resilience projects.
- Improve digital inclusion, digital skills and scam awareness.
- Improve access to clear, timely information about support services.

1.4 Community Safety

- Support initiatives to reduce anti-social behaviour, littering and dog fouling.
- Promote safer streets through traffic calming and speed reduction.
- Maintain public spaces that feel safe and welcoming.

Place

Caring for Corsham's environment, spaces and movement

STRATEGIC AIM

To protect and enhance Corsham's built and natural environment while ensuring spaces and infrastructure are fit for current and future needs.

OBJECTIVES

2.1 Public Spaces and Facilities

- Maintain and improve play areas, ensuring accessibility and inclusivity.
- Improve public toilet provision and standards.
- Protect and enhance our public realm through planting, public art and town-centre improvements.

2.2 Environment and Nature Recovery

- Secure biodiversity net gain through development.
- Protect green spaces and wildlife habitats.
- Embed environmental responsibility into Council operations and projects.

2.3 Movement and Accessibility

- Improve pavements, dropped kerbs and street lighting.
- Support safer speeds and road safety measures.
- Address parking, HGV and coach impacts.
- Enable walking, cycling and wheeling through partnership delivery.
- Implement local priorities from the Corsham Transport Plan.

2.4 Land and Assets for the Future

- Secure land for allotments, community gardens and recreation.
- Support local food growing to improve wellbeing and resilience.
- Take a strategic, long-term approach to Council-owned land and assets.

Prosperity

Strengthening the town, economy and Town Council capacity

STRATEGIC AIM

To support a resilient local economy, influence decisions affecting Corsham, and ensure the Town Council is equipped to deliver.

OBJECTIVES

3.1 Local Economy and Town Centre

- Support a vibrant, accessible and attractive town centre.
- Align with Destination Corsham objectives to support sustainable tourism.
- Recognise the role of public realm, transport and services in economic vitality.

3.2 Influence and Advocacy

- Act as a strong advocate with Wiltshire Council, NHS bodies and other partners.
- Influence decisions on parking, health provision and key services.
- Engage proactively with major landowners and infrastructure proposals.
- Be prepared to respond effectively to nationally significant infrastructure projects.

3.3 A Strong and Modern Town Council

- Improve internal systems, processes and use of technology.
- Strengthen communications while recognising the digital divide.
- Invest in staff, training and facilities, particularly including the grounds team.
- Support Councillors with modern governance tools and skills.
- Develop and maintain "shovel-ready" projects to respond to funding opportunities.
- Align resources clearly to strategic priorities.

Delivery and Governance

- Each strategic theme will be supported by a rolling action plan.
- Action plans will identify responsibilities, timescales and resource implications and make clear the routes for agile decision making and for referring challenges/barriers to the Town Council.
- Progress will be reviewed annually by the Town Council and reported publicly.
- The Strategic Plan will be reviewed mid-term to ensure continued relevance.

Conclusion

This Strategic Plan provides a clear, realistic and deliverable framework for Corsham Town Council's work from 2026 to 2030. It reflects community priorities, builds on strong foundations, and positions the Council to act decisively, influence effectively and deliver for the long term.

Action Plan

PEOPLE: Supporting wellbeing, inclusion and community life		Year 1 (2026/27)		Year 2 (2027/28)		Year 3 (2028/29)		Year 4 (2029/30)	
I.D.	**Strategic Aim: To improve quality of life for all residents by supporting health, wellbeing, safety and community connection**								
OB1	**Objectives for Community Wellbeing**								
CW1	Support physical and mental wellbeing through local initiatives and partnerships.								
CW2	Enable voluntary and community organisations through grants, space and coordination (to include review of the Town Council's grants scheme).								
CW3	Deliver and review the Age-Friendly Corsham programme.								
CW4	Promote arts, culture and creativity as contributors to wellbeing and social connection.								
OB2	**Objectives for Children and Young People**								
CYP1	Prioritise facilities and activities for young people, including completion of a new skatepark.								
CYP2	Strengthen engagement with young people to shape services and spaces.								
CYP3	Support youth organisations, outreach and inclusive opportunities.								
OB3	**Objectives for Cost of Living and Inclusion**								
CLI1	Support food security initiatives and community resilience projects.								
CLI2	Improve digital inclusion, digital skills and scam awareness.								
CLI3	Improve access to clear, timely information about support services.								
OB4	**Objectives for Community Safety**								
CS1	Support initiatives to reduce anti-social behaviour, littering and dog fouling.								
CS2	Promote safer streets through traffic calming and speed reduction.								
CS3	Maintain public spaces that feel safe and welcoming.								

ongoing activity **priority/review during this period**

PLACE: Caring for Corsham's environment, spaces and movement		Year 1 (2026/27)		Year 2 (2027/28)		Year 3 (2028/29)		Year 4 (2029/30)	
I.D.	**Strategic Aim: To protect and enhance Corsham's built and natural environment while ensuring spaces and infrastructure are fit for current and future needs**								
OB5	**Objectives for Public Spaces and Facilities**								
PSF1	Maintain and improve play areas, ensuring accessibility and inclusivity.								
PSF2	Improve public toilet provision and standards.								
PSF3	Protect and enhance our public realm through planting, public art and town-centre improvements.								
OB6	**Objectives for Environment and Nature Recovery**								
ENR1	Secure biodiversity net gain through development (includes Neighbourhood Plan monitoring).								
ENR2	Protect green spaces and wildlife habitats (to include new Biodiversity Action Plan from 2028/29).								
ENR3	Embed environmental responsibility into Council operations and projects (includes Corsham Climate Action Plan 2022-2030).								
OB7	**Objectives for Movement and Accessibility**								
MA1	Improve highways pavements, dropped kerbs and street lighting.								
MA2	Support safer speeds and road safety measures.								
MA3	Address parking, HGV and coach impacts.								
MA4	Enable walking, cycling and wheeling through partnership delivery.								
MA5	Implement local priorities from the Corsham Transport Plan.								
OB8	**Objectives for Land and Assets for the Future**								
LAF1	Secure land for allotments, community gardens and recreation.								
LAF2	Support local food growing to improve wellbeing and resilience.								
LAF3	Take a strategic, long-term approach to Council-owned land and assets.								

ongoing activity **priority/review during this period**

PROSPERITY: Strengthening the town, economy and Council capacity		Year 1 (2026/27)		Year 2 (2027/28)		Year 3 (2028/29)		Year 4 (2029/30)	
I.D.	**Strategic Aim: To support a resilient local economy, influence decisions affecting Corsham, and ensure the Town Council is equipped to deliver**								
OB9	**Objectives for Local Economy and Town Centre**								
LETC1	Support a vibrant, accessible and attractive town centre.								
LETC2	Align with Destination Corsham objectives to support sustainable tourism.								
LETC3	Recognise the role of public realm, transport and services in economic vitality.								
OB10	**Objectives for Influence and Advocacy**								
IA1	Act as a strong advocate with Wiltshire Council, NHS bodies and other partners.								
IA2	Influence decisions on parking, health provision and key services.								
IA3	Engage proactively with major landowners and infrastructure proposals.								
IA4	Be prepared to respond effectively to nationally significant infrastructure projects.								
OB11	**Objectives for A Strong and Modern Town Council**								
SMTC1	Improve internal systems, processes and use of technology.								
SMTC2	Strengthen communications while recognising the digital divide.								
SMTC3	Invest in staff, training and facilities, particularly including the grounds team.								
SMTC4	Support Councillors with modern governance tools and skills.								
SMTC5	Develop and maintain 'shovel-ready' projects to respond to funding opportunities (includes Corsham Railway Station and Public Realm).								
SMTC6	Align resources clearly to strategic priorities.								

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