



A Town Transport Plan for Corsham

Consultants' Brief

1. Background

Corsham Town Council's Strategic Plan 2022-2026 has four strategic priorities, one of which is Transport and Highways. The Town Council is seeking proposals from qualified transportation consultants to develop an evidence-based Town Transport Plan for Corsham, Wiltshire. The plan should provide a comprehensive strategy for improving transportation within the town and set out how the Town Council's key transport and highways priorities could be addressed. The priorities are:

- Affordable, well-connected and regular public transport
- Well-maintained roads and routes for walking and cycling
- Lower traffic speeds and improved road safety measures
- Plans in place for new transport infrastructure

The Plan should:

- Define the long-term vision for the transportation system
- Set specific, measurable goals that align with the vision

2. Project Scope

The Town Transport Plan will be used to provide evidence to underpin proposals to improve all forms of transport around the parish of Corsham. Accordingly, it needs to provide a comprehensive assessment of the current issues experienced by residents of and visitors to the parish, as well as describing solutions to address as many of these issues as possible.

It should take into account measures which are already being proposed, together with the contents of Wiltshire Council's current and proposed Local Transport Plans.

The Council is primarily interested in solutions.

The issues assessed should include:

A review of existing data including traffic counts.

A detailed assessment of the current transportation infrastructure, including the road network and its performance, cycling and pedestrian facilities, and public transport, paying particular attention to issues experienced by mobility-impaired and disabled people;

An analysis of traffic patterns, congestion points and accident data within Corsham parish, together with an analysis of the way people are travelling to, from and within Corsham parish;

An analysis of the environmental impact of the various modes of transportation; and

An analysis of the issues affecting businesses in Corsham town centre.

Identification of data gaps and proposals for new data that is required.

The solutions considered should include:

Improvements to the road and footpath network;

Improvements to public transport;

Measures to reduce carbon emissions and other pollutants, and improve air quality;

Measures to encourage active travel;

Measures to improve accessibility for mobility-impaired and disabled people; and

Measures to encourage the development of local businesses.

3. General Areas for Consideration

The Town Transport Plan research and stakeholder engagement to be carried out by the consultants shall consider the following areas and make recommendations for improvement where appropriate:

Sustainable ActiveTravel/Transportation

- Suggest ways to improve and expand the cycling and walking network within Corsham and between the town and neighbouring villages and other settlements.
- Prioritise sustainability by encouraging the use of electric vehicles, reducing emissions and improving air quality/sustainability by encouraging the use of environmentally friendly modes of transport, such as walking, cycling and electric vehicles.
- Investment in infrastructure for alternative fuels and renewable energy sources.
- Set targets for reducing greenhouse gas emissions from the transportation sector
- Review the impacts of the free parking agreement between Corsham Town Council and Wiltshire Council.
- Assesses the feasibility of installing additional crossing points on main roads, in particular Pickwick Road and the A4.

Public Transport

- Suggest ways to improve and expand public transport to provide convenient and affordable options for residents.
- Explore the possibility of free or subsidised public transport to reduce car dependence, along with an on demand service.

- Review the current bus infrastructure such as bus stops and shelters and suggest improvements and efficiencies.

Road Safety

- Identify the least safe locations in the parish for road safety for pedestrians, cyclists and motorists.
- Develop strategies to enhance road safety, reduce accidents and protect vulnerable road users.
- Develop strategies to enhance road safety, including traffic calming measures, improved signage and educational campaigns.
- Review the suitability of existing speed limits where concerns have been raised.
- Set targets for reducing traffic-related injuries and fatalities.

Congestion Management

- Explore traffic management improvements to reduce congestion and improve traffic flow.
- Assess parking availability and pricing to encourage responsible parking behaviour.
- Consider the possible implications of developing park-and-ride facilities on the outskirts of the town.
- Promote carpooling and car-sharing to reduce the need for parking spaces.

Accessibility and Inclusivity

- Ensure that transportation services are accessible to an aging population and people with disabilities.
- Promote equitable access to transportation options for all residents, including underserved communities, regardless of socioeconomic status.
- Assess the condition of, and requirements for, pavements, surfaces, dropped kerbs and crossing points.

Land Use Planning

- Review Corsham Neighbourhood Plan Transport Objectives and Policies, the emerging Wiltshire Local Plan, and Wiltshire Council's LTP4 proposed policies. Make evidence-based recommendations relating to such plans.
- Align transportation planning with land use policies to create compact, walkable neighbourhoods and reduce sprawl.
- Consider recommendations to improve and encourage mixed-use developments to reduce reliance on private vehicles.

Environmental Considerations

- Consider the environmental impact of transportation projects and aim to minimise adverse effects. This may include identifying where to implement green transportation practices, such as tree planting and green infrastructure to improve air quality and aesthetics.

Funding and Financing

- Identify funding sources including government grants and private investment. Develop a financial plan that outlines budget allocation and prioritises transportation projects.

Implementation Plan

- Create a phased implementation plan with suggested timelines, responsibilities and performance metrics. Prioritise projects based on their impact on the overall transportation system.

4. Existing Specific Identified Issues to be Reviewed

- Outputs from the Town Council's Transport Survey 2023.
- Parking and congestion issues around the parish.
- Speeding traffic as evidenced through data collection from Speed Indicator Devices, Community Speed Watch. Groups, Lorry Watch, Metro Counts and AutoSpeedWatch Camera from various sites.
- The value of the Corsham Link plan, as identified in Corsham Neighbourhood Plan.
- Bus Services, stops and shelters.
- Proposals for 20mph limits and/or zones.
- On-street parking issues.
- Review the demand, viability and advisability of introducing a town centre residents' parking scheme.

5. Stakeholder Engagement and Evidence Gathering

The proposal shall outline how the consultant will:

- a. Engage with key stakeholders, including Wiltshire Council, government agencies, local communities, businesses and transportation experts.
- b. Gather input on transportation needs, concerns and priorities.
- c. Involve the community in transportation decision-making processes.

6. Proposal Requirements

Consultants must submit a detailed proposal that includes the following:

- a. Consultant Information: Provide a brief overview of your consulting firm, including relevant experience and qualifications.
- b. Methodology: Outline your approach to developing the Town Transport Plan, including data collection, analysis and stakeholder engagement.
- c. Work Plan: Provide a project timeline with milestones and deliverables leading up to the final plan.
- d. Budget: Detail the cost breakdown for the proposed services, ensuring it does not exceed £30,000+VAT.
- e. References: Include references or examples of similar projects you've successfully completed.

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- a. Experience and Qualifications
- b. Methodology and Approach
- c. Cost-effectiveness
- d. Feasibility and Timeline
- e. References and Past Performance.

8. Submission Details

Please submit your proposal by **9 August 2024** in electronic format to the following address: Corsham Town Council, Town Hall, High Street, CORSHAM, Wiltshire SN13 0EZ.

9. Timeline

Request for Proposal Issued: 12 July 2024

Proposal Submission Deadline: 9 August 2024

Consultant Selection: 14 August 2024

Project Commencement: 2 September 2024

DRAFT Town Transport Plan Issued: 10 October 2024

Response Due: 24 October 2024

FINAL Town Transport Plan Issued: 31 December 2024

10. Contact Information

For enquiries and further information, please contact: David Martin, Chief Executive
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