

## ANNEX D – STAKEHOLDER ENGAGEMENT



# SWINDON AND WILTSHIRE RAIL STUDY

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### IDENTIFICATION TABLE

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## 1. STAKEHOLDER ENGAGEMENT ANALYSIS

1.1.1 As part of the development of the evidence base for the Swindon & Wiltshire Rail Study we undertook two Stakeholder Engagement exercises. These exercises took the following forms:

- A questionnaire issued in July 2018 was sent via Community Engagement Managers to interested parties across Swindon and Wiltshire including parish and town councils and rail user groups.
- A Stakeholder Engagement Workshop was held in Swindon in January 2019, drawing-together a range of stakeholders with an interest in the development of the rail network in Swindon and Wiltshire.

1.1.2 The following sections summarise the key outputs of this process.

## 2. STAKEHOLDER QUESTIONNAIRE

- 2.1.1 The stakeholder questionnaire was designed to understand the aspirations for the developing the rail network. It was issued in July 2018 and was distributed to Community Engagement Managers responsible for Area Boards in Wiltshire, rail user groups, and councillors at both Swindon Borough Council and Wiltshire Council.
- 2.1.2 The questionnaire asked for suggestions for suggested improvements to services, the objectives they would address, the area impacted and the suggested timescales for implementation.
- 2.1.3 The outcomes of the Stakeholder Engagement questionnaire have been included within the gap analysis.
- 2.1.4 The survey received 11 responses from representatives of the following organisations:

- Bedwyn Trains Passenger Group
- Corsham Town Council
- Devizes Town Council
- Forward Swindon
- Ludgershall rail Group
- Melksham Rail User's Group
- MOD Corsham
- Salisbury City Council
- Transition Marlborough's Transport Group
- Tranwilts
- Westbury Town Council
- Wiltshire Council

- 2.1.5 The following suggestions were received from the above stakeholders:

### **Incremental Improvements to New Services**

- Improved services to and from Frome
- Improved services to the South West
- Additional late evening services
- Increased frequency between Dilton Marsh and Salisbury
- Increased service frequency on the Trans Wilts corridor
- Timetable optimisation to allow Westbury and Eastleigh to function as hubs
- Improved services on the Berks & Hants route
- Increased service frequency between Westbury and Weymouth
- Extension of Paddington – Bedwyn services to Westbury
- Increased capacity on Portsmouth – Cardiff services

### **New Service Options**

- Extend Trans Wilts services to Southampton (direct or via Eastleigh and Southampton Airport)
- Extend Trans Wilts service to Oxford
- Improved connectivity with the Midlands and North

- Improved connectivity with the East Midlands/Chilterns/East Anglia
- Light from Salisbury to Stonehenge/Wilton/Porton/Amesbury

### Stations Enhancements & Access

- Swindon station gateway improvements
- Enhanced local access at Melksham
- Redesign of Trowbridge station
- Salisbury Park & Ride to pass close to station
- Bus link between Bedwyn and Marlborough

### New Stations

- Devizes Parkway
- Royal Wootton Bassett
- Hullavington Parkway
- Wilton Parkway for Stonehenge
- Porton Parkway
- Corsham Station
- White Horse – Ashton Park Station
- Moreton Bridge station
- Steventon
- Ludgershall
- Wylve Valley
- Marlborough stations (and line reopening)

### Infrastructure

- Passing loop on the Melksham single line
- Fourth platform face at Westbury
- Resignalling works at Salisbury to allow Platform 1 to return to use
- Third platform at Chippenham or other loop/reversing facility
- Redoubling of Thingley Junction to Bradford Junction

### 3. STAKEHOLDER EVENT

3.1.1 On 16<sup>th</sup> January 2019 a stakeholder event was held in the STEAM Museum in Swindon which brought together a range of stakeholders with an interest in the development of the rail network in Swindon and Wiltshire. By this point in the study it was possible to present attendees with some initial outputs of the study, and thus give attendees the opportunity to provide early feedback.

3.1.2 Event attendees included representatives of SWLEP, Wiltshire Council, Swindon Borough Council, a number of businesses and neighbouring LEP representatives, Network Rail, Great Western Railway, South Western Railway and rail users groups.

3.1.3 The event was designed to examine two themes:

**The role of rail in Swindon and Wiltshire** – this covered the following questions:

- What do you believe are the strengths of rail services in Swindon and Wiltshire?
- Do rail services support the growth and development of the economy and make Swindon and Wiltshire an attractive place to live and work?
- Is their sufficient integration between rail and other modes, and could this be improved?
- What gaps do you feel exist in the Swindon and Wiltshire rail network?
- What are the barriers to the improvement of passenger rail services? How could these be overcome?
- Do you feel that rail freight might have a role in serving the economy of Swindon and Wiltshire in the future?
- What are the future needs for rail access in Swindon and Wiltshire?
- Should priorities for investment be focussed on improving strategic (long distance) services, or local (regional) services?

**Area-specific discussions of scheme options and proposals;** divided into five groups covering:

- Swindon Area
- Trans Wilts Corridor
- Berks & Hants Line
- West of England Line
- Great Western Mainline

3.1.4 On the pages below we present the outputs of the Stakeholder Event as summarised by the event facilitators. As with the responses from the Stakeholder Questionnaire, the outputs of the workshop have been incorporated into the Gap Analysis and Rail Strategy.



## 3.2 Workshop Session 1 – The role of rail in Swindon and Wiltshire

### Feedback at end of Workshop

#### Group A

Great Western Main Line is a strength. Trans Wilts is a strength.  
Dialogue on integration between rail and road is important.

#### Group B

North/south routes are a strength (Trans Wilts)  
Need to be linked up to opportunities (or threats?) in surrounding areas, e.g. Metro West. Parkway stations integrated with other transport modes can be a USP for the area going forward.

#### Group C

Access to London isn't everything.  
Regional links are important – e.g. to Birmingham. Local links within Swindon and Wiltshire important.  
Need a network of links to diverse locations.  
Service patterns need to reflect changing working patterns (e.g working from home, so less trains needed on a Friday?).  
Door to door journey is important, all modes need to be considered, not just rail. Local stations should be physically attractive.

#### Group D

Tourism in the Swindon and Wiltshire area needs to be a key consideration.  
Socio-economic factors need to be taken into consideration as well as purely economic ones. Access to airports and ports is important.  
Integration of all modes of transport important given rural nature of Wiltshire. Wilton Parkway, Corsham and Devizes Parkway are all stations that should be built.

#### Group E

Recent investments (e.g. GWML electrification) are a positive. Need to consider military re-basing, especially in south of area.  
Car Parking for users of the rail network is an important consideration going forward. Regional links important, e.g. Cambridge and Bedford.

## **Facilitator Sheets**

### **Group A (Ben Staite)**

#### **What do you believe are the strengths of rail services in Swindon and Wiltshire?**

North Wiltshire and Swindon – connections and speed to London. Thames Valley/M4 corridor – key centres served frequently.

Services from South Wiltshire and Kennet Valley eastwards to London are good. Positive recent projects – TransWilts, Melksham – growth, demand, popular.

Electrification (greener, less polluting) and capacity enhancements – additional seating. Starting to meet the needs compared to other forms of transport, particularly the private car and increasing traffic congestion on the local strategic highway network.

#### **Do rail services support the growth and development of the economy and make Swindon and Wiltshire an attractive place to live and work?**

Swindon – yes, objectives met from a communications perspective.

Not for South or West Wiltshire, particularly with cross-county links such as Swindon - Salisbury (North-South).

Suits commuters working 9-5, but not unsociable hours/24 hour economy (early starts or late finishes). Significant military interests in Wiltshire (4,000 troops), however Ludgershall and Tidworth are poorly served with no coverage for Salisbury Plain.

Balance land take.

Two stations on the M4 corridor – long linear growth area. Kennett Valley – limited provision westwards.

#### **Is there sufficient integration between rail and other modes, and could this be improved?**

No co-ordination.

Car park capacity needs to be enhanced at Swindon, Chippenham and Westbury rail stations. This would follow the recent example of an enlarged car park at Kemble rail station.

Stronger connectivity between rail and bus.

Wiltshire is the third largest county, pre-dominantly a rural area, with only 15 stations in Swindon and Wiltshire.

Wiltshire Council subsidy for bus services is in decline.

Bus service frequencies have reduced for example between Marlborough and Bedwyn rail station. This has led to an increase in journeys by car to Bedwyn rail station.

Lack of bus connections between commuter services. Grateley rail station is an example of a rural parkway station.

#### **What gaps do you feel exist in the Swindon and Wiltshire rail network?**

New rail stations particularly for Corsham and Wootton Bassett for access to the network and employment links in Swindon.

Connectivity to Heathrow International Airport, avoiding the need to travel into central London and also Gatwick airport via Reading.

Connectivity to the London economy – fare premium, nature of current fare policy and annual increases.

Connectivity – Swindon – Didcot – Oxford. Connectivity to the North via Oxford.

Connections eastwards – Cambridge, Bedford (hi-tech industries) with poor highway connections.

Scope for rail freight – Honda.

Salisbury to Porton Down Business Park via Ministry of Defence (MOD) military rail link Ludgershall - Military housing – existing and new stock.

South Marston – station for New Eastern Villages development.

**What are the barriers to the improvement of passenger rail services? How could these be overcome?**

Finance/funding. Landtake and availability. Network Rail.

Capacity.

Fares structure – cost of a peak time return journey to London, particular on the Great Western Main Line.

Car parking.

Connectivity – particularly for rural areas.

Plymouth, Devon and Cornwall Councils have taken a proactive approach to promoting and securing rail service enhancements to support its economic interests.

**Do you feel that rail freight might have a role in serving the economy of Swindon and Wiltshire in the future?**

Not with the existing present network. Strong demand for aggregates.

Destinations – Southampton, Poole.

**What are the future needs for rail access in Swindon and Wiltshire?**

Additional rail stations.

**Should priorities for investment be focussed on improving strategic (long distance) services, or local (regional) services?**

A mixed approached with:

Government – covering major investment schemes such as electrification. Local bodies – enhancements to the local rail network.

**Group B (Peter Wragg)**

**What do you believe are the strengths of rail services in Swindon and Wiltshire?**

East West GWML a strength – wide coverage beyond our borders.

North – South routes constrained as do not have effective links outside borders. Westbury as strength – strong linking potential.

A350 Growth Zone a weakness – has most stations but poor services to London. Car parking at current main line stations is maxed out.

Access to main line stations is difficult.

Opportunities with neighbouring areas developing rail systems – Swindon and Wiltshire can gain from their development.

Need to link station development to strategic employment sites, not just think about Parkway concept. Swindon, Salisbury and Westbury will be enhanced interchange stations.

**Do rail services support the growth and development of the economy and make Swindon and Wiltshire an attractive place to live and work?**

Supports what we have now.

West of England Combined Authority has funding – risk that they will get ahead of the game. Connectivity to north and midlands needs significant improvement to access larger parts of UK economy.

Need to link to strategic employment sites.

HS2 is both a strength and a threat – its development could have a detrimental impact on importance of Great Western Mainline.

**What are the barriers to the improvement of passenger rail services? How could these be overcome?**

Cost to users. Integration of partners. Integration of services.

Too many priorities – difficult to prioritise. Limited capacity at stations.

Different financial models needed. Protected working practices – silo thinking.

**Group C (Ian Baxter)**

**What do you believe are the strengths of rail services in Swindon and Wiltshire?**

London mainline is a strength.

Trans Wilts connectivity to local towns is a strength. Potential to do more to road and rail infrastructure.

**Do rail services support the growth and development of the economy and make Swindon and Wiltshire an attractive place to live and work?**

No!

Mainline works well.

Not serving enough area from main east/west connector routes. Residents not well served by rail.

Southern route (A303) – poor service going west (single line). Potential for freight route to be increased. Number of paths not used. Berks and Hants line opportunity – new town?

Visitors use trains to Salisbury, then bus to Stonehenge. Visitors use trains to Bath then bus to Lacock etc.

Westbury connectivity – 1 direct train per day direct to Plymouth.

**Is there sufficient integration between rail and other modes, and could this be improved?**

No!

High environmental impact due to timetable not joining up. Minimal integration.

Poor parking generally. Poor road infrastructure. Services not good enough.

Drive to stations further afield for easier parking.

**What gaps do you feel exist in the Swindon and Wiltshire rail network?**

Wilton, Devizes, Corsham, Hullavington stations Need more platforms at Salisbury and Westbury.  
Bristol to London – more indirect stations/stopping services.

**What are the barriers to the improvement of passenger rail services? How could these be overcome?**

Flexibility at Department for Transport.

Access to services – co-ordinate road and rail/dedicated road routes to stations/park and ride rail link.  
Capacity (sufficient carriages).

**Do you feel that rail freight might have a role in serving the economy of Swindon and Wiltshire in the future?**

Yes.

Would reduce journey times on roads. Positive environmental impact.

Need further freight terminals (this study to identify/roads need to be good enough to get freight in and out of terminal).

Freight slots are underused at present.

Road planners should be in the same meetings as the rail planners. Local transport plan has to integrate road/rail/local plans/ new building.

**What are the future needs for rail access in Swindon and Wiltshire?**

Ministry of Defence links and connectivity. 16 station option sites cover it.

**Should priorities for investment be focussed on improving strategic (long distance) services, or local (regional) services?**

Priorities are all currently long distance.

Focus needs to be on regional, including Birmingham. Linking to Midlands strategy.

**Group D (David Bishop)**

**What do you believe are the strengths of rail services in Swindon and Wiltshire?**

Frequency and speed of Swindon and Chippenham to London service. Trans Wilts gives good connectivity to Bristol.

Westbury connectivity an opportunity. Good frequency to London at Salisbury. Need to link to airports and ports.

**Do rail services support the growth and development of the economy and make Swindon and Wiltshire an attractive place to live and work?**

London links are attractive to hi-tech businesses; good selling point where skills shortage an issue.

Connectivity between services needs to improve, particularly at Westbury.

Birmingham connectivity should be better - could Cross Country connections be provided at Didcot?

99.7% of businesses are small businesses. They prioritise roads and don't think about rail. Much of the County is attractive for road transport, but stations poorly positioned

How can small businesses access rail?

Rail could be more important for socio-economic aspect of life – it already has good access to courts, hospitals, social services etc at Trowbridge, Swindon and Salisbury.

North/south demographic split - access to Swindon important.

**Is their sufficient integration between rail and other modes, and could this be improved?**

Good bus links at Chippenham but Swindon not so good. Transport hubs needed.

Concept of parkway stations with good links into local town centre and wider capability to be railhead for rural hinterland (e.g. Devizes).

Highways people and rail people in silos – opportunities missed for rail investment.

Tourism and socio-economic factors are currently underplayed when making business case for investments.

Better facilities needed for cycles, taxis & demand responsive transport.

Corsham needs quicker bus links (to Chippenham Station?) – current services not currently attractive to local businesses.

Use higher (train) fares to subsidise bus links (linked ticketing – through tickets).

**What gaps do you feel exist in the Swindon and Wiltshire rail network?**

Poor links to Devon and Cornwall.

Little connectivity between rail operators. Poor connectivity into Cross Country services. Berks and Hants needs hourly stopping service.

Better connectivity needed between main lines and Trans Wilts, especially at Westbury. Better connections needed to Midlands and Birmingham.

Southern section of Wiltshire short of stations.

Wootton Bassett, Corsham, Wilton Parkway and Devizes stations all supported.

Southern – 2 trains per hour needed west of Salisbury, perhaps one running to Yeovil Pen Mill to give better access to Yeovil market.

Hourly service to Dorset would be nice (Westbury – Weymouth, perhaps connecting with the new Salisbury – Yeovil service described above at Pen Mill to include Salisbury in improved connectivity).

**Group E (James Jackson)**

**What do you believe are the strengths of rail services in Swindon and Wiltshire?**

High Frequency and high speed service on the GWML.

Westbury station as an opportunity for interchange – but not used to full potential. Good location of stations for towns that are served.

**Do rail services support the growth and development of the economy and make Swindon and Wiltshire an attractive place to live and work?**

Poor access to the network as whole – insufficient number of stations.

Access to existing stations can often be congested for those arriving from further afield. Lack of connectivity to the midlands and north.

Poor connectivity on berks & Hants lines and lost opportunity around interchange at Westbury.

**What gaps do you feel exist in the Swindon and Wiltshire rail network?**

Too great a focus on London links, non-London strategic and local services are of more importance.

Need to consider rail as a part of a door to door journey.

Opportunities (and need) to develop stations to allow them to serve the community not just as a rail station but also as a community hub.

Need to improve trips in the mid-distance band.

Need for a network of links to a brief range of destinations – potential to rethink some service patterns based around more flexible rolling stock capability – e.g. coupling/splitting IET trains.

**Do rail services support the growth and development of the economy and make Swindon and Wiltshire an attractive place to live and work?**

In Devizes the lack of a rail station has been identified as an issue for recruitment and retention of staff in companies.

Opportunity to use stations as community hubs, strengthening the relationship between rail services and the areas they serve.

Services need to reflect peoples changing working patterns for example greater home working, commuting on fewer days by potentially further.

### 3.3 Workshop Session 2 – Area-specific discussion of scheme options and proposals

#### 3.3.1 Feedback at end of Workshop

##### **Swindon (Ben Staite)**

Access to Oxford important, especially link from New Eastern Villages development. Challenge Swindon faces is a population of 200,000 people with only one station with limited car parking. More work needed to determine which of proposed parkways would be preferred.

##### **Trans Wilts (James Jackson)**

Support for an extended service from Southampton, through Westbury to Oxford. Require frequency of 2 trains per hour on all routes.

Improvements to Westbury station and the Melksham Chord are important.

##### **Berks and Hants (David Bishop)**

Need to improve Westbury connectivity. Need to improve frequency of services.

Strong support for a Devizes Parkway station (poor road connectivity, long distances for a relatively large population to access other major centres).

##### **West of England (Mark Beckett)**

Speed and capacity of services need to be improved. Services west of Salisbury need to be improved.

Need joined up services along whole route. Need improved services to Southampton.

Strong support for Parkway station and Park and Ride at Wilton (link to Stonehenge).

Strong support for Parkway station at Porton (link to business parks at Porton and Boscombe).

Need to consider Ludgershall and military requirements.

##### **Great Western Main Line (Peter Wragg)**

Given only two stations in area, support for further stations is strong (Corsham and Royal Wootton Bassett).

Stopping services at these new stations would be needed, but with usual speed vs stopping paradox to be resolved!

Understand concept of free gifts but need to ensure access to them (e.g. HS2, Heathrow Access).

Parking at existing (and new) stations very important.

A number of factors important as well as economic ones (environmental, links to educational institutions, access for all, etc.)

#### 3.3.2 Facilitator Sheets

##### **Swindon (Ben Staite)**

##### **What services does the area need?**

Links eastwards: Oxford, Cambridge; Direct services to Oxford – bypassing Didcot Parkway and the challenge of the A420 corridor.

Links to Midlands and the North.

Economic evidence -3 Growth Zones – including Southampton (LEPs). County links: Salisbury – Swindon.

Inter-regional connected links: Bristol – Oxford – infrastructure requirements – valued added journey times.



HS2 challenges – decision on the east-west links i.e. into Old Oak Common. One easy link to Heathrow.  
 Freight links.  
 Swindon – improved connections through opportunities of Crossrail services between Reading and central London.  
 Small businesses: focus on road and enhanced rail links to ease traffic congestion. Improve access to car parking – new car parking facilities.  
 Government rail fare policy –premium rate on the Great Western Main Line compared to the Hants and Berks route (for example services from Pewsey station).  
 Integrated transport to access Swindon rail station – buses to minimise traffic congestion.

**What stations does the area need?**

Headline: Access to a strong town centre market –the current Swindon rail station is the principal hub.  
 North Swindon.  
 East – New Eastern Villages (South Marston). Wootton Bassett.  
 Demand – housing growth in Swindon.

Accessibility – car parking capacity and journey times to access Swindon rail station – an increasing risk.  
 No coverage in North Swindon and villages in North Wiltshire.  
 New Eastern Villages – scope for South Marston railhead – access/embankment. Only one station serving Swindon.  
 Constraints on capacity/pathing – speed of the main line. Increase number of lines.  
 Access considerations for Wootton Bassett rail station. Scope of Sparcells station.  
 Transport integration.  
 Cycle links – limited cycle parking on the forecourt at Swindon rail station. Refurbishment of Swindon rail station – determine priority vs. capacity constraints.  
 Attracting third-party investment to Swindon rail station upgrade - working with Network Rail.  
 Pricing policy at Didcot Parkway – cheaper fares from Didcot Parkway.

**Trans Wilts (James Jackson)**

**What services does the area need?**

Service enhancements on the Swindon – Westbury route. Ideally transformation of services to provide strategic links e.g. Southampton – Swindon – Oxford.  
 HOWEVER – need to address infrastructure first, Melksham chord redoubling in some form is essential.  
 Suggestion that HS2 related aggregates trains may be routed via Melksham (due to lack of capacity on B&H) and this may require upgrades in any case.  
 Suggestion that a 2TPH service on core routes is required.  
 Later evening services are also desirable – although viability was noted to be an issue.

**What stations does the area need?**

Suggestion that new stations couldn't be delivered without infrastructure investment. Additional platform at Westbury required.  
 Interest in Wilton parkway being developed and potentially a station south of Salisbury.

## **Berks and Hants (David Bishop)**

### **What services does the area need?**

Westbury connectivity.

Car parking at Bedwyn.

Hourly fast + hourly semi-fast (from Bedwyn)

Bedwyn services extended to Westbury every hour (and to Frome and Yeovil). Electric trains.

Much better connections to Westbury. 2 hours stoppers to Somerset welcome. Bedwyn to WX (Frome).

Hourly services all stations. Trade off – speed up vs stopping. Better connections at WX

### **What stations does the area need?**

Potential at Frome.

Devizes Parkway (on A342) – cheaper option. Potential at Somerton to help BC

## **West of England (Mark Beckett) What services does the area need?**

Constraints – Waterloo paths/west of Salisbury single line/Salisbury platforms. Challenges – speed and capacity.

Southern Rail access to Heathrow.

Exeter & Plymouth universities – need 2 trains per hour from Waterloo to Exeter. Salisbury to Reading.

Trans Wilts – north/south to Southampton.

Push for capacity outside of the area – need to look at West of England as a whole (joined up thinking).

### **What stations does the area need?**

Salisbury Park and Ride sites:

Wilton – strong business case – congestion on A36 around Salisbury and access to centre of Salisbury. Stonehenge part of argument. 3,000 houses. London a challenge as not on London line

Porton – Business Parks. Strategic. Housing growth. Parking.

Ludgershall – 1,000 houses. Bus Park. Look at bus alternatives. Travel patterns of troops.

## **Great Western Main Line (Peter Wragg)**

### **What services does the area need?**

Need more stations on Great Western Main Line (Corsham, Royal Wootton Bassett) to promote local and regional links in M4 Growth Zone.

Need local connections to access free gifts.

Categorise all the benefits – economic/social/environmental that would result. Need better access to main line services.

Possible use of some existing services to stop at new stations.

Cambridge to Bristol service would be huge positive both locally and strategically. Do people really worry about speed rather than services/access to trains?

Metro West scheme might be preferable if extends to Chippenham/Swindon rather than Westbury.

Better facilities/access to existing stations.

### **What stations does the area need?**

See above.

Corsham.

Royal Wootton Bassett.

Recommend that study analyses the viability of these proposals.

Don't forget Further Education sites along M4 Corridor (Swindon, Bath, Bristol) Don't forget tourism or environmental considerations.

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**Birmingham – Newhall Street**

5th Floor, Lancaster House, Newhall St,  
Birmingham, B3 1NQ  
T: +44 (0)121 393 4841

**Birmingham – Edmund Gardens**

1 Edmund Gardens, 121 Edmund Street,  
Birmingham B3 2HJ  
T: +44 (0)121 393 4841

**Dublin**

2nd Floor, Riverview House, 21-23 City Quay  
Dublin 2, Ireland  
T: +353 (0) 1 566 2028

**Edinburgh – Thistle Street**

Prospect House, 5 Thistle Street, Edinburgh EH2 1DF  
United Kingdom  
T: +44 (0)131 460 1847

**Glasgow – St Vincent St**

Seventh Floor, 124 St Vincent Street  
Glasgow G2 5HF United Kingdom  
T: +44 (0)141 468 4205

**Glasgow – West George St**

250 West George Street, Glasgow, G2 4QY  
T: +44 (0)141 468 4205

**Leeds**

100 Wellington Street, Leeds, LS1 1BA  
T: +44 (0)113 360 4842

**London**

3<sup>rd</sup> Floor, 5 Old Bailey, London EC4M 7BA United Kingdom  
T: +44 (0)20 3855 0079

**Manchester – 16<sup>th</sup> Floor, City Tower**

16th Floor, City Tower, Piccadilly Plaza  
Manchester M1 4BT United Kingdom  
T: +44 (0)161 504 5026

**Newcastle**

Floor B, South Corridor, Milburn House, Dean Street, Newcastle, NE1  
1LE  
United Kingdom  
T: +44 (0)191 249 3816

**Perth**

13 Rose Terrace, Perth PH1 5HA  
T: +44 (0)131 460 1847

**Reading**

Soane Point, 6-8 Market Place, Reading,  
Berkshire, RG1 2EG  
T: +44 (0)118 206 0220

**Woking**

Dukes Court, Duke Street  
Woking, Surrey GU21 5BH United Kingdom  
T: +44 (0)1483 357705

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The SYSTRA logo is rendered in a bold, red, sans-serif typeface. The letters are thick and closely spaced, with a distinctive design where the 'S' and 'Y' have a slightly irregular, hand-drawn quality. The 'A' is also bold and blocky. The overall appearance is modern and professional.