

## Proposed Complementary Measures

Measure	Revenue(£)	Capital(£)	Total(£)
<b>Common Measures at Each Station</b>			
Walking and cycling maps	50,000		50,000
Walking and cycling signage		70,000	70,000
Real time information	95,000	40,000	135,000
Travel information boards	10,000	5,000	15,000
Electronic travel portal	30,000	20,000	50,000
Branding and marketing	65,000		65,000
Events and promotion	180,000		180,000
Station travel plans	120,000		120,000
Personalised travel planning	550,000		550,000
Travel planning improvements	395,000		395,000
Integrated ticketing stakeholder event	25,000		25,000
Sustrans/Living Streets study	25,000		25,000
<b>Common Measures Tailored to the Local Area</b>			
<b>Chippenham</b>			
Secure cycle parking		15,000	15,000
Cycle route improvements		350,000	350,000
<b>Melksham</b>			
Secure cycle parking		15,000	15,000
Walking and cycling route improvements to/from station		150,000	150,000
Enhancements to town bus service	80,000		80,000
<b>Trowbridge</b>			
Secure cycle parking		15,000	15,000
Walking and cycling route improvements to/from station		100,000	100,000
<b>Westbury</b>			
Secure cycle parking		10,000	10,000
Walking and cycling route improvements to/from station		150,000	150,000
<b>Warminster</b>			
Secure cycle parking		10,000	10,000
Walking and cycling route improvements to/from station		150,000	150,000
Reintroduction of Warminster to Longleat bus service	60,000		60,000
<b>Salisbury</b>			
Secure cycle parking		30,000	30,000
Walking and cycling route improvements to/from station		350,000	350,000
Extension of Amesbury to Salisbury buses to station	150,000		150,000
<b>Locally Specific Measures</b>			
<b>Melksham</b>			
Parking improvements and opening of northern entrance for pedestrians, cyclists and buses		200,000	200,000
<b>Trowbridge</b>			
Cycle hire scheme	20,000	20,000	40,000
<b>Salisbury</b>			
Bus-rail interchange at northern entrance	100,000	400,000	500,000
Congestion relief around station	50,000	200,000	250,000
Cycle hire scheme	35,000	35,000	70,000
Green tourism/travel promotion	15,000		15,000
<b>Chippenham</b>			
Cycle hire scheme	20,000	20,000	40,000
<b>Other Measures</b>			
Electric vehicle charging (Chippenham, Salisbury and/or Trowbridge)	30,000	30,000	60,000
Pot for improvements at smaller stations	30,000	30,000	60,000