

**Bradford on Avon
2017 Town Benchmarking Report**



October 2017

Executive Summary

GENERAL

- ❖ **Use Class;** 41% of the occupied ground floor units in the defined town centre area are A1 Shops which is considerably lower than the National Small Towns (52%), South West Small Towns (55%) and Typology 5 (55%) averages. 16% of the ground floor units are D1 Non-Residential Institutions which is 10% higher than the National figure whilst 13% are A3 Restaurants and Cafes, 5% higher than the National average.
- ❖ **Comparison Goods;** 86% of the A1 Shops in Bradford on Avon mainly sell comparison goods, which is similar to the National (82%) and Regional (84%) averages. Interestingly only 1% of the Town Centre Users Surveys mainly visited for Comparison Shopping.
- ❖ **Independent Town Centre;** 77% of the A1 Shops in the town centre are unique to Bradford on Avon, noticeably higher than the National average of 66%.
- ❖ **Vacancy Rates;** Vacancy rates in the defined town centre area at the time of the audit were 11%, slightly higher than the National Small Towns (9%) and South West Small Towns (8%) averages. However, to place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.
- ❖ **Customer Spend;** Half of Town Centre Users reported that they spent less than £10.00 on a normal visit to Bradford on Avon.
- ❖ **Accessed by Foot;** Nearly two-thirds of Town Centre Users (65%) normally travelled into Bradford on Avon On Foot, 31% higher than the National Small Towns average. Of those who normally used a Car to access the town centre, 42% stated that they would consider travelling into Bradford on Avon On Foot as an alternative mode of transport.
- ❖ **Competition from Bath and Trowbridge;** Nearly three quarters (74%) of respondents used another town centre regularly. From those Town Centre Users regularly travelling to other locations Bath and Trowbridge were the main destinations. Convenience Shopping (28%) or Comparison Shopping (26%) were the key reasons for travelling to different town centres.

POSITIVE

- ❖ **Visit Recommended;** 92% of town centre users would recommend a visit to the town centre, 27% higher than the National Small Towns average.
- ❖ **Local and Tourist Customers:** Replicating previous Benchmarking evaluations, just over half (55%) of the Post Codes gathered were from Locals. Indicating the Tourist pull of the town, 27% of the Post Codes were from those living more than a 30-minute drive from Bradford on Avon, 18% higher than the National Small Towns average.
- ❖ **A Town for Leisure;** 48% of Town Centre Users visited Bradford on Avon for Leisure Activities, 36% higher than the National Small Towns average.
- ❖ **Physical Appearance;** 84% of Town Centre Users rated Physical Appearance as a positive aspect of Bradford on Avon, 39% higher than the National Small Towns average. Similarly, 67% of Businesses rated physical appearance as a positive aspect trading from the town, 30% higher than the National Small Towns average.
- ❖ **Cafes/ Restaurants;** Cafes/ Restaurants (83%) were classed as a positive aspect of the town by Town Centre Users considerably higher than the National Small Towns average
- ❖ **Business Confidence;** 53% of Businesses reported that compared to last year their turnover had increased, 17% higher than the National Small Towns average with 40% indicating profitability had increased. In terms of confidence, 53% stated that they expected turnover to increase over the next year, 16% higher than the National average.

ROOM FOR IMPROVEMENT

- ❖ **Car Parking Provision:** Only 6% of all car parking spaces were vacant on the Market Day audit the lowest figure recorded in the 2016 Benchmarking System and vastly lower than the National Small Towns (24%) and Regional (22%) figures. On the Non-Market Day audit the overall car parking vacancy rates increased to 18%, however this figure is still markedly lower than the National (35%) and Regional (35%) averages. Over half (55%) of Town Centre Users and Businesses (56%) rated Car Parking as a negative aspect, 12% higher than the National Small Towns average. Substantiating the quantitative data 'Increased Car Parking Provision' was a key theme to emerge from the Town Centres Users qualitative suggestions.
- ❖ **Lower than Average Footfall:** Footfall was lower on both the Market and Non-Market days in Bradford on Avon compared to the National Small

Towns, Regional and Typology averages. The average count per ten minutes on the Market Day of 55 persons was considerably than the National average of 111 and the lowest figure since Benchmarking has been undertaken in the town. The Non-Market Day figure of 52 persons per ten minutes is also noticeably lower than the National (99), Regional (123), Typology (114) and longitudinal figures. (2013 (66), 2012 (64) and 2011 (80).

- ❖ **‘Pedestrian Footbridge Across the River’;** A large number of the qualitative suggestions highlighted the need for a ‘Pedestrian Footbridge Across the River.’
- ❖ **Traffic Congestion/ Air Pollution;** Traffic Congestion (90%) and Air Pollution (69%) were classed as the most negative aspects of Bradford on Avon by Town Centre Users. Augmenting the Town Centre Users views, 68% of Businesses rated Traffic Congestion as a negative aspect of operating from the town. ‘Improving Traffic Congestion’ was the theme from a number of Town Centre User comments. One of the suggestions to ease the traffic congestion was the deployment of a ‘One-Way System’.
- ❖ **Improving the Retail Offer;** A number of Town Centre Users highlighted the need to ‘Improve the Retail Offer’ in Bradford on Avon.

MOVING FORWARD

The following short section offers a summary of how some* of the issues identified in the report could be addressed.

Car Parking

Due to the issues surrounding car parking provision in the town centre with overall vacancy rates dropping to 6% on a Market Day. People and Places Insight Limited recommend a further Car Parking Study is undertaken which offers a more in-depth approach to both the traditional Benchmarking work and the well published Lambeth methodology.

People and Places Insight Limited recommend that the town centre is visited on four separate days;

- ❖ 3 weekdays; including a 'busier' or 'market day'
- ❖ 1 Saturday

On each day from 08.00-17.00 every on street and off-street car parking space in the defined town centre needs to be visited on the hour to calculate vacancy rates and identify trends and pinch points. The in-depth approach will provide the evidence base in ascertaining whether car parking provision needs to be increased/ amended in the town.

Retail Offer

One of the main concerns in localities from across the United Kingdom is that the retail offer is 'poor' or there are issues with the 'retail mix', thus Bradford on Avon is not unique in this sense. Previous users of Benchmarking have attempted to address the problem by using Benchmarking data to produce Inward Investment Brochures with the aim of attracting new businesses to the town centre. The documents have been produced by Local Authorities and disseminated to commercial agents so when a town centre unit becomes available prospective tenants are provided with information on existing offer, footfall, business confidence, positive aspects according to shoppers and traders, shoppers origin and the type of business town centre users would like to see attracted to the locality.

Signage

Pedestrian signage needs to be updated and improved in the town centre, especially as Bradford on Avon is a tourist hub. A detailed report has been produced separately by People and Places Insight Limited.

One Town, One Strategy

The Benchmarking reports provide a detached and independent review of the town centre. It is essential that the document is used as an Action Plan for the town centre by all the relevant stakeholders such as Town Council, Business and Community Groups. Stakeholders should sign up to the Action Plan and be assigned relevant tasks on a short term, medium term and long-term timeline. The report also provides a baseline for further performance measurement. For example, if an event is held in the town centre the footfall counts should be replicated to ascertain whether or not the event has resulted in an increase in visitor numbers. Face to face data collection should also be completed at events to gather information against the standard Benchmarking report in terms of length of stay, customer spend, mode of transport, visit recommended, distance travelled etc.

*A dissemination event highlighted that studies had previously been completed/discussed in terms of traffic congestion and the need for a pedestrian bridge in the town centre. Both issues require advice and assistance from sector specialists.

Introduction

The Approach

The People and Places Town Benchmarking System has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

The System

The Benchmarking system is divided into two sections:

- ❖ Large Towns; consisting of those localities with more than 250 units
- ❖ Small Towns; consisting of those localities with less than 250 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. **Bradford on Avon** with **152** units is classed as a **Small** Town. The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National, Typology and where possible longitudinal context. (Bradford on Avon was Benchmarked in 2011, 2012 and 2013) Regional figures are an amalgamation of the data for all the towns which participated in Benchmarking in 2015 for a specific region whilst the National figures are an amalgamation of all the Small towns which contributed to the system in 2015. The Typology figure refers to a piece of work commissioned by Action for Market Towns from Birkbeck University in 2008, where all towns in England were typologised in 8 categories according to their socio-demographics. **Bradford on Avon** is classed as a **Typology 5** town, a description of which is highlighted below; (Please note these are generic fits and all aspects may not fully represent individual towns)

Group 5 : Professionals, Commuting

188 places (11.7%)

This group is characterized by high proportions of professional and higher managerial workers and by people employed in intermediate managerial occupations. There are high proportions of people in financial service occupations and people who commute over 20 kilometers to work. Use of public transport is also proportionately high. There comparatively high proportions of Asian/British Asian households relative to the other groups of settlements.

The Reports

The People and Places Town Benchmarking report provides statistical analysis of each of the KPI's. The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- ❖ benchmark clusters of towns to ascertain high performers / under achievers
- ❖ understand their locality in a Regional, National and Typology context
- ❖ measure town centre performance year on year
- ❖ identify strengths, weaknesses, and opportunities for improvement
- ❖ measure the impact of initiatives and developments within the town centre
- ❖ act as an evidence base for funding applications
- ❖ create an action plan for town centre improvements

Methodology

Each KPI is collected in a standardized manner as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey
KPI: Commercial Units; Comparison/Convenience	Visual Survey
KPI: Commercial Units; Trader Type	Visual Survey
KPI: Commercial Units; Vacancy Rates	Visual Survey
KPI: Markets	Visual Survey
KPI: Footfall	Footfall Survey on a Market Day and a Non-Market Day
KPI: Car Parking	Audit on a Market Day and a Non-Market Day
KPI: Business Confidence Surveys	Hand delivered/ online Surveys
KPI: Town Centre Users Surveys	Online Survey
KPI: Shoppers Origin Surveys	Distributed with Business Confidence and Town Centre Users Surveys

Before any KPI data is collected the core commercial area of the town centre is defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets.

Key Findings

KPI: COMMERCIAL UNITS; USE CLASS

It is important to understand the scale and variety of the “commercial offer” throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

The following table provides a detailed breakdown of each of the Use Classes

Class	Type of Use	Class Includes
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	General Industrial

B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis (Unique Establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 135 occupied units recorded.

	National Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
A1	52	55	41	55
A2	14	15	9	12
A3	8	8	13	9
A4	4	4	3	4
A5	5	5	2	3
B1	3	2	10	4
B2	1	0	0	1
B8	0	0	0	0
C1	1	1	1	0
C2	0	0	0	0
C2A	0	0	1	0
D1	6	5	16	6
D2	1	1	0	1
SG	6	5	4	5
Not Recorded	0	0	0	0

41% of the occupied ground floor units in the defined town centre area are A1 Shops which is considerably lower than the National Small Towns (52%), South West Small Towns (55%) and Typology 5 (55%) averages. 16% of the ground floor units are D1 Non-Residential Institutions which is 10% higher than the National figure whilst 13% are A3 Restaurants and Cafes, 5% higher than the National average.

KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

A1 Retail units selling goods can be split into two different types Comparison and Convenience.

Convenience goods – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as;

- ❖ food and non-alcoholic drinks
- ❖ tobacco
- ❖ alcohol
- ❖ newspapers and magazines
- ❖ non-durable household goods.

2. **Comparison goods** – all other retail goods.

- ❖ Books
- ❖ Clothing and Footwear
- ❖ Furniture, floor coverings and household textiles
- ❖ Audio-visual equipment and other durable goods
- ❖ Hardware and DIY supplies
- ❖ Chemists goods
- ❖ Jewellery, watches and clocks
- ❖ Bicycles
- ❖ Recreational and Miscellaneous goods
- ❖ Hairdressing

The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors / potential customers.

The following table provides a percentage of the A1 Shops which sell mainly Comparison Goods/ Convenience Goods.

	National Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Comparison	82	84	86	82
Convenience	18	16	14	18

86% of the A1 Shops in Bradford on Avon mainly sell comparison goods, which is similar to the National (82%) and Regional (84%) averages.

KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a “unique selling point” and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

Department Stores	Clothing
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	Other Retailers
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O2
Tesco	Superdrug
Waitrose	Phones 4 U
	Vodafone
	Waterstones

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town.

The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality

	Nat. Small Towns %	South West Small Towns %	BoA %	Typ. 5%
Key Attractor	5	7	0	8
Multiple	22	27	11	19
Regional	7	8	13	9
Independent	66	58	77	64

77% of the A1 Shops in the town centre are unique to Bradford on Avon, noticeably higher than the National average of 66%. Only 11% of the A1 Shops have a nationwide presence, 16% lower than the National average.

KPI; COMMERCIAL UNITS VACANCY RATES

Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres.

The following table provides the percentage figure of vacant units from the total number of commercial units.

Nat. Small Towns %	South West Small Towns %	BoA %	BoA 2013 %	Typ. 5 %
9	8	11	11	7

Vacancy rates in the defined town centre area at the time of the audit were 11%, slightly higher than the National Small Towns (9%) and South West Small Towns (8%) averages but identical to the last Benchmarking evaluation in 2013. However, to place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.

KPI; MARKETS

Good quality markets provide competition and choice for consumers. A busy and well-used street market can therefore be a good indicator of the vitality of a town centre. Conversely, if a market is in decline (e.g. empty pitches reducing numbers), it can be an indication of potential weaknesses in the town centre e.g. a lack of footfall customers due to an inappropriate retail mix or increased competitor activity. Street markets can also generate substantial benefits for the local economy. Markets can also provide a local mechanism for a diverse range of local enterprises to start, flourish and grow, adding to the sustainable mix of shops services on offer throughout the town.

The following table provides the average number of market traders at the main regular (at least once a fortnight) weekday market within the locality.

Nat. Small Towns %	South West Small Towns %	BoA %	BoA 2012 %	BoA 2011 %	Typ. 5%
14	17	10	10	8	15

An average of 10 traders were present at the weekly market lower than the National (14), Regional (17) and Typology (15%) figures.

KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of the majority of businesses within the town centre. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that population. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality.

Market Day

Nat. Small Towns	South West Small Towns	BoA	BoA 2013	BoA 2012	BoA 2011	Typ. 5
111	136	53	74	76	110	188

Non-Market Day

Nat. Small Towns	South West Small Towns	BoA	BoA 2013	BoA 2012	BoA 2011	Typ. 5
99	123	52	66	64	80	114

Footfall was lower on both the Market and Non-Market days in Bradford on Avon compared to the National Small Towns, Regional and Typology averages. The average count per ten minutes on the Market Day of 55 persons was considerably than the National average of 111 and the lowest figure since Benchmarking has been undertaken in the town.

The Non-Market Day figure of 52 persons per ten minutes is also noticeably lower than the National (99), Regional (123), Typology (114) and longitudinal figures. (2013 (66), 2012 (64) and 2011 (80)).

The following table provides a breakdown of all the footfall counts in the town centre.

Mercy in Action Silver Street- The Shambles			
Market Day: 19/10/17		Non-Market Day: 13/09/17	
10.00-10.10	39	10.00-10.10	40
11.00-11.10	59	11.00-11.10	41
12.00-12.10	53	12.00-12.10	63
TOTAL	151	TOTAL	144
AVERAGE	50	AVERAGE	48

The Bridge			
Market Day: 19/10/17		Non-MarketDay: 13/09/17	
10.20-10.30	52	10.20-10.30	48
11.20-11.30	57	11.20-11.30	60
12.20-12.30	51	12.20-12.30	49
TOTAL	160	TOTAL	157
AVERAGE	53	AVERAGE	52

The data highlights that footfall was extremely consistent in the town centre on both days The Bridge providing a Market Day average figure of 53 and a Non-Market Day average of 52 whilst Mercy in Action Silver Street to the Shambles, offered a Market Day average of 50 and a Non-Market Day average of 48.

KPI: CAR PARKING

A large proportion of spending customers in a town centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

The following tables provide a summary of the Car Parking offering broken down into the;

- ❖ Percentage number of spaces in designated car parks
- ❖ Percentage number of short stay and long stay spaces in designated car parks
- ❖ Percentage of vacant spaces in designated car parks on a Market/ Busy Day and on a Non-Market/ Quiet Day
- ❖ Percentage number of on street car parking spaces
- ❖ Percentage number of on street short stay and long stay spaces
- ❖ Percentage of vacant on street spaces on a Market/ Busy Day and on a Non-Market/ Quiet Day
- ❖ Overall percentage of short stay and long stay spaces
- ❖ Overall percentage of vacant spaces on a Market/ Busy Day and on a Non-Market/ Quiet Day

A list of the Car Parking Audit information is available in the Appendix.

	Nat. Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Car Park:				
Total Spaces:	79	83	82	76
Short Stay Spaces: (4 hours and under)	38	46	41	7
Long Stay Spaces: (Over 4 hours)	51	44	51	89
Disabled	7	10	8	4
N/R	4	0	0	0
Vacant Spaces on a Market Day:	26	25	5	15
Vacant Spaces on a Non-Market Day:	39	39	17	21
On Street:				
Total Spaces:	21	17	18	24
Short Stay Spaces: (4 hours and under)	70	67	83	89
Long Stay Spaces: (Over 4 hours)	22	22	13	0
Disabled	6	11	4	11
Not Registered	1	0	0	0
Vacant Spaces on a Market Day:	14	7	15	2
Vacant Spaces on a Non-Market Day:	21	12	20	10

Overall	Nat. Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Total Spaces:	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	45	49	48	27
Long Stay Spaces: (Over 4 hours)	45	40	44	68
Disabled	7	10	7	5
Not Registered	3	0	0	0
Vacant Spaces on a Market Day:	24	22	6	12
Vacant Spaces on a Non-Market Day:	35	35	18	19

Only 6% of all car parking spaces were vacant on the Market Day audit the lowest figure recorded in the 2016 Benchmarking System and vastly lower than the National Small Towns (24%) and Regional (22%) figures. On the Non-Market Day audit the overall car parking vacancy rates increased to 18%, however this figure is still markedly lower than the National (35%) and Regional (35%) averages.

KPI: BUSINESS CONFIDENCE SURVEY

In regards to the ‘business confidence’ by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the 38 returned Business Confidence Surveys.

	National Small Towns %	South West Small Towns %	BoA %	Typ 5 %
Nature of Business				
Retail	61	58	23	69
Financial/ Professional Services	16	17	25	13
Public Sector	3	4	0	2
Food and Drink	12	13	11	13
Accommodation	n/a	n/a	8	2
Other	8	8	34	0
Type of Business				
Multiple Trader	13	13	0	4
Regional	11	11	4	15
Independent	76	75	96	80
How long has your business been in the town				
Less than a year	6	7	15	4
One to Five Years	24	27	18	33
Six to Ten Years	14	12	21	7
More than Ten Years	55	53	47	57

80% of the Businesses who responded to the survey were unique to Bradford on Avon and over half had been based in the town for more than ten years.

Compared to last year has your turnover	National Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Increased	36	35	53	41
Stayed the Same	33	32	27	39
Decreased	32	32	20	20
Compared to last year has your profitability				
Increased	31	30	40	30
Stayed the Same	36	36	35	39
Decreased	34	34	25	30
Over the next 12 months do you think your turnover will				
Increase	37	39	53	49
Stay the Same	43	41	33	37
Decreased	20	19	14	14

53% of Businesses reported that compared to last year their turnover had increased, 17% higher than the National Small Towns average with 40% indicating profitability had increased.

In terms of confidence, 53% stated that they expected turnover to increase over the next year, 16% higher than the National average.

What are the positive aspects of the Town Centre?	National Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Physical appearance	37	41	67	80
Prosperity of the town	36	39	40	71
Labour Pool	8	4	8	22
Geographical location	45	40	65	78
Mix of Retail Offer	30	33	10	44
Potential tourist customers	26	36	37	44
Potential local customers	75	74	58	89
Affordable Housing	13	11	2	33
Transport Links	29	27	52	62
Car Parking	38	32	17	2
Footfall	n/a	n/a	9	13
Rental Values/ Property Costs	23	23	13	2
Market (s)	18	21	2	2
Events/ Activities	16	17	17	13
Marketing/ Promotions	11	10	4	2
Local Partnerships/ Organisations	14	16	19	44
Other	2	2	10	8

67% of Businesses rated physical appearance as a positive aspect of the town centre, 30% higher than the National Small Towns average. Geographical location (65%), potential local customers (58%), potential tourist customers (37%) and transport links (52%) were also classed as a positive aspect of trading in Bradford on Avon.

What are the negative aspects of the Town Centre?	National Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Physical appearance	26	23	6	11
Prosperity of the town	28	27	10	14
Labour Pool	9	12	10	25
Geographical location	6	5	6	5
Mix of Retail Offer	29	26	16	32
Number of vacant units	n/a	n/a	44	57
Potential tourist customers	13	7	2	32
Potential local customers	5	5	6	2
Affordable Housing	9	8	18	39
Transport Links	18	18	12	16
Traffic congestion	n/a	n/a	68	n/a
Footfall	n/a	n/a	24	16
Car Parking	54	61	56	23
Rental Values/ Property Costs	28	26	34	14
Market (s)	10	11	2	5
Local business competition	20	18	10	11
Competition from other localities	20	18	14	39
Competition from out of town shopping	35	27	12	57
Competition from the internet	33	28	26	61
Events/ Activities	7	6	2	16
Marketing/ Promotions	11	11	2	2
Local Partnerships/ Organisations	4	4	0	5
Other	9	11	6	7

Traffic congestion (68%) was classed as the most negative aspect of operating a business in Bradford on Avon, followed by car parking (56%). Number of vacant units (44%) and rental values/ property costs (34%) were also rated as negative aspects.

	National Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Has your business suffered from any crime over the last 12 months				
Yes	26	27	16	44
No	74	73	84	56
Type of Crime				
Theft	69	75	75	70
Abuse	18	16	37	50
Criminal Damage	38	40	13	20
Other	6	2	25	0

16% of Businesses indicated that they has suffered from a crime over the last 12 months, 10% lower than the National Small Towns average.

Additional Questions

	%
If any employees drive, where do they park in the town centre?	
Station Car Park	10
St Margaret's Car Park	7
Library Car park	3
Baileys Barn	3
On Street	76
Other	45

76% of those who stated employees drove to work in the town centre indicated that they parked on street.

	%
Do any employees use a Car Parking Season Ticket issued by Wiltshire County Council?	
Yes	16
No	84

84% of employees did not use a Wiltshire County Council Car Parking Season Ticket.

	%
Where does your business advise customers/ clients to park?	
Station Car Park	71
St Margaret's Car Park	60
Library Car park	34
Baileys Barn	0
On Street	57
Other	14

71% of Businesses who advised customers/ clients to park in the town centre directed them to Station Car Park, 60% St Margaret's Car Park and 57% on street.

	%
Which of the following methods do you use to promote your business?	
Leaflets/ Flyers	31
Social Media	79
Email/ Web based	75
Local Publication	44
Newspapers	25
TV/ Radio	4
Other	31

Social Media (79%) and Email/ Web based (75%) were the most popular methods of promotion by the Businesses.

	%
What do you consider to be your businesses main target group?	
Local residents aged less than 18 years old	3
Local residents aged less than 18-35 years old	7
Local residents aged less than 36-65 years old	53
Local residents aged over 65 years old	17
Visitors/ Tourists aged less than 18 years old	0
Visitors/ Tourists aged less than 18-35 years old	7
Visitors/ Tourists aged less than 36-65 years old	13
Visitors/ Tourists aged over 65 years old	0

53% of Businesses indicated that local residents aged less than 36-65 years old were their main target market.



What two suggestions would you make to improve the town's economic performance?

Key

Car Parking

Reduce Traffic Congestion

- ❖ *Parking for residents and businesses* Pedestrian friendly
- ❖ *Better close free parking, 15 mins max.* One way system. Bypass- then core zone
Free up car parks from commuters and residents parking permits. More loading bays- one outside swan..... Slow down traffic Lights on bridge to help people crossing by Bread and Butter. Better town and shop awareness of businesses in town and locals to shop more locally.
- ❖ *I'm sure there is nothing you can do about it but the high level of rent must result in the number of empty shops we have in the town. The High St generally has suffered from the internet but landlords, whose business is letting out properties to the High St, still insist on raising rents to businesses whose sales and value have declined. One third of our profits now go on paying rent. High rents lead to empty shops, making the town less appealing to residents and visitors. Lower parking charges would encourage more people to use the town.*
- ❖ *More diversity of retail shops/ less of the same shops and restaurants. Better parking facilities* and transport links
- ❖ *More parking. Sort out traffic*
- ❖ *One way system to reduce traffic and give more space to pedestrian.*
Encourage local residents to use the town rather than Bath and Ironbridge.
- ❖ *Promote as a town as the tourist information is now doing. All shopkeepers should have flyers available for the public.*
- ❖ *Equality in rates and rental prices across town. Advertising/ Signage. General presentation and respect for tourist aspects i.e. don't have rubbish left out on the main road to be collected at some point from around the gold post box.*
- ❖ *Road by pass* and Pedestrianize the Centre. Reduce business rates
- ❖ *Drive locals to use the businesses. Stop the same no of similar businesses town need variety to get local use. Promote Shambles an historic asset to Bradford. Sort out parking too hard for tourists*
- ❖ *More car parking spaces. Available to shoppers with free parking for up to two hours.* Base community services in the town centre, using the now vacant banks, to encourage people into the centre.
- ❖ *More parking for visitors, park & ride operating from Baileys barn using the Town Bus. Market BOA in Bath hotels, Tourist Information Centres & Social Media.*
- ❖ *More accessibility for tourists and local - parking / traffic issues / safe for pedestrians (allow the bridge and stop the town from 'stopping' change. Drive events like the Frome market has done ... which needs some locals to allow change and allow things to happen. Does need a figurehead to drive this*

through and this person probably does exist in our town which does huge amounts - see BOA Business group.

- ❖ Stop landlords advertising office space, allowing viewings of said space and then applying for change of use to residential for financial gain. We wasted so much time in this scenario when looking for our new office. **Keep parking charges sensible.**
- ❖ Having plenty of train services running through BOA is great but they tend to be very unreliable - I think it would help the town if GWR were able to run trains on time with more capacity and fewer cancellations. As a customer of local businesses, the biggest problem I see is the priority of cars over pedestrians in the town centre. I was very much in favour of the HCZ plan and sad to see it fail, but right now I'd welcome any improvements that make it easier to get around on foot without feeling like you're taking your life in your hands
- ❖ need more shops to bring more people to town. Get council to decrease business rates to help small business and to attract new business.
- ❖ **Reduce the traffic and smarten up the**
- ❖ Put in a pedestrian bridge before an accident happens on the bridge. Safety must come first. More help for accommodation providers. There is a need for a tourist information centre which is staffed and can provide up to date availability of accommodation in the area. Not everyone uses the internet and there is still a need for accommodation brochures. Speak to Visit Wiltshire please. Grants may be available to provide such brochures.
- ❖ **Cost of car parking to be reduced. Station Car Park often full even if season ticket purchased.**
- ❖ **Car parking is hopeless.** I own my premises but rental values are also ridiculous and largely controlled by a small group of landlords.
- ❖ **Traffic management Parking prices/ spaces**
- ❖ **Better parking.** Widen pavements to make it safer for pedestrians
- ❖ **better parking facilities to stop such chaotic road works and road**
- ❖ **Improve traffic flow- educate drivers on the use of box junctions- many drivers treat as one way traffic even when there exit is clear. This problem greatly impeded movement through the town** Appearance- no visual bins, empty shops- window cleaned Get the drunks out of the green spaces and streets
- ❖ Appearance- the beautiful street scene of old buildings and twisty roads is spoiled by too many signs often out of date, waste bins left permanently within public view, tables and chairs put at random in public outdoor spaces and inappropriate choice of materials for maintenance and repair. The Conservation Area is not treated with respect- see the bright yellow bollard on Silver Street and the concrete repairs to previously natural stone kerbs and footpaths. A large percentage of visitors come to see the architecture and it should not be marred by signs and rubbish. **Parking/ Traffic- There is not ungenerous provision of free on street parking- 1 hour time limited on e.g. Church Street, Newtown, at the bottom of Woolley Street and elsewhere,**

which is convenient for shoppers making a short trip to town to visit the shops but to give the greatest benefit to the shops the traffic wardens should make more frequent visits i.e. more than twice a week as happens now. The car parks may be visited more often but street parking not so. Everyone will comment on the continuous traffic and this will not be helped by designating Bradford on Avon a Coach Friendly Town which it certainly not! It would be helped if the police prosecuted more HGVS which have been clocked by the volunteers of Lorry Watch. The Information Centre is a valuable resource for both Bradfordians and visitors but recently it has been shamefully neglected in both the space allocated to it and by not being given a direct phone line to the information point. People trying to get information about the town e.g. transport links, what is there to see, accommodation enquiries such as which place has ground floor rooms, which places takes dogs, which places are within walking distance of town, which places have adequate parking like to speak to a knowledgeable person and not just a smart phone as suggested.....People encouraged to stay in town will then spend money in the town. so for the benefit of all the businesses the information centre should be the best it can be

- ❖ A good centralised promotion of local events.
- ❖ Reduce traffic, but you cannot sadly. Out of town car park and regular i.e. every 5 mins buses in and out.
- ❖ More thoughtful parking (but where!)
- ❖ Free car parking for employers and employees in the town Improved train services (more train carriages)
- ❖ Make a one way system through the centre to reduce congestion and pollution which is now noticeable. Encourage the schools to reduce children being driven to school as there is such a difference in holiday time Need to encourage more local and independent shops of a wider range to make people feel it's worth stopping. Perhaps more free 30 min parking so people can drop in in the centre to pick every day items up. Not just target shops at tourists/visitors it needs to be applicable to those that live and work here.
- ❖ Somehow less traffic- one way system?
- ❖ More footfall on Tourism sector. Better planned events
- ❖ one way system enabling widening of pavements more "useful" retail outlets
- ❖ Ease congestion in town centre. Encourage greater tourist numbers
- ❖ Encouraging people to work in the town they live in - Improve parking
- ❖ Better transport links between Melksham and Bradford on Avon
- ❖ Create a one way system and more parking for visitors. Make the town more friendly for pedestrians to encourage people to use it.
- ❖ Better parking facilities. More signage allowed
- ❖ Parking, Parking, Parking- People come into the town to run businesses and have nowhere to park and our clients have nowhere to park. They end up circling for ages which delays further appointments
- ❖ More parking, not housing. This is assuming the congestion cant be solved. A concerted campaign to persuade locals to shop locally at independent shops/

services not online or national chains.

- ❖ *Introduce free parking.* More events like the street market that close one of the streets (St Laurence Fayre closes Church Street for example)
- ❖ *Parking improvements.* Bypass
- ❖ *Better car parking.* More homes
- ❖ *Free and accessible parking.* A bank
- ❖ *Make parking easier* and more affordable
- ❖ *More office space for small to medium sized businesses* Strategy to market the town

KPI: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before.

The following percentage figures are based upon the 510 completed Town Centre User Surveys.

	Nat. Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Gender				
Male	37	43	32	29
Female	63	57	67	70
Prefer not to answer	n/a	n/a	1	1a
Age				
16-25	7	8	2	5
26-35	11	11	8	19
36-45	20	16	27	28
46-55	20	19	23	20
56-65	18	22	18	15
Over 65	23	25	20	12
Prefer not to answer	n/a	n/a	1	1
What do you generally visit the Town Centre for?				
Work	10	12	10	8
Convenience Shopping	40	39	13	44
Comparison Shopping	6	6	1	6
Access Services	22	19	18	19
Leisure	12	17	48	12
Schools/ Education	n/a	n/a	1	n/a
Other	9	7	10	11



48% of Town Centre Users visited Bradford on Avon for Leisure Activities, 36% higher than the National Small Towns average. Interestingly 1% visited for Comparison Shopping and only 13% for Convenience Shopping.

How often do you visit the Town Centre	Nat. Small Towns %	South West Small Towns	BoA %	Typ. 5%
Daily	20	24	25	17
More than once a week	38	43	41	36
Weekly	21	17	18	24
Fortnightly	7	5	7	9
More than once a Month	4	5	5	6
Once a Month or Less	10	6	3	8
How do you normally travel into the Town Centre?				
On Foot	34	39	65	31
Bicycle	2	3	1	1
Motorbike	1	2	n/a	0
Car	57	48	29	62
Bus	4	5	1	3
Coach	n/a	n/a	0	n/a
Train	n/a	n/a	0	0
Canal	n/a	n/a	0	0
Other	2	3	2	3

84% of the Town Centre Users visited Bradford on Avon at least once a week compared to the National Small Towns average of 79%.

Nearly two-thirds of Town Centre Users (65%) normally travelled into Bradford on Avon On Foot, 31% higher than the National Small Towns average.

On average, on your normal visit to the Town Centre how much do you normally spend?	Nat. Small Towns %	South West Small Towns	BoA %	Typ. 5%
Nothing	3	1	4	2
£0.01-£5.00	13	13	16	8
£5.01-£10.00	25	27	30	20
£10.01-£20.00	32	33	31	36
£20.01-£50.00	21	20	17	29
More than £50.00	6	5	2	6
What are the positive aspects of the Town Centre?				
Physical Appearance	45	55	84	54
Cleanliness	52	50	52	41
Retail Offer	27	36	14	23
Customer Service	43	40	23	22
Cafes/ Restaurants	52	58	83	27
Access to Services	63	49	53	57
Leisure Facilities	20	18	36	3
Cultural Activities/Events	23	21	38	8
Pubs/ Bars/ Nightclubs	35	32	45	17
Public Toilets	n/a	n/a	18	n/a
Transport Links	28	37	26	8
Ease of walking around the town centre	67	75	27	66
Convenience e.g. near where you live	71	72	67	74
Safety	43	41	16	11
Car Parking	39	26	6	19
Markets	27	19	31	35
Other	5	5	7	4

Half of Town Centre Users reported that they spent less than £10.00 on a normal visit to Bradford on Avon.

84% of Town Centre Users rated Physical Appearance as a positive aspect of Bradford on Avon, 39% higher than the National Small Towns average. Cafes/ Restaurants (83%) were also a positive aspect and considerably higher than the

National Small Towns average. (52%) Convenience (67%), Access to Services (53%) and Cleanliness (52%) were also classed as positive aspects.

What are the negative aspects of the Town Centre?	Nat. Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Physical appearance	34	24	3	17
Cleanliness	19	25	5	20
Retail Offer	54	43	33	42
Customer Service	9	10	2	7
Cafes/ Restaurants	15	11	2	1
Access to Services	13	16	8	12
Leisure Facilities	30	23	8	6
Cultural Activities/Events	28	22	3	2
Pubs/ Bars/ Nightclubs	18	16	2	1
Public Toilets	n/a	n/a	7	n/a
Traffic Congestion	n/a	n/a	90	n/a
Air Pollution	n/a	n/a	69	n/a
Street/ Footpath Lighting	n/a	n/a	17	n/a
Transport Links	23	14	5	16
Ease of walking around the town centre	7	8	40	5
Convenience e.g. near where you live	6	7	2	3
Safety	9	8	25	2
Car Parking	43	62	55	56
Markets	25	27	3	12
Other	10	10	13	17

Traffic Congestion (90%) and Air Pollution (69%) were classed as the most negative aspects of Bradford on Avon by Town Centre Users. Over half (55%) of Town Centre Users rated Car Parking as a negative aspect, 12% higher than the National Small Towns average, whilst 33% stated Retail Offer.

How long do you stay in the Town Centre?	Nat. Small Towns %	South West Small Towns %	BoA %	Typ. 5 %
Less than an hour	42	29	26	29
1-2 Hours	38	44	52	54
2-4 Hours	12	17	15	12
4-6 Hours	2	2	2	1
All Day	5	7	3	2
Other	1	1	2	1
Would you recommend a visit to the Town Centre?				
Yes	65	79	92	75
No	35	21	8	25

Just over half of respondents (52%) stayed in the town centre for 1-2 hours.

92% of town centre users would recommend a visit to the town centre, 27% higher than the National Small Towns average.

Additional Questions

Do you live in.....?	%
BoA North of the River	55
BoA South of the River	35
Within 10 miles of BoA	10
Over 10 miles from BoA	1

55% of respondents lived in Bradford on Avon, North of the River with 35% South of the River.

Why do you normally access the town centre On Foot?

The majority of the qualitative comments were that respondents travelled into Bradford on Avon On Foot as they lived in the town. Difficulty in parking the car was also cited as a reason for walking. Comments included;

- ❖ No parking for car
- ❖ prefer to get exercise.
- ❖ traffic is dreadful and there isn't enough parking . it is easier to walk. It does make my visits less frequent though.
- ❖ It's close and parking is a nightmare anyway
- ❖ Lack of parking is a huge issue!
- ❖ I enjoy walking into the centre. However the congestion and lack of parking makes it more of a hardship. Walking is more pleasant experience.
- ❖ Parking is a big issue and centre is easily congested
- ❖ Because on foot in quickest. If I drive there is never anywhere to park so it's easier to walk as I'm not far away. I'm not a fan of the pollution levels in the town centre
- ❖ Better for environment. Also quicker, generally and less frustrating than sitting in traffic and not finding anywhere to park
- ❖ Traffic congestion and lack of parking makes driving in town a nightmare.
- ❖ Traffic and parking nightmares
- ❖ I try to walk into town as much as possible as it only takes 10 mins and is better for the environment. Often when I drive in, it is very difficult to find a parking space, so it is not worth the hassle.
- ❖ Too difficult to park in Bradford on Avon. This can cause problems when needing to go to the doctor because it takes 30 mins to walk into town.

If you normally use a Car to access the town centre, do you travel over the River/ Bridge?	%
Yes	79
No	21

Of those Town Centre users who travelled into Bradford on Avon by Car, 79% travelled over the River/ Bridge.

If you normally use a Car to access the town centre, would you consider travelling by any of these alternative modes of transport?	%
On Foot	42
Bicycle	11
Public Transport	24
Community Transport	8
Other	15

Of those who normally used a Car to access the town centre, 42% stated that they would consider travelling into Bradford on Avon On Foot as an alternative mode of transport.

Are there any schemes/ projects/ improvements that would encourage you to travel into the town centre via an alternative mode of transport?

A number of comments centred on improvements to the bus service would encourage them to travel into the town centre via an alternative mode of transport.

- ❖ *A more frequent bus service up and down the hill especially in the evening.*
- ❖ *Regular shuttle buses*
- ❖ *Free shuttle buses or nominal fees*
- ❖ *A park and ride service would enable visitors from other surrounding villages etc who can only drive here to park outside of the town.*
- ❖ *A regular bus service from my village*

Do you use any other town centres regularly?	%
Yes	74
No	26

Nearly three quarters (74%) of respondents used another town centre regularly. From those Town Centre Users regularly travelling to other locations Bath and Trowbridge were the main destinations.

What is your main purpose for travelling to other Town Centres?	
Work	11
Convenience Shopping	28
Comparison Shopping	26
Access Services	14
Leisure	12
Other	9

54% of those Town Centre Users who regularly use other locations travelled for either Convenience Shopping (28%) or Comparison Shopping (26%).

What two suggestions would you make to improve the town centre?

Increased Car Parking Provision was a key theme to emerge from the suggestions, comments including;

- ❖ *More short stay (hour or less) parking .*
- ❖ *Increase parking capability either at the station car park or at a park and ride site.*
- ❖ *More car parking - there should be public parking at Lamb Yard I don't understand how the plans got through without adding parking A by pass behind Moulton to take passing traffic out of the centre,*
- ❖ *MAYBE A PARK & RIDE OPERATED BY THE TOWN BUS ON PEAK DAYS IF AN OUT OF TOWN SITE COULD BE FOUND.I HAVE SPOKEN TO PEOPLE WHO HAVE VISITED AND DRIVEN AWAY AS CANNOT PARK .*
- ❖ *More parking - there is always a shortage of parking which I believe puts people off visiting!*
- ❖ *More Parking Cheaper parking for residents*
- ❖ *If public parking was available on the private new housing development at least 20 more on the road parking spaces could be creating without causing a hindrance to anyone as far as I can see and would also, if imagine, encourage people to venture to the north side of town to the fantastic cheese shop, for example.*
- ❖ *More parking spaces north of the river and in lamb yard type area. So much building has happened and so little provision for parking. People need more reliable space and ability to nip into shops. This would also ease number of cars crossing over bridge.*

- ❖ *These are linked as parking can be a real deterrent to passing cars stopping for a quick purchase.*
- ❖ *Another car park ! A safe bridge - oh hang on we tried that! Simply not allowing massive heavy goods vehicles through at all*
- ❖ *More parking .*
- ❖ *More parking near to shops*

A ‘Pedestrian Footbridge Across the River’ was another key theme to emerge;

- ❖ *A NEW PEDESTRIAN BRIDGE TO AVOID HAVING TO WALK OVER THE EXISTING TOWN BRIDGE (I RECALL THERE WAS A REFERENDUM ON THIS NOT SO MANY YEARS AGO!).*
- ❖ *A second pedestrian bridge is becoming more and more necessary. Cars appear to have dominated the town over several years, this is only going to get worse.*
- ❖ *A new pedestrian bridge across the river.*
- ❖ *Pedestrian bridge between library and Kingston mills.*
- ❖ *Another pedestrian bridge !*
- ❖ *Pedestrian bridge - any design.*
- ❖ *Second pedestrian bridge*
- ❖ *A pedestrian bridge over the river I do not feel safe crossing with my child!o*
- ❖ *A Pedestrian river bridge in the town centre.*
- ❖ *Another bridge for pedestrians to cross the river. I.e from the library to outside grounded.*
- ❖ *Improve provision for pedestrians crossing town bridge - path is too narrow.*
- ❖ *Install a pedestrian footbridge near Town Bridge .*
- ❖ *Second bridge crossing for pedestrians*
- ❖ *Pedestrian bridge at Kingston mill*
- ❖ *More pedestrian friendly - town bridge and town centre*

‘Improving the Retail Offer’ was another key theme to emerge;

- ❖ *Support to see useable shops (e.g. Reasonably priced butchers, independent clothes shops and furniture shops) set up and STAY.*
- ❖ *Variety of shops , rather than more tea/coffee shops*
- ❖ *Encourage practical shops such as a butchers, as there is a very limited choice in Coop so people hike to Sainsburys.*
- ❖ *More basic shops ...a butchers. It's too 'upmarket'.*
- ❖ *Bradford on Avon is a lovely place to live and we are lucky to have the canal, river and parks to appreciate. However, the centre has become an area for cafes/ Bars and shops of little use. In order for the area to thrive further it is important to reinvest in the retail area that has an identity.*
- ❖ *Shops that are suited to every day needs.*

- ❖ A wider range of retail outlets to be encouraged into empty units and supported to thrive
- ❖ Better selection of shops
- ❖ More retail shops especially clothes etc
- ❖ A destination shop.
- ❖ Some way of encouraging more than just gifty homeware shops , there are too many so they don't survive.
- ❖ More variety of shops
- ❖ Better range of shops

'Reducing Traffic Congestion' was also cited as a method to improve the town centre.

- ❖ Traffic free or reduced
- ❖ Try, please try, a one way loop, but with temporary speed bumps to keep traffic speeds down. If this works then a properly implemented one way system will ease congestion and allow for more on street parking and reduce the hazard of walking through the cross hatched area pavements.
- ❖ Reduce traffic but I don't know this can be achieved. I do know that it must be done.
- ❖ Reduce traffic to improve safety and air pollution.
- ❖ reduce volume of traffic provide another bridge try another shot at introducing the core zone plan
- ❖ Do something to reduce the traffic through town, in particular large / delivery vehicles. This would improve safety, air pollution and congestion.
- ❖ Find a way to reduce the traffic congestion, possibly by preventing lorries come through the town at certain times of day.
- ❖ Reduce through traffic Improve pedestrian safety
- ❖ Make Silver St and Market St one way, so pavements can be widened and pedestrians would feel safer, also it would cut congestion from delivery vehicles (delivery bays could be made in pavements and one-way traffic would be able to pass parked vehicles safely. Reduce lorry weight limit to less than 10 tonnes in town centre.
- ❖ Reduce traffic through town centre Improve provision for pedestrians crossing town bridge - path is too narrow.
- ❖ Reduce traffic congestion and associated air pollution
- ❖ Reducing traffic
- ❖ Take traffic away by building a by pass or at the least impose a one way system.

The 'Development of a One-Way System' was also cited by Town Centre Users;

- ❖ *I think a total one way system would improve the traffic flow - two way along Masons Lane to Newtown; one way down Market Street and one way up Silver Street to the new round about outside Moultons.*
- ❖ *Try, please try, a one way loop, but with temporary speed bumps to keep traffic speeds down. If this works then a properly implemented one way system will ease congestion and allow for more on street parking and reduce the hazard of walking through the cross hatched area pavements.*
- ❖ *One way system up or down market st/ masons lane and silver street to ease traffic congestion.*
- ❖ *One way system coming to/from the top of town to ease congestion*
- ❖ *One way traffic system Stop rat run on Whitehill*
- ❖ *Have a one way system to stop congestion*
- ❖ *No heavy vehicals allowed over the bridge, including one way system up market street and masons lane and down b3107 past the grapes.*
- ❖ *Footbridge over the river One way system of traffic north of the river*
- ❖ *One way traffic system to ease congestion and improvements to pavements and road surfaces*
- ❖ *One way system for traffic. Pedestrian bridge in the centre (the town bridge is narrow and dangerous).*
- ❖ *Make the centre a one way system , with traffic going up A363 Market Street/Masons Lane then down into town on the B3107 Woolley Street. It would solve many of the congestion issues. Improve the pavements.*
- ❖ *One way traffic system , more pedestrian areas*

'Improving the Pavements' in the town centre was also often cited as a suggestion:

- ❖ *Fixing pavements where uneven bc trip hazards on narrow pavements is especially dangerous*
- ❖ *I have young kids and it's just scary with the traffic. I don't like to take them into the centre because I'm always worrying about keeping them on narrow pavements. So wider pavements would be great.*
- ❖ *Widen the pavements contain the traffic.*
- ❖ *More parking / better pavements, when I had a pushchair the centre was very hazardous*
- ❖ *Wider pavements*
- ❖ *Safer sidewalks for pedestrians especially for families needing to use a single or doublee buggy*
- ❖ *Wider pavements over town bridge*

KPI: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The 538 postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

- ❖ Locals; those who live within a Post Code covering the town
- ❖ Visitors; those who live within a Post Code less than a 30-minute drive away
- ❖ Tourists; those who live within a Post Code further than a 30-minute drive away

	National Small Towns %	South West Small Towns %	BoA %	BoA 2012 %	BoA 2011 %	Typ. 5 %
Locals	58	66	55	55	51	81
Visitors	33	23	19	30	24	13
Tourists	9	10	27	15	25	6

Replicating previous Benchmarking evaluations, just over half (55%) of the Post Codes gathered were from Locals. Indicating the Tourist pull of the town, 27% of the Post Codes were from those living more than a 30-minute drive from Bradford on Avon, 18% higher than the National Small Towns average.

Appendix

BUSINESS UNIT DATABASE

Street Name	Business Name	Use Class	Type	Type	Notes
Station Approach	Health Centre	D1	n/a	n/a	
Station Approach	St Margarets Pharmacy	A1	Comparison	Multiple	
Station Approach	BOA Taxis	SG	n/a	n/a	
Station Approach	Richmonde Laine	A2	n/a	n/a	
Station Approach	Flower Station	A1	Comparison	Independent	
Station Approach	Next to Flower Station	n/a	n/a	n/a	Vacant
Station Approach	Station Place	A5	n/a	n/a	
Frome Road	The Bridge Centre	D1	n/a	n/a	
Frome Road	The Three Horseshoes	A4	n/a	n/a	
St Margarets Street	St Margarets Hall	B1	n/a	n/a	
St Margarets Street	Timbrells Yard	A4	n/a	n/a	
St Margarets Street	Tourist Information Centre	D1	n/a	n/a	
Station Approach	Swimming Pool	D1	n/a	n/a	
St Margarets Street	Poppies Tea Rooms	A3	n/a	n/a	
St Margarets Street	Freshfords Fine Antiques	A1	Comparison	Regional	
St Margarets Street	Mr Salvats	A3	n/a	n/a	
St Margarets Street	The Barber Lounge	A1	Comparison	Independent	
St Margarets Street	Parsons Bakery	A1	Convenience	Regional	
St Margarets Street	Premier	A1	Convenience	Multiple	
Frome Road	56 Frome Road	n/a	n/a	n/a	Vacant
Frome Road	David Reed	A2	n/a	n/a	
Frome Road	Green Gauge	B1	n/a	n/a	
Frome Road	Transform	B1	n/a	n/a	
St Margarets Street	Westview Day Nursery	D1	n/a	n/a	
St Margarets Street	Bradford on Avon Vets	SG	n/a	n/a	

St Margarets Hill	United Church	D1	n/a	n/a	
St Margarets Hill	BOA Community Church Office	B1	n/a	n/a	
St Margarets Hill	Baptist Church	D1	n/a	n/a	
St Margarets Street	Geoffrey M Saxty	A2	n/a	n/a	
St Margarets Street	Backhouse Bet	A2	n/a	n/a	
St Margarets Street	Green Tree Health	D1	n/a	n/a	
St Margarets Street	Thai Barn	A3	n/a	n/a	
St Margarets Street	G Binding	A1	Comparison	Independent	
St Margarets Street	Odour Net	B1	n/a	n/a	
Bridge Street	Ravello	A3	n/a	n/a	
Bridge Street	Bridge Tea Room	A3	n/a	n/a	
Bridge Street	Library	D1	n/a	n/a	
Bridge Street	Travel Options 4 U	A1	Comparison	Independent	
Bridge Street	Ton Bon Temple	D1	n/a	n/a	
Bridge Street	Dibble and Roy	A1	Comparison	Regional	
Bridge Street	St Margarets Surgery	D1	n/a	n/a	
Bridge Yard	Sebastians Bistro	A3	n/a	n/a	
Bridge Yard	Co Op	A1	Convenience	Multiple	
Bridge Yard	The Weaving Shed	A3	n/a	n/a	
Bridge Yard	Grounded	A3	n/a	n/a	
Kingston Square	Dixon Health	D1	n/a	n/a	
Kingston Square	Total Letting Services	A2	n/a	n/a	
Kingston Square	Co Op Funeral Care	A1	Comparison	Multiple	
Kingston Square	Career Directed Solutions	B1	n/a	n/a	
Lamb Yard	PIHA	A1	Comparison	Independent	
Lamb Yard	Pablos Bistro	A3	n/a	n/a	
Lamb Yard	Coffee etc	A3	n/a	n/a	
Lamb Yard	Footloose	A1	Comparison	Independent	
Lamb Yard	Noseks Just Gems	A1	Comparison	Independent	
Lamb Yard	Dog House	A1	Comparison	Independent	
Kingston Road	Kingston House	B1	n/a	n/a	
Kingston Road	Hitach	B1	n/a	n/a	



Kingston Road	10 Kingston Road	n/a	n/a	n/a	Vacant
Lamb Yard	Made in Bradford on Avon	D1	n/a	n/a	
Lamb Yard	Handcrafted Mirrors	A1	Comparison	Independent	
Weavers Walk	Secret Garden	A3	n/a	n/a	
Weavers Walk	Gooseboots	A1	Convenience	Independent	
Weavers Walk	Bounndless Blooms	A1	Comparison	Independent	
Weavers Walk	Christines	A1	Convenience	Independent	
Weavers Walk	Wrap	A1	Comparison	Independent	
Weavers Walk	The Little Barbers Shop	n/a	n/a	n/a	Vacant
Silver Street	Yard	n/a	n/a	n/a	Vacant
Silver Street	BoA Teapot	A3	n/a	n/a	
Silver Street	32 Silver Street	n/a	n/a	n/a	Vacant (but opening)
Silver Street	Mercy in Action	A1	Comparison	Multiple	
Silver Street	J Alex Brown	A1	Comparison	Independent	
Silver Street	The Sports Room	A1	Comparison	Independent	
Silver Street	Davies and Davies	A2	n/a	n/a	
Silver Street	Kingstons	A2	n/a	n/a	
Silver Street	China Town	A5	n/a	n/a	
Silver Street	The Bear	A4	n/a	n/a	
Silver Street	Melanie Giles	A1	Comparison	Regional	
The Vaults	Klas Hyllen	B1	n/a	n/a	
The Vaults	Carina Baverstock Couture	A1	Comparison	Independent	
The Vaults	Mr Ashlin Harrington Art Studio	B1	n/a	n/a	
Silver Street	Pizzeria Amici Trattoria	A3	n/a	n/a	
Silver Street	Lynchetts	C1	n/a	n/a	
Silver Street	Moxhams Antiques	A1	Comparison	Independent	
Silver Street	Tim Lynch Assoc.	B1	n/a	n/a	
Silver Street	AMAZINGMAISON.COM	A1	Comparison	Independent	
Silver Street	Grffin and Fudge	n/a	n/a	n/a	vacant
	Quaker Meeting	D1	n/a	n/a	



	House				
Silver Street	Bunch of Grapes	A3	n/a	n/a	
Silver Street	Silver Street Studio	A1	Comparison	Independent	
Silver Street	Carina Baverstock Boutique	A1	Comparison	Independent	
Silver Street	Holidays and Cruises	A1	Comparison	Independent	
Silver Street	9A Silver Street	n/a	n/a	n/a	vacant
Silver Street	The Olde Sweet Shoppe	n/a	n/a	n/a	vacant
Silver Street	Avon Spice	A5	n/a	n/a	
Silver Street	Flossy and Willow	A1	Comparison	Independent	
Silver Street	Alexandra Gunha	A1	Comparison	Independent	
Silver Street	Day Lewis	A1	Comparison	Independent	
Silver Street	Ruby Red	A1	Comparison	Independent	
Silver Street	Coppice Guild	B1	n/a	n/a	
The Shambles	Strawberry Blue	A1	Convenience	Independent	
The Shambles	Bloomfields	A1	Convenience	Independent	
The Shambles	Bathrooms @No 5	A1	Comparison	Regional	
The Shambles	Shambles Coffee Shop	A3	n/a	n/a	
The Shambles	Gilous	A3	n/a	n/a	
The Shambles	Tudor Cards	A1	Comparison	Independent	
Market Steet	Heathers	A1	Comparison	Independent	
The Shambles	Carter and Harding	A1	Comparison	Regional	
The Shambles	Dorothy House	A1	Comparison	Multiple	
The Shambles	Ex Libris	A1	Comparison	Independent	
The Shambles	Fetch	n/a	n/a	n/a	Vacant
The Shambles	Leaf and Bean	A1	Comparison	Independent	
Market Street	Coventry Building Society	A2	n/a	n/a	
Market Street	The Dandy Lion	A3	n/a	n/a	
Market Street	BJP	A2	n/a	n/a	
Market Street	Second Hand Rose	A1	Comparison	Independent	
Market Street	Britten	A1	Comparison	Independent	



Market Street	The Beauty Spot	SG	n/a	n/a	
Market Street	The Town Club	D1	n/a	n/a	
Market Street	Hair @28	A1	Comparison	Independent	
Market Street	Jeremy Jenkins	A2	n/a	n/a	
Market Street	Peaches	A1	Comparison	Independent	
Market Street	Rooths	n/a	n/a	n/a	vacant
Market Street	Next to Rooths	n/a	n/a	n/a	vacant
Market Street	Carter and Harding	n/a	n/a	n/a	vacant
Market Street	No 15 Market Street	n/a	n/a	n/a	vacant
Market Street	Electric Bikes	A1	Comparison	Independent	
Market Street	Adorn	SG	n/a	n/a	
Market Street	Orton Jewellery	A1	Comparison	Independent	
Market Street	The Cheese Shop	A1	Convenience	Independent	
Market Street	St Thomas More	D1	n/a	n/a	
Market Street	Matthew Oliver	B1	n/a	n/a	
Market Street	Jordan and Whyte	A1	Comparison	Independent	
Church Street	Lloyds	n/a	n/a	n/a	Vacant
Church Street	Wallington Hall	D1	n/a	n/a	
Church Street	The Dutch Barton	D1	n/a	n/a	
Church Street	Church Street Practice	D1	n/a	n/a	
Church Street	Holy Trinity Church	D1	n/a	n/a	
Church Street	Saxon Church	D1	n/a	n/a	
Church Street	Luke David	A1	Comparison	Independent	
Church Street	No 5 Church Street	n/a	n/a	n/a	vacant
Church Street	Nxon and Shaw	A1	Comparison	Regional	
Church Street	BLB	A2	n/a	n/a	
Church Street	The Swan	A4	n/a	n/a	
The Shambles	Hayden	SG	n/a	n/a	
Silver Street	Fat Foul	A3	n/a	n/a	
Market Street	Cobb and Farr	A2	n/a	n/a	
Silver Street	Dr K Cobblers	A1	Comparison	Independent	
Silver Street	Silver Street Barbers	A1	Comparison	Independent	
Bull Pit	C and S Bowyer	A1	Comparison	Independent	
St Margarets	Fire Station	SG	n/a	n/a	
St Margarets	Police Station	C2A	n/a	n/a	



CAR PARKING DATABASE

Name:	Station Zone A
On Street/ Car Park:	Car Park
Total Spaces:	34
Short Stay Spaces: (4 hours and under)	28
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	6
Vacant Spaces on a Market Day:	6
Vacant Spaces on a Non-Market Day:	3

Name:	Station Zone B
On Street/ Car Park:	Car Park
Total Spaces:	130
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	126
Disabled Spaces:	4
Vacant Spaces on a Market Day:	4
Vacant Spaces on a Non-Market Day:	14

Name:	Bridge Street
On Street/ Car Park:	Car park
Total Spaces:	26
Short Stay Spaces: (4 hours and under)	22
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Vacant Spaces on a Market Day:	n/a
Vacant Spaces on a Non-Market/Quiet Day:	4

Name:	St Margarets
On Street/ Car Park:	Car Park
Total Spaces:	55
Short Stay Spaces: (4 hours and under)	50
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	21

Name:	Church Street
On Street/ Car Park:	On Street
Total Spaces:	18
Short Stay Spaces: (4 hours and under)	18
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non-Market Day:	3

Name:	Market Street
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	1

Name:	Opposite Thai Barn, St Margarets Street
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	7
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	1
Vacant Spaces on a Non-Market Day:	0

Name:	Train Station
On Street/ Car Park:	On Street
Total Spaces:	17
Short Stay Spaces: (4 hours and under)	15
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Market Day:	4
Vacant Spaces on a Non-Market Day:	7

Name:	Outside Lynchetts, Woolley Street
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	7
Disabled Spaces:	0
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	0

TOWN CENTRE USERS SURVEY QUALITATIVE COMMENTS

*Please note comments have been copied directly and include grammatical errors.

Why do you normally access the town centre On Foot?

Ease of access plus greater range of 'parking' opportunities.

It is close enough on foot and healthier for me and the environment.

Short distance.

Only 10-15 minute walk

Because it's a lovely walk from where I live. Because I don't need to pay for car parking. Sometimes I might park for free for a short period to do some shopping, or visit the health centre

Because it is more environmentally friendly and better for my health
quicker

I live close to the town centre and it is quicker to walk, rather than driving and parking

Don't have a car

Because it's good for the environment and also good for my health to walk

To enjoy a walk and avoid difficulty of parking.

Because I live in Belcombe Road within easy walking distance and I always walk everywhere where possible except on the rare occasions when I drop off a heavy load of items for the Dorothy House shop or to collect a Thai or Indian takeaway in the evening.

Too short a distance to drive and the parking is poor and I don't want to add to the current congestion

Live within walking distance of the town centre

Cycling down the steep hill doesn't feel safe and now does cycling up mason s lane

It is quick and convenient, healthy and challenging.

Visiting coffee shops , shopping and walking the canal paths and river

Due to the lack of parking and the traffic

It's close, a nice walk, no parking hassles

I live close

Not sure if I will get a parking space. Also it is good exercise.
on foot

Fortunately It is an easy walk for us. We don't go into BOA if we need to carry much as parking is inconvenient and too much hassle.

Quicker and easier than trying to park

It's quicker and more pleasant and healthier!

Strolling!

Because I live so near.

I live on Frome Road, only 10 minutes walk away and within 1 mile of the town centre. Also, as I usually visit several shops, it is easier to do this on foot.

Only takes 10 minutes from my home

I live near enough to walk
I live nearby, it's good exercise & cuts pollution. I avoid traffic & parking problems.
Prefer the walk, but not so sure where to park bike either
I live close enough not to need other transport.
Because it's there
No other transport option as rarely is there anywhere to park.
I don't drive or have a car
Because it's very close to my home
only 20 min walk
I live near
Exercise
Close and no parking
Live close, use the rail station
Going out, food shopping or as part of a walk.
Parking is an issue
It's nearby, and quicker than driving, also the car park is pay and display
So close and easier than driving and parking.
good exercise
It is difficult to get parking, and its only a 8 min walk.
Mixture of living fairly close and driving/parking being a nightmare at the wrong time
of day
Easy to get around and healthy.
I live locally and within easy walking distance (I do not drive)
Walking distance
Because I live only a short distance away and driving would usually be more
inconvenient (especially trying to park)
I like walking
To view this very pretty town certainly not for the shops.
greener, good exercise.
Live within an easy walking distance
Parking at weekends is terrible. Both busy and expensive. Walking down the hill is
considerably quicker than queuing down in the car.
Because it's a 5 minute walk from my house
I cannot drive
Exercise - close enough not to need the car.
I live very close to the centre of town
We only live half a mile from the town centre
not much parking available
Proximity (less than 10 mins. walk!)
It's not far and walking is good for you!
School run and to walk the dog or kids
because parking and traffic is such a nightmare... and i enjoy walking
It's the most logical option - it is convenient, sustainable and healthy.
Live very close and to avoid using car
Because I live almost in town, anything else would be stupid



Parking, quicker than queuing for the traffic lights on Holt Road, healthier than driving
Exercise, no parking requirement, enjoy walking down the hill and through town
It's quicker and takes less time than driving through, it's so congested, I try not to use car.
When I am staying in the town I am close to the centre
Quick & easy
quicker to walk down hill and bus back
No parking...like walking
I live 2 mins from the centre
Quicker than driving down masons lane, also nowhere to park
Parking a nightmare!
live locally
Because I'm not lazy
Exercise (!) but more importantly, help reduce vehicle use in the town centre
Because for me it's quicker to walk than drive and it's a 2min walk.
It's only 5 minutes walk from home.
I live in centre
Shopping, and walking my dog.
I live 5 minutes walk away and don't need to drive (luckily because parking sucks)
To get some exercise and parking is difficult.
On foot because I don't want to pollute or add to the already congested roads. Also parking is an issue.
My normal transport option, for environmental reasons.
Because I live in the town centre.
Various activities; shopping, swimming or meeting friends to visit cafes.
Convenience and lack of parking
Parking terrible and it's easier to walk
I walk my dogs
It is only a short walk
Convenience and insufficient parking
We live close by
I live on Trowbridge road it only takes 4 minutes to walk into town
It isn't far. I enjoy the walk.
On foot for the use of services and shopping.
Good for health. But usually impossible to find a parking space in station car park
To avoid traffic jams and for fitness
easy to walk in.
As live locally and I'm still fit enough to walk
It's difficult to park
It is easy to walk into town
As we only live a few minutes away, it really is the only way to go
It's convenient and contributes to my well-being.
We live close enough to walk & I like the exercise.

To access the railway station for my commute to work.
 I like to walk when I can and parking is terrible.
 For work
 Going to station, walking dog, going for drink/food
 because I can
 Because the parking is terrible and I live in Woolley so am close enough to walk in.
 Because I live in the centre of BOA.
 Because I live within 10 minutes walk
 Because I prefer not to drive, it is healthier and reduces traffic
 I live so centrally that it's easy for me
 Because I live 10 mins from centre of town
 Easy/ to keep fit/ reduce traffic/ enjoy the surroundings
 Exercise
 It's an easy 20 minute walk.
 I enjoy the walk and it saves having to find and pay for parking
 Because it's a short walk (albeit with a horrible hill home!) And because parking can be tricky. But I drive if we're going to the library rather than hike up the hill with a large bag of books.
 As I live in town centre it is only a minute to the shops
 Because we live very close to the centre [by the Rail Station]
 quicker, more environmentally friendly and cheaper than driving
 Easy and live in town
 Because I live in the town centre and anything else would be stupid!
 Because I live within walking distance of the town centre
 I live on Avon Close, so easier to walk than drive
 I live near the centre.
 Exercise and no bother to park
 I live in BoA so driving would be somewhat lazy :)
 Because I live five minutes walk from the centre, walking is quicker than the bother of coming in by car... and better for the environment and my fitness!
 Ease and convenience
 On foot
 Because I live very close, and there is no point in driving!!
 easiest way to get to the station without having to park there
 Live fairly close, but equally drive when taking elderly parent
 exercise and like walking.
 Only live in Poulton, so only a short walk and often just as quick as driving.
 Because I live in the town centre
 I don't drive.
 For exercise and to avoid using the car
 quicker on foot...
 because I live in Silver Street
 I don't use a car and it's close enough
 Because parking is difficult and because walking is good exercise.



Partly because of exercise and because it is very difficult to find somewhere to park in the town centre

Short walk from home , traffic is so appalling anyway. Traffic is bordering on the dangerous now !

Too difficult to park in Bradford on Avon. This can cause problems when needing to go to the doctor because it takes 30 mins to walk into town.

I don't drive and, even if I did, I would still walk as a choice. Traffic is the major issue here: too much of it & so few drivers who show any consideration for others.

I live in the town centre

I live in the Centre

It's only 5 minutes away from my house

I live in the centre of town

Easier than trying to find parking

On foot

Because of the amount of traffic. I find it far easier, and less stressful, to walk in & avoid the constant traffic congestion.

I try to walk into town as much as possible as it only takes 10 mins and is better for the environment. Often when I drive in, it is very difficult to find a parking space, so it is not worth the hassle.

No where to park

I live centrally.

It's a short walk

No parking

I live very close on Woolley street

Because I am a resident of Whitehill, and do NOT need to drive into 'The Village' as we locals refer to it. I also COMMUTE on Shanks'

Live close enough too.

Taking a car is too difficult

Because I go in to eat and drink.

Everything is within walking distance, this town is far too congested so one less car on the road is a good thing as far as I am concerned.

I live within walking distance of the town centre, don't have to park.

No parking

Traffic and parking nightmares

It's only a 5 minute walk.

Live close by

Work

Easy to get around

Because I am born and bred and like to walk into town!

Because it a nice way to travel, although we leave our bikes by timbrells and walk from there .

Not cycle friendly in town centre.

Quicker, healthier and easier than driving

Because I live very centrally

Quicker than driving and parking is too expensive

It's easy plus I enjoy the walk. Should the weather prove inclement then I'll drive.
Don't have access to car in the week (one car family)

nice to walk in at the weekend

I love very closely. Driving isn't an option as there is very little parking. Not that I think there should be more. I want to avoid a 'car park' at all costs!

I like to walk my dog, do some shopping and go for a coffee on my trip into town.
Also parking can be difficult.

On foot

Because I like the exercise, try to lower my carbon footprint by not using the car,
find parking difficult, enjoy walking around this attractive town and meeting people.

Very close to home. Quicker to walk.

To get some exercise and use the car less

Healthy option, cost of parking

Exercise, for the views, lack of parking

Convenient and good exercise

Convenient, pleasant to walk.

To avoid the traffic

Quickest option, better for the environment, healthier.

Parking difficulties

Difficulty in parking, and prefer not to pay for the privilege when I'm supporting our local shops.

I live on Market Street, therefore v central

Quicker on foot and beautiful views walking down hill

Parking can be difficult

We live close

Because we live in the town and it's nice to walk, healthier and greener

Because it's the easiest way to get into town.

Parking problems

Walk for exercise

Easier - parking can be a problem and often quicker to walk. We also like the exercise
- nice off the main roads paths. For people visiting and tourist, driving a nightmare
for visiting local businesses as there is nowhere to park by shops.

I like the exercise.

It's a bit steep walk but good for health. Enjoy different ways into town

Live very close, traffic and parking in town are very difficult

Cos I live very close

I live on Coppice Hill so in town by default

I live in the centre so I walk and do cycling

Because it's a quick 15 minute walk and free

I cycle because it's quicker, greener and easier to park.

It's very near

too much traffic. walking is quieter and just as quick. also healthier

It is a lovely walk through the woods.

Quicker than driving, given congestion.

Too much traffic

'Cos it is quicker

Traffic congestion and lack of parking makes driving in town a nightmare.

Quickest.

It's an easy, level walk.

It's within walking distance but there is a steep hill and I have a small son so I don't go sometimes if the weather is bad or I would have to carry a lot back as well as get him home

Its easiest when you live so close

It's a pleasant walk and not too far.

Because walking is good for my health and I enjoy it. Also, parking in BoA is not great

Easy walking distance and better for my health and the environment

Only 10 minutes from town centre

Poor parking where it's needed

Live within 10min walk, not enough parking anyway. Will drive if with the kids though as they're young and walking route not safe (I've been hit 8 times by wing mirrors)

Better for environment. Also quicker, generally and less frustrating than sitting in traffic and not finding anywhere to park

on foot

Because on foot in quickest. If I drive there is never anywhere to park so it's easier to walk as I'm not far away. I'm not a fan of the pollution levels in the town centre

We live on the Frome Road so it is more convenient to walk than to drive and try to park

It's easier to leave the car at home in Wine Street

I can't see well enough to drive so I have to walk!

Because I'm local and it's easier/pleasant.

I live in the Kingston mills development.

Live near centre

Like to exercise however both walking and cycling routes need to be improved in a town centre that is dominated by traffic.

Because of congestion

shops, library, leisure, walks, trains - I live in the centre

Convenience only 10min walk down hill

Because it's quicker to walk than drive and park

I live close to the town centre, so walking is the obvious choice. I like to walk along The Strips into town, a very pleasant walk.

We walk the dogs daily around the town although we do drive the kids to St Laurence, or drive down and park if we have appointments

Traffic ghastly and I

Love going under my pen steam

No where to park the car and it is so expensive to park daily in the station car park

Fast and less hassle than driving

I live close enough to walk and parking isn't easy and it costs.

It's better for the environment and for my health and parking would be a nightmare

anyway

Distance.

I live locally so there's no need to drive. I enjoy the walk with my toddler in the buggy.

Parking is a big issue and centre is easily congested

Because I am going to work and I live 10 minutes from the centre

I live very close.

I live close and like the exercise

I live nearby

Because I am fit and able. I loathe driving down into the town and across the bridge and resent having to pay for parking for less than an hour to access essential services.

I enjoy walking into the centre. However the congestion and lack of parking makes it more of a hardship. Walking is more pleasant experience.

It's a nice walk

Lack of parking is a huge issue!

Because we live within 10 minutes walk of the Centre so it's the most convenient way Walking ??

Bradford is hardly huge, I'm not physically impaired in any way, so I walk, as do my small children, if they're not in nursery/school. Driving short distances is no good for the environment, plus I imagine it takes longer to drive than it would to walk ??

I live so close no need to use anything else as clocks up 'steps' too, plus meeting friends for drink etc. Unsure if I would visit so often if couldn't do so on foot.

It's close and parking is a nightmare anyway

Because i live at the top of the hill and like the walk

It's quicker, no need for car park and I get fitter

No easy parking, walking is good

traffic is dreadful and there isn't enough parking. it is easier to walk. It does make my visits less frequent though.

Meet friends, eat drink, errands, start walks with walking group.

It's a short walk from home.

I live so close. I don't like to drive and use fuel and precious parking spaces, but prefer to get exercise.

Easier than driving

Because I live five minutes walk away from the town centre

Because we live within walking distance of the centre.

No parking for car

To work

Health benefits, better for the environment, avoid parking charges

I live walking distance from it

An easy walk for us.

Because it is quick and easy to walk or cycle. No parking hassles.

Live so close no need to drive

I live in the town centre and it'll be silly to drive.

Because I am in walking distance plus parking is a nightmare!

Because I live within walking distance, the walk is beautiful and parking any closer than I live is usually impossible.

Because I enjoy it and do not have access to a car during the week. And I push my baby in her buggy. I try and go slightly longer routes as well as it's my main form of exercise!

Nice and easy walk without having to drive

Lack of parking, lifestyle and convenience

I live close to the centre and there is no need to use the car.

As live near to town centre and don't want to add to traffic

I live only 15 minutes' walk away mostly on footpaths. Driving/parking would take considerably longer.

live in centre of town. Do not own a car as parking is limited and have gotten use to walking, cycling and using public transport

Because I enjoy walking around our beautiful little town

Convenience & eco friendly & healthy

Because it's close enough to walk to and every little bit helps with congestion and pollution.

Because its healthier to walk!

I live a 5 min walk away from the centre.

Because i dont want to add to the traffic!

It's an easy walk - no need to drive.

I live in the town centre! Bit pointless to go any other way!

Proximity—I live a 5-minute walk from the centre.

easy, quick and healthy

To avoid paying for parking

Are there any schemes/ projects/ improvements that would encourage you to travel into the town centre via an alternative mode of transport?

Safer for cyclists.

Already use alternative transport, but you only let me put in one answer.

Contactless payment on buses

No

No

You have not defined "town centre". I regard Sainsbury's as still part of the main part of BOA and have answered accordingly. Since shopping is six bags or more, I would only use the car.

no

I suggest that if a large truck ventures over the bridge then they should be able to continue on their way instead of stopping them and so causing huge tailbacks and gridlock in the rest of the town.

No

No

Affordable bus

Flatten the hill!

No, because I'm usually going on to somewhere else. If only going to BoA a frequent and reliable bus service might persuade me - including at weekends.

Another bridge crossing would be good. Park & Ride perhaps if it was effective. One way scheme?

More frequent bus service from Holt

No

Regular early morning buses that operate 7 days a week at a reasonable price

If it was frequent and reliable.

Cycle lane all along from the Holt road or reopen Holt station.

Buses are too infrequent to help me

Public transport is very bad from my location - Rudloe/corsham/box - only two buses a week! I used to live in Trowbridge and used public transport then but I can't now. I have to drive!

I don't like walking because there is so much traffic and the pavements are very narrow so I feel uncomfortable walking around.

I travel into the town centre by car because I need my car for my job.

No

A community bus would but one doesn't travel as far as Winsley

Cycle path

No

Better pavements and road surfaces.

Buses from Holt are few and far between. Getting back at night requires taxi or driving.

More regular bus services

I use means of transport but maybe a bike lockup

Cycle only tracks to town centre

So sad that the footbridge over the river never got off the ground. Would have been a very convenient walk into town.

Don't know

Bike path

More regular bus service from Holt

Safer cycling by perhaps implementing a one way system up and down the hill with a clearly defined cycle path. i'm too frightened to use it with my children at the moment

The state of the roads for cyclists is poor especially at the road edges where drains and broken road surfaces make it treacherous. Perhaps you could consider having a one meter wide white line indicating the cyclists domain - they have that in many countries.

out of town parking and tram in centre

No-I don't want to carry my food shopping any other way than a car.It's too much hassle

More Parking

Frequent and cheap 'hopper' type bus service.

There is a lack of parking north of the river. It is a nightmare getting over the bridge and back again. People need places they can park and pop into shops for a quick 1/2

hr or hour shopping. If you can't find it you end up going so Sainsburys. Wonder if all the space that is often empty at Lamb Yard could be somehow used/leased during business hours. Buses from Winsley are also very infrequent.

Cycle path in to town trowbridge road far too dangerous

Pedestrian bridge separate to road bridge. Parking on north side with easy access to centre.

yes. if there was more parking over the town bridge. footpath useless with a wheelchair

More short term parking. Safer bike storage

Access into Bradford is fine as it is. Need to not penalise people for having to use cars.

park and ride. I have a mobility problem and would love to access the town centre easily

Cheaper fair

One way system or by-pass

No. I live and work around the town so need my own transport

A safe pedestrian bridge to cross the river and a zebra crossing near the toundabout

It's time and the steepness of the hill that makes me drive. Cable car?

Safer pavements

Footpath on ONE SIDE of the bridge, safer for pedestrians and a crossing by the bistro.

Pedestrian zone

No

I normally don't have time to wait for other modes of transport. Bradford needs better and more parking. The first 20 mins should be free. I would definitely stop in Bradford and use local businesses more if I could easily stop in my car as I was passing through to go to clubs/work/school.

Cheaper buses

Cycle ways into town centre

Safer footbridge over the river

Less traffic would walk or cycle

A more frequent bus service up and down the hill especially in the evening.

I use car, walk and take bus but you only ask for one answer. Usually travelling with multiple kids so car is easiest. Another footbridge over the river would be very helpful for families though.

Safer walking routes, particularly over the bridge

No

The cycling routes are great from trowbridge, both along the canal or on the cyclepath from cock hill, I don't see how it could be improved.

Regular shuttle buses or a bicycle safe route that's not at the steepest climb of the hill. Perhaps community electric "boris" bikes which can be picked up/dropped off at the top and bottom of the hill.

Safer pedestrian access, feels to dangerous on foot

I push a double pushchair and the pavements are very hard to navigate with a wide load! Wider pavements and a decent pedestrian bridge. Also a car park on tr north

side of the bridge but I understand that isn't so easy to find!

NO

No

Pedestrianised zones would encourage me to walk.

No. I would walk for anything other than business. Reducing rents for the first year for shops would be helpful

If the Kingston Farm roadworks would disappear, I'd feel less uncomfortable about walking.

More places to safely leave a bike

Free shuttle buses or nominal fees

Terraforming?

More user friendly for walking

More regular or more obviously sign posted local buses

A park and ride service would enable visitors from other surrounding villages etc who can only drive here to park outside of the town.

A regular bus service from my village

Car parks on outskirts

Pedestrianise the centre

More regular buses

What two suggestions would you make to improve the town centre?

Not enough range of useful, practical shops, unable to get many items. I find it much easier to pop into bath for most things.

Transport options are a nightmare, train route and times are so impractical

The traffic problem must be addressed. I drive most days through the town from Winsley to Trowbridge to visit a care home there. I wish there were a bypass. Visiting the town would be so much more pleasant without the through traffic; if the only traffic was public transport and cars actually heading for the car parks.

Footpath trails, especially recommendations for visitors who regularly walk over the bridge from the car park only to get stuck at the roundabout. A sign sending them the best way would be helpful.

Wider pavement on Co-op side of bridge, at expense of no pavement on the other side, plus pedestrian crossing at Co-op end. Current pavement is too narrow when busses or lorries are on the road, or buggies, etc., are on the pavement.

A butchers shop.

1. Longer time at the car parks

2. Update the swimming pool complex

Some form of pedestrianisation. It is very difficult to walk around, and as such nobody does and they go elsewhere. Traffic congestion and narrow pavements make it a nightmare for families with children. Businesses get very limited footfall.

1. Take action to reduce through traffic.
 2. Take urgent action to reduce air pollution.
 1. Significant changes in road surfaces, levels and revised priorities to distinguish between 'car-centric' and 'pedestrian-centric' areas of the road network (Unlikely to be 'permitted' to ban traffic from the centre of the town, provide clever methods to dissuade car dependent transport).
 2. More prominent and convenient bicycle parking facilities plus strategic placement of benches that would allow people to rest while walking into and around the town.
- Less traffic!!!!
- Improved leisure facilities, in particular for young people who feel there is nothing to do here.
- Introduce a one way traffic system! Traffic is by far the most negative feature of BoA.

On the matter of street lighting, the Town Council should be aware that the level of light pollution at night has steadily risen in W.Wiltshire. The stars are becoming progressively less visible with consequent loss of that countryside feel and sense of wonder. I should prefer to see less street lighting, and what is essential for safety should be directed downwards not upwards.

Improve the area around the station to make it more attractive e.g. soften it with trees or bushes and have an information board so that people visiting BoA for the first time will know what the town has to offer and how to get there.

Reduce air pollution e.g electric bus

Take traffic away by building a by pass or at the least impose a one way system.

Reduce business rates to attract retailers to empty premises

Sort out the traffic. There's lots of smaller things to do whilst planning to tackle the bigger issue.

Make crossing the road on the middle of the town bridge, by the station, by the upper entrance of the Swan easier.

Sort out staff and customer transport from BOA to Bath Uni and Wessex Water.

Put a better cycle walking link to Winsley and one to Holt.

Repair the appalling state of the canal path so it can be used by more people for more of the year without getting muddy.

20mph is great, plan to extend it more to the town centre.

Smaller, electric buses. More pedestrian crossings

There are many more than TWO matters requiring attention.

Development of an Information Centre worthy of this town, Restriction on numbers of café tables and chairs dotted around Lamb Yard and Westbury House Gardens. New

byelaw to insist commercial & domestic rubbish bins are stored out of sight

Use of appropriate materials for repairing footpaths & kerbs . Rationalisation of street signs & furniture.

eg For how long is a "New Zebra Crossing" NEW???

1. More diverse offer of shops - we have lost so many over the last few years
2. Improved pedestrian flow around town centre - it can be quite stressful trying to navigate the centre close to the roundabout on the north side of the bridge
Less through traffic; cars, buses, lorries etc

Generally make it more pedestrian & cycle friendly

Better Walkways for pedestrians.

Increased parking

1. Reduce vehicle numbers, e.g. out-of town park and ride with buses, pedestrianise Town Bridge, Market Street and Silver Street, better bus services in town and local villages, create bike lanes.
2. Improve pedestrian experience without drastic measures, such as footpath signs near Catholic Church directing people to cross river by McKeever Bridge, riverbank walk, footpath past Holy Trinity to Country Park, through Tory to Winsley Road, St Margaret's Steps to the Slips, and others.

One way traffic routes

Fill up empty shops

Improvement of pavements and footpaths which have deteriorated. In France great attention and money is spent on resurfacing (not with tarmac) floorscape within historic town centres and villages. People underestimate the importance of this. It makes walking safer and easier and greatly contributes to the visual aspect of a town. Surely grants must be available for such work. Unfortunately cuts in local government spending means they opt for the cheapest option e.g. tarmac. The surface on Church Alley is appalling, having been constantly patched, and is a disgrace in a historic area which is used by many visitors as well as residents.

Likewise the pavements used to be sprayed with weed killer but now grass is appearing on many footpaths between the kerb and the tarmac road.

As the economy of BonA is enhanced by visitors and tourists attention needs to be paid not just to the main town centre but also the footpaths and alleyways they frequently use e.g. Church Alley, Tory, paths to the Tithe Barn etc

More priority for pedestrians over traffic.

A footbridge over the river as the town bridge is unsafe for pedestrians

Just keep the traffic moving. Do away with the silly yellow boxes around Masons Hill & build a complete bypass system for our town.

IT HAS BEEN LIKE IT FOR THE 23 YEARS THAT I HAVE LIVED HERE. I HAVE COMPLAINED ABOUT THE STATE OF THE PAVEMENTS AMONGST OTHER THINGS BUT NOTHING IS EVER BEEN DONE. SEVERAL EXCUSES, USUALLY LACK OF MONEY. IM RESIGNED TO THE USELESS OF LOCAL & NATIONAL POLITIANS

A one-way traffic system north of the river bridge.

Implement the Central Core Zone which was voted against in a referendum.
Sort out traffic problem - one way system?
More pedestrian friendly - town bridge and town centre
Reducing traffic

Getting a 24 hour cash point back into the town centre
Family friendly focus: :map of local playgrounds, family friendly cafe/restaurants/loos with changing facilities. Walking route for buggies with estimated time and parent car parking in local car parks. Demographic of visitors currently on the older side.

Resident car parking permitballication- BoA wide strategy. Since we moved to BoA town centre we have been surrounded by double yellows, parking more competitive, v unfriendly to young families.
Better traffic movement with a one way system. Provide a focal point like a town square.
One-way traffic system in the centre.

More linked pathways - the path over the Town Bridge to the west ends up in a difficult position for walkers.
Close market street to traffic and just have a two way system across the roundabout and pedestrianise market street church st around the shambles.
Pedestrian bridge at Kingston mill

Improve the variety of shops and get the empty shops filled.

Ease traffic congestion and make pedestrian access including road crossings safer, or at least feel safer due to less traffic. Also prevent delivery vehicle blocking the pavements and illegally parking on pavements making it very u safe as a pedestrian.

Footbridge across river

Traffic control

A bridge from library car park to lamb yard so avoiding the narrow pavement on the existing bridge. This would also open up access to lamb yard that often gets missed. A good town map and signage at station and various points to show visitors interesting walks and routes round town. Most people leave station by walking to main road thereby missing the lovely river walks. More parking spaces.

Reduce through traffic

More varied shops

Clear up rubbish opposite the co-op next to the town bridge

repair all signage and make good road markings

1 A clockwise one way system to improve traffic flow, enhance the experience for pedestrians and reduce air pollution.

2. Improve parking to make businesses more accessible and therefore more attractive to shoppers and others wishing to visit the town

Pedestrian/cycle bridge over the river (Bridge St to Kingston Mills) as originally proposed.

Close Market Street to traffic going up the hill (or fully pedestrianize it diverting all traffic to Silver St and limited access to Church St for residents only) to allow for improved pedestrian access to shops etc. through wider pavements encouraging people to spend longer in the town centre and becoming more economically beneficial to local businesses
Less traffic

Remove street 'furniture'

1. Reduce traffic speed limit.

2. A few speed bumps here and there!

Get rid of the traffic (except public transport)

More proper shops that sell useful things (like, Karen's, Christine's and the hardware store)

1. Encourage more Independent retailers to come to Bradford.

2. Make the town centre more pedestrian friendly- by excluding through traffic?(a toll bridge for non-residents/lorries, etc?), provide a footbridge over the river by the Town Bridge?, wider pavements?

Better parking

More pedestrian friendly

Better tourist and local information centre

Better parking

a one way system which I have advocated for over 50 years

free parking for necessary visits re health

A bypass, more shops

Better sports facilities for the youth especially and adults

New foot-bridge

More "ordinary" shops, so that you could comfortably do all your shopping there

Make better use of the town bus, with timetables and improved routes. It should be a tourist facility as well as serving specific areas of the town.

Better parking - it is a problem for popping in and doing a quick shop.

Second bridge crossing for pedestrians

Wider pavements for walking

One way system for traffic

Adequately wide footways for pedestrians, eg at top and bottom of Market Street (these should be on both sides of the road) and on the Town Bridge.

Less traffic -- but how?

New foot bridge as planned before. Park and ride out of town.

1. Get rid of some of the unnecessary clutter - eg. signage including the plastic signs that ruin the gates to Holy Trinity and waste bins opposite the Co-op

2. A sensitive scheme for a multi-storey car park at the station.

Close the town bridge to all mechanically powered vehicles.

Turn the 'library' car park into a covered market space.

More regular community events & activities

More parking - free

Safer pavements

Educate drivers on the use of the box junctions to improve traffic flow. In the long term consider stopping traffic coming through the town and over the bridge between the hours of 9 and 4.

Actually improve town signage, enough talking about it do it! It's not rocket science choice a suitable design/format and start implementing.

Do something about re routing the traffic - I know you may fear your town would become isolated, but I cannot see how people driving through can stop anyway.

An accessible vibrant council website/social media - there are several tourist/community sites which are OK and each serve a purpose, but none grabs the attention - your town is not shown at its best.

Lessen the traffic travelling through the town.

Install a pedestrian footbridge near Town Bridge.

A small cinema

Better pedestrian access north side of river

A bank

A butchers

By pass, or one way system

Limit amount of cafes in area.

Improve the market - proper stalls eg veg stall can afford to buy from.

Bypass would be great, should of happened when the Barrett estate was being built.

More shops

Less traffic

At least, experiment with a one way system for traffic.

Fix the disgusting state of the road surfaces.

1. Reduce traffic congestion and associated air pollution

2. Make the town safe to cross roads and use pavements

New bridge

One way system (down Silver st, up Mason's lane)

Traffic with associated pollution , a visible community police profile

Improve footpaths to make them more disabled accessible. Taking a person in a wheelchair into the town centre is an absolute nightmare.

Less traffic. Not quite sure how to achieve his though.

Free parking after 3pm and all day Sunday's

Another cash point as well as the one in the Co-Op

Another bridge

Lower business rates and rent controls on retail units to minimise shops standing empty

One-way traffic system

Bypass is desperately needed!

Prices of rent and therefore goods are too high.

Different types of shops.

Better/ wider pavements

One way system

Bypass

1. Obviously there is the traffic issue. Getting across the bridge during busy periods can take 20 mins sometimes. It's obviously a difficult one, as cars need to get through there somehow.

2. ATM, I would say the road outside the the new Kingston estate. That road has now been lighted 1 way traffic for almost a year! The works were supposed to be finished by the end of summer, and that road still has temporary street lights as the works is ongoing. As if the traffic is BOA wasn't bad enough, this is just making it worse.

It is a lovely town centre. I had mates from Australia come and visit on the weekend and they couldn't talk highly enough of BOA. We live in a happy, safe, beautiful place. I guess more work opportunities would be good!

1) Add more parking

2) introduce the one-way system (it does work, regardless of what the NIMBYs say)

Safer wider footpath across the bridge.

Investment in a park and ride.

More parking spaces for tenants from Norden

Pedestrianise some parts of the centre if possible.

Widen pavements, especially over town bridge.

Improve parking.

Apart from post office I'd probably blow it up.?????. I shop out of town, Devizes or Frome, model yourselves on them.

Safer routes to walk across the river that can easily fit pushchairs and wheelchairs.

Modern clean baby change facilities

A 'one-way' traffic scheme (in the absence of a by-pass).

A footbridge over the river, from the library car-park to the Kingston Mills development.

More realistic shops for everyday people

A ban on some of the larger lorries coming through the town

Bypass to town

More basic shops providing daily requirements

Signage to encourage drivers to use the two yellow box junctions on Market Street appropriately. Too often drivers are reluctant to drive through the yellow boxes, even when their exit is empty. Both boxes are wide enough for 2 cars to pass safely, yet (with modern cars being slightly wider) I frequently encounter drivers holding up the traffic flow by refusing to enter the yellow boxes until there is no other car in the box. Simple signage could improve the traffic flow.

Crossing the road more safely
More shopping choice. Less traffic.
Less traffic
Empty shops occupied
Only one: do something about the traffic. It's intimidating, dirty and overbearing.
Everything else is fine
Improving the traffic flow. Perhaps a one way system of down silver street and up market street.
Encourage shops to the town centre with good business rates.
Deal with traffic congestion.
Only walk facing the traffic on the Town Bridge
which would need a pedestrian crossing on the north side
of the bridge.
Clean out the main water drains so that the water can
flow freely in the gutters.
The traffic flow needs to be controlled as this causes far too much air pollution.

We need another bridge over the river as the present main bridge is not suitable for the amount of people passing over it and therefore is relatively unsafe.

Multi-storey car park

Foot bridge across river.

absolute ban on all anti-social parking eg on double yellows and pavements

Making the entrance to the Kingston Mills site more attractive, removing bins and too many adverts, it's a bad image at a crucial site

A one way traffic system. & a bank

1. Revisit the Historic Core Zone plans to create a more welcoming pedestrian experience across the town centre with the added benefit of dissuading through traffic.

2. Develop a design code for implementation across the town centre on all public facing buildings, signage etc in order to provide a stronger, more considered aesthetic appeal.
Dare i mention that second bridge

Better shops...

Make it a one way system to get mid of the current ridiculous situation.

Reduced rates to encourage more shops to take on the empty units.

Encouraging locals to walk, cycle, buses or car sharing to access the town centre. We have to look more at ourselves as a community to make positive changes.

Do something about the traffic - but what?!

Unsightly dustbins outside shops, makes the town look uncared for.

One way system up Market Street and down Silver street?

Lights over the bridge so traffic has to alternate

Free off road short stay parking

1. Manage the traffic flow better

2. Make pedestrian flow safer

Reduce traffic through town centre

Improve provision for pedestrians crossing town bridge - path is too narrow.

New footbridge over the river from Kingston Mill to the library. Core zone traffic calming plans!

Implement a ONE-WAY TRAFFIC SYSTEM straight away.

Open the EMPTY SHOPS

Stop through traffic over the bridge. Provide more free parking spaces. E.g. move the market to Lambs yard to make the car park available

HCZ to tidy and clean the centre up and to offer safer places to cross the roads

Town bridge: it gets more congested with traffic everyday and less safe for pedestrians

More parking. Ways to ease congestion on the hill.

More community travel schemes.

A few more commercial shops.

Get rid of yellow boxes or one way system. Up masons down silver st

Two way new road and sladesbrook

No more stupid handbag, trinket and cushion shops which all fail within a year

Both are really obvious and should just be done :

1. One way road system in town allowing for more on street parking with a 60 minute wait limit to allow for locals to pop onto shops

2. A foot bridge as planned near the library

One-way traffic scheme

Park and ride facility

one way traffic system

by pass

Contact the SAT Nav people and stop them sending lorries down Silver Street and then up Market Street instead of along the Leigh Road, UK based or foreign, they all do it!

Educate (or reeducate) people on the correct use of the yellow boxes, you can actually enter them if another vehicle is approaching. So many drivers wont go into them and pass other vehicles, this can cause huge congestion in seconds. Also many people do enter them when there is no exit and cause the same effect, there is a #40 fine for doing this in London!

1, The (dreaded) one way system should be implemented - & don't forget this would / should take out the rat run off the Winsley Rd -> Masons lane.

2, Make every effort to control / reduce business rates in the centre as well as control car parking fees for the main car parks. A holistic approach will help avoid the churn on business premises and also provide a more balanced free short term park for folk to

actually browse & shop (increase footfall)

Another bridge for pedestrians to cross the river. I.e from the library to outside grounded.

More parking spaces.

Put a bypass around Bradford to ease congestion and improve safety. Could create some pedestrianised zones then and create more activities without impeding on traffic.

Improve the pavements and road surfaces. These have been left in a hideous state for years. Rather than skimming them, do them properly so they last. Also removing grass verges from some estates would improve residential parking and hold ups for local buses.

Make the parking easier and better traffic control eg lorries.

More wide ranging useful shops. E.g. Butcher, deli,

Another bridge, oh, hang on, someone mentioned that!

A Pedestrian river bridge in the town centre.

Interactive information console in the town - by TIC or HUB or St Margrets Hall.

More retail options for resident, eg butcher's. More options for parents of young children, soft play for the winter months. A gym maybe.

More parking near to shops

Less through traffic

More footpaths and a bank would help

Once a month, close the Old Town Bridge to all but emergency vehicles , between 10-2. To make pedestrians more important than vehicles, just once in a while.

Design bin accommodation to stop them being so unsightly.

Minimal one way system so that the pavements can be widened.

Better Signage

Make Silver St and Market St one way, so pavements can be widened and pedestrians would feel safer, also it would cut congestion from delivery vehicles (delivery bays could be made in pavements and one-way traffic would be able to pass parked vehicles safely.

Reduce lorry weight limit to less than 10 tonnes in town centre.

Wider variety of shops/services for residents - not just tourists (i.e. butcher, bank, dedicated post office services, clothes)

Easier access by foot/bike - current town bridge is quite dangerous- footbridge and or dedicated cycle ways especially access from the south side of town would mean children can cycle/walk to St Laurence much more safely.

Mason lane one way maybe?

A pedestrian bridge over the river I do not feel safe crossing with my child!o

Ban cars.

Shops that serve the local community...e.g. Butcher and more upmarket supermarket... m and s or Waitrose.

Bank ..proper post office.

Pedestrian bridge between library and Kingston mills.

A cashpoint accessible 24 hours a day
Reduce through traffic
Improve pedestrian safety
Safer pavements and river crossing for pedestrians.
Less traffic.
One way traffic system with 20mph
Encourage more variety of shops.
Better range of shops and less pollution and congestion.
Less traffic, wider pavements, a bigger street market. Free short term parking
No increase to car parking charges. One way system to improve traffic flow.
Have a pedestrian footbridge near the library.
Find a way to reduce the traffic congestion, possibly by preventing lorries come through the town at certain times of day.
Another foot bridge library side river.

Planning changes that are beneficial to ordinary residents and not just dominated by the wishes of local businesses or dominant but minority interest groups.
No lorries
Make sure it has flood barriers.
Widen the pavement on the side coming across from the bridge going round silver street
Build a bypass that goes around the town to avoid congestion.
A better sports centre or outdoor activity centre to help with the health and fitness of the residents.
Second pedestrian bridge
Keep costs for market stalls low to encourage more stalls.
Improve traffic congestion
such a shame that so many shops are closing down and we seem to end up with more more cafes..... difficult to know what could be done about that though!
Do something to reduce the traffic through town, in particular large / delivery vehicles.
This would improve safety, air pollution and congestion.

Wider variety of shops.

Pedestrian bridge over the river - Frome got our bridge and it looks great. Congestion charge or toll to drive through Bradford.
Build a by-pass.
Pedestrianise.
Free parking
Another bridge for traffic
Introduce a one-way system traffic system around town centre to improve traffic flow and so reduce traffic pollution.

Somehow increase car parking - I rarely shop in the town as I don't want to carry heavy bags when walking back to the outskirts of the town where I live. Also the Town Bus

doesn't go along Frome Road

Safer pedestrian areas.

Less traffic- especially queuing traffic on bridge/hill creating extra pollution.

The traffic has to be sorted out. The town bridge is dangerous for walkers, like mother with children and their buggies, elderly people.

Safer footpath on bridge,

Revive bridge footpath project

A long awaited bypass to stop through traffic. Further car parking facilities

traffic on the bridge is dangerously close to the pavement. I've had my hand hit by a car.

New bridge for pedestrians.

Traffic in the center

less eating places and cafes

More car parking

Facilities for younger members of the community

Better signage for walkers to safely cross at Footbridge in St Margarets Hall Car Park as this is safe route to access town centre

A bypass.

More parking.

One way traffic system and less empty shops

To have a bypass or at least a one way system which would then enable people with disabilities and prams to walk the pathways safely.

Improve the traffic is by far the biggest improvement needed. Then spruce up overall appearance...hide unsightly bins and better, more attractive, consistent signage for shops etc

Improve the range of shops - which would include reducing rates so that they are able to sustain themselves.

Reduce traffic congestion - not a straightforward task as BoA wasn't designed for the number and type of vehicles which pass through it.

A NEW PEDESTRIAN BRIDGE TO AVOID HAVING TO WALK OVER THE EXISTING TOWN BRIDGE (I RECALL THERE WAS A REFERENDUM ON THIS NOT SO MANY YEARS AGO!).

BETTER PARKING FOR THE TOWN GENERALLY BUT GOODNESS KNOWS WHERE. MAYBE A PARK & RIDE OPERATED BY THE TOWN BUS ON PEAK DAYS IF AN OUT OF TOWN SITE COULD BE FOUND.I HAVE SPOKEN TO PEOPLE WHO HAVE VISITED AND DRIVEN AWAY AS CANNOT PARK.

Pedestrian bridge - any design.

Deal with the traffic somehow.

1. A one way traffic loop north of the river taking in Market Street, Masons Lane, Mount Pleasant, New Road, Springfield, Holt Road and Silver Street

2. A single lane for traffic crossing the town bridge, alternating direction controlled by lights.

Things might then improve for pedestrians: wider pavements and less dicing with death!

Better road surfaces

Reduce pollution

Reduce pot holes

Flowers on the bridge

The traffic congestion needs to be improved and safety on the bridge is a big issue especially to the elderly walking over it.

Traffic flow/parking and range of shops (so many independent shops have closed due to not enough business)

1. Build the second river crossing for pedestrians/cyclists.

2, Redo the road surfaces more often.

reduce volume of traffic

provide another bridge

try another shot at introducing the core zone plan

A ring road

A pedestrianised centre

Bring back the project to build a new pedestrian footbridge over the river between Kingsland Mill site and the library car park.

Introduce shared space into the town centre to help calm traffic and make it a safer more pleasant place for pedestrians.

A bypass

More car parking

Widen pavements and improve traffic safety (I often have to usher my children to the side quickly as vehicles mount pavements)

PARKING

BETTER VARIETY OF SHOPS

Address the traffic problems and especially pedestrian safety caused by

Town Bridge

Jay Walking

reduce traffic with better parking on outskirts.

bridge further out of town to reduce through traffic

Pedestrian/ bike bridge over river by library

Pedestrian crossing in centre near budgens/ bridge difficult to cross and see traffic from round the corner

An all year round market place

A bridge to cross in safety.

Traffic problems

Widen the footpath on the eastern side of the town bridge and take away the other path.

Discourage all day parking in the station car park to enable visitors to park more easily.

Of course the town bridge

Also parking then money back in shops ?

1 Build a bridge and restrict pedestrian access over the town bridge.

2 Crossings near to the Station Plaice fish and chip shop junction.

Sort out the traffic flow so that the town centre isn't solid with traffic and fumes (and formalize the work of the volunteers who monitor heavy trucks over the bridge).

1. Improve traffic flow- whilst the thinking seems to be that we need less (and slower) traffic, it is a fact of life that we have to live with cars. There has been a move to slow it down (which is admirable) but on the other hand, very slow or stationary traffic creates more pollution. Therefore, keep it flowing (20 mph limit? Sleeping Policemen?) to avoid pollution and stop the town becoming a bottleneck. Also I would suggest that the trend towards "filling in" bus stops, so the buses block the road, is counter-productive. It stops cars moving and creates congestion.

2. Better car parking- create a one way system e.g. up Market Street and down Silver Street. You could then have some on street parking. If parking doesn't improve, the town will die. My shopping is done in Trowbridge, but I would love to do it in Bradford, but where can I park?

3. I know you wanted two but I'm also going to suggest another footbridge- what's the big deal about putting one in?

More consideration for pedestrians and cyclists

by constructing a second footbridge near the main river-crossing point - to avoid the vehicular traffic on the town bridge;

implementing the proposed plan (which was rejected recently!) to give equal rights to all (pedestrians, cyclists, car drivers etc) travelling through town. Removing zebra crossings etc.

Parkin

More variety of shops

Encourage practical shops such as a butchers, as there is a very limited choice in Coop so people hi to Sainsburys.

Improve access for disabled people, not just those in wheelchairs but help getting up into shop door says by putting grab rails, repair the zebra crossing in Market St, limit A boards on pavement, provide ground floor meeting space.

Improved signage from the station, carparks and bus stops

One way pedestrian path across town bridge is remove pathway on Westbury Gardens side and double the width on the library side

Do something about the traffic congestion, get rid of yellow grid on market street so cars don't keep thinking it's only one way traffic when it's two way. Continually causes blockage of traffic. You only need to give way when lorry or coach comes through.

Put a bloody sign up!

Clothes shops, not just wedding shops.

Parking north of the river.

Bridge over river obviously needed to Kingston Mills from car park. Old bridge dangerous for pedestrians.

Another foot bridge over the river. Pedestrian safety is compromised at the moment especially for the elderly and young families.

All Lorrys should be banned. A Park and Ride system from Bath Road and Trowbridge Road would reduce the number of cars driving over the town bridge.

1) Footbridge over the river

2) A bypass

One way traffic system.

Get all the shops occupied.

Stop heavy volume of traffic from going over the town bridge - as a pedestrian it is treacherous to walk over it on the pavements.

Also it would be good if the footpaths such as around Newtown/Middle Rank/Tory had better lighting and improved handrails.

1 a new foot bridge the library side of the Town Bridge.

2 a park and ride scheme to reduce the amount of traffic going through the town.

There needs to be a pedestrian bridge near the library. Why were the proposals for a new footbridge abandoned? Pedestrian safety is a major issue - hence the ho-ha about getting rid of the zebra crossings.

Traffic enforcement. Camera's to fine motorists who stop in the hatched boxes on Market Street. Wilts Council needs more resources to follow up HGVs spotted by Lorry Watch, speed limit reduced to 20mph in centre.

Restrict speed of traffic on approach to town centre eg on Frome Road and St Margaret's Street.

Improve retail offer so its not all scented candles and wedding dresses - support existing businesses eg Karen's greengrocers to keep the town diverse and vibrant

Widen pavements and clean the stonework

1. Put in a one-way system

2. Then add parking all the way up Masons Lane

1. More parking

2. A foot bridge from Bridge car park to bridge yard

Make a bypass for thru traffic.

Create one way flows on both sides of the river to improve traffic flow in the town.

Another pedestrian bridge!

Less car pollution.

1. To have a liveable town centre priority needs to be given to pedestrians and cyclists. The way to do this is to have the town bridge made one way, with lights either end, and the

pavements widened so that the road is wide enough for a single vehicle. Traffic forced to wait must have signs to switch off engine while waiting. We most definitely do not need a one-way system that just pushes the traffic somewhere else, or a bypass that will just lead to infill with new estates and business parks. Unless the traffic problem can be resolved it is not worth giving another suggestion.

Re-instate idea of footbridge and encourage Kingston Mills owners to allow parking for 30 minutes during the day when people who live there are out.

Adopt Frome principle of cheaper rents to encourage independents to stay. Really sad to see how they are struggling so badly. We really really don't want to become a bland, chain town.

These are linked as parking can be a real deterrent to passing cars stopping for a quick purchase.

Cheap and accessible parking. Extended opening hours - some retail outlets don't open until 10 am and then close relatively early. Not the way to operate a business.

1) More parking spaces north of the river and in lamb yard type area. So much building has happened and so little provision for parking. People need more reliable space and ability to nip into shops. This would also ease number of cars crossing over bridge.

2) Declassifying the road so that all the heavy lorries sent through the town with sat nav go a better route and ease congestion.

Make traffic one way, down Silver Street and up Market Street.

Pedestrian bridge.

Abit more free short stay parking.

Cash machine

Reduce traffic to improve safety and air pollution.

Carry out the historic core zone proposals.

Maybe instigate a one way system around Market Street, Masons Lane, New Street, Silver Street. Certainly a trial of that. NOT a by-pass though.

I'm adding a third! Some of the landlords of business premises need to be more supportive of new businesses

Shops that cater more useful items to local residents.

Better parking facilities.

Make market street and silver street back to one way

Proper post office. So many times I have been to either Winsley, Co-Op and Budgens and there is no one available on PO counter. They need to liaise with each other if not able to provide the service during the day. It's pretty disgraceful

Build a bypass

parking....traffic

Pedestrians only on market street stop lorry blocking roads. Better traffic management preferably a bypass

A high street bank with 24/7 access cashpoint

Pedestrian priority in traffic management

1. Build a footbridge for passengers between the Library and 'Bridge Yard'
2. Make a park and ride off the Bath Road, with a free electric minibus to run people into Town and back.

New footbridge.

Improved crossings for pedestrians, ie more.

A proper post office which could offer full post office services.

A bypass.

Fewer empty shop units.

Less through traffic.

Encourage continued retail presence make it viable for independent businesses.

Celebrate individuality of businesses and dining/drinking places. Don't outprice independents.

1. I think a total one way system would improve the traffic flow - two way along Masons Lane to Newtown; one way down Market Street and one way up Silver Street to the new round about outside Moultons.

2. Free parking on a Sunday.

Traffic management and congestion! Bradford is under redevelopment and is growing, the infrastructure cannot cope , it's at meltdown but this is chosen to be overlooked in an effort to bring more housing into a place that was never intended to cope , combined with it being a cut through to Bath , access to M4 . This all needs looking at properly and seriously considering a ring road / bypass and one way system through the centre .

Traffic calming and pedestrian safety - reinstate the historic core zone plan.

Improve the markets - they are a damp squib these days but could be a draw.

teach drivers how you use the yellow box to make the traffic flow. more car parking over the town bridge. not good for people in wheelchairs.

Parking - especially for patients at the doctor surgery.

1. A new pedestrian bridge across the river.

2. Reduce traffic but I don't know this can be achieved. I do know that it must be done.

Better traffic management for benefit of pedestrians as well as drivers; more diverse retail offering.

Less empty shop fronts.

Add a footbridge.

The traffic needs sorting out! It is crazy busy and it is only a matter of time before someone is killed or badly hurt. I have been clipped a number of times by vehicles whilst walking on the footpaths. The air pollution caused by the vehicles that are often stationary, is also not healthy.

It would be really good if the empty shops were filled.

One way traffic up Market Street and down Silver Street

Traffic lights on town bridge - one way traffic with widened footpaths

Restriction on the type of retail outlets - if this possible - no more wedding shops or cafes
car parking to be less expensive more spaces for short stay parking many times I choose to go to TROWBRIDGE simply because one can park and get whats needed without a long walk and get home again in less time than it would be if going to bradford

Less traffic - more focus on promoting active travel for locals who I believe are one of biggest causes of congestion

Better retail offer - not just wedding and gift shops. So sad the banks have all gone too
A bypass to ease the traffic congestion. Traffic has always been a problem, but with more & more cars on our roads, visiting Bradford On Avon is becoming a nightmare. If you want to make our town a great place to live & visit, the traffic problem has to be sorted properly.

Free parking in the town's car parks for residents of Bradford On Avon. I would suggest one free parking permit per household.

Reduce traffic through the centre.

Reduce the rates of shops so that all the empty shops can be occupied again (if this is the reason they have closed down).

More shops .

Sort out traffic

More diverse shops - less bridal, a little Waitrose would be ideal.

More car parking - there should be public parking at Lamb Yard I don't understand how the plans got through without adding parking

A by pass behind Moulton to take passing traffic out of the centre,

Ensure there aren't too many empty retail stores. Free parking for visitors so more people come and spend money.

A footbridge from lambs yard area to the library car park across the river

Free parking for 1st hour in car parks

Proper market on a Saturday where I can buy everyday products & produce at reasonable prices. Having to travel out to do this is a great shame. I believe a proper market would attract people other than tourists on a regular basis rather than just one off visitors.

More pedestrian areas including a safe footbridge.

Xx

A park and ride bus and more individual shops , not so many cafes and eateries.

Build the bypass which the place is crying out for.

Ditto ...

Pedestrianise the centre at weekends, especially on a Sunday.

Increase parking capability either at the station car park or at a park and ride site.

One way traffic system

Foot bridge over the river

Longer parking.

More variety of shops, to encourage visitors, but no more restaurants. We have enough if those and those we have are often half empty.

Access around the town centre in my opinion is unsafe and hard work at times, the narrow pavements on the town Bridge coupled with the fast moving traffic provide issues on a daily basis, and I believe some independent businesses on the north side of the river miss out on trade as many people use mckeeper bridge so to avoid crossing town Bridge.

I believe a couple of solutions would be to widen the pavements around town, to have a zebra crossing on the end of the bridge outside the rear entrance of the Swan.

But a big one for me is to see what can be done about the heavy traffic in this town.

Thank you

A second pedestrian bridge is becoming more and more necessary. Cars appear to have dominated the town over several years, this is only going to get worse. Possibly taking over the empty units with a peppercorn rent similar to Frome. Parking? How is a difficult question to answer.

Ease traffic, make paths more accessible. More pedestrian only areas. More parking. Less through traffic

More parking.

Less congestion.

But it's really not that bad! Love living here.

Ease congestion with one way system or by-pass.

take out stupid yellow boxes on roads that 90% of people use incorrectly and cause even worse congestion!

More everyday shops

Introduce a one way system.

Encourage new businesses.

Safer pavements as traffic gets very close especially on town bridge

A bank/cash point

More cash machines

One way traffic system

Improved parking offer

Reduced traffic

Less traffic. Shops that are suited to every day needs.

New gym, and some other stuff to do maybe? It's really great anyway though.

A bypass.

More useful shops

A new foot bridge !!

One-way traffic system or pedestrian only one of main rds.

1. Ease traffic congestion.

2. Put signs at both ends of Masons Lane explaining how to use the road traffic boxes, i.e. 'If your exit road beyond the box is clear please proceed'. I would suggest 80 to 85% of drivers have NO IDEA! They will not move until ALL oncoming traffic has passed and nothing is approaching from the other direction before proceeding!! No wonder It takes forever to drive either way through Masons Lane making the road so congested. Common sense should tell you to allow heavy vehicles room to come through but otherwise USE THE ROAD CORRECTLY for goodness sake ?? and keep the traffic flowing. It makes my blood boil!!! Rant over.

A bypass, but it's not practicle or possible, unfortunately. SAT NAV to stop sending lorries down Silver Street and up Market St when they can use Leigh Road to bypass the town.

Educating the ignorant drivers who can't use the yellow boxes properly

Try to fill the empty shops

Easier parking

One way traffic system, more pedestrian areas

New pedestrian bridge like the one that had planning permission

Zebra crossing near the roundabout near the co-op

Improve the range of the retail offering. Improve pedestrlan accessibility and crossings. Wider footpath/crossing for pedestrians over the main town bridge.

See previous.

support local and small businesses in town with lower business rent, better free parking so local residents can pop in for essentials, encourage back a butchers, fishmonger, etc Free car parking. Bring back the banks!

Encourage people to drive through the yellow boxes when they can get out the other side.

Encourage people to use the Zebra crossings.

Make

The traffic one way.

I am concerned about the mix of traffic and pedestrians. I feel unsafe crossing the road bridge, especially after witnessing a man being hit on the arm by the wing mirror of a van. Taking my young Grandsons over the bridge is a safety nightmare. Other paths in the town are narrow too. And I worry about the air pollution as I have asthma as well as disliking pollutants entering my body.

Encouraging more local businesses as well as those for tourists (gift shops and cafes/restaurants) such as a butcher, so that we don't have to leave the town to buy everyday items. This may mean lower rates or incentives.

Make the centre a one way system, with traffic going up A363 Market Street/Masons Lane then down into town on the B3107 Woolley Street. It would solve many of the congestion

issues.

Improve the pavements.

Footbridge and much less traffic.

Another foot bridge, better pavements(surface quality), one way system for cars,

Wider retail offer

Footbridge

One way traffic, encourage better shops

Pedestrian bridge

Sort out the traffic!

One way system!

A bank , cash machine,

Make the town bridge safer by closing one side and widening the other for pedestrian , maybe a crossing near the roundabout ,

1.Pedestrianise Market Street.

2.New footbridge over river.

One way system for traffic. Pedestrian bridge in the centre (the town bridge is narrow and dangerous).

Foot bridge

More shops open

Short term residents parking permits

Bring a bank back into the town

Main roads need a complete overhaul from the top of masons lane all the way through to victory fields entrance .

Better way to stop large lorries from coming through the centre

One way traffic system to ease congestion and improvements to pavements and road surfaces

Free parking

More places to park

Pedestrian areas

High street shops so you don't need to go to Trowbridge

Definitely banking facilities

Town council to provide incentives to independent retailers to trade in town. They should speak with Frome Town Council, find out their secret to providing a vibrant town centre. By pass running from Moulton Bicycles to meet up with Beehive Field as originally planned. Footpath along Riverside

Car parking at bottom of lawns at the Hall just behind Kingston House. Sell the Hall to National Trust and let's see an excellent Riverside Walk like Salisbury

Have to improve being able to park

pedestrian bridge near town bridge - please!!

more cycle paths

Improve the store signs - the new barbers sign is awful, BOA teapot sign is awful, the new travel shop signs are awful. Need to be more in keeping with the historic town - tacky/new signs damage the towns brand so much!

A bus gate on silver street so only a bus can go through. Then on market street I would have it as for access only to church street going down hill, then make it no entry to box at bottom, this way both roads are still two way except the main bulk off traffic is using the town as a one way system taking away the issue of people not knowing the size of car and grid locking the two boxes.

One way traffic on Market & Silver Street

Pedestrian bridge by the library

No heavy vehicals allowed over the bridge, including one way system up market street and masons lane and down b3107 past the grapes.

Need another primary school if any more development rather than building on green space of existing schools

Make centre bit more varied like frome with reduced rates, free parking for 30mins so you can nip to shops and support them. More variety.

Park cafe in Barton farm

Fix the park up at Ashley, has had no secondkks swing for over 2 years! Stop cars parking on grass in closes and streets.

Keep up good work on town events.

Less traffic. More pedestrian friendly especially around pushchairs and wheelchair users.

Footbridge over the river

One way system of traffic north of the river

We need a bypass,

Making safer to walk on pavement especially over town bridge .

Have car parking for ppl who work in town.

Have a one way system to stop congestion

Less cafes and a wider variety of retail outlets.

Introduce a one way system.

A m&s food store would be good

Traffic flow (bypass!) and adding a couple of pedestrian crossings.

Less traffic at peak times, one way and wider pavements. Better range of shops

Remove traffic.

More variety of shops

Bradford needs a Bank..... Bradford desperately needs to sort out the traffic problems..... It should be one way down Silver Street and one way up Market Street making life easier for us all.

Well, there's only one suggestion from me, but it links to so many knock on improvements.

The hierarchy between cars and pedestrians need to improve. Looking at a space division % between the two, pedestrians are very poorly looked after with narrow pavements and few crossings.

As I see it there are two problems. Safety and air pollution. To improve safety, through e.g. a one way system with shared surface landscaping and generally improving appearance of surface (cobblestones?) with plenty of crossings then pedestrians would be given the right of way through town. A one way system with shared surface would allow us to delineate between driving and walking zones instead of street and pavements. Plenty of urban planning research out there to show that cars naturally slow down to accommodate for the shift in hierarchy. (Look at Jan Gehl and Life between Buildings and his widespread success with implementing this in e.g. Copenhagen.) This leads to generally larger and safer zones for pedestrians to walk on, which will have a huge positive impact on foot fall and retail possibilities.

On the other hand, a one way system wouldn't really impact on air quality through town since it wouldn't change the volume of cars going through. It would likely reduce idling and increase flow, but only way to improve the air quality is to reduce the volume which I guess could be achieved by a by-pass or wider incentives to reduce car dependence.

Would enjoy presenting a summary of Gehl's urban planning ideas and ideals for anyone interested.

/Klas Hyllen (Architect with business on Silver Street)

We desperately need a footbridge.

Traffic calming measures - bypass, one way system

New foot bridge, clean up Mason lane, think carefully when allowing planning applications to businesses that offer the same as others. Example, the Weaving shed was very successful, didn't need to be grounded to take away 45% of their customers, thus forcing them to only serve restaurant food during the weekends

One way traffic system

Stop rat run on Whitehill

A frequent small bus service to serve the local area without jamming up the roads. Parking charges that could be redeemed in local shops or free parking for 1 hr

Better car parking. Station car park open full. A bank.

Improve pedestrian safety.

Open a bank branch which would allow anybody to bank cash or cheques from any bank

A foot bridge across the river.



It would be better to have the road bridge just for vehicles and a separate, much safer bridge for pedestrians.

More disabled parking would improve the centre.

Second footbridge

20mph throughout the town

make drivers go on a course that explains how Market Street can take two transit sized vehicles side by side through the box junction if you position your vehicle properly.

more useful shops for locals - there's a limit to how many bridal wear or craft shops I need.

Market street is looking pretty empty these days

Variety of shops, rather than more tea/coffee shops

Free parking

If possible, less traffic.

Better and safer road crossings.

One way system coming to/from the top of town to ease congestion

Reduced cost of retail space to encourage more shops and keep the ones we have.

Less traffic

More competitive food prices

Traffic control

A larger Tourist Centre

Traffic easement, we need a bypass - Staverton side where the new housing has been built through Moultons estate. This could work with the bypass in Hilperton and see traffic avoid the centre instead of the almost constant stream of traffic from Bath Road down Masons Hill.

Pavement/footpaths need attending to; some could be wider and many are uneven and broken or badly filled by the utility firms that dug them up. We should be taking care of all the town's footpaths; not just the ones people see whilst stuck in traffic jams to get over the bridge. The paths only ever seem to be kept clean in the very centre and everywhere else is totally neglected.

Bypass and better shops

The easier one: some housekeeping re visual clutter: flyposting, banners etc.

The harder one: improving drivers' behaviours so [i] pedestrians aren't intimidated and obstructed, and [ii] pavements and kerbs aren't damaged and made less accessible.

Traffic calming (speed cushions/tables, road width restrictions, etc.).

Remove the pavement on the downstream side of the bridge and make the other side wider.

Every time I have to walk a toddler over the town bridge to the library or the doctors I curse all the idiots who voted against the second town foot bridge, it's desperately needed.

Some way of encouraging more than just gifty homeware shops, there are too many so they don't survive.

More serious attempts to stop large traffic vehicles going through the town and over the bridge.

Improve parking.

Get a bypass sorted.

If you live in Bradford and are able to walk its fine. But living 2 miles away up a steep hill its easier to drive to Trowbridge which we do avoiding Bradford altogether.

Increasingly there is very little to come to Bradford for - too many cafes etc. for tourists.

At the moment there is a lack of cash points with the banks closing down, which has left me struggling to get cash out in the town as the one in the co-op regularly runs out of money.

If public parking was available on the private new housing development at least 20 more on the road parking spaces could be creating without causing a hindrance to anyone as far as I can see and would also, if imagine, encourage people to venture to the north side of town to the fantastic cheese shop, for example.

Improved provision/safety for pedestrians (e.g. more road crossings, a pedestrian river bridge).

Reduction in traffic and the resulting pollution. Rush hour traffic is heavy and air pollution has increased as a result.

More free parking. An hour of free parking would promote local business.

A destination shop

A more frequent clean bus service around the town.

Reduce traffic congestion and add a footbridge as an alternative to walking over the town bridge to get to Lamb Yard.

More retail shops especially clothes etc

Make it one way through town

Cash machine

Better parking near lamb's Yard

1) Improve pedestrian links into town centre.

Pedestrian links from new Kingston Farm across Hall estate, another pedestrian river crossing from kingston mill to library area. Priority given to pedestrians in Bull Pit by trialling a shared space with multiple crossings (like the HCZ which should always have addressed the worse affected area first so that you could get buy-in, PR for HCZ was awfully managed and thought about. Similarly PR about bridge was not the correct approach)

2) More free for first hour car parking.

With the Kingston Mill and Kingston Farm estates I don't understand why the council didn't mandate car parking as a priority.

Greater pedestrian access around the town (a foot bridge for example!)

Less cars!

Better selection of shops

Easier to walk around without the fear of you or your children being run over by cars and lorries!

Better traffic systems e.g. One way or bypass.

Better community activities that bring the community together which are well advertised.
Making it safer to cross the main bridge as a pedestrian

Stopping so much through traffic coming through the town

A wider range of retail outlets to be encouraged into empty units and supported to thrive, improved pedestrian access from the south, maybe more events in Lambs Yard to encourage people into the town and then to explore beyond - perhaps a Christmas shopping event?

A footbridge by the Library

A pedestrian crossing from the Swan to Bridge Yard

Encourage small retail business into empty shop units

Get a mobile phone signal

Re-routing traffic that is only passing through the town - ha! easier said than done...

Give Bradford a theme - other than weddings! - to get us a name for fair trade or something on the Frome model. It seems to me from talking to shopkeepers that Landlords' policy of raising rents after a year means they cannot afford to continue in many cases although I don't see how the Town Council can influence private property owners...

More free parking

A late night venue.

More facilities (i.e. A bank)

One way traffic system.

More independent food stores like a butcher/ fishmonger shops so you can choose to just shop local.

Safety for pedestrians, pollution, traffic

Better cycle routes - main route through town centre is hazardous at rush hour. No cycling allowed on pedestrian bridge nr town hall - need a bridge suitable for both pedestrians and cyclists.

Wider pavements required for walking up St Margaret's Street - inadequate points to cross the road i.e near the co-op.

Footbridge safety

Pollution

Better pavements to make it safer for children. Cheaper rents for shops/services so that a wider range of shops can survive.

Make it easier and safer to move around the town

Create a superb weekend market instead of the Thursday market

1 Build a footbridge from the new town square to the library car park. And DON'T ask the townspeople to approve the design! Just build it. At best we will love it - at worst it will always be a talking point we can get together around...

2 Make the town centre traffic one way: northwards up Market St/Masons Lane and southwards from The Castle along New Road/Springfields into Silver Street. It worked perfectly well when we tried it several years ago, despite complaints from some residents. You can't make an omelette without breaking a few eggs. Have the courage to make a change! Of course we will grumble - we're all NIMBYs at heart. But we will get used to it! (Nobody ever complains about the Winsley bypass now....!)

More variety of stores. Better Sunday opening hours, it's not great that most of the town centre is close Sundays and bank hols

A footbridge to Lamb Yard

20mph speed limit

Improve pedestrian safety, especially on the town bridge.

Find ways to discourage motorists from driving through the town eg reduced speed limits, traffic calming measures (I am aware this is difficult with a main through-road, but hopefully something would be possible).

Bigger variety of shops and more convenient parking

Better pedestrian access, traffic diverted around town

Improve pedestrian safety, especially in relation to the pavements.

Improve sign posting for pedestrians

One way traffic system

More pedestrianised areas

Sort out the traffic system, make it one way maybe.

A bank would be good.

Get the traffic flow sorted. It's absolutely appalling by turning Market street into a one way only from Newtown down.

Another cash point?

Fixing pavements where uneven bc trip hazards on narrow pavements is especially dangerous

Second pedestrian bridge across river.

Support to see useable shops (e.g. Reasonably priced butchers, independent clothes shops and furniture shops) set up and STAY.

Traffic improvement and parking - maybe one way/ free parking on weekends. Vehicle free days.

Improvement to leisure centre - the pool could do with refurb

A second footbridge from Weaving Shed Area to library car park.

Reduced traffic and congestion. When are we trialling the one way system!

One way traffic system.

Pedestrian footbridge to cross the river near the library.

Fewer Tory voters walking around.

More Pedestrian friendly, maybe a separate pedestrian bridge adjacent to the town bridge.

More Parking

Cheaper parking for residents

More stall holders at the Saturday market in Lamb Yard.

Late night opening of shops. Food served all day. Music events. Street entertainment.

Make it easier to walk around.

Make it easier for short term parking so people passing through can pop into the shops.

Not having so much traffic over the bridge. Having more cash points!

Wider range of shops

Less traffic

More basic shops...a butchers. It's too 'upmarket'.

A one-way system for traffic....possibly traffic lights on the bridge.....we need to discourage traffic through the town on the way to somewhere else. Parking options North of the river.

Let's have a Lidle or Aldi on land off the Bath road! (Jonathan Painter would be thrilled!)

I know that doesn't really answer the question!

Bradford on Avon is a lovely place to live and we are lucky to have the canal, river and parks to appreciate. However, the centre has become an area for cafes/ Bars and shops of little use. In order for the area to thrive further it is important to reinvest in the retail area that has an identity. Markets need to official markets, not glorified boot sales. Events take place but advertising and publicity really need to be improved. We are a community that needs to pull together more.

A cable car back up the hill.

More useful shops

1. Really improve the signage at the top of Town near the Castle Pub so that drivers are encouraged to use all routes down to the Town centre, not just Masons Lane to reduce congestion on Masons but without the ludicrous options of trying again to create one-way systems or confusing pedestrian zones

2. Once a month on a Saturday or Sunday close the Roads into Town to cars and make the car parks free to use and have a Town Celebration Market & tourism day to really create a bold regular event to attract people to the Town Centre from far and wide

Foot bridge from the library to lambs yard is a must. The town bridge is simply dangerous!

More parking - there is always a shortage of parking which I believe puts people off visiting!

Better and wider pavements, passing in some places is quite tricky, it doesn't bother me, but I imagine it is a concern to some.

Easing traffic - those yellow boxes need to be removed, people have no idea how to use them and sit there unnecessarily letting traffic flow from the opposite direction, whilst creating a huge jam behind. Either that, or we need a huge leafleting campaign reiterating

what the yellow boxes actually mean!

Make town bridge wider and better footpaths.

I miss the stock at Tillions ; kitchenware for emergencies so close is useful.

Butcher would be useful; loved butcher at a Winsley coop (and brief butcher in LY)

Change the rate system or create incentives for landlords of business places in town to fill the empty shops, quickly, with a variety of shops and services, even if they are short-term pop-ups, catering to young people and families.

Try a one-way system for traffic and set up a mini-bus system to take shoppers to and from car parking out of the town centre.

I have young kids and it's just scary with the traffic. I don't like to take them into the centre because I'm always worrying about keeping them on narrow pavements. So wider pavements would be great. Also more useful shops - something like Boots with kids' products and nice hair and body products would be good - rather than endless gift shops
Less traffic. And less cafes and food places its all we have .

Find a use for empty shops

A plan to make more local people walk

Reduce traffic

Remove the roadworks on holt road

The planning and execution of the roundabout has been a disgrace

Make the town a safer place to walk by implementing a one way system for traffic and building a new pedestrian bridge.

Reduce rents to encourage more useful shops for locals so that they use the town more, fewer bridal shops!

Make the road & pavement surfaces safe.

Sort out the entrance to Kingston Mill opposite the Coop store.

Large, easily accessible community notice board on side wall of Art is in the Name to advertise local events.

Additional Bridge over river by library.

Pedestrianised zones

One way system

Reduce rents in first year to help shops establish themselves.

More shops, especially useful shops such as fashion for men and women. Also a leisure centre sport centre would be great.

A footbridge, for crying out loud. Does somebody have to die first?

Proper traffic control. Does somebody have to die first?

Improve pedestrian safety. Wider pavements, pedestrian bridge, one way system.

Improve traffic and congestion

Provide more useful shops for locals

Better shops

Less traffic

More short stay (hour or less) parking. Better range of shops for ordinary residents. Do all my food shopping at Sainsbury's and clothes in Bath. And no bank or cash point in town! Library closed on Tuesdays which is annoying and post office inaccessible in co-op - can't park. I would happily pop in to ironmonger, grocer etc if I could park more easily for half hour or so. I have a 3 year so too difficult to walk over bridge for quick pop in. Traffic safety (as in safety from the traffic) needs improving, particularly in the Town Bridge area.

Traffic flows feel quite poor, improving these would hopefully have a knock on improvement on air quality and congestion

One way system around the centre as so congested. Pedestrian footbridge . Better parking .

We need a new pedestrian bridge, though a by pass would be even better.

Try, please try, a one way loop, but with temporary speed bumps to keep traffic speeds down. If this works then a properly implemented one way system will ease congestion and allow for more on street parking and reduce the hazard of walking through the cross hatched area pavements. I'm going to cheekily roll improvement to parking into this first point as parking and congestion are linked and a big deterrent to using the town centre. Look into how parking works. Can't all the empty spaces around kingston mill be used. Is the station carpark full of out of town commuters - might it be possible to rebalance it so locals can park more easily if they're spending time in the centre rather than catching a train straight out of it.

My second point would be the foot bridge. Can we have our rusty spike bridge please. The farce of the referendum on this annoyed me so much. The developer should have been made to pay and the modern spike would have blended in against the wood cladding and zinc of the weaving shed building. It seems winning referendums on false claims wasn't invented for brexit.

Oh, and the locals don't really need any more wedding based shops

A dynamic person to lead on getting a vision for the town. And THEN DELIVERING. not the hot air advice the town council has had previously. Talk to Frome. How did they ACHIEVE it?

Widen the pavements contain the traffic. A WHOLE TOWN redesign of our streets. Look what a one way system has done for Widcombe in Bath. And kingswood in Bristol. But you also have to redesign New. road etc so they get benefits and improved amenity and pedestrian environment and safety too.

Prioritise our streets for people not cars.

Another car park!

A safe bridge - oh hang on we tried that!

Simply not allowing massive heavy goods vehicles through at all
More parking / better pavements, when I had a pushchair the centre was very hazardous
More zebra crossings and big lorries to be banned from crossing bridge(as many still do despite signals)
One way system up or down market st/ masons lane and silver street to ease traffic congestion.
Cable car
Travellator
Another foot bridge/ more choice of shops
Able to park for longer in the car parks
Cheaper rates for car parking, driving to Trowbridge is easier and cheaper.
If it's possible, something should be done about traffic, but I'm at a loss as to what it is; I'd like to see a study, but my instinct is that most traffic is passing through to Bath/Bristol or Frome/Warminster/Salisbury and won't easily be dissuaded from passing through.
Buildings and the bridge are historic and can't be moved.

I'd like to see more cooperation between cultural stakeholders; St Margaret's Hall sits empty often, and concerts I've attended have gone sadly under-supported; the Music Centre seldom ventures down the hill. A unified What's On would help.
Attempting to figure out a viable solution for the traffic problem. Like a one way system to help the flow of traffic.

Leaving important decisions to the town is an awful idea. The older demographic will generally vote 'no' to any idea regardless of its merit or benefit to the town.
The town council needs to MAKE decisions and stop hiding behind referendums, otherwise as a town we will not progress and stagnate.
Ban shops from having all these unnecessary signs everywhere, some have 3 or 4. It makes a beautiful town look very tatty.
Have a pedestrian bridge
Traffic calming
Another bridge
Divert traffic via a bypass and build another bridge to cross the river from the library to the lambs yard development
Traffic free or reduced e.g. Single lane only.
Or Wider pavements
More parking
Safer sidewalks for pedestrians especially for families needing to use a single or double buggy
Improvements to traffic and pedestrian challenges.

More retail (sustainable)
A pedestrian bridge to cross river away from traffic
Pedestrianise the town centre as much as possible esp if we could stop lorries coming through
Safer walking routes around town

Another footbridge

Free parking between 10 - 3 pm. I understand all day parking would be unacceptable as commuters would abuse it by parking their cars on a daily basis but for five hours a day it would help the local businesses.

Help with rent to fill the empty shops. Maybe a six month free start up plan. More shops = more people and more businesses coming to BoA. As long as they were independent businesses.

A footbridge over the Avon between Lamb's Yard and the library/market area - with two small children and a dog the town bridge is almost impossible at busy times.

One way system/pedestrianisation within the town centre.

A pedestrian foot bridge over the river.

Sort out the appalling traffic situation, and better promote the town as a destination for shopping- the shops that are left are barely holding on due to lack of support, and before long the entire town will be full of empty retail units.

Less traffic, our roads need resurfacing, more open shops.

Less traffic

Pedestrian zones

Footbridge

Dare I say a new foot bridge!!

Also improve the market offering; maybe have it stretch into the evening offering more variety and street food.

Traffic

Pedestrian safety

Build a proper footbridge or sort out the traffic problem once and for all!!

One way traffic up and down the hill

Wider pavements over town bridge

One way system around north side of town

Improving pedestrian traffic across the river with another pedestrian bridge.

Try to limit through traffic through the centre with a bypass.

One way system.

Pedestrian footbridge

1. A one way system for traffic around the town and remove lorries from the centre
2. A pedestrian bridge and make sure the local preservation society cannot stop that happening. Make some parts of the town pedestrian only.

Footbridge next to the library across the Avon.

Reduced traffic.

1. One way traffic around Silver Street and Market Street, it would create more parking spaces, less congestion with the box junctions, and we could potentially have wider pavements.

2. Stop having referendums! There will always be a bunch of nay-sayers to change, just do

something!

Improved retail offer, particularly for younger people in the town.

Improvements in pedestrian safety, walkways, etc.

Better parking and less through traffic

More pedestrian crossings

Byway so less traffic in centre

One way traffic up Market Hill / Masons Lane and down Silver Street

Traffic lights for one way traffic on the town bridge