

The Residents' Panel is a new project designed to help Bradford on Avon Town Council listen to and act on community views.

Recently, the Town Council asked the Residents' Panel to fill in a survey about how it communicates news, decisions and events.

The panel is formed of 100 residents who are asked to complete surveys a few times a year on Town Council activities, policies and services.

The communications survey was issued on Friday, 11 February. Of the 100 panellists, 69 completed this first survey.

Consultation responses

What makes you proud about living in Bradford on Avon?

The first question we asked panellists was what made them proud about living in Bradford on Avon? This was an open question for panellists to give their own comments.

In their responses, panellists referred to the town's strong community 20 times, the history and architecture 30 times, the beauty both in the built and natural environment 29 times and the sports, leisure and other amenities 10 times.

Four panellists also indicated that they were born in or had spent most of their lives in Bradford on Avon.

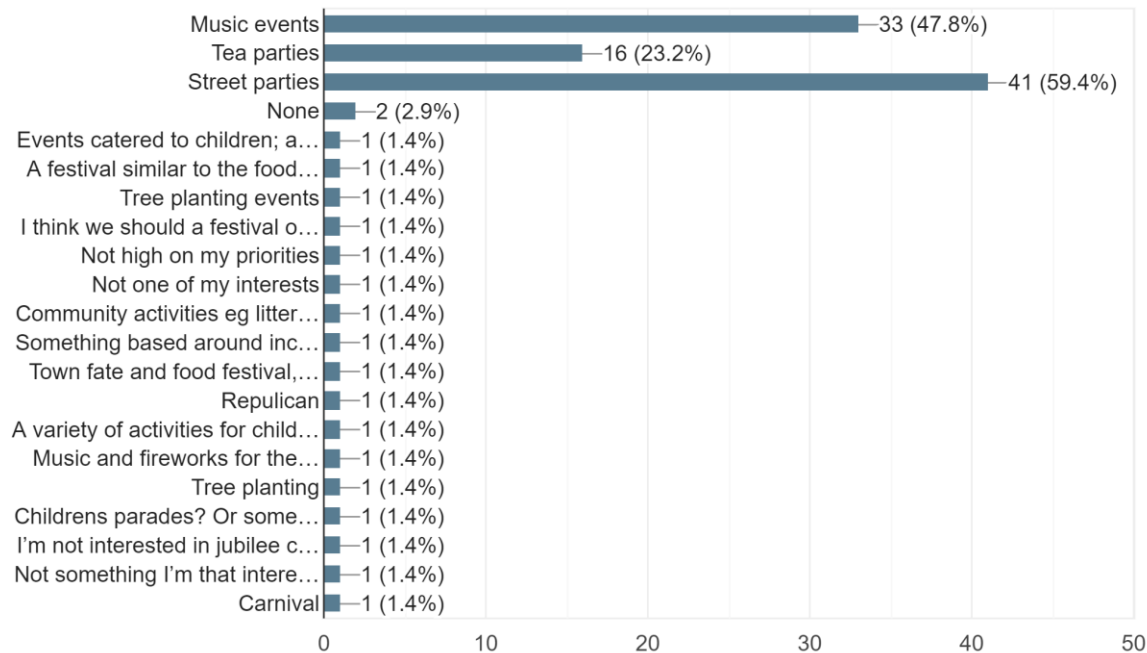
To celebrate the Queen's Jubilee (June 2 – 5) what kind of event would you be interested in attending?

Panellists were asked about the types of celebrations they want to see for the Platinum Jubilee weekend (2 - 5 June). Panellists were given the following options: music events, street parties, tea parties and other.

Thirty-three respondents said they wanted music and 41 street events. Others wanted, answering in the open option, said they wanted more community events such as tree planting (2), events catered to children (2), arts and literature (1) and food stalls (2). Five people added that they would not be interested in any events for the Jubilee.

To celebrate the Queen's Jubilee (June 2 – 5) what kind of event would you be interested in attending?

69 responses

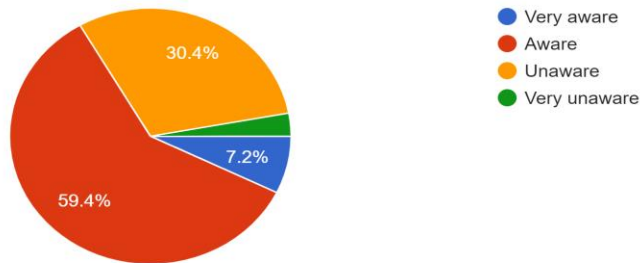


How aware are you of Town Council news and events?

When asked how aware panellists were of Town Council news and events. 41 panellists said they were 'aware and five respondents said that they were 'very aware'.

Twenty-one panellists marked themselves as 'unaware' and two described themselves as 'very unaware'.

How aware are you of Town Council news and events?
69 responses



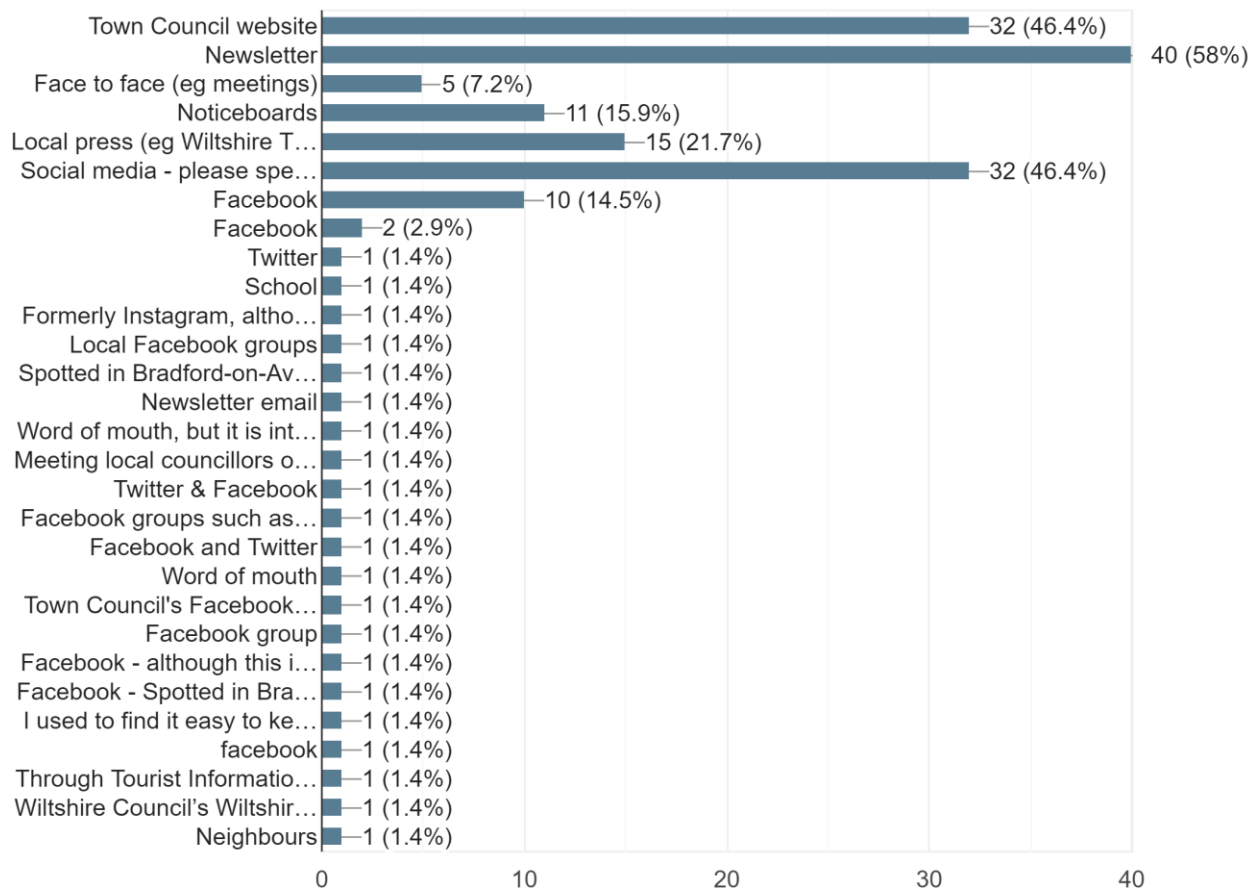
How do you discover news about decisions, meetings and other events at Bradford on Avon Town Council?

Forty panellists indicated that they find news about decisions, meetings and other Town Council events through our quarterly newsletter while 32 respondents said they most frequently find news via the Town Council website.

Twenty-two people out of 32 who ticked social media, declared that they received their Town Council news via Facebook or community Facebook groups, while two said 'word of mouth'.

How do you discover news about decisions, meetings and other events at Bradford on Avon Town Council?

69 responses



Have you needed to contact the Town Council in the last year?

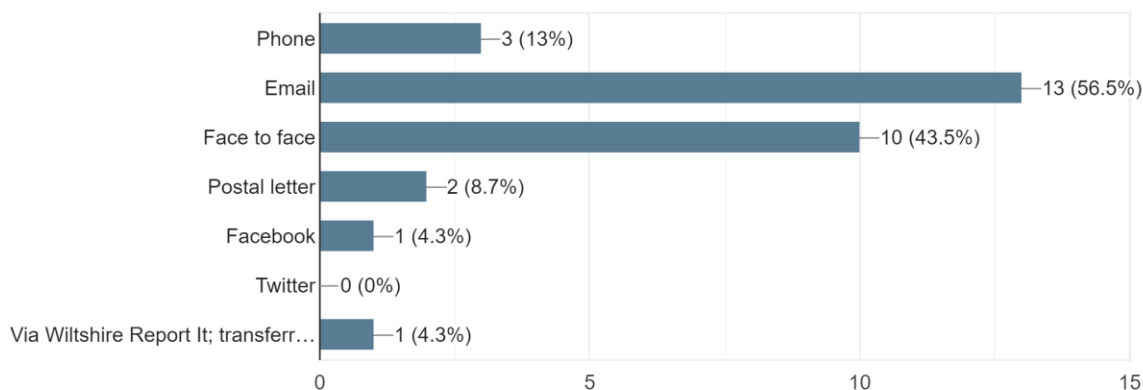
We asked panellists if they had contacted the Town Council in the past year. Of the 69 respondents, 23 said they had, while 46 said they had not.

If you answered YES to the previous question, how did you contact the Town Council?

Of those panellists who had contacted the Town Council in the last year, over 56% said they reach out via email, three via the phone and 10 reached out in person.

If you answered YES to the previous question, how did you contact the Town Council?

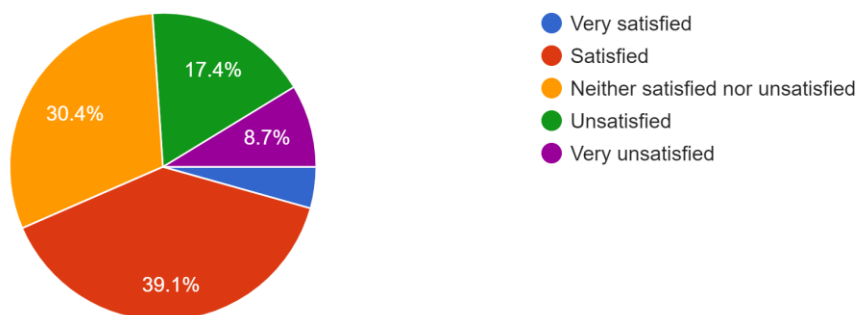
23 responses



If you answered YES, how did you feel about the outcome and the way in which it was handled?

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23 responses



Nine panellists were satisfied with their experience while one was 'very satisfied'. Four panellists were 'unsatisfied' with the experience and two were 'very unsatisfied'.

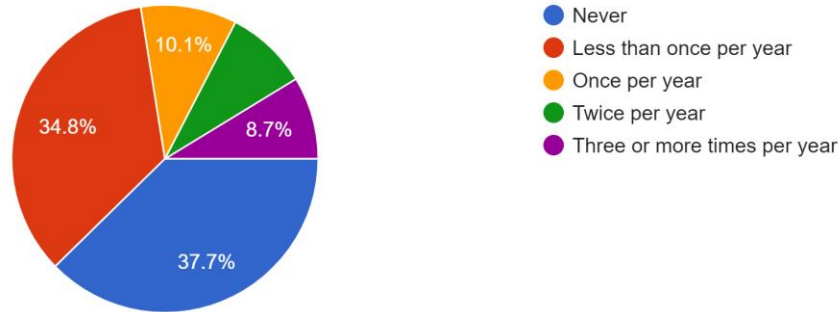
If YES - in a few words, what was your reason for contacting Bradford on Avon Town Council?

The reasons panellists gave for contacting the Town Council ranged from funding to nature preservation, traffic and the one-way system to businesses' support.

How often have you contacted the Town Council?

How often have you contacted the Town Council?

69 responses



Are you aware of the following Town Council's print communications and social media accounts?

An almost equal number of panellists replied that they were most aware of the website and the quarterly newsletter.

Twenty-eight said they were aware of the Facebook site with only nine aware of the Town Council Twitter.

The Bradford on Avon Town Council online and social media platform include:

www.bradfordonavontowncouncil.gov.uk

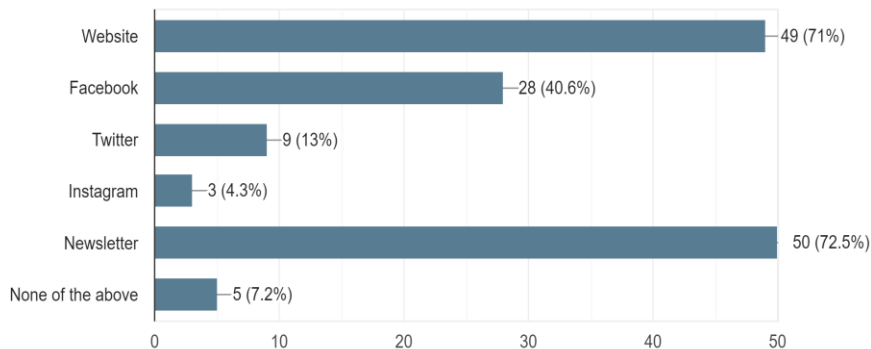
www.facebook.com/BoATownCouncil

www.twitter.com/BoATownCouncil

www.instagram.com/boatowncouncil

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69 responses



Which Explore BoA platforms are you aware of?

One outcome from the survey was the need to better link Explore BoA platforms with Town Council platforms.

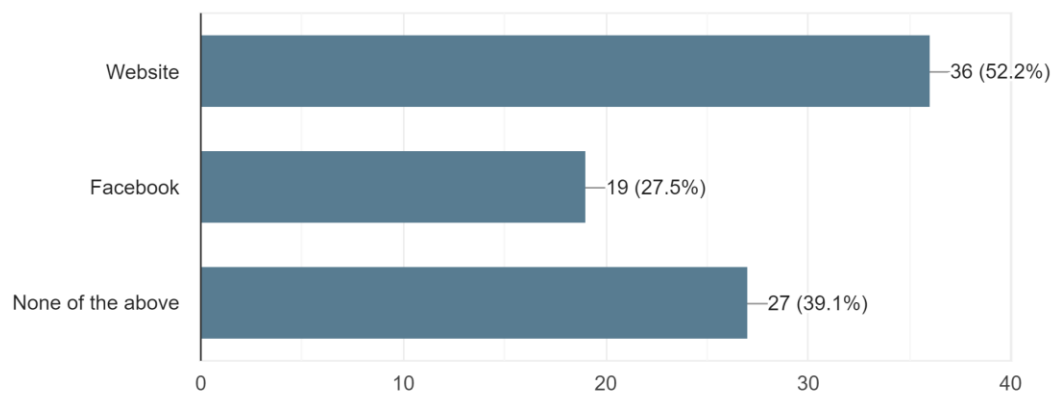
Those platforms are:

www.bradfordonavon.co.uk

www.facebook.com/ExploreBoA

Which Explore BoA platforms are you aware of?

69 responses



What other methods of communication would you like to see the Town Council engage with?

Ten respondents expressed the desire for a regular email newsletter, nine wanted to see more news go up on noticeboards, three wanted councillor open sessions and 24 responded that they did not know or that nothing needed to change.

A number wanted more postal information, and/or telephone news from the Town Council.

How do you think communications at Bradford on Avon Town Council could improve?

Responses to this question reinforced the desire for an email newsletter and more use of the noticeboards.

Looking at the responses in greater detail; nine panellists said that they wanted a regular email newsletter and two said that the paper newsletter was good. Five people wanted a more accessible

website, another five wanted more face-to-face meetings, door-to-door communications or councillor open sessions.

Two asked for a clearer distinction between political parties and the Town Council itself, and three asked for more engagement with the town's young people.

A further three expressed the need for more noticeboards around the town or for more regular use of those existing.

Four panellists said that communications were generally good with some adding that they did not know how communications could improve.

Some interesting comments left by panellists said that communications should be less dependent on a "device", to make communications more visible and to make website layout best for residents rather than councillors.

How difficult have you found it to contact Bradford on Avon Town Council?

When asked how difficult panellists found contacting the Town Council, 57 people said it was not difficult.

Eleven respondents said they found contacting the Town Council 'difficult' and one found the experience 'very difficult'.

How difficult have you found it to contact Bradford on Avon Town Council?

69 responses

