



As the parish council for Bradford on Avon, our vision for the town focuses on people and community; on conserving and protecting nature and the natural environment; and on valuing the unique heritage of the town.

Our vision looks ahead to the things we would like to see happen in the future, describing our hopes and aspirations for the town.

And supporting our vision, we've put together a set of aims and priorities for the town.

Aims and priorities for Bradford on Avon

Based on the council's knowledge of the town – and based on councillors' conversations with people and groups across the town – we've put together aims and priorities that support our vision for Bradford on Avon.

These aims and priorities have been divided into the following topics:

- [Business, commerce, and employment – including vocational training.](#)
- [Community, health, and happiness.](#)
- [Young people: education, play, and learning.](#)
- [Green spaces; green and blue infrastructure; and the natural environment.](#)
- [Housing and the built environment.](#)
- [Travel and transport.](#)

Running through each of these topics is the climate and ecological emergency declared by the council.

Business, commerce, and employment – including vocational training
Working with Bradford on Avon's businesses and Wiltshire Council, we see our main roles as being to support businesses and join up conversations.

Aims and priorities to help achieve our vision:

- That there are opportunities to work and train in Bradford on Avon.
- There's employment growth and the retention of existing employment sites.
- There's retail and other business that contributes to the draw of the town.
- Regular conversations and shared learning between businesses.



Community, health, and happiness

Working with groups and individuals to create the conditions for a happy and healthy town.

Aims and priorities to help achieve our vision:

- Better and more accessible access to shops and services in the town.
- Support for community groups – including support between groups.
- More conversations involving the schools.

Ideas put forward for discussion:

- a. Parkrun
- b. Junior parkrun
- c. More inclusive paths at the Strips
- d. A town farm

Young people: education, play, and learning.

Working with the schools and early years nurseries.

And with Wiltshire Council's teams responsible for education.

Aims and priorities to help achieve our vision:

- Town and community mapping: of people, buildings, spaces and skills.
- Town and community conversations (and working together)
- Young people being more involved in democracy and in the town council's projects and work.
- An emotionally healthy town.
- More accessible cultural, arts and learning opportunities – not just in schools and formal settings; and not prohibitively expensive.
- Affordable and accessible community events.
- Creating and providing spaces and opportunities for play – including impromptu playing out.
- Sometimes – by not always – play should be initiated, led and supported by play professionals.



Green spaces; green and blue infrastructure; and the natural environment. We look after most of the parks and green spaces in the town – and we aim to lead by example in how we manage and care for these spaces.

We'll also be working with other landowners and organisations in conserving and protecting our natural environment.

Aims and priorities to help achieve our vision:

- A carbon neutral Bradford on Avon by 2030
- Overarching plans for the management of the council's parks and green spaces.
- Tree planting plans to maximise biodiversity and wellbeing, and to establish 'green corridors' throughout the town.
- Achieve high quality design in new buildings and the public realm that respects and responds to its context and sustainability with respect to environment.
- Improved air quality within the town centre, reducing the impact of traffic.
- Reduce traffic and congestion.
- Improve the pedestrian and cyclist environment through and around the town.
- A healthy river.
- Creating and providing spaces that are for everyone.

Housing and the built environment.

We want to see healthy and affordable homes in the town.

And we want to conserve, maintain, and enhance the unique historic architecture of the town in residential developments.

Aims and priorities to help us achieve our vision:

- Reviewing the town's Neighbourhood Plan



Travel and transport.

Above all, we want to enable and encourage walking, wheeling and cycling - with safer routes, including traffic-free and traffic-restricted routes.

This includes promoting and improving links to nearby villages, towns, and cities - including bus links, walking routes and cycling routes.

And it's essential that we work with Wiltshire Council to come up with achievable options for a better and safer traffic system for the town, including the town centre bridge.

Aims and priorities to help us achieve our vision:

- Making the town more accessible for everyone, including wheelchair users; the young and the old; and people with pushchairs.
- Improved air quality within the town centre by promoting and supporting active travel choices – which will help to reduce the impact and volume of traffic across the town.
- Promoting and supporting the uptake and use of electric vehicles, including cars, bikes and buses.
- Partnership working – with organisations like Wiltshire Council, the Canal & River Trust and Great Western Railway (GWR)

Ideas put forward for discussion:

- a. More cycle parking and shelters.
- b. More disabled parking spaces in the town.
- c. New (or improved and updated) walking and cycling signage.
- d. Taking opportunities to increase the number of electric vehicle (EV) charging points in the town, including but not limited to the public car parks.
- e. Pushing and lobbying for a 20mph speed limit across the town.
- f. Using cameras that recognise number plates to enforce speed limits.
- g. Enforcing stricter weight limits on the town bridge.
- h. Electric car and electric bike hire schemes.
- i. A 'last mile' delivery service using electric bikes.
- j. Discuss the idea and feasibility of a transport hub near the train station – talking with Wiltshire Council and GWR about this.