



Our vision for Bradford on Avon

Bradford on Avon is a town full of character and history - and a town inspired by its community, by its heritage and by the natural environment.

As the town and its people change, it's important that we have a vision for Bradford on Avon: a set of values and aspirations that can shape the future of the town.

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As the parish council for Bradford on Avon, we have a variety of responsibilities in the town.

Our aim is to be part of a strong and resilient community, where everyone has opportunities to share in the success of the town.

For us, a successful town means:

- A thriving and caring town
- A flourishing community
- A green and conscientious town
- An engaged town council

We believe that how we act and how we work is just as important as what we do.

Especially when it comes to the climate and ecological emergency.

And we aim to support and nurture the town, valuing community and leading by example.

Starting with our town vision.

#### **Our roles in the town**

- To listen
- To communicate
- To support
- To challenge
- To look after
- To join up
- To start conversations
- To inspire
- To enable
- To value, protect and conserve
- To lead by example

## A Better Bradford on Avon

People, Community, Nature & Heritage



### Our vision for a better 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. Some things may happen quickly – others may happen in 5 years' or 10 years' time based on us taking steps towards them now.

Equally, some things may never happen – but we can still look ahead and be ambitious about what we hope to achieve.

### Our hopes and aspirations for Bradford on Avon

- A happy, healthy town – where people feel valued, heard and supported.
- A town where children and young people have opportunities to play, explore and learn.
- There are places for people to live, including more affordable houses.
- Everyone has access to the town's parks, green spaces, and the natural environment – and they feel these spaces are there for them to enjoy.
- That our parks and green spaces are managed with people, wildlife and the environment in mind.
- The river and the canal are healthy and vibrant.
- There are opportunities for people to work in the town.
- Places, services and information are accessible and useful.
- That people and groups are connected and work together.
- There are places, events and activities where the community can come together to play, learn, share and celebrate.
- That we are all part of making Bradford on Avon carbon neutral by 2030.
- There's improved air quality in the town – especially in the town centre.
- There are better, safer and more accessible transport links for pedestrians and cyclists, including traffic-free routes and improved pavements.
- There's improved public transport serving the town.
- That we conserve and value the built environment.
- That people want to visit Bradford on Avon to discover and explore the town.



Our roles and responsibilities at Bradford on Avon Town Council  
We have a variety of roles and responsibilities in the town.

**To listen...** to people's views.

Because we value discussion and because we don't always have the answers.

**To communicate...** what we're doing and what's happening in the town.

And to ensure that our communication is clear, engaging and timely.

**To support...** the town by what we do.

Working with people and organisations to deliver real projects that make a difference. This could include funding projects.

**To challenge...** ourselves and others to do their best for the town.

Working with integrity and transparency on behalf of the community. And when we need to, asking questions of others on behalf of the town.

**To look after...** the places and spaces that we're responsible for.

**To join up...** the groups, people and organisations working in similar areas and doing similar things.

By doing this, we can avoid duplicating work and we can work together to do so much more.

**To start conversations...** that might see things happen in the town.

Because there's energy, passion and amazing ideas in the town.

**To inspire...** people to be part of what's happening the town.

**To enable...** people to do things in the town.

Like organising community events or planting trees.

**To value, protect and conserve...** the character and heritage of the town.

From people and places to buildings and wildlife.

**To lead by example...** on the climate and ecological emergency we're facing.

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Ultimately, we pride ourselves on **representing** everyone in our community.



In working towards our vision:

- As a council, we'll be clear, open, and transparent in our decision making and in our communications.
- When we need to be, we'll be bold, creative and ambitious – and willing to take chances.
- We'll lead by example.
- And we'll share our learning and experiences.

We'll also be a good employer – supporting and training our staff and our volunteers.

Our vision has been shaped by conversations with people in the town - and by discussions with groups and organisations across the town.

Our vision is essential to the town council – and we will use it to guide and influence our decisions and to inform our work programme.

Equally, **our vision belongs to the town** – and we all have a role to play in making Bradford on Avon a better place for everyone.