

Agenda item 9

For
information: **Residents' Panel #6**

Written by: Matthew McLaughlin, Communications Officer

Background

Residents' Panel #6 was the final survey of 2023. The survey asked panellists about 4 topics:

- our draft town vision
- the precept
- the town's Christmas Lights event
- how we consult.

Of the 100 panellists – 46 responded before the deadline.

Note: for the purposes of this report we have grouped individual answers in free text questions throughout this survey. Where panellist's responses contained more than 1 idea we have noted down ideas individually.

Town Vision

In late 2023 we asked people for their comments on the draft town vision document. Many people sent us their views on the document – not including those made in this survey.

The town vision explains our hopes and aspirations for Bradford on Avon.

Do you think the town vision has the right aspirations for Bradford on Avon?

- yes – 39
- no – 7

Have you already commented on the town vision?

- yes – 7
- no – 39

Do you have any ideas that you would like to put forward as part of the town vision – if so please comment below.

A total of 26 panellists responded to this free text question.

- improved traffic management – 10
- more precise actions to take – 5
- other (non-specific answers) – 3
- more financial prudence – 2
- focus on sustainable travel – 2
- more to tackle litter/ fly tipping – 2
- do more community events – 2
- town vision document too long/ not accessible – 2
- the aims are good – 2
- improve air quality across the town – 1
- no more housing – 1
- engage more with businesses – 1
- purchase the Old Golf Course – 1

Precept

The precept is the portion of your council tax which funds the town council.

The precept provides most of the town council's funding and is spent on all the things we do, including:

- looking after play areas
- managing parks and green spaces
- organising community events
- running the Youth & Community Centre and St Margaret's Hall
- keeping the town clean and tidy.

The precept for a Band D property in Bradford on Avon is £250.61 for 2023/24.

Would you support an additional increase in the precept to allow the town council to undertaken more and/ or spend more on existing projects?

- yes – 29
- no – 17

If yes, what projects would you support the town council undertaking?

A total of 28 panellists responded to this free text question.

It is important to note that some of the answers – such as traffic management and better street lighting – related to the responsibilities of Wiltshire Council.

- traffic management – 7
- other – 4
- improve play areas – 3
- improve public/ green spaces (such as introducing bike hangers, disabled access and adding more bins) – 3
- invest in arts and culture – 2
- support young people's organisations – 2
- no increase – 2
- better street lighting – 1
- spending review – 1
- invest in sports – 1
- improving air quality – 1
- purchase the Old Golf Course – 1

Christmas Lights Switch On

This year's Christmas Lights Switch On was the best attended we have ever done.

While the event was fresh in people's minds; we asked the panellists if they enjoyed the event and what we can do to make next year even better.

If you went to the event [Christmas Lights Switch On] what were your favourite things about it?

A total of 28 panellists responded to this free text question.

- sense of community spirit/ atmosphere – 14
- not applicable (NA) – 7
- the lights – 5
- well organised – 3
- live music – 3
- businesses getting involved – 3
- market stalls – 2

Was there anything you didn't enjoy at the event?

A total of 25 panellists responded to this free text question.

- entertainment could have been better/ better placed – 5
- parking/ traffic – 4
- it was too busy – 4
- the stalls were too expensive – 3
- we should encourage more people into local shops/ have local businesses as stall holders – 3
- NA – 3
- no – 2

And whether you went or not, do you have any suggestions of things you'd like to see at future Christmas events? Maybe things you've seen in other towns and villages?

A total of 46 panellists responded to this free text question.

- no – 20
- NA – 4
- traditional Christmas market – 3
- help from local businesses to fund the event – 2
- revive the lantern parade – 2
- more children's activities/ competitions – 2
- road closures – 2
- carols on Christmas Eve – 1
- different music/ entertainment – 1
- change date to the first weekend of December – 1
- activities more spread out – 1
- community theatre performances – 1
- late night shopping – 1
- it was too over the top – 1
- winter gardens – 1
- better lighting at the Tithe Barn – 1

How we consult

The town council regularly asks residents for their views on big projects. Which of the following types of consultation do you prefer to engage with...

A total of 46 panellists responded to this question.

Panellists were given a set of options (below) to select from – they were free to select all relevant preferences.

- online information and survey – 43
- public meetings with a speaker and a chance to ask questions – 16
- drop in consultation events – 14
- Public meetings are not always easy to get to. Could we screen them live like a full council meeting and loud enough for us to hear them (panellist personal response) – 1