



Agenda item 13

For information: **Residents' Panel #7**

Written by: Matthew McLaughlin, Communications Officer

Background

In the first Residents' Panel Survey for the 2024/25 year – we asked about 5 topics:

- Bradford on Avon Cemetery
- litter and recycling
- extending our Christmas Lights
- this year's Green Man Festival
- Seniors' Forum.

Half of the panellists responded to the survey (50) – representing a slight increase in engagement from the previous survey but still down from the average response rate (65).

Full responses will be sent to the relevant officers to help inform their work.

Bradford on Avon Cemetery

Would you be interested in an open day where you are given a tour of the cemetery and its facilities?

More than half (56%) of those who completed the survey said they would not be interested in tours of the cemetery.

Do you have any ideas about alternative uses for the chapels?

Panellists suggested a number of alternative uses for the chapels, including:

- artisan workshops
- exhibition spaces
- a museum
- modern office space
- event venues (weddings, music etc).

A small number of panellists suggested one of the chapels should stay as chapels for funerals, memorials or similar ceremonies.

Do you have any ideas about use of the cemetery house?

- holiday lets
- emergency accommodation
- rental property.

Management of Bradford on Avon Cemetery

Would you like to see more meadow areas at the cemetery?

Most panellists (82%) said they would like to see more meadow areas in the cemetery. However, 8% said they did not want more meadowed areas.

Would you like to see more tree planting at the cemetery?

Again, most panellists were in favour of more tree planting in the cemetery (76%).

Would you like to see us install bird and/or bat boxes or other wildlife features?

90% of panellists were in favour of more wildlife habitat features in the cemetery.

Would you like to see more benches or other seating?

While most panellists (72%) were in favour of more benches – one said if more benches are installed at the cemetery, they should be as memorials.

Do you have any other ideas for the cemetery?

A common theme running throughout these answers emphasised the desire for more wildlife habitat features. Other ideas included information boards and dedicating an area for reflection.

Promoting recycling campaign

Do you think there is a problem with litter in Bradford on Avon?

Over half (54%) of panellists believed litter was a problem in the town.

Did you know that some of our litter bins have separate recycling bins?

An equal number of people knew and did not know about the recycling facilities on some of our bins.

In your opinion, what approaches, or messaging would be most effective in motivating people to take larger recyclables home with them?

Panellists gave a range of answers including:

- notices on bins
- use positive or humorous messaging
- dog waste was a larger issue than littering
- more bins
- publicise the issue in the town council newsletter
- educate people on recycling.

Some panellists suggested issuing fines – however this is not something the town council has the powers to do.

Others believe it was typical to take away larger recyclables and some believed that it would be difficult to change people's behaviours.

In the campaign, what type of content or media do you think would be most effective?

| | |
|-------------------|----|
| Posters & banners | 23 |
| Social media | 9 |
| Infographics | 3 |

In your opinion, can awareness campaigns (such as this) help to positively change people's behaviours?

This question asked panellists to choose from 3 options:

| | |
|-------|----|
| Maybe | 27 |
| Yes | 19 |
| No | 4 |

Extending our Christmas Lights

Would you like to see us install more Christmas lights, this year?

| | |
|-----|----|
| Yes | 28 |
| No | 22 |

Where in the town centre would you like to see us extend the Christmas lights this year?

Panellists were given the following options, as well as a free text option, to select:

| | |
|----------------------------------------|----|
| Silver Street | 18 |
| Market Street | 17 |
| St Margaret's Street/ Station Approach | 13 |
| Church Street | 12 |

Panellists gave a number of other single-entry answers, such as Trowbridge Road, McKeever Bridge and the area from the railway bridge to the Tithe Barn.

On a scale of 1 to 5; how do you feel about the Christmas Lights being left on until February?

| Scale | Response |
|-------|----------|
| 1 | 5 |
| 2 | 9 |
| 3 | 7 |
| 4 | 15 |
| 5 | 14 |

Green Man Festival

Did you come to the Green Man Festival this year?

| | |
|-----|----|
| Yes | 24 |
| No | 26 |

If you did – was it your first time attending the event?

| | |
|-----------------------|----|
| Yes | 10 |
| No, I come every year | 14 |

Where did you hear about the Green Man Festival?

| | |
|---------------------------------|----|
| Posters | 18 |
| Word of mouth | 17 |
| Town council social media | 14 |
| Event banners | 12 |
| Town council website | 11 |
| Green Man Festival social media | 10 |
| Green Man Festival website | 5 |
| Local press | 4 |

How did you travel to the Green Man Festival?

| | |
|-------|----|
| Walk | 21 |
| Cycle | 1 |
| Car | 1 |
| Train | 1 |
| Bus | 1 |

How many people did you come with?

| | |
|---|---|
| 0 | 5 |
| 1 | 5 |
| 2 | 8 |
| 3 | 3 |
| 4 | 3 |
| 5 | 1 |

What did you think of this year's Green Man Festival?

The 27 panellists who responded to this question gave a very positive opinion of the festival – as well as its benefit to the town.

Do you have any suggestions for things you'd like to see at the Green Man Festival in the future?

Of the 21 panellists who responded to this question, the most common suggestions were more stalls – this included:

- arts & crafts
- environmental information
- food.

Seniors' Forum

Do you think there is a role in Bradford on Avon for a Senior Forum?

| | |
|--------------|----|
| Yes | 24 |
| I don't know | 20 |
| No | 6 |

What kinds of issues and activities do you think a newly established Senior Forum should be involved with?

Panellists suggested that a Seniors' Forum could investigate accessibility, health and street safety in Bradford on Avon.