



Aims, priorities and ideas supporting our vision for Bradford on Avon

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.

As such, the vision mainly describes **what** we would like to see happen in Bradford on Avon.

More detail about **how** we can realise the aspirations of the vision is contained here, in this supporting document.

Supporting our vision, we've drawn up:

- A list of aims and priorities for the town.
- And a list of ideas that could happen in the town.

Both lists reflect our conversations with people and groups in the town; and the ideas were all put forward by people from the town.

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

- [Business, commerce, and employment – including vocational training.](#)
- [Climate change – and the climate and ecological emergency](#)
- [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 town council – and our commitment to making Bradford on Avon carbon neutral by 2030.



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.

Including conversations about how businesses can be green and sustainable in what they do.

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 contribute to the draw of the town, bringing in visitors from other towns and villages – and tourists from further away.
- Regular conversations and shared learning between businesses.
- Up to date information on the [explore Bradford on Avon](#) website.
- Supporting the volunteers in the Tourist Information Centre.

Ideas put forward for discussion:

- a. A 'last mile' delivery service using electric bikes.

Climate change – and the climate and ecological emergency

Working collectively - with the community, with experts and with councils and government organisations – to act on climate change.

Reflecting the climate and ecological emergency in our work at the town council.

And working together on our commitment to make Bradford on Avon carbon neutral by 2030.

Aims and priorities to help us achieve our vision:

- Reviewing the council's Climate & Ecological Emergency Strategy.
- Conversations and partnership working with Wiltshire Council.
- Conversations and partnership working with the Environment Agency.
- Carbon literacy training

Ideas put forward for discussion:

- a. Encourage more carbon-free journeys.
- b. A conversation around lifestyle changes and choices.



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.
- Support for the organisations and services that look after people’s physical and mental health, including the health centre.
- Support for organisations alleviating and tackling poverty in the town.

Ideas put forward for discussion:

- a. Parkrun and junior parkrun.
- b. More inclusive paths at the Strips.
- c. A town farm.
- d. A community garden or community allotments.

Young people: education, play, and learning.

Working with the town’s schools and early years nurseries.

Working with Wiltshire Council’s teams responsible for education.

Working with school trusts and academies.

And working with families and groups home educating.

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 – but not always – play should be initiated, led and supported by play professionals. Including organised opportunities for playing out.
- Information and support for children being educated at home.



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:

- 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.
- Improve the pedestrian and cyclist environment through the town's green spaces.
- A healthy river.
- A healthy canal – including the tow path.
- Creating and providing spaces that are for everyone.

Ideas put forward for discussion:

- a. Reinstating the bins along the tow path.
- b. Reopening the public toilets at the wharf.



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.
- Achieve high quality design in new buildings.
- And ensuring that the public realm respects and responds to its context and sustainability with respect to environment.
- Ensuring that the town is clean, tidy, welcoming and well looked after. Including things like railings, bins, benches and lights.
- A coordinated approach to new street furniture.
- Affordable, zero carbon homes.
- And house designs and housing standards so houses are thermally efficient for hot and cold weather (staying cool when they need to and warm when they need to)

Ideas put forward for discussion:

- a. A town design guide.
- b. Community solar panel buying schemes.
- c. More cycle parking and shelters.
- d. More disabled parking spaces in the town.
- e. New (or improved and updated) walking and cycling signage.



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:

- There are better, safer and more accessible transport links for pedestrians and cyclists, including traffic-free routes and improved pavements.
- 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.
- Promoting and supporting the viability of public transport
- Partnership working – with organisations like Wiltshire Council, the Canal & River Trust, the bus companies 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. Increasing 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. Discuss the idea and feasibility of a transport hub near the train station – talking with Wiltshire Council and GWR about this.
- j. Parking restrictions in residential streets and areas to discourage commuting workers from parking in these areas.
- k. Better upkeep of the bus shelters.
- l. A Local Cycling and Walking Infrastructure Plan (LCWIP) for the town.