



Our vision for Bradford on Avon

Bradford on Avon is a town full of character and history - and a town shaped and 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 hopes and aspirations that describe the future of the town.

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.

This is especially true when it comes to climate change.

The town council has declared a climate and ecological emergency.

And we've committed to making Bradford on Avon carbon neutral by 2030.

In what we do, 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.



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.

It also recognises the importance of climate change on people, places and wildlife.

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 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.

Adopted: at the Full Council meeting on 5 March 2024

Next scheduled review: following the next town council election.



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.
- That there are places for people to live, including affordable, well-designed homes.
- There are opportunities for people to work in the town.
- 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 – reflecting climate change and the ecological emergency.
- The river and the canal are healthy and vibrant parts of our green and blue infrastructure.
- Places, services, support 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.
- Through adaptation and mitigation, the town is better prepared for climate change.
- The town is better prepared for emergencies, including flooding.
- That we are all part of making Bradford on Avon carbon neutral by 2030.
- The town is a safe and friendly town for pedestrians and cyclists.
- 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.

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 risks.
- We’ll lead by example.
- We’ll learn from others and work with others, including other councils.
- We’ll share our learning and experiences.

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



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, transparency and values 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. This includes looking after wildlife and the natural environment in response to climate change.

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 share and 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 all facing.

Talking to experts; working collectively; and providing clear advice and support.

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