



Bradford on Avon  
Town Council



LOCAL COUNCIL  
AWARD SCHEME  
QUALITY GOLD

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Minutes of the  
Town Development Committee meeting of  
BRADFORD ON AVON TOWN COUNCIL held  
on Tuesday 15<sup>th</sup> November 2022 at 7p.m in St. Margaret's Hall

Present:

Cllr K Bessant (Vice-Chairman)  
Cllr D Garwood  
Cllr S Gibson  
Cllr A Kay  
Cllr S McNeill-Ritchie  
Cllr J Parker  
Cllr T Trimble  
Cllr K Vigar  
Ian Brown – Chief Executive/Town Clerk  
Sarah Howe – Committee Clerk

Apologies: Cllr A Potter, Cllr J Vittles

Members of the Public: Beryl Turner, Joyce Shaw, Niall Machin, Jeremy Wire, Doug Robinson plus 6 others

28. Declarations of interest

There were no Declarations of Interest.

29. Minutes

It was proposed by Cllr Gibson and seconded by Cllr Trimble and with 7 in favour and 1 abstention it was **RESOLVED**: To accept the minutes of the last meeting held on the 12<sup>th</sup> July 2022 as a true record.

30. Matters arising – Cllr Kay asked when the vote to agree to hold the town fireworks display in its final format took place as she could only find mention of it in the Chairman's Report in the July minutes of the Town Development committee meeting. Cllr Vigar stated that as far as she could recall the vote to hold the display was taken at the March 2022 meeting and then as per normal procedure when organising a town event, a working group was set up but no vote to ratify the final format was taken. Cllr Gibson said a review of how the decisions were made surrounding the use of the Beehive field as a launch site and Victory field as the activities and viewing location would be wise. Cllr Kay indicated, as Chair of the Green Spaces committee, that the heavy use of Victory field should have at least been noted at an Environment and Green Spaces Committee meeting. Cllr Garwood stated that the use of working groups to organise town-wide events such as the Christmas Lights switch on or the Music Festival are generally successful and that in future working groups are to be made up of two councillors, relevant town council officers and assorted experts should be sufficient to organise an event effectively. Cllr Vigar agreed that there are lessons to be learnt from the first attempt at hosting the fireworks event, however the working group did include two councillors including Cllr McNeil-Ritchie, the company who would launch the fireworks and an experienced member of the school fireworks committee who all met in the early stages however Cllr McNeil-Ritchie was not invited to later meetings. Cllr Kay suggested that once a contract was in place to stage or deploy an event the details should be fed back to the proper council meeting. The Chair summed up that she

hoped the lessons learned would allow more transparency and communication in future and Cllr Garwood and Cllr Vigar might suggest a motion supporting these ideas for another meeting.

### 31. Neighbourhood Plan Working Group

Cllr Gibson provided a verbal update on the Neighbourhood Plan (NP). Currently there are many issues with NPs in terms of weight given in planning law due to issues and reticence at Wiltshire Council and beyond. In the length of time it takes to approve a NP it can be time to start the next one. Councillors met on 18<sup>th</sup> October 2022 with an experienced planning advisor where it was agreed, in an attempt to conserve resources, to concentrate on strategic aspirations and aims of the town and come up with aspirations and objectives for various areas. Not all ideas needed to feed into the NP, but instead provide a focus for the activities of the council in general and aims for grant funding. However, some of the work could then feed into the NP. Current NP is in good shape and only some elements require alteration. Six areas of interest have been identified to develop initial ideas to be taken via workshops to the public and other relevant stakeholders in the early part of the new year.

- (i) Active Travel (roads, footpaths, cycling etc) led by Cllr Trimble
- (ii) Business and retail interaction led by Cllrs McNeil-Ritche and Gibson
- (iii) Community and wellbeing led by Cllrs Parker and Potter
- (iv) Education institutions and provision for youth (schools and other activities) led by Cllrs Bessant and Vigar (schools already contacted)
- (v) Environmental and ecological emergency questions led by Cllrs Kay and Franklin
- (vi) Local Plan – housing sites and keeping up with the local plan led by Cllrs Gibson, Kay and Potter.

How town council deals with householder planning applications is also being discussed but requires a response from WC to confirm the town councils obligations regarding applications. The Chair confirmed that recently the council was reminded that the climate and ecological emergency should inform and guide all aspects of the council's work including the NP.

### 32. Delegated decisions

Planning recommendations for 21<sup>st</sup> September, 5<sup>th</sup> & 19 October and 2<sup>nd</sup> November 2022 were noted.

### 33. Relaunch of Shop Local

The Chief Executive provided an update following on from the report included in the minutes. The scheme publicised promotions offered by local businesses on the town council's Explore website. The Communications Officer has facilitated the relaunch of BoA Shop Local for 1 December 2022 with a revamped website and a social media marketing campaign to promote new and future offers uploaded to the website by local businesses for the public to enjoy. Businesses already in the scheme have been contacted. The Chief Executive then offered to answer any questions.

Marnie from Dible and Roy said that she and the owners of the Swan Hotel and the hardware shop were the only representatives of local businesses to attend the council meeting, feel that the relaunch has not be widely publicised and overall businesses are feeling ignored. They would like a lot more publicity, but they do like the idea of the scheme. James from the Swan Hotel stated they were initially hoping there would be a database of Shop Local card holders who could be contacted with promotional offers and restated more publicity was key. The Chair confirmed that a database of customers would contravene GDPR regulations and costs and administration would be prohibitive. However, updating the businesses database would be useful and that a meeting between the Chief Executive, Communications Officer and the local shops and businesses to discuss the relaunch should be organised. Cllr Kay suggested publicity could include the e-newsletter as well and the paper copy, the subject of a residents panel and provision of a sign and map for businesses at the living wall site which is in progress but not completed yet. Cllr Vigar would like a more general meeting set up with shop owners in town to brainstorm ideas to improve custom and discuss what might be needed to help trade.

### 34. Business Survey

The Chief Executive provided a verbal update. A business survey was circulated in September 2022 by Cognisant Research who developed the resident's panel. Promoted via the BoA business newsletter which reaches over 400 subscribers there were only 11 responses. The town council promoted the survey again in October via social media which has increased responses to 28. Over 250 businesses are registered in town and if we can get over 50 responses then sufficient information

should be available to approach WC and push for high street funding. Survey is now promoted in the newsletter, Christmas tree letter sent to businesses and directly to suppliers of the town council. The Chair suggested using Linked In. Cllr McNeil-Ritchie confirmed that it has always been difficult to obtain information via surveys. A successful forum held back in 2014 was well supported and inviting businesses to something similar in the new year might work well. The Chair agreed and suggested a long lead time for people to plan to attend might help.

### 35. BoA Business Network Ltd

This organisation was set up as a Limited Company in 2019. The Directors resigned recently and as no further volunteers have come forward to replace them the company has been dissolved. The outstanding funds in the bank account were offered as a donation to St Laurence School. BoA Business has returned to a previous structure which is an informal network of businesses in BoA and surrounding villages. It still holds monthly breakfast meetings which are popular and plans to hold additional monthly meetings with guest speakers from January 2023. The Chair asked that the town council website hold the link for the business breakfast details and confirmed again that she supported a new council organised forum event perhaps 6pm on a Wednesday as this time of day and week had worked well before and the event could be promoted at BoA Business' meetings. Cllr Vigar asked whether the council led forum should be for all sectors or not and Cllr McNeil-Ritchie confirmed that last time it was a single event with a series of speakers covering many walks of life. Cllr Gibson agreed that a multidisciplinary approach in a single meeting worked well before at least as a starting off point.

### 36. One Public Estate

No news on the development of a campus at station car park to house a variety of public services although apparently Cllr Kay believes that the local Health Centre needs to confirm what their requirements would be to WC which is why the project has stalled. Cllr Gibson has agreed to contact the Health Centre and WC to try and 'push things along a bit' and report back to the next Town Development meeting.

### 37. Date of next meeting

The next meeting has been arranged for 24<sup>th</sup> January 2023.

The meeting closed at 7.56pm.

## APPENDIX 1

### Members of the public who spoke at the Town Development meeting on the 15<sup>th</sup> November 2022

1. Niall Machin – A question regarding parking for the new pavilion and more generally at Culver Close. Details of an inspector's decision over temporary parking in a green belt and an historic setting was presented to the committee for consideration and has been presented to Wiltshire Council planning enforcement. Mr Machin sought assurances that the town council will not allow any unauthorised parking in Culver recreation ground relating to the cricket parking, the bowls parking and the football club who has been parking for training. A gate has been erected to try and ease the situation which is welcomed and there's talk of using stewards there for authorised parking. He had also submitted a Freedom of Information request to the council to find out what agreements are in place with the cricket club and the bowls club regarding parking and the response from the Town Clerk is that there is no agreement in place with the Cricket and the Bowls club, so any parking is inappropriate as there is no agreement. In planning terms it's against planning regulations. It's also pertinent with the new pavilion as it's predicated on people parking on the grass again as no car parking in the proposal so the assumption is that the council will allow people to continue to park on the grass at Culver. So, question is will the council confirm there will be no inappropriate parking on Culver going forward? The Chair confirmed we will investigate the case presented but hard to base decisions on one situation. The safety of the public at Culver when there is parking, with the cricket club needs to be examined, there is an agreement that there should be stewards although she understood that that is not always the case. The council cannot guarantee 'inappropriate parking' will not happen although with the new pavilion there will be a push to promote arrival at the club via other modes of transport and not to promote parking on the grass but the whole matter is still under discussion. Cllr Kay confirmed that generally the council is working towards not parking on the town's green spaces. There is a green spaces management plan with the green spaces officer implementing a programme of replacement gates for Culver Close, Victory field and the country park to minimise parking in all these locations.
2. Joyce Shaw – The Library carpark machine does not take cash and the machine is often out of order. Please can councillors investigate. Cllr Gibson stated that WC have introduced App and card only machines at carparks to save money. Cllr Trimble confirmed that he has spoken to WC but wasn't making any headway but has suggested a return to cash payments. Cllr Trimble has agreed to provide an update at the next Sustainable Travel meeting on 29/11/22.
3. Beryl Turner – The temporary bus stop on the Frome Road is too far down the road for some residents of the town and she would like it to be more centrally located. Cllr Trimble has spoken to WC about this and the current site near Junction Road is as close as can be to the centre of town for safety reasons. Both outside the Three Horseshoes Pub and Westview Nursery are unsuitable for parking and congestion reasons as well as safety. He added that the temporary pedestrian lights are sited where they are due to the lack of pavement going north on the east side of the Frome Road as you approach the roundabout with Station Approach. There are a lot of rules and regulations over where crossings and bus stops can be sited.
4. Jeremy Wire – A question regarding the Neighbourhood Plan – when will the open and collaborative phase start and how do we address the climate and ecological emergency within it. The Chair confirmed his question will be addressed during agenda item 6.
5. Doug Robinson – wondering why the Culver Close pavilion was not an agenda item. The Chair confirmed that there are no further updates and the council is still waiting to hear the advice from pre-planning at WC. It was widely confirmed that the planning departments are very slow currently and the architects involved in the sports pavilion are also chasing them. Mr Robinson confirmed he still has all the same objections as when he last spoke at the previous meeting but was pleased to see the new gate at Culver Close. It was suggested that the Culver Close Pavilion was added as a standing item on the Town Development Committee.



## Relaunch of Shop Local BoA

The Shop Local BoA was created during the pandemic as a way to offer support for the business community of Bradford on Avon coming out of the national lockdowns.

The Shop Local BoA cards were a collaboration between the Town Council and BoA Business. These cards could be collected from participating businesses and the Tourist Information Centre.

The tag line was: “Keep the Town thriving by shopping locally and benefitting from offers.”

As things returned to normal post-lockdowns, the scheme was used less but remained in operation. The Town Council has been contacted by some local businesses to see if the scheme was still in operation.

Officers have worked to revamp the Shop Local BoA form on the website, to better support businesses in advertising sales, offers and more.

The Town Council will relaunch the new Shop Local BoA scheme on Thursday, 1 December 2022. Bradford on Avon Town Council will continue to update the scheme with offers as they are submitted by businesses going forward.

Businesses will fill in the information about their promotions. This will then be checked by Town Council officers and will then be uploaded to the Shop Local BoA page.

The relaunch of the Shop Local BoA scheme will be accompanied by a **campaign of** marketing through social media — the Town Council will engage with the local businesses which have previously used the scheme to get them to share in promotion across their channels were possible.