

Bradford on Avon – A Wellbeing Town.

The Oxford English Dictionary defines Wellbeing as; “a person or community: the state of being healthy, happy, or prosperous; physical, psychological, or moral welfare”.

This definition encompasses health, happiness, and prosperity, including good mental health, life satisfaction, and a sense of purpose. This highlights that it is a broader concept than just moment-to-moment happiness.

Additionally, wellbeing is viewed as a positive state, experienced by individuals and societies, influenced by social, economic, and environmental conditions.

The Council has set out its position in its Business Plan, 2025-2029:

Corporate Vision, Aim and Objectives

Vision

Bradford on Avon Town Council celebrates our community and believes that a cohesive and inclusive community is central to building a happy, vibrant and successful town. To create a strong community where everybody has the opportunity to engage with and contribute to a successful town.

A successful town where its heritage and environment are valued, and the Council works to address the long-term crisis in our climate and natural environment, placing these issues at the centre of everything we do.

A town where all residents have access to a high quality of life and where people want to live, work, play and visit.

The Town Council will aim to support and develop our community through the following objectives:

- A Thriving Town
 - Successful economically, socially, and environmentally

- A Flourishing Community
 - Where individuals thrive best

- A Greener Place
 - Working towards carbon neutrality and improved biodiversity

- An Engaged and Efficient Town Council
 - Listening and engaging because that is how the best decisions can be made

The Co-op have undertaken work on Community Wellbeing index, and they have broken down Community Wellbeing in three categories and have set some methodology for those areas.

- i) People
 - Education and Learning
 - Health
 - Economy, Work and Employment

- ii) Place
 - Culture, Heritage and Leisure
 - Transport, Mobility and Connectivity
 - Housing, Space and Environment

- iii) Relationships
 - Relationships and Trust
 - Equality
 - Voice and Participation

These categories do overlap with the Town Councils objectives and therefore many of its aims will link back to the Wellbeing index.

Therefore, it is proposed,

to develop questions that can then be asked in the next residents panel [Nov 2025] that could be used to develop a baseline for an index for Bradford on Avon.