

Bradford on Avon Town Council



Council Performance 2021-2025

Corporate Vision, Aim and Objectives

Vision

To create a strong community where everybody has the opportunity to engage with and contribute to a successful town. To underpin the Council's decision-making with a resolve to address the long-term crisis in our climate and natural environment.

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

Bradford on Avon Town Council will direct its influence, capacity, and resources to promote the best interests of the town for the benefit of the whole community.

Objective




A Thriving Town - Successful economically, socially, and environmentally

Bradford on Avon is a special town with historic buildings and independent shops, set in a rural landscape. The Town Council wishes to ensure a town where heritage and environment are valued, creating a successful and thriving community for residents, businesses, and visitors.

It seeks a town where all residents have their say and can take part in making the decisions that affect their lives, where residents have access to a high quality of life both now and in the future.

Aims

Working with residents and Wiltshire Council we intend to


-  Review the Neighbourhood plan 2013 – 2026 and produce an updated version.
[Consultant appointed – Place Studios](#)
[Funding application accepted](#)
[Town Council ‘called for sites’](#)
[Housing needs assessment completed](#)
[Strategic Vision adopted](#)
[Lighting Strategy adopted](#)
[Developed Protocol for Engagement with developers](#)
[Successful in our bid for technical support from Locality – for a Sites Assessment for the sites put forward for development during our call for sites.](#)
[Applying for more technical support – including an application for an SEA \(Strategic Environmental Assessment\)](#)
[Adopted Town Vision](#)
-  Investigate the potential for a re-development of the health centre and station car park site.
[One Public Estate \(OPE\) project re-started, draft/concepts proposals produced, project then halted by Wiltshire Council pending Health Authority review.](#)
[Lease out office space to Health Centre for one year \(2023/24\)](#)
[Light touch liaison with Wiltshire Council re: swimming pool](#)
-  Investigate options for improving pedestrian safety and tackling air pollution.
[Town Councillor chairing Area Board Local Highways, Footpath Improvement Group, \(LHFIG\).](#)
[Developing and progressing the Area Board the LHFIG reporting and monitoring system and the highway improvements forms](#)
[Re-paved footpath at end of Church Street](#)
[Station approach junction improvements](#)
[Town wide traffic \[Future of Transport\] consultation undertaken](#)
[Three priorities identified for the town, i\) improved pedestrian and cyclist safety, ii\) reduced traffic volume, iii\) improved air quality.](#)


Traffic modelling process based on delivering the three priorities, undertaken with Wiltshire Council and Atkins
New Traffic system requested sent to Wiltshire Council, ongoing discussions on next stage detail
Auto speed watch camera procured and installed
SID procured, installed with plan for town wide positions
No idling campaign with banners produced and erected

-  Work towards building a new pedestrian bridge from the library to Lamb Yard.
Working group set up and discussions held with Wiltshire Council.
Consultancy contract let to Sustrans and Phil Jones Associates (PJA)
Strategic Outline Business Case produced and sent to Wiltshire Council
Project meeting set up with Wiltshire Council

Working with the business community we intend to

-  Encourage more economic planning to help the local economy.
Develop town market to increase footfall
More events and commercialise to increase footfall
Re-open the High Street funding – Heritage Trail introduced (Planters & Info points)
Successful bid for £10k towards initiatives 2022/23.
Successful bid for funding 2023/24 and 2024/25
Successful bid for funding 2025/26 towards event development
Business survey undertaken 2022/23
Business Forum held 14th July 2023
Business Forum report published and circulated
Worked with Wiltshire Council on 'Events Wiltshire' website
Worked with Wiltshire Council on 'Place Informatics footfall dashboard'
Adopted Town Vision
-  Continue to support initiatives such as 'Shop Local'.
Re-launched January 2023
'Over the Bridge' campaign
'Shine on' campaign
'Music to shop by' campaign
Shop local flyer to all BoA homes
Promote BoA Business via Snippets
Promote BoA Business via Explore
Promote BoA Business via social media channels
Support WI monthly market
Encouraged business to take part in Pank cake race and Duck race
Increased sponsor opportunities, to support community events
-  Provide ongoing support via Explore.
Re-launched January 2023
Website being updated and improved 2025

-  Review the Tourism Strategy 2019-2024 and produce a new version.
 - Working with Visit Wiltshire creating a 'Wiltshire Visitor Economy Partnership (LVEP)'
 - Support Visit Wiltshire bid for LVEP March 2025
 - Detailed mechanism for funding and support put forward 2024
 - Reviewed Wiltshire Council's 'Wiltshire Cultural Strategy 2024 -2030'
 - Revised Tourism Strategy with target of new published summer 2026

-  Promote Bradford on Avon as a tourist destination.
 - Visit Wiltshire Gold partner – included in visitor guides/maps/Travel trade guides
 - Visit Bath (west) member
 - Great West Way ambassador
 - Promote BoA via Kingfisher guides (Bath & Wiltshire)
 - Closer working with Visit Wiltshire CEO
 - Provide events directly and support Walkers Are Welcome, Green Man Festival
 - Literary Festival, Food Festival, etc
 - Provide summer hanging baskets/bedding to decorate the town
 - Pilot authority for Wiltshire Council's, Town Trail App
 - New town maps
 - Support Walkers are Welcome
 - Improved 'branding'
 - Provide a Tourist Information Centre
 - Promoting events
 - Supporting Canal & Rivers Trust volunteers
 - New 'bookmarks' for walks
 - Partner with Museum/TIC
 - Support 'Walkers are Welcome'
 - Supporting Twinning/International links
 - Event sponsorship opportunities
 - Ongoing Discussions with C&R trust re: facilities

Objective




A Flourishing Community – where individuals thrive best


To ensure that we have a flourishing community we need to support the community's well-being, building on the resilience shown during the pandemic to combat social isolation, supporting both physical and mental health. We need to create an environment where anybody and everybody has the opportunity to be involved.


The Council will encourage and harness the passion of its residents, and their commitment to the town, by encouraging and supporting volunteers, recognising the added value that volunteers provide, and the community spirit that is generated.

Aims

The Council will endeavour to


-  Develop projects to address well-being.
 - Support Dementia Action Alliance, Menshed, St Aldhelm over 60 club
 - Ukrainian Community
 - Domestic Heat project
 - Community Fridge
 - Warm spaces co-ordination
 - Warm Spaces community films
-  Develop the Youth Services contract offer.
 - Re-commissioned service to March 2025, developed operating methodology
 - Regular reporting to Community and Well-being committee
 - Developing summer holiday club offer, 2022 onwards
 - Provided Youth Service in-house, April 2024
 - Youth & Community Centre 'freshen up'
 - Developed afternoon 'drop in' sessions
-  Support volunteer groups and encourage community participation.
 - Officer support for volunteer groups (CLuB, CEV's, TIC, Nature Group, Gardening Group, Hall Events Group)
 - Railway Station Volunteers
 - Preservation Trust
 - Grant support for volunteer groups
 - Twinning engagement
 - Secret Gardens
 - Climate Friendly BoA
 - Plastic free BoA
 - Lorry watch/speed watch
 - Ukrainian community engagement
 - Developing events programme
 - Friends of Palestine
 - Annual Volunteer Day/BoA Join In!
 - Canal & Rivers Trust Volunteers
 - River Avon Annual Litter Pick
 - Support WI monthly market
 - Closer liaison with Museum
 - Christ Church – Churchyard Volunteers
 - Opportunity for Groups to present to Community & Well-being Committee to showcase their group
 - Encouraged groups/businesses to take part in Southwest in Bloom


-  Engage with residents and encourage participation in decision making, securing better services, and creating a more active and informed community.
 Consultation events (Pavilion, Skate Park, Traffic Survey, Business Survey, Poulton Park)
 Electric bus survey, eco-car survey etc
 Recruited Engagement Officer
 Developing communication tools, (Improved newsletter, Snippets, Websites, Residents Panel)
 Wider coverage in news/radio/TV
 New notice boards and locations
 Led with Community petitions, Old Golf course (1 x c.1,500, 2 x c 2,400), Station Closing (c. 1,700)


-  Provide grant support to third party organisations delivering the Council's objectives.
 Grants process and budget provision made.

2021/22 £26,861	2022/23 £26,143	2023/24 £16,378
2024/25 £10,970		

 Provided 'In Kind' support, via free venue hire, advice, facilitation

-  Develop sporting facilities, including a new community pavilion and a skateboard park.
 Pavilion project in process, waiting for planning decision
 New store and public convenience included in pavilion project
 Working with cricket club for practice nets, lease for area agreed in Victory Field
 Borehole servicing the Bowls and Cricket clubs
 New Skate Park
 Support for sports clubs with grants
 Working with BoA Youth FC to improve facilities
 Resurface tennis courts
 Light touch liaison with Wiltshire Council re: swimming pool
 Support Culver Close Bowls club
 Support Culver Close croquet club

-  Invest in our outdoor spaces to maximise the opportunity for exercise and recreation for all ages.
 Long term development plan for Poulton Park.
 Play Area refurbishment plan agreed 2023 – 2036.
 Poulton play area refurbished 2024
 Introduced parking controls and 'locked' gates to control access to green sites.
 Set up Charitable Incorporated Organisation (CIO) for fundraising for play fields
 Working with Scouts regarding the future of the scout hut site

-  Develop an annual calendar of diverse events for the town.
 This is now a 'living' document, being updated, and developed
 Events have been increased and 'one off' events taken place (music festival, the Platinum Jubilee, the Proclamation, Coronation)

Expand Christmas Lights
Appointed Events Officer to increase capacity
Annual Live Music Festival
Annual Play event
Annual Heritage Open Day

Expand Duck Race
Annual Firework display
Green Man Festival

- 👤 Complete service delegation and asset transfer from Wiltshire Council to safeguard the quality of services within the town.

Completed 1st April 2022, Idverde contract terminated Nov 2022
Staffing levels increased to allow works being brought 'in-house'
Plant and equipment procured to allow service delivery
Signage Review underway
Litter bin replacements underway
Bench survey undertaken
Planter survey undertaken
Led local response to flooding incidents during 2024

- 👤 Work with local campaign groups to secure the golf course site, allotments close to Coronation Avenue and land north of Cemetery Lane as green space.

Working group set up for the golf course site
Councillors attending Keep BoA Green meetings
Developing neighbourhood plan with intention to protect the site
Response to draft Local Plan
'lobby' Wiltshire Council, Councillors, cabinet member, Chief executive, Leader

- 👤 Invest in our green spaces, developing sympathetic plans to improve the infrastructure.

Ecosulis Report being developed into site plans
Lighting strategy adopted, along with metal detection and BBQ policies
Renovated and protected War Memorials in Westbury Gardens
Play area replacement programme agreed
Minor upgrades to play areas to ensure safety
Poulton Park master planning underway and developing
Christ Church Green space plan
Set up Bradford on Avon Playing Field Association CIO to facilitate investment
Develop allotment management processes and sites
Arnolds Wood – Paths and Arbor
General Tree Planting initiatives
Southwest in Bloom – Gold award in Preece Cup 2021
Southwest in Bloom – Winner Preece Cup 2021
Southwest in Bloom – Silver Gilt in 'Champion of Champions Cup' 2022
Southwest in Bloom – Silver Gilt in Preece Cup 2023
Forestry Commission – Local Authority Tree fund successful partnership bid with Wiltshire Council, £100k, planted 3,500 trees
Poulton Park and Barton Farm Country Park – Gain Southwest in Bloom - Pride in Parks 5 Star award 2024
Tree Inspection Policy & Safety Plan


Objective

A Greener Place – working towards carbon neutrality and improved biodiversity





We must play our part locally in tackling the global crisis in climate and biodiversity by working towards carbon neutrality and enhancing the biodiversity of our local green spaces

Aims

The Council will

-  Reduce its carbon footprint.
 - De-carboned web site
 - Procured electric vehicles
 - Light bulb replacement programme
 - Began Carbon Audit of Council buildings
 - Procured electric tools
 - Pilot Composting Scheme
-  Communicate the Climate and Ecological emergencies.
 - Agreed that these emergencies are 'core' to everything we do
 - Installed Living Green Wall
 - Objected to and financial support against Northacre incinerator
 - Support 'Big Green Weeks'
 - Domestic energy home surveys
 - Lighting Strategy
 - Site management plans
 - Low Energy Cooking Appliance loan scheme
 - Southwest in Bloom Themes – 'Renew', 'Greening'
 - Tree Planting
 - Green Road Map – info graphic produced
-  Introduce 're-wilding' initiatives as part of our site management plans.
 - Site management plans
 - Arnolds Wood Maintenance regime
 - Becky Addy Wood bat project
 - Re-launch 'Blue Hearts' campaign
 - Show piece 'beds' along the river
 - Healthy River project
 - New regime for Cemetery management
 - Forestry Commission Local Authority Tree fund successful partnership bid with Wiltshire Council, £100k, planted 3,500 trees
 - Culver Close Hedge row planting
 - New Regime for Bearfield
 - Christ Church Green space regime
 - Issued Vegetation and Hard Landscaping maintenance guidance
 - Tree Inspection Policy and guidance adopted

Set up 'Tree Nursery' at the bowls club

-  Manage our sites ecologically and responsibly.
 - Site management plans
 - Borehole in Culver Close
 - Healthy River project
 - Becky Addy Wood management plan
 - Cotswold Conservation Board grant for Becky Addy Wood
 - Forestry Commission tree fund
 - New regime for cemetery management
 - New regime for Barton Farm management
 - New regime for Bearfield
 - New allotment processes
 - Set up Charitable Incorporated Organisation (CIO) for fundraising for play fields
-  Support projects that reduce waste to landfill.
 - Re-placement programme for litter bins, including adding recycling options
 - Pilot Compost Scheme
 - Re-procured Town Council waste contract to include recycling
 - Waste minimisation regime introduced at the cemetery
 - Community fridge up and running – expanding suppliers
 - Expanding Terra cycle offer
 - Support River Avon litter pick
 - Wiltshire Digital Drive donation point
-  Promote public transport and investigate improving community bus provision.
 - Traffic Survey
 - Eco car survey
 - Electric bus survey
 - E-bike loan scheme
-  Encourage the development of electric vehicle charging infrastructure.
 - Installed charging points at the Youth Centre
 - Worked with Wiltshire Council upgraded those in Station car park
 - Liaison with Canals & Rivers Trust regarding chargers in their car park

Objective

An Engaged Town Council – listening and engaging because that is how the best decisions can be made

Developing a culture where people are enabled to have their say and take part in making the decisions that affect their lives. Building an engaged council that works well as a team.

Aims

The Council will

-  Establish a residents panel.
 - Set up pilot February 2022
 - Expanded 2023 - producing 3 per year, with the proviso that additional can be undertaken if required
 - Info graphic produced to explain success

-  Improve Consultations.
 - Poulton park
 - Pavilion
 - Electric bus
 - Skate Park
 - Footbridge
 - Traffic
 - Co-cars
 - Business
 - Recruited Engagement Officer

-  Improve the council's communications.
 - Improved newsletter
 - Developed Snippets
 - Websites improve/accessibility
 - Improved coverage, TV, Radio, Written press
 - Improved complaints/contacts process
 - Featured articles in 'The Clerk' magazine
 - Improve Accessibility
 - Developing Marketing plans
 - Additional Noticeboards
 - Improved 'branding'/Infographics
 - Re-launched Websites 2025

-  Live stream full council meetings.
 - Full Council live streamed
 - Other committees live 'tweeted'
 - Upgraded sound system – St Margaret's Hall
 - Introduced councillor identification at meetings
 - Improved documentation for meetings
 - Improved presentation at meetings

-  Foster collaborative working.
 - Working Groups
 - Volunteer groups
 - Set up Bradford on Avon Playing Field Association CIO to facilitate investment

Further improved grants process with Area Board/Colonel William Llewellyn Educational Charity
Encourage public involvement in meetings with questions
Closer working with the Area Board
Closer working with Museum

- 👤 Encourage a 'One council' ethos.
 - Shared committee chairs roles
 - Monthly Councillor get togethers
 - Councillor conference
 - Councillors on event working groups
 - Annual staff appraisals & away day
 - Member of Town and Parish Forum (for precepts >£1m)
 - Town Clerk advising other Town and Parish Councils on asset transfer
 - Defended Town Council's position in litigation in the High Court (BAW)

- 👤 Develop 'fit for purpose' Council offices.
 - Moved into Kingston House, April 2022
 - Council structure reviewed and implemented 2022/23
 - Plan for TIC move 2025