

# 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 Trial 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 14<sup>th</sup> 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 Pancake 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 Trial 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
  - Community Fridge
  - Domestic Heat project
  - 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
  - Grant support for volunteer groups
  - Secret Gardens
  - Plastic free BoA
  - Ukrainian community engagement
  - Friends of Palestine
  - Canal & Rivers Trust Volunteers
  - Support WI monthly market
  - 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
  - Preservation Trust
  - Twinning engagement
  - Climate Friendly BoA
  - Lorry watch/speed watch
  - Developing events programme
  - Annual Volunteer Day/BoA Join In!
  - River Avon Annual Litter Pick
  - Closer liaison with Museum

- 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
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- ☛ Complete service delegation and asset transfer from Wiltshire Council to safeguard the quality of services within the town.  
 Completed 1<sup>st</sup> 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
- 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-bile 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.  

<a href="#">Poulton park</a>	Traffic
<a href="#">Pavilion</a>	Co-cars
<a href="#">Electric bus</a>	Business
<a href="#">Skate Park</a>	Recruited Engagement Officer
<a href="#">Footbridge</a>	
- Improve the council's communications.  

<a href="#">Improved newsletter</a>	Improve Accessibility
<a href="#">Developed Snippets</a>	Developing Marketing plans
<a href="#">Websites improve/accessibility</a>	Additional Noticeboards
<a href="#">Improved coverage, TV, Radio, Written press</a>	
<a href="#">Improved complaints/contacts process</a>	Improved 'branding'/Infographics
<a href="#">Featured articles in 'The Clerk' magazine</a>	Re-launched Websites 2025
- Live stream full council meetings.  

<a href="#">Full Council live streamed</a>	
<a href="#">Other committees live 'tweeted'</a>	
<a href="#">Upgraded sound system – St Margaret's Hall</a>	
<a href="#">Introduced councillor identification at meetings</a>	
<a href="#">Improved documentation for meetings</a>	
<a href="#">Improved presentation at meetings</a>	
- Foster collaborative working.  

<a href="#">Working Groups</a>	
<a href="#">Volunteer groups</a>	
<a href="#">Set up Bradford on Avon Playing Field Association CIO to facilitate investment</a>	

Further improved grants process with Area Board/Colonel William Llewellen 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