



Introduction

Hand Made in Bradford on Avon has approached the Town Council to explore whether it might be interested in supporting the development of a town-wide art trail, as a partner/supporter, for late summer/autumn of 2027.

The Event

Bradford on Avon is fortunate to have a remarkable concentration of artists, galleries, makers and creative venues, making it an ideal location for an annual art trail that could celebrate local creativity, attract visitors, and bring additional footfall to the town centre and independent businesses.

The idea is still in its early stages, but I believe there is significant potential to create an event that would showcase the breadth and quality of artistic activity in the town while contributing to its cultural and economic vitality.

The aim is to recruit approximately 20 venues across the town. It is envisaged a trail stretching from the Tithe Barn through to and around the town centre.

This will be the first year of the event, so details are still being developed, there will be an artist registration fee, which will be comparable to other arts trails. However, it is important to recognise that many established local artists and galleries already have their own exhibition spaces and would therefore be participating as venues rather than as individual exhibitors.

The trail would also be looking for revenue from sponsorship and grants to develop the financial viability.

A significant proportion of the work will be undertaken by volunteers drawn from across the local community, not solely from those already involved with Hand Made in Bradford on Avon.

The request to partner Hand Made in Bradford on Avon will mean the council providing professional support and guidance based its experiences across the range of events that it provides.

Community and Wellbeing committee 28 July 2026

Agenda item 11 – Arts Trail preparation 2027

Written by Town Clerk



Recommendation

Councillors agree that Bradford on Avon Town Council partner in this venture.

Ian S Brown

Chief Executive & Town Clerk

22nd July 2026