

What Matters To You in Bradford on Avon?

5 February 2014 at St Laurence School

Project Ideas

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| Children and Young People | Greater investment in Youth Centre and open to all with extended hours. <ul style="list-style-type: none">- Produce a video to publicise the services on offer- Promote more knowledge about the centre in the community- Promote wide use by other community groups eg. Age Concern, Barnardos, Pre-school- Transport available for those who live in the outlying parishes- Increase the opening hours and days open- Further develop the outreach programme- Help for Job Seekers with job hunting- Recruit more Youth Workers |
| Community Safety | Support a post to coordinate volunteer recruitment and retention so that people who need volunteers can match their needs with the interests of the volunteers on their database. <ul style="list-style-type: none">- Lorry Watch/ Community Speed Watch- Tourist Information Centre/ Library- Tourism- Youth Services e.g Scout Leaders- Local Community Safety Group- Environmental/ architectural/ historical projects- Community events (music/ leisure)- Supporting vulnerable groups and clubs |

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| <p>Culture</p> | <p>Building on tourism as biggest employer in area. Strategy/package needed to capture tourists.</p> <ul style="list-style-type: none"> - Role of TIC is crucial: too much advertising of Bath, not enough on local places and events; lack of local knowledge amongst staff - More publicity and banners should be on display to attract passing drivers - Need a Tourism Focus Group to discuss issues, including TIC - Need one Town Map not several and better tourist signage and dispenser with event flyers - TIC has resource issues and charges groups to advertise - Very few shops open on Sundays; not enough to attract more tourists - Shopping Guide with discount vouchers needed - Lack of communication between hotels/ B&Bs and shops/ events/ activities - Tourism packages needed around accommodation, food, activities, canal, days out - Town entrances by car and rail need better signs and plaques - Target coach operators to offer tailored packages - More publicity and visibility needed for the shops - Campus near station as welcome point to the town - Town identity and niche marketing needed |
| <p>Economy</p> | <p>Re-brand the town eg. “independent, fair trade, quirky, just 6 miles from Bath”.</p> <ul style="list-style-type: none"> - Brand as ‘Business Friendly Bradford’ and offer networking and support - Support for home workers eg. shared office space - Make more of day trip visitors from Bath through links with Bath Tourism Plus - Develop a USP around strengths such as creativity, arts, food and drink - Make more of hidden gems, world leaders in business and talented people to create stories that can promote the town - Create a Bradford on Avon event to engage businesses eg. boat race on River Avon - Establish award ceremonies for the town every quarter with categories such as business/ artistic/ outstanding achievements/ citizenship/ best foreign import - Establish a Bradford on Avon virtual department store - ‘click and collect’ - Establish a Town Discount/ Residents Card - Instigate a PR campaign to increase awareness that BoA is a 95% independent shop location |

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| | <ul style="list-style-type: none"> - Encourage more tour buses to stop in the town - Establish more whole town events eg. A Bradford on Avon Day - Encourage companies to offer employment opportunities to people with learning disabilities eg. to help elderly with packing goods in shops - Develop a local trade /event directory - Expedite superfast broadband rollout - Create an innovation fund to support new branding ideas - Re-branding to include signs, websites, posters, leaflets - Learn best practice from local towns such as Frome - Up-skill the Chamber of Commerce to do more - Make the centre of town more pedestrian friendly - Reduce car use by local people - BoA as 'independent, ethical, local and fair trade' - Community energy production that is self sustaining eg. water turbines on all weirs |
| <p>Environment</p> | <p>Traffic, providing sustainable transport including community buses, delivery/collection services and a footbridge.</p> <ul style="list-style-type: none"> - Community minibus needed, ideally an electric vehicle - Target reduction in frequent visits eg. to Wiltshire Music Centre, Sainsburys, shopping deliveries - More research needed to identify needs - Implement Cycle Network proposals - Maintain footpaths within the town including main routes into town, from Holt etc. |
| <p>Health and Wellbeing</p> | <p>Getting the right care for vulnerable people - both paid and unpaid.</p> <ul style="list-style-type: none"> - Identify unpaid carers, information from GPs - Provide respite care so carers can take a break - Talk to Carers Support Wiltshire about the help available - Talk to Spurgeons about young carers - Provide local support groups for unpaid carers - Consider needs of young carers, involve schools - Improve the information and advice that is available |

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| | <ul style="list-style-type: none"> - Expand and develop the Neighbourhood Friend scheme - Influence Care Commissioners regarding care provision - Get to know your neighbours - There is a problem in BoA regarding premises and available space |
| Housing | <p>More affordable housing needed, particularly in the Villages, and ensure they stay as affordable homes in the future.</p> <ul style="list-style-type: none"> - Form partnerships with housing associations to develop land, especially infill sites - Promote self build construction in communities - Neighbourhood Planning process to help ascertain supply and demand - Consider Community Asset Transfer - Consider Community Land Trusts - Set up Self Build Action Groups - Set up Community Associations - Consider Eco- Housing |
| Leisure | <p>Protecting all the existing leisure / green space offer from developers.</p> <ul style="list-style-type: none"> - Use SPICE leisure time credit scheme - Develop local directories and communicate what is happening and available - Community Asset Transfer is wanted but Council is dragging its heels - Greater use of Country Park needed for outdoor gym, BMX etc. - Village facilities to be promoted – trails, treasure hunts, local services - Encourage children to participate in more leisure activities - Encourage communities to come together to pledge healthier lifestyles - Surrounding areas have football pitches and active village halls - Need to promote what is available (even TIC don't know what is available so can't signpost) - One central website to make information available (community website) could be a full time job - Local magazines can promote - Improving swimming pool will help increase its usage - St Margarets Hall refurbishment will help increase usage and enable viewing as well as participating |

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| | <ul style="list-style-type: none"> - Young people's facilities needed for leisure/ hanging out - Skate Park needed plus informal seating/ youth shelter/ cafe |
| <p>Transport</p> | <p>Public transport to meet the needs of the community.</p> <ul style="list-style-type: none"> - Analyse results of traffic surveys to identify journeys that could be replaced by public transport - Increase awareness of public transport information/ options - Use smaller vehicles for town services - Use electric vehicles for town services - Next Bus and Real Time information at bus stops - Demand responsive transport services - More capacity, better quality and better punctuality on rail services needed - Services to better meet the needs of villages eg. Holt and Westwood - More bus services to stop at railway station - Measures to encourage car drivers to use public transport - Better co-ordination needed of public transport services |