

**What Matters To You in Bradford on Avon?**

**5 February 2014 at St Laurence School**

**Project Ideas**

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

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

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

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

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