
Introduction

Welcome to the Hungerford Town Plan. This document is a vision for the future of the town based on the views and wishes of residents and local businesses. A copy has been delivered to every household in the town.

The original Hungerford 2010+ Town Plan was prepared by a large group of volunteers in 2005 and delivered at the end of that year. Its purpose was to express the views and wishes of local people and businesses on a broad range of issues affecting the future of the town so that they could be taken into account in decisions about the town.

The plan showed that a large majority of local people share a common vision of how they would like to see Hungerford evolve. Whilst accepting the need for some change, there is a strong desire to ensure that this does not destroy the unique character of the town or the beautiful countryside which surrounds it.

Town Plans are living documents and best practice recommends that they should be updated by the community at about 5 yearly intervals. With this in mind the Hungerford Town Plan group has worked to produce this refresh. The group includes members of the public as well as representatives from the Town Council, the Town and Manor of Hungerford, the Chamber of Commerce and the Hungerford Environmental Action Team (HEAT).

The refresh process included public meetings, consultation with local schools and service providers and a comprehensive household survey which generated a 46% response rate. Several of the questions were repeated from the original 2005 survey to see whether public opinion had changed. Others covered topics such as the environment and traffic congestion in which public interest has increased in recent years.

A summary of the results of the household survey may be found on pages 19 to 22.

Many of the key actions highlighted by the original Hungerford Town Plan have now been implemented by local groups and council bodies. These include:

- Pedestrian bridge over the canal
- Playground refurbishment
- Local Film Club
- Affordable housing for local people (Penny Farthing Close)
- Speed reactive sign on A338 (Eddington Hill)
- Improved road safety near the Primary School
- New Library complex
- Protection of greenfield sites from development
- Rugby clubhouse and increased junior rugby
- Increased facilities for recycling
- Parking restrictions on Bridge Street
- Expanded allotment provision

- Improved tourist information
- NHS dental practice
- Police Community Support Officers
- Manned police station retained
- 40mph speed limit on the Common
- Thriving Chamber of Commerce
- Cycle parking stands in the town centre
- Virtual museum

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1. Environment

Hungerford is set in the North Wessex Downs Area of Outstanding Natural Beauty and adjoins several Sites of Special Scientific Interest (SSSI). Key features include the Common, the Marsh and the Kennet & Avon Canal. The historic core of the High Street, Bridge Street and Charnham Street are within a Conservation Area.

Residents want the development of the town to be managed so that any impact on the environment is minimised and the town's essential character is preserved. Their quality of life can be enhanced by reducing traffic and by protecting and enhancing green spaces. This is also necessary for economic reasons as tourism is important to the town.

The Hungerford Environmental Action Team (HEAT) was established in 2007 with aims to reduce the carbon footprint of the area and increase locally sourced goods and services.

Policies

1. Preserve the traditional character of Hungerford and its setting within the surrounding landscape - protect and enhance the historical town centre and lobby for new buildings to be of the best quality and design.
2. Protect and enhance the Common, the Marsh, the SSSIs and the surrounding AONB.
3. Minimise the environmental impact of future developments.
4. Encourage effective and efficient management of the rural landscape.
5. Promote increased waste recycling.
6. Encourage activities that reduce CO² emissions especially in energy efficiency of buildings, local energy generation and local production of food.

Actions

1. Reduce sign clutter, road markings and improve the appearance of buildings within the town.
2. Ensure that new developments are appropriately screened, incorporate play/communal space and are within easy walking distance of shops, schools and other town centre amenities.
3. Support a conservation based management plan for areas such as the Marsh, Common and SSSIs, which balances public access and conservation objectives.
4. Support the objectives of the North Wessex Downs AONB Management Plan.

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5. Encourage and support local energy generation by solar, wind, biomass and water.
 6. Encourage improvements in the energy efficiency of existing and new buildings.
 7. Reduce light pollution and energy usage by time controlled street lighting.
 8. Require all new developments to satisfy current best practice for energy and resource efficiency. Aspire for all new housing to reach Code for Sustainable Homes level 6 by 2016.
 9. Publicise, and improve the usage of, effective recycling schemes within the town.
 10. Encourage more wildlife by enhancing, expanding and linking existing green spaces.
 11. Ensure that the existing allotment sites are retained, well utilised and seek to make them permanent.
 12. Increase the availability of fruit and nut trees including community planting.
 13. Promote sustainable and viable agricultural and woodland management.

2. Economy

In recent years the world's economic climate has made running a business ever more challenging. England is still a 'nation of shopkeepers' – nowhere more so than Hungerford with its historic concentration on small independent retail outlets. The future prosperity of small market towns is more dependent than ever on finding positive approaches to problems and imaginative solutions. Local businesses must have the foresight to recognise and utilise the unique qualities that Hungerford possesses. The town's economic health and prosperity is a dominant theme of residents' wishes and concerns.

Set against this, there is an overwhelming desire to preserve what makes Hungerford so intimate and special – 'don't make it look like every other High Street'. People want new shops and greater choice, but they don't want the 'non-descript' shops that fill no particular need. It is also important that local people support their local businesses by shopping locally – 'use it or lose it'. Encouraging this must be a primary consideration in any initiative to attract a greater range of independent shops to the town. In return, the retailers must seek to provide their customers with what they want – the essentials as well as the specialist items, along with courteous and knowledgeable service from well-trained staff. By improving Hungerford's self-sufficiency through greater diversity of choice as much money as possible will be kept in circulation within the local economy, rather than spent elsewhere. It will also provide more jobs for local people, and help to reduce the present high level of commuting.

Unlike the Town Plan in 2005, the current refresh did not include a separate business survey. Views and comments were sought from a small section of the business community. Not surprisingly, their concerns and problems remain largely unchanged from those expressed in 2005 - the recruitment of skilled personnel remains a challenge, there is a shortage of long-term parking apart from the larger companies who have their own car parks, and it is felt that the commercial rents on offer are often unrealistic. What has changed is that all this is seen against the backdrop of one of the longest and deepest economic recessions on record.

Yet despite this, the number of vacant commercial properties in Hungerford remains consistently far below the national average, a statistic which challenges the impressions of many of its residents, and does much to reinforce the evidence of Hungerford's underlying economic resilience.

Hungerford Chamber of Commerce is in a much healthier state than 2005, and now represents over 100 members from a wide range of both retail and professional backgrounds. Its more recent initiatives have included funding free parking for visitors, promoting the 'I Love Hungerford' campaign, and 'Com.com', a direct mentoring scheme between local businesses and the 6th form at the John O'Gaunt School, providing help and advice about the next step after leaving school. It is hoped that this may lead to more local jobs for young people. It has

also undertaken to revitalise the Carnival by additional funding and proposed re-routing through the Town.

Policies

1. Encourage the success of the retail sector, preserve its unique character and independent businesses.
2. Support rural skills where possible and promote local production for local consumption.
3. Encourage the provision of trained staff and suitable premises to meet the needs of local businesses.
4. Maintain the present level of employment land to meet local business requirements.

Actions

1. Promote the employment of local workers in local businesses.
2. Encourage businesses to take students on work experience placements which can lead to full time employment.
3. Oppose planning applications for any change from business use of the Charnham Park industrial area.
4. Provide more starter business units in the area.
5. Build a data base and profile of local businesses both in the town and the surrounding area to provide an interface for both employers and job seekers, particularly school leavers seeking work.
6. Continue to support events which attract visitors to Hungerford.
7. Sustain and expand a vibrant Chamber of Commerce.
8. Continue to support the Sunday Farmers' Market.
9. Investigate the establishment of a Saturday market and increasing the amount of local food in shops and supermarkets.

3. Population and housing

The 2011 Census shows the population of Hungerford as 5,767 which is an increase of about 4% over the 2001 figure.

In the six years following the publication of the original Town Plan in 2005 a total of 80 additional homes have been built in Hungerford, including 16 new affordable homes at Penny Farthing Close. In addition, latest figures show that permission for a further 90 dwellings had been granted by 31st March 2012, including a gain of 44 at the Priory.

This level of growth has been achieved largely through reuse of previously developed, brownfield land and is on a scale which has not affected the overall character of the town. The biggest concern of most Hungerford people is that the town appears to be threatened with large developments on greenfield sites on the edge of town.

The town is identified as a rural service centre in the West Berkshire Core Strategy. There is general acceptance that some growth in housing is desirable to meet the needs of local people but this should be in proportion to the present size of the town. Any development should be consistent with Hungerford's character as a small market town and its location in the North Wessex Downs AONB (which, in planning terms, has the same level of protection as National Parks).

Over 83% of the households which responded to the Town Plan survey want fewer than 250 new houses built in Hungerford between 2011 and 2026, of which 90 have already been approved. This is consistent with the town's growth in recent years and could be achieved without major use of greenfield land. Conversely, fewer than 4% of local people would support growth in excess of 400 houses.

Policies

1. Minimise the encroachment of new housing on the countryside.
2. Prioritise the siting of new housing developments within the existing built up area.
3. Ensure that new developments meet the needs of all sectors of the community.
4. Ensure that all necessary infrastructure, such as water supply and sewage disposal, will be adequate for any future developments.

Actions

1. Conduct a Housing Growth Review study based on the views of local residents as expressed through the household survey.

2. Seek to ensure that new housing meets the needs of the community – single person housing, two and three bedroom family homes, affordable housing and sheltered accommodation for the elderly.
3. Investigate ownership schemes which make house purchase more attainable, especially for key workers and local young people.
4. Encourage Sovereign Housing in its plans to redevelop existing sites such as Fairfields and Northview Heights to provide modern social housing.
5. Support plans to build sheltered accommodation on sites with level access to the High Street.
6. Until Housing Site Allocations are adopted as part of West Berkshire Council's Local Development Framework, oppose all new development outside the existing settlement boundary of Hungerford.
7. Where any development outside the existing settlement boundary is proposed, priority should be given to previously developed land or a small number of greenfield sites, selected to ensure that the town remains compact.
8. Oppose infill developments, for example in gardens, where density or design is not in keeping with the neighbouring properties or which cause access or traffic problems. Otherwise, support infill developments within the settlement boundary.
9. Promote land for housing by relocating industry from areas such as Smitham Bridge Road.
10. Ensure that new developments are of a high design quality and in keeping with the surrounding landscape.
11. Ensure that traffic flows and congestion impacts are considered in all planning decisions.

4. Transport and accessibility

Hungerford benefits from a railway station and some local bus links, but is mainly dependent on road travel. Car ownership is high with only about 15% of households without vehicles and some 60% of the working population commuting by car. Transport is a major issue to people in the town. Concerns exist over traffic congestion and heavy goods vehicles which affect the historic core of the town. Traffic flow continues to grow and weekday volumes on the High Street and Bridge Street are about 12,000 vehicles per day with more than 1,200 per hour at peak times. Congestion is becoming worse and these flows conflict with the needs of pedestrians and cyclists.

Access for all users whether by vehicle, foot or cycle needs to be improved without losing the character of the town. The new canal bridge has helped pedestrian access and safety.

The Town Council has initiated a professional review of the station area in response to the Town Plan results. The station's present unattractive, run-down appearance provides a very poor and unrepresentative gateway to Hungerford. It is acknowledged that this is a wasted opportunity to promote the area.

Policies

1. Improve transport safety. Work to reduce road accidents and improve safety for pedestrians and cyclists.
2. Reduce traffic delays and the environmental effects of transport.
3. Ensure adequate parking is available in the town.
4. Encourage cycling and walking with more facilities for pedestrians and cyclists, thereby reducing reliance on the private car.
5. Encourage the use of public transport by improving facilities and services.
6. Ensure transport services are accessible to all, including the mobility impaired and disabled, both within Hungerford and in the surrounding catchment area.

Actions

1. Reduce traffic congestion in the town centre and investigate opportunities to limit the number of heavy goods vehicles using the High Street.
2. Seek improvements to the railway station with better facilities for all types of transport.
3. Strongly support the electrification of the rail line to Bedwyn and further west.
4. Reduce delays and ease traffic flow by investigating the diversion of the A4 via Charnham Park.



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5. Improve road safety on the A4 and A338 approaches to Hungerford.
 6. Seek to introduce a zebra crossing on Bridge Street to allow safe crossing of the A338 for those using the new pedestrian footbridge across the canal.
 7. Investigate opportunities to improve the access to the Tesco car park, having regard to pedestrian safety.
 8. Seek to provide more short stay parking for shoppers with easy access to the High Street and more long stay parking for commuters.
 9. Seek to protect bus routes and/or seek more flexible services to rural areas such as shared cars, taxis and community transport (e.g. Dial a Ride).
 10. Seek to reduce speeds on the Common.

5. Education, children and young people

Hungerford is a focal point for childrens' services. The Nursery school not only provides basic educational needs, but is also a centre for a number of parent and children activities offering support and help in learning, development and health areas.

Hungerford Primary School is currently over-subscribed and running at capacity, catering for children from the town and surrounding villages, so much so, that an additional classroom became a necessity and has been provided to keep up with the demand for school places.

John O'Gaunt School takes 60% of its students from the villages and hamlets surrounding Hungerford and offers them a wide range of facilities including drama, art and sports in addition to core academic subjects.

Since education is so vital for a positive start in life, it is important that these facilities should be the best available. However education is not the only factor in a child's or young person's development so it is important that other areas of their lives are similarly catered for.

Many residents feel that there is not enough provision for young people in Hungerford. Whilst there may be room for improvement in some areas, this view could also, in part, be due to lack of publicity. It is important that clubs and organisations maintain a high profile, making information on their activities and facilities readily available to the general public.

It is also important to have good communication between groups to ensure that children and young people have access and opportunity to participate in all their chosen activities.

Policies

1. Ensure that children and young people grow up in a safe and healthy environment.
2. Encourage children and young people to be more involved with all other generations.
3. Assist young people to become more aware of existing activities and encourage them to make use of them.

Actions

1. Improve access to information on local events, clubs and activities and encourage more young people to join in.
2. Encourage more volunteers to get involved in the clubs and activities for young people and support those volunteers who already run such organisations and clubs.

3. Explore ways of increasing the usage of our community accommodation, including schools, especially in music, sport and play.
4. Continue to support the development of John O’Gaunt facilities as a technology college and including the proposed arts and drama complex.
5. Improve road safety near schools and introduce safer routes to schools.
6. Continue the fledgling links between the John O’Gaunt School and local businesses by increasing the number of local work experience placements and encourage business people to share their knowledge with students.
7. Improve and maintain local transport links so that young people from neighbouring villages can also access facilities in Hungerford making those services more viable.
8. Improve train and bus links with our nearby towns so that children and young people can access services not available in Hungerford.
9. Support and encourage more family friendly restaurants and more shops catering for childrens' needs.
10. Encourage the youth council, which represents the town and surrounding villages, to work closely with the organisations of the town including the Town Council and the Town and Manor.

6. Tourism

Hungerford has so much in its favour. The High Street, Bridge Street and Charnham Street still retain much of the historic integrity that has disappeared from so many other towns. It is surrounded by some of the most beautiful and unspoilt countryside. Its enviable position at the heart of the North Wessex Downs AONB is recognised, but not yet exploited to any great degree. The town is blessed with excellent road and rail networks and should be a far greater draw for both local people and visitors than it is.

Nevertheless, the wonderful Christmas lights, the Victorian Extravaganza, the flower displays in the summer and the flags flying at every opportunity continue to draw people from a very wide area to Hungerford.

It is acknowledged that there is a great strength to be gained by joining forces to market the town as a destination both to its immediate neighbours and to tourists. The 'Hungerford Town Team' is a think-tank that has been established to kick-start this process, with representatives from prominent town groups.

Much is still to be done to improve the appearance of the town centre, and make it look more prosperous, attractive and welcoming. Many people feel that a general 'facelift' and a reduction in 'street litter' is needed, with a few prominent buildings being singled out for their lack of maintenance.

The quality and availability of both local accommodation and hospitality facilities are criticised, with many requests for better provision of coffee shops, cafés and 'family restaurants'.

As well as recognising that Hungerford has a lot of work to do to promote its attractions to the outside world, there is also a wish that local people are not forgotten in the rush to attract visitors. 'They pass through – we live here. More about the residents please!'

Policies

1. Promote Hungerford as an historic market town for visitors.
2. Provide better facilities for visitors including improved information services and parking.
3. Use Hungerford's location at the heart of the North Wessex Downs AONB to promote it as a base from which to explore the area.
4. Support initiatives which raise the standard of accommodation and hospitality facilities.

Actions

1. Provide a drop off point and parking for a minimum of two coaches with level access to the High Street.



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2. Introduce brown heritage signs to show that accommodation, the Kennet and Avon Canal and other tourist attractions are in Hungerford.
 3. Improve web based tourist promotion and link to sites which promote English tourism to visitors from the UK and overseas.
 4. Raise the level of communication with other organisations which bring visitors to the area.
 5. Place "Welcome" signs on the four main entry routes into the town.

7. Culture and heritage

The history and heritage of Hungerford is of great importance to its residents. This is emphasized by the popularity of the thriving Hungerford Historical Association and the excellent 'Virtual Museum' website. Despite this there appears to be little emphasis on the study of local history in our schools. The Town and Manor of Hungerford provides a unique unbroken time-line back to its origins in the 14th century, and its charitable support of many of Hungerford's cultural activities and groups such as the Town Band, Theatre Association and HADCAF continues today.

There are many comments in the survey regarding the neglect of some of the town's oldest and most important buildings in both corporate and private ownership. This reveals a feeling of civic pride and concern, not just for their aesthetic appearance, but also for the structural condition and preservation of what is considered to be part of the town's heritage. Some of these buildings were identified in the 1975 Hungerford Town Plan as being in need of repair and renovation. These same buildings remain in need of urgent attention today.

There are still many requests for a community theatre/arts and crafts centre and town museum, and whilst the borough is too small to support a dedicated building, there could be scope to adapt existing facilities, such as those at the Croft Field, to fulfil this role.

Policies

1. Promote and support the arts and local societies.
2. Continue to support existing and future cultural events such as Hocktide, HADCAF and the Victorian Extravaganza.
3. Encourage the study of Hungerford's heritage in schools to promote community involvement by future generations.

Actions

1. Re-investigate the viability of adapting existing facilities as a multi-purpose cultural and heritage centre.
2. Liaise with schools to promote and encourage local history studies.
3. Undertake a review of all listed buildings, identify historic buildings at risk and encourage their preservation.
4. Establish a Hungerford Historic Buildings Preservation Society.

8. Health and social care

Hungerford is a small town where over 71% of the respondents to the household survey expected to be still living here in 10 years time and only just fewer than 9% saying that they did not expect to stay. Not surprisingly the rest were unsure of their longer term plans. There is a wide spread of age groups within the town with health and social care facilities being important throughout all age groups.

It is therefore imperative that the health and social care facilities remain at a high quality level within the town, not just for the local residents, but also for the numerous smaller habitations around Hungerford who use the town as the market town hub for supplies and services.

Policies

1. Encourage the provision of all health services to meet the needs of local people.
2. Ensure that all existing health services continue to be available in the town and resist moves to transfer any of them elsewhere.
3. Promote healthy lifestyles for local people.

Actions

1. Maintain and promote an effective patient participation group.
2. Ensure that the right healthcare facilities are provided for the community in the right place at the right time.
3. Ensure that the West Berkshire Community Hospital remains an integral part of healthcare services in West Berkshire and is utilised to full capacity.
4. Maintain local support services for the elderly as the population ages.
5. Ensure facilities and organisations are available to encourage both young and old to take regular exercise.
6. Retain existing specialised health services currently provided in the health centre i.e. podiatry, physiotherapy and speech therapy.
7. Ensure that transport to and from local hospitals remains freely available and recruit more volunteer drivers (CHAIN).
8. Ensure that the services on offer are fully publicised and that people are aware of what is available.
9. Remove county boundary issues.

9. Crime and public safety

Hungerford has a very low crime rate and remains statistically one of the safest places in England. Since the original Town Plan, Police Community Support Officers (PCSOs) have been introduced and are much appreciated by residents. Despite this, the survey revealed that many people do not feel that visible policing has increased over the past five years.

The town continues to be served by a manned police station and a retained fire station. These need to be preserved and remain near the town centre.

Speed reduction measures have been implemented on various approach roads, however there is concern expressed in public meetings and in the household survey regarding excessive speed within certain parts of the town, especially in the evening.

There remains a need for the town to work in partnership with the police to encourage a proactive sense of security and increase the level of visible policing around the town.

Policies

1. Minimise crime and anti-social behaviour in and around Hungerford.
2. Work in partnership with the police on crime prevention initiatives.
3. Ensure that Hungerford remains a caring community with the emphasis on the consideration of others.

Actions

1. Retain a manned police station in the town.
2. Encourage the police to enforce speed limits on local roads and reduce anti-social driving.
3. Keep the retained fire station and resist any moves to relocate it from its present position.
4. Encourage greater communication between police and users of recreational facilities such as the skatepark.

10. Sport, leisure and open spaces

One of the most outstanding features of the Hungerford area is the amount of open land surrounding the Town to which the public have access. Portdown Common to the east and Freeman's Marsh to the west, both owned and managed by the Town and Manor, are recognised as precious assets for all and must be preserved.

The town boasts a wealth of sporting clubs and facilities, which are open to anyone who wishes to get involved. The Football and Cricket clubs at Bulpit Lane and the Rugby Club at the Triangle Field have all improved and expanded their junior sections in recent years, building a solid base for the future.

The Triangle Field is leased by the Town Council and is dedicated to sports and leisure activities. Junior football pitches are to be added at the Recreation Ground. In The Croft, The Hungerford Club is host to thriving Bowls and Tennis clubs. There are also two leisure centres, each with a swimming pool and a comprehensive gymnasium.

Three separate childrens' play areas are maintained in Smitham Bridge Road, Bulpit Lane and Ramsbury Drive, providing a safe environment for families. The skate park caters for older children and teenagers.

Policies

1. Support the work of the Town and Manor to protect and preserve the Common, the Marsh and The Croft.
2. Encourage full use of all sporting facilities by shared usage and resist any move to convert existing sports grounds for other purposes.
3. Continue to provide high quality play areas for children.
4. Ensure that all public open spaces remain well-maintained, tidy and free of litter.

Actions

1. Maintain and improve the play areas and parks by renewing and extending the equipment available.
2. Work with the Town Council, West Berkshire Council and all involved with sports and recreation to maintain facilities to a high standard.
3. Develop the Croft Field facilities for greater public leisure use, e.g. a public picnic area.
4. Further develop and improve the Triangle Field facilities.

Results of the household survey

In July 2011 2,674 questionnaires were delivered to households in Hungerford. A total of 1,238 were returned by the requested deadline giving a response rate of 46.3%.

This compares with a 36% response to the 2005 survey.

Percentage figures in brackets are the responses to the same questions posed in the Hungerford 2010+ Town Plan survey which was conducted in 2005.

| | General Description | Very / Fairly Important | Not very / not Important |
|-----|---|-------------------------|--------------------------|
| 1. | Keep the traditional character of Hungerford. | 98% (97%) | 2% (3%) |
| 2. | Protect the Marsh, Common and the surrounding countryside. | 99% (99%) | 1% (1%) |
| 3. | Reduce traffic congestion in the Town Centre. | 91% | 9% |
| 4. | Provide more jobs in Hungerford. | 90% (78%) | 10% (22%) |
| 5. | Tackle the town's litter problem. | 88% | 12% |
| 6. | Improve the appearance of the Town Centre. | 82% | 18% |
| 7. | Carefully control the growth in housing. | 94% (97%) | 6% (3%) |
| 8. | Create more affordable housing to buy, rent and for shared ownership. | 73% (80%) | 27% (20%) |
| 9. | Promote Hungerford as a tourist destination to support local businesses and help improve facilities for both visitors and residents. | 89% | 11% |
| 10. | Increase environmental awareness, reduce carbon footprint and encourage "green living". | 82% | 18% |
| 11. | Seek major improvements to Hungerford railway station as a gateway to the town and surrounding countryside e.g. better buildings, local information, planting, staffed booking office. | 78% | 22% |
| 12. | Do you still expect to be living in Hungerford in 10 years time? | | |

| | Yes | No | Don't know | | |
|-----|--|---------|------------|--------------------------------|--------------------------------------|
| | 71.09% | 8.83% | 20.08% | | |
| | Future House Building | | | | |
| | There is growing pressure to build new houses in and around Hungerford. Please can you show how you feel about the following three options: | | | Agree Strongly / tend to agree | Disagree strongly / tend to disagree |
| 13. | Option 1: Build only within the existing settlement areas (i.e. within the existing town boundary). | | | 79% (83%) | 21% (17%) |
| 14. | Option 2: Allow development into the surrounding countryside. | | | 21% (17%) | 79% (83%) |
| 15. | Option 3: Have a balance of infilling where possible and limited boundary extensions into the countryside. | | | 68% (63%) | 32% (37%) |
| 16. | Any development should be consistent with Hungerford's character as a small market town and its location in the North Wessex Downs Area of Outstanding Natural Beauty. | | | 97% | 3% |
| 17. | The current size of Hungerford is approximately 2,700 dwellings. What level of new housing development do you believe is appropriate for the town over the period 2011 till 2026? | | | | |
| | None | 0 - 100 | 100 - 250 | 250 - 400 | More than 400 |
| | 9.52% | 36.42% | 37.17% | 13.16% | 3.73% |
| | Environment | | | | |
| 18. | Which of these options would you support in residential areas to reduce light pollution and reduce energy costs? Please tick one box. | | | | |
| | a) Switch off 90% of street lights between midnight and 5am | | | 22.69% | |
| | b) Switch off 50% of street lights between midnight and 5am | | | 26.78% | |
| | c) Dim all street lights between midnight and 5am | | | 39.64% | |
| | d) No change to present dusk till dawn lighting | | | 10.89% | |
| | | | | Agree Strongly / tend to agree | Disagree strongly / tend to disagree |
| 19. | Investigate ways to generate more energy locally, such as by solar, wind, biomass and water. | | | 81% | 19% |
| 20. | Improve the energy efficiency of existing and new buildings. | | | 97% | 3% |
| 21. | Do more to encourage recycling e.g. community composting. | | | 91% | 9% |
| 22. | Encourage more wildlife by enhancing existing green spaces by expanding and linking them. | | | 93% | 7% |

| | | | | | |
|-----|--|--------------------------|--------------------------------------|--------------------------------|--------------------------------------|
| 23. | Seek to provide permanent sites for allotments. | | | 94% | 6% |
| 24. | What would encourage you to eat more locally produced food? Tick all that apply. | | | | |
| | More frequent farmers markets | A Saturday market | Local produce in shops & supermarket | | |
| | 27.87% | 40.06% | 81.18% | | |
| | Vegetable box delivery service | Community growing scheme | Not important to me | | |
| | 10.42% | 15.67% | 6.38% | | |
| 25. | Would community orchards and individual fruit and nut trees be an asset to the town? | | | 71% | 29% |
| | Children and young people | | | Agree Strongly / tend to agree | Disagree strongly / tend to disagree |
| 26. | Publicise existing clubs and activities for young people and seek to provide more. | | | 97% | 3% |
| 27. | Improve co-ordination between youth organisations in the town. | | | 98% | 2% |
| 28. | Does Hungerford need more family friendly establishments – cafes, restaurants, shops etc? | | | 76% | 24% |
| | Transport Proposals | | | | |
| 29. | Ensure that traffic flows and congestion impacts are considered in all planning decisions. | | | 100% | 0% |
| 30. | Improve bus and rail services. | | | 95% (88%) | 5% (12%) |
| 31. | Improve road safety near John O'Gaunt School. | | | 91% | 9% |
| 32. | Introduce a 20mph speed limit at Hungerford Primary and John O'Gaunt schools. | | | 89% | 11% |
| 33. | Improve road safety on the A4 and A338 approaches to the town e.g. install speed reactive signs. | | | 82% (87%) | 18% (13%) |
| 34. | Reduce the speed limit on the Common from 40mph to 30mph. | | | 72% | 28% |
| 35. | Divert the A4 via Charnham Park with the A4 and Chilton Foliat junctions improved. | | | 78% (81%) | 22% (19%) |
| 36. | Do you agree that there is already enough <u>short term</u> parking in the Town Centre? | | | 62% | 38% |
| 37. | Do you agree that there is already enough <u>long term</u> parking in the Town | | | 51% | 49% |

| | | | | | | | |
|-----|--|--------------|--------------|--------------|------------|--------------------------------|--------------------------------------|
| | Centre? | | | | | | |
| | Facilities for pedestrians and cyclists | | | | | | |
| 38. | Build an island at the entrance to Tesco to help pedestrians cross the road. | | | | | 71% (76%) | 29% (24%) |
| 39. | Introduce more cycling facilities such as cycle lanes, signage of routes and more cycle parking. | | | | | 60% | 40% |
| 40. | What would encourage you to walk or cycle more in and around the town? Tick all that apply. | | | | | | |
| | a) Traffic speed restrictions | | | 27.06% | | | |
| | b) Wider pavements | | | 27.38% | | | |
| | c) Less traffic | | | 34.73% | | | |
| | d) Connected, designated walking routes from housing areas | | | 28.84% | | | |
| | e) More pedestrian crossings | | | 23.18% | | | |
| | f) Free car parking on the edge of town | | | 34.98% | | | |
| | g) Other (please suggest) | | | 10.66% | | | |
| | Tourism | | | | | Agree Strongly / tend to agree | Disagree strongly / tend to disagree |
| 41. | Establish a tourist information centre. | | | | | 72% | 28% |
| 42. | Introduce brown tourist signs on approach roads to Hungerford. | | | | | 76% | 24% |
| 43. | Provide parking for coaches and a convenient drop-off point. | | | | | 81% | 19% |
| 44. | Do you agree that Hungerford makes the most of its potential as a place to attract tourists and visitors? | | | | | 37% | 63% |
| | General | | | | | | |
| 45. | It is important to retain a full range of healthcare services in or as close to the town as possible. | | | | | 99% (99%) | 1% (1%) |
| 46. | Do you agree that visible policing in the town has increased over the past 5 years? | | | | | 28% | 72% |
| | SECTION C: Optional information | | | | | | |
| 47. | Please show your age group. | | | | | | |
| | Under 20 | 20-34 | 35-49 | 50-64 | 65+ | | |
| | 0.17% | 9.20% | 24.21% | 31.01% | 35.41% | | |