

Individual Decision

The attached report will be taken as an
Individual Portfolio Member Decision on:

Thursday, 14 March, 2013

Ref:	Title	Portfolio Member	Page No.
ID2438c	Adoption of Town Plan: Hungerford Town Plan	Councillor Pamela Bale	1 - 38



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Agenda Item 1.

Individual Executive Member Decision

Title of Report:	Hungerford Town Plan
Report to be considered by:	Individual Executive Member Decision
Date on which Decision is to be taken:	14 th March 2013
Forward Plan Ref:	ID2438c

Purpose of Report: To seek adoption of the Hungerford Town Plan by the Council.

Recommended Action: The Plan to be formally adopted by the Council as an important document.

Reason for decision to be taken: Formal adoption of Town Plan

Other options considered: None

Key background documentation: Hungerford Town Plan

Portfolio Member Details	
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Implications

Policy:	Community Plans are an integral part of the 'Empowering People and Communities' aspect of the Council Strategy.
Financial:	There are no specific financial implications arising from this report at this stage. Any of the actions in the Town Plan that have financial implications for services will need to be addressed as and when those actions are moved forward. If actions require additional resources these will be brought to Members for consideration in due course.
Personnel:	There are no personnel implications at this stage
Legal/Procurement:	There are no direct legal implications at this stage
Environmental:	Community Plans often raise many local environmental issues and as such can play a very useful role in conserving and enhancing the environment at a very local level.
Property:	No specific property implications. Any property related matters within the action plan will be addressed by the relevant service as and when the action is moved forward by the community in conjunction with the Council.
Risk Management:	There are no direct risk management issues arising from the plan. As and when actions are moved forward any risk issues will be addressed by the relevant service area.
Equalities Impact Assessment:	The consultation carried out in support of the Town Plan helps ensure that all people have an opportunity to have their views and concerns heard.

Consultation Responses

Members:	
Leader of Council:	Councillor Gordon Lundie
Overview & Scrutiny Management Commission Chairman:	Councillor Brian Bedwell
Ward Members:	Councillor David Holtby and Paul Hewer
Opposition Spokesperson:	Councillor Jeff Brooks
Local Stakeholders:	WBC, Safer Communities Partnership, Voluntary Sector
Officers Consulted:	Senior Management within WBC
Trade Union:	N/A

Is this item subject to call-in?	Yes: <input checked="" type="checkbox"/>	No: <input type="checkbox"/>
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Supporting Information

1. Background

- 1.1 Since December 2008 Community Plans (or Town/Parish Plans) have been formally endorsed by West Berkshire Council, via the Individual Decision process.
- 1.2 The endorsement of a Town Plan means that the Council commits to working positively with the community to realise the vision set out in the plan. This means that the Council will give approval or sanction, where it can, actions that have the support of the community and have been included in the Town Plan Action Plan. This is subject to the draft Action Plan having been circulated to the Council and its Partners by prior agreement and the actions discussed in consultation with the Principal Policy Officer for Community Planning.

Community Planning In West Berkshire

- 1.3 West Berkshire Council, working alongside other key partners such as the Community Council for Berkshire, the West Berkshire Partnership and the local community, has promoted the development of Community Planning across the District.
- 1.4 The Council's success in pushing forward this work has been recognised nationally; firstly through the award of Beacon Status for the local authority in 2006 as part of the "Empowering Communities Improving Rural Services" theme and subsequently through the successful joint local authorities bid to the national Beacon Peer mentoring fund, which the Council led, to further develop work in Community Planning.
- 1.5 Community Plans are key documents that set out a vision for how a community wishes to develop in the future. They contain an Action Plan that will help to realise that vision. The original Hungerford Town Plan was originally completed in 2005. This refreshed document now sets out the revised priorities for this community.
- 1.6 Community Plans are developed through a wide ranging consultation process with the local community. This helps ensure that the resulting plan reflects the needs and aspirations of local people. The Plans are therefore an important source of intelligence about the views and concerns of the community as well as highlighting specific actions that communities wish to see taken in their areas. This information plays an important part in shaping both service planning and delivery across the Council but is increasingly being used to inform Council strategy and policy development.
- 1.7 The process by which Parish Plans are developed involves extensive liaison and engagement with service providers and statutory organisations, most especially the Council. This close involvement and dialogue helps ensure that officers are aware of the direction and aspirations of the community and can help develop meaningful and realistic actions.
- 1.8 This close engagement between the Council and the community at a very practical level helps to provide an excellent platform for improving relationships and communications between the Local Authority and the communities it serves.

- 1.9 A further benefit emerging from Community Planning is that it has helped bring communities and organisations together to focus on developing solutions to local problems, for example; joint working on environmental issues, such as noise from the M4; allotment provision; growing food locally and development of local business groups.
- 1.10 The attached refreshed Hungerford Town Plan sets out the Town's aspirations and Action Plan for this community.
- 1.11 The action plan is built around the 5 themes of the Sustainable Community Strategy. This provides an ideal focus for the plan and helps develop clear links between local activities and the overall strategic vision for the District.

2. Equalities Impact Assessment Outcomes

- 2.1 The refresh process involved wide scale consultation including public meetings, consultation with local schools and service providers and a comprehensive household survey. This made sure everyone had a chance to express their views on the issues under consideration.

3. Recommendations

- 3.1 It is RECOMMENDED that the Plan be formally adopted by the Council as an important document.

Appendices

Appendix A – Equality Impact Assessment – Stage 1

Appendix B – Hungerford Town Plan

Equality Impact Assessment – Stage One

Name of item being assessed:	Hungerford Town Plan
Version and release date of item (if applicable):	14 th March 2013 (release date same as Individual Decision date)
Owner of item being assessed:	Jo Naylor
Name of assessor:	Jo Naylor
Date of assessment:	6 th March 2013

1. What are the main aims of the item?
To endorse the Hungerford Town Plan

2. Note which groups may be affected by the item, consider how they may be affected and what sources of information have been used to determine this. (Please demonstrate consideration of all strands – age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation)

Group Affected	What might be the effect?	Information to support this.

Further comments relating to the item:
 The consultation carried out in support of the Town Plan helps ensure that all people have an opportunity to have their views and concerns heard.

3. Result (please tick by double-clicking on relevant box and click on 'checked')
<input type="checkbox"/> High Relevance - This needs to undergo a Stage 2 Equality Impact Assessment
<input type="checkbox"/> Medium Relevance - This needs to undergo a Stage 2 Equality Impact Assessment
<input type="checkbox"/> Low Relevance - This needs to undergo a Stage 2 Equality Impact Assessment
<input checked="" type="checkbox"/> No Relevance - This does not need to undergo a Stage 2 Equality Impact Assessment

For items requiring a Stage 2 equality impact assessment, begin the planning of this now, referring to the equality impact assessment guidance and Stage 2 template.

4. Identify next steps as appropriate:	
Stage Two required	
Owner of Stage Two assessment:	
Timescale for Stage Two assessment:	
Stage Two not required:	

Name: Jo Naylor

Date: 6th March 2013



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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Education, children and young people

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Culture and heritage

Health and social care

Crime and public safety

Sport, leisure and open spaces

Results of the household survey

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 Technology College, 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

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. With the 90 already approved, this suggests around a further 160 would be acceptable to most people. This figure 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 Technology College 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 Technology College 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. 'Marketing Hungerford' 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%		

HUNGERFORD TOWN PLAN REFRESH 2013

ACTION PLAN: FINAL MARCH 3RD 2013

Notes about the Action Plan:

This Action Plan aims to provide a structure to implement the Hungerford Town Plan Refresh. To be updated every 6 months.

Contents	Section Heading	page no
1	Environment	2
2	Economy	3
3	Population & housing	4
4	Transport & accessibility	5
5	Education, children & young people	6
6	Tourism	7
7	Culture & heritage	7
8	Health & social care	8
9	Crime & public safety	9
10	Sports, leisure and open spaces	9

The Columns of the Action Plan contain the following information:

Topic: The group category. This is usually the same as the chapter used in the Plan 2013 Refresh.

Ref Number: The unique reference number for each action. Where these are split into more than one action these are referenced with a letter a, b, c etc

Action Description: The underlined part is the action copied directly from the 2013 Plan.

Priority: Low / Medium / High

Start Date if there is one. 'Ongoing' if a continuous action. To be specified by Project / Lead Partner.

Planned finish date if there is one. 'Ongoing' if a continuous action. To be specified by Project / Lead Partner.

Project Manager / Lead Partner: This is main organisation and or individual responsible for delivering this action.

Other partners: These are the other groups and individuals who will be involved in delivering this action.

Justification / comments. General comments about the action and its progress.

Completed (Give date). When completed enter date.

Sustainable Communities Strategy Theme: These are the broad WBC objectives of Safer, Prosperous, Healthy, Greener and Stronger.

Glossary of Abbreviations: (Mainly organisations and partners)

AONB	North Wessex Downs Area of Outstanding Natural Beauty	BBOWT	Berks, Bucks, Oxon Wildlife Trust
CCB	Community Council for Berkshire	CO	Community Organisation, not as yet specified
FGW	First Great Western (Current train operator)	C of C	Chamber of Commerce
HAHA	Hungerford Allotment Holders Association	HEAT	Hungerford Environmental Action Team
HAssoc	Housing Association	HTC	Hungerford Town Council
HistAssoc	Historical Association	HMG	Hungerford Marketing Group, currently setting up and name may change
JOG	John O'Gaunt Youth Community College	LDF	Local Development Framework
LsCen	Parkwood Community Leisure Centre	TM	Traffic Management
T & M	Town & Manor	TPG	Hungerford Town Plan Group
WBC	West Berkshire Council	TVP	Thames Valley Police

HUNGERFORD TOWN PLAN 2013: ACTION PLAN MARCH 2013 DRAFT 4

Topic	Ref Number	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/ Comments	Completed (Give Date)	Sustainable Communities Strategy Theme
Environment	En1a	<u>Reduce sign clutter, road markings and improve the appearance of buildings within the town.</u> Carry out a street audit of the High Street & historic core.	Medium	?	?	HTC	WBC, HEAT	Street audit required first to establish what can be done.	?	Prosperous
Environment	En1b	<u>Improve the appearance of buildings within the town.</u> Street audit can identify problem buildings.	Medium	?	?	HTC	WBC, HEAT	Street audit will help identify problem buildings.	?	Prosperous
Environment	En2	<u>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</u>	High	Ongoing	Ongoing	WBC	HTC	WBC as they are the planning authority and this is to comply with National Policy	Ongoing	Prosperous
Environment	En3	<u>Support a conservation based management plan for areas such as the Marsh, Common and SSSIs, which balances public access and conservation objectives</u>	High	Ongoing	Ongoing	T & M	WBC, HTC, BBOWT		Ongoing	Greener
Environment	En4	<u>Support the objectives of the North Wessex Downs AONB Management Plan</u>	High	Ongoing	Ongoing	AONB	WBC, HTC, T & M		Ongoing	Greener
Environment	En5	<u>Encourage and support local energy generation by solar, wind, biomass and water</u>	High	Ongoing	Ongoing	HEAT	HTC, WBC		Ongoing	Greener
Environment	En5a	Work with AONB to identify potential for renewable energy within the AONB	High	Ongoing	Ongoing	AONB	WBC, HTC, HEAT		Ongoing	Greener
Environment	En6	<u>Encourage improvements in the energy efficiency of existing and new buildings</u>	High	Ongoing	Ongoing	HEAT	HTC, WBC, LsCen		Ongoing	Greener
Environment	En6a	LsCen to introduce new energy efficient systems to minimise heat loss/improve light efficiency	High	?	?	LsCen	WBC, HTC		?	Greener
Environment	En7	<u>Reduce light pollution and energy usage by time controlled street lighting.</u> Also Investigate use of LEDs	Medium	?	?	WBC	HTC, HEAT	HTC working with WBC to try and introduce reduced street lighting at night. LEDs also to be investigated.	?	Greener
Environment	En8	<u>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</u>	Medium	Ongoing	Ongoing	WBC	HTC	Part of WBC policy to have more sustainable new buildings. WBC caveat - restricted by what is technologically possible and financially viable to comply with national legislation	Ongoing	Greener
Environment	En9	<u>Publicise, and improve the usage of, effective recycling schemes within the town</u>	Medium	Ongoing	Ongoing	WBC	HTC, HEAT	Trying to encourage more recycling	Ongoing	Greener
Environment	En10	<u>Encourage more wildlife by enhancing, expanding and linking existing green spaces</u>	Medium	Ongoing	Ongoing	CO	WBC, HTC, HEAT	Mainly try and achieve with any new planning applications	Ongoing	Greener
Environment	En11	<u>Ensure that the existing allotment sites are retained, well utilised and seek to make them permanent</u>	High	Ongoing	Ongoing	HTC	HEAT, WBC, HATA		Ongoing	Greener

Environment	En12	<u>Increase the availability of fruit and nut trees including community planting</u>	Medium	Ongoing	Ongoing	HEAT	HTC, WBC	Need to identify sites & could form part of a new development	Ongoing	Greener
Environment	En13	<u>Promote sustainable and viable agricultural and woodland management.</u>	Medium	Ongoing	Ongoing	AONB	HEAT, WBC		Ongoing	Greener

Topic	Ref Number	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/ Comments	Completed (Give Date)	Sustainable Communities Strategy Theme
Economy	Ec1	<u>Promote the employment of local workers in local businesses</u>	Medium	Ongoing	Ongoing	C of C	WBC, JOG		Ongoing	Prosperous
Economy	Ec2	<u>Encourage businesses to take students on work experience placements which can lead to full time employment</u>	Medium	Ongoing	Ongoing	JOG	WBC, C of C		Ongoing	Prosperous
Economy	Ec3	<u>Oppose planning applications for any change from business use of the Charnham Park industrial area</u>	High	Ongoing	Ongoing	HTC	C of C		Ongoing	Prosperous
Economy	Ec4	<u>Provide more starter business units in the area</u>	Medium	Ongoing	Ongoing	landowners	WBC, HTC, T & M, C of C		Ongoing	Prosperous
Economy	Ec5	<u>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</u>	High	?	?	C of C	WBC, HTC		Ongoing	Prosperous
Economy	Ec6	<u>Continue to support events which attract visitors to Hungerford</u>	Medium	Ongoing	Ongoing	HMG (new group)	HTC, C of C, CO, T & M	Work with WBC Arts & Leisure Services to support this objective - WBC have expertise. Similarly by becoming partners in a wider destination management infrastructure (Visit Newbury)	Ongoing	Prosperous
Economy	Ec7	<u>Sustain and expand a vibrant Chamber of Commerce</u>	Medium	Ongoing	Ongoing	C of C	HTC, T & M		Ongoing	Prosperous
Economy	Ec8	<u>Continue to support the Sunday Farmers' Market</u>	Medium	Ongoing	Ongoing	T&M	HTC, HEAT		Ongoing	Prosperous
Economy	Ec9	<u>Investigate the establishment of a Saturday market and increasing the amount of local food in shops and supermarkets</u>	Medium	?	?	HEAT	HTC, T & M		Ongoing	Prosperous

Topic	Ref Number	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/ Comments	Completed (Give Date)	Sustainable Communities Strategy Theme
Population & Housing	P1	<u>Conduct a Housing Growth Review study based on the views of local residents as expressed through the household survey</u>	High	Jan-13	Mar-13	HTC	T&M, AONB, WBC, CO		?	Stronger
Population & Housing	P2	<u>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</u>	High	Ongoing	Ongoing	WBC	HTC, Hassoc		Ongoing	Stronger
Population & Housing	P3	<u>Ensure that traffic flows and congestion impacts are considered in all planning decisions</u>	High	Ongoing	Ongoing	WBC	HTC		Ongoing	Greener
Population & Housing	P4	<u>Investigate ownership schemes which make house purchase more attainable, especially for key workers and local young people.</u>	Medium	Ongoing	Ongoing	WBC	HTC, Hassoc		Ongoing	Stronger
Population & Housing	P5	<u>Encourage Sovereign Housing in its plans to redevelop existing sites such as Fairfields and Northview Heights to provide modern social housing</u>	Medium	Ongoing	Ongoing	Sovereign Housing	WBC, HTC		Ongoing	Stronger
Population & Housing	P6	<u>Support plans to build sheltered accommodation on sites with level access to the High Street</u>	Medium	Ongoing	Ongoing	HTC	WBC, Hassoc		Ongoing	Stronger
Population & Housing	P7	<u>Until Housing Site Allocations are adopted as part of West Berkshire Council's Local Plan, oppose all new development outside the existing settlement boundary of Hungerford</u>	High	Ongoing	Ongoing	HTC	AONB		Ongoing	Greener
Population & Housing	P8	<u>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</u>	High	Ongoing	Ongoing	HTC			Ongoing	Greener
Population & Housing	P9	<u>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</u>	High	Ongoing	Ongoing	HTC			Ongoing	Greener
Population & Housing	P10	<u>Promote land for housing by relocating industry from areas such as Smitham Bridge Road</u>	Medium	Ongoing	Ongoing	HTC	C of C, landowners		Ongoing	Greener
Population & Housing	P11	<u>Ensure that new developments are of a high design quality and in keeping with the surrounding landscape</u>	Medium	Ongoing	Ongoing	WBC	HTC, AONB		Ongoing	Greener
Topic	Ref Number	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/ Comments	Completed (Give Date)	Sustainable Communities Strategy Theme

Transport	Tr1	<u>Reduce traffic congestion in the town centre and investigate opportunities to limit the number of heavy goods vehicles using the High Street</u>	Medium	Ongoing	Ongoing	WBC	HTC		Ongoing	Prosperous
Transport	Tr2	<u>Seek improvements to the railway station with better facilities for all types of transport</u>	High	Ongoing	Sep-12	HTC	WBC, Network Rail, FGW	HTC have produced a Regeneration Brief for the area. Also input from developers / landowners	Ongoing	Prosperous
Transport	Tr3	<u>Strongly support the electrification of the rail line to Bedwyn and further west</u>	High	Ongoing	Ongoing	HTC	WBC, FGW, Network Rail		Ongoing	Prosperous
Transport	Tr4	<u>Reduce delays and ease traffic flow by investigating the diversion of the A4 via Charnham Park</u>	Medium	?	?	HTC	WBC, C of C	requires feasibility study by highway authority	?	Prosperous
Transport	Tr5	<u>Continue to monitor and improve road safety on the A4 and A338 approaches to Hungerford</u>	Medium	Ongoing	Ongoing	HTC	WBC, TVP		Ongoing	Prosperous
Transport	Tr5a	A4 approach from Newbury: Better gateway to town & measures to reduce speed e.g. a speed reactive sign	High	?	?	HTC	WBC, TVP	Need to slow traffic	?	Safer
Transport	Tr5b	A4 approach from Marlborough. Better gateway & measures to reduce speed e.g. a speed reactive sign	Medium	?	?	HTC	WBC, TVP	Need to slow traffic	?	Safer
Transport	Tr5c	A338 approach from South. Gateway, roundabout into Kennedy Meadow higher overrun area & measures to reduce speed e.g. a speed reactive sign	High	?	?	HTC	WBC, TVP	Need to slow traffic	?	Safer
Transport	Tr6	<u>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</u>	High	Mar-13	May-13	HTC	WBC		?	Safer
Transport	Tr7	<u>Investigate opportunities to improve the access to the Tesco car park, having regard to pedestrian safety</u>	Medium	?	?	HTC	WBC	To look at so safer for pedestrian trying to cross access. Possible option for mini rdbt	?	Safer
Transport	Tr8	<u>Seek to provide more short stay parking for shoppers with easy access to the High Street and more long stay parking for commuters</u>	High	?	?	HTC	Wbc		?	Prosperous
Transport	Tr9	<u>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).</u>	Medium	Ongoing	Ongoing	WBC	HTC		Ongoing	Stronger
Transport	Tr10	<u>Seek to reduce speeds on the Common</u>	Medium	?	?	T & M	WBC, HTC, TVP	Traffic too fast and cattle being hit. Change 40mph to 30mph.	?	Safer

Topic	Ref Number	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/ Comments	Completed (Give Date)	Sustainable Communities Strategy Theme
Education, young people	Ed1	<u>Improve access to information on local events, clubs and activities and encourage more young people to join in</u>	Medium	?	?	CO	T&M, WBC, JOG, HTC	There are currently lots of disparate initiatives underway. There is a need to look at objectives and agree a joint marketing plan to make best use of resources	?	Stronger
Education, young people	Ed2a	<u>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</u>	Medium	Ongoing	Ongoing	CO	T&M, WBC, JOG	WBC Arts & Leisure are commissioning events to promote the Olympic Legacy post 2012 and are looking for local links in the Hungerford area.	Ongoing	Stronger
Education, young people	Ed2b	Set up an Annual Volunteer Fair	Medium	Ongoing	Ongoing	CO	T&M, WBC, JOG, CHAIN	Aim to target and include younger volunteers - links to the Duke of Edinburgh scheme.	Ongoing	Stronger
Education, young people	Ed3	<u>Explore ways of increasing the usage of our community accommodation, including schools, especially in music, sport and play</u>	Medium	Ongoing	Ongoing	CO	HTC, JOG	Need to consider local capacity to deliver this and be mindful of pre-existing provision on dual use sites - activity cannot be in competition to existing provision on any site	Ongoing	Stronger
Education, young people	Ed4	<u>Continue to support the development of John O'Gaunt facilities as a technology college including the proposed arts and drama complex.</u>	Medium	?	?	JOG	WBC, HTC		Ongoing	Stronger
Education, young people	Ed5	<u>Improve road safety near schools and introduce safer routes to schools</u>	Medium	Ongoing	Ongoing	WBC	WBC, HTC, schools		Ongoing	Stronger
EYP	Ed5a	Primary School: 20mph zone	High	?	?	WBC	School, HTC	Travel Plan produced	?	Safer
EYP	Ed5b	JOG: Safer Routes to School	High	?	?	WBC	JOG, HTC	Travel Plan produced	?	Safer
Education, young people	Ed6	<u>Continue the fledgling links between the John O'Gaunt Technology College and local businesses by increasing the number of local work experience placements and encourage business people to share their knowledge with students</u>	Medium	Ongoing	Ongoing	JOG	C of C & local businesses		Ongoing	Prosperous
Education, young people	Ed7	<u>Improve and maintain local transport links so that young people from neighbouring villages can also access facilities in Hungerford making those services more viable</u>	Medium	Ongoing	Ongoing	WBC	HTC, AONB		Ongoing	Stronger
Education, young people	Ed8	<u>Improve train and bus links with our nearby towns so that children and young people can access services not available in Hungerford</u>	Medium	Ongoing	Ongoing	WBC	HTC, AONB		Ongoing	Stronger
Education, young people	Ed9	<u>Support and encourage more family friendly restaurants and more shops catering for childrens' needs</u>	Medium	Ongoing	Ongoing	Pub & restaurant owners	WBC, HTC		Ongoing	Stronger
Education, young people	Ed10	<u>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</u>	Medium	Ongoing	Ongoing	JOG	T&M, C of C, HTC		Ongoing	Stronger

Topic	Ref Number	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/ Comments	Completed (Give Date)	Sustainable Communities Strategy Theme
Tourism	To1a	<u>Provide a drop off point and parking for a minimum of two coaches with level access to the High Street</u>	Medium	?	?	WBC	HTC, C of C, T & M	Need for a coach stop which will generate much tourist trade for the town.	?	Prosperous
Tourism	To1b	Provide a drop off point and parking for two coaches on Charnham St outside the BMW garage	High	Jan-13	Mar-13	WBC	HTC, C of C	Traffic Regulation Orders published and if works well, then a High St To1a site may not be necessary		Prosperous
Tourism	To2	<u>Introduce brown heritage signs to show that accommodation, the Kennet and Avon Canal and other tourist attractions are in Hungerford</u>	High	Ongoing	Ongoing	HTC	C of C	Been a need for many years	?	Prosperous
Tourism	To3	<u>Improve web based tourist promotion and link to sites which promote English tourism to visitors from the UK and overseas</u>	Medium	Ongoing	Ongoing	HMG (new group)	HTC, CofC, T & M & WBC advisor	Become involved in Visit Newbury as part of a more cohesive promotional campaign for the whole area.	Ongoing	Prosperous
Tourism	To4	<u>Raise the level of communication with other organisations which bring visitors to the area</u>	Medium	Ongoing	Ongoing	HMG (new group)	HTC, CofC, T & M & WBC advisor	As above - use resources wisely. The Hungerford visitor 'offer' is not strong enough on its own.	Ongoing	Prosperous
Tourism	To5	<u>Place "Welcome" signs on the four main entry routes into the town</u>	High	?	?	HTC	WBC	Require entry gateways to town saying 'Heart of the North Wessex Downs'. Also at rail station.	Ongoing	Prosperous

Topic	Ref Number	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/ Comments	Completed (Give Date)	Sustainable Communities Strategy Theme
Culture & Heritage	Cu1	<u>Re-investigate the viability of adapting existing facilities as a multi-purpose cultural and heritage centre</u>	Medium	?	?	CO	HTC, C of C, T & M, WBC	Been considered for a number of years. Possibly to link in with JOG proposals (Ed4)	?	Stronger
Culture & Heritage	Cu2	<u>Liaise with schools to promote and encourage local history studies</u>	Medium	Ongoing	Ongoing	JOG	Prim. School, WBC, HTC, T & M			Stronger
Culture & Heritage	Cu3a	<u>Undertake a review of all listed buildings.</u>	High	?	?	HTC	HTC, T & M, WBC, HistAssoc	Could be done as part of the street audit in En1a. Also become involved in local list initiative being driven by W Berks Heritage Forum.	?	Stronger
Culture & Heritage	Cu3b	<u>Identify historic buildings at risk and encourage their preservation</u>	Medium	Ongoing	Ongoing	HTC	HTC, T & M, HistAssoc	Specifically No6 Bridge St & building south of the Coop on High St require urgent attention		Stronger
Culture & Heritage	Cu4	<u>Establish a Hungerford Historic Buildings Preservation Society</u>	Medium	Ongoing	Ongoing	HistAssoc	HTC, C of C & T & M	Also part of Cu3b	Ongoing	Prosperous

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Health & Social Care	H1	<u>Maintain and promote an effective patient participation group</u>	Medium	Ongoing	Ongoing	Hungerford Surgery	?		Ongoing	Healthy
Health & Social Care	H2	<u>Ensure that the right healthcare facilities are provided for the community in the right place at the right time</u>	Medium	Ongoing	Ongoing	Hungerford Surgery	?		Ongoing	Healthy
Health & Social Care	H3	<u>Ensure that the West Berkshire Community Hospital remains an integral part of healthcare services in West Berkshire and is utilised to full capacity</u>	Medium	Ongoing	Ongoing	Hungerford Surgery	?		Ongoing	Healthy
Health & Social Care	H4	<u>Maintain local support services for the elderly as the population ages</u>	Medium	Ongoing	Ongoing	Hungerford Surgery	?		Ongoing	Healthy
Health & Social Care	H5	<u>Ensure facilities and organisations are available to encourage both young and old to take regular exercise</u>	Medium	Ongoing	Ongoing	Hungerford Surgery	WBC, LsCen, HTC	Encouraging regular exercise as a lifestyle choice; promoting GP referrals to leisure centre GPR and other health based provision. Link this to reading for health schemes in the Library	Ongoing	Healthy
Health & Social Care	H6	<u>Retain existing specialised health services currently provided in the health centre i.e. podiatry, physiotherapy and speech therapy</u>	Medium	Ongoing	Ongoing	Hungerford Surgery	?		Ongoing	Healthy
Health & Social Care	H7	<u>Ensure that transport to and from local hospitals remains freely available and recruit more volunteer drivers (CHAIN).</u>	Medium	Ongoing	Ongoing	CHAIN	WBC		Ongoing	Stronger
Health & Social Care	H8	<u>Ensure that the services on offer are fully publicised and that people are aware of what is available</u>	Medium	Ongoing	Ongoing	Hungerford Surgery	WBC		Ongoing	Healthy
Health & Social Care	H9	<u>Remove county boundary issues</u>	Medium	Ongoing	Ongoing	Hungerford Surgery	WBC, Wilts CC		Ongoing	Healthy

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Crime & Public Safety	Cr1	<u>Retain a manned police station in the town</u>	Medium	Ongoing	Ongoing	TVP	WBC, HTC		Ongoing	Safer
Crime & Public Safety	Cr2a	<u>Encourage the police to enforce speed limits on local roads and reduce anti-social driving</u>	High	Ongoing	Ongoing	TVP	WBC, HTC	Also part of Tr5. More enforcement combined with traffic management help	Ongoing	Safer
Crime & Public Safety	Cr2b	<u>Encourage Civil Enforcement Officers (CEOs) to enforce parking restrictions</u>	High	Ongoing	Ongoing	WBC	HTC, TVP	CEOs are managed by WBC	Ongoing	Safer
Crime & Public Safety	Cr3	<u>Keep the retained fire station and resist any moves to relocate it from its present position</u>	High	Ongoing	Ongoing	HTC	WBC, CO, Fire Authority		Ongoing	Safer
Crime & Public Safety	Cr4	<u>Encourage greater communication between police and users of recreational facilities such as the skatepark</u>	Medium	Ongoing	Ongoing	TVP	HTC, T & M, CO		Ongoing	Safer

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Sports & Leisure	S1	<u>Maintain and improve the play areas and parks by renewing and extending the equipment available</u>	High	Ongoing	Ongoing	HTC	WBC, T & M		Ongoing	Healthy
Sports & Leisure	S2	<u>Work with the Town Council, West Berkshire Council and all involved with sports and recreation to maintain facilities to a high standard</u>	Medium	Ongoing	Ongoing	HTC	WBC, LsCen & Sports Clubs		Ongoing	Healthy
Sports & Leisure	S3	<u>Develop the Croft Field facilities for greater public leisure use, e.g. a public picnic area</u>	High	Ongoing	Ongoing	T & M	WBC, HTC	T & M are investigating the purchasing from WBC with a view to preserve the public space.	Ongoing	Healthy
Sports & Leisure	S4	<u>Further develop and improve the Triangle Field facilities</u>	Medium	Mar-13	Mar-14	HTC	WBC, Rugby Club	Progress already underway to improve changing facilities & pavilion. High costs are an issue	?	Healthy