

# 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.

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### 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

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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

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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

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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



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
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