

Hungerford is an historic town with a rich and important heritage. It is known in particular for its association with John O'Gaunt, its Constable, the continuing tradition of Hocktide, its picturesque High Street and the Kennet and Avon Canal. Hungerford's population is too small to support an extensive range of cultural facilities, depending on Newbury, Swindon and Reading for theatres, cinemas and museums. There is a wide range of clubs and societies catering for the needs of all age groups.

By celebrating local heritage more positively a greater sense of civic pride can be generated as can many benefits for the local economy. Information technology should be used to improve access to sources of local history. More people should be encouraged to take part in cultural activities, particularly the younger generations, and efforts should be directed to improving the celebrations of local heritage.



### Policies

Promote the arts and local societies and increase access for all.

Encourage the promotion of Hungerford's history.

Support existing and future cultural events such as Hocktide, the Hungerford and District Community Arts Festival (HADCAF) and the Victorian Extravaganza.

Encourage greater cultural and artistic links with other communities including twinning associations.



### Key Actions

- Promote the development of a new multipurpose shared facility for arts, social events and rehearsals, and with room for storage.
- Update and improve access to information about the history of Hungerford. Encourage Hungerford Historical Association to further research and publish the town's history.
- Develop schools programmes about local history.
- Encourage the establishment of more cultural facilities and activities aimed at younger members of the town's population.
- Develop plans for a town museum.
- Promote the conservation of the High Street, Bridge Street, Charnham Street, the Croft and the historic buildings of the town.
- Create a historic buildings restoration fund from a charge on new building.
- Support and encourage the Twinning Association with Liguél.
- Encourage more people to take part in the Hocktide activities each year but avoid commercialisation.
- Support and encourage the HADCAF arts festival.
- Maintain and protect the town's two War Memorials.