



There are over 300 businesses in and around Hungerford, most of which are small with a significant number of specialist retailers and service sector companies. The business survey conducted as part of the project identified two main elements of the economy, the more modern industries, many located at Charnham Park, and the retail sector, mainly focused on the High Street.

Many companies expected to grow moderately, but experienced difficulty in recruitment and finding suitable property at affordable rates. This might help to explain why there are a number of 'home based' companies, and also why new businesses find it difficult to get started. The High Street, while attractive, generally seems to be struggling, and this affects the environment of the town centre.

Businesses want to see the town evolve and improve the quality of its shops and environment, without compromising the character and friendliness that are such important attractions. Parking issues, traffic congestion and pedestrian safety are major drawbacks, despite businesses benefitting

from the high standard of local road links. Hungerford could be a premium shopping destination, attracting visitors from neighbouring areas with a mix of quality and specialist shops, cafes, hotels, and a revitalised market. If this is to be achieved there needs to be concerted action to promote the town and its many assets as a tourist destination.

Local businesses would prefer to recruit local people, so new housing developments need to cater for this demand.

For Hungerford to be prosperous, it needs to look well kept, therefore Charnham Street and the High Street in particular need regular attention from property owners to maintain a well cared for image.



## Policies

Encourage the success of the retail sector on the High Street and preserve its unique character and independent businesses.

Raise the standard of accommodation and hospitality facilities.

Support rural skills where possible and promote local production for local consumption

Encourage the provision of trained staff and suitable premises to meet the needs of local businesses.

Allow for controlled provision of additional land to meet local business requirements.



## Key Actions

- Revitalise the Hungerford Chamber of Commerce which can then help to arrange local events and promote new and existing businesses.
- Produce a newsletter to be circulated to local people with information on local shops, restaurants and events.
- Promote the town as a tourist destination (see Tourism section).
- Actively encourage the employment of local workers in local businesses.
- Encourage businesses to take students on work experience placements which can lead to full time employment.
- Improve the general maintenance of property and prevail upon owners to act on 'decaying' buildings.
- Oppose planning applications for any change from business use of the Charnham Park industrial area.
- Provide more starter business units in the area.