



Welcome to the Hungerford 2010+ Town Plan - a vision for Hungerford to the year 2010 and beyond.

The Hungerford 2010+ Town Plan project grew out of public meetings beginning in May 2004 and is intended to produce a much needed update to the previous 1978 town plan. This earlier plan had been largely successful and the majority of its proposals adopted. In the light of rumoured plans for housing expansion in the south east of England, concern was rising within Hungerford that change would be imposed from outside because there was no plan in place outlining the views of local people. Many small towns in the south east have already changed beyond recognition. Whilst accepting that some change is inevitable, the 2010+ project seeks to ensure that change in Hungerford is properly managed, preserving all that is good about the town whilst serving the future needs of all local people and businesses.

Following the public meetings, over 40 local residents volunteered to become involved, many having specific areas of expertise. Many others have since contributed to the project. It was decided at an early stage to carry out a Market Town Healthcheck following guidelines prepared by the Countryside Agency. This involved establishing the facts and figures about what existed in the town and surrounding area - an excellent basis for planning future needs. The Hungerford 2010+ Town Plan Project - the first of its kind in West Berkshire - was up and running by Summer 2004. It became self financing through fund raising and successful grant applications. This enabled it to employ project workers who greatly increased the time and resource available for consultation with groups and organisations covering all age groups.

From the outset the intention was to create a plan for the future of Hungerford, representing the views and opinions of all residents and businesses. Extensive community consultation was seen as key to this and a comprehensive Statement of Community Involvement was drawn up. The first steps included a general survey asking people what they liked and disliked about Hungerford and what they would like to see changed. There was a very good response which helped the 2010+ volunteers focus on the issues which were of greatest concern to local people.

Contact was made with a wide range of organisations and groups in the town and the surrounding area and partnerships were established. Further meetings were organised to present the project's early findings and to invite comment both from business groups and the general public at open meetings held in various parts of the town. Town Plan volunteers were to be found on a busy stand at the Victorian Extravaganza and in Somerfields foyer seeking views and reactions. Information was regularly posted on the web site and beer mats were distributed to local pubs reminding all about the plan. Particular efforts were made to reach the schools, the elderly, the young and others who do not always have their voices heard. There was also a detailed survey of local businesses and a series of business breakfasts.

Finally a detailed questionnaire was distributed to every household seeking views on the plan proposals. Over 36% of households responded, with all age groups well represented. This excellent response shows just how passionately Hungerford people care about the future of their town and the opinions expressed indicate a clear consensus on many important issues.

The results of the questionnaire are summarised at the back of this booklet and there are some very firm views.

Clearly the overwhelming wish of local people is to maintain the essential character of Hungerford and the surrounding countryside.

We hope that you will find this booklet helpful and informative but, having read it, you may well ask "What happens next?".

The 2010+ plan includes many key actions which range from short term, low cost to longer term and expensive. The first step is to identify which organisation should take responsibility for implementing each of them. Some will fall to West Berkshire Council, some to Hungerford Town Council, others may be undertaken by the 2010+ project team. All will require funding. Many possible sources of finance have already been identified, including central government funds for which Hungerford now qualifies, having completed the Market Town Healthcheck. Every bit as important as the funding will be the energy and enthusiasm of the volunteers who will help to drive each action forward. Please consider lending a hand - your town needs you!

We hope you enjoy the plan.



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More detailed information on the following subjects may be found on the Hungerford 2010+ pages at www.hungerford.co.uk

- Statement of Community Involvement - the plan for seeking the views of people and businesses in Hungerford and the surrounding area
- Community Involvement report - how the plan was actually carried out
- Survey reports - full results of the business survey, public survey and household questionnaire
- A Transport Strategy for Hungerford - details of transport objectives and actions
- Hungerford 2010+ Action Plan - a full list of all actions arising from the 2010+ project showing implementation responsibility