

Hungerford Town Council

Hungerford Neighbourhood Plan 2024-2041

**Submission Stage (Regulation 16) Consultation
Version
October 2024**



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Photos

Front cover photo: Market Day on the High Street. Credit: Moore-Photographics. There are several other photos in the plan from Moore-Photographics which are abbreviated as *M-P.

All other photos have been donated by members of the Hungerford Neighbourhood Plan Group.

1 INTRODUCTION

Purpose of the plan

- 1.1 This document represents the Neighbourhood Plan for Hungerford parish for the period 2024 to 2041. The Plan contains a vision for the future of Hungerford and sets out clear planning policies to realise this vision.
- 1.2 The Plan builds on the extensive work carried out by the community in the development of the Hungerford 2010+ Plan (2005) and Town Plan Refresh from 2013. These included detailed household survey work, policies and actions for all the main issues. Several of the Town Plan team members are also part of the Neighbourhood Plan team, which has helped to develop a continuity of approach.
- 1.3 The principal purpose of the Neighbourhood Plan is to guide development within the parish. It also provides guidance to anyone wishing to submit a planning application for development within the parish. The process of producing a plan has sought to involve the community as widely as possible. The different topic areas are reflective of matters that are of considerable importance to Hungerford, its residents, businesses and community groups.
- 1.4 Some of the Neighbourhood Plan policies are general and apply throughout the Plan area, whilst others are site or area-specific and apply only to the appropriate areas illustrated on the relevant map. Nevertheless, in considering proposals for development, decision takers will apply all relevant policies of the Plan when determining planning applications, in addition to the other relevant policies of the development plan which the Plan forms part of.
- 1.5 The process of producing the Neighbourhood Plan has identified a number of non-policy actions which have been included in the policies' sections as 'Actions'. Note however that these non-policy actions are not specifically related to land use matters.



Policy context

- 1.6 The Neighbourhood Plan represents one part of the development plan¹ for the neighbourhood area (parish) over the period 2024 to 2041, the other parts relevant to Hungerford Parish being the West Berkshire Core Strategy 2006 to 2026 (adopted 2012), the Housing Site Allocations Development Plan Document (adopted 2017), the saved policies of

¹ 'Development plan': a document setting out the local planning authority's policies and proposals for the development and use of land and buildings in the authority's area. This includes adopted Local Plans and neighbourhood plans, together with any regional strategies that remain in force.

the West Berkshire District Local Plan 1991 to 2006 (saved 2007) and the West Berkshire Minerals and Waste Local Plan 2022 to 2037 (adopted 2022).

- 1.7 The Core Strategy, Housing Site Allocations DPD and the 2007 saved policies collectively make up the District Local Plan. The current Local Plan plans for development up to 2026 and, in line with the NPPF, must be kept up-to-date and look ahead over a minimum 15-year period. The Local Plan is therefore undergoing a review to cover the period to 2039. Upon adoption, the West Berkshire Local Plan Review 2022-2041 will replace these three documents.
- 1.8 West Berkshire District Council, as the local planning authority, designated the Hungerford Neighbourhood Area in April 2018. The Neighbourhood Area covers the parish of Hungerford. Hungerford Town Council is the Qualifying Body leading on the development of the Neighbourhood Plan and it established the Hungerford Neighbourhood Plan (HNP) Steering Group comprising local councillors and members of the community to oversee the process.
- 1.9 The HNP has been prepared in accordance with the Town & Country Planning Act 1990, the Planning & Compulsory Purchase Act 2004, the Localism Act 2011 and the Neighbourhood Planning Regulations 2012 (as amended). The HNP Steering Group has prepared the plan to establish a vision for the future of the parish and to set out how that vision will be realised through planning and controlling land use and development change over the plan period.
- 1.10 The map in Figure 1.1 overleaf shows the boundary of the Neighbourhood Area, which is the same as the administrative boundary of Hungerford parish. Note that the western boundary is also the boundary of Berkshire and the Southeast region.

How is the plan set out?

- 1.11 Each chapter of the Plan covers a different topic. Under each heading there is a justification for the policies, which provides the necessary understanding of the policy, what it is seeking to achieve and, where relevant, how it should be applied. The policies themselves are provided in green boxes.
- 1.12 It is these policies, in combination with the other relevant policies in the development plan, against which planning applications in Hungerford Parish will be determined against. It is advisable that, to understand the full context of any individual policy, each policy is read in conjunction with its supporting text and the relevant evidence documents that have been compiled to underpin the Plan.
- 1.13 The process of producing the Neighbourhood Plan has identified local needs and community aspirations that are not met through the planning system, but which are nevertheless important to the community. These needs and aspirations will be met through actions supported by a range of organisations. These actions are set out within blue boxes.



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Monitoring and Review of the Plan

- 1.14 It is not a legislative requirement to monitor, review, and update a neighbourhood plan. However, neighbourhood plans like all planning policy documents benefit from being reviewed and revised from time to time, to reflect changing contexts and changing needs or issues around effectiveness.
- 1.15 Hungerford Town Council, as the Qualifying Body, will maintain and periodically revisit the Plan to ensure relevance and to monitor delivery.

Figure 1.1: Hungerford neighbourhood plan area



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2 LOCAL CONTEXT

History of Hungerford

2.1 **The location:** The attractive town of Hungerford stands at the very western end of Berkshire, near the borders with Wiltshire and Hampshire. It lies in the North Wessex Downs National Landscape and forms part of the Great West Way. A walk around the town and its immediate surrounding countryside will reveal the inherent charm of the parish.

2.2 **Its growth through the centuries:** Hungerford can be traced back to the 11th century, and the historic core of the town was laid out as a planned town in the 12th century. Since then, it has grown through the centuries as a rural market town supplying goods and services to the surrounding villages. Much of the town has remained unaltered for generations. This history is being preserved to the this day, through the designation of the Conservation Area. The well preserved burgage plots to the rear of the High Street are also evidence of this history.

2.3 **On key transport routes:** The parish benefitted by lying on key transport routes. The Bath Road (later the A4) passes through the town, and the prosperity of the coaching trade on both the London to Bath and Bristol route and the Oxford to Salisbury route led to its greatest period of prosperity in the 18th and early 19th century.



2.4 The Kennet and Avon Canal was dug through the heart of the town in 1798, and this brought additional prosperity until the railway came in 1847, leading to a modest population decline as large towns like Reading prospered.

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2.5 When the nearby M4 motorway opened in 1971, the town grew again, as it became a popular rural home for commuters to London and other nearer towns and cities.

2.6 **The Town and Manor:** In the 14th century the townspeople were given important rights to the market and fishing by John of Gaunt, who is much celebrated in the town. The Town and Manor of Hungerford (now a registered charity) administers the town common land (over 400 acres) around the town, much of which is a Site of Special Scientific Interest (SSSI). The Town and Manor also manages the Town Hall and Corn Exchange, the John O'Gaunt Inn and much other property.

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2.7 Hocktide – two weeks of events and celebrations which take place after Easter each year are nationally famous. On Tutti Day (the second Tuesday after Easter) the Commoners’ Court sits to conclude the financial year, and a celebratory luncheon is held in the Corn Exchange. Hungerford is now the only town in the country still practising these ancient customs.

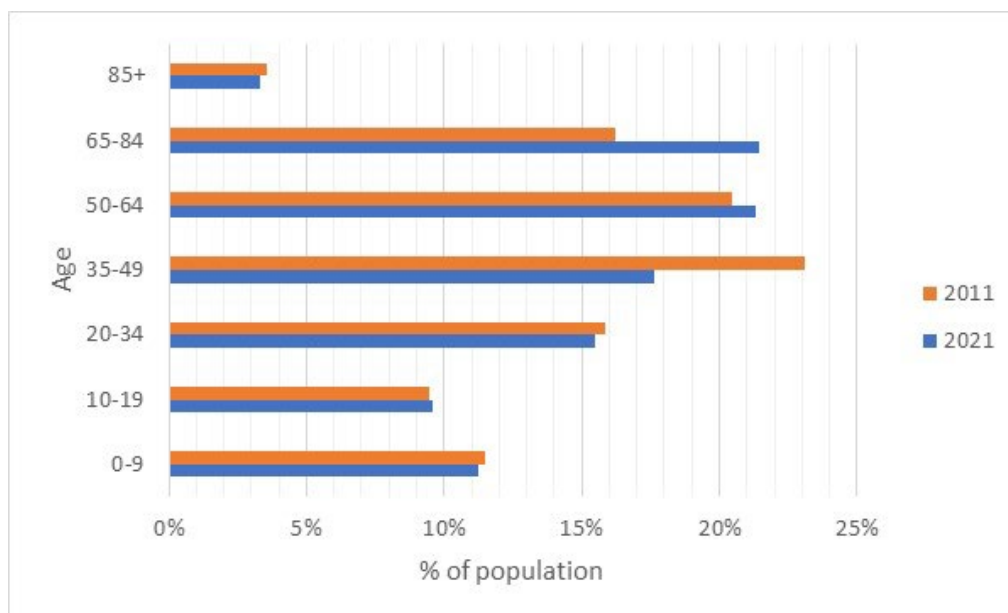
2.8 In 1688, having landed at Brixham on his quest for the throne of England, William of Orange met the commissioners of King James II at The Bear in Hungerford. These successful negotiations led to ‘The Glorious Revolution’ and to William acceding to the throne as King William III. *M-P



Profile of the community

2.9 In 2021, the population of Hungerford parish stood at 5,864 persons and 2,695 households. The population has increased by 97 people (1.7%) since 2011 and households by 95 (3.7%) (sources 2021 and 2011 Census). Whilst this growth is comparatively low (the population of West Berkshire as a whole grew by 5%), there have been some significant changes in the age profile of the population. Figure 2.1 shows that there has been a significant increase in the population of retirement age (65+) yet there has been a correspondingly large decline in the population most likely to form family households with dependent children (aged 35-49). The population of Hungerford is ageing.

Figure 2.1: Age profile of Hungerford, 2011 and 2021

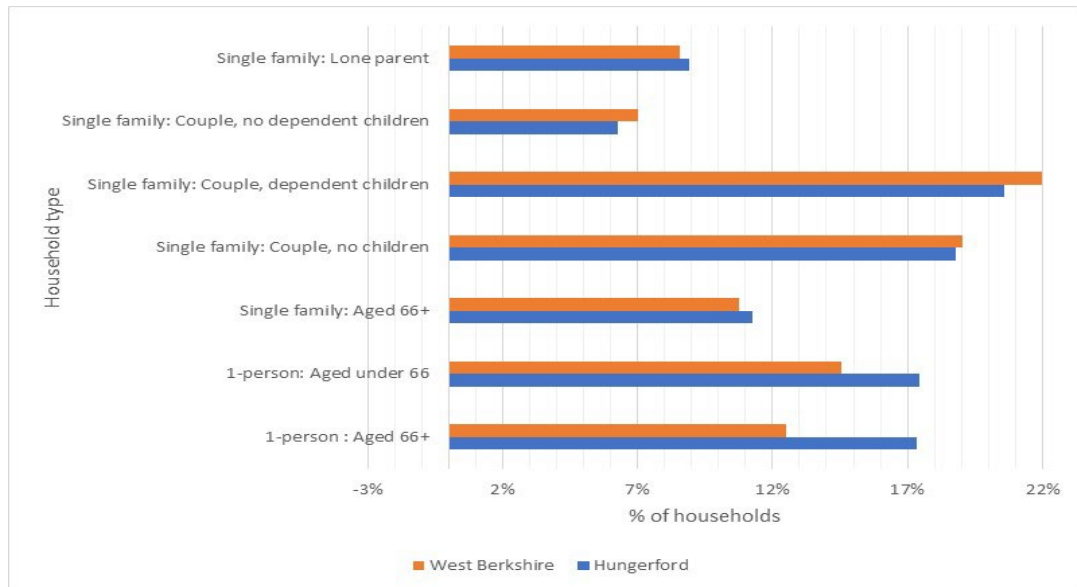


Source: 2011 and 2021 Census

2.10 This is supported by evidence from the 2021 Census on the profile of households. Figure 2.2 shows that whilst the largest share of households in Hungerford are families with dependent children, the proportion of those forming smaller households is very high when compared

with West Berkshire as a whole. Couples with no children and single person households account for 54% of households compared with just 46% in West Berkshire.

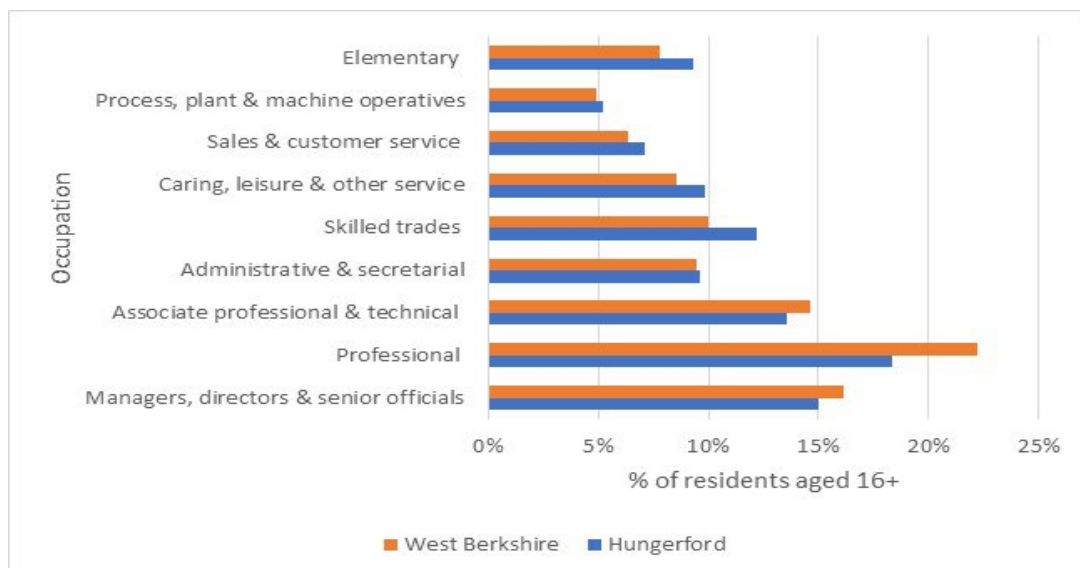
Figure 2.2: Household composition, 2021



Source: 2021 Census

- 2.11 Figure 2.3 shows the types of occupations that people from Hungerford work in. This shows that comparatively lower skilled occupations are strongly represented (compared with West Berkshire), with higher skilled occupations comparatively less well represented. Hungerford is well represented however in skilled trades.

Figure 2.3: Occupations, 2021



Source: 2021 Census

Hungerford parish today

2.12 Hungerford parish is a lively and well-connected area on the boundary between the south east and southwest of England. Economically it tends to look more eastwards, with the pull of Newbury, Reading and London.

2.13 Hungerford is well provided for with schools which serve the local community and villages in the area. There is the Croft Nursery School, the Primary School and John O'Gaunt Secondary School. This provides education from birth to 16 years of age, with sixth form education regrettably withdrawn, although this is available in Marlborough and Newbury.



2.14 Medical facilities are largely provided through the Croft Surgery. After a challenging few years following the Covid-19 pandemic and a shortage of GPs, the Hungerford Surgery team is looking forward to stability and maintaining a high standard of primary care to its 7,500 patients in the town and surrounding areas. The addition of a variety of healthcare professionals, including pharmacists, musculoskeletal physio, mental health practitioner and social prescriber, in collaboration with neighbouring member practices of the West Berkshire Rural Primary Care Network, has given patients better access to a wider range of services.



2.15 Emergency services have a tri service facility that helps to coordinate activities for fire, police and ambulance, which is largely utilised by the fire service. The police force has to cover a large rural area and resource to cover this is a challenge. The fire station is the local base for the Royal Berkshire Fire and Rescue Service which provides a well trained and diverse service.

2.16 The town has good transport links. It is at the crossroads of the A4, the old London to Bath route and the A338 between Oxford and Salisbury. Nearby is the M4 and A34 providing excellent access to the rest of the country. Along the High Street which forms part of the A338, there is a tension between high volumes of traffic and local residents and businesses. There is high car ownership and car dependence within the town. Cycle facilities are poor, but walking facilities and footpaths are extensive.

2.17 Public transport is mainly provided by rail along the Thames Valley. There is a rail station with regular services to Reading and Paddington and westwards to Westbury, Taunton and Exeter. The hourly direct service to Paddington was cut in 2021 causing much concern and disruption. The rail station has inadequate parking supply and lacks facilities. Bus services are provided

to Swindon, Marlborough and Newbury, but they struggle with patronage and require subsidies.

- 2.18 There are excellent sporting facilities for the size of the town. The Leisure Centre boasts a 25m swimming pool and covered facilities that are shared with the adjacent secondary school. A professional standard 3G football pitch was constructed in 2023 and there is a successful football club, in the highest league of any club in West Berkshire. There is a cricket pitch with club facilities. The 'triangle field' with clubhouse is mainly used by Hungerford Rugby Club.



- 2.19 Playground facilities are well distributed around the town and maintained to a high standard by the Town Council. A new skate park was constructed in 2023 to replace an older facility at Bulpit Lane.



- 2.20 Outdoor leisure and recreational facilities are available on the Common, the Marsh, the canal and the towpath. There is an extensive network of public footpaths and bridleways which are generally well cared for, with some landowners better than others at maintaining the pathways.
- 2.21 There are several cultural locations that include the town hall, the library and hub, the Croft Hall and Croft Field Project.

Antiques and other shops

- 2.22 Hungerford has been widely known as a centre for antiques since the mid-20th century, and today it has many antique shops and several arcades. There are many other independent retail premises such as a prize-winning bookshop, several jewellers and clothing shops. Each Wednesday morning there is a street market on the west side of the High Street, as shown on the Plan front cover. There are also regular farmers' markets and trade fairs.

Tourism

- 2.23 Tourism is hugely important to the modern town of Hungerford, with visitors enjoying the antique shops, the canal (with its ever-popular trip boat "The Rose of Hungerford"), the nearby Hungerford Common, water meadows and the independent shops. There are two Conservation Areas (in Hungerford town centre and in Eddington) with



many heritage buildings (most of which are nationally listed) and town trails. There are Sustrans cycle routes through the parish and numerous walking routes.

2.24 The town is served well by a wide variety of hotels, restaurants and coffee shops.



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2.25 The countryside of the parish is beautiful and is entirely within the North Wessex National Landscape. There are rolling hills, woodlands, green fields and chalk streams. There are also a number of farmsteads and estates. At Hungerford Newtown there is Barrow Hill, a schedule ancient monument.

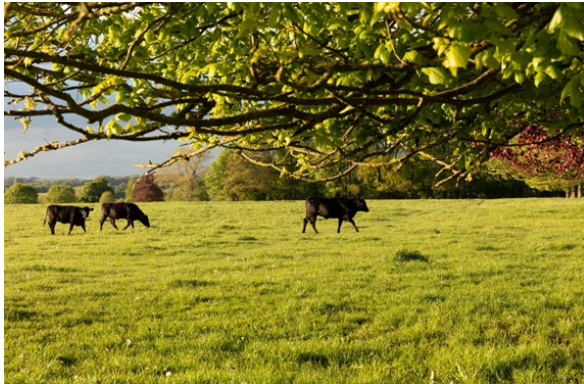
2.26 Nearby are several popular tourist destinations:

- Littlecote Roman Villa (recently renovated and displaying one of the largest and finest mosaics in Britain).
- Crofton Pumping Station on the Kennet and Avon Canal (with two historic steam powered beam engines dating from the early 1800s).
- Wilton Windmill (a working flour mill dating from 1821).
- Highclere Castle (made famous as Downton Abbey on the BBC TV series).
- Uffington White Horse (England's oldest chalk horse), and several nearby monuments along the ancient Ridgeway.
- Combe Gibbet and the Wayfarers Walk.
- Welford Park, well known for the snow drops.
- Avebury Stone Circle (a Neolithic stone circle – one of the greatest marvels of prehistoric Britain).

The Town and Manor

2.27 A key organisation of the town is the Town and Manor. The extensive land holding of the Town and Manor charity has undoubtedly shaped the development of the town over the centuries and continues to do so. Today the charity's land extends to over 400 acres (170 hectares) of which approximately 75 hectares are designated as Sites of Special Scientific

Interest (SSSI). The land lies primarily to the north, east and west of the town and this, together with boundaries defined by the railway and the canal, has resulted in most greenfield development over the past 50 years being to the south of the town.



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- 2.28 The estate includes large areas of common land such as the Common Port Down, Freeman's Marsh and the Croft which is the town's registered village green. The land is managed in an environmentally sustainable way for the benefit of local people and visitors to the town using money generated from the charity's assets such as the Fishery, the John O'Gaunt public house and the Town Hall complex. The common land includes land used by the Hungerford Town Football Club, the Cricket Club and the War memorial avenue. This means that these are all well protected.
- 2.29 In addition to the ancient lands, which have been owned for many centuries, the Town and Manor has more recently been able to acquire several substantial parcels of land from owners who wished to see them managed sympathetically and protected from built development. The most recent acquisition in 2018 was a 40-acre site known as Undy's Meadow, lying to the north of the town between Charnham Park road and the River Kennet. The charity is planning to develop a wetland nature reserve on the site.
- 2.30 Figure 2.4 below shows a map of the Town and Manor estate. The areas in green are owned by Town and Manor.

Figure 2.4: The Town and Manor Land Estate, 2023



Credit: Town & Manor of Hungerford

Main issues and challenges in Hungerford parish

2.31 As gathered through feedback from the local community of residents, businesses and community groups, the main issues and challenges facing Hungerford parish can be summarised as:

- Retaining the traditional character of Hungerford while optimising its potential.
- Protecting the Marsh, Common, Canal (including its towpath) and surrounding countryside
- Local and strategic traffic impacts and speeds compromising the local environment.
- Improving the town centre environment.
- Climate change and trying to reduce the parish's carbon footprint.
- Affordable housing for local residents.
- Retaining the mix of independent shops along the High Street.
- Inadequate car parking supply in the town centre, especially on Wednesday mornings when there is the street market.
- Providing more jobs in the town centre and Charnham Park area.
- Improvements to rail station and rail services which have recently been cut back.
- An ageing population which notably impacts on health and education services.
- The challenge of improving pedestrian and cycle infrastructure, including along the Canal towpath.



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3 VISION AND OBJECTIVES

Vision for Hungerford

3.1 The vision for Hungerford over the plan period to 2041 is as follows:

Hungerford sits at the heart of the North Wessex Downs National Landscape and is treasured for being an historic market town set within beautiful and accessible countryside and waterways.
The residents of Hungerford seek to work together to embrace constructive change that ensures a vibrant, robust and sustainable economy that will enhance their prosperity and provide an affordable and nurturing environment for current and future generations.
This should be achieved whilst conserving Hungerford's natural and built heritage and enhancing its strong sense of being a caring community and a fulfilling place to live.



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Neighbourhood Plan Objectives

3.2 The objectives of the Neighbourhood Plan as identified through engagement with the community are as follows:

Housing

Aim: Ensure that new housing in Hungerford meets the needs of current and future generations of residents in a way which complements the character of the town and the countryside surrounding it.

Objective A: Allocate sites to meet the housing requirements in the West Berkshire Local Plan Review to 2041, where possible making best use of previously developed land and minimising encroachment into the countryside.

Objective B: Ensure that housing development provides a range of house types, sizes and tenures that meets the needs of all age groups and incomes.

Objective C: Seek to ensure that new development respects the character of its neighbourhood whilst embracing high quality design principles and modern energy efficiency standards.

Employment and Economy

Aim: Support growth in the variety of shops, restaurants and businesses in the town and the employment opportunities which they create. Promote Hungerford as an attractive place to live and work (particularly for young people), with good facilities, services and transport links.

Objective D: Encourage businesses and support initiatives, including those which promote a vibrant high street and increase the range of shops, services and eating places in the town for the benefit of residents, tourists and visitors of all ages. Recognise that Hungerford acts as a service centre providing facilities to neighbouring villages.

Objective E: Promote an increase in the number and quality of employment opportunities within and around the town.

Getting About

Aim: Seek improvements to Hungerford's transport infrastructure so that safe, effective, sustainable and efficient travel is available and accessible to all.

Objective F: Minimise the effects of traffic in the town centre and especially the High Street for the benefit of pedestrians and all road users.

Objective G: Increase walking and cycling in the parish.

Objective H: Encourage public transport usage in the parish.

Leisure, Wellbeing, Public Safety and Learning

Aim: Hungerford should offer young people and children a safe, healthy and nurturing environment in which to develop and mature. This will include a full range of educational services and plenty of leisure and sports activities. Develop Hungerford's thriving sports, arts and social community and protect its green, open spaces. Ensure that Hungerford remains a safe, healthy and caring place to live.

Objective I: Protect and maintain existing public playgrounds and open spaces to a high standard and look at ways of increasing the range of facilities provided as the town grows.

Objective J: Support the development of sports, arts, youth clubs, social and leisure facilities, including the widest possible range of activities for young people.

Objective K: Support and develop services which assist and encourage people to maintain their own health.

Objective L: Minimise crime and anti-social behaviour in and around the town and parish.

Objective M: Support and enhance the schools in Hungerford.

Our Heritage

Aim: Conserve and, where practicable, enhance Hungerford's natural and historic environment.

Objective N: Conserve and enhance the character and historic environment of the town and parish.

Objective O: Improve the approaches to the town by road, rail and canal to create favourable first impressions and a soft boundary between the countryside and the town.

Objective P: Protect the landscape around Hungerford and support its conservation.

Objective Q: Enhance the environment of Hungerford High Street and Bridge Street between the Bridge Street/A4 roundabout and the Atherton Road/High Street roundabout.

Climate Change and Biodiversity

Aim: Hungerford will encourage low carbon development to promote lower energy costs, cleaner air and healthier lifestyles, contributing to the well-being of current and future generations. It will also ensure that development enhances the biodiversity of the parish.

Objective R: Reduce carbon emissions with more energy efficient buildings.

Objective S: Ensure new development protects and enhances biodiversity.

Objective T: Support proposals for individual and community scale renewable energy generation provided the benefits outweigh any adverse impacts.

Objective U: Increase resilience to climate change.

4 HOUSING

Housing mix

Objective B: Ensure that housing development provides a range of house types, sizes and tenures that meets the needs of all age groups and incomes.

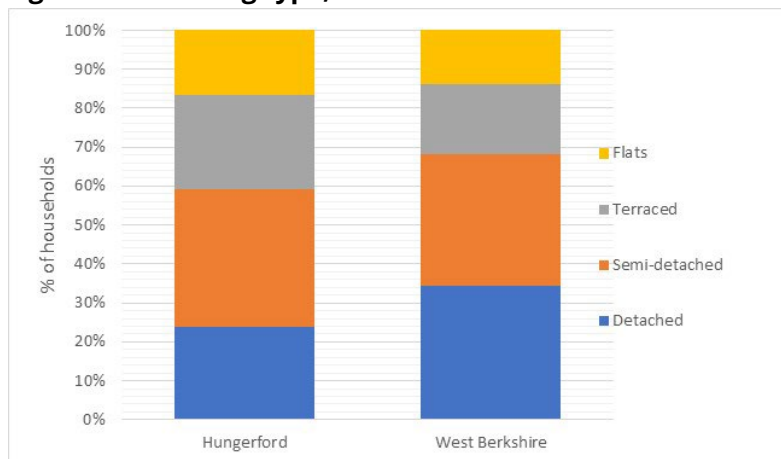
4.1 Hungerford has a different housing mix and need to the rest of West Berkshire. As reported in the Hungerford Housing Needs Assessment (HNA) 2019², the parish has a much higher proportion of one-person households than West Berkshire which in turn has a higher proportion of families with dependent children. Hungerford has a higher share of older residents while West Berkshire has a higher proportion of younger ones. This is supported by the 2021 Census with 35% of Hungerford's households being single person compared with 27% in West Berkshire; moreover, 20% of Hungerford's population is aged 65 or over compared with 15% in West Berkshire.



4.2 Over the period 2011 to 2021, the number of households in Hungerford grew by 95 to 2,695. Of this increase, 72 households were housed in properties of at least 3-beds with just 36 in 1- or 2-bed properties. Figure 4.1 shows the breakdown of housing by type in Hungerford in 2021 compared with West Berkshire as a whole. This shows that semi-detached and terraced housing dominates Hungerford's stock. Such housing typically provides the bulk of 2- and 3-bed housing. 60% of Hungerford's stock of properties are at least 3 bedrooms in size.



Figure 4.1: Housing type, 2021

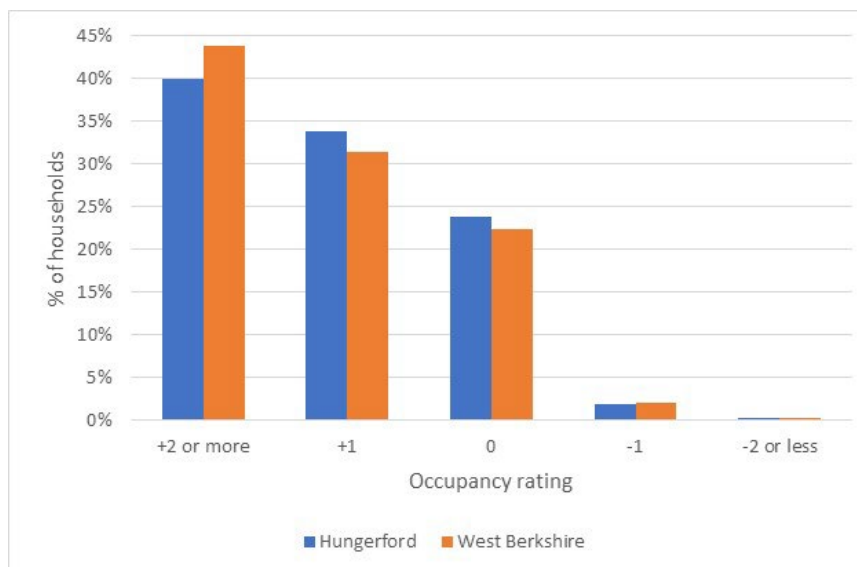


Source: 2021 Census

²AECOM (2019) *Hungerford Housing Needs Assessment (HNA)*, for Hungerford Town Council

- 4.3 This is not only the case historically but been continuing more recently. Housing development in West Berkshire in recent years has been skewed towards larger housing. Whilst this creates the potential for growth in family households, it does not address the needs of the ageing population; in 2021, 29% of Hungerford's households were aged over 65. The Hungerford HNA forecast that this would increase to 48% by 2036. If one looks at the household profile of Hungerford in 2021, the picture is the same – 62% of households are either single person or a co-habiting couple. These households may choose to have, but do not necessarily require family-sized housing.
- 4.4 This is supported by occupancy rate analysis. Figure 4.2 shows the occupancy rate of houses in Hungerford and West Berkshire in 2021. A +1 or +2 figure means that a house is under-occupied, i.e., it has either 1 or 2 more bedrooms than required by that size of household. Conversely, a -1 or -2 figure means a house is over-occupied, i.e., over-crowded. This shows that Hungerford has significant levels of under-occupation with 40% of households having at least 2 spare bedrooms. Again, this supports the profile of a housing stock that is increasingly not meeting the needs of the changing population.

Figure 4.2: Occupancy rate, 2021



Source: 2021 Census

- 4.5 Policy CS4 in the West Berkshire Core Strategy requires development to provide an appropriate mix of dwelling types and sizes to meet the housing needs of all sectors of the community. This should have regard to the evidence of housing need and demand from Housing Market Assessments and other relevant sources. Similarly, Policy SP18 in the emerging West Berkshire Local Plan Review sets a specific 'base mix' from its Local Housing Needs Assessment Update 2022³. However, reflecting the fact that Hungerford has a different housing mix and need to the rest of West Berkshire, the Hungerford Housing Needs Assessment (HNA) 2019⁴ recommends a different mix. The Hungerford HNA identifies that

³ Icen (2022) *West Berkshire Updated Housing Needs Assessment Update*, for West Berkshire District Council

⁴ AECOM (2019) *Hungerford Housing Needs Assessment*, for Hungerford Town Council

the housing types most likely to meet the needs of the Hungerford demographic profile are detached and semidetached houses, with a rising number of flats and maisonettes as the population ages. It goes on to recommend that bungalows should be promoted to meet the demands of a growing elderly population. The recommended split is shown in Table 4.1 below.

Table 4.1: Mix of housing by size recommended for Hungerford

No. of bedrooms	Recommended split
1	22.7%
2	15.8%
3	29.9%
4	22.1%
5+	9.5%

Source: Hungerford HNA 2019, Table 6-20

- 4.6 Emerging Local Plan Policy SP18 requires an mix of dwelling sizes reflecting its requirements on all developments of 10 dwellings or more. However, Hungerford is likely to see a proportion of its growth over the plan period on smaller developments through windfall development. Such developments – which could be up to 9 properties – should still be expected to deliver the housing needed in Hungerford. As such, the requirement to deliver a mix of properties also applies to developments of between 5 and 9 dwellings. Below 5 dwellings there is limited potential to deliver a mix.

POLICY HUNG1: HOUSING MIX

- A. To address the identified housing needs in Hungerford, developments of 5 dwellings or more should provide a mix of dwelling sizes (market and affordable) and types that reflect the requirements of the Hungerford Housing Needs Assessment 2019 or any successor document or other appropriate local evidence.**
- B. Any departure from this mix shall only be permitted in the following circumstances:**
- a. Any physical site factors that limit the mix.**
 - b. If there is clear evidence for the need for a particular type of housing, e.g., specialist older persons' housing such as bungalows.**

Rural Exception Sites

- 4.7 Rural Exception Sites are small-scale affordable housing developments that are next to an existing settlement boundary, in a designated rural area. Affordable housing built on Rural Exception Sites is retained as affordable housing for people with a local connection to the parish in perpetuity. Hungerford Parish is eligible for Rural Exception Site schemes, and Penny Farthing Close off Smitham Bridge Road is one such site in Hungerford.
- 4.8 However, it is important that local affordable housing need is demonstrated through an up-to-date Housing Needs Survey before a Rural Exception Site scheme can proceed. There are

mechanisms in place to ensure that once homes are built it is local people who benefit from these new homes.

ACTION A: Rural Exception Sites

Support the introduction of rural exception sites provided:

- a. the homes on the scheme meet a demonstratable local need for affordable homes from people with a local connection to the parish, which is established from an up-to-date Housing Need Survey; and**
- b. the scheme is designed to respect the character of the local area including the countryside setting and**
- c. residents meet the requirements of the Local Connections Policy to be defined by Hungerford Town Council, and which may be limited to the following conditions: (i) current resident of the parish; (ii) immediate family is resident of the parish; (iii) employment in the parish for a minimum of three years.**

5 DESIGN AND CHARACTER

Objective C: Seek to ensure that new development respects the character of its neighbourhood whilst embracing high quality design principles and modern energy efficiency standards.

- 5.1 The design of new development in Hungerford parish is important. It needs to respect the locally distinctive character. Policy SP7 (Design Quality) of the West Berkshire emerging Local Plan requires development to take opportunities that are available for conserving and enhancing the character, appearance and quality of an area and the way it functions.
- 5.2 There are two Conservation Areas within the town boundary. A large one covering the town centre and a smaller one at Eddington. A significant feature in the town are the well preserved burgage plots to the rear of the High Street, mostly 11 yards wide.
- 5.3 Hungerford does not have a homogenous style of design. The Conservation Areas have been effective in demonstrating how different buildings can sit alongside one another and represent good quality design. Hungerford's community has a desire to see this eclectic mix of styles continue, provided quality is maintained. In particular within the context of new development outside the town centre and Conservation Areas, the concern is twofold: that large developments will seek homogeneity of design and that parking and movement, if not properly managed, can erode the character of Hungerford's neighbourhoods. Ensuring that a high quality of design is achieved is crucial.
- 5.4 Whilst the Neighbourhood Plan is not supported by a specific set of detailed design codes, the principles of West Berkshire emerging Local Plan Policy SP7 – which itself references the National Design Guide – are reinforced with respect to these specific local issues of diversity and movement.
- 5.5 In addition, emerging Local Plan Policy SP1 expects residential development to achieve a net density of 30 dwellings per hectare, with higher densities achievable in Hungerford town centre. Further guidance is provided by the West Berkshire Density Pattern Book⁵.

POLICY HUNG2: DESIGN AND CHARACTER

A. Development should demonstrate high quality design and layout which respects the local character of Hungerford parish.

B. In delivering high quality design, development proposals must demonstrate the appropriate use of building design, layout, materials and features. The following principles should be considered as part of design proposals:

- a. Development should integrate with and enhance the form of its existing surroundings, with all connections including road patterns ensuring permeability for cyclists and pedestrians where appropriate.**
- b. An eclectic mix of styles, range of densities (for major residential developments and aligning with the density requirements of West**

⁵ David Lock Associates (2019) *West Berkshire Density Pattern Book*, for West Berkshire Council

Berkshire emerging Local Plan Policy SP1), house types (where appropriate) and plot layouts should be used.

- c. Building heights and rooflines should provide diversity of frontage, scale and form, with building heights that are not materially higher than the prevailing height of surrounding buildings unless it can be demonstrated that a taller building could complement or enhance the local character.
- d. Parking should be provided within the development in accordance with West Berkshire District Council parking standards.

Landscape and Town approaches

Objective O: Improve the approaches to the town by road, rail and canal to create favourable first impressions and a soft boundary between the countryside and the town.

Objective P: Protect the landscape around Hungerford and support its conservation.

- 5.6 The parish of Hungerford is entirely within the North Wessex National Landscape. The predominantly rural area includes arable fields, meadows, different types of woods, Hungerford Common, the Marsh, pockets of designated landscape such as Chilton Park and Hungerford Park, Standen Manor and Eddington. There are also several historic farmsteads.
- 5.7 The purpose of this National Landscape designation is to conserve and enhance the natural beauty of the area. It is a national designation and, therefore, represents a significant level of protection from inappropriate development. Nevertheless, this does not prevent all development and it is important that the growth and change of Hungerford over time continues to respect the role of the National Landscape.
- 5.8 Of relevance to this are the entry points into Hungerford along main and smaller routes. These include Bath Road (A4), Charnham Street, the B4192, North Standen Road, Park Street, Salisbury Road and Priory Road. These provide a range of views of the entry to the town as you move from countryside to urban area. Most provide a soft, rural feel that only becomes more visually urbanised comparatively close to the main built-up area of the town. It is important that any development retains this soft feel.



Bath Road and Priory Road gateways – good examples of a rural feel with significant landscaping

- 5.9 The overall setting of the town, with an abundance of trees and shrubs, is important for preserving its identity. In this regard, its gateways are key to this. Any development that might occur in the future along the gateway routes into and out of Hungerford therefore needs to ensure that the transition from rural countryside to urban settlement is gradual, avoiding dense, bulky buildings with large, bare walls as the first built development one sees on entering the town. Development can achieve this through effective landscaping buffers along boundaries, including lining the gateway routes with trees, and through ensuring that development avoids creating an overly dense feel close to the gateways.
- 5.10 Equally significant gateways to Hungerford are the routes in along the Kennet and Avon Canal. Whilst not subject to the same levels or types of traffic as the road routes, it is important that the impression of Hungerford by those travelling along the Canal is a positive one. These users tend to be tourists who, if they feel compelled to stop in Hungerford, will increase spending in the local area. A good first impression is important to this. Engagement between Hungerford Town Council, West Berkshire Council, the Canal and River Trust and Sustrans would help to shape ideas for positive improvements.
- 5.11 The gateways are shown on Figure 5.1.

POLICY HUNG3: IMPORTANT GATEWAYS INTO AND OUT OF HUNGERFORD TOWN

- A. Development proposals adjacent to the gateways into Hungerford town should demonstrate, where appropriate, how they contribute to creating a gradual transition from rural countryside to urban settlement (and vice versa). Development proposals should avoid creating an overly dense feel and, where appropriate, planting or other natural boundary treatments should be used to mitigate the impact of development and retain the open feel. This could include the use of trees to line the gateway routes.**
- B. The important gateways into Hungerford town are on the following approaches:**
- a. Bath Road**
 - b. Eddington Hill**
 - c. Charnham Street**
 - d. B4192 (towards Chilton Foliat)**
 - e. North Standen Road**
 - f. Park Street**
 - g. Salisbury Road**
 - h. Priory Road**
 - i. Kennet and Avon Canal**

- 5.12 One other gateway into the town is provided from the railway station. This is a slightly different issue to other gateways, in that it is situated within the built-up area of the town as trains pull into and out of Hungerford station. Environmental improvements either side of the railway line by the railway operator and Network Rail would greatly enhance the visual appearance of this gateway.

Heritage

Objective N: Conserve and enhance the character and historic environment of the town and parish.

- 5.13 The parish of Hungerford has a significant history, much of which is still evident today. This is demonstrated by the list of nationally designated heritage assets contained in Appendix A.
- 5.14 The main Conservation Area in the town was designated in 1974 and covers much of the town centre and there is a smaller one at Eddington. West Berkshire has started a project to re-appraise the Conservation Areas in the district. Most of the work is being done by local people with assistance from West Berkshire District Council and Hungerford has a group of people that are interested in doing this job. Preparations are now being made to collate the existing background information and create the base document, in advance of doing the 'footwork' necessary to review the two Conservation Areas in Hungerford Parish. Once this work has been completed and the appraisal formally adopted it will outline the items of special interest particular to that Conservation Area and proposals for its preservation and enhancement. It will then act as a framework that guides future development in the Conservation Area.
- 5.15 In addition, Hungerford parish has 139 listed buildings, all grade II listed and three of these have grade II* status. The vast majority of the listed buildings are located along the High Street. It also has one scheduled monument, the bowl barrow on Barrow Hill in Hungerford Newtown. These listed buildings and monuments already have a protected status through Local Plan policy.
- 5.16 A particular issue in Hungerford is the quality of refurbishment of listed buildings and the Conservation Area. It is important that the energy efficiency of buildings is maximised, but this has often been used as justification for replacement features, particularly windows, that are not considered in keeping with the heritage of the building in question. It is now possible to source energy efficient wooden window frames and other replacement features in similar materials that are sympathetic to heritage concerns. These should be used unless there is clear justification why not.
- 5.17 There are a number of buildings in Hungerford which, whilst not worthy of national listing, do have local heritage merit. These 'non-designated heritage assets' can be identified and, where appropriate, added to the West Berkshire Local List of Heritage Assets.



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POLICY HUNG4: RETROFITTING HISTORIC BUILDINGS FOR ENERGY EFFICIENCY

- A. The sensitive retrofitting of energy efficiency measures in historic buildings will be encouraged, including the retrofitting of listed buildings and buildings in conservation areas, provided that it safeguards the historic characteristics of these heritage assets. A whole building approach is encouraged.**
- B. Where this is to be achieved through measures to reduce heat loss, this could include secondary, double or triple glazing in conservation areas and secondary and slimline double glazing in listed buildings. Such measures should seek to use timber framed windows, with alternative materials only permitted where it is demonstrated that this would not result in harm to the significance of listed buildings or character and appearance of conservation areas.**
- C. The sensitive retrofitting of solar panels in the Conservation Area is encouraged, provided they are of a design that integrates well with the existing architecture and does not compromise the visual integrity of the Conservation Area.**

5.18 Other heritage objectives O, P and Q are covered elsewhere in the plan: O & P earlier in Section 5 and Q in Section 6. These objectives specifically look to address improvements to the public realm of Hungerford town and also the heritage landscape character of the approaches to the town.



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ACTION C: IDENTIFY NON-DESIGNATED HERITAGE ASSETS

Undertake a review of non-designated heritage assets (buildings of heritage merit which are not nationally listed) and seek their addition to the West Berkshire Local List of Heritage Assets.

6 ECONOMY

Hungerford Town Centre

Objective D: Encourage businesses and support initiatives, including those which promote a vibrant high street and increase the range of shops, services and eating places in the town for the benefit of residents, tourists and visitors of all ages. Recognise that Hungerford acts as a service centre providing facilities to neighbouring villages.

Objective Q: Enhance the environment of Hungerford High Street and Bridge Street between the Bridge Street/A4 roundabout and the Atherton Road/High Street roundabout.

- 6.1 Hungerford town centre (see Figure 6.1) has been at the heart of Hungerford's role as a market town for many centuries. It has always thrived and continues to do so despite the changing ways that modern communities use their town centres. It will be important that Hungerford continues to adapt to the needs of the community. Hungerford is also a tourist venue which brings significant spending into the town. It is vital that this continues to be nurtured so that local shops, restaurants and facilities which rely on this trade can prosper.
- 6.2 A town centre strategy for Hungerford has been prepared by West Berkshire District Council⁶ in partnership with Hungerford's stakeholders and local residents. The purpose of the study is to develop a set of ideas that will enable Hungerford Town Centre to adapt and respond to the continuing changes in what is demanded of a town centre. This has been informed by the objectives of the Neighbourhood Plan.
- 6.3 The key issues that the Town Centre Strategy proposes projects to address align closely with a number of the Neighbourhood Plan's objectives:
- Encouraging tourism by promoting Hungerford's heritage.
 - Encouraging visitors to stay longer and explore more of the town centre.
 - Promoting the use of the canal and green spaces for recreation and leisure.
 - Integrating community facilities within the town centre.
 - Reducing the impact of traffic on the High Street.
 - Increasing opportunities for independent cafes, restaurants, retail and other start-up businesses.
 - Improving space for indoor and outdoor markets and events.
 - Improving walking routes to the High Street from car parks and the railway station.
 - Enhancing arrival to the town centre.
- 6.4 The Neighbourhood Plan does not seek to endorse specific projects in the Town Centre Strategy. However, there is a common desire to address the issues that were identified

⁶ New Masterplanning, Urban Movement and Hemingway Design (2023) *Hungerford Town Centre Strategy: Final Draft*, for West Berkshire District Council

through the survey work that was used to inform the Strategy. The Neighbourhood Plan seeks to provide an appropriate policy framework to realise this.

- 6.5 Convenient and adequate car parking is important to the success of the town centre. On Wednesdays when it is market day there is an under supply, which is a classic market town problem with the street market taking up parking at the very time when there is most demand. Queuing traffic from the Tesco car park regularly extends onto the High Street which blocks the main road. Additional short stay off street parking would be welcomed.



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- 6.6 In order to protect the retail uses in Hungerford, it is important that the main retail area – signified by the Primary Shopping Areas – is retained for mainly retail uses. The existing uses provide a good balance of shops and services which underpin the heart of the town centre. If these ground floor units are lost to other uses then it will harm the vitality of the town as a whole.

- 6.7 As part of the development of the Plan, the Primary Shopping Areas have been reviewed. On the eastern side of the High Street, the Primary Shopping Areas has been extended to incorporate a number of shops and services that are integral to the success of the town centre. More detail of this extension is provided in Appendix B. Figure 6.1 shows the full extent of the extended Primary Shopping Area.

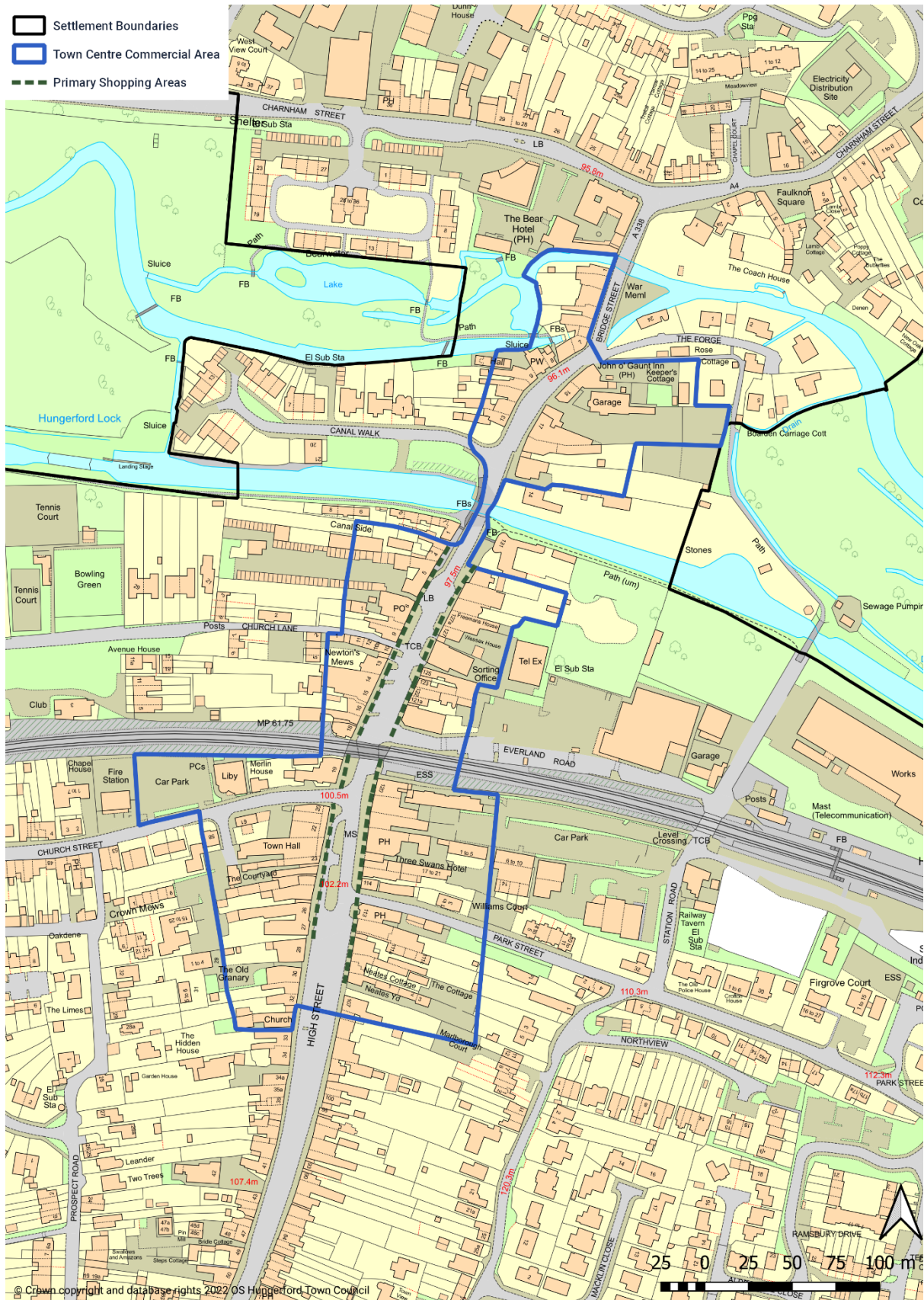


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Figure 6.1: Hungerford Town Centre



POLICY HUNG5: RETAINING AND ENHANCING THE VITALITY AND VIABILITY OF HUNGERFORD TOWN CENTRE

- A. To secure the ongoing vitality and viability of Hungerford Town Centre Commercial Area, proposals which protect, enhance and promote a diverse range of main town centre uses – including retail, leisure, commercial, office, tourism, cultural and community – will be encouraged.

Primary Shopping Areas

- B. To maintain the vitality and viability of the Hungerford Town Centre Commercial Area, the predominant uses in the primary shopping areas, as shown on the Policies Map, are expected to be retail (Use Class E(a)). Proposals for non-Class E uses will only be permitted where they do not result in a disproportionate concentration of non-Class E units that would be harmful to the vitality and viability of Hungerford Town Centre.

Temporary uses

Not all temporary uses require planning permission. Where planning permission is required:

- C. The use of premises for main town centre uses on a temporary basis will be encouraged in the Hungerford Town Centre. Such uses include 'pop up' shops and cultural, creative and leisure uses introduced on a temporary basis or for specific events.
- D. Such uses must demonstrate that they will not have a significant adverse impact on the amenity of neighbouring uses (noise, odour, waste, servicing, highways and parking).

Public realm

- E. Proposals which enhance the quality and accessibility (specifically for pedestrians and disabled users) of the public realm in Hungerford Town Centre will be supported.

ACTION D: HUNGERFORD TOWN CENTRE

- i. Work with West Berkshire District Council, local businesses and business groups to deliver the main initiatives which promote a vibrant high street.**
- ii. Enhance Hungerford High Street and Bridge Street between Charnham Street and Atherton Road by slowing traffic and improving the pedestrian and cycling environment.**
- iii. Support the introduction of additional off street short stay car parking within easy reach of the town centre.**

Employment

Objective E: Promote an increase in the number and quality of employment opportunities within and around the town.

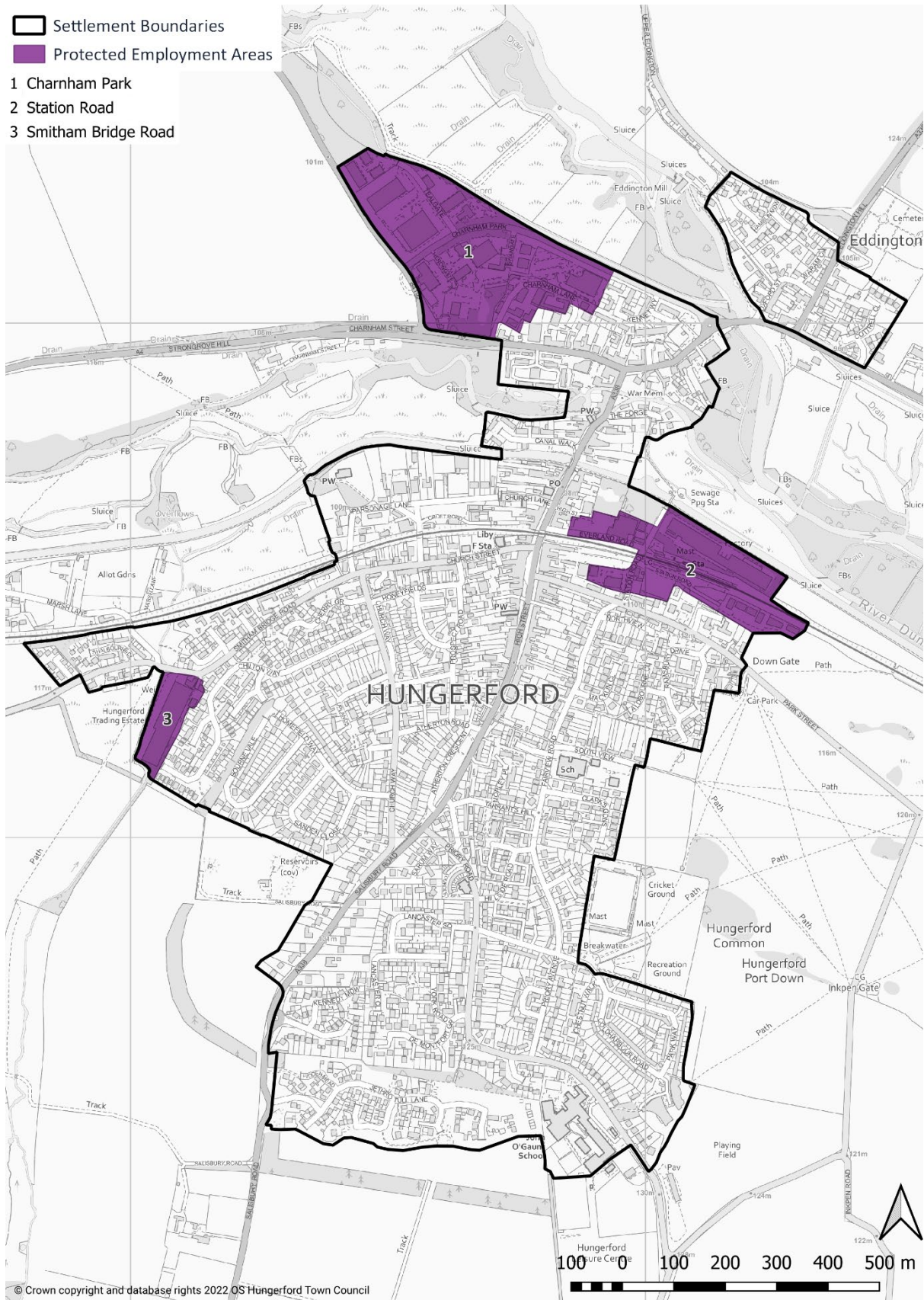
- 6.8 Hungerford has three Protected Employment Areas, at Charnham Park, Station Road and Smitham Bridge Road (see Figure 6.2). These are the main centres for traditional office and light industrial employment in the town. West Berkshire Local Plan policy protects these areas from loss of employment use. For Hungerford to thrive it is important that these centres are successful but that other opportunities to provide a wide range of employment within the town and, where appropriate, the wider parish are also taken.



- 6.9 The Station Road employment area has some significant access difficulties for goods vehicles. The junctions of Park Street with the High Street and Station Road are particularly constrained and sub-standard. Those sites north of the railway also require crossing the railway line at the level crossing. Relocation of the employment uses which generate heavy goods vehicle movements to and from this area would be welcomed.

Figure 6.2: Protected Employment Areas

-  Settlement Boundaries
-  Protected Employment Areas
- 1 Charnham Park
- 2 Station Road
- 3 Smitham Bridge Road



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- 6.10 There is a need to provide space, ideally on flexible terms, for micro-businesses to help establish new businesses in the town. The Barrs Yard area was set up as a mixed use enterprise centre with small units with some retail. Since this time it has become almost entirely retail. Several employment sites have been set up outside of Hungerford town in farm or equestrian buildings such as at Leverton to the north of the town. Figure 6.3 shows six locations known about, although it is acknowledged that there are likely to be several others; evidence from archaeology officers at West Berkshire District Council is that there are over 20 historic farmsteads in the parish. Some of these which provide employment have developed informally and offer starter unit type facilities. However, key concerns with these sites are goods vehicle access along narrow lanes and car dependence for access to employment and visitors. There are business and access advantages in having a concentrated location within the town which could form an enterprise hub or centre.
- 6.11 Tourism is important for the town as referred in Section 2 (para 2.23) and there is considerable potential to develop this further. The High Street, the burgage plots, Bridge Street and Charnham Street still retain much of the historic integrity. It is surrounded by beautiful and unspoilt countryside in the National Landscape. There is the canal and excellent road and rail links which suggests that the town should be a greater draw for visitors.

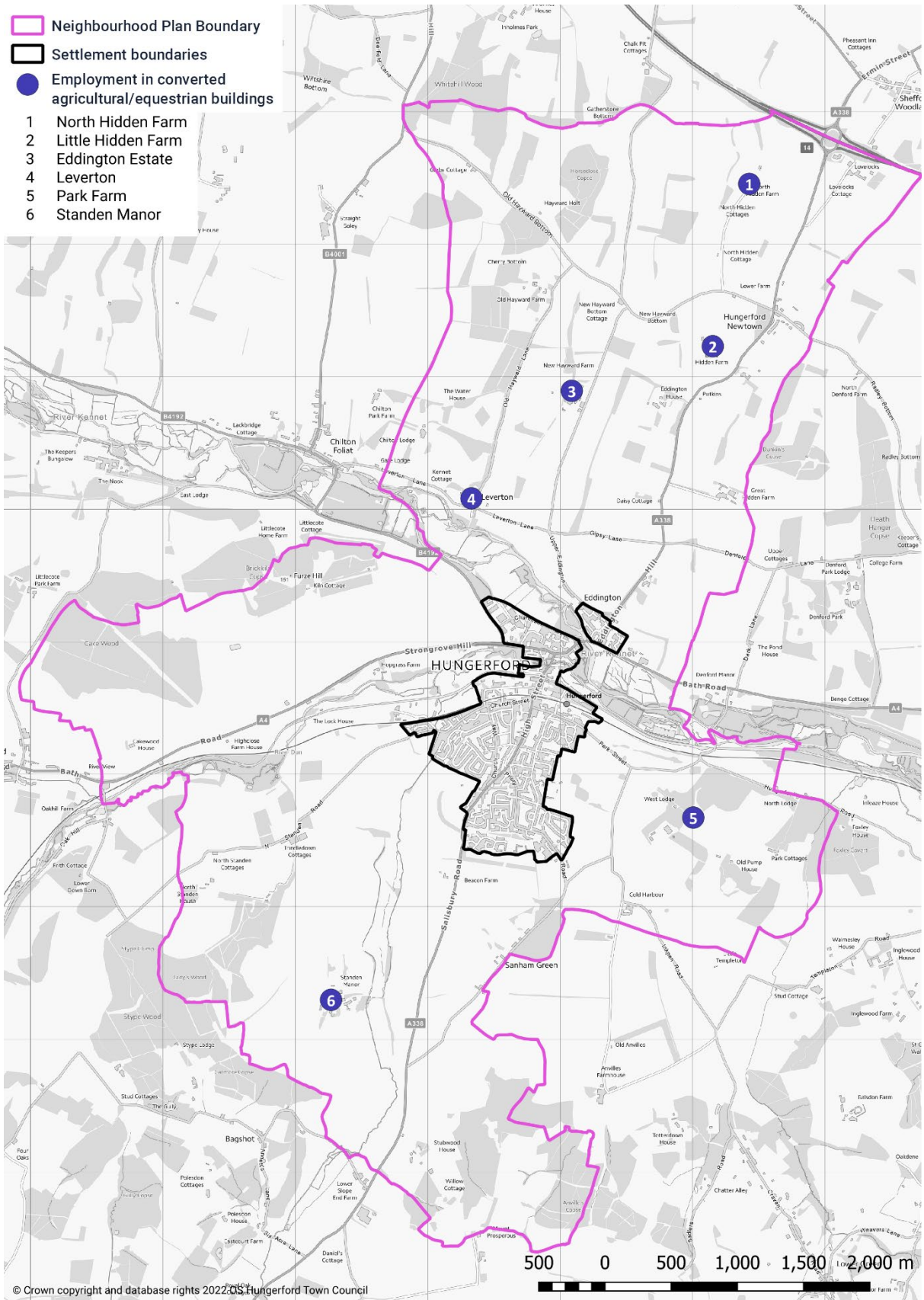
ACTION E: EMPLOYMENT IN HUNGERFORD

- i. Work with local businesses, business groups and West Berkshire District Council Economic Development Team to promote an increase in the number and quality of employment opportunities within the town.**
- ii. Encourage the relocation of occupiers of the Station Road employment area sites which generate heavy goods vehicle movements via Park Street to more appropriate locations.**
- iii. Investigate the establishment of an additional enterprise centre for the town.**
- iv. Ensure employment uses at farm or equestrian buildings address the impacts of traffic and especially heavy goods vehicles.**

ACTION F: TOURISM IN HUNGERFORD

- i. Promote Hungerford as an historic market town for visitors.**
- ii. Consider a review of the allocation of road space to provide drop-off and parking facilities for coaches in order to align with the requirements of the Town Square project.**
- iii. Work with local organisations to promote Hungerford as a tourist destination such as the North Wessex Downs National Landscape, Visit Newbury and the Great West Way.**
- iv. Continue to emphasise Hungerford's role in the antiques trade, historical surroundings, the canal and the 'Great West Way' initiative.**

Figure 6.3: Employment in Converted Agricultural /Equestrian Buildings



7 GETTING ABOUT

Objective F: Minimise the effects of traffic in the town centre and especially the High Street for the benefit of pedestrians and all road users.

Objective G: Increase walking and cycling in the parish.

Objective H: Encourage public transport usage in the parish.

7.1 In terms of trying to positively influence future patterns of movement into and around Hungerford town, the Neighbourhood Plan seeks to focus on making improvements for pedestrians and cyclists in order to encourage more walking and cycling. Linking the new housing allocations, as well as the existing parts of the town, into a network of safe walking and cycling routes is vital to encourage more walking/cycling and less use of the car. Such improvements have a range of benefits including:

- Providing genuine alternatives to the private car as a means of accessing key shops and services, the schools and other community facilities.
- Providing health benefits through increased walking.
- Reducing congestion at busy times by encouraging children to walk to and from school and people to walk to the shops rather than jumping in the car for a short journey.
- Providing a safer environment for the community of Hungerford, including vulnerable users.

7.2 To help address this, the Neighbourhood Plan seeks to improve access to safe and high-quality walking and cycling routes. A series of Key Walk/Cycle routes has been identified where improvements will have the greatest potential to increase levels of walking and cycling and at the same time reduce pollution and improve road safety for pedestrians and cyclists. Figure 7.1 shows the seven pedestrian routes with potential for improvement (the Key Walk Routes) and how they link up the important, regular destinations (the 'main trip attractors') where residents make regular local journeys. It also shows how many parts of the town are within 300m of these main trip attractors.

7.3 Cycle routes with potential for improvement are indicated on Figure 7.2. Most are on road as segregation is rarely possible in the historic street layout. Note also the National Cycle Route No. 4 that routes through the parish in an east to west direction and through the town centre. This is also identified as a key route on Figure 7.2. The NCR route 4 is planned to divert to the canal towpath following improvements, as part of a joint project by Sustrans, the Canal and River Trust and West Berks Council.

The improvement of these routes for pedestrians and cyclists will be particularly important as development comes forward. This includes ensuring that where possible footways have street lighting and are wide enough to accommodate all users, including disabled users, and that crossings are provided as necessary. Where appropriate traffic calming and improvements to enhance pedestrian and cyclist priority will also be supported.

Figure 7.1: Key Walk Routes

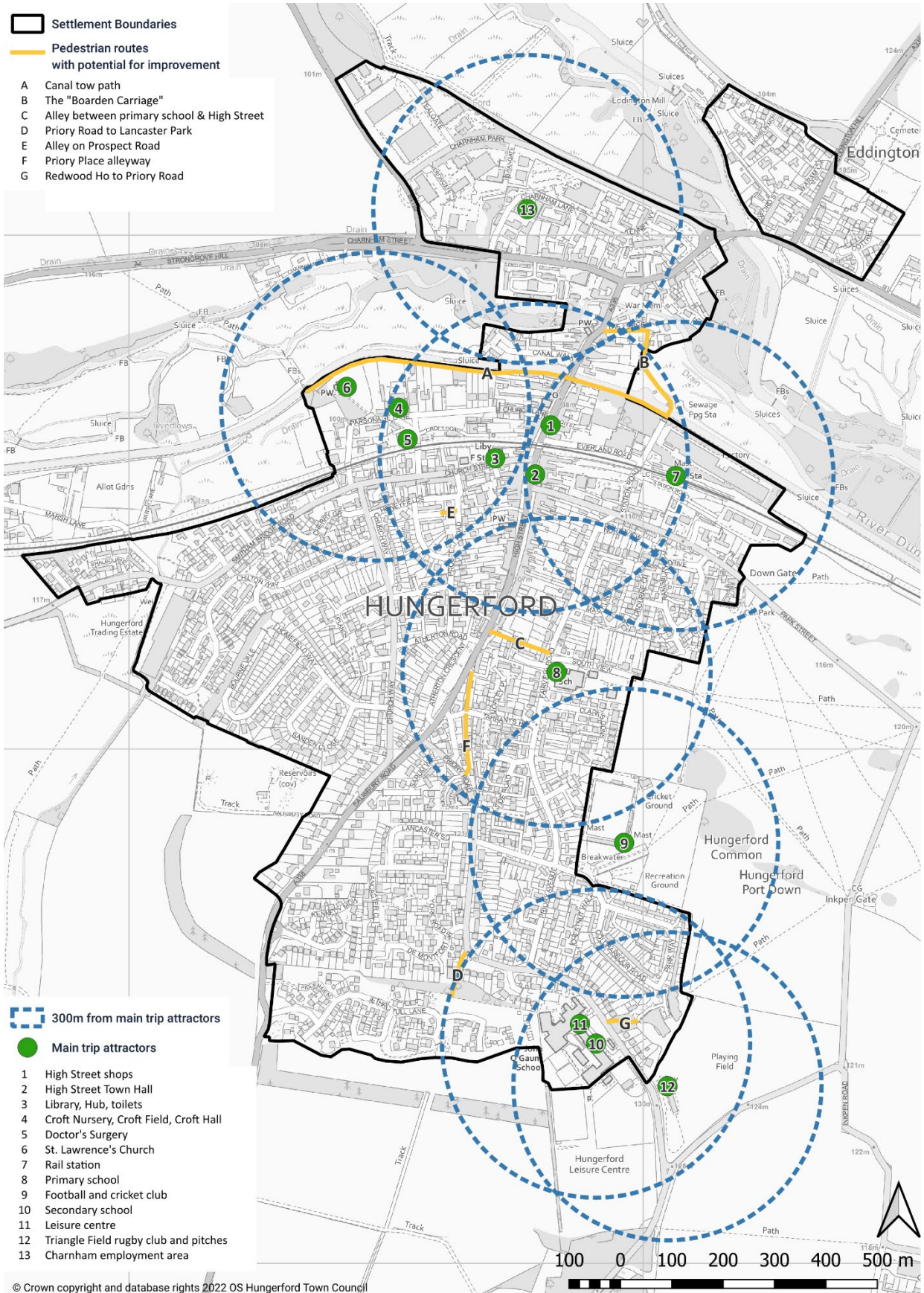
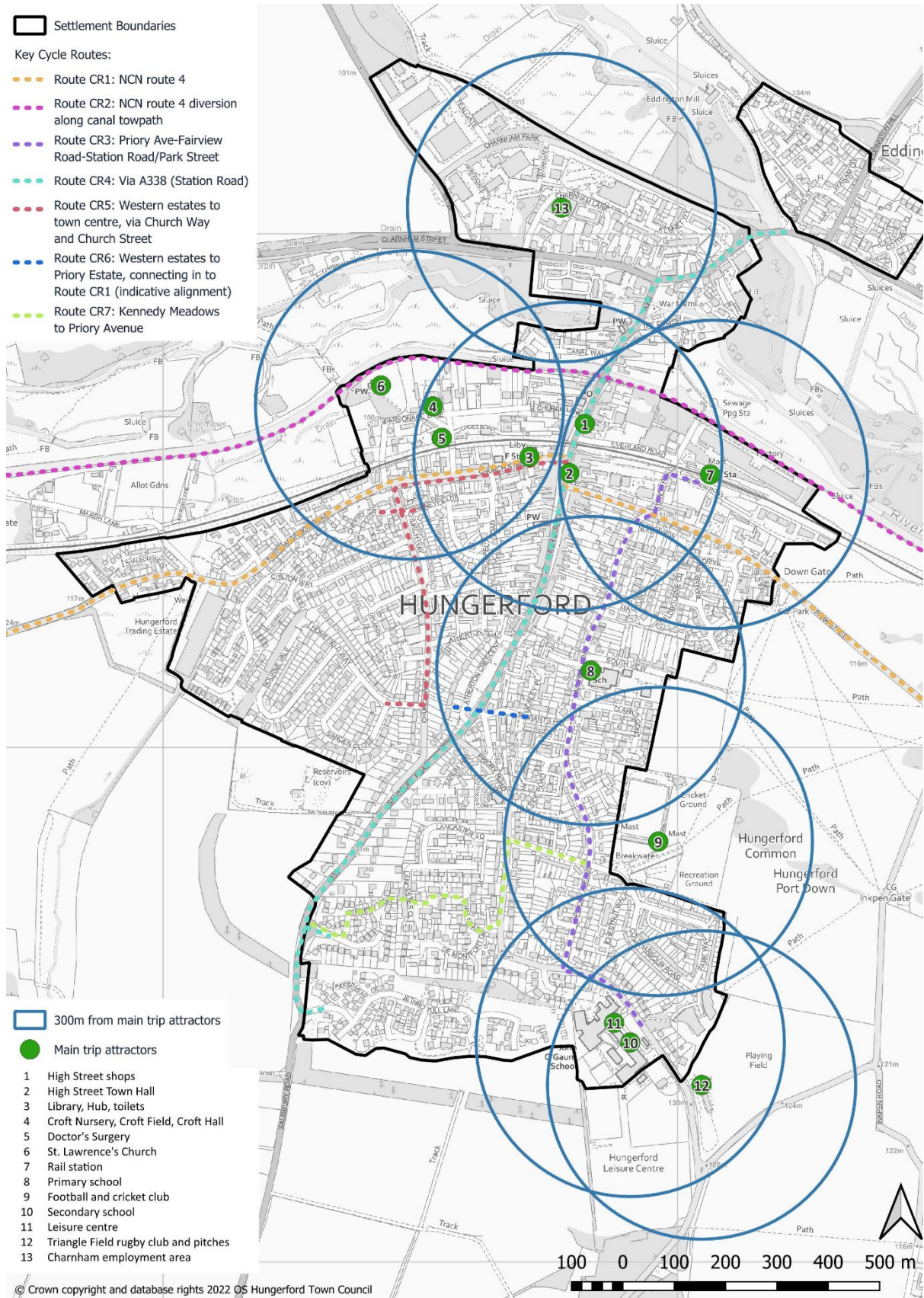


Figure 7.2: Key Cycle Routes



POLICY HUNG6: KEY WALK/CYCLE ROUTES

- A. Development proposals which would improve cycling and walking in the Neighbourhood Plan area will be supported. In particular, provision of segregated cycle and pedestrian routes will be strongly supported. Such routes should also ensure that access by disabled users, the blind and deaf and users of mobility scooters is secured.**
- B. To ensure that residents can access public transport facilities, schools, leisure and other important facilities serving Hungerford, where practicable development proposals should ensure safe and continuous pedestrian routes that connect to the Key Walk/Cycle Routes shown on the Policies Map and Figures 7.1 and 7.2.**
- C. Proposals to enhance the identified Key Walk/Cycle Routes such as those to the canal towpath will be supported.**
- D. Development proposals should not have an unacceptable impact on the safety and accessibility of Key Walk/Cycle Routes. Development proposals should provide a strategy to mitigate the impact of additional traffic movements on the safety and flow of pedestrian and cycle access on the identified Key Walk/Cycle Routes. Developer contributions will be required to mitigate against any detrimental impact that additional usage may have on existing routes.**
- E. Development proposals within or close to Hungerford Town Centre Commercial Area that are designed to reduce dependence on car use are strongly encouraged.**

7.4 Hungerford benefits from having a rail station with a direct service to London Paddington and routes to the southwest. However, in recent years the direct service has been significantly cut back and facilities at Hungerford Station need improvement. The number of car parking spaces at the station has reduced recently with the Oakes site no longer being available so there is a significant shortfall which is impacting on other car parks in the town. The poor state of the rail station and the reduced service is despite it being an important transport hub for a wide hinterland, being one of only a few stations in the North Wessex Downs National Landscape. As the station sign says, Hungerford is at the 'Heart of the Area of Outstanding Beauty'⁷.

7.5 HGVs cause problems associated with their size on country lanes and the historic town layout. This is especially the case along Park Street and its junctions as referred to in the Employment Chapter – a particularly common example is where such vehicles turn from the High Street into Park Street and hit buildings on the corner. On a number of narrow and bendy country lanes 'rat-running' is taking place with excess speed and HGVs are causing hazardous situations and verge damage when they meet on-coming traffic. An example is the use by oversized vehicles of Lower Denford, with regular reports of damage to its bridges.

⁷ Area of Outstanding Natural Beauty was the former title for what are now referred to as 'National Landscapes'.

- 7.6 As vehicles transition from petrol and diesel to electric (EVs) there will be a reduction in traffic noise and local air quality benefits. However, battery charging infrastructure is required to enable residents and visitors to charge their vehicles.

ACTION G: TRAFFIC IMPACTS IN HUNGERFORD

- i. Work with West Berkshire District Council Highways Team to explore possible schemes to minimise the effects of traffic in the town centre and especially the High Street for the benefit of pedestrians and all road users.**
- ii. Work with the local train operator to improve the rail services and facilities at Hungerford Station by:**
 - a. Improving rail station facilities to include a warm waiting room with toilets.**
 - b. Providing addition rail station long stay car parking.**
 - c. Bringing back 60-minute frequency off-peak direct services between Hungerford and London Paddington.**
 - d. Enhancing rail services to the West Country and support the Kennet & Avon Rail Partnership which aims to provide regular services between Westbury and Reading.**
- iii. Discourage the use of Park Street by heavy goods vehicles.**
- iv. Discourage goods vehicle and rat-running traffic from unsuitable country lanes. Also endeavour to slow this traffic to improve highway safety. These lanes include:**
 - a. Roads through the Common (Park Street, Inkpen Road & Hungerford Road).**
 - b. Old Hayward Bottom between the A338 and B4001.**
 - c. Upper Eddington between the A338 and Leverton Lane.**
 - d. Leverton Lane and Gipsy Lane between the A338 and B4192.**
 - e. Inkpen Road through Sanham Green and Hornhills between the Triangle Field and the A338.**
- v. Support the introduction of electric vehicle charging infrastructure.**



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8 LEISURE, WELLBEING, PUBLIC SAFETY AND LEARNING

Play facilities

Objective I: Protect and maintain existing public playgrounds and open spaces to a high standard and look at ways of increasing the range of facilities provided as the town grows.

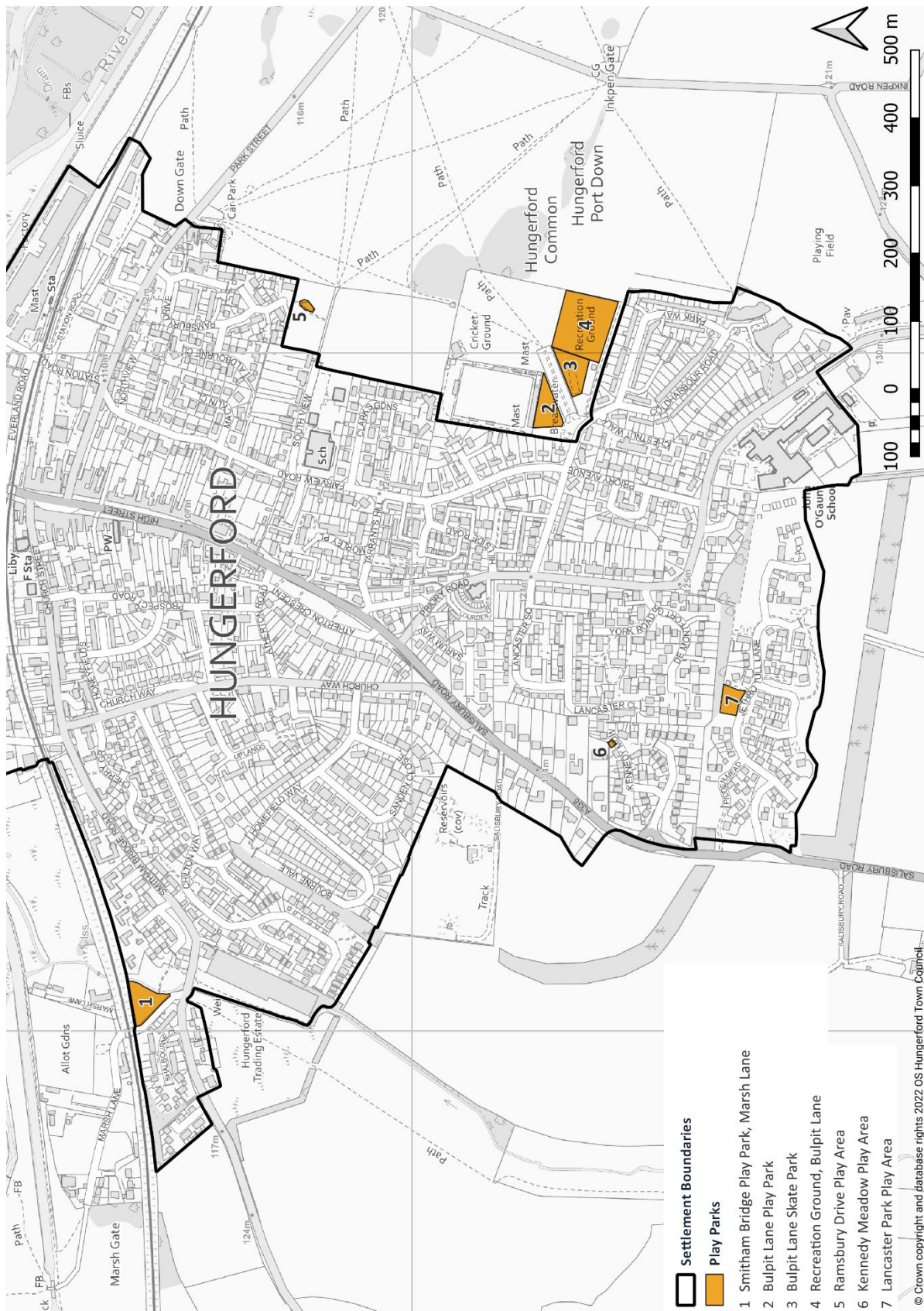
Objective J: Support the development of sports, arts, youth clubs, social and leisure facilities, including the widest possible range of activities for young people.

8.1 Play facilities in the town are provided at the following locations as shown on Figure 8.1:

- Bulpit Play Area
- Bulpit skate park
- Smitham Bridge Play Area
- Ramsbury Drive Play Area
- Kennedy Meadows Play Area
- Lancaster Park Play Area



Figure 8.1: Existing play facilities



- 8.2 Most of the above are in good condition and an annual survey is carried out and appropriate maintenance undertaken. The Bulpit play area is the largest and oldest and most years replacement of at least one feature takes place. Maintenance funding would be welcomed to enhance and improve some of the facilities. The skate park refurbishment undertaken in 2023 was part funded by developer contributions. Similarly, contributions will be sought from the site allocations to ensure that the existing play facilities are of a modern standard and provide sufficient play space for the growing population of the town.

POLICY HUNG7: PLAY AND YOUTH FACILITIES

Development proposals that involve the provision of play and youth facilities to serve the community of Hungerford are strongly encouraged.

ACTION H: MAINTAIN HIGH QUALITY PLAY FACILITIES

- i. Maintain existing public play areas and open spaces used for informal play to a high standard.**
- ii. Where appropriate, provide accessible equipment/facilities for older residents on play areas.**

Leisure and sports facilities

Objective J: Support the development of sports, arts, youth clubs, social and leisure facilities, including the widest possible range of activities for young people.

- 8.3 The Town is well provided for with sports and leisure activities. The main facilities are as follows as shown on Figure 8.2:

- Hungerford Leisure Centre, which includes a 25m swimming pool, gym and a sports hall.
- Hungerford Town Football Club, This has a small stadium and is currently in the 7th tier of English football.
- The Cricket Club with pavilion.
- The Triangle Field with club house. This has two rugby pitches and is the home of the rugby club. There are two other pitches mainly used for football.



- The football 3G pitch. A pitch was installed in 2023 in the John O' Gaunt school grounds. This is a full sized pitch largely funded by the Football Association.
- Herongate with a swimming pool, squash courts, a gym and other indoor facilities.
- Hungerford Tennis and Bowls Club.
- Canal corridor which facilitates boating, water sports, walking, cycling and other activities.
- Library and hub facilities, which is now run as a charity and includes the Town Council Office.
- The Town Hall, a key building in the town on the High Street with three rooms available.
- The Croft Hall, an arts and craft building with a hall where events regularly take place.
- The Croft Field, which includes a building that was refurbished in 2023 and a field popular for fetes. There is also a scouts hut on the Field.



- 8.4 There is potential to expand facilities, especially to accommodate the needs of the youth sections of sports clubs. The Football Club require new changing room facilities for the club juniors. Also, the Youth Council are keen to have more flexible covered areas and specifically have requested a table tennis hall.



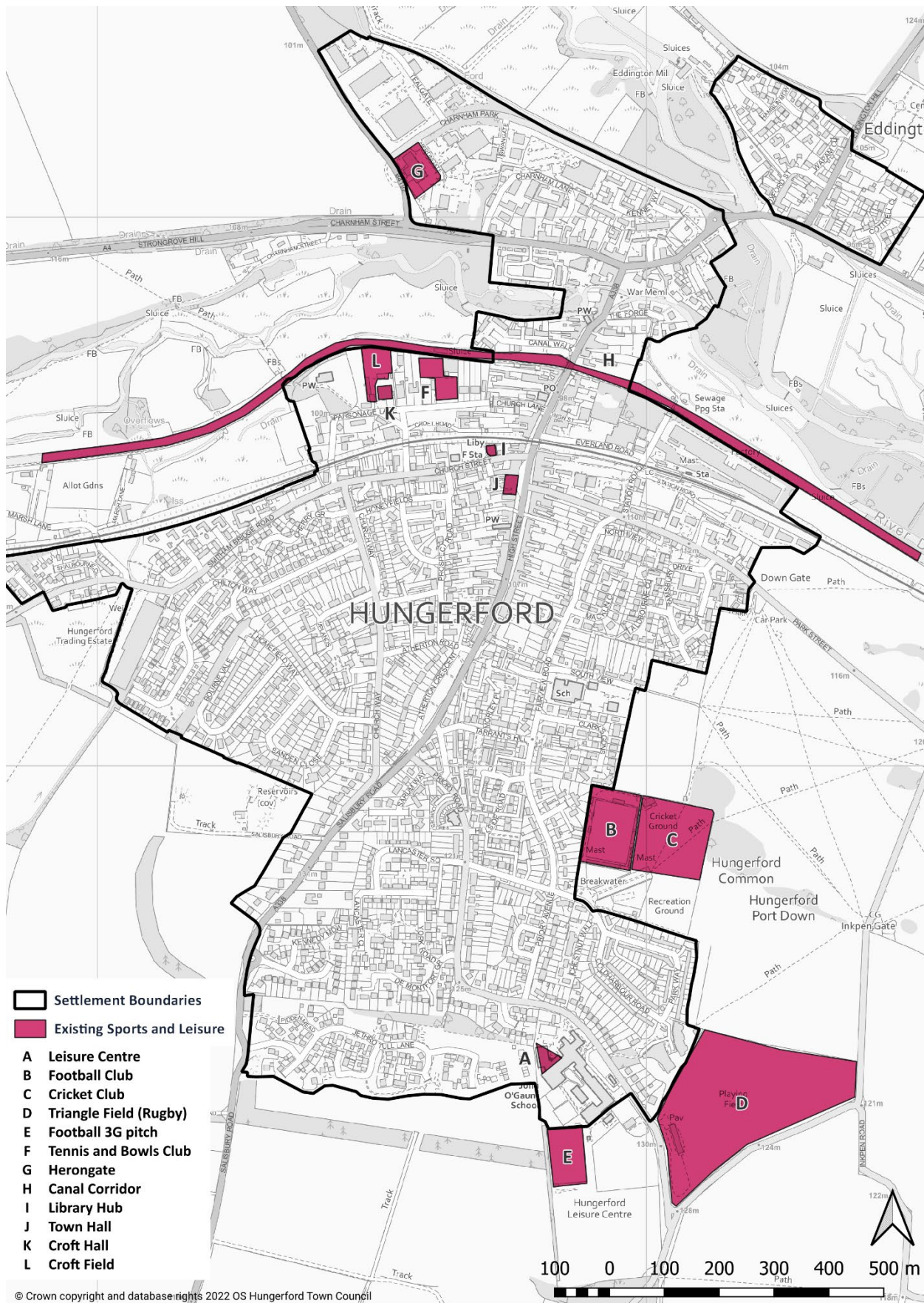
ACTION I: EXPANDING HUNGERFORD'S FACILITIES

Explore ways of increasing the range of facilities provided as the town grows.

ACTION J: SUPPORTING YOUTH SPORT

Support youth clubs and the junior sections of local sports clubs. To include support for a junior football changing facilities and a table tennis hall.

Figure 8.2: Existing sports and leisure facilities



Local green spaces

Objective 1: Protect and maintain existing public playgrounds and open spaces to a high standard and look at ways of increasing the range of facilities provided as the town grows.

- 8.5 Green spaces are important to Hungerford and the town benefits from several of these within easy reach of residents. Notably there is the Common Port Down to the east and Freeman's Marsh to the west, both owned and managed by the Town and Manor charity. By virtue of the charity's duty to protect and preserve these assets, they are already protected from development along with the Memorial Avenue and the Croft.



*M-P

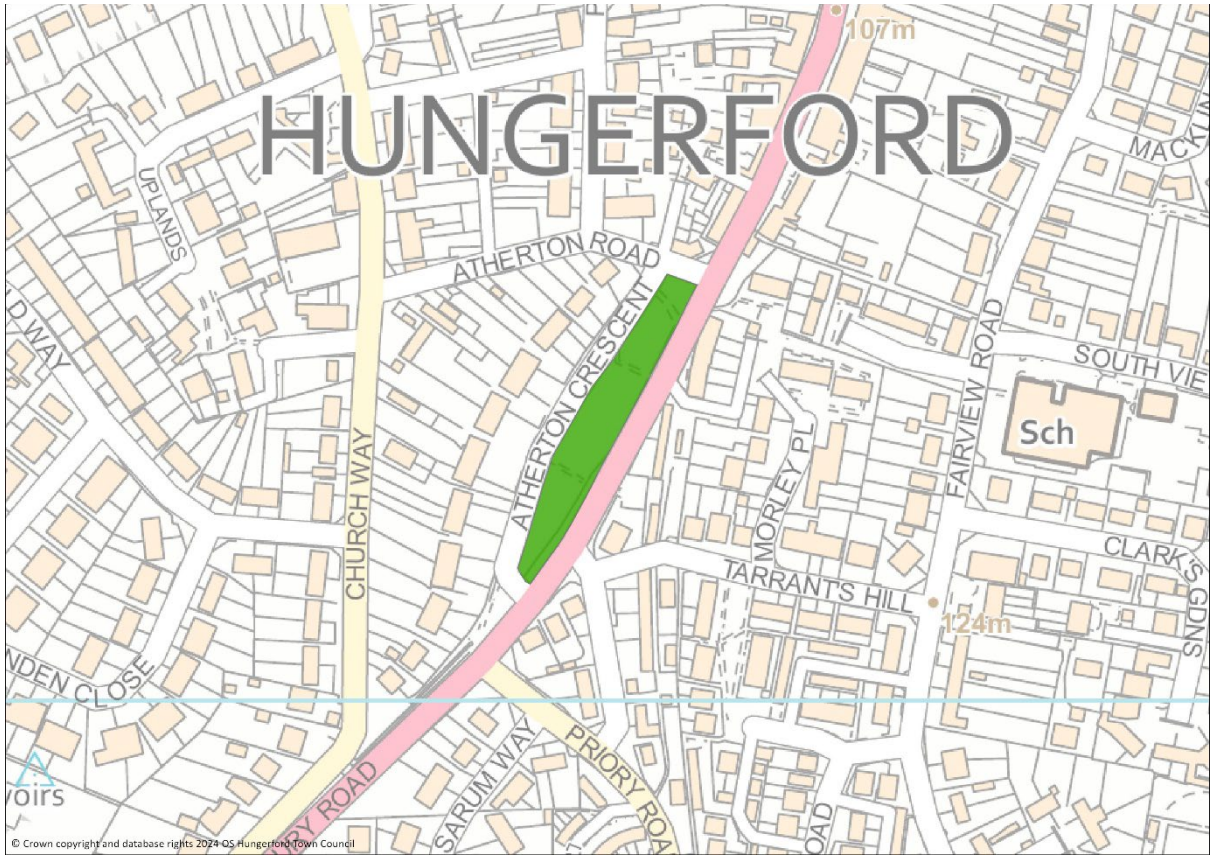
- 8.6 Under the National Planning Policy Framework (NPPF), Neighbourhood Plans have the opportunity to designate Local Green Spaces which are of particular importance to them. This will afford protection from development other than in very special circumstances. Paragraph 106 of the NPPF says that the Local Green Space designation should only be used where the green space is:

- in reasonably close proximity to the community it serves;
- demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and
- local in character and is not an extensive tract of land.

- 8.7 The following four areas are considered to fulfil all of the criteria of the NPPF:

- Atherton Crescent green space.
- The canal wharf.
- Land adjacent to Smitham Bridge play area.
- Lancaster Park green spaces.

Atherton Crescent



8.8 Atherton Crescent green space is an important frontage to the Crescent on the southern approach to the town centre Conservation area. The Crescent constructed in the early 20th century is set out in a curve that fronts the green space which is essential for the setting of the dwellings. There are a number of significant established trees. In spring the green area is renowned for its carpet of daffodils that are a delight for all those passing through or living in the area. It is enjoyed by residents and others for picnics and dog walking



The canal wharf



8.9 The canal wharf is an area to the north of the canal just west of the town bridge. It has several benches, including the first 'friendship bench' in Hungerford and a gentle south facing slope. It functions as a small park and is well used especially at lunch times by residents, employees and visitors. The Rose of Hungerford, a narrow boat offering trips during the summer season, also sets off and returns from the wharf.



Land adjacent to Smitham Bridge Play Area



8.10 The land adjacent to the Smitham Bridge play area is a plain grassed area that is also next to the Shalbourne Brook chalk stream. It plays an important role in preserving the setting of the Brook and providing a green open space for informal leisure to serve the population in the west of the town.



Lancaster Park green spaces



8.11 Lancaster Park is Hungerford's most recent development and benefits from several green spaces which help to retain its character and setting on the edge of the town within the National Landscape. It contains a popular play park and areas for informal leisure.



POLICY HUNG8: LOCAL GREEN SPACES

A. The following areas shown on the Policies Map are designated as Local Green Spaces:

- a. Atherton Crescent green space
- b. The canal wharf
- c. Land adjacent to Smitham Bridge play area
- d. Lancaster Park green spaces

B. Proposals for built development on these Local Green Spaces will not be permitted unless the proposal is for an ancillary feature, and it can be clearly demonstrated that it is required to support or enhance the role and function of the identified Local Green Space.

Health and wellbeing

Objective K: Support and develop services which assist and encourage people to maintain their own health.

- 8.12 The health and wellbeing of the community in Hungerford is fundamental to its prosperity. This does not only mean access to medical services to address ill health but access to nature and the development of local resilience in matters such as food supply as a way of preventing ill health. Many communities thrive by ensuring that development is embedded into its natural environment with care and in a way that enables its residents to gain the benefits of living in that environment.
- 8.13 Relevant to this is the Environment Act 2021 which requires all development other than at the smallest householder scale to deliver a net biodiversity gain. In other words, it must ensure that there is more biodiversity – at least 10% more – once the development is complete as compared with what is there prior to development. This represents a challenge, particularly for greenfield development, and all avenues to enhance biodiversity need to be considered.
- 8.14 One area where this can be achieved is through the design of green spaces in developments. This means not only the private gardens of houses but the communal green spaces that stitch a development together. Often these spaces are simply laid to grass with limited planting to provide basic landscape buffers. However, the opportunities to reimagine these spaces as places rich in biodiversity and as spaces where people will want to gather and share in their community are substantial. As a minimum, major development that must address flood risk through the use of sustainable drainage systems (SUDS) should be encouraged to design these so they become havens for wildlife and have amenity value, providing a place for residents and others to enjoy and be closer to nature and green infrastructure.



Examples of multi-functional SuDS provision

Credit: Pinterest

Credit: Open House London

8.15 Communal spaces also offer the opportunity for community food growing and planting of biodiversity-rich habitats. Food growing in a more natural way that mimics nature – forest gardening – is distinct from allotments which provide more formal growing areas often away from where people live. Such growing can be done by the community that lives there on their doorstep, with this approach having the added advantage of requiring less upkeep.



Examples of forest gardening

Credit: Regenerative Farmers of America

Credit: Ourwildgarden.com

Public Safety

Objective L: Minimise crime and anti-social behaviour in and around the town and parish.

8.16 Hungerford has a relatively low crime rate statistically. But, there is crime that notably includes burglaries and traffic incidents. Speeding traffic has become a significant issue and the Common now benefits from a 30mph speed limit. The Town Council has recently introduced some Speed Indicator Devices (SIDs), which has helped reduce speeds.

8.17 Development should actively seek to demonstrate, through its design, how it will minimise the opportunities for crime to occur. One commonly used framework for this is the Police's 'Secured by Design' framework⁸.



ACTION K: CRIME AND PUBLIC SAFETY

- i. Work in partnership with the police on crime prevention initiatives, such as CCTV.**
- ii. Retain the emergency services building (tri service building shown in photo, known as the 'tri-station'), encourage its full use by all forces and support improvement and/or expansion of the facility.**
- iii. Reduce traffic speeds by encouraging more enforcement by the police, introducing more Speed Indicator Devices (SIDs) and trialling of 20mph zones.**

⁸ <https://www.securedbydesign.com/guidance/design-guides>

POLICY HUNG9: WELLBEING AND SAFETY THROUGH DESIGN

- A. Development should be designed to maximise the wellbeing of its residents, visitors and users. The landscaping and layout of green infrastructure and spaces should demonstrate that all opportunities have been taken to create a high quality environment that people can actively engage with. This should be supported by an appropriate ongoing programme of maintenance, secured through a Section 106 agreement.
- B. Where development is required to mitigate the risk of flooding through use of Sustainable Drainage Systems (SuDS), these should be designed to be multi-functional and where appropriate, create the opportunity to be enjoyed by residents and/or the community. SuDS should not only be a well-integrated and attractive part of a development but it should be designed where possible for use as public open space.
- C. Development is encouraged to design green spaces that not only create and enhance habitats for wildlife but create the opportunity for food growing, e.g. food forests.
- D. Development proposals must demonstrate, through their design, how they will minimise the opportunities for crime to occur.

Schools

Objective M: Support and enhance the Schools of Hungerford.

8.18 Hungerford is a focal point for children's 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.

8.19 The Croft Nursery School is a successful and popular facility which has had challenges to its funding in recent years. Ensuring that there remains an inflow of young families with children so that pupil demand remain high is important for the future.



8.20 Hungerford Primary School is a larger than average primary school currently catering for the needs of about 360 children across 14 classes across two per year group. There are two separate buildings that make up the school and both were originally built in 1910. The school has extensive grounds, a forest school area, an outdoor gym area and large playing fields that back onto Hungerford Common. Approximately 27% of the children have a special educational need and about 30% are classed as disadvantaged.



8.21 John O'Gaunt Secondary School has a growing number pupils and has classes from years 7 to 11 (ages 11 to 16). It no longer has a sixth form, but operates as part of the Excalibur Academies Trust group of schools which includes St John's at Marlborough (which has a sixth form). Many of the students are from villages and hamlets surrounding Hungerford and the school offers a wide range of facilities including drama, art and sports in addition to core academic subjects.

8.22 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 also may be in part due to a lack of publicity. It is important that clubs and organisations maintain a high profile, making information on their activities and facilities available to the general public.

ACTION L: SCHOOLS

- i. Ensure the Croft Nursery School continues to operate.**
- ii. Support the development of facilities at Hungerford Primary School and John O'Gaunt Secondary School.**
- iii. Encourage the development of a youth council linking up youth with organisations in the town.**

9 CLIMATE CHANGE AND BIODIVERSITY

Sustainable design

Objective R: Reduce carbon emissions with more energy efficient buildings.

- 9.1 The Climate Change Act 2008 committed the UK to an 80% reduction in CO₂ emissions by 2050. In June 2019, an announcement was made by Government to reduce this further to almost 100% by 2050. This will be a major task that will require everyone to be engaged, from households and communities, to businesses and local and national government.
- 9.2 In 2016, the residential sector alone accounted for over 16% of the UK's annual greenhouse gas emissions (source: Department for Business, Energy and Industrial Strategy). The total emissions from all building types will therefore be much greater. Standards for environmentally sustainable homes and developments are established through Building Regulations and West Berkshire Local Plan policies. However, in order for built development to make a meaningful contribution towards achieving net zero by 2050, development needs to go as far as it possibly can. New developments are required to meet Local Plan policy or, if feasible encouraged to exceed Local Plan Policy requirements. Or, at very least, to ensure that new properties are designed so that they are ready to receive the technologies that are crucial to minimising their energy use, e.g. underfloor heating to increase the effectiveness of heat pumps, buildings orientated south to maximise the potential from solar panels if installed.

Flooding and heating

Objective U: Increase resilience to climate change

- 9.3 Flooding associated with more extreme weather events linked to climate change needs to be planned for. The town is in the Kennet valley and benefits from the Marsh to the west which functions as a sponge to absorb much of the water. But with more extreme weather and other areas such as Denford being prone to flooding, risks are increasing. Where possible, hard surfaces with faster run-off should be discouraged and the use of porous surfaces encouraged. For example, when adding a driveway, ensure the surface is porous.
- 9.4 It is the responsibility of a developer to make proper provision for surface water drainage to ground, water courses or surface water sewer. It must not be allowed to drain to the foul sewer, as this is the major contributor to sewer flooding.
- 9.5 More extreme heat during the summer periods is also forecast and ensuring all buildings are well insulated reduces overheating in the summer as well as keeping them warmer during the winter.

ACTION M: MINIMISING FLOOD RISK, DAMAGE AND OVER-HEATING

- i. Encourage the use of porous surfaces where possible to minimise the speed of run-off that contributes to flooding.**

- ii. **Keep the flood risk emergency action plan up to date and ensure its proposals include materials that are readily available such as sand bags, sand and signage.**
- iii. **Encourage the installation of high levels of insulation in existing buildings to reduce over-heating during hotter periods and to keep warmer during the winter.**

POLICY HUNG10: LOW ENERGY AND ENERGY EFFICIENT DESIGN

- A. **Proposals for new development, including the construction of new buildings and the redevelopment and refurbishment of existing building stock, must demonstrate how the design of buildings and site layouts minimise consumption of energy, water, minerals, materials and other natural resources in order to minimise carbon emissions.**
- B. **All developments will demonstrate how they have been designed to incorporate measures to adapt to climate change. The following measures shall be incorporated into development:**
 - a) **Wherever possible, new buildings shall be orientated to maximise the opportunities for natural lighting, heating and ventilation; and reducing exposure to wind and other elements;**
 - b) **Proposals involving both new and existing buildings shall demonstrate how they have been designed to maximise resistance and resilience to climate change, for example by including measures such as solar shading, thermal mass, efficient heating and ventilation, green and brown roofs, and green walls. Durable materials should also be considered in both internal and external areas which are at risk of high volumes of traffic/through-flow from occupants;**
 - c) **As part of a development landscaping scheme, consider where appropriate the use of native trees and other planting, to provide shading for amenity areas, buildings and streets. The landscape design should also consider connecting and supporting habitats to thrive and where possible to be resilient to predicted changed climatic change; and**
 - d) **Considering predicted future climatic change, all development shall incorporate flood risk mitigation and resilience measures including minimise surface runoff to prevent on-site and off-site flooding by designing suitable SuDS-based drainage system. Where appropriate development should also maximise the use of porous surfaces on open areas such as driveways.**
 - e) **Development must be designed to be water efficient and minimise water consumption. Refurbishments and other non-domestic development will be expected to meet BREEAM water-efficiency credits. Residential development must not exceed a maximum water use of 105 litres per head per day (excluding the allowance of up to 5 litres for external water consumption) using the 'Fittings Approach' in Table 2.2 of Part G of Building Regulations.**

Community scale energy generation

Objective T: Support proposals for individual and community scale renewable energy generation provided the benefits outweigh any adverse impacts.

- 9.6 The Neighbourhood Plan is supportive in principle of proposals to provide community-scale energy generation schemes that serve the community of Hungerford. The importance of maximising both energy generation from renewable sources and the ability to withstand outside influences on the market for energy has increased substantially in recent years. The Neighbourhood Plan does not designate any specific sites for a community energy scheme, nor does it express a preference for any particular type of provision (e.g. solar, water, wind, combined heat and power). Policy DM4 in the West Berkshire Emerging Local Plan provides the supportive policy framework for such provision, subject to it being in a suitable location and not causing harm to residential amenity. Hungerford Town Council will work with any interested landowners to explore the potential for such provision.

ACTION N: PROVIDING RENEWABLE ENERGY SOURCES

Work with landowners to explore the delivery of community scale renewable energy generation projects.

Wildlife-friendly design

Objective S: Ensure new development protects and enhances biodiversity.

Objective P: Protect the landscape around Hungerford and support its conservation.

- 9.7 The design of individual buildings and of neighbourhood scale green and open spaces, including private gardens, will help to ensure that existing habitats present in Hungerford can thrive and a range of new habitats can be created. This is in line with the requirement of the Environment Act 2021 for all new development (excluding small householder proposals) to achieve net biodiversity gain of at least 10%.
- 9.8 Planting is an important aspect of development and habitat creation. Not only does a well-considered planting scheme provide high quality landscaping, it is a fundamental aspect of enhancing biodiversity that otherwise would be lost. Planting schemes should ensure that tree species should be carefully selected to be responsive to landscape and historic character and to suit the planting location⁹. Planting should not simply consist of trees but a range of shrubs and grasses too and should seek to include native species.
- 9.9 Other creative ways of providing habitats can be designed easily into developments of any size (see image below).

⁹ See 'Right Tree in the Right Place for a Resilient Future' by Forest Research - <https://www.forestresearch.gov.uk/tools-and-resources/fthr/urban-tree-manual/>



A bin store with green roof and habitat features

Credit: Green Roof Shelters

9.10 Protecting species present in the area is also important. Examples of the simple solutions that well-thought out design can easily incorporate are:

- Integral swift bricks and bat boxes under the eaves of the new houses, or sited in other locations away from windows and doors, can create vital new nesting and roosting sites to support populations of birds and bats. Hungerford has a long tradition of swifts in the town during the summer and support of this population with more swift bricks would be welcomed. Swift bricks are also considered a universal nest brick for small bird species. Swift bricks should be installed in new developments including extensions, in accordance with best-practice guidance such as BS42021 or CIEEM¹⁰ which require at least one swift brick per home on average for each development. Existing nest sites for building-dependent species such as swifts and house martins should be protected, as these endangered red-listed species which are present but declining in the area return annually to traditional nest sites. Mitigation should be provided if these nest sites cannot be protected.
- Boundaries between dwellings can be made hedgehog friendly by including pre-cut holes for hedgehogs to more effectively move across neighbourhoods to forage.
- New planting schemes can support bees and other pollinators by including nectar-rich plants.

¹⁰ <https://cieem.net/resource/the-swift-a-bird-you-need-to-help/>



Bricks that allow birds to nest

Credit: Pinterest



Hedgehog-friendly fencing

Credit: Pinterest

- 9.11 Development is encouraged to be informed by the full list of considerations in Natural England's 'Green Infrastructure Framework 2023'¹¹.

POLICY HUNG11: WILDLIFE-FRIENDLY DEVELOPMENT

- A.** Development proposals that protect existing habitats and species, including hedgerows and mature trees will be supported. In particular, developments required to deliver measurable biodiversity net gain (a minimum of 10%) that propose the removal or reduction of existing habitats will be expected, where possible, to deliver biodiversity net gain on site. Where on-site provision of net gains is not possible, off-site habitat improvements should be made as close to the proposed development as possible.
- B.** The incorporation of design features into new development that encourages local wildlife and biodiversity to thrive will be supported. This includes the use of green roofs, swift bricks and hedgehog-friendly fencing.
- C.** As appropriate to their scale, nature and location, development proposals should be designed to retain trees, shrubs and hedgerows of arboricultural, habitat and amenity value on-site and to conserve and enhance connectivity to the wider green and blue infrastructure networks and green spaces. Where practicable, any new planting should consist of native species of trees, shrubs and grasses and be designed in a way that would allow their use as stepping stones for wildlife. Any new planting should recognise the need for support through an appropriate ongoing programme of maintenance.

ACTION O: WILDLIFE FRIENDLY PROPOSALS

Support organisations to provide wildlife friendly schemes, such as the Town and Manor's planned wetland nature reserve at Undy's Meadow.

¹¹ <https://designatedsites.naturalengland.org.uk/GreenInfrastructure/Home.aspx>

10 SITE ALLOCATIONS

Objective A: Allocate sites to meet the housing requirements in the West Berkshire Local Plan Review to 2041, where possible making best use of previously developed land and minimising encroachment into the countryside.

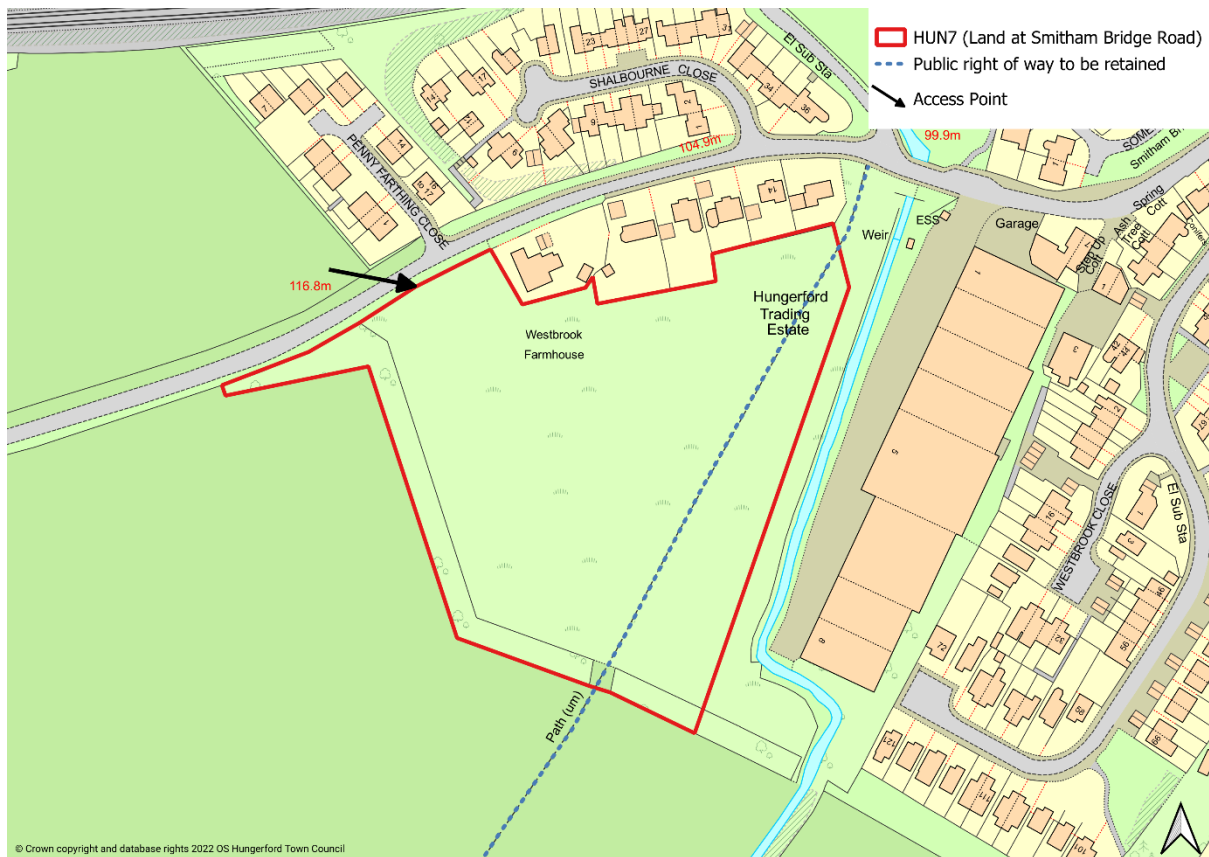
- 10.1 The Proposed Submission West Berkshire Local Plan Review (January 2023) identified a minimum housing requirement figure of 55 dwellings. These dwellings will be delivered through sites allocations within the Hungerford Neighbourhood Area over the plan period. The process to determine which sites are selected for allocation has been by the HNP Steering Group and informed by consultation with the local community. The following sites are allocated for residential development within the Neighbourhood Plan:
- Land at Smitham Bridge Road – for approximately 44 dwellings (Policy HUNG12).
 - Land north of Cottrell Close – for approximately 12 dwellings (Policy HUNG13).
- 10.2 The process of identifying, assessing and selection which sites were allocated in the Plan is explained in the Strategic Environmental Assessment (SEA) which accompanies the Neighbourhood Plan¹².
- 10.3 For each policy, the site allocation is identified on an indicative site map. The dwelling numbers are indicative, and actual numbers will be determined during the planning application process through detailed design work in accordance with the parameters set out in policies HUNG12 and HUNG13 and other relevant policies, having regard to the particular characteristics of the site and its surroundings.

Land at Smitham Bridge Road

- 10.4 The site is 2.11 hectares and is currently pasture land. It slopes down to the south east, therefore screening will be important on the eastern side to minimise the visual impact of the neighbouring commercial uses.

¹² AECOM (2024) *Strategic Environmental Assessment (SEA) for the Hungerford Neighbourhood Plan: Environmental Report*, for Hungerford Town Council

Figure 10.1: Indicative map of land at Smitham Bridge Road



- 10.5 The site is allocated to deliver approximately 44 dwellings and should reflect the required mix in Policy HUNG1 as well as the affordable housing requirements in the West Berkshire Local Plan.
- 10.6 Access to the site will be from North Standen Road, with this having been identified through consultation with the Local Highway Authority. Pedestrian and cycle connections are required. North Standen Road is an identified gateway into the town (see Policy HUNG3), therefore it is expected that the gradual transition from countryside to town is not impacted by the proposed development. The site access will specifically need to be designed to appropriately respect the North Standen Road gateway into the town. This should include a footway connection from the site to the existing footway heading eastwards from Penny Farthing Close. During construction it is important to minimise the impacts of construction traffic along Church Street and Smitham Bridge Road.
- 10.7 There is an existing Public Right of Way (HUNG/46/1) which must be retained along its current route on the eastern side of the site. This provides linkages to Smitham Bridge Road and the countryside to the south of the site. In order to provide safe pedestrian access into Hungerford town centre, this Public Right of Way should be upgraded so that it is capable of year-round use, including after dark by way of suitable lighting. Section 106 contributions should be secured following engagement with the Local Highway Authority to ascertain the most appropriate scheme of amendments.

- 10.8 The site is located within the North Wessex Downs National Landscape (previously known as Area of Outstanding Natural Beauty, or AONB). The primary purpose of National Landscape designation is to 'conserve and enhance the natural beauty of the area', and this is set out within the Countryside and Rights of Way Act 2004. A 2011 Landscape Sensitivity Assessment (LSA) concluded that development on the site would result in little harm to the natural beauty of the National Landscape, subject to specified protection and enhancement measures. The recommendations of the LSA have been incorporated into the policy. Development will also be further informed by a Landscape and Visual Impact Assessment.
- 10.9 The Shalbourne Brook (Main River), a tributary of the River Dun, flows north eastwards very close to the eastern boundary of the site. The Shalbourne Brook is a chalk river, which is a protected habitat listed in S41 of the NERC Act. A very small part of the eastern boundary of the site is at risk of fluvial flooding from the Shalbourne Brook during a 1 in 100 year flood event, with a small increase in the flood extent during a 1 in 1000 year flood event. The remainder of the site is within Flood Zone 1 and therefore is at low fluvial flood risk.
- 10.10 Surface water flood risk at the site follows the route of the Shalbourne Brook, with a flow path draining in a north westerly direction along the eastern-most part of the site during a 1 in 30 year and greater rainfall events.
- 10.11 Development must be avoided within the areas at risk of flooding, and a Flood Risk Assessment must accompany any future planning application. Further information on Flood Risk Assessment is set out within the Council's Level 1 Strategic Flood Risk Assessment, and within the supporting text to policy SP6 of the West Berkshire Local Plan Review.
- 10.12 The presence of a chalk stream adjacent to the site is considered to represent a significant natural asset. Development should ensure that the integrity and water quality of the stream is protected at all times. Proposals and/or contributions towards bank improvements or access for education via the site will be welcomed.
- 10.13 A desk top assessment of the site by the Thames Valley Environment Research Centre, which helped inform the preparation of WBDC's Housing and Economic Land Availability Assessment, identifies that development has a medium risk of adverse nature conservation impacts. Therefore, an appropriate Ecological Impact Assessment (EclA) will need to inform development. The EclA will ensure that any designated sites and/or protected habitats and/or species are not adversely affected.

POLICY HUNG12: LAND AT SMITHAM BRIDGE ROAD

Land at Smitham Bridge Road (approximately 2.11 hectares as identified on the Policies Map and in Figure 10.1) will be developed in accordance with the following parameters:

- a. The provision of approximately 44 dwellings.**
- b. It provides a mix of dwelling sizes in accordance with Policy HUNG1.**
- c. The design of the dwellings respects the character of the surrounding area and protects North Standen Road's role as a gateway into Hungerford (Policy HUNG3).**
- d. Adequate consideration is given to the development guidelines in the North Wessex Downs National Landscape Management Plan.**

- e. The scheme will be developed in accordance with the Landscape Sensitivity Assessment (2011) and will include the protection and enhancement of the following features:
 - i. the hedgerow along North Standen Road; and
 - ii. views from the west through ensuring that no rooftops are visible over the hedgerow.
- f. The development design and layout will be further informed by a full detailed Landscape and Visual Impact Assessment (LVIA).
- g. The existing Public Right of Way HUNG/46/1 that runs through the site should be retained. Subject to agreement with the Local Highway Authority, developer contributions should be sought so that it is capable of everyday use all year-round and has suitable lighting for use after dark. Such lighting must be designed to protect the amenity of neighbouring residents and preserve the special qualities of the North Wessex Downs National Landscape.
- h. Access to the site will be provided from North Standen Road. This should respect the role of North Standen Road as a gateway to the town.
- i. A footway will need to be provided from the development to the existing footway on North Standen Road (east of Penny Farthing Close).
- j. Provision of a Transport Statement.
- k. Provision of a Construction Traffic Management plan to help minimise construction traffic impacts along Church Street and Smitham Bridge Road.
- l. The provision of high quality public open space.
- m. A Flood Risk Assessment (FRA) will be required due to a small part of the eastern boundary of the site falling within Flood Zones 2 and 3, and because of the risk of surface water flooding on the eastern part of the site. Development must be located away from these areas. A Surface Water Drainage Strategy will also be required. The FRA and the Surface Water Drainage Strategy should demonstrate wider betterment through measures which can be put in place to contribute to a reduction in flood risk downstream.
- n. Contributions towards improvement of the Smitham Bridge Play Park.
- o. The scheme must be informed by an Ecological Impact Assessment (EcIA) which must be able to demonstrate that the presence of any protected habitats and species on the site can be adequately mitigated and/or compensated for.
- p. The potential hydrological impacts of development on the Freemans Marsh SSSI are fully assessed and appropriate mitigation provided if required.
- q. A desk-based archaeological assessment is undertaken.

Land north of Cottrell Close

- 10.14 The site is 0.55 hectares and is currently pasture land. It slopes down to the south/south west, therefore development will need to take care not to be overly visible from Hungerford Common.

Figure 10.2: Indicative map of land north of Cottrell Close



- 10.15 The site is allocated to deliver approximately 12 dwellings and should reflect the required mix in Policy HUNG1 as well as the affordable housing requirements in the West Berkshire Local Plan.
- 10.16 Vehicular access will be via Cottrell Close and it is expected that development will ensure safe pedestrian access can be achieved through to Cottrell Close. During construction it is important to minimise the impacts of construction traffic. To maximise accessibility and permeability by sustainable modes, a footway link should also be provided between the site and Eddington Hill via the cemetery. Any footway should remain open to the public through the site.
- 10.17 To the west of the site lies a grade II listed building (the Hermitage) as well as the Eddington Conservation Area. The development design and layout will need to be informed by a Heritage Impact Assessment. Following advice from WBDC's Archaeology Team, an archaeological

desk-based assessment, and potentially further site evaluation is required to determine the archaeological significance of the site.

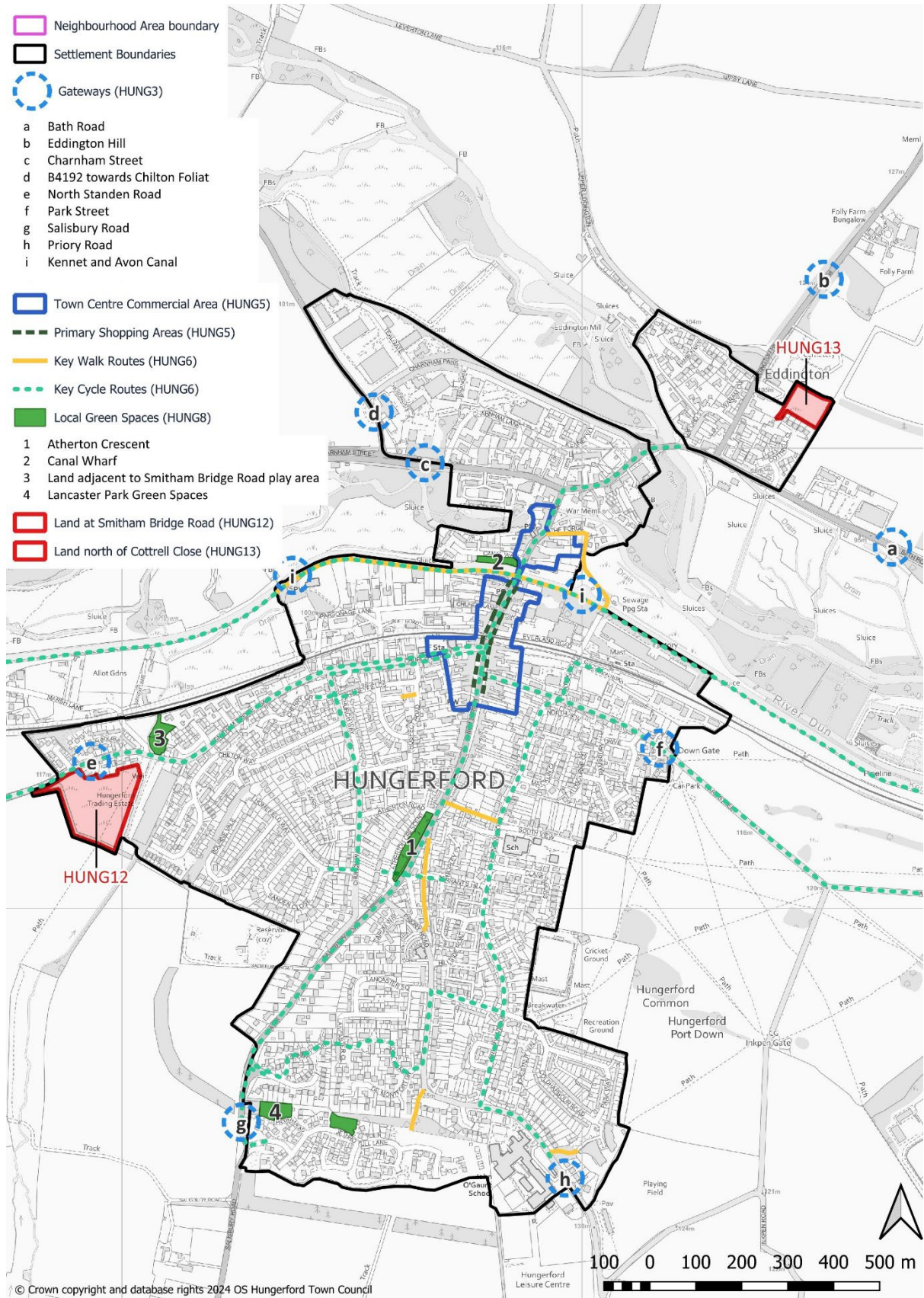
- 10.18 A requirement for an Ecological Impact Assessment has been included to increase emphasis on the requirement of national policy and legislation to mitigate for effects on habitats.

POLICY HUNG13: LAND NORTH OF COTTRELL CLOSE

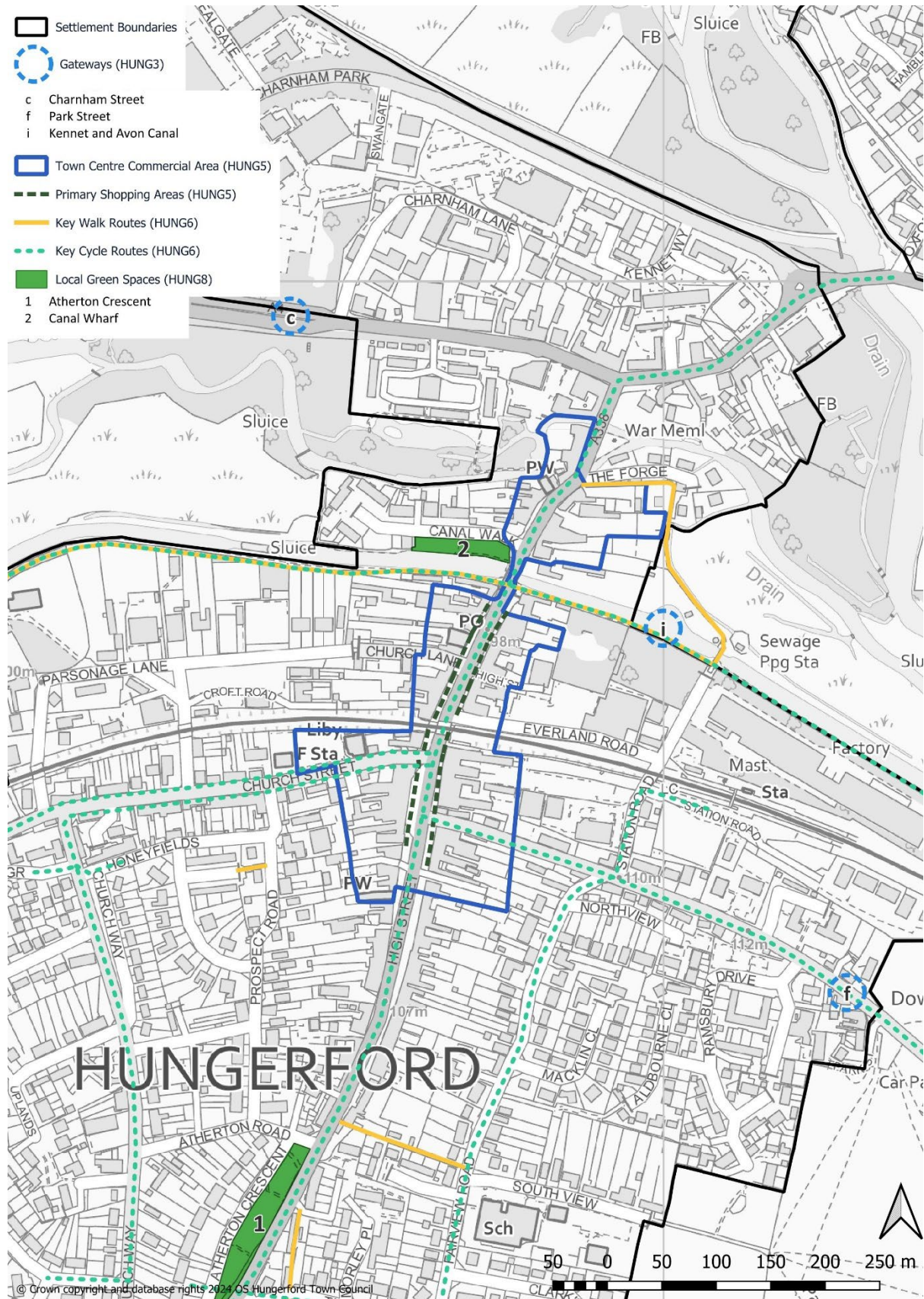
Land north of Cottrell Close (approximately 0.55 hectares as identified on the Policies Map and in Figure 10.2) will be developed in accordance with the following parameters:

- a. of the provision of approximately 12 dwellings.
- b. It provides a mix of dwelling sizes in accordance with Policy HUNG1.
- c. The design of the dwellings respects the character of the surrounding area and minimises the impact on views from Hungerford Common.
- d. The scheme will be developed in accordance with the Landscape Sensitivity Assessment (2011) and will include the protection and enhancement of the following features:
 - i. The retention of the mature planting around the site and provision for tree planting internally;
 - ii. Provision of soft edge on the eastern boundary; and
 - iii. Careful design to respect the site's semi-rural location.
- e. The development design and layout will be further informed by a full detailed Landscape and Visual Impact Assessment (LVIA).
- f. Adequate consideration is given to the development guidelines in the North Wessex Downs National Landscape Management Plan.
- g. Access to the site will be provided from Cottrell Close with footpaths provided to connect the site to existing footways.
- h. Provision of a Construction Traffic Management plan to help minimise construction traffic impacts through Cottrell Close.
- i. Provision of a pedestrian connection to the neighbouring cemetery with a footway between the site and the A338 Eddington Hill.
- j. Development will be informed by a Heritage Impact Assessment due to the proximity of the Hungerford Conservation Area and a grade II listed building.
- k. Development will be informed by an archaeological desk-based assessment as a minimum and field evaluation if required to assess the historic environmental potential of the site.
- l. The scheme will be informed by an Ecological Impact Assessment (EcIA) which must be able to demonstrate that the presence of any protected habitats and species on the site can be adequately mitigated and/or compensated for.
- m. A Habitats Regulations Assessment must accompany the application and assesses the potential for likely significant effects on the Kennet and Lambourn Valley Floodplain Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI) via surface and groundwater flows.

INSET MAP



TOWN CENTRE INSET MAP



APPENDIX A

List of Nationally Designated Heritage Assets

List Entry Name	Heritage Category	Grade	Location
BRIDGE OVER RIVER KENNET	Listing	II	BRIDGE OVER RIVER KENNET BATH ROAD EDDINGTON Hungerford West Berkshire
2, BRIDGE STREET	Listing	II	2 BRIDGE STREET Hungerford West Berkshire
3A, BRIDGE STREET	Listing	II	3A BRIDGE STREET Hungerford West Berkshire
4, BRIDGE STREET	Listing	II	4 BRIDGE STREET Hungerford West Berkshire
9, BRIDGE STREET	Listing	II	9 BRIDGE STREET Hungerford West Berkshire
10, BRIDGE STREET, 10, BRIDGE STREET	Listing	II	10 BRIDGE STREET 10 BRIDGE STREET Hungerford West Berkshire
11, BRIDGE STREET	Listing	II	11 BRIDGE STREET Hungerford West Berkshire
12, BRIDGE STREET	Listing	II	12 BRIDGE STREET Hungerford West Berkshire
13, BRIDGE STREET	Listing	II	13 BRIDGE STREET Hungerford West Berkshire
14, BRIDGE STREET	Listing	II	14 BRIDGE STREET Hungerford West Berkshire
THE OLD MALTHOUSE	Listing	II	THE OLD MALTHOUSE 15 BRIDGE STREET Hungerford West Berkshire
THE JOHN O'GAUNT INN	Listing	II	The John O'Gaunt Inn 21 Bridge Street Hungerford RG17 0EG Hungerford West Berkshire
UNDY'S FARM HOUSE	Listing	II	UNDY'S FARM HOUSE CHARNHAM STREET Hungerford West Berkshire
21, CHARNHAM STREET	Listing	II	21 CHARNHAM STREET Hungerford West Berkshire
23, CHARNHAM STREET	Listing	II	23 CHARNHAM STREET Hungerford West Berkshire
26, CHARNHAM STREET	Listing	II	26 CHARNHAM STREET Hungerford West Berkshire
27 AND 28, CHARNHAM STREET	Listing	II	27 AND 28 CHARNHAM STREET Hungerford West Berkshire
29 AND 30, CHARNHAM STREET	Listing	II	29 AND 30 CHARNHAM STREET Hungerford West Berkshire
THE RED LION	Listing	II	THE RED LION 16 CHARNHAM STREET Hungerford West Berkshire
THE BEAR HOTEL	Listing	II	THE BEAR HOTEL CHARNHAM STREET Hungerford West Berkshire
RIVERSIDE	Listing	II	RIVERSIDE 1 CHARNHAM STREET Hungerford West Berkshire
2, CHARNHAM STREET	Listing	II	2 CHARNHAM STREET Hungerford West Berkshire
5, CHARNHAM STREET	Listing	II	5 CHARNHAM STREET Hungerford West Berkshire
18, CHURCH CROFT	Listing	II	18 CHURCH CROFT Hungerford West Berkshire
22, CHURCH STREET	Listing	II	22 CHURCH STREET Hungerford West Berkshire
20, CHURCH STREET	Listing	II	20 CHURCH STREET Hungerford West Berkshire
BRIDGE OVER CANAL AT DUN MILL	Listing	II	BRIDGE OVER CANAL AT DUN MILL DENFORD Hungerford West Berkshire
BRIDGE OVER RIVER KENNET AT DUN MILL	Listing	II	BRIDGE OVER RIVER KENNET AT DUN MILL DENFORD Hungerford West Berkshire

List Entry Name	Heritage Category	Grade	Location
MILESTONE 100 METRES SOUTH OF ENTRANCE TO FOLLY FARM	Listing	II	MILESTONE 100 METRES SOUTH OF ENTRANCE TO FOLLY FARM EDDINGTON HILL Hungerford West Berkshire
FOLLY FARM HOUSE	Listing	II	FOLLY FARM HOUSE EDDINGTON HILL Hungerford West Berkshire
BARN TO NORTH WEST OF FOLLY FARM HOUSE	Listing	II	BARN TO NORTH WEST OF FOLLY FARM HOUSE EDDINGTON HILL Hungerford West Berkshire
BARN TO WEST OF FOLLY FARM HOUSE	Listing	II	BARN TO WEST OF FOLLY FARM HOUSE EDDINGTON HILL Hungerford West Berkshire
1, HIGH STREET, 1, CANALSIDE	Listing	II	1 HIGH STREET 1 CANALSIDE Hungerford West Berkshire
3 AND 4, HIGH STREET	Listing	II	3 AND 4 HIGH STREET Hungerford West Berkshire
7 AND 8, HIGH STREET	Listing	II	7 AND 8 HIGH STREET Hungerford West Berkshire
14, HIGH STREET	Listing	II	14 HIGH STREET Hungerford West Berkshire
16, HIGH STREET	Listing	II	16 HIGH STREET Hungerford West Berkshire
17, HIGH STREET	Listing	II	17 HIGH STREET Hungerford West Berkshire
18, HIGH STREET	Listing	II	18 HIGH STREET Hungerford West Berkshire
19, HIGH STREET	Listing	II	19 HIGH STREET Hungerford West Berkshire
TOWN HALL	Listing	II	TOWN HALL HIGH STREET Hungerford West Berkshire
24, HIGH STREET	Listing	II*	24 HIGH STREET Hungerford West Berkshire
25, HIGH STREET	Listing	II	25 HIGH STREET Hungerford West Berkshire
26 AND 27, HIGH STREET	Listing	II	26 AND 27 HIGH STREET Hungerford West Berkshire
28, HIGH STREET	Listing	II	28 HIGH STREET Hungerford West Berkshire
WILTON HOUSE	Listing	II	WILTON HOUSE 33 HIGH STREET Hungerford West Berkshire
34, HIGH STREET	Listing	II	34 HIGH STREET Hungerford West Berkshire
35A, HIGH STREET	Listing	II	35A HIGH STREET Hungerford West Berkshire
35, HIGH STREET	Listing	II	35 HIGH STREET Hungerford West Berkshire
36 AND 37, HIGH STREET	Listing	II	36 AND 37 HIGH STREET Hungerford West Berkshire
38, HIGH STREET	Listing	II	38 HIGH STREET Hungerford West Berkshire
39, HIGH STREET	Listing	II	39 HIGH STREET Hungerford West Berkshire
53 AND 54, HIGH STREET	Listing	II	53 AND 54 HIGH STREET Hungerford West Berkshire
100 AND 101, HIGH STREET	Listing	II	100 and 101 High Street Hungerford Hungerford West Berkshire
103, HIGH STREET	Listing	II	103 HIGH STREET Hungerford West Berkshire
104, HIGH STREET	Listing	II	104 HIGH STREET Hungerford West Berkshire
108, HIGH STREET	Listing	II	108 HIGH STREET Hungerford West Berkshire
109 AND 110, HIGH STREET	Listing	II	109 AND 110 HIGH STREET Hungerford West Berkshire
120, HIGH STREET	Listing	II	120 HIGH STREET Hungerford West Berkshire
128, HIGH STREET	Listing	II	128 HIGH STREET Hungerford West Berkshire
130, HIGH STREET	Listing	II	130 HIGH STREET Hungerford West Berkshire

List Entry Name	Heritage Category	Grade	Location
CHILTON LODGE	Listing	II*	CHILTON LODGE LEVERTON Hungerford West Berkshire
STABLE BLOCKS AT CHILTON LODGE	Listing	II	STABLE BLOCKS AT CHILTON LODGE LEVERTON Hungerford West Berkshire
TERRACE AND STEPS TO SOUTH OF CHILTON LODGE	Listing	II	TERRACE AND STEPS TO SOUTH OF CHILTON LODGE LEVERTON Hungerford West Berkshire
VILLAGE STOCKS	Listing	II	VILLAGE STOCKS LEVERTON Hungerford West Berkshire
1-10 LEVERTON	Listing	II	1-10 Leverton Hungerford RG17 0TA LEVERTON Hungerford West Berkshire
PAVILION ON RIVER KENNET	Listing	II	PAVILION ON RIVER KENNET LEVERTON Hungerford West Berkshire
THE YEWS	Listing	II	THE YEWS NEWTOWN Hungerford West Berkshire
LILAC COTTAGE/THE RETREAT	Listing	II	THE RETREAT LILAC COTTAGE NEWTOWN Hungerford West Berkshire
NORTH HIDDEN FARM HOUSE	Listing	II	NORTH HIDDEN FARM HOUSE NEWTOWN Hungerford West Berkshire
NORTH HIDDEN COTTAGE	Listing	II	NORTH HIDDEN COTTAGE NEWTOWN Hungerford West Berkshire
THE KENNELS	Listing	II	THE KENNELS OLD HAYWARD BOTTOM Hungerford West Berkshire
OLD HAYWARD FARM HOUSE	Listing	II	OLD HAYWARD FARM HOUSE OLD HAYWARD LANE Hungerford West Berkshire
BUCKLAND HOUSE	Listing	II	BUCKLAND HOUSE OXFORD STREET EDDINGTON Hungerford West Berkshire
GRANARY AT OLD HAYWARD FARM, 10 METRES NORTH OF FARMHOUSE	Listing	II	GRANARY AT OLD HAYWARD FARM 10 METRES NORTH OF FARMHOUSE OLD HAYWARD LANE Hungerford West Berkshire
11, OXFORD STREET, EDDINGTON	Listing	II	11 OXFORD STREET EDDINGTON Hungerford West Berkshire
ROBINSON TOMB 8 METRES TO SOUTH EAST OF SOUTH EAST CORNER OF CHURCH	Listing	II	ROBINSON TOMB 8 METRES TO SOUTH EAST OF SOUTH EAST CORNER OF CHURCH PARSONAGE LANE Hungerford West Berkshire
CHEST TOMB 1 METRE SOUTH OF ROBINSON TOMB AND 10 METRES FROM SOUTH EAST CORNER OF CHURCH	Listing	II	CHEST TOMB 1 METRE SOUTH OF ROBINSON TOMB AND 10 METRES FROM SOUTH EAST CORNER OF CHURCH PARSONAGE LANE Hungerford West Berkshire
WESTALL TOMB 12 METRES SOUTH EAST OF SOUTH EAST CORNER OF CHURCH	Listing	II	WESTALL TOMB 12 METRES SOUTH EAST OF SOUTH EAST CORNER OF CHURCH PARSONAGE LANE Hungerford West Berkshire
WHALE TOMB 13 METRES SOUTH EAST OF SOUTH CORNER OF CHURCH	Listing	II	WHALE TOMB 13 METRES SOUTH EAST OF SOUTH CORNER OF CHURCH PARSONAGE LANE Hungerford West Berkshire
THE OLD VICARAGE	Listing	II	THE OLD VICARAGE 3 PARSONAGE LANE Hungerford West Berkshire
MILESTONE ON WEST SIDE 50 METRES SOUTH OF ENTRANCE TO BEACON FARM	Listing	II	MILESTONE ON WEST SIDE 50 METRES SOUTH OF ENTRANCE TO BEACON FARM SALISBURY ROAD Hungerford West Berkshire
GREAT HIDDEN FARM HOUSE	Listing	II	GREAT HIDDEN FARM HOUSE WANTAGE ROAD Hungerford West Berkshire

List Entry Name	Heritage Category	Grade	Location
STORE 300 METRES WEST OF GREAT HIDDEN FARM HOUSE	Listing	II	STORE 300 METRES WEST OF GREAT HIDDEN FARM HOUSE WANTAGE ROAD Hungerford West Berkshire
EDDINGTON HOUSE	Listing	II	EDDINGTON HOUSE WANTAGE ROAD Hungerford West Berkshire
K6 TELEPHONE KIOSK OUTSIDE POST OFFICE	Listing	II	K6 TELEPHONE KIOSK OUTSIDE POST OFFICE HIGH STREET Hungerford West Berkshire
KENNET AND AVON CANAL DUN MILL LOCK AT SU 352683	Listing	II	KENNET AND AVON CANAL DUN MILL LOCK AT SU 352683 Hungerford West Berkshire
85 AND 86, HIGH STREET	Listing	II	85 AND 86 HIGH STREET Hungerford West Berkshire
STANDEN OLD FARMHOUSE AND COTTAGE	Listing	II	STANDEN OLD FARMHOUSE AND COTTAGE Hungerford West Berkshire
MILESTONE AT NGR SU 3319 6898	Listing	II	MILESTONE AT NGR SU 3319 6898 BATH ROAD Hungerford West Berkshire
THE HERMITAGE	Listing	II	THE HERMITAGE WANTAGE ROAD Hungerford West Berkshire
EDDINGTON MILL (MILL HOUSE AND MILL)	Listing	II	EDDINGTON MILL (MILL HOUSE AND MILL) Hungerford West Berkshire
MILESTONE 250 METRES NORTH OF HOLLYTREE COTTAGE	Listing	II	MILESTONE 250 METRES NORTH OF HOLLYTREE COTTAGE SALISBURY ROAD Hungerford West Berkshire
8, OXFORD STREET, EDDINGTON	Listing	II	8 OXFORD STREET EDDINGTON Hungerford West Berkshire
CHURCH OF ST LAWRENCE	Listing	II*	CHURCH OF ST LAWRENCE PARSONAGE LANE Hungerford West Berkshire
LITTLE HIDDEN FARM HOUSE	Listing	II	LITTLE HIDDEN FARM HOUSE WANTAGE ROAD Hungerford West Berkshire
LINDEN COTTAGE	Listing	II	LINDEN COTTAGE OXFORD STREET EDDINGTON Hungerford West Berkshire
BARN AT NORTH HIDDEN FARM	Listing	II	BARN AT NORTH HIDDEN FARM NEWTOWN Hungerford West Berkshire
LOWER FARM HOUSE	Listing	II	LOWER FARM HOUSE NEWTOWN Hungerford West Berkshire
12, OXFORD STREET, EDDINGTON	Listing	II	12 OXFORD STREET EDDINGTON Hungerford West Berkshire
9 AND 10, OXFORD STREET, EDDINGTON	Listing	II	9 AND 10 OXFORD STREET EDDINGTON Hungerford West Berkshire
PEDESTRIAN GATE AND PIERS TO CHILTON LODGE ON BASE 300 METRES EAST OF MAIN ENTRANCE	Listing	II	PEDESTRIAN GATE AND PIERS TO CHILTON LODGE ON BASE 300 METRES EAST OF MAIN ENTRANCE LEVERTON Hungerford West Berkshire
THE BOTHY	Listing	II	THE BOTHY LEVERTON Hungerford West Berkshire
THREE SWANS HOTEL	Listing	II	THREE SWANS HOTEL 116 HIGH STREET Hungerford West Berkshire
129, HIGH STREET	Listing	II	129 HIGH STREET Hungerford West Berkshire
131, HIGH STREET	Listing	II	131 HIGH STREET Hungerford West Berkshire
PEDESTRIAN BRIDGE AND PORCHES AT NUMBER 131	Listing	II	PEDESTRIAN BRIDGE AND PORCHES AT NUMBER 131 131 HIGH STREET Hungerford West Berkshire
42, HIGH STREET	Listing	II	42 High Street Hungerford West Berkshire

List Entry Name	Heritage Category	Grade	Location
84, HIGH STREET	Listing	II	84 HIGH STREET Hungerford West Berkshire
102, HIGH STREET	Listing	II	102 HIGH STREET Hungerford West Berkshire
107, HIGH STREET	Listing	II	107 HIGH STREET Hungerford West Berkshire
CONGREGATIONAL CHAPEL	Listing	II	CONGREGATIONAL CHAPEL HIGH STREET Hungerford West Berkshire
2, FAULKNER SQUARE	Listing	II	2 FAULKNER SQUARE Hungerford West Berkshire
2, HIGH STREET	Listing	II	2 HIGH STREET Hungerford West Berkshire
5, HIGH STREET	Listing	II	5 HIGH STREET Hungerford West Berkshire
6, HIGH STREET	Listing	II	6 HIGH STREET Hungerford West Berkshire
13, HIGH STREET	Listing	II	13 HIGH STREET Hungerford West Berkshire
29, CHURCH STREET	Listing	II	29 CHURCH STREET Hungerford West Berkshire
1, FAULKNER SQUARE	Listing	II	1 FAULKNER SQUARE Hungerford West Berkshire
THE LAMB	Listing	II	THE LAMB CHARNHAM STREET Hungerford West Berkshire
1, CHURCH LANE	Listing	II	1 CHURCH LANE Hungerford West Berkshire
20, BRIDGE STREET	Listing	II	20 Bridge Street Hungerford RG17 0EG Hungerford West Berkshire
2 AND 3, CANALSIDE	Listing	II	2 AND 3 CANALSIDE Hungerford West Berkshire
22, CHARNHAM STREET	Listing	II	22 CHARNHAM STREET Hungerford West Berkshire
24, CHARNHAM STREET	Listing	II	24 CHARNHAM STREET Hungerford West Berkshire
25, CHARNHAM STREET	Listing	II	25 CHARNHAM STREET Hungerford West Berkshire
4, CHARNHAM STREET	Listing	II	4 CHARNHAM STREET Hungerford West Berkshire
16, BRIDGE STREET	Listing	II	16 BRIDGE STREET Hungerford West Berkshire
CANAL BRIDGE	Listing	II	CANAL BRIDGE BRIDGE STREET Hungerford West Berkshire
1, BRIDGE STREET	Listing	II	1 BRIDGE STREET Hungerford West Berkshire
3, BRIDGE STREET	Listing	II	3 BRIDGE STREET Hungerford West Berkshire
5, BRIDGE STREET	Listing	II	5 BRIDGE STREET Hungerford West Berkshire
7, BRIDGE STREET	Listing	II	7 BRIDGE STREET Hungerford West Berkshire
MILESTONE ON NORTH SIDE AT SU 3467 6588	Listing	II	MILESTONE ON NORTH SIDE AT SU 3467 6588 BATH ROAD Hungerford West Berkshire
STANDEN MANOR	Listing	II	STANDEN MANOR Hungerford West Berkshire
HOPGRASS FARM HOUSE	Listing	II	HOPGRASS FARM HOUSE BATH ROAD Hungerford West Berkshire
1-8, CHARNHAM COURT	Listing	II	1-8 CHARNHAM COURT Hungerford West Berkshire
MILESTONE ON NORTH SIDE 200 METRES EAST OF HIGHCLOSE FARM	Listing	II	MILESTONE ON NORTH SIDE 200 METRES EAST OF HIGHCLOSE FARM BATH ROAD Hungerford West Berkshire
BOWL BARROW ON BARROW HILL, HUNGERFORD NEWTOWN	Scheduling	n/a	Hungerford West Berkshire
LITTLECOTE HOUSE	Park and Garden	II	LITTLECOTE HOUSE Hungerford West Berkshire

APPENDIX B

Proposed Extension of Primary Shopping Area Details

