

**Hungerford Refresh Comments from WBC Officers**  
**Feedback on Tuesday 12<sup>th</sup> November, 2012**

Feedback following discussion held on: 6 November 2012	Comments made by Officers: Principal Traffic & Road Safety Engineer / Planning and Transport Policy Manager /Head of Services Strategic Support
Page 2	Secure cycle parking (BL query should this more specifically say ' <b>Sheffield stands</b> '? (2 <sup>nd</sup> Bullet point from bottom of list)
Page 3	1. Environment add ' <b>North Wessex Downs</b> ' before 'Area of Outstanding Natural Beauty' in first paragraph – for consistency with rest of document.
Page 4	Action 8 – This should read Code Level 6 rather than 5 in order to comply with our Core Strategy policy CS15.
Page 6	<u>Officer comment:</u> Policy 4 – This is more the role of the West Berkshire Local Plan, particularly through the forthcoming Site Allocations and Delivery Development Plan Document (DPD) – as opposed to the Town Plan.  Rephrase to read ' <b>Seek to maintain an appropriate level of employment land</b> '.
Page 7 under Population and Housing	First sentence - It would be better to say 'additional homes' rather than 'new houses'. The figure is a net figure and includes conversions, demolitions and changes of use, but it reads as if it is new build houses, which is not the same thing.  <b>Replace: 'new houses' with 'additional homes'.</b>
Page 7	Para 3 - It would be useful if the Town Plan could refer to the Core Strategy and the wider role of Hungerford as a rural service centre in the AONB.  Amendment to third paragraph – add the following sentence at the beginning of the para - ' <b>The town is identified as a rural service centre in the West Berkshire Core Strategy.</b> '
Page 7	Para 4 - The 250 new homes from the survey is not based on any evidence of local need, land availability or function and role of the town.
Page 7	Policy 4 - This doesn't seem necessary but could perhaps be re-worded if it stays. Water supply and sewage disposal would have to be provided for new development but not necessarily before

	<p>developments were approved.</p> <p>Policy 4. Rephrase to say: <b>‘Ensure that all necessary infrastructure, such as water supply and sewage disposal will be adequate for any developments’.</b></p>
Page 8	<p>Action 7 - This is not really something the Town Plan can do as it will be dependent on Development Control decisions based on policy which will need to include a demonstration of a 5-year housing land supply.</p> <p>No. 7 – Delete the word ‘new’ before Local Development Framework. Change the word ‘restrict’ to ‘oppose’ to read <b>‘oppose all new development’.</b></p> <p>Actions 8 and 10 – Appreciate that the Town Plan wants to take a particular stance, but it is important to note that the actual policy will need to come through the Local Plan. In action 8, for instance, whether it is a small number of greenfield sites or 1 or 2 larger ones will be for the Site Allocations and Delivery DPD rather than the Town Plan, likewise the re-allocation of Smitham Bridge Road for housing in Action 10.</p> <p>No. 8 – remove the word ‘give’ and alter the sentence to read <b>‘priority should be given to previously developed land.’</b></p> <p>No. 10 – Alter the word ‘Provide’ to <b>‘Promote</b> land for housing by relocating industry from areas such as Smitham Bridge Road to Charnham Park’.</p> <p>It was further suggested Item No. 8 and 10 could be completely removed.</p>
Page 9 – Transport and accessibility	<p><i>Planning and Transport Policy Manager;</i></p> <p><i>The third sentence of the first paragraph notes that ‘Transport is a major issue to people in the town’ – the specific transport aspects could be clarified or alternatively delete this sentence - as the subsequent sentences provide more information.</i></p>
Page 9 – Transport and accessibility	<p>Policy 1 – Need to add cyclists</p> <p>Add ‘and cyclists’ to the end of this sentence to read: <b>‘improve safety for pedestrians and cyclists’.</b></p>
Page 9 – Transport and accessibility	<p>Action 1: Reduce traffic congestion in the town centre and seek to limit the number of heavy goods vehicles using the High Street.</p> <p><i>Principal Traffic &amp; Road Safety Engineer;</i></p> <p><i>The nature of the road network does mean that a high volume of traffic passes through the High Street. Reducing the number of HGV movements would require a 7.5T weight restriction , which not be</i></p>

	<p><i>appropriate as the High Street is an 'A' classified road and HGV's will require access to the High Street and properties beyond.</i></p> <p><i>Loading and unloading restrictions for the High Street will be investigated to prevent HGV delivering during the peak hours and causing obstructions.</i></p> <p><b>Rephrase action to read: 'Reduce traffic congestion in the town centre and <i>investigate opportunities</i> to limit the number of heavy goods vehicles using the High Street'.</b></p>
Page 9	<p>Action 2: Seek improvements to the railway station with better facilities for all types of transport.</p> <p><u>Officer comments:</u></p> <p><i>Principal Traffic &amp; Road Safety Engineer: - Agreed and some discussion has taken place with Hungerford Town Council.</i></p> <p><i>Planning and Transport Policy Manager- Action 2 – The Council will promote improvements as identified in the Station Access Audit</i></p>
Page 9	<p>Action 3: Reduce delays and ease traffic flow by diverting the A4 via Charnham Park.</p> <p><u>Officer comments:</u></p> <p><i>Principal Traffic &amp; Road Safety Engineer:</i>  <i>This proposal would require further investigation, including traffic surveys, to determine if traffic is using the A4 through Hungerford or if most of the traffic is using the A338. Traffic surveys would need to be carried out over a number of days and they would require funding. The Town Council should contact the Principal Traffic &amp; Road Safety Engineer at least 12 months before they want the situation assessed so that funding can be investigated and for it to be added to the Traffic &amp; Road Safety works programme. It would also remove the on street parking on Charnham Park. Extensive consultation and agreement with the DfT would be required if Charnham Park was to be re-classified as the A4.</i></p> <p><i>Planning and Transport Policy Manager: Action 3 – This would involve major junction improvement works. There is no money in current or proposed future budgets for this level of work.</i></p> <p><b>Rephrase to say 'Reduce delays and ease traffic flow by <i>investigating the diversion</i> of the A4 via Charnham Park'.</b></p>
Page 9	<p>Action 4: Improve road safety on the A4 and A338 approaches to Hungerford.</p> <p><u>Officer comments:</u></p> <p><i>Principal Traffic &amp; Road Safety Engineer:</i></p>

	<p><i>West Berkshire is committed to improving road safety and reducing the number of recorded injury accidents. The approaches to Hungerford have a good accident record and should the accident rate increase then they will be investigated and the necessary measures introduced. If the Town Council have any concerns about a particular location then they should contact the Principal Traffic &amp; Road Safety Engineer.</i></p> <p><b><u>Planning and Transport Policy Manager:</u></b>  <i>Action 4 – This action could be made more specific and include how this might be achieved.</i></p>
	<p>Action 5: Introduce a zebra crossing on Bridge Street to allow safe crossing of the A338 for those using the new pedestrian footbridge across the canal.</p> <p><b><u>Officer comment - Principal Traffic &amp; Road Safety Engineer:</u></b>  <i>This is under investigation and subject to an Individual Decision report scheduled for December 2012.</i></p>
	<p>Action 6: Improve the access to the Tesco car park, possibly by introducing a mini roundabout and/or a refuge for pedestrians.</p> <p><b><u>Officer comment - Principal Traffic &amp; Road Safety Engineer:</u></b>  <i>This issue has previously been investigated and a mini roundabout is not considered appropriate, without much of the on street parking being removed. A pedestrian refuge would restrict the swept path of an HGV delivering to the store and therefore is not appropriate.</i></p> <p><b>Rephrase to: 'Investigate the opportunities to improve the access to the Tesco car park, having regard to pedestrian safety.'</b></p>
Page 10	<p>Action 7: Provide more short stay parking for shoppers with easy access to the High Street and more long stay parking for commuters.</p> <p><b><u>Officer Comments:</u></b>  <i>Principal Traffic &amp; Road Safety Engineer- Parking issues are to be investigated and some discussion has already taken place with Hungerford Town Council.</i></p> <p><i>Planning and Transport Policy Manager - The survey results do not show this as a major issue</i></p> <p><b>Rephrasing 'Subject to evidence' could be included in this action statement.</b></p>
Page 10	<p>Action 8: Seek to protect bus routes and/or seek more flexible services to rural areas such as shared cars, taxis and Dial-a-Ride.</p> <p><b><u>Officer Comment - Planning and Transport Policy Manager:</u></b>  <i>Mention of community transport should be included</i></p> <p>Rephrase final part of sentence to read '<b>.....taxis and community</b></p>

	<b>transport (e.g. Dial a Ride)'.</b>
Page 10	<p>Action 9: Reduce the speed limit on the Common from 40mph to 30mph.</p> <p><u>Officer comment – Principal Traffic &amp; Road Safety Engineer:</u>  <i>A 30mph speed limit has already been considered by the speed limit task group and as a result the speed limit was reduced from national speed limit to 40mph.</i></p>
Page 11 – Education, children and young people	<p><u>Officer Comment – Planning and Transport Policy Manager:</u>  <i>Action 4 – Improvements have been made outside the primary school (listed in the introduction). Consider rephrasing to make more specific in terms of what improvements are wanted outside the schools.</i></p> <p><i>Action 7. - <b>Suggest ‘Improve’ change to ‘Maintain train and bus links...’</b></i></p>
Page 13 – Tourism	<p>Action 1: Provide a drop off point and parking for a minimum of two coaches with level access to the High Street.</p> <p><u>Officer comment – Principal Traffic &amp; Road Safety Engineer:</u>  <i>Parking issues are to be investigated and some discussion has already taken place with Hungerford Town Council.</i></p> <p><b>No changes required.</b></p>
Page 13 – Tourism	<p>Action 2: Introduce brown heritage signs to show that accommodation, the Kennet and Avon Canal and other tourist attractions are in Hungerford.</p> <p><u>Officer comment - Principal Traffic &amp; Road Safety Engineer:</u>  <i>Traffic signs have to conform to strict criteria and regulations. Improved signing issues have already taken place with Hungerford Town Council.</i></p>
Page 14	<p>Action 3: Improve web based tourist promotion and link to sites which promote English tourism to visitors from the UK and overseas.</p> <p><u>Officer Comment – Head of Service Strategic Support:</u>  <i>May be future opportunity to link to ‘Visit Newbury’ tourism website – best contact Russell Downing – Newbury Business Improvement District Manager.</i></p>
Page 14	<p>Action 5: Place "Welcome" signs on the four main entry routes into the town.</p> <p><u>Officer comment – Principal Traffic &amp; Road Safety Engineer:</u>  <i>Traffic signs have to conform to strict criteria and regulations. Improved signing issues have already taken place with Hungerford Town Council.</i></p>

Page 15	<b>Chapter 7 Culture and Heritage</b> <u>Officer comment – Planning and Transport Policy Manager:</u> <i>The Council has just agreed a process for local listing, which will be managed jointly by the Council and the West Berkshire Heritage Forum.</i>
Page 16 Bryan Lyttle	<b>Chapter 8 Health &amp; Social Care</b> <u>Officer comment – Planning and Transport Policy Manager:</u> The town may wish to start a walking club to help keep people fit and therefore healthy. The Conservation Volunteers (CV) (ex British Trust for Conservation Volunteers (BTCV)) may be able to help as they have been/are involved with healthy walks in South Oxfordshire that are linked to a doctor's surgery.
<b>Other WBC Officer Comments</b>	<b>Comments</b>
Countryside Manager	The value of their roadside verges should be mentioned. The Plan should also mention their assisting the Council in identifying and managing these.
Principal Policy Officer, Community Planning	Actions from the Plan should be logged within our Action Plan template – which group actions under the headings of 'Safer', 'Prosperous', 'Healthy', Greener' and 'Stronger' – this table typically identifies who is the lead delivery partner and lists the other partner agencies involved. The justification column is also important here for showing at a glance the percentage of residents which supported a particular action – this is also useful to demonstrate as evidence when applying for grant awards. (The Excel template will be sent through).
Housing Strategy & Operations Manager,	<p>I have read the refresh of Hungerford Town Plan and would like to make the following comments:</p> <ul style="list-style-type: none"> <li>• Housing Services welcome the policy to "Ensure that new developments meet the needs of all sectors of the community".</li> <li>• Housing Services welcome the action to "Seek to ensure that new housing meets the needs of the community – single person housing, two and three bedroom family homes, affordable housing and sheltered accommodation for the elderly"</li> <li>• The Plan contains an action to "Seek agreements which give priority to local people in allocation of new social housing". Currently, it is only possible to ring fence accommodation for local people through the application of a Section 106 Agreement on rural exception sites. Where affordable housing is built on developments that are not rural exception sites, it is not possible to give priority to local people.</li> <li>• Housing Services welcome the action to "Investigate ownership schemes which make house purchase more attainable, especially for</li> </ul>

	<p>key workers and local young people" and would be happy to have discussions with the Town Council to consider how this could be achieved.</p> <ul style="list-style-type: none"> <li>• Housing Services welcome the action to "Encourage Sovereign Housing in its plans to redevelop existing sites such as Fairfields and Northview Heights to provide modern social housing" where it is appropriate and where the current housing is no longer fit for purpose.</li> <li>• The Plan includes an action to "Support plans to build sheltered accommodation on sites with level access to the High Street". The Housing Service is not aware of any such plans but would be happy to work with the Town Council to look at need and to develop plans to assist in meeting that need.</li> </ul>
Senior Transport Services Officer	<p>This may be of interest in the Transport &amp; Accessibility section:</p> <p>We hope to shortly be able to provide Real Time Passenger Information (RTPI) of the 3 bus service, Hungerford - Kintbury - Newbury (this used to be the 13 bus service).</p> <p>Time of the next departure of the 3 service will be available on the RTPI screen in Park Way, Newbury.</p> <p>In the future, people in Hungerford and the villages would be able to get RTPI over their mobile phones. The bus stops will have a unique code that you key in to get information over the internet of when the bus is due to arrive here.</p>
Transport Services Manager	<p><b>Comments from the Transport Services Team</b></p> <p><b><u>SECTION 4: TRANSPORT AND ACCESSIBILITY:</u></b></p> <p>We have fed into the review of the Hungerford Station area and responded to the Town Council in respect of their proposal to create a transport interchange there. Transport Services' view is that the potential for bus-rail interchange at this site is limited; the shops and amenities in the vicinity of the High Street are the primary destination for all but a handful of bus customers.</p> <p>The only WBC financially-supported bus service operating throughout the week and Saturdays that we would consider extending to a rail station interchange at present is the Lambourn-Hungerford minibus 'Connect service 90'. The prime reason for this is the restricted nature of the streets on approach to Hungerford Station, making it difficult for the midi-buses that operate other West Berkshire and particularly Wiltshire Council-subsidised bus routes in the area to serve the station as well as the High Street and keep to schedule.</p> <p>We accept that there are intermittent issues with more than one bus occupying the Town Hall bus stop, although this will be offset by</p>

	<p>Wiltshire Council's proposals to streamline their 'Bedwyn Link' bus services to be operated by a single bus. The provision of sufficient bus layover space at any transport interchange that others may seek to create would further offset this intermittent issue.</p> <p>The bus interchange needs to be improved, perhaps with bollards around that area. Last year a car apparently crashed into the Town hall; luckily there were no passengers in the vicinity at the time.</p> <p>The block paving outside the Town Hall should be removed as it is in a bad state of repair. When operating wheelchair accessible vehicles, the tail lift does not sit on the ground properly, making it difficult to both unload passengers and push them safely to the pavement.</p> <p><u>Policy Points 5 and 6: Improving Public Transport Facilities, Services and User Access</u></p> <p>In 2012 WBC has already:</p> <ul style="list-style-type: none"> <li>• Achieved the introduction of a higher-capacity bus on Connect service 3 (Hungerford-Inkpen-Kintbury-Newbury);</li> <li>• Installed a new high-quality bus stop pole with integral static information displays at the stop outside the Town Hall;</li> <li>• Installed new bus stop flags to the WBC standard design bearing the stop name, Traveline number and direction of travel, at all bus stops in Hungerford and the surrounding area;</li> <li>• Installed or replaced information cases at bus stops in Hungerford and the surrounding area - we consulted the Town Council on all the above measures;</li> <li>• Working closely with Thamesdown Transport and Wiltshire Council, installed and maintained static bus information in all the info cases;</li> <li>• Installed three raised Kassel kerbs (one by Hungerford Library and two in Priory Road), to ease boarding and alighting for mobility-impaired customers;</li> <li>• Created an inset lay-by at the bus stop in the High Street opposite Barclays Bank, to enable mobility-impaired customers to board the bus - previously they had to squeeze between parked cars and board on the road!</li> <li>• Our engineer colleagues are about to install, in the next few days, a further Kassel kerb section at the bus stop opposite Charnham Lane, in parallel with the resurfacing work on the A4 Charnham Street.</li> </ul> <p><u>Action point 8: Seek to protect Bus Routes and/or seek more Flexible Services</u></p> <p>Whilst we note and broadly agree with the objective of seeking to protect local bus routes that are 'supported' by West Berkshire Council, we have to be mindful of funding going forward. In respect of</p>
--	--



	<p>flexible services, WBC is committed to maintaining the flexibly-routed 'Connect service 90' that links Hungerford with Lambourn and to this end let a new contract in December 2011 to GoRide Community Interest Company for a 3-year period for this service, with potential for a 2-year extension subject to performance. Regarding shared taxis, we in Transport Services would be happy to work with Transport Policy colleagues to investigate this further;</p> <p><u>Action Point 9: Reduce the Speed Limit on the Common</u></p> <p>We would not want any reduction to the speed limit on Hungerford Common to impact on our ability to route the last journey on service 3 (Hungerford-Kintbury-Newbury, previously known as service 13 before 3rd September 2012) from Inkpen Road back across Hungerford Common and then down the 'direct' road to Kintbury - i.e. I wouldn't want a speed limit to be accompanied by a weight limit or additional vehicle restriction at the cattle grids that mark the boundaries of the Common.</p> <p><u>General comments:</u></p> <p>A number of the 'Action' points appear to be contradictory, for example, Action Point 1 in respect of 'Reducing traffic congestion in the town centre' seems to be contradicted by Point 7 'provide more short-stay parking for shoppers and more long stay parking for commuters.'</p> <p>Similarly, it is difficult to see how Policy Point 5 regarding 'encouraging use of public transport (particularly bus)' could be realised if they are committed to Action points 1 and 7.</p>
Energy Efficiency Officer (Community)	<p><b>Please find below feedback from the Energy Management Team.</b></p> <p><b>Environment:</b></p> <p>Policy 5 Veolia's Waste Minimisation Officers are available to visit schools/groups for a variety of hands on sessions promoting the three R's- Reduce, Reuse, Recycle. Groups are also able to attend the new education centre at Padworth. Further information can be found at <a href="http://www.veoliaenvironmentalservices.co.uk/westberkshire/Education/Schools-and-Community-Groups/">http://www.veoliaenvironmentalservices.co.uk/westberkshire/Education/Schools-and-Community-Groups/</a></p> <p>Policy 6 (and Action 6) The forthcoming Green Deal may provide opportunities for energy efficiency improvements and generation, for those that previously couldn't afford it with the theory being that the cost of improvements should not outweigh the savings and therefore energy bills over all (gas and electric combined) should not cost anymore than an occupier currently pays but with the added benefit of the improved comfort</p>

	<p>from the measures. However as we have seen with free insulation deals, the idea seems too good to be true to most or difficult to comprehend. Take up may need be encouraged and aided by local groups who are able to encourage and explain the process clearly to interested parties without a sales push e.g. Public open events to find out about such schemes may be of benefit.</p> <p>Actions 4 &amp; 5</p> <p>The North Wessex Downs AONB's Approved Study of Landscape Sensitivities and Constraints to Wind Turbine Development, report available from <a href="http://www.northwessexdowns.org.uk/wba/nwd-aonb/NWDWebsiteV3.nsf/\$LUall/DC2282C6F5D5DA4D8025744A00671C76?OpenDocument">http://www.northwessexdowns.org.uk/wba/nwd-aonb/NWDWebsiteV3.nsf/\$LUall/DC2282C6F5D5DA4D8025744A00671C76?OpenDocument</a>, concludes that all landscapes within the North Wessex Downs have constrained turbine development to some degree, with many areas being highly constrained. There may be opportunities for small, single turbines in lower impact areas. Therefore supporting both the AONB and wind as a named renewable is a little contradictory and may discourage support. Something more along the lines of 'working with the AONB to identify areas where local energy generation would be of lowest impact' may be less controversial and more likely to gain support.</p> <p>Action 8</p> <p>As I understand it (and without having technical planning knowledge) the Government's Code for Sustainable Homes sets out a target of all homes must be carbon zero (built to Level 6 from 2016, in terms of lighting and heating).</p> <p><i>If any of the Parish Plan groups wish to discuss Greening Campaigns or any green issues for help with their plans, I'm happy for you to pass on my details.</i></p>
Service Manager Access, Planning, Governance & Trading	<p>We welcome the positive attention given to education and we aim to continue to work to ensure the Town is served by well performing, viable schools. We are confident we can accommodate additional pupils produced by housing growth and this will enhance what John O'Gaunt is able to offer. Hungerford is one of the focus areas for the new Pupil Place Strategy which is currently being developed.</p>