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Hungerford 2036 – Neighbourhood Development Plan

Project Report No 2 to Hungerford Town Council

For Full Council Meeting 1st October 2018

Meetings Held

Project Team (PT) meeting was held on 27th September.

An initial meeting was held with Plan-et Consultants on 13th September. Discussions were mainly focused on our proposals for Phase 2 engagement with the Hungerford Community and the seminar with HTC planned for Wednesday 26th September. Plan-et's recommendations on engagement were essentially - Keep it Simple and Keep it Blue Sky. Also not to be overambitious on delivery timescales and that the Survey response rate of circa 10% was above average for early engagement.

Themes for Hungerford's Neighbourhood Development Plan (NDP)

NDPs are structured around "Themes". The Project Team has decided on using the following eight Themes for the Hungerford NDP. They can be matched very easily with the themes of the Town Plan as well those adopted by West Berkshire Council for their revised Local Plan (draft status).

Themes for Hungerford Neighbourhood Development Plan		
	Theme	Scope
1	Housing & Design	Sustainable and quality development to deliver WBC's Local Plan housing allocation for Hungerford.
2	Employment & Economy	Town Centre, Commercial, Industrial, Tourism and supporting land and infrastructure.
3	Getting About	Transport, Parking, Walking, Cycling and the supporting safe, built and green infrastructure.
4	The Next Generation	Education, clubs, societies and employment.
5	Our Heritage	The natural as well as the built environment we've inherited.
6	Leisure - Sport & Culture	Activities, venues and open spaces
7	Well Being	Health, Social Care, Crime and Public Safety.
8	Climate Change	Addressed within each of the above Themes, as appropriate.

Engagement with Hungerford Community

Phase 1 Engagement was the July Survey. Appendix 1 summarises the findings to date. Further work is needed to analyse the 2,671 comments by allocating each one to being either a Strength, Weakness, Opportunity or Threat (SWOT) and also against each of the Themes listed above.

Phase 2 Engagement will follow the Town Plan model of using established networks within Hungerford, but adopt SWOT analyses to provide a structured approach that can be used for

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non-commercial as well as commercial organisations. It can also easily be recorded into the necessary evidence base.

Phase 3 Engagement will involve holding public meetings throughout the Town (including Newtown) to let people know our findings to date and to provide further opportunities for community involvement.

Resources

We take this opportunity to welcome Karen Caulfield who has kindly volunteered to join the PT.

	HTC Budget	Government Grant	
		Won	Still Available
Allocated	£ 5,000.00	£ 5,546.00	£ 11,454.00
Spent to Date	£ 2,082.80	£ -	n/a
Remaining	£ 2,917.20	£ 5,546.00	n/a

It is anticipated that grant allocation will fund all future expenditure other than staff costs. Further grant funds can be applied for from April 2019.

Deliverables

Since our last report the Project has:

- Commissioned Plan-et Consultants.
- Part analysed the July Survey findings. This work continues.
- Organised a joint HTC/PT seminar on NDPs for Wednesday 26th Sept.
- Arranged a joint HTC/PT consultation and coordination forum on Monday 15th Oct.
- Agreed Phase 2 and 3 Engagement proposals.

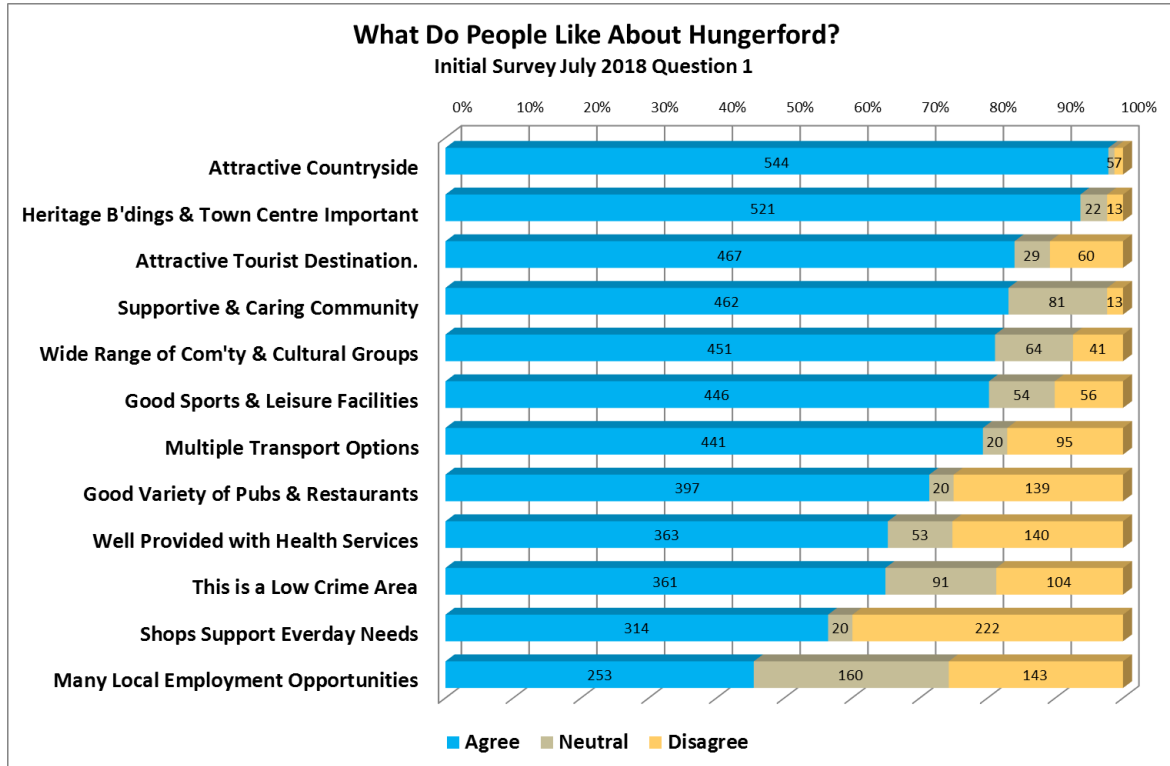
Project Needs from the Council

- Volunteers to help with the initial SWOT analysis and be part of the Theme Teams.

Submitted by H2036 Joint Chairs - Geoff Greenland and Tony Drewer-Trump

Appendix 1 – Findings from Initial Consultation Survey

Question 1 – What do you like about Hungerford?



Comments on Question 1

The word cloud offers a window into the 226 comments received against this question:



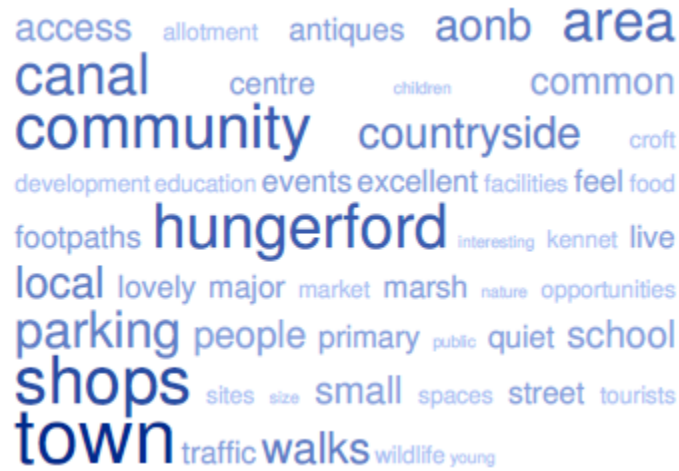
The comments will be broken down into individual statements that can be categorised as either a Strength, Weakness, Opportunity or Threat. Each statement will then be set against

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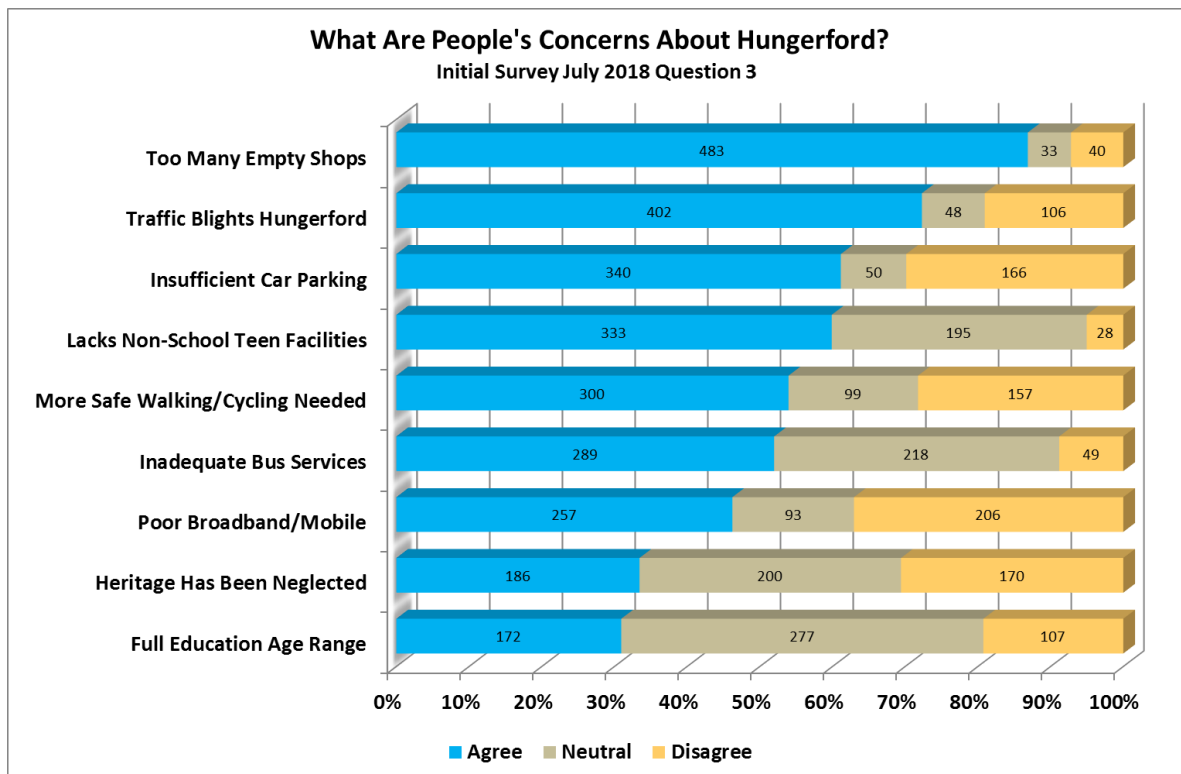
one of the seven Themes. The whole will then be consolidated to provide a Survey SWOT feedback for public meetings. The same process will be applied to the comments received on all the other survey questions.

Question 2 – Are there any other aspects of the town and surrounding area which you particularly value that are not already covered in Question 1?

The word cloud offers a window into the 176 comments received against this question:



Question 3 – What are your concerns about Hungerford?



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Comments on Question 3

The word cloud offers a window into the 239 comments received against this question



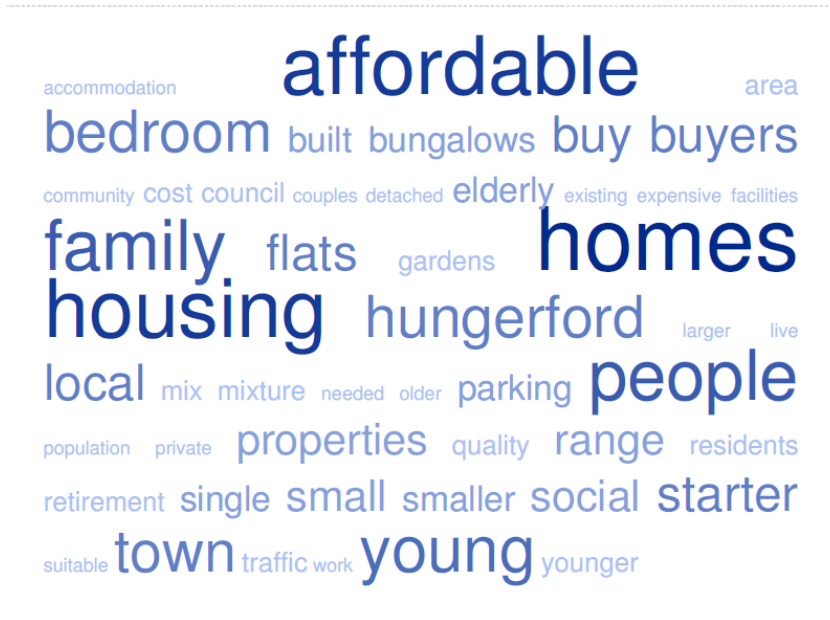
Question 4 - Are there other aspects of the town and surrounding area which you are concerned about that are not already covered in Question 3?

The word cloud offers a window into the 229 comments received against this question:



Question 5 – What kinds of homes do you think will be needed in Hungerford?

The word cloud offers a window into the 556 comments received against this question:



Question 6 – Please suggest up to 3 things that could be done to make Hungerford a better place to live, work or visit.

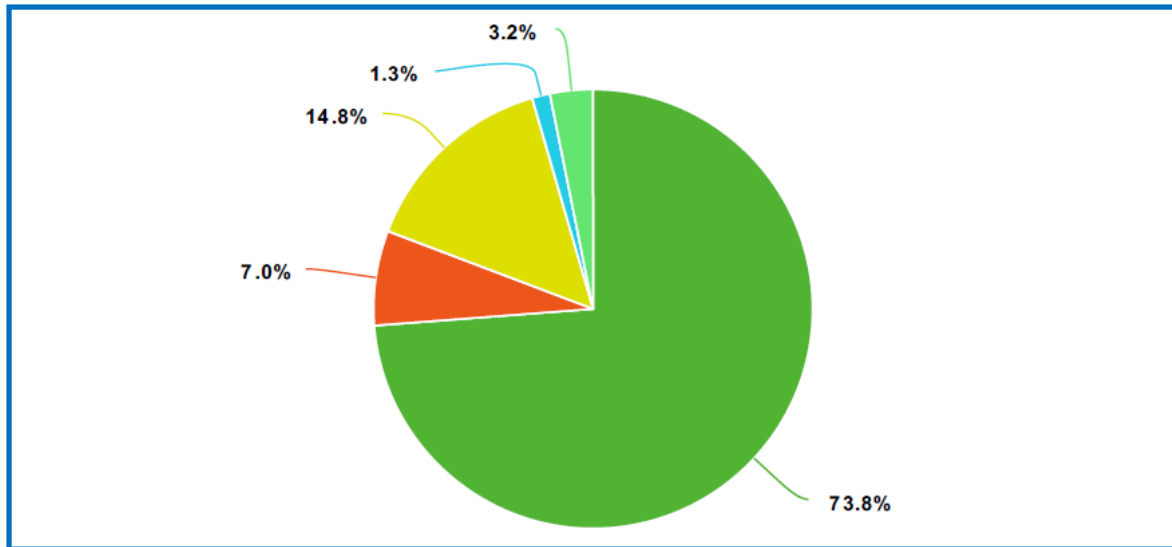
The word cloud offers a window into the 1,245 comments received against this question:



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Question 7 – Do you live, work or study in the Hungerford 2036 Plan area or just visiting?

Question 7 Do you live, work or study in Hungerford, or are simply visiting.
July 2018 Survey



■ Just Live in Hungerford
 ■ Live & Work in Hungerford
■ Work in Hungerford. Live Elsewhere
 ■ Live & Study in Hungerford
 ■ Just Visiting

Question 8 – What is your home postcode?

(How best to represent the 512 postcodes is work still in progress)

Question 9 – Which age group are you in?

Age Group	10 to 24	25 to 65	65+
July 2018 Survey	4.2%	51.0%	35.0%
2011 Census	14.3%	54.5%	19.7%

This reveals a fairly predictable skew in participation age profile. Stage 2 Engagement will need to try to redress this imbalance.

Question 10 – What is your main work status?

Employment Status	Student	Part Time Employed	Full Time Employed	Self Employed	Retired	Not Working
July 2018 Survey	4.5%	13.6%	32.5%	9.6%	36.3%	3.5%
2011 Census	1.9%	13.9%	45.2%	13.9%	13.2%	2.1%

The figures reinforce the conclusions drawn against Question 9.