

## Report of Development Site Options Informal Consultation

### 1. Introduction

1.1 An informal consultation took place between November 1<sup>st</sup> and November 13<sup>th</sup> 2023. Its aim was to identify a preferred development option from the Hungerford Community.

1.2 Two main activities took place:

- 1) Direct consultation on three two hour occasions at the Hungerford Town Hall. These took place on Wednesday 1<sup>st</sup> at 14.00-16.00, 19.00-21.00 and Saturday 4<sup>th</sup> 10.00-12.00.
- 2) A web based consultation accessed via the Town Council website.

The results of these are discussed below.

1.3 Advertising the events was extensive which included the following:

- An explanation about the HNP including the informal consultation in the annual Town Council Review. This was posted with the Adviser, which is delivered to all houses in the town.
- Direct emails to all the key organisations within the town.
- Newbury Weekly News feature.
- Penny Post, a popular local weekly web magazine feature.
- Hungerford Town Council web site.
- Banner on the Town Hall about the drop in session consultation.
- Both consultations were advertised through social media, facebook, twitter and Instagram.
- Direct email to all that had expressed an interest to join the email contact list since the NP work began.

1.4 Five options were identified and details of explaining the consultation are contained in Appendix A. This shows 5 options which are as follows:

OPTION	DESCRIPTION	Tick preferred
A	56 dwellings: allocating the land at Smitham Bridge Road (44) plus land north of Cottrell Close (12)	
B	65 dwellings: allocating the land at Salisbury Road only	
C	77 dwellings: allocating the land at Salisbury Road (65) plus land north of Cottrell Close (12)	
D	109 dwellings: allocating the land at Smitham Bridge Road (44) plus land at Salisbury Road (65)	
E	121 dwellings: allocating all three sites (65+44+12 dwellings)	

## 2. Consultations at the Town Hall

2.1 As referred above there were three of these and they were fairly well attended. The busier were the Wednesday PM and Saturday morning.

2.2 As people entered the room they were given a numbered questionnaire response form, as shown in Appendix B. Each had a unique number to help ensure a secure response.

2.3 Pictures of the event are shown below and included boards of information summarising the process and plans with options to choose from.



The afternoon session in the Town Hall. Information boards and a table in the foreground for people to fill in the questionnaire.



Evening session, with information boards. Well attended with a mix of general public and the HNP committee.



Evening session looking to the right with additional boards. A member of the public filling in a questionnaire at the table.

2.4 At the three sessions there were 113 responses and the table below indicates the preferences of options:

**Table 1: Summary of Site Preference Surveys from the Town Hall Sessions**

Option	Description	Responses	%
A	Smitham Br + Rear of Cott Cl	47	42%
B	Salisbury Rd	33	29%
C	Salisbury Rd + Rear of Cott Cl	14	12%
D	Salisbury Rd + Smitham Br	7	6%
E	All Sites	8	7%
N	No preference or no development	4	4%
Total		113	100%

2.5 This suggests clearly that is not Options C, D or E. A & B are fairly close at 42% and 29% respectively, with a greater preference for Option A.

2.6 The reasons for the choice and other comments were interesting and important. The more common responses from the questionnaire were as follows:

- Traffic was the top comment, referred to by 35. However, these were split for those wanting less impact on the High Street mentioned by 18 (Option A) and 13 wanting less impact on Smitham Bridge and/or Church Street (Option B).
- Infrastructure related comments had 13 respondents. It was often mentioned that the town was struggling with a number of facilities, especially the doctors surgery. The surgery or doctors was mentioned by 7 respondents.
- Protecting the AONB was mentioned by 8 respondents.
- Retaining the allotments was mentioned by 8 respondents.
- More affordable housing and its importance was referred to by 5 respondents.

2.7 During the consultation sessions, some useful feedback was received and a small error was identified in one of our tables of analysis.

### 3. Consultation from Web Questionnaire

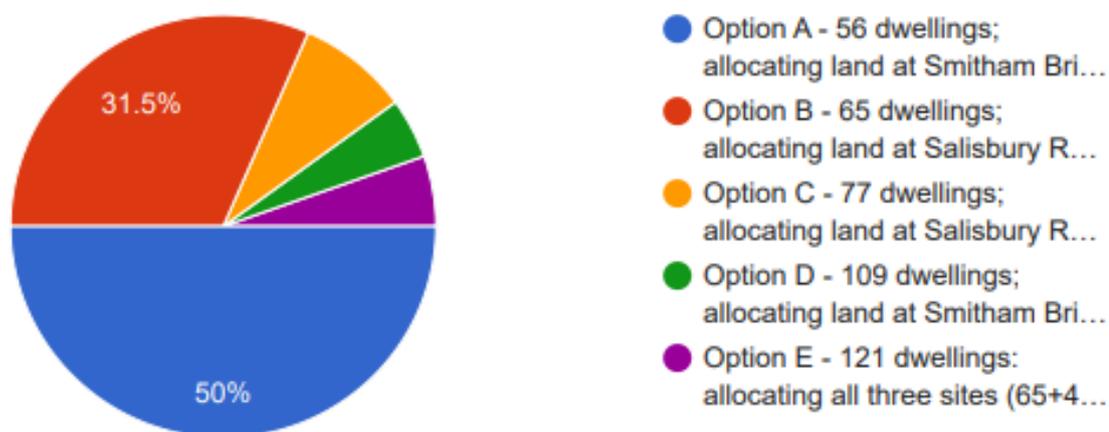
3.1 The web consultation took place over a 10 day period between Friday 4<sup>th</sup> and Monday 13<sup>th</sup>. The form was available on the Hungerford Town Council website and the questionnaire is shown in Appendix B, and note that the home address was also requested on the web site questionnaire.

3.2 There were a total of 130 responses and a summary of the results is shown below on Table 2. It is based on the Google survey analysis tool which also shows a pie chart on Figure 1.

**Table 2: Summary of Site Preference Surveys from the Web Consultation**

Option	Description	Responses	%
A	Smitham Br + Rear of Cott Cl	65	50%
B	Salisbury Rd	41	32%
C	Salisbury Rd + Rear of Cott Cl	11	8%
D	Salisbury Rd + Smitham Br	5	4%
E	All Sites	8	6%
N	No preference or no development	0	0%
Total		130	100%

**Figure 1: Pie Chart Summary of Site Preference Surveys from the Web Consultation**



3.3 The results are comparable to the paper questionnaire surveys, except a more pronounced preference for Option A.

3.4 Comments were also available and tended to be similar to the paper questionnaires.

3.5 An additional question was asked about the home address of the respondents. This was aimed at trying to minimise survey bias through repeated responses. This does appear to have been effective.

#### 4. Combined Survey Results

4.1 By adding the two survey methods an average response can be produced and perhaps the more representative with a total of 243 responses. Table 3 below shows a summary of the results.

**Table 3: Summary of Site Preference Surveys from all Responses**

Option	Description	Responses	%
A	Smitham Br + Rear of Cott Cl	112	46%
B	Salisbury Rd	74	30%
C	Salisbury Rd + Rear of Cott Cl	25	10%
D	Salisbury Rd + Smitham Br	12	5%
E	All Sites	16	7%
N	No preference or no development	4	2%
Total		243	100%

4.2 This above table reinforces the two approaches. Options C, D and E can be clearly dismissed. Option A has the higher value with 46% preferring this approach. Option B is a clear second at 30% and in practice Option C is similar to B as it is Salisbury Rd, but adding the site the rear of Cottrell Close. By adding options B and C together this totals 40%, which is still less than Option A at 46%.

4.3 The 243 responses represent about 9% of Hungerford's households (of 2700). It was well advertised and represents a reasonable response, and there does seem to be clear preference.

4.4 **On the basis of this Informal Consultation Option A is the preferred Option. It is therefore recommended that the HNP proceeds with the site allocations of Option A, Smitham Bridge Road and land to the rear of Cottrell Close.**

## **APPENDIX A**

### **CONSULTATION ON PREFERRED SITE ALLOCATIONS FOR THE HUNGERFORD NEIGHBOURHOOD PLAN**

## **CONSULTATION ON PREFERRED SITE ALLOCATIONS FOR THE HUNGERFORD NEIGHBOURHOOD PLAN**

The Draft Plan is currently being finalised, although the preferred housing allocations have still to be decided. The Steering Group felt it necessary to have an informal consultation to obtain residents' views and comments.

The Plan covers the whole parish for the period 2024 to 2041.

Once in place it will be used to plan for Hungerford's future and determine planning applications alongside the West Berkshire Local Plan.

### **The Plan Vision**

Hungerford sits at the heart of the North Wessex Downs AONB 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 manmade heritage and enhancing its strong sense of being a caring community and a fulfilling place to live.

### **The Plan Aims**

There are six main categories which form a chapter each in the plan, along with a number of planning policies:

Housing: 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.

Employment and Economy: 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.

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

Leisure, Wellbeing, Public Safety and Learning 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.

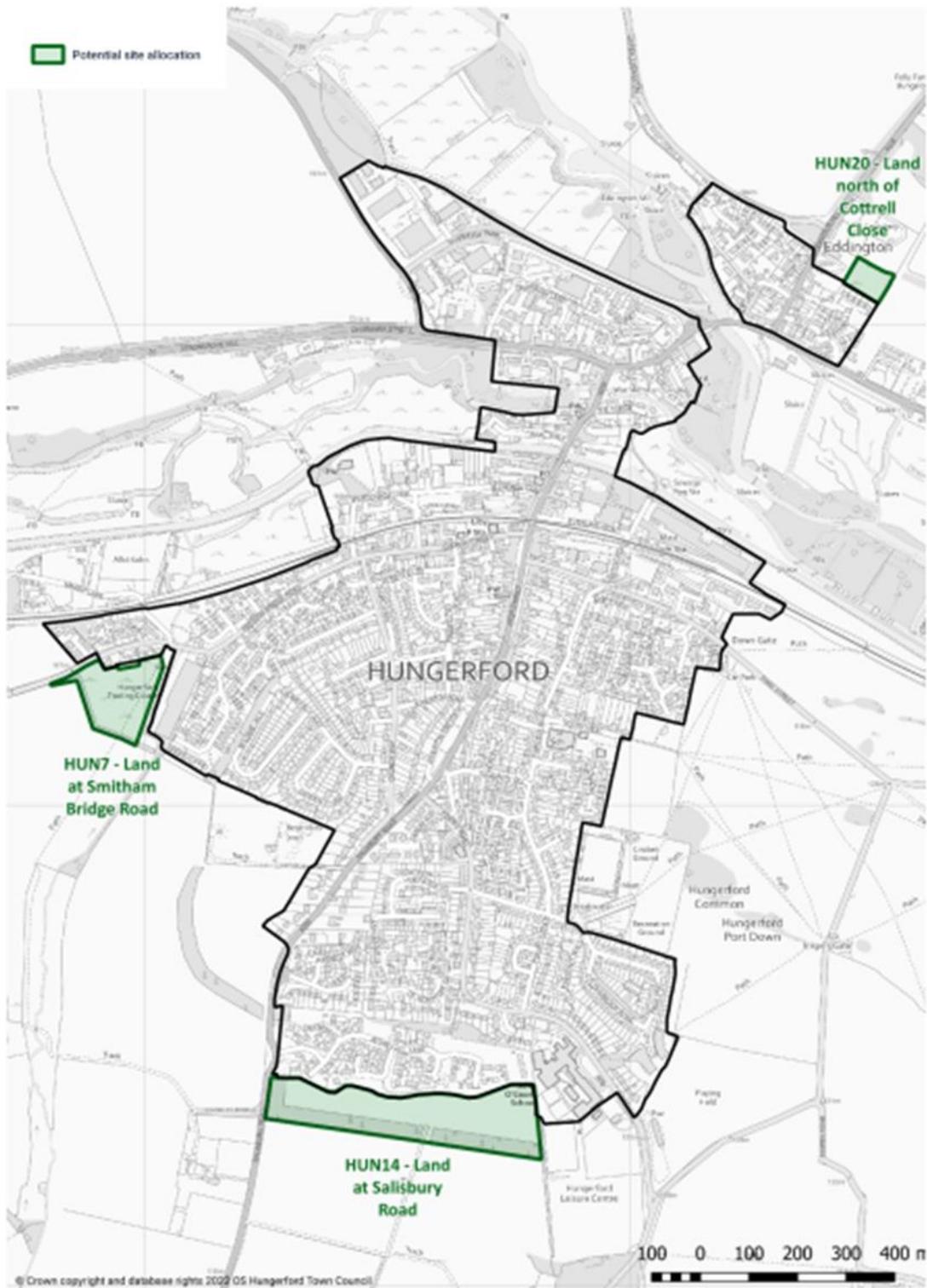
Our Heritage: Conserve and, where practicable, enhance Hungerford's natural and built environment.

Climate Change and Biodiversity: 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.

### Housing Site Allocation

The Neighbourhood Plan has to allocate sites to deliver a minimum of 55 dwellings to comply with the West Berkshire Emerging Local Plan. If it doesn't, then the Emerging Local Plan will do this and the community will have less say over which sites are chosen.

After careful and detailed evaluation of many sites around the town, three sites are considered to represent sustainable and deliverable options. They are shown on the plan below:



**LAND AT SALISBURY ROAD: Site HUN 14 with 65 dwellings:**

Access off Salisbury Road via Lancaster Park



**Main constraints**

- Loss of green fields in Area of Outstanding Natural Beauty, but well screened
- Impact on local residents during construction
- Likely to be some impact from traffic along the High Street

**Community benefits**

- 40% affordable housing
- An allotment area with at least 20 plots
- Local Area for Play (play facilities for small children)
- Proportionate financial contributions towards maintaining and improving community facilities

**LAND NORTH OF COTTRELL CLOSE: Site HUN 20 with 12 dwellings**

Access through Cottrell Close

**Main constraints**

- Loss of green fields in Area of Outstanding Natural Beauty, but well screened
- Impact on local residents during construction

**Community benefits**

- 40% affordable housing
- Proportionate financial contributions towards maintaining and improving community facilities



**LAND AT SMITHAM BRIDGE ROAD:** Site HUN 7 with 44 dwellings  
 Access off Smitham Bridge Road



**Main constraints**

- Loss of green fields in Area of Outstanding Natural Beauty, but well screened
- Impact on local residents during construction
- Likely to be some impact from traffic on Smitham Bridge Rd, Church Street and northern part of High Street

**Community benefits**

- 40% affordable housing
- Allotments at Marsh Lane with over 100 plots will be retained in perpetuity (ownership passed to Town Council)
- Proportionate financial contributions towards maintaining and improving community facilities

There are five ways to deliver the 55 dwellings, as follows:

OPTION	DESCRIPTION
A	56 dwellings: allocating the land at Smitham Bridge Road (44) plus land north of Cottrell Close (12)
B	65 dwellings: allocating the land at Salisbury Road only
C	77 dwellings: allocating the land at Salisbury Road (65) plus land north of Cottrell Close (12)
D	109 dwellings: allocating the land at Smitham Bridge Road (44) plus land at Salisbury Road (65)
E	121 dwellings: allocating all three sites (65+44+12 dwellings)

**APPENDIX B**

**QUESTIONNAIRES**

## QUESTIONNAIRE

This is your plan and we are keen to know your views on the location of new housing.

The housing requirement for Hungerford is a minimum of 55 dwellings.

This can be provided in five alternative ways as shown in the options below.

Please indicate your preferred option:

OPTION	DESCRIPTION	Tick preferred
A	56 dwellings: allocating the land at Smitham Bridge Road (44) plus land north of Cottrell Close (12)	
B	65 dwellings: allocating the land at Salisbury Road only	
C	77 dwellings: allocating the land at Salisbury Road (65) plus land north of Cottrell Close (12)	
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E	121 dwellings: allocating all three sites (65+44+12 dwellings)	

What is the main reason for your preferred option:

.....

.....

Are you a Hungerford resident? YES/NO

Do you have any other comments:

.....

.....

.....(continue overleaf).

**PLEASE COMPLETE AND PLACE IN POSTING BOX BEFORE LEAVING**

**THANK YOU FOR TAKING PART**

### NEXT STAGES OF THE PLAN

The main next stages are:

- to send it to West Berkshire Council for comments
- a formal six week public consultation
- a second formal six week public consultation on the amended plan
- a public examination
- a public referendum

## Hungerford Informal Consultation on Housing Sites

The results of this consultation will inform Hungerford's draft Neighbourhood Plan. For more info on housing sites and assessments refer to our website [Neighbourhood Plan - Hungerford Town Council \(hungerford-tc.gov.uk\)](http://hungerford-tc.gov.uk)

This is your plan and we are keen to know your views on the location of new housing. \*  
The housing requirement for Hungerford is a minimum of 55 dwellings. This can be provided in 5 alternative ways as shown in the options below. Please indicate your preferred option:

- Option A - 56 dwellings; allocating land at Smitham Bridge Road (44) plus land at Cottrell Close (12)
- Option B - 65 dwellings; allocating land at Salisbury Road only
- Option C - 77 dwellings; allocating land at Salisbury Road (65) plus land north of Cottrell Close (12)
- Option D - 109 dwellings; allocating land at Smitham Bridge Road (44) plus land at Salisbury Rd (65)
- Option E - 121 dwellings: allocating all three sites (65+44+12 dwellings)

What is the main reason for your preferred option: \*

Short answer text

.....

Are you a Hungerford resident? \*

yes

