

Hungerford is a thriving centre for the antiques trade but also has many specialist shops as well as pubs, cafes and restaurants to attract visitors. It is easily accessible by road and rail and has a good variety of overnight accommodation available. The town straddles the Kennet and Avon canal and is surrounded by unspoilt countryside offering a wide range of leisure activities.

Despite having so much for the visitor, very little is currently done to promote the town as a tourist destination. Since many of the town's retail businesses depend on visitors, better promotion of tourism is seen as vital to the local economy.

Hungerford needs to better promote itself as a tourist destination and base for exploring the surrounding area. This must be done whilst ensuring the preservation and enhancement of the things which attract visitors in the first place - the town's historic character, surrounding countryside, canal and specialist shops. The town must seek to be as welcoming as possible to visitors with good information services, ample and well signposted parking plus a thriving

programme of events such as the Victorian Extravaganza, Carnival and HADCAF.



Policies

Promote Hungerford as an historic market town for visitors.

Provide better facilities for visitors including improved information services, parking and accommodation.

Use Hungerford's location at the heart of the North Wessex Downs AONB to promote it as a base from which to explore the area.

Key Actions

- Provide a drop off point and parking for a minimum of two coaches with level access to the High Street.
- Update the Tourist Information boards in the town and provide new maps to help people find their way around. These should include walking and cycle trails in and around the local area.
- Make provision for a tourist information facility in the redevelopment of the Library.
- Collate information from local businesses to produce leaflets highlighting visitor attractions in the town and the surrounding area with information on accommodation, eating out and shopping.
- Create a working group to co-ordinate tourist promotion including representatives from businesses, the Town Council, the Chamber of Commerce and residents.
- Introduce brown heritage signs on the M4 to show that accommodation, the Kennet and Avon Canal and other tourist attractions are in Hungerford.
- Improve web based tourist promotion and link to sites which promote English tourism to visitors from the UK and overseas.
- Seek assistance, both financial and practical, from government bodies promoting English tourism.
- Raise the level of communication with other organisations which bring visitors to the area.
- Produce a visitor guide on the history of Hungerford and its surrounding area.