

Your 
Odiham

**Odiham
Village
Centre
Area
Action
Plan**

2021-2026



ACTION PLAN

ODIHAM VILLAGE CENTRE AREA ACTION PLAN

This Plan was produced in 2021, led by Odiham Parish Council in partnership with the community. It sets out a vision for the centre of Odiham and a five year Action Plan which aims to protect and enhance what is important to residents.



CONTENTS

1. Introduction	Page 4
2. Map of area covered	Page 5
3. Background	Page 6
4. Action Plan Areas	
i. PUBLIC SPACES AND SERVICES	Pages 7-8
ii. STREETScape AND PUBLIC REALM	Pages 9-10
iii. BUSINESS SUPPORT	Pages 11-12
iv. IDENTITY AND BRANDING	Page 13
v. PARKING ACCESS AND TRAVEL	Pages 14-15
vi. COMMUNITY COHESION	Page 16
vii. DIGITAL TECHNOLOGY	Page 17
viii. DISABILITY ACCESS, HEALTH & WELLBEING	Page 18
ix. ENVIRONMENTAL IMPACT	Page 19-20
5. Document review and revisions	Page 21



ACTION PLAN

1. INTRODUCTION

The Odiham Village Centre Area Action Plan sets out a vision for Odiham centre.

This Plan aims to capture what is important to residents, what they like, what they don't like and what should be improved, listing project aims over a five year period.

The Action Plan will become a guide for a coordinated delivery of improvements:

- For direct project delivery by Odiham Parish Council or other Steering Group partners
- Used to secure external funding
- Used to influence other local authority strategic spending or plans
- Used to identify, protect and invest resources in the things which are important to the community.

This Plan is not just about future improvements. By recognising what is valued locally, it can help to protect and preserve identified values through local campaigning, grant funding and strategic spending, underpinning longevity for the future.

All objectives and project actions aim to:

- Create a stronger and more cohesive community
- Support local business, especially operating in the High Street
- Support local schools and community interest groups
- Support efforts to improving people's health and wellbeing
- Support development of stronger cultural identity and sense of belonging

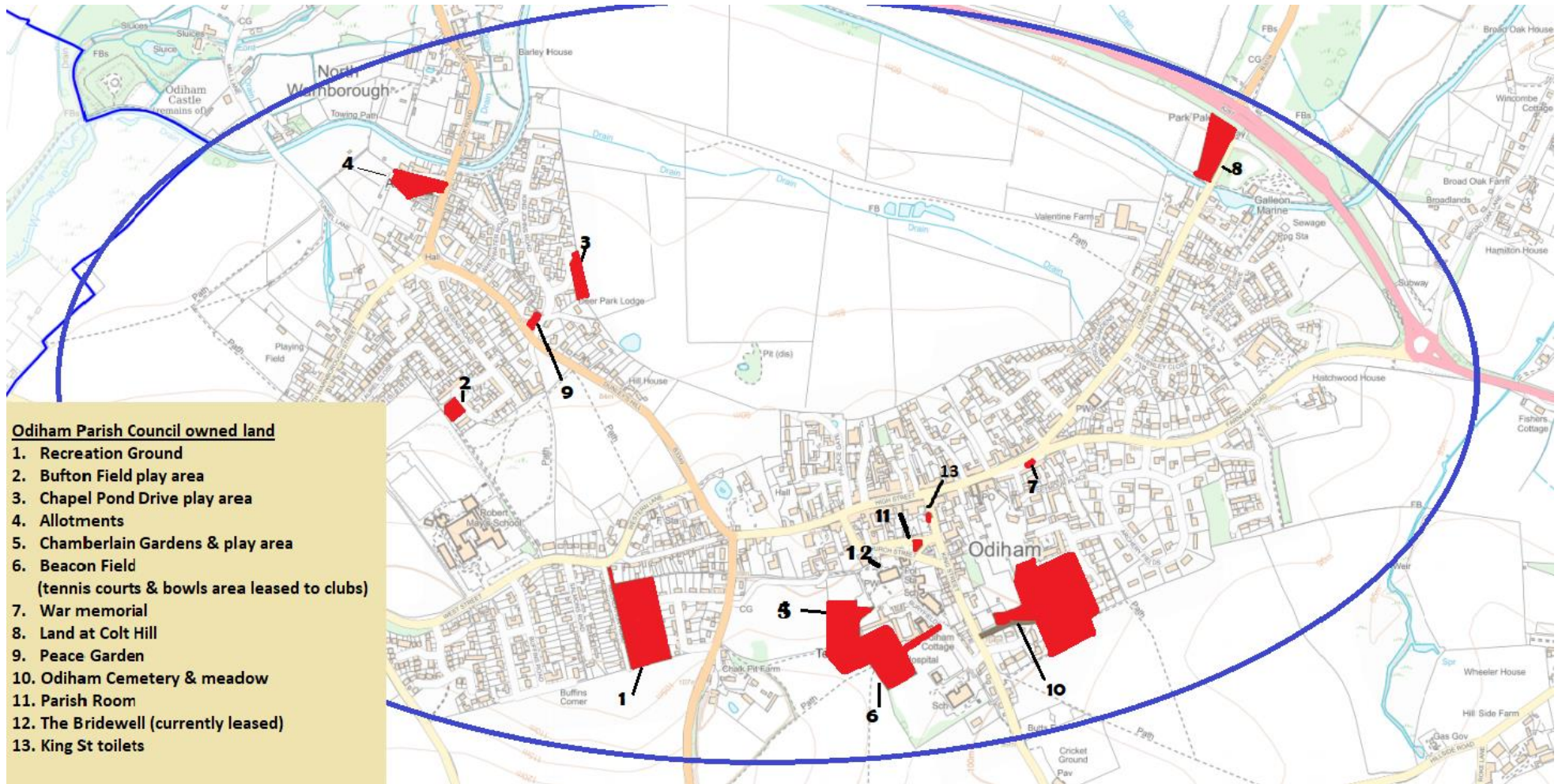
Statement of Community Engagement

The Odiham Village Centre Area Action Plan was developed in 2021 in partnership with Hart District Council and the Odiham and North Warnborough community; residents, businesses and community organisations.

Residents were consulted on the draft Plan on ?????? the final Plan adopted by Odiham Parish Council on ???????

ACTION PLAN

2. MAP OF AREA COVERED



ACTION PLAN

3. BACKGROUND

Odiham village centre focusses around Odiham High Street which runs from east to west through the parish and has direct links to surrounding green spaces, largely to the north and south. The High Street itself comprises of a mix of residential, retail, eating and drinking establishments and businesses, predominantly accommodated in buildings of heritage importance.

The High Street attracts residents and visitors to its local shops and services and is an important meeting place for socialising and events. The High Street area is a focal point for visitors providing access to local walks, heritage routes and access to green spaces such as the Deer Park and Basingstoke Canal.

The High Street is the main route between the B3349 and A287. Free parking is available on the High Street for up to 2 hours and there are two pay and display car parks; the medium sized Deer Park car park to the north and a small car park in The Bury to the south. Many of the residential and business properties do not have dedicated parking.

The Odiham Conservation Area sits wholly in the village centre area and its character is defined in the Odiham Conservation Area Character Appraisal. The picturesque “chocolate box” landscape is valued by locals but is also seen as a barrier to the development of businesses due to planning restrictions and the cost of maintaining heritage buildings. The age and style of infrastructure also poses limitations on accessibility improvements.

This Plan supports and aligns with the Odiham & North Warnborough Neighbourhood Plan which states the following objectives:

“The character and vitality of Odiham’s village centre will be maintained or enhanced, providing an attractive and interesting place for people to meet. Existing and new businesses and services will be encouraged, whilst retaining the special historic and rural character of the area but with traffic and car parking managed more effectively.”

“To maintain and enhance the character and vitality of Odiham High Street, and the Parish’s ability to attract visitors.

- To seek to strengthen and support the economic activity of retail units and commercial premises in and around the High Street.
- To encourage Odiham High Street to continue to provide an attractive environment and a good place for residents and visitors to shop, eat, drink and socialise.”

And does not make proposals which contravene Neighbourhood Plan Policy 9, by:

- not proposing any change of use to ground floor properties.
- not making any proposals which alter shop fronts
- adhering to the Odiham Conservation Area Character Appraisal

This Plan includes infrastructure projects stated in the Neighbourhood Plan.

ACTION PLAN

i. PUBLIC SPACES AND SERVICES

Objective	Action (completed or ongoing shown in green)	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Retain rural public services	Establish Odiham Book Exchange to retain access to books.	Social. Educational. Health & wellbeing.	OPC	Community	May 2021	Ongoing	HCC	
	Maintain public service presence in centre by taking on The Bridewell.	Social. Health & wellbeing. Community cohesion.	OPC	Community organisations	May 2021	Ongoing	HCC OPC	
	Develop The Bridewell into better utilised community hub.	Social. Health & wellbeing. Community cohesion.	OPC	Community organisations	2021-22	Ongoing	OPC Community fundraising External funding	
	Provide public support to access principal authority, online services.	Health & wellbeing.	OPC	Hart DC HCC				
	Be open to devolution of public services from principal authorities.	Social. Health & wellbeing. Environmental.	OPC	Hart DC HCC	Ongoing	Ongoing		
Make open spaces more attractive (OPC owned but not restricted to)	Make better use of green spaces eg for people to enjoy after school drop off/pick up. Projects such as improved signage, access, online promotion, walking map, improved biodiversity/green routes.	Health & wellbeing. Environmental.	OPC					
	Make better use of and links to Recreation Ground.	Health & wellbeing. Environmental.	OPC					

Completed projects - Ongoing projects - High priority

ACTION PLAN

Objective	Action (completed or ongoing shown in green)	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Public toilets	Retain.	Health & wellbeing.	OPC		Ongoing	Ongoing	OPC	
	Disabled "Changing Places" toilet.	Health & wellbeing.	OPC	High St businesses.			OPC External funding S106/CIL	

Completed projects - Ongoing projects - High priority

ACTION PLAN

ii. STREETScape AND PUBLIC REALM

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Odiham Conservation Area Character Appraisal	Adopt final Appraisal.	To provide clear policy.	OPC	HDC	2020	2021	OPC	
More seating on High St	Provide more, well sited seating on the High St.	Social. Health and wellbeing. Attract visitors.	OPC	HCC		Ongoing	OPC S106/CIL Grant funding	
Further cycle racks on the High Street. (also under parking, access and travel).	Further, well sited cycle racks on & in vicinity of the High Street.	Environmental. Health and wellbeing. Attract visitors.	OPC	HCC			OPC S106/CIL Grant funding	
Improve signage	Keep traffic management signage to a minimum, located at extremities of village to preserve character. (also under parking access and travel).	Visual.	HCC	OPC				
	Wayfinding – better links to green spaces, walks, local attractions, heritage and links between Odiham/North Warnborough. (also under parking access and travel).	Environmental Health and wellbeing. Attract visitors.	OPC	HDC HCC Odiham Society				
	Digital information board.	Attract visitors.	OPC	Community organisations eg Odiham Society, InOdiham, Lions				

Completed projects - Ongoing projects - High priority

ACTION PLAN

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
	Village Centre sign.	Visual.	OPC	Community organisations eg Odiham Society, InOdiham, Lions				
	Village Gateways (gates & signage at village entrances to encourage reduction in speed).	Safety.	OPC	HCC			S106/CIL	

Completed projects - Ongoing projects - High priority

ACTION PLAN

iii. BUSINESS SUPPORT

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Business support	Develop Business Partnership Forum including WhatsApp group to share business support news and opportunities.	Economic	OPC	Local businesses	Feb 2020	Ongoing	OPC – minimal costs	
	Shop Local, Eat Local, Support Local campaign.	Economic Attract visitors	OPC	Community organisations Local businesses			OPC Grant funding	
Employment	Promote local job opportunities – local jobs board?	Economic	?	OPC Community organisations High Street businesses Hart Economic Development Hart Voluntary Action				
	Provide local training opportunities and schemes to support job seekers.	Economic Health & wellbeing	?	OPC Community organisations High Street businesses Hart Economic Development Hart Voluntary Action				
	Encourage employers to provide youth opportunities	Economic Health & wellbeing						
Banking services	Investigate options for local banking services in Odiham	Economic Environmental Health & wellbeing	?	OPC Hart Economic Development				

Completed projects - Ongoing projects - High priority

ACTION PLAN

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Events/markets which increase footfall on High Street	Install secure fixings for market gazebos in the High St	Economic Health & wellbeing	inOdiham	OPC Community organisations High St businesses			Funded by OPC	
	Offer grants to organisations offering not for profit events to the community	Health & wellbeing	OPC	Various			Funded by OPC	
Better/coordinated use of empty units or under utilised spaces	Eg Airbnb, temporary pop-up-shops, creating online listing of available spaces. Further projects to be determined	Economic Social Attract visitors	? Poss All Saints	OPC Hart Economic Development Community organisations High St businesses				
Encourage entrepreneurs/ business start ups	Eg pop up shops, Further projects to be determined	Economic Social Attract visitors	?					
Support local home working	Stronger support for home working eg survey to identify problems encountered by residents.	Economic	OPC					
	Establish hot desking offer at the Bridewell.							
	Support planning applications for extensions to create home offices.	Environmental Health & wellbeing						

Completed projects - Ongoing projects - High priority

ACTION PLAN

IDENTITY AND BRANDING

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Branding	Set up Your Odiham brand.	Economic Attract visitors	OPC				OPC	
	Review purpose and key selling points to ensure correct messages and develop comms plan.	Economic Attract visitors	OPC				OPC	
	Extend to further projects.	Economic Attract visitors	OPC				OPC	
More reasons to visit Odiham centre.	Support community organisations and businesses to provide events, activities and offers.	Economic Attract visitors	OPC	Community organisations eg InOdiham, Lions High St businesses				
	Better promotion of everything on offer in the local area	Economic Attract visitors	? Lions?	OPC Community organisations High St businesses				
Protect heritage value	Ensure strong policies to protect & enhance heritage.		OPC Odiham Society	Hart DC				
	Projects and events which protects and improves access to heritage sites and increases visitors.		OPC Odiham Society	Community organisations				
Pride of place	Acknowledge this is important for all ages and demographics.							

Completed projects - Ongoing projects - High priority

ACTION PLAN

PARKING, ACCESS AND TRAVEL

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Address the perceived speed and volumes of traffic (NP Aims & Objectives 4.7)	Establish Community Speedwatch.	Safety.	OPC	Hampshire Police	May '21	Ongoing	OPC, minimal expenditure	Complete
	Investigate crossing point near the Post Office and Co-op.	Safety.	HCC	OPC			S106/CIL	
	Keep traffic management signage to a minimum, located at extremities of village to preserve character.	Safety. Visual.	HCC	OPC	Ongoing	Ongoing	HCC.	
Increase parking provision	Investigate layout of parking bays.	Economic.	HDC	OPC HCC				
	Investigate projects which manage parking around schools.	Safety.	HCC	OPC				
	Shop workers parking schemes.	Economic.	HDC	OPC				
	Investigate options for an additional car park within walking distance of the High St	Economic	OPC	Hart			S106/CIL	
Encourage more walking and cycling	Further cycle racks on the High Street. (also under streetscape and public realm).	Environmental.	OPC	HCC				
	Consult all sectors of community eg target parents of school children.	Environment	OPC	HCC				

Completed projects - Ongoing projects - High priority

ACTION PLAN

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
	Wayfinding - improve signage in the High St directing to nearby green spaces, walks and walking routes between Odiham & North Warnborough.	Environmental. Health and wellbeing.	OPC	HCC HDC				
	Engineering solution to make better use of shared pedestrian/ vehicle spaces (NP Aims & Objectives).	Safety. Environmental.	HCC	OPC HDC				
	Cycleway links to North Warnborough and RAF Station.	Environmental.	HCC	OPC HDC				

Completed projects - Ongoing projects - High priority

ACTION PLAN

iv. COMMUNITY COHESION

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Community Hub	Maximise opportunities for all sectors of community to unite and participate in shared activities.	Social. Health and wellbeing.	OPC	Community organisations. HVA.	2022	Ongoing		
	Support increase in home working to contribute towards community cohesion eg planning decisions and providing hot desking opportunities.							
Maximise opportunities for community to come together	Support community events.	Social. Health and wellbeing.	InOdiham.	OPC. Community organisations.	Ongoing	Ongoing		
	Develop The Bridewell into a better utilised community Hub.	Social. Health and wellbeing. Educational.	OPC	Community organisations.	2021	Ongoing		
Communication	Develop OPC website, newsletter and social media presence Improve noticeboards	Social	OPC		2021	Ongoing		

Completed projects - Ongoing projects - High priority

ACTION PLAN

v. DIGITAL TECHNOLOGY

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Provide real time, live travel information.	Ensure new bus shelters include RTI.	Social. Economic.	HCC	OPC			S106/CIL	
Provide current tourist information	Digital information board. (Interactive)	Social. Economic. Attract visitors.	OPC	Hart Economic Development				
Superfast broadband	??	Economic.						
Provide public wifi access	Wifi provision to the Bridewell Encourage businesses to provide access.	Social. Economic.	OPC	High St businesses				
Provide mobile phone charging points	Investigate through High St public realm, eg benches. Schemes which encourage High St businesses to provide.	Social. Economic. Attract visitors.	OPC	High St businesses				

Completed projects - Ongoing projects - High priority

ACTION PLAN

vi. DISABILITY ACCESS, HEALTH & WELLBEING

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Accessible toilets	Provide disabled toilet	Health & wellbeing.						
Improve wheelchair/ buggy accessibility.	Work with HCC to improve condition of pavements.	Health & wellbeing.						
	Consider limitations on access from High Street to The Bridewell.	Health & Wellbeing.						
	Acknowledge residents in the Almshouses.	Health & wellbeing						
Accessibility	Dementia Awareness training/scheme for community organisations and retailers.	Health & wellbeing.						
	Website accessibility for blind readers.	Health & wellbeing.						
	Safeguarding training.	Health & wellbeing.						
	First aid training/ information point	Health & wellbeing.						
	Network of defibrillator provision. Encourage partnership working with other community groups and advertise for volunteer co-ordinator.	Health & wellbeing.	OPC	OCC				
Support groups	Consider support groups at The Bridewell for disabled users and carers.	Health & wellbeing.						

Completed projects - Ongoing projects - High priority

ACTION PLAN

vii. ENVIRONMENTAL IMPACT

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Clear policy	Develop Environmental and Biodiversity Action Plan.	Environmental.	OPC					
Better recycling	Scheme to manage non-food waste.	Environmental.	Hart DC					
	Provision of public recycling bins.	Environmental.	Hart DC					
	Education through signage.	Environmental.	Hart DC					
Reduce carbon emissions - reduce dependency on cars	Better signage for walking routes (see also wayfinding under iii).	Environmental. Health & wellbeing.						
	Virtual/live streaming public meetings.	Environmental.	OPC					
	Encourage a reduction in travel by promoting 'local'	Environmental Economic	OPC					
Reduce carbon emissions by encouraging electric vehicles	Provide electric vehicle charging points.	Environmental.	Hart DC	OPC				
Reduce dependency on plastic	The UK Plastic Pact – WRAP	Environmental	All organisations					
	Deposit return schemes	Environmental.	High St businesses					
	Plastic free pledge	Environmental.	All organisations					
Reduce litter	Litter picking events	Environmental.	OPC Lions					
Promote organic food	Support weekly market	Environmental. Economic.	InOdiham					
	Support Flavourfest.	Environmental. Economic.	InOdiham					

ACTION PLAN

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
	Encourage development of regular food market.	Environmental. Economic.	InOdiham					
Support increase in home working to contribute towards community cohesion	eg through planning decisions and providing hot desking opportunities							

Completed projects - Ongoing projects - High priority

ACTION PLAN

REVIEWS AND REVISIONS

Date		

