

Your 
Odiham

**Odiham
Village
Centre
Area
Action
Plan**

2021-2026



ACTION PLAN

ODIHAM VILLAGE CENTRE AREA ACTION PLAN

This Village Centre Action Plan has been developed with a working group commissioned by OPC and drawn from the wider community. It uses a template that is common in the sector and addresses a range of key areas of local council activity and influence. It is divided into 9 areas and within each there is a range of projects relevant to Odiham and North Warnborough, some of which are underway or planned. The plan was drafted and published for consultation in 2021 and finalised in early 2022.

The Village Centre Action Plan 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	Page 7
ii. BUSINESS SUPPORT	Pages 8-9
iii. PARKING ACCESS AND TRAVEL	Page 10
iv. ENVIRONMENTAL IMPACT	Pages 11-12
v. COMMUNITY COHESION	Page 13
vi. STREETScape AND PUBLIC REALM	Page 14
vii. DISABILITY ACCESS, HEALTH & WELLBEING	Page 15
viii. IDENTITY AND BRANDING	Page 16
ix. DIGITAL TECHNOLOGY	Page 17
5. Document review and revisions	Page 18



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 projects and objectives for a five-year period. It will inform strategy for OPC over that time and will evolve as circumstances change and opportunities arise. It provides a benchmark against which the community can assess the performance of the OPC.

The Action Plan is a working document which guides a coordinated delivery of improvements:

- For direct project delivery by Odiham Parish Council or other Steering Group partners
- To secure external funding
- To influence other local authority strategic spending or plans
- 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 what the community 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 those operating in the High Street
- Support local schools and community interest groups
- Support efforts to improving people's health and wellbeing
- Support development of a stronger cultural identity and sense of belonging

Statement of Community Involvement

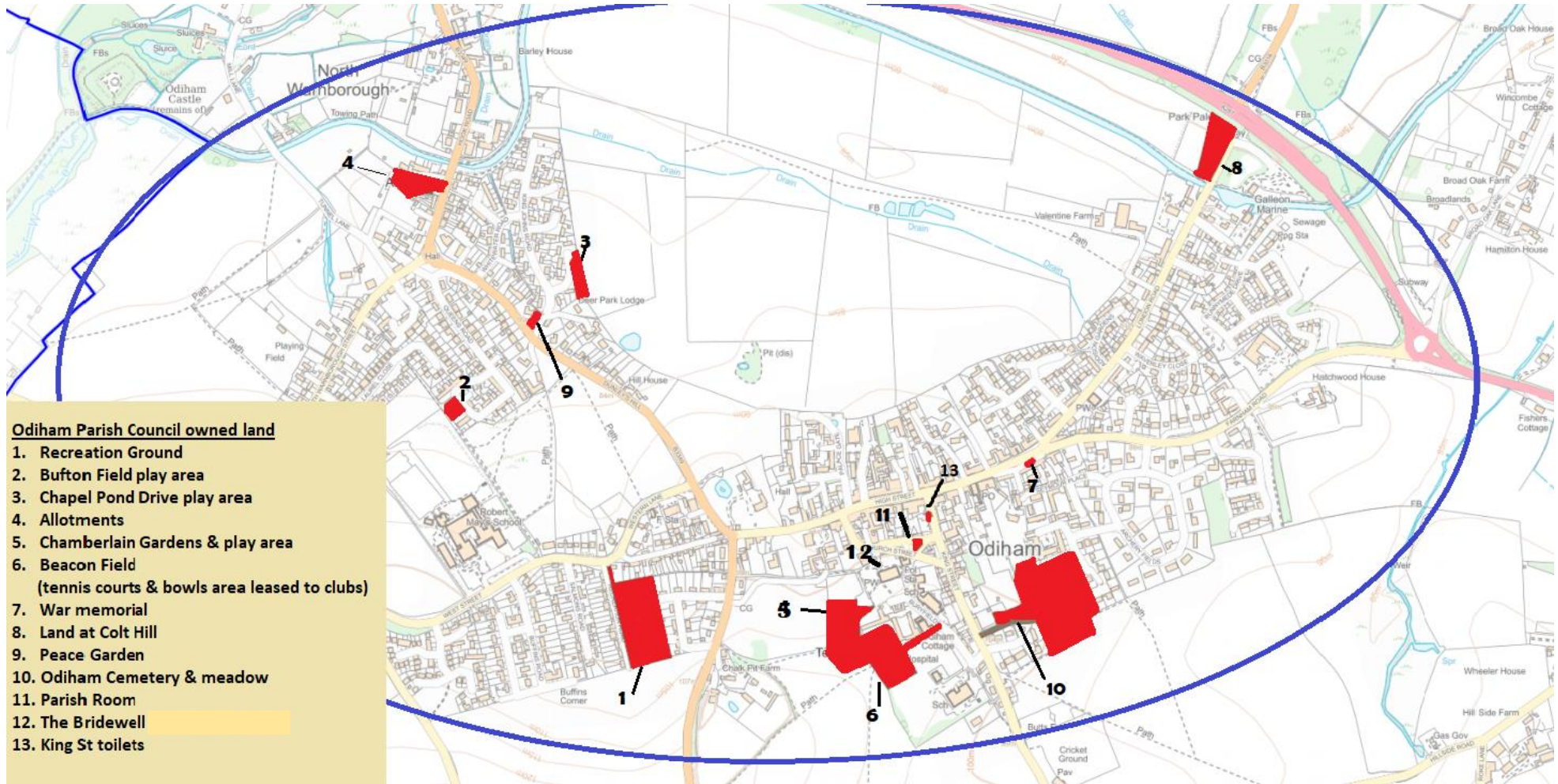
The Odiham Village Centre Area Action Plan was developed in 2021/2 in partnership with Hart District Council and the Odiham and North Warnborough community; residents, businesses and community organisations.

Residents were consulted on the draft in Autumn 2021 through an online survey. The survey responses informed a final revision which was then presented to the working group and High Street businesses before being adopted by Odiham Parish Council on 15th March 2022.



ACTION PLAN

2. MAP OF AREA COVERED



ACTION PLAN

3. BACKGROUND

Odiham Civic Parish encompasses the villages of Odiham and North Warnborough. Commercial activity focusses around Odiham High Street which runs from east to west through Odiham and has direct links to surrounding green spaces, largely to the north and south. The High Street itself has a mix of residential, retail, hospitality and service 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 including the listed Parish Church 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, historic buildings and landscape are valued by residents and visitors alike but are also seen as barriers to the development of businesses. Planning restrictions and the cost of maintaining heritage buildings are challenges. 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.”

This plan does not make proposals which contravene Neighbourhood Plan Policy 9, by excluding:

- any change of use to ground floor properties.
- any proposals which alter shop fronts
- conflicts with the Odiham Conservation Area Character Appraisal

This Plan includes infrastructure projects listed in the Neighbourhood Plan.

ACTION PLAN

1 PUBLIC SPACES AND SERVICES – this ranked as the top priority in the community consultation

Objective	Action)	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Retain rural public services	Establish Odiham Book Exchange to retain free access to high quality books.	Social. Educational. Health & wellbeing.	OPC	Friends of the Odiham Book Exchange CIC	May 2021	Handover to CIC April 2022	HCC Ongoing through Friends of the Odiham Book Exchange CIC	1
	Maintain public service presence in centre by taking on The Bridewell.	Social. Health & wellbeing. Community cohesion.	OPC	Community organisations	May 2022	Ongoing	HCC OPC	1
	Develop The Bridewell into better utilised community hub.	Social. Health & wellbeing. Community cohesion.	OPC	Community organisations	Christmas 2022	Ongoing	OPC Community fundraising External funding	1
	Provide public support to access principal authority, online services.	Health & wellbeing.	OPC	Hart DC OPC Hook and Odiham Lions	January 2023	Ongoing	IT equipment OPC Training for volunteers Hart DC, HVA, Lions	2
	Be open to devolution of public services from principal authorities.	Social. Health & wellbeing. Environmental.	OPC	Hart DC HCC	Ongoing	Ongoing		5
Make open spaces more attractive (OPC owned but not restricted to)	Make improvements eg improved signage, access, seating, online promotion, walking map, improved biodiversity/ green routes.	Health & wellbeing. Environmental.	OPC	Community organisations	Ongoing	Ongoing	HCC HDC OPC Community fundraising External funding	1
Provide access to public toilets	Retain King St toilets Investigate wider use of business premises	Health & wellbeing.	OPC	Local businesses	Ongoing	Ongoing	OPC	3
Promote heritage	Repurpose Parish Room as Heritage Centre	Social. Educational. Health & wellbeing	OPC	Odiham Society	April 2022	Ongoing	Cost neutral	1

Completed projects - Ongoing projects - High priority

ACTION PLAN

2 BUSINESS SUPPORT - this ranked as the second highest priority in the community consultation

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	Complete
	Encourage increased through promotion eg Shop Local, Eat Local, Support Local campaign and support for community events	Economic Attract visitors	OPC	Community organisations Local businesses	Dec 2020	Ongoing	OPC Grant funding	1
Employment	Keep local community informed by signposting to Hart DC Employment and Skills Services -eg local training opportunities and schemes to support job seekers	Economic Health & wellbeing	One of the community services offered in 1 above.	OPC Community organisations High Street businesses Hart Economic Development Hart Voluntary Action	Dec 2022	Ongoing	Cost neutral	2
Banking services	Promote Post Office and other local banking services	Economic Environmental Health & wellbeing		OPC Hart Economic Development	2022	2025	Cost neutral	3
Events/markets which increase footfall on High Street	Install secure fixings for market gazebos in the High St	Economic Health & wellbeing	OPC	inOdiham HCC	2020	2021	Funded by OPC	Complete
	Offer grants to organisations offering not for profit events to the community	Health & wellbeing Community cohesion	OPC	Various including inOdiham Hook and Odiham Lions	Ongoing	Ongoing	Funded by OPC	1

Completed projects - Ongoing projects - High priority

ACTION PLAN

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Better/coordinated use of empty units or under utilised spaces	Eg Airbnb, temporary pop-up-shops, creating online listing of available spaces. To include encouraging new businesses. Further projects to be determined	Economic Social Attract visitors	Poss All Saints	OPC Hart Economic Development Community organisations High St businesses	As High St grants become available		To be developed – this is a very challenging objective for OPC alone, but OPC can act as catalyst, lobbying agent.	1
Support local home working	Stronger support for home working eg survey to identify problems encountered by residents. Establish hot desking offer at the Bridewell.	Economic	OPC		Jan 2023	Ongoing	Possible grant funding to develop Bridewell space.	1

Completed projects - Ongoing projects - High priority

ACTION PLAN

3 PARKING, ACCESS AND TRAVEL – this ranked third in the community consultation

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
	Support enforceable 20mph campaign in Hampshire	Safety	HCC	HALC Parishes Local campaign groups	2021	Ongoing	Cost neutral	1
Increase parking provision	Investigate layout of parking bays.	Economic.	HDC	OPC HCC	2021	2022	OPC HDC	1
	Campaign for low parking charges	Economic.	HDC	OPC	2021	Ongoing	Part of the negotiation with HDC re parking charges	2
	Investigate options for an additional car park within walking distance of the High St	Economic	OPC	Hart	2021	Ongoing	S106/CIL	1
Encourage more walking and cycling	Further cycle racks.	Environmental.	OPC	HCC	Under review			3
	Engage all sectors of community.	Environmental	OPC	HCC	2022		Within the Greening Campaign objectives see 9.	1

Completed projects - Ongoing projects - High priority

ACTION PLAN

4 ENVIRONMENTAL IMPACT – this ranked fourth in the community consultation

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Clear policy	Develop Environmental and Climate Change Action Plan.	Environmental.	OPC		Summer 2021	March 2022	OPC	Completed
Waste reduction/ better recycling	Campaign for scheme to manage non-food waste.	Environmental.	Hart DC		Ongoing			
	Promote projects which encourage waste reduction and re-use.	Environmental	OPC	Hart DC	2022			
	Campaign for provision of public recycling bins.	Environmental.	Hart DC		2021			
Reduce carbon emissions	Enrol in the Greening Campaign phases 1 & 2	Environmental. Health & wellbeing.	OPC	HCC Greening Campaign	Jan 2022	Ongoing	OPC (subsidised by HCC)	1
	Virtual/live streaming public meetings where possible	Environmental.	OPC		2020	Ongoing		1
	Lobby to allow virtual meetings of OPC to be legally constituted	Environmental	OPC	HALC NALC	2021	Ongoing		1
	Encourage a reduction in travel by promoting 'local'	Environmental Economic	OPC				See 1 and 4 above	
	Campaign for electric vehicle charging points.	Environmental.	Hart DC	OPC			Grant funding	3
Reduce dependency on plastic	The UK Plastic Pact – WRAP and Plastic Free Pledge	Environmental	All organisations		2022		OPC to lobby so cost neutral	2
Reduce litter	Litter picking events	Environmental.	OPC Lions	Lions	2021	Ongoing	Small investment in equipment from OPC	1

Completed projects - Ongoing projects - High priority

ACTION PLAN

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Promote local and organic food sales	Encourage weekly market to offer local and organic produce	Environmental. Economic.	InOdiham		2022			2
	Encourage Flavourfest.to promote local and organic produce	Environmental. Economic.	InOdiham		2022			3

Completed projects - Ongoing projects - High priority

ACTION PLAN

5 COMMUNITY COHESION - this ranked as 5 in the community consultation. Note this is an outcome of much that is covered elsewhere

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	See under 1 – development of the Bridewell	1
Maximise opportunities for community to come together	Support community events.	Social. Health and wellbeing.	InOdiham.	OPC. Community organisations.	Ongoing	Ongoing	See under 4	1
	Develop The Bridewell into a better utilised community Hub.	Social. Health and wellbeing. Educational.	OPC	Community organisations.	2021	Ongoing	See under 1	1
Communication	Develop OPC website, newsletter and social media presence Improve noticeboards	Social	OPC		2021	Ongoing	OPC	1

Completed projects - Ongoing projects - High priority

ACTION PLAN

6 STREETScape AND PUBLIC REALM - this ranked as the sixth priority in the community consultation

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	2022	OPC	Complete
More seating on High St	Provide more, well sited seating on the High St.	Social. Health and wellbeing. Attract visitors.	OPC	HCC	2020	Ongoing	OPC S106/CIL Grant funding	3
Improve signage	Wayfinding – better links to green spaces, walks, local attractions, heritage and links between Odiham/North Warnborough.	Environmental Health and wellbeing. Attract visitors.	OPC	HDC HCC Odiham Society	Ongoing	Ongoing	Grant funding	3
	Digital information board.	Attract visitors.	OPC	Community organisations eg Odiham Society, InOdiham, Lions		Keep under review	OPC Grant funding	5
	Village Centre sign.	Visual.	OPC			Keep under review	Grant funding Developers contributions	5
	Village Gateways (gates & signage at village entrances to encourage reduction in speed).	Safety.	OPC	HCC	Alton Rd – 2022	2025	S106/CIL on an opportunity basis eg Crownfields	2

Completed projects - Ongoing projects - High priority

ACTION PLAN

7 DISABILITY ACCESS, HEALTH & WELLBEING – this was ranked seventh in the community consultation

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Accessible toilets	Support “Changing Places” campaign.	Health & wellbeing.	OPC	Cottage Hospital		2025	OPC External funding S106/CIL	2
Improve wheelchair/ buggy accessibility.	Lobby HCC to improve condition of pavements.	Health & wellbeing.	HCC		2020	Ongoing	HCC service provision	2
	Consider limitations on access to The Bridewell.	Health & Wellbeing.	HCC			Ongoing		
Accessibility	Support local awareness through signposting and coordinate training for staff, Councillors and local service providers.	Health & wellbeing.		Right at Home Sunflower Café? HVA		2023		3
	OPC website accessibility for visually impaired readers.	Health & wellbeing.	OPC		2020	Ongoing	OPC	1
	Safeguarding training for community volunteers where appropriate	Health & wellbeing.	OPC	HVA	2021	Ongoing		1
	Promote First aid training	Health & wellbeing.		HVA		2023		3
	Network of defibrillator provision. Encourage partnership working with other community groups and advertise for volunteer co-ordinator.	Health & wellbeing.	OPC	OCC	2019	Ongoing	OPC and grant funding	1
Support groups	Encourage support groups for disabled users and carers at The Bridewell.	Health & wellbeing.	OPC	Community groups	Jan 2023			2

Completed projects - Ongoing projects - High priority

ACTION PLAN

8 IDENTITY AND BRANDING - this ranked as the eighth priority in the community consultation

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Stand out marketing of reasons to visit Odiham	Set up Your Odiham brand.	Economic Attract visitors	OPC				OPC	Complete
	Review purpose and key selling points to ensure correct messages and develop comms plan.	Economic Attract visitors	OPC			Ongoing	OPC	2
	Better promotion of everything on offer in the local area	Economic Attract visitors	HDC Here for Hart	OPC Community organisations High St businesses		Ongoing	Use of OPC communications platforms	2
Protect heritage value	Ensure strong policies to protect & enhance heritage.		OPC Odiham Society	Hart DC		2022	Conservation Action Plan under 2 above	Complete
	Projects and events which protect and improve access to heritage sites and increases visitors – development of heritage centre		OPC Odiham Society	Community organisations		Ongoing	See under 1	

Completed projects - Ongoing projects - High priority

ACTION PLAN

9 DIGITAL TECHNOLOGY – this was the lowest ranked in the community consultation.

Objective	Action	Benefit	Lead Organisation	Partner Organisation	Target Start Date	Target End Date	Funding Sources	Priority
Provide current tourist information	Ensure all OPC literature includes links to online content eg OPC's website updated to include Visit Odiham content..	Social. Economic. Attract visitors.	OPC	Hart Economic Development	2020	Ongoing	OPC	1
Superfast broadband	Research possibilities to enhance infrastructure	Economic.	OPC	Potentially providers HCC HDC		2025		3
Public wifi access	Wifi provision to the Bridewell Encourage businesses to provide access.	Social. Economic.	OPC	High St businesses		2021 Ongoing		1

Completed projects - Ongoing projects - High priority

ACTION PLAN

REVIEWS AND REVISIONS

Date		
15.04.21	Draft agreed by Working Group	
21.09.21	Draft agreed by full Council and presented for public consultation	
01.03.22	Revised following consultation and agreed by Working Group	
15.03.22	Revised adopted by full Council	

