



BREAKTHROUGH

FOR

WHITEHILL & BORDON



The community inspired Vision Statement...

“Develop Whitehill and Bordon into a thriving, active community, offering facilities in keeping with the size of the population, to include recreational, leisure, cultural, educational and employment opportunities, whilst making the best use of the environmental assets of the area.”

TOWN HEALTHCHECK AND ACTION PLAN REPORT

Version - Final June 2005

Our Partners



Supported 18th January 2005 (review by
North East Area Community Committee
NEACC)



Approved and endorsed by Full Council on
27th November 2004



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1 FOREWORD



“For centuries, rural towns have been the focal point for commercial and social activity” Ewen Cameron Chairman Countryside Agency



Town Partnership Group members review the Healthcheck and Action Plan Report at a recent meeting

Breakthrough is the deliberately action-oriented title we have given to the Whitehill & Bordon *Town Action Plan*. It is a unique document in that it is a report about the community written for and by representatives of the community, in this case the Town Partnership Group.

The Whitehill & Bordon *Town Action Plan* is the culmination of over two years concerted effort. It is based on community and local business responses to the *Countryside Agency's* exhaustive *Healthcheck*¹ process. This process requires the formation of work (e.g. focus) groups, issue and analysis of questionnaires and extensive public consultation. The process focuses upon four specific sectors, the local Economy and Employment, Social & Community matters, Traffic and Transport (accessibility) plus the built and natural Environment.

The entire process is coordinated and overseen by an appointed *Town Partnership Group*. This group is made up of local, appropriately skilled individuals who are also tasked with keeping the Local (Public) Authorities apprised on progress and any major issues that arise.

The outcome of this fully auditable process is the identification and analysis of the strengths, weaknesses, opportunities and threats within each of the four sectors investigated. Specifically, the process enables the *Town Partnership Group* to accurately measure the breadth of concern within a community

Properly implemented, the Healthcheck process ensures the involvement of all ages and sections of the community. The resultant Action Plan is itself derived from the outcomes of the Healthcheck. Each initiative within the Action Plan is a direct reflection of the responses and views actually expressed. Being properly researched and checked for reality, the document is also influential in the decisions that Public Authorities need to make in respect of their local plans and service investment programmes. A specific local example of this influence is the recognition by the Whitehill Bordon Opportunity² Steering Group of the value for their project planning of the Town Healthcheck outcomes.

In short, the Healthcheck process that Whitehill & Bordon has rigorously followed is an inclusive approach to 'regeneration'. The *Town Partnership Group* together with the residents and businesses in Whitehill & Bordon are looking to the Action Plan to be the *Breakthrough* that Whitehill & Bordon needs for a better, sustainable future for the town and its hinterland.

To that end, we look to our partners to continue to support our efforts to make a positive difference for Whitehill & Bordon.

Bill Wain

Cllr. Dr. William H. Wain - Chair
Whitehill & Bordon Town Partnership Group

¹ Visit <http://www.countryside.gov.uk/NewEnterprise/MarketTowns/healthcheck.asp> for more information on the Healthcheck process

² The Whitehill Bordon Opportunity strategic outcomes are dependent upon the decisions of the Defence Training Review Board. Current information suggests these decisions will be published in early 2006.

“Not **just** the nationally known Bordon Army Camp, but an up and coming East Hampshire conurbation”. Cllr. Ferris Cowper – East Hants District Council

As well as being home to some 15,000 people, the area boasts a 10,000-year history, Bronze Age barrows, Roman finds, rare ‘bog bush’ crickets, all 12 native species of Reptiles and Amphibians plus 9 sites of special scientific interest.



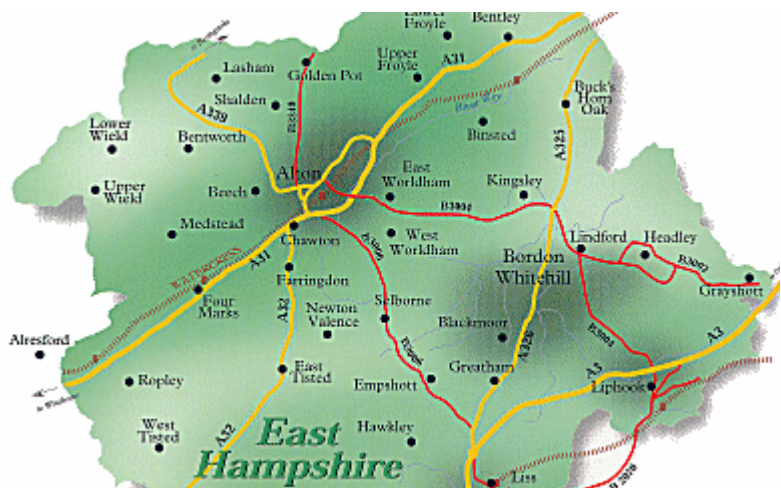
Part of Woolmer Forest



If that’s not enough to commend the area, Woolmer Forest is one of the most important sites for nature conservation in Europe.

Woolmer Forest was described in 1830 by William Cobbett as:

“A Heath if you please!”



2. ACKNOWLEDGEMENTS

The Community Inspired Vision Statement...

“Develop Whitehill and Bordon into a thriving, active community, offering facilities in keeping with the size of the population, to include recreational, leisure, cultural, educational and employment opportunities, whilst making the best use of the environmental assets of the area.”



HCC Town Project Officer for Whitehill & Bordon - Tony Corbin

Everyone who reads this report needs to be aware of the vast amount of unpaid, voluntary time and effort contributed by many members of the Whitehill & Bordon business and residential communities. There are far too many people to mention individually so please accept a heartfelt thank you on behalf of the Town Partnership Group especially to those people who contributed to the Healthcheck Working Groups and more recently The Action Plan implementation teams.

It is also important to recognise the support and encouragement that we have received from the many partner organisations involved in this venture. Notable amongst these organisations have been the Countryside Agency, South East England Development Agency (SEEDA), the South East Rural Towns Partnership (SERTP), Business Link Wessex, Federation of Small Businesses, the Forest Centre Association, Deadwater Valley Trust, Ministry of Defence and many, many others

Our thanks also go to the Officers and Members of Whitehill Town Council (WTC). WTC initiated the whole Healthcheck process in Whitehill & Bordon and have since remained a constant source of ideas, collaborative data and administrative support.

WTC has also provided our Town Project Officer with accommodation, allows us to use the Town Chamber for many of our meetings not to mention the countless cups of tea and coffees it has provided to aid the midnight oil burning nature of some of our planning meetings and consultative events.

A similar debt of gratitude is owed to East Hants District Council who, over the lifetime of the project, have provided guidance, specialist expertise and even our IT infrastructure. Neither should we leave out Hampshire County Council and in particular the Economic Development Office for their regular contributions of information, speakers and expertise.

Lastly, the Whitehill & Bordon Town Partnership Group itself. Their part in carrying the Healthcheck through into its implementation phase is critical to the success of the overall initiative. Their efforts, since first coming together formally in November 2003, have ensured the Town now has a proactively managed Action Plan that can make a difference for the Town. I thank them for their support.

So the involvement of the community and the Town Partnership Group have been vital ingredients in the progress made to date. Continuing collaborative effort and community participation will, I believe, help create prosperity within the town and give the community a much-needed sense of identity, pride and belonging.

Tony Corbin

**Tony Corbin – Town Project Officer
Hampshire County Council**



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3.0. INTRODUCTION

3.1. Yesterday

Whitehill & Bordon is situated close to the Eastern boundary of the County of Hampshire in Southern England. The Town lies approximately halfway between Portsmouth and London. The A325 Petersfield to Farnham Road runs through the town, linking the M3 to the North and the A3M to the South. The roads thereby provide access to Portsmouth, Heathrow airport as well as the main rail links.

Historically the area around Whitehill & Bordon is a magnificent patchwork of rich ecological and archaeological assets. Of national importance, these assets include sites of special scientific interest (nine in total), tumuli, Bronze and Roman age finds together with extensive areas of natural Heathland (Woolmer Forest) and a local Nature Reserve (Deadwater Valley). Whitehill & Bordon is also the only area in the UK that is home to all twelve herpetological species (reptiles and amphibians).

Indeed, during the early Bronze Age around 2,000 BC, the area was one of the most densely populated in England. The Romans also left their mark on the area. They built a road, which can still be seen on Ordnance Survey maps, that links the two important Roman towns of Chichester and Silchester. The road passes through Blackmoor and even 'bends' around what is known today as 'Woolmer Pond' – one of the largest 'ephemeral' ponds in Britain (e.g. it dries out occasionally).

There have also been a number of important "finds" of Roman coins. The largest and most important find was recorded in the last century when 29,802 coins were found in the area. Over 200,000 Stone Age flint tools (from around 8000 B.C.) have also been recovered.

After the Norman Conquest large areas of land were formally defined and enclosed. This created what is known today as Woolmer Forest, which covered Whitehill & Bordon and the surrounding land. It was here that Edward I would hunt deer, giving rise to the deer emblem that can be seen on today's Town crest.

Much later, around 1830, a turnpike road was cut through the forest to link the growing towns of Farnham and Petersfield. This was followed some 30 years later by another turnpike road linking Liphook and the parish of Greatham. Travellers would pay to travel on these roads and as often happens a 'stopping post' grew in this area. This 'stopping post' became the settlement known as Whitehill.

Whitehill and Bordon continued to grow throughout the years. Bordon's importance as a military area began in 1863 when the War Office purchased 1,600 acres for training land. Whitehill & Bordon's growth also came about by the increasing importance of hop growing in the area.

Although Whitehill & Bordon was considered as a possible 'London Overspill' town back in the 1950's it wasn't until the 1970's and 80's that the area saw large scale growth for the first time. Residential



Headley Mill - mentioned in the Domesday Book



Fox Cottage Bordon

“Whitehill & Bordon’s history is often missed by those looking for obvious signs of antiquity”

and industrial estates were established that physically linked the two communities. It was also at this time (1980) that Whitehill & Bordon was formally twinned with Conde Sur Vire, in Normandy, France.

3.2 Today

Today, Whitehill & Bordon has a population of around 15,000 and is the second largest town (after Alton) in East Hampshire. It is clear however, that the provision of services has not kept pace with recent development.

The nearest railway station is six miles away, public transport links are limited and the resultant increase in traffic volumes on the A325 only serve to sever the community. To further compound these fundamental problems, there is an inappropriate housing mix, including properties in need of refurbishment, an absence of local Further Education facilities as well as limited Leisure and Retail facilities. To be more specific, this translates to there being no local Cinema or modern hotel, no conference facilities for local businesses and no national chain fashion retailers.

These factors all contribute to a Town that visually can look unattractive and neglected in some areas – including, sadly, along parts of its High Street. There is also a wide feeling amongst residents that the community has benefited little from local or central Government funded investment opportunities during the past 20 or 30 years.

What Whitehill & Bordon has achieved, residents widely believe, is largely through the tenacity, industry, energy and dedication of members of the local community and special interest groups. Despite this and the best efforts of Whitehill Town Council, Whitehill & Bordon is, today, far from being a sustainable community and is suffering badly from the often ad hoc and sometimes insensitive nature of development over the past 30 years.

3.3. Tomorrow

Whitehill & Bordon faces a challenging, but potentially, an exciting future. The MOD presence in the town is currently being reviewed and a decision is expected from the Defence Training Review Board in early 2006.

In July 2004, members of the *Whitehill & Bordon Opportunity Steering Group* presented three possible future scenarios to the local community. Levels of possible expansion ranged from 1000 to 8000 housing units, the size of such future development being entirely dependent on the amount of MOD land that may be released.

Of these probabilities, large-scale expansion, meaning a potential doubling of the population over a twenty-year period, has been positioned as being the real opportunity for Whitehill & Bordon to become a fully sustainable community that will in turn attract future inward investment.

These proposals have so far met with mixed reactions. The local population is understandably concerned with 'past performance' and in particular how much influence the community and local



Chase Community Hospital - Bordon



One of the less than attractive parts of the High Street...



and... one of the better areas - The new Tesco supermarket site



The Phoenix Theatre and Arts Centre – situated amid the MoD land that might be released for future development

*Example of a Healthcheck
Worksheet content...*

ECONOMIC WORKSHEETS

*This section contains the
following worksheets:*

**WORKSHEET EC1
EMPLOYMENT**

**WORKSHEET EC2
RETAIL AND TOWN
CENTRE SERVICES**

**WORKSHEET EC3
TRAINING AND
EDUCATION**

**WORKSHEET EC4
COMMERCIAL AND
INDUSTRIAL
PROPERTY NEEDS**

**WORKSHEET EC5
TOURISM AND
VISITOR SERVICES**

**WORKSHEET EC6
BUSINESS SUPPORT**

*These should be answered
along with the worksheets in
the environment, social and
transport sections. Advice on
answering the worksheets is
provided in the Healthcheck
Handbook.*

authorities will actually have concerning any future expansion. This includes real concerns for the built and especially the protection of the natural environment and is likely, despite extensive consultation to date and the promise of more in the future, to result in significant opposition to any large-scale development.

3.4. The Healthcheck

The final section of the introductory chapter of this report attempts to position the Whitehill & Bordon Healthcheck in the context of the above unique, uncertain and somewhat complex background.

Firstly, there was no *Whitehill & Bordon Opportunity* project in existence when Whitehill Town Council first considered the potential benefits of the Countryside Agency (CA) Healthcheck process back in 2002.

The Town Council saw the evidence-based CA Healthcheck process as an excellent way to identify new community issues and to reaffirm the perceived existing aspirations and concerns of local residents and businesses. In summary the Town Council saw the Healthcheck as a highly participative aid to informed policy and decision-making by the Town Council.

Although the immediate use of the Healthcheck data was unseen at the outset, the data gathered has been acknowledged to have greatly assisted and influenced the Whitehill & Bordon Opportunity initial *Baseline Study*.

Building from this initial (and unexpected) success, the Town Council subsequently decided to appoint a 'Town Partnership Group (TPG) in November 2003. The TPG, aided by an HCC/Countryside Agency 'Town Project Officer' comprises suitably experienced representatives who have shown that they care about their town. Each member also brings a particular skill – Arts/Culture, IT, Financial, Environmental, Retail, Business and Voluntary Sector being to the fore of the Whitehill & Bordon team. The Chair of the Town Partnership Group is also a member of the Whitehill Town Council.

These individuals firstly familiarised themselves with the Healthcheck worksheets³ and the outputs of the workgroups. Their next actions, during February and March 2004, included the organisation of six public consultation and visioning events followed by the analysis and weighting of all the issues that had been raised.

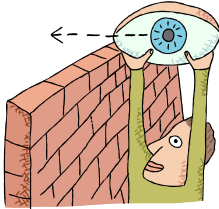
By the end of June 2004, 24 prioritised issues had materialised as eleven defined strategic aims and objectives. All the initiatives were subjected to a Town Partnership Group reality check. All eleven initiatives were then presented to Townsfolk for approval in two public meetings held during July 2004. Seven of the eleven initiatives were highlighted as being potentially achievable and not wholly dependent upon future decisions related to the possible release of MOD land.

The Town Action Plan 'Action Team' volunteers, recruited as a result of the July Public meetings, have since developed specific prioritised, short, medium and long term project work-plans. It is these seven initiatives that now form the nucleus of the Whitehill & Bordon Town *Action Plan*.

³ The Healthcheck Worksheets included within the appendices to this report were commenced in 2002 and concluded with the Public Consultation events in Spring 2004. Accordingly some of the data and or rates quoted may have since changed due to factors such as inflation or RPI.



4.0 THE VISION



Chapter 4 of the report describes the process used to determine and agree Vision statements for the town. The section also outlines the overall strategic aims and objectives of the initial seven Town Action Plan projects.

4.1. Background

A series of activities led to the presentation and agreement of Vision Statements for each of the four Healthcheck categories.

Members of the Town Partnership Group first attended a 'Visioning Workshop' provided by the Countryside Agency on 17th March 2003

This was followed by a review in December 2003 by the Town Partnership Group of the Healthcheck's Working group files. In particular the 'main issues' reports were used to guide thinking in terms of Vision Statements.

This information was circulated at the 27th January 2004 meeting of the Town Partnership Group. It was agreed that members would each develop a first pass Vision Statement from the available information and that provisional Vision Statements would be agreed at the next meeting for presentation and discussion at the community meetings planned for March and April 2004.

4.2. Consultation

Public Consultations were held on the following dates at the venues shown below:

- 23rd March 2004 Venue: Shaftsbury Court - Audience: Elderly People
- 29th and 30th March 2004 Venue: Mill Chase School; Audience: Young People
- 20th April 2004 Venue: Barbados House, Pinehill Ward; Audience: Northern End of Parish
- 27th April 2004 Venue: St Marks Shared Church; Audience: Central town population
- 27th April 2004 Venue: Tesco; Audience: Southern end of Parish



Attendees were asked to vote and/or comment on the proposed Vision statements

4.3. Vision Statements

Following the above consultative activities, the community and the Town Partnership Group have adopted the following overall vision statement:

"Develop Whitehill and Bordon into a thriving, active community, offering facilities in keeping with the size of the population, to include recreational, leisure, cultural, educational and employment opportunities, whilst making the best use of the environmental assets of the area."



A rare, locally found 'Natterjack' Toad



Bordon Trading Estate

Vision statements were also developed for each of the four Healthcheck categories as shown overleaf:

4.3.1. Environmental Vision

“Preserve and maintain the unique environmental characteristics of the parish, particularly the nationally distinctive fauna found within the local area. Encourage future development to complement existing architecture and respect the archaeological significance of the area. Whitehill/Bordon will become a unique and attractive town in which to live with accessible well-maintained countryside.”

4.3.2. Transport Vision

“Provide a public transport system, which offers a practical alternative to the use of a private car. Make links with towns and cities in the surrounding area allowing residents to access retail, leisure and work opportunities that are not available locally. Improve transport infrastructure so residents and visitors alike can easily access the town’s facilities and other areas of interest.”

4.3.3. Social and Community Vision

“Address the balance of the community by developing areas of the town, building four and five bedroom houses and providing adequate community facilities, leisure facilities, educational opportunities and retail outlets.”

4.3.4. Economic Vision

“Develop a thriving economy, which can support the residents of Whitehill/Bordon. Provide adequate retail and employment opportunities and ensure that training and education facilities meet the requirements of people and businesses alike, with appropriate business premises to ensure that the local economy remains dynamic.”

4.4. Strategic Aims and Objectives


Each Town Action Plan initiative has a specific strategic aim and objective. These are shown below in terms of each of the four Healthcheck categories:

4.4.1. Environment

Overall Aim: Support WTC efforts to ensure any future Whitehill/Bordon development takes full account of townscape quality, housing mix needs, ecological, environmental and urban fringe encroachment. Outcomes to include: an improved built environment, reduced fly-tipping/litter, continued A325 visual (and safety) improvements and protection of the natural environment

4.4.2. Transport

Overall Aim: Work with local authorities, service providers, local businesses and the community to improve transport links and accessibility. Specific objectives include the re-evaluation of the



nature and frequency of bus/rail-link services with a view to achieving affordable, reliable, appropriately timed/coordinated links to/from Whitehill/Bordon centre and local stations.

4.4.3. Social & Community

Overall Aim: As part of continued support to WTC and lobbying for improved facilities, identify premises/facilities (e.g. suitably sized under utilised existing premises or vacant business units that can act as interim indoor sports or recreation facilities). The objective is to achieve improved perception of entertainment and indoor sport provision by Youth Group representatives, self - management by the community and a subsequent reduction in instances of anti-social behaviour

4.4.4. Economy

Overall Aim: Improve local business and training support facilities for start up and existing Micro and SME businesses. Key objectives include: increased/more stable employment; employee and management upskilling; attraction of more businesses to the area through improved service provision including local Further Education provision (e.g. via the proposed Mill Chase Technology College)



5.0 PARTNERSHIPS



This chapter of the Whitehill & Bordon Action Plan Report centres upon the various partnerships formed and the efforts made to ensure that the Town Action Plan projects complement existing Town, District, County Council and Hinterland Parish plans.

5.1. Whitehill Town Council (WTC)

Exactly twenty years ago, Whitehill Town Council set up a Development Advisory Group and carried out a survey of residents' views on the needs of the Parish and how future development should occur.

A questionnaire was published in the local paper. The results of that questionnaire have formed the basis of the Council's policy over the subsequent two decades.

The Development Advisory Group identified the following problems:

- The poor mix of housing
- A lack of community facilities and acute lack of recreation facilities especially for young people
- Need to increase local employment opportunities
- A need for a local bus service and a rail link service to Liphook
- More retail outlets following the opening of Phase 1 of the Forest Shopping Centre and the retention of shops on Chalet Hill and High Street.
- The need to set aside the remaining land in the built up area for infrastructure and social needs.

Road safety and traffic congestion were of great concern, especially as there had been no improvements to the A325 during a period in which, the population of the town had doubled.

The Town Council and its partners achieved a great deal in the ensuing years. This included the development of the Forest Community Centre, the Tesco store, the Mill Chase Leisure Centre with swimming pool, the Deadwater Valley Trust Conservation area and the Artificial Turf sports pitch – all with significant contributions from the local Council.

These and other improvements have been achieved by regularly gathering evidence, including via a questionnaire, setting up meetings and working parties, and making strong arguments at every opportunity to influence the decisions of other authorities.

This evidence based approach resulted in the junction improvements on the A325 at the Fire Station, Chalet Hill and Whitehill crossroads, the Library, the Fire Station, Woodlea School, Chase Hospital, the Community Bus Service (now the 221) and the establishment of the Liphook rail link service.

Much effort, including many objections to housing development on sites allocated for employment and facilities, has been made over the years, to improve the local housing mix. There has been a measure of success with a number of lower density developments including those at Monument Chase, Maple Leaf Drive, Canada

Way, Knowles Close and Ennerdale Road. All were originally planned to accommodate at least twice the number of houses.

The guiding document for future development of Whitehill/Bordon will be the Second Review of the Local Plan. The Town Council submitted over 200 representations on the Plan and appeared at the Public Inquiry held late last year and which concluded in March 2004.

In summary, the Council specifically lobbied for the following

- A good mix of housing of all sizes, both private and rented, but particularly housing for those wishing to move up the housing ladder but remain in the area.
- The protection of all playing pitch areas in the Parish from development
- A larger town centre area with better shopping and leisure facilities
- The protection of the surrounding countryside and the river corridors
- The use of any redundant military for a mixture of uses to create a balanced community and to overcome the identified deficits in retail, leisure, and community facilities, and infrastructure in the town.

It is anticipated that the recommendations of the Inspector will be published early in the New Year (2005).

The prioritised actions that have emerged from the Town Healthcheck are perceived to complement and reinforce the Council's broad strategy as outlined above. A further perceived strength is the opportunity the process has provided for real community engagement with local people carrying out much of the research.



Community consultation has been key to Whitehill Town Council

The Council will readily acknowledge that the supporting role of the Town Partnership Group and the information from the Healthcheck and resulting Town Action Plan all help the Council's aim to achieve a better future for Whitehill & Bordon. A specific example of benefit has been the significant contribution made through Healthcheck data to the Whitehill & Bordon Opportunity base line planning activity.

5.2. East Hampshire District Council (EHDC)

In determining the focus of the Whitehill & Bordon Town Action Plan projects, the Town Partnership Group has taken into consideration the following twelve overall priorities set out in the EHDC Community Strategy:

The text in brackets after each EHDC Community strategy priority references the Town Action Initiative(s) that supports/complements the District Council's stated aims.

Business & Economy: EHDC will support the needs of business and work toward a vibrant, sustainable and prosperous local economy. (*Action Plan Initiative 1 - Business Breakthrough*)

Community Development: EHDC will encourage a sense of belonging in every locality and support involvement by all members of the community. (*Action Plan Initiative 2 – Forest Centre Integration*)

Community Safety: EHDC will work with the local community to reduce crime and disorder further and to combat the fear of crime and promote positive social inclusion. (Action Plan Initiative 5 – A325 Visual and Safety Improvements; *Action Plan Initiative 11 Through/Distributor Road Safety Improvements*)

Education and Learning: EHDC will support and stimulate lifelong learning to enable everyone to achieve his or her potential. (*Action Plan Initiative 1 – Business Breakthrough*)

Environment and Countryside : EHDC will protect and enhance the environment and countryside and encourage more sustainable use of resources. (*Action Plan Initiative 5 Ecological and Environmental protection measures*)

Health: EHDC aim to improve the health and well being of the people of East Hampshire. (*Action Plan Initiative 7 Hampshire Ambulance Service Trust (HAST) Response Improvement*)

Housing: EHDC will work together to achieve a range of housing to enable everyone to have a decent home. (*Action Plan Initiative 5 Built Environment improvement and appropriate Housing Mix*)

Leisure and Culture: EHDC will improve health and well being through the better promotion of a broad range of more accessible recreational and cultural activities. (*Action Plan Initiative 3 Indoor Recreation and Sports Facilities; Initiative 10 Whitehill/Bordon Town Trails*)

Partnership Working: EHDC will work to strengthen and develop the East Hampshire Community Partnership through joint working. (*Reflected within Town Action Plan*)

Poverty and Deprivation: EHDC will strive to alleviate and prevent poverty and deprivation. (*Action Plan Initiative 2 – Forest Centre Integration*)

Transport: EHDC will strive to bring about a range of transport solutions to match the needs of people in the District. (*Action Plan Initiative 4 – Bus/Rail Link Effectiveness; Initiative 8 Access to FE and PCT; Initiative 9 – Late Night Bus study*)

Young People: EHDC will enable young people to develop their aspirations as active members in their communities. (*Action Plan Initiative 3 Indoor Recreation and Sports Facilities*)

5.3 Whitehill/Bordon Opportunity (WBO)

As intimated in the introductory chapter of this report, this significant and related project was commenced some time after the Whitehill & Bordon Town Healthcheck was announced. The project, subject to a Defence Training Review Board decision expected in early 2006, could see significant acreage of MOD land released for development by the end of the decade.

Large-scale expansion (potentially as many as 8000 housing units) represents the main 'opportunity' for Whitehill & Bordon to acquire the plethora of services and facilities needed for the Town to become 'a town to be proud of'.

Meantime, major efforts have been made by all parties to effectively position the aims and timeframes associated with both the WBO (long term and strategic but dependent upon the Defence Training review Board decision) and the Town Action Plan (Short to Medium Term projects) with the *action* happening NOW!

5.4 Parish Plans

Approaches have been made to the following Parishes deemed to be within the Whitehill & Bordon hinterland:





Lindford Village scene

*“See you our little
Mill that clacks
so busy by the
brook,
She has ground
her corn and paid
her Tax
ever since
Domesday Book”*

*Rudyard Kipling writing
about Headley Mill.*

■ Greatham

The Parish has still to produce a formal Parish Plan but has been made aware of the Whitehill & Bordon Healthcheck and Town Plan initiatives. At the time of compiling the report, no comments had been received

■ Lindford

The parish completed its ‘Village Appraisal’ in March 2002. All residents were invited to contribute and meetings were held to identify areas of interest and concern.

Amongst parishioner concerns were the following items that directly correlate with Whitehill & Bordon Healthcheck findings:

- The need to improve public transport links – especially since the curtailment of the number eighteen bus service – residents used this service to visit such as the Forest Centre, Chase Hospital and Doctor’s surgery
- The village shared Whitehill & Bordon residents concerns re the lack of adequate sports, covered recreational and entertainment facilities
- Conservation and protection of the local environment – particular concern was expressed related to the Chase Road development (part of the local plan)
- The need for better information on (and higher awareness of) local community groups, activities and amenities

■ Headley

The Parish is producing a ‘Village Plan’ and has been made aware of the Whitehill & Bordon Healthcheck and Town Plan initiatives. Liaison between Lindford and Whitehill & Bordon culminated with a meeting on 3rd November 2004 with the Village Plan Steering Group. This meeting shared and discussed respective report outcomes and agreed to continue to coordinate their respective efforts on behalf of their communities.

■ Selborne (incl. the villages of Blackmoor and Oakhanger)

A copy of the 2001 Blackmoor ‘Village Appraisal’ was reviewed for comparison with the aims of the Whitehill & Bordon Town Action Plan. Some 136 households (an impressive 70.6% of the households in the village) replied to the ‘Village Appraisal’ questionnaire.

Amongst parishioner’s concerns were the following items that directly correlate with Whitehill & Bordon Healthcheck findings and the resultant Action Plan initiatives:

- Public Transport – a request to include Blackmoor as a stop on the rail link bus service was highlighted. 43.3% of respondents stated they ‘experienced transport difficulties getting out of Blackmoor to other places including Hospital’
- Road Transport – villagers commented on the overloading of the A325 causing traffic to re-route (and speed!) via Blackmoor roads at peak times. As a consequence of poor public transport links, 81% of residents travelled by car/van to work or study.



Blackmoor Golf Club

- Ambulances – in line with Whitehill & Bordon respondents, Blackmoor residents shared the concerns of distance to A&E hospitals and response times being over the 'accepted national target time'.
- Environment – Litter especially in the woods and footpaths off Drift Road and fly tipping was cited as a problem. Villagers were particularly keen to guard the highly prized status of 'conservation area' and therefore limit new residential or commercial development.
- Social & Community – villagers shared the need expressed by Whitehill & Bordon respondents for more amenities, a pub and family restaurant

A recent presentation (8th September 2004) shared the results of the Whitehill & Bordon Healthcheck Process and the aims of the Town Action Plan projects with members of Selborne Parish Council. The plans were positively received as being supportive of parish needs and reinforcing the findings of the 'Village Appraisal'

5.5. Local Strategic Partnership

At the time of preparing this report (November 2004), the Whitehill & Bordon Town Partnership Group is not a named member of the Local Strategic Partnership. However, the results of the Healthcheck and the resultant *Town Action Plan* have been communicated to and shared with the Chair and other members of the Local Strategic Partnership.

This pro-active stance culminated in formal input (as part of the pre-reading papers) to the LSP Conference held in October 2004. The Town Action Plan key data was also included within the EHDC NE Area Community Programme.

A decision will be made by the Town Partnership Group in respect of becoming a formally constituted entity during the 1st quarter of 2005. Once reviewed and approved in principle by Whitehill Town Council an application to formally join the LSP can subsequently be made.

5.6. Local Transport Plan

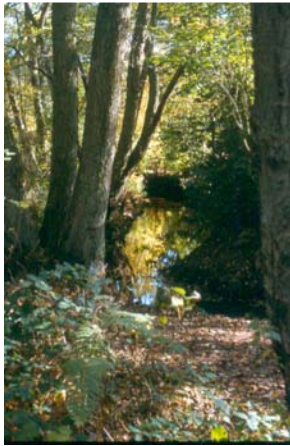
The broad aims of the current Local Transport Plan (e.g. the sub set of actions as defined by East Hants District Council) are to achieve a transport network that 'contributes to a better and safer environment and economic prosperity'.

Specifically, the Healthcheck has directly supported 'ACTION 2' of the plan in that it has identified projects covering currently 'unmet transport needs'.

Project Initiation Documents (detail sheets) were also presented in October to both East Hants District Council and the Hampshire County Council Transport Policy team as supporting information for the Local Transport Plan (2).



Existing Gateway sign on A325 entering Whitehill from the South



River Deadwater

**The Action Plan projects
all support Hampshire
County Council's aims of:**

- 1) Maximising life Opportunities
- 2) Stewarding the environment
- 3) Achieving economic prosperity
- 4) Building strong and safe communities

5.7. Local Conservation Plans

In addition to the Environment Projects defined within section 6 of this report, communication with East Hants District Council revealed plans to carry out 'A Local Conservation Plan (LCP)'

Essentially, an LCP is a review of the local natural environment and helps communities to evaluate its current state and set priorities to protect and enhance it into the future. This is a particularly important consideration for Whitehill & Bordon given the potential for large-scale expansion should significant areas of existing MOD land be released for development.

A number of Local Conservation Plans are understood to be under consideration in the District. These are helping local community groups to identify and implement projects on the ground, as well as fitting in with a wider range of community based planning tools such as Village Design Statements.

Such plans have three key aims:

- **To raise awareness of the importance of local habitats and species by involving local communities in, for example, habitat surveys and hands-on wildlife conservation work;**
- **To identify local practical biodiversity improvements and conservation work at ground level, playing a key role in the delivery of the District, County and national Biodiversity Action Plans,**
- **If the plan deals with issues relating to planning and development, then groups may wish to work with the District Council to develop Supplementary Planning Guidance (this is subject to adoption by the planning authority).**

Local Conservation Plans help the [East Hampshire Biodiversity Partnership](#) to target available resources to priority projects across the District. Community involvement is in many ways as important as the end result!

For Whitehill & Bordon the responsibility for implementing such a plan rests with the local Town Council. Specifically, the Council will consider the benefits and implications of such activities in relation to the Local Development Framework and other current initiatives (e.g. planned Whitehill & Bordon Opportunity Project ground based environmental studies).

5.8. Hampshire County Council

Close liaison and cooperation of both Officers and members of Hampshire County Council has been sought and achieved from the outset of the project.

First and foremost, it should be mentioned that the Countryside Agency has funded the Town Project Officer (through Hampshire County Council) supporting role for the Whitehill & Bordon Healthcheck and subsequent Action Plan.

As a result the strategic aims of the County Council have been taken into consideration during the work of the Healthcheck teams and again when selecting the Action plan projects for implementation.

6. TOWN ACTION PLAN

6.1 The Main Initiatives

The Town Action Plan comprises a total of eleven main initiatives as outlined below: The Countryside Agency Healthcheck categories are also shown (in brackets/emboldened):

1. (Economy) Business Breakthrough Project - aimed at increasing the levels of local support and training for local SME and Micro Businesses (Short/Medium Term)

2. (Economy/Environment) Forest Centre Integration - initially a feasibility study that will look at the possibility of further pedestrianising of the area and the establishment of a focal 'public amenity area (e.g. for performance arts) and green space' for community events (Longer Term)

3. (Social/Community) Indoor Recreation and Sports Facilities - W/B has one of the youngest population profiles in Hampshire. This project, with Youth Group involvement, will look at how best to establish additional facilities in the area (Medium term)

4. (Transport) Bus/Rail Link Effectiveness - part of a larger focus on transport and accessibility, this project will initially aim to improve existing rail/bus link service provision (Short/Medium term)

5. (Environment) Visual Improvement to the Town (A325) - with protection of the natural and built environment at its core, near term activities will include looking at possible visual and ecological improvements on the High Street (including signage) and stepping up the pressure on illegal 'fly tipping' (Medium/Longer Term)

6. (Social/Community) Enhanced Town Information - a community web site will be at the heart of this 'information bureau' initiative that will ask the question 'Did you know?' related to local history, events, facilities and services (Short/Medium Term)

7. (Social/Community) HAS Emergency Response improvement - this focus will see the Town Partnership working closely with Hampshire Ambulance Service Trust (HAST); the NH PCT and the 'Local Health Forum' to investigate ways to improve A&E service provision. (Short/Medium Term)

8. (Transport) Area FE and Health Provision Accessibility – once improvements to Rail/Bus Link services have been achieved these will be the next Transport related projects (Medium Term)

9. (Social/Community & Transport) Late Night Bus Provision – Another project aimed at Young People in the community will attempt to obtain improved late night public transport links with major centres such as Guildford. (Short/Medium Term)

10. (Environment) Whitehill & Bordon Town Trails – A proposal to put Whitehill & Bordon more firmly on the Tourist map with the creation of Walking/Heritage Trails that will also highlight the area's natural environmental assets, Interesting Buildings and 10,000-year history. (Short Term)

Key:


Short Term: 0-2 years

Medium Term: 2-4 years

Long Term: 5 plus years



Roman hoard found in Whitehill now displayed in the local library, start point for the proposed Town trails.



11. (Transport) Road Safety Improvements – This initiative will see a Whitehill & Bordon Road Safety working group established. In conjunction with Whitehill Town Council and the appropriate authorities, this group will obtain supporting evidence for road safety measures as called for in the Healthcheck. (Medium/Long term)

Projects associated with the first seven of these initiatives are currently 'underway'. These projects are described in more detail in the following sections.

A Town Partnership Group representative sits on each of the seven Town Action Plan teams. Progress is reported back to the Town Partnership Steering Group on a regular basis.



More quality units like these, built in 1990, at **Highview Business Park** are desperately needed to expand business in the town

“Hampshire – A nice place to live, but can be a difficult place to do business” Hampshire Economic Partnership ‘Effectively informing our Future’ seminar - July 2004

6.2 The Specific Projects

6.2.1 Project Proforma - Initiative 1: Business Breakthrough

Project Name

“Business Breakthrough

Town Start Date

Aug 2004

Anticipated End Date

Sep 2006?

Short Description of Project:

Business Breakthrough aims to establish a local support infrastructure for start up, new to the area and existing SME businesses that will provide enhanced business and training support. The initiative is designed to provide a more stable employment base, new employment opportunities and an improved image of W&B as a centre for business.

Why the Project is needed (e.g. reference snapshot; worksheet; priority setting):

New business start-up rates in the area are particularly low (EHDC Business Survey 2003). Added to this are the generic SE region problems of affordable housing, basic and business skills shortages,

The Whitehill & Bordon Healthcheck Business Survey specifically revealed that the predominantly small businesses in the area (60% of local businesses employ between 1 and 10 people) did not have a recognised trade association, nor do they actively network or meet on a regular basis.

The business survey identified four main priorities – the need for improved community facilities, awareness of and access to business support facilities, better Broadband access and a need for more quality business accommodation.

1st Phase PROJECT REQUIREMENTS

Identify the organisations needed to deliver the project including the role the Healthcheck partnership will take:

The project will initially focus on the provision of business support at the same time lobbying for new, high quality business accommodation.

- Whitehill and Bordon Town Council
- East Hants District Council (Economic Development office)
- Hampshire County Council (EDO)
- East Hants Chamber of Commerce and Industry
- Hampshire Economic Partnership
- Business Link Wessex
- Local Business Representatives
- Federation of Small Businesses (FSB)
- Learning and Skills Council (Learn Direct)

The role of the Town Partnership Group will include help with the development and presentation of proposals, lobbying for support,

The majority of the Town's trading estates are more than thirty years old, hence the call via the surveys for more modern, high quality business units.

Business owners want to see better public transport and access to attract more employees.

"The vast majority of companies around here are owned & managed by guys with very little spare time. So to encourage them to give up some of this valuable (& irreplaceable) commodity, there has to be a tangible return for them to be motivated to attend/participate. That is our challenge for the launch and for the programme as a whole"

Derek Western – Managing Director of Eastwood Marketing Limited

publicity (e.g. press releases and Community Information Bureau) and identification of possible funding sources. A Town Partnership Group coordinator is also a member of the Project Action team.

Explain how the proposed activity links with/or complements other local initiatives or strategies:

The proposed activity will support the goals of the following local initiatives:

- Whitehill Town Council plans to expand the number and quality of business units within the town
- East Hants District Council Economic Development strategy objectives, specifically *'improving the support available to business and promotion of investment which helps the local economy'*.
- East Hants District Council 'Doing Business with you' initiative
- Hampshire Economic Partnership approach of 'Business through Partnership'
- Will contribute to the Whitehill & Bordon Opportunity project long term aims to make the area more attractive to new businesses
- The project can help in terms of retention (and employment) of young people in the community

Identify any dependency of the project on voluntary groups:

None envisaged.

Identify requirements for funding and potential sources:

Funding will be required to cover the cost of 'purpose built' or acquired 'enterprise centre' accommodation, training provision and administration.


Potential funding sources to be approached include:

- SEEDA rural towns funds (a bid is expected to be ready by April 2005)
- ESF (European Social Fund/GOSE)
- WTC and EHDC
- Social Enterprise Funds (HCC EDO)
- Business Link Wessex or Blackwater Valley Enterprise Trust
- Commercial Funding (e.g. Local businesses/consortia)
- Prince's Trust (Young Entrepreneurs)

PROJECT WORKPLAN

Describe the key tasks to be undertaken and completed in year 1:

- Agree the scope (and what is out of scope) for the overall project
- Produce a preliminary 'briefing document/project plan'
- Issue initial Press Release
- Meet and engage Business Support 'service providers' (e.g. BLW, EHCCI, FSB, LSC, Learn Direct/College Outreach, Job Centre Plus etc)
- Plan, promote and deliver initial (Spring 2005) and on-going Business Breakthrough events
- Promote local businesses via proposed 'Community Information Bureau' and local Business Directory

- 
- Lobby and try to identify suitable business centre ('temporary/interim') accommodation e.g. empty industrial unit(s)
 - Produce a proposal/report to include preliminary estimates of costs/funding needs
 - Develop and submit funding application(s). (e.g. SEEDA) late 2005



6.2.2. Project Proforma Initiative 2: Forest Centre Integration

Project Name

"Forest Centre Integration Feasibility Project

Start Date

Sep 2004

Anticipated End Date

Feasibility Study June 2005

Short Description of Project:

This initiative aims to link the Forest 'District' Shopping Centre with the adjacent Forest Community Centre. The aim is to create a 'focal point' for the Town, increase footfall for traders and enhance the visual appearance of the area. This will be achieved through provision of a safe, sociable, pedestrianised and fully integrated environment complete with a public space (incorporating young children's 'fun factor' feature, performance/event area and green space). The initial project phase will comprise a feasibility study, creation of 'artists impressions' of the vision for the area, a survey to confirm local neighbourhood support and culminating in costed proposals to attract the required funding

Why the Project is needed (e.g. reference snapshot; worksheet; priority setting):

Improving public space in town centres can boost trade by 40%.

The Forest Centre is a typical 1980's constructed shopping precinct. Traders have complained of revenue and profit downturn, especially since the arrival of Tesco on the High Street in 2003.. The Healthcheck process and initial Snapshot also confirmed shoppers' concerns re the lack of retail provision (e.g. a lack of 'comparison shopping'), the safety aspect and visual appearance. Additionally highlighted was the lack of a safe crossing to the adjacent Forest Community Centre that also contains the CAB, Community Transport, District and Town Council Offices.

1st Phase PROJECT REQUIREMENTS

Identify the organisations needed to deliver the project including the role the Healthcheck partnership will take:

- Whitehill and Bordon Town Council
- East Hants District Council (Community Team)
- Hampshire County Council (Environment, Planning, Transport)
- The Emergency Services (e.g. related to proposed road closure)
- Forest Community Centre and Forest Centre Association
- Oracle Estates and Jaymar (as lessors)
- Apollo Road Residents Association
- Stagecoach Bus

The role of the Town Partnership Group will include presentation of proposals, lobbying for support, identification of and ensuring active participation during the feasibility phase. It has been suggested that the most appropriate organisation to act as the 'Lead Body' for any Grant Applications may be the Forest Community Centre.

Explain how the proposed activity links with or complements other local initiatives or strategies:



St Marks shared Church – at the heart of the Forest Centre



Forest Shopping Centre today

The proposed activity will support the goals of the following local initiatives:

Links to EHDC 'Community Strategy' priorities that include Community Safety, support to local businesses, provision of facilities for young people and the aim of creating a 'sense of belonging'

The Town Action Plan and therefore the initiative, is supported by Whitehill Town Council and will complement existing plans to site a 'Youth Shelter' on adjacent land.

Identify any dependency of the project on voluntary groups:

No direct involvement of voluntary groups

Identify requirements for funding and potential sources:

The initial funding should be confined to the commissioning of an architect (or similar) to produce the proposed artists impressions of how a refurbished and integrated Forest centre might look. The envisaged costs circa £4k.

The overall 'scheme of work' will be heavily dependent upon funding from such as Jaymar, WTC, HCC and EHDC. Sale of the Forest Centre Phase 3 might additionally attract Section 106 (developer funding).

Otherwise, SEEDA, the National Lottery (Big Lottery Fund or Awards for All), Rural Development funds of Carnegie UK Trust and CABE Space are amongst the organisations that could be potentially approached for funding.

PROJECT WORKPLAN

Describe the key tasks to be undertaken and completed in year 1:

- Agree the scope (and what is out of scope e.g. Youth Shelter) for the feasibility phase and for the overall project
- Produce a preliminary 'briefing document/project plan'
- Obtain plans and photograph the existing area
- Deliver a series of Community Planning Workshops
- Commission architectural and specialist resource to produce 'Artists Impressions/Architects Drawings' depicting the future vision for the centre
- Obtain Property Valuer's view on impact on local property prices
- Secure support (adoption) from Town, District and County Councils
- Launch the initiative and conduct a survey in conjunction with Apollo Road residents association to confirm support of residents in the immediate area
- Produce a proposal/report to include preliminary estimates of costs/funding needs

6.2.3. Project Proforma - Initiative 3: Indoor Recreation and Sports

Project Name

"Indoor Recreation and Sports 'temporary' (interim) facilities

Start Date

Sep 2004

Anticipated End Date

Sep 2006?

Short Description of Project:

The first phase of the project will lobby for improved facilities; form a special interest group with youth representation. The project will try to identify interim premises (plus funding for same) and promote, through the 'Community Information Bureau', all existing recreation and sports providers.



Why the Project is needed (e.g. reference snapshot; worksheet; priority setting):

47% of the population of Whitehill & Bordon is under 30 years of age.

This initiative aims to address the issues identified through the Healthcheck related to the lack of suitable facilities for not only the young but also all residents in Whitehill & Bordon. Specific examples cited include the lack of an Internet Café/Public Internet access, a youth café, badminton or basketball courts, a fitness centre, wall climbing, Physikids and bowling.



The lack of such local facilities can contribute to anti-social behaviour and also serves to highlight the lack of accessibility, via public transport, to major centres like Guildford, Basingstoke or Portsmouth.

1st Phase PROJECT REQUIREMENTS

Identify the organisations needed to deliver the project including the role the Healthcheck partnership will take:

- Whitehill and Bordon Town Council
- East Hants District Council (Community Team)
- Phoenix Theatre
- HCC/EHDC Youth Service Team
- MOD (e.g. Garrison Pool)
- Mill Chase Leisure Centre
- Mill Chase Community School
- Forest Community Centre
- Youth Umbrella Group
- Local Community and Voluntary Groups



The role of the Town Partnership Group will include help with the development and presentation of proposals, lobbying for support, identification of possible funding sources. A Town Partnership Group coordinator is also a member of the Project Action team.

Explain how the proposed activity links with/or complements other local initiatives or strategies:

The proposed activity will support the goals of the following local initiatives:

- East Hants District Council Community strategy, specifically leisure and culture, by promoting accessible recreational and cultural activities and encouraging young people to be active in their local community.
- The project can potentially provide valuable data to help attract prospective commercial clients (e.g. currently, a Property Investment Group is interested on behalf of clients, in land for leisure/industrial usage adjacent to the High Street)
- The project can help in terms of retention (and employment) of young people in the community

Identify any dependency of the project on voluntary groups:

As indicated above, various voluntary and community groups will need to support the project.

Identify requirements for funding and potential sources:

Funding to contribute to the costs (initial and on-going) of suitable accommodation will be needed. Funding will also be needed to cover the initial cost and upkeep of equipment, fixtures and fittings.

Potential funding sources include:

- ODPM (Office of the Deputy Prime Minister) special grants programme
- Lottery Sports Funds/Awards for All (sports and youth categories)
- WTC and EHDC
- Social Enterprise Funds (HCC EDO)
- Commercial Funding (e.g. Property or Leisure Group)

PROJECT WORKPLAN

Describe the key tasks to be undertaken and completed in year 1:

- Agree the scope (and what is out of scope) for the overall project
- Produce a preliminary 'briefing document/project plan'
- Attend training related to 'engaging young people in community projects'
- Document currently 'active' providers of indoor sports and recreation facilities
- Issue survey to build on Healthcheck data and identify specific Indoor recreational and sports needs
- Meet and engage 'service providers'
- Promote existing facilities via proposed 'Community Information Bureau'
- Lobby and try to identify suitable ('temporary/interim' accommodation (e.g. empty industrial unit(s))
- Produce a proposal/report to include preliminary estimates of costs/funding needs

6.2.4. Project Proforma - Initiative 4: Bus and Rail Links

Project Name

Bus and Rail Link Effectiveness

Start Date

Nov 2004

Anticipated End Date

1st phase Dec 2005

Short Description of Project:

Work with service providers to achieve a valued, affordable, safe, convenient, sustainable public transport facility that in addition to satisfying the needs of stakeholders, attracts customers away from the private car and encourages visitors to the area.

Why the Project is needed (e.g. reference snapshot; worksheet; priority setting):

Fact: The nearest rail station (Liphook) is six miles away. Local Bus services were described as being insufficient in number, sometimes unreliable and in one instance (service 38) withdrawn.

There are no National Coach services and access to surrounding towns (including FE colleges and hospitals) is limited and unattractive because of cost and/or long journey times.

There is consequently an urgent need to monitor and assess existing service levels, starting with the Bus/Rail link, then work with service providers to achieve service levels that relate directly to known demands.

PROJECT REQUIREMENTS

Identify organisations needed to deliver the project including the role the Healthcheck partnership will take:

- Whitehill and Bordon Town Council
- East Hants District Council (Community Team)
- Passenger Transport Group (HCC Env)
- Transport Policy Group (HCC Transport)
- Stagecoach Bus
- SW Trains
- Privately owned bus service providers
- Voluntary Transport organisations
- Service users (passengers)
- Local press and radio
- Locality Health Forum
- Colleges

The role of the Town Partnership Group will include presentation of proposals, lobbying for support and ensuring active participation within the community

Explain how the proposed activity links with or complements other local initiatives or strategies:

The proposed activity will support the goals of the following local initiatives:

- Whitehill & Bordon Town Council aims to improve local bus services



South West Trains new Mercurio Train

- EHDC Community Strategy that in respect of transport 'strives to bring about a range of transport solutions to meet the needs of people in the district'
- Better public transport service provision will help local business recruitment and retention of staff
- Central and Regional Government integrated transport policies

Identify requirements for funding and potential sources:

It is unlikely that services can be markedly re-engineered without subsidies being in place. Potential sources of such funds/grants include:

- Hampshire County Council
- Rural Bus Challenge
- Community Action Hampshire
- Countryside Agency – Rural Transport Fund

Identify requirements for funding and potential sources:

Requirements will be identified once a better understanding of the cost of service provision and the alternatives have been explored

PROJECT WORKPLAN

Describe the key tasks to be undertaken and completed in year 1:

- Agree scope and produce an initial briefing document/project detail plan
- Meet with Stagecoach Bus Management to understand their future plans and service level agreements
- Brief and promote initiative via local papers/local radio
- Recruit volunteers (commuters) to monitor service levels and define improvements sought
- Monitor service reliability
- Report findings/provide recommendations to service operators

6.2.5. Project Proforma – Initiative 5 – Visual Improvements (High Street/A325)

Preliminary Draft

Project Name–“A325 (High Street Visual and Ecological improvement

Anticipated Start Date–Oct 2004-

Anticipated End Date–Feasibility Study June 2005?
Implementation 06/07?

Short Description of Project (Outcomes):

Overall Aim: Gain agreement through working with district councils, land agents and developers on a development brief for Whitehill/Bordon that takes full account of townscape quality, housing mix needs, ecological, environmental and urban fringe encroachment.

Project Aim: Create a more favourable ‘first impression of the town through building refurbishment, uniform street furniture (incl. rationalised directional signage, new bus shelters); improved pedestrian safety; less litter and ecological planting

Why the Project is needed (e.g. reference snapshot; worksheet; priority setting):

The Healthcheck confirmed that much of the current A325 ‘street scene’ is untidy, neglected and does not encourage the visitor or commuter travelling through Whitehill & Bordon to ‘stop or shop’ Residents are similarly disparaging in their comments referring to the High Street as ‘takeaway alley’.

It is clearly necessary to improve the ‘perception, image and vision aspirations’ of the Town to broaden the Whitehill & Bordon socio-economic base An improved ‘look and feel’ for the A325/High Street built environment is critical in order to achieve a more positive perception of the town by visitors, investors and residents alike.

1st Phase PROJECT REQUIREMENTS

Identify organisations needed to deliver the project including the role the Healthcheck partnership will take:


- **Whitehill and Bordon Town Council**
- **East Hants District Council (Community Team)**
- **Hampshire County Council (Environment, planning, Transport)**
- **Local High Street (Chalet Hill) Businesses**

The role of the Town Partnership Group will include presentation of proposals, lobbying for support, identification of and ensuring active participation during the feasibility phase.

Explain how the proposed activity links with/or complements other local initiatives or strategies:

The proposed activity will support the goals of the following local initiatives:

Identify any dependency of the project on voluntary groups:



To be confirmed

Identify requirements for funding and potential sources:

To be confirmed

PROJECT WORKPLAN

Describe the key tasks to be undertaken and completed in year one:

- **Agree the scope (and what is out of scope) for the feasibility phase and for the overall project**
- **Produce a preliminary 'briefing document/project plan'**
- **Obtain plans and photograph the existing area**

6.2.6. Project Proforma Initiative 6: Community Information Bureau

Project Name

Community Information Bureau

Start Date

Nov 2004

Anticipated End Date

1st phase March 2005

Short Description of Project:

In conjunction with Whitehill Town Council, establish a managed information gateway that will provide timely information for the local community. Using an appropriate mix of hard copy and interactive electronic media the 'Community Information Bureau' aims to seek, source, generate, edit, disseminate and quality manage information appropriate to the needs and aspirations of the town.

Why the Project is needed (e.g. reference snapshot; worksheet; priority setting):

Fact: "80% of income is spent within 20 miles of home".

The Healthcheck confirmed that there is no definitive source or directory of local services or means to quickly and efficiently distribute information to the Community or local Businesses. This was shown to contribute to the disaffection across the local population and the lack of any 'sense of place'.

Establishing the facility is expected to contribute to the external perception of Whitehill & Bordon, help achieve a 'sense of belonging', increase use of local facilities and businesses and to encourage greater community partnership in future local and regional Government planning.

PROJECT REQUIREMENTS

Identify organisations needed to deliver the project including the role the Healthcheck partnership will take:

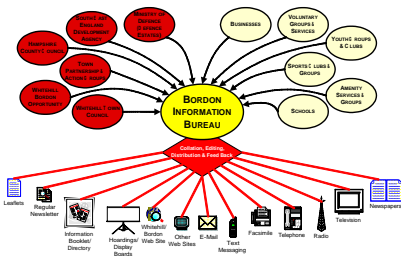
- Whitehill and Bordon Town Council
- East Hants District Council (Community Team)
- Whitehill Bordon Opportunity Project inc. MOD
- Forest Community Centre
- Forest Centre Association
- Local Media (press and radio)
- Local Businesses
- Local Community – including Schools, Youth and Voluntary Groups

The role of the Town Partnership Group will include presentation of proposals, lobbying for support and ensuring active participation

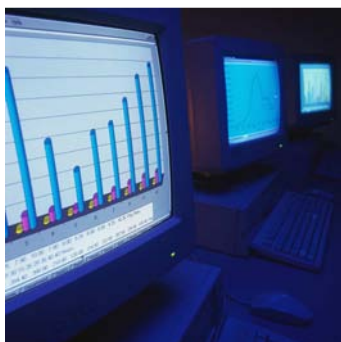
Explain how the proposed activity links with/or complements other local initiatives or strategies:

The proposed activity will support the goals of the following local initiatives:

- Whitehill Town Council 'quality status initiative' which requires Council information to be 'more accessible'



Information Bureau data flows





A Community Newsletter is planned

- The element of 'Did You Know...?' that focuses upon Business information will support the 'Business Breakthrough' Town Action Plan project
- Council 'Community Strategy' in that the facility will encourage public participation in local events and democracy

Identify requirements for funding and potential sources:

It is envisaged that it will be necessary to appoint 'an Editor in Chief cum Press Officer' to be the central point of contact and to manage content, An element of 'technical' management (ICT/webmaster) may also be needed subject to the degree of support available from the proposed ISP (Local Channel). Initially (2005/06) part time, but eventually could become a full time role circa £20k per annum.

The main funding sources to be approached will include WTC, EHDC, National Lottery (Big Lottery fund or Awards for All), Rural Development funds of Carnegie UK Trust, Tudor Trust.

Although the aim is for media to be self - funded over time, initial versions/editions will require funding. Initial budgetary needs are anticipated at circa £10k to cover such as design and software licence costs, mailing list, print and distribution costs.

PROJECT WORKPLAN

Describe the key tasks to be undertaken and completed in year one:

- Technical Review of suitability/robustness of Local Channel Web Infrastructure and Template Design (NJW)
- Create and test 'proof of concept'
- Prioritise/decide Phase 1 web Community Information Bureau (CIB) content (e.g. Newsletter, website, Notice Boards)
- Agree process for content sign-off
- Promote and sign up local 'non profit organisations
- Run content management training event for content providers
- Launch CIB (including via WTC Newsletter)
- Promote to local Businesses (sign up fee incentive for website and CIB directory)
- Appoint Press Officer/Editor in Chief cum webmaster

6.3. Related plans

There are inevitably a number of other initiatives in progress or planned that relate to but are outside of the scope of the Whitehill & Bordon Town Healthcheck and Action Plan.

A major anticipated benefit of the Healthcheck process is the raising of awareness across local authorities of the needs and aspirations of the Town through targeted communication and by extensive distribution of the report.

Consequently, the Town Partnership Group's aim is to see the report formally adopted and approved by local Councils and other appropriate statutory bodies.

Therefore, in determining the content of the report and the choice of Action plan projects the Town Partnership Group has taken into consideration, partnered with, input to and aligned with parallel initiatives and strategies such as:

- Those contained within the Local Plan and Local development Framework
- Local Transport Plan (2)
- The Community Strategy (e.g. as developed by EHDC/Hampshire Strategic Partnership)
- Whitehill & Bordon Opportunity project
- EHDC Economic Development Initiatives
- Business Link Wessex Micro Business initiative
- Local School Travel Plans
- Local Cycle-ways

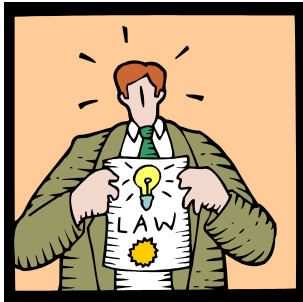


7. IMPLEMENTATION

This section of the Action Plan report looks at the factors (risks) that can potentially negatively impact successful implementation of the Town's Action Plan. The section also describes some of the measures that will be used to evaluate success and monitor progress.

7.1. Constitution of the Town Partnership Group

If the stated aims of the Town Action Plan are to be achieved, the Town Partnership Group will need to move from its current form as an unconstituted body to one that has a formal structure, rules and objects.



This is a potentially difficult bridge to cross, where the voluntary members of the Town Partnership Group are faced with what can look like onerous roles, responsibilities and liabilities.

Factors to consider include; the anticipated short to medium term life cycle of the Town Partnership Group, the required Town Action Plan project outcomes and the potential sources of external funding needs. Based on this information, it appears that the simplest least onerous form of legal structure – a charitable unincorporated association – may be insufficient for the Town Partnership Group's purposes (e.g. not all charitable bodies recognise unincorporated associations, therefore cannot bid for funds in own right).

Consequently the Town Partnership Group is currently investigating alternative legal structures including "Company, Limited by Guarantee and Charitable Trusts. External expertise will be sought to assist in this process and the final 'constitution proposals' will be reviewed with Whitehill Town Council.

Additionally, agreement will need to be reached with either Town or District Council such that these organisations become the 'accountable body' in respect of external funding applications. This is likely to be a specific requirement in respect of the proposed bid to SEEDA (South East England Development Agency) Rural Towns Fund as indications suggest SEEDA requires 3 years past trading records from all grant applicants.

In summary, a fully supported, committed, firm partnership is an essential prerequisite for project success and on-going sustainability.

7.2. Communicating the Plan

The benefits of regularly communicating the aims and objectives of the Town Action Plan have become increasingly apparent in recent months.

To be successful, the communication mix needs on the one hand to engage partners and stakeholders and on the other provide residents and businesses in the community with an up to date, realistic picture of progress and above all a perception that the plan is delivering and beginning to 'make a difference'.

At the hub of the Whitehill & Bordon Town Action Plan communication strategy is the Community Information Bureau project.

Failure to successfully implement the main strands of this initiative (risks include appropriately skilled resources, funds, community and business buy in) will again adversely impact the chances of project success.

7.3. Community Involvement

The greatest risk is the danger that the community becomes disillusioned if it fails to see progress being made. Initial quick wins are a critical ingredient as are regular deliverables thereafter.

Similarly – and most pertinent to the younger people in the community – it is essential to the success of the overall project that people have the opportunity to be involved (fully engaged) and thereafter assume responsibility for on-going service provision.

A series of events, consultations and regular publicity throughout 2004 have achieved a much wider awareness of the *Town Action Plan* project's aims and activities. Currently in excess of 40 individuals are recruited as members of the seven Town Partnership Group coordinated action teams.

The Town Partnership Group will need to continue to provide timely and pertinent communication, opportunities for feedback and empower the groups working on the individual projects to maintain (indeed to grow) the levels of community involvement.

The challenge will remain the same in that residents or businesses must always be able to recognise the gain to them of committing their time to the project.

7.4. Monitoring and Evaluation

A great benefit of the Healthcheck process is that it is primarily an 'evidence' based method. Thus, measures taken at the data gathering stage can be used later in the life of the project to determine the levels of success.


Beyond that, it is intended that during the implementation phase, the Town Partnership Group will use the Project Definitions being developed for each main project deliverable – listing the required outcomes; tasks to be performed; milestone dates and costs as a means to regularly monitor success, issues and review progress.

The current process comprises formal reporting (by the Action Team coordinator to the monthly Town Partnership Group meeting (Town Partnership Group acting as the local steering group) Higher level reporting to Council by Town Partnership Group Chair and/or Town Project officer and thereafter to, District, County and Regional bodies is on an 'as required' basis.

7.5. Resources

The only 'staff member' is the Town Project Officer, the role being part time (3 days per week). A risk to the project comes when the Countryside Agency funding for the post finishes in Dec 2005.





The primary resource – since November 2003 – has however, been the Whitehill & Bordon Town Partnership Group. This Town Council appointed group has worked diligently and effectively to first complete the Healthcheck activities and then move on to the implementation of the Town Action Plan. Its members are of course unpaid and must balance their effort with work and/or family commitments. The primary risk here is losing a valuable member of the team and the added responsibilities, facilitation and coordination that will be needed in the absence of a Town Project Officer in the future.

This is another reason why a more formally constituted (and funded – in part perhaps by membership subscriptions paid for by the community) body would be beneficial in terms of future stability.

Officers at the Town, District and County Councils have also provided invaluable specialist and administrative support and this will need to be maintained throughout the lifetime of the project.

7.6. Funding

Virtually all the elements of the seven Town Action Plan projects are dependent on their success on the availability of some level of external sources of funding.

Applications for grants will need to be made by the Town Partnership Group (or Accountable body – see 7.1. above) at the appropriate time. In many instances (e.g. as with Awards for All) the application needs to be submitted before the project deliverable in question is formally started.

It will be important for the morale of the Town and the Town Partnership Group itself to achieve early success in funding applications. A further risk is posed by the complexity and duration of the grant application process. If successful, the subsequent monitoring of outcomes and the claiming process could likewise be off-putting and daunting.



8.0 APPENDICES

The appendix to the report contains the following reports and analyses:

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This was the data used during the Healthcheck Process that determined the focus and priorities for the Town Action Plan initiatives.

Snapshot Report



Knox's Pond - Bordon

Background

The Parish of Whitehill is situated in the County of Hampshire in Southern England approximately halfway between Portsmouth and London. The A325 Petersfield to Farnham Road, linking the M3 and A3M, runs right through the town. Historically the area around the Parish of Whitehill is a magnificent patchwork of the ancient and modern. The Romans left their mark on the area not only with the road, built to link the two important Roman towns of Chichester and Silchester and passing through Blackmoor.

After the Norman Conquest large areas of land were enclosed creating Woolmer Forest covering Whitehill and the surrounding land. In 1826, a turnpike road was cut through the forest linking the growing towns of Farnham and Petersfield. 30 years later another turnpike road linked Liphook and Greatham. A 'stopping post' grew in this area. This settlement became known as Whitehill.

Whitehill and Bordon continued to grow throughout the years. Bordon's importance as a military area began in 1863 when the War Office purchased 1,600 acres for training land. Whitehill's growth came about by the increasing importance of hop growing in the area.

The parish of Whitehill includes the military camps of Bordon and Longmoor, which form one of the most important military establishments in the south of England. Longmoor Camp is of interest for it was here that officers and men were trained in the operation of railway transport. The Longmoor Military Railway, which closed in 1969, had an extensive mileage of line in regular use for goods and military passenger traffic. The line used to connect with the British Rail network at Bordon to the north and at Liss to the south.

The 1970's and 80's saw large growth in the housing market and modern estates developed linking two villages, creating today's Whitehill and Bordon community.

This modern community is located within the East Hampshire District of Hampshire and has an area of approximately 2008 hectares. With some 39% of the population under the age of 19 the town is extremely 'young' with the attendant lack of facilities, retirees to volunteer and transport links. It has no Higher Education facilities, no job centre, and not many facilities for the youngsters. The major house building activities took place during the 1980's and the community is now at last becoming coherent and cohesive. In order to strengthen this cohesion, the Healthcheck has been carried out to find what strengths and weaknesses and gaps there are. This knowledge gained will mean that community effort can be concentrated on filling the gaps and planning for the long term future with hard facts and data to support funding bids and representations to the Local Authorities.

