

TOWARDS A MORE THRIVING & ENRICHED ODSHERRED

Potential developments aiming to shrink the socio-economic gap with other Danish municipalities and enrich the life of its citizens



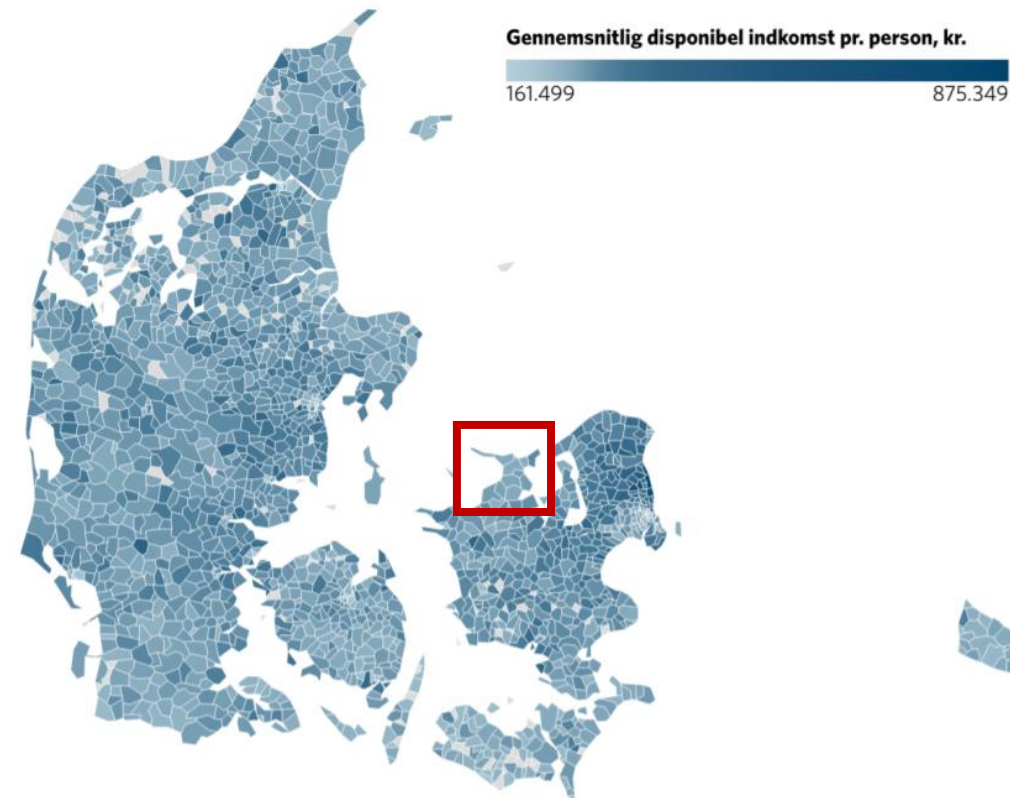
By: Niels Gheyle, Gilles Poilvet, Lucas Van den Meersschaut, Wannes Van de Weghe and Robbe Viville

PROBLEM STATEMENT

Overall worse socio-economic dynamics in Odsherred compared to the rest of Denmark

Her er de rigeste og fattigste områder

Figuren viser den gennemsnitlige disponible indkomst på sogne.



Disposable income (Caspersen, S.; 2021)

RESEARCH QUESTIONS

1) How can the **daily life** and the **prosperity** of the municipality of Odsherred be **improved** through specific socio-economic **developments** (public and/or private)?

2) How does the expert (scientific) view **correspond** with the local view (needs/wishes) and planning context?

1. Strategy Building

Mission Statement

Mission statement

Strategical Analysis

Dynamics sketch

SWOT analysis

Goals & Anticipation

Driving forces

Goals and actions

Anticipation of SWOT

Projects

Synergy of actions

5 Concrete projects

2. Multi-criteria Evaluation

Criteria

Standardized criteria

Weighted criteria

Suitability of locations

3. Field study

Visual inspection

Questionnaire

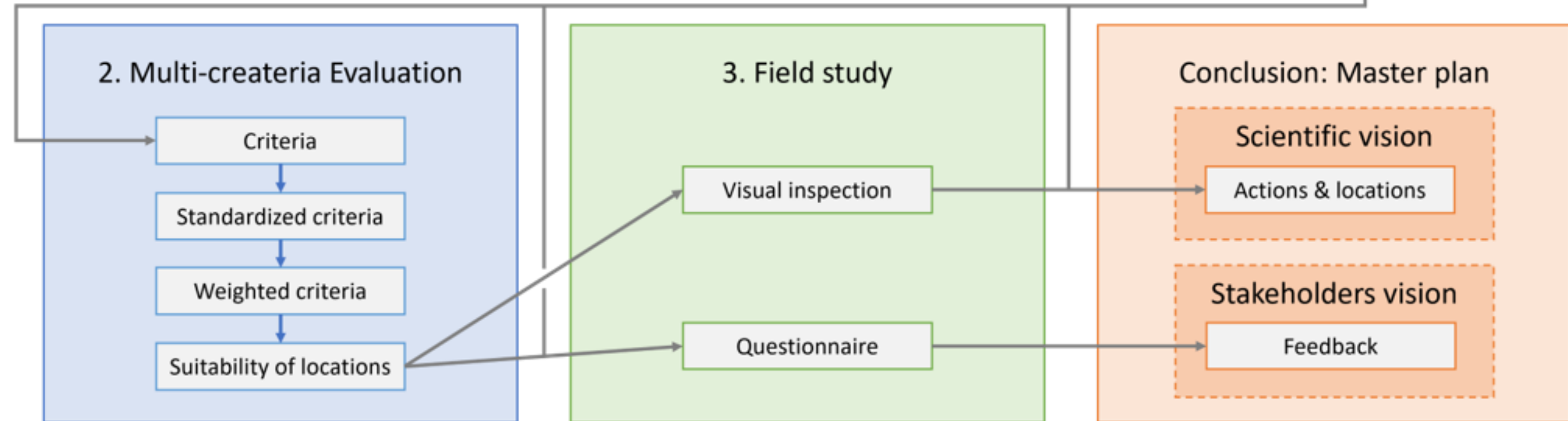
Conclusion: Master plan

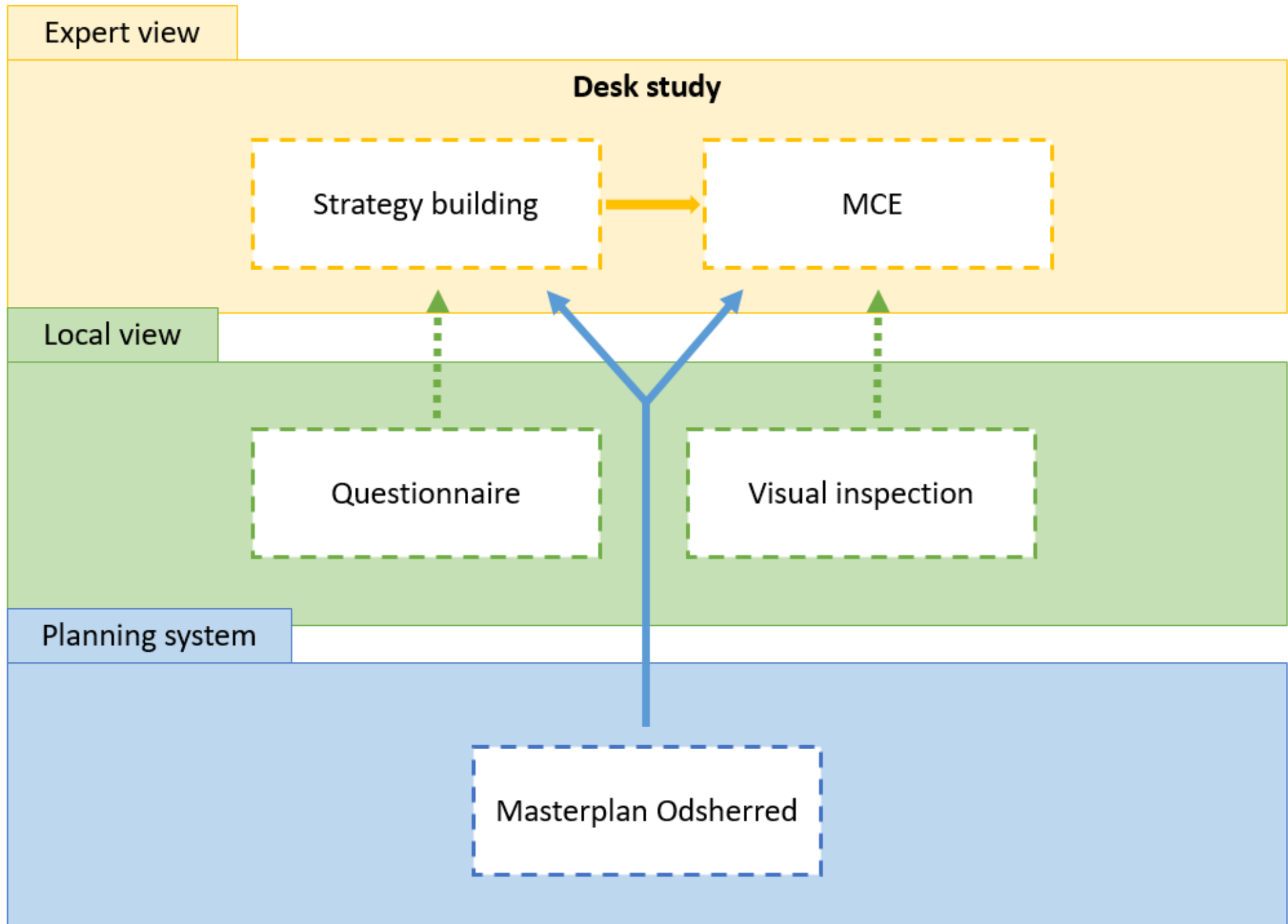
Scientific vision

Actions & locations

Stakeholders vision

Feedback

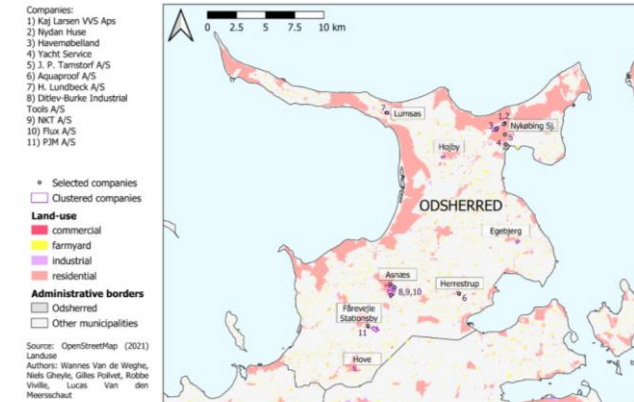




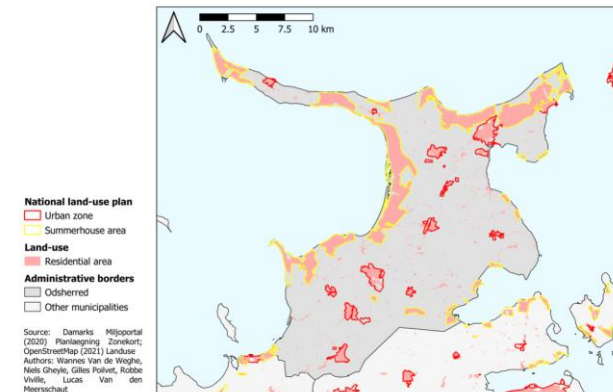
STRATEGIC SOCIO-ECONOMIC ANALYSIS

- Dynamic sketch of current processes
 - A shrinking, poorer, older and lower educated population compared to rest of Denmark
 - Plenty construction-related companies, supermarkets, garages and second-hand stores in small clusters
 - Low housing prices and largest number of summerhouses
 - Relatively close to Copenhagen, railway present
 - Institutional administrative background
 - Urban, rural and recreational zones
 - No overnight stays for longer periods in winter
- SWOT: assessment

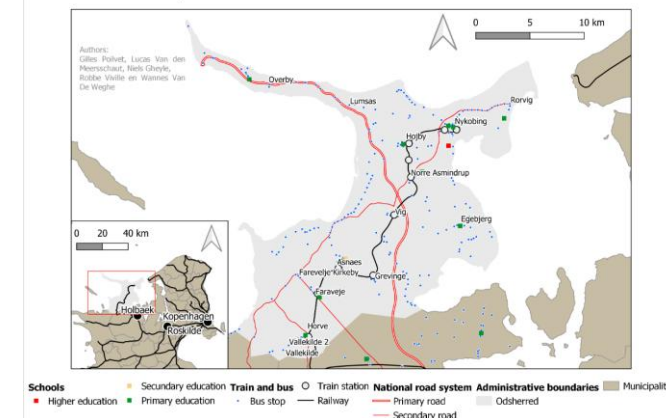
Business-economic situation Odsherred (2021)



Real estate dynamics Odsherred (2021)



Transport network and school network of Odsherred



DRIVING FORCES

- Space for logistics
 - 3PL freight hub, transfer point (less feasible)
- Greenport
 - Social bonding, physical networks, environmental, new initiatives in a traditional context
- Retail & Recreation
 - Recreational clustering, chains
- Youth
 - Encountering, living & experimenting, participation
- Brainport
 - Interaction academics & companies, sustainable development, multimodal accessibility, services for wider environment

→ SWOT-anticipation: using driving forces to anticipate on SWOT

SYNERGIES OF ACTIONS → PROJECTS

Biggest
synergy



• Greenport & Recreation and retail → Agricultural tourist centre

• Space for logistics & Recreation and retail → Logistics park

• Brainport & Recreation and retail → Brainport

• Recreation and retail & Youth → Youth hangout places

Smallest
synergy

• Space for logistics & Greenport → Farmers' market

POTENTIAL DEVELOPMENTS

AGRICULTURAL TOURIST CENTRE

Mean approval rating (out of 100):

72

More excitement for the local culture

Criteria

- Accessibility to train station
- Accessibility to a village
- Walking distance from summerhouses

Constraints

- Not in a valuable area
- Unbuilt area
- Agricultural area
- Close to existing farm

Supporting measures

- 'inter-farm' chain
- Communication is essential
- Preserve open space
- Supporting active transport
- Dual role for farms
- Character of traditional agriculture

Possible locations agricultural tourist centre Odsherred



Value suitability



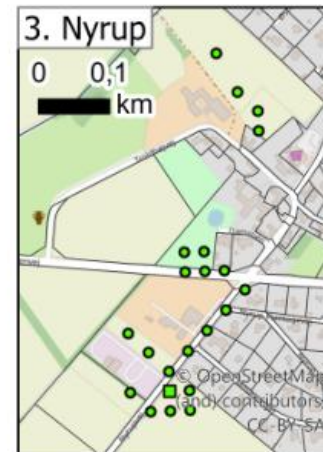
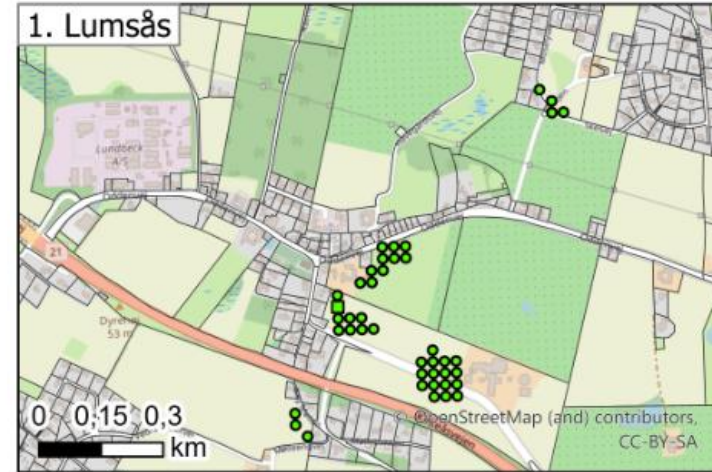
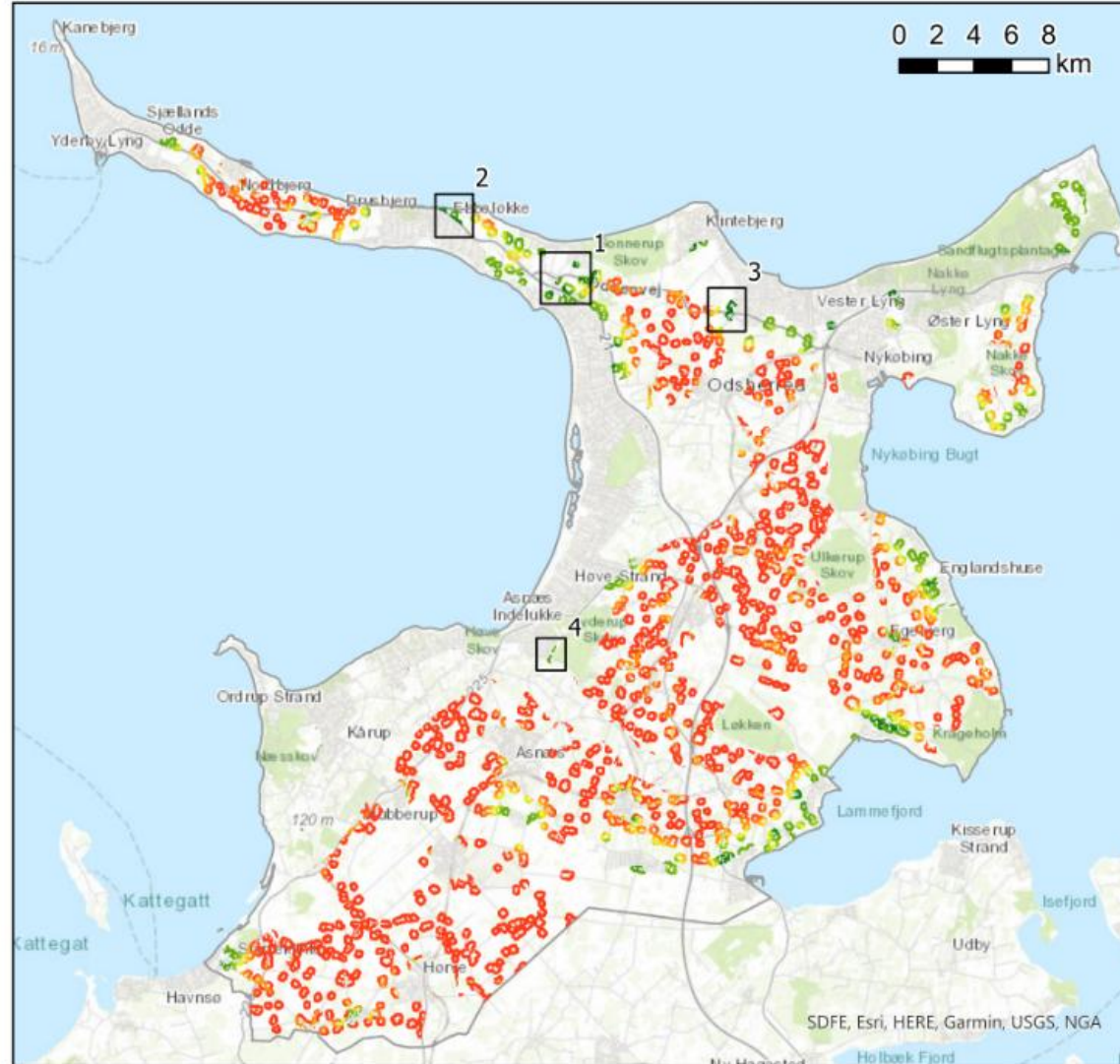
● Focus points (>0.477)

■ Highest value on map*

□ Parcels □ Odsherred

By: Lucas Van den Meersschaut, Niels Gheyle, Gilles Poilvet, Wannes Van De Weghe and Robbe Viville (2021)

* For neighbouring points with the same (highest) value: only one is symbolized as the highest value on the map (for the sake of clarity)



TERRAIN VISITS

1: Lumsås



Preferred by 37.50% locals

Field observations

- Abandoned building nearby

2: Ebbeløkke



Preferred by 33.34% locals

Field observations

- Far from village

3: Nyrup



Preferred by 8.33% locals

Field observations

- Farm closed
- Bus stops at limited times

4: Høve



Preferred by 20.83% locals

Field observations

- Difficult access by road
- Far from village and public transport

Evaluation by public

- Multiple smaller tourist centers to reflect specialities of every location
- Should be branded and advertized well
- Relation with Geopark important
- At Lammefjorden there is already a visitor's field focusing on local agriculture

LOGISTIC CENTRE

Mean approval rating (out of 100):

63

More efficient supply of goods in- and outside the municipality

Criteria

- Proximity to horeca
- Close to national road 21

Constraints

- Not in a settlement core
- Along exits of primary road (21) or along secondary road (225)
- Not in a valuable area

Supporting measures

- Protecting hotels, restaurants and pubs
- New hotels, restaurants and cafes alongside walking routes
- Subsidising sustainable last mile

Possible locations logistic centre Odsherred

Value suitability



● Focus points (>0.75)

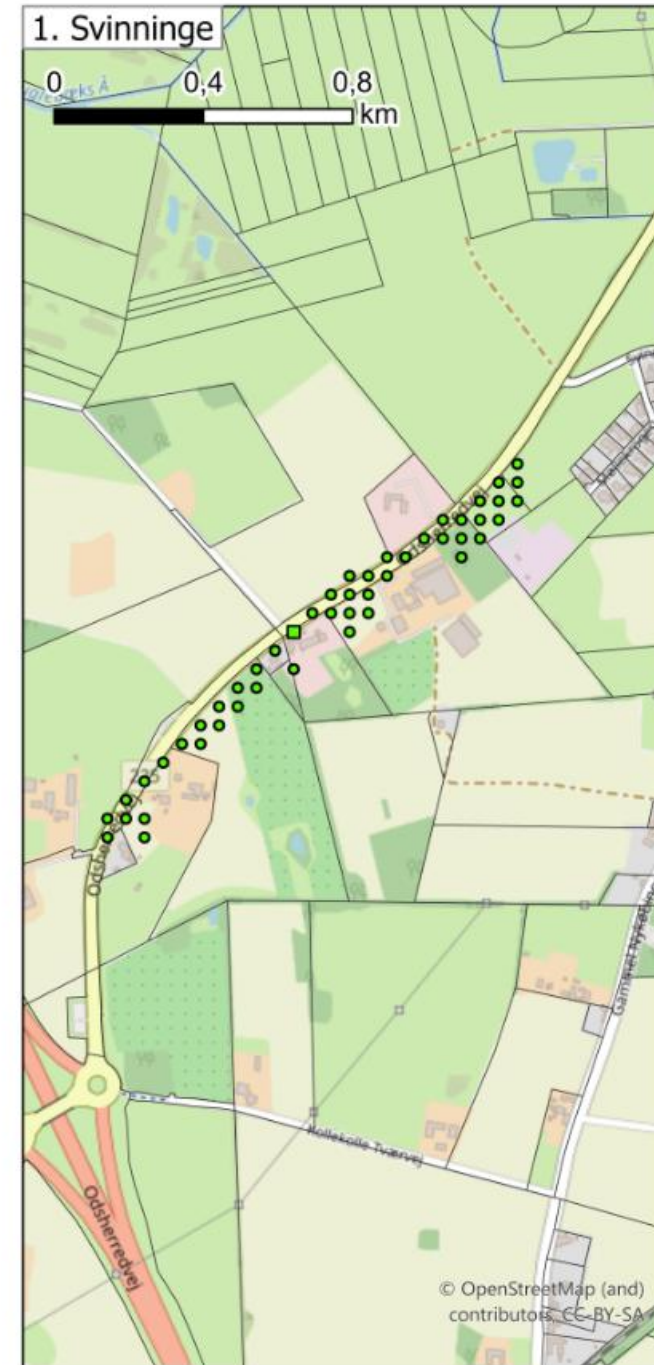
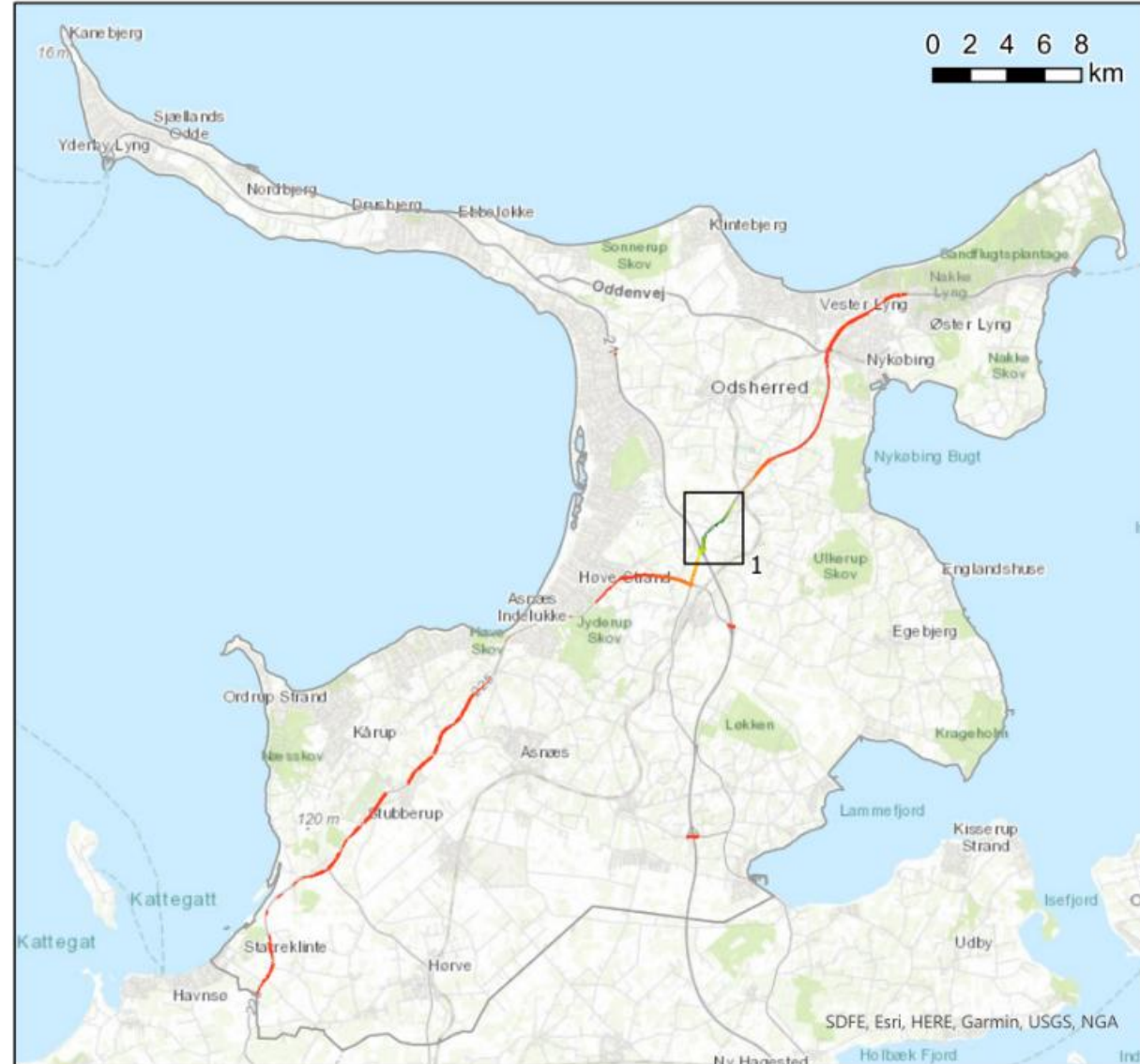
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TERRAIN VISITS

Svinninge

Field observations

- Hilly
- Very close to intersection of major roads



Evaluation by public

- Location close to a historical site
- Most restaurants, hotels, etc. import their goods from local farmers and companies

BRAINPORT

More education & career options

Mean approval rating (out of 100):

76

Criteria

- Proximity to urban cluster
- (Walking) Distance to summerhouses
- Accessibility with public transport

Constraints

- Nearby urban cluster (settlement)
- Unbuilt area
- Nearby existing industrial clusters
- Not in a valuable area

Supporting measures

- Interrelationship and synergy between companies and education
- Accommodates recreational, social life
- Supports an expansion of recreational, social life

Possible locations brainport Odsherred

Value suitability



● Focus points (>0.50)

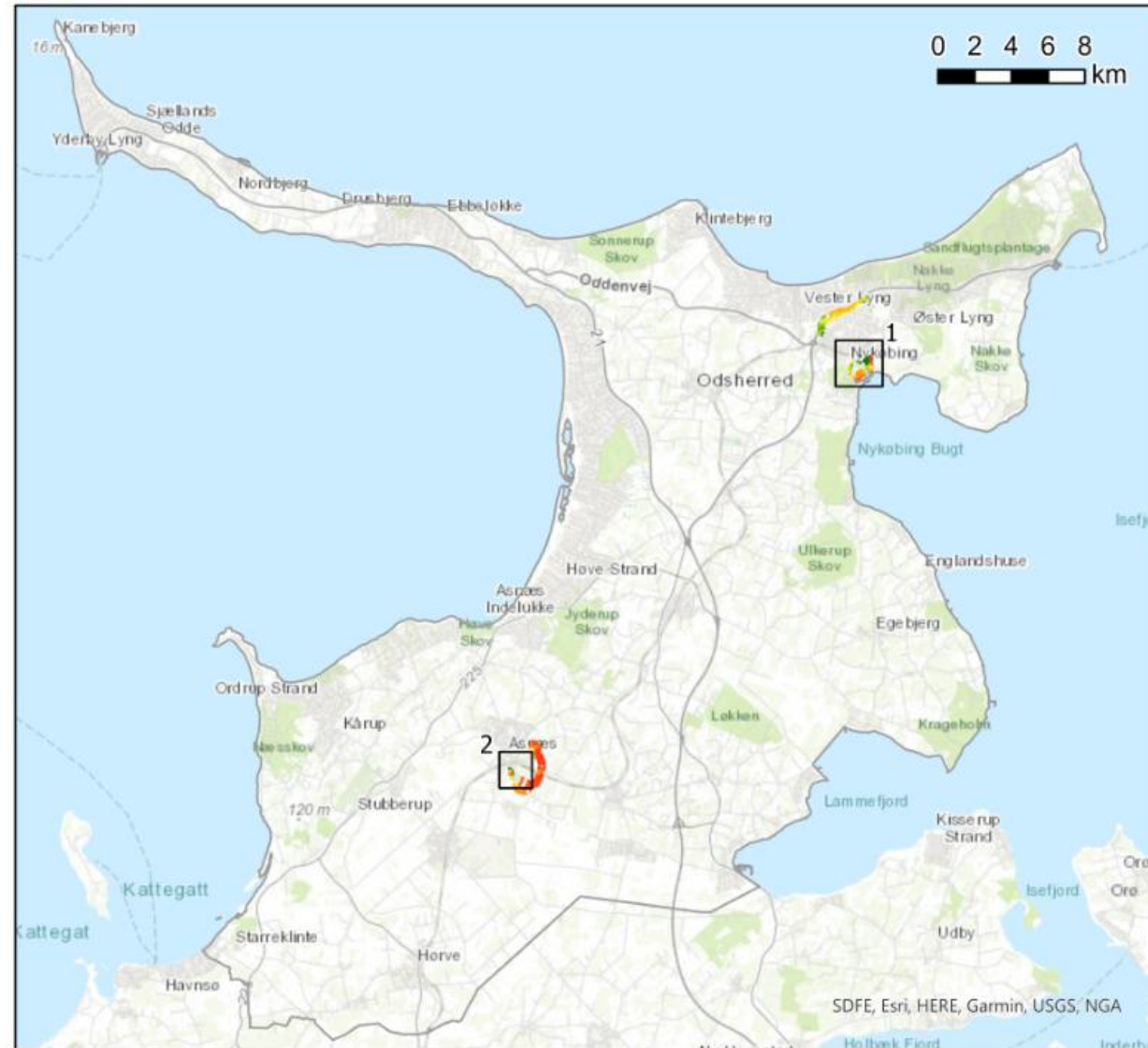
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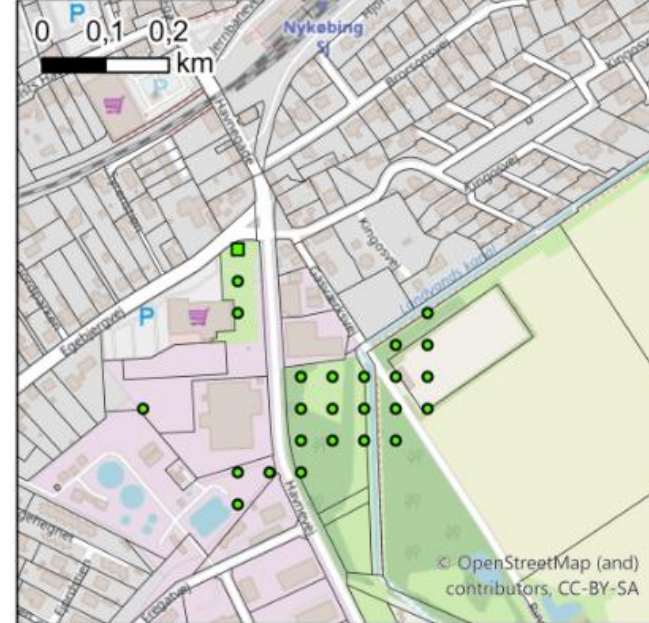
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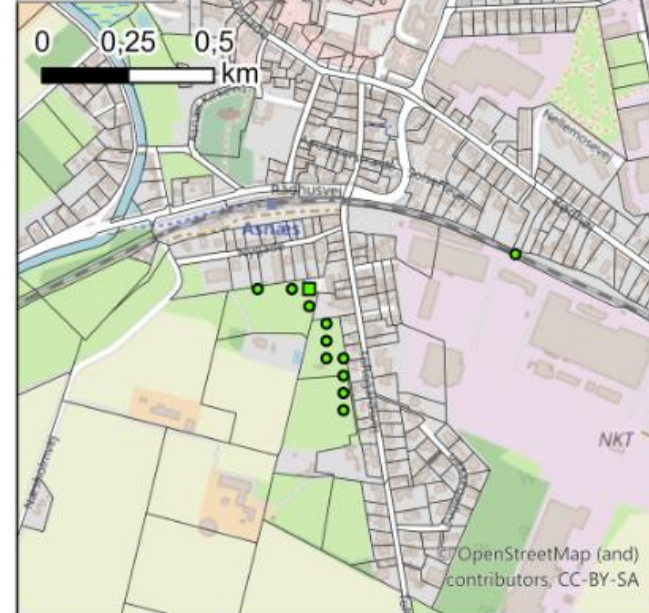
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1. Nykøbing Sj.



2. Asnæs



TERRAIN VISITS

1: Nykøbing



Preferred by 33.33% locals

Field observations

- Further from Summerhouses

2: Asnæs



Preferred by 66,67% locals

Field observations

- Very high frequency of buses
- Behind housing row

Evaluation by public

- Links with existing universities important

YOUTH HANGOUT PLACES

Mean approval rating (out of 100):

76

No need to leave the municipality for free-time/recreation

Criteria

- Proximity to summerhouse zones
- Proximity to settlements
- Proximity to bus stop

Constraints

- Not in a valuable area

Supporting measures

- Unique events for the youth
- Involving youth in organizing local events
- Giving the youth a voice in local tourism and recreation

Possible locations youth hangout place Odsherred



Value suitability



● Focus points (>0.99)

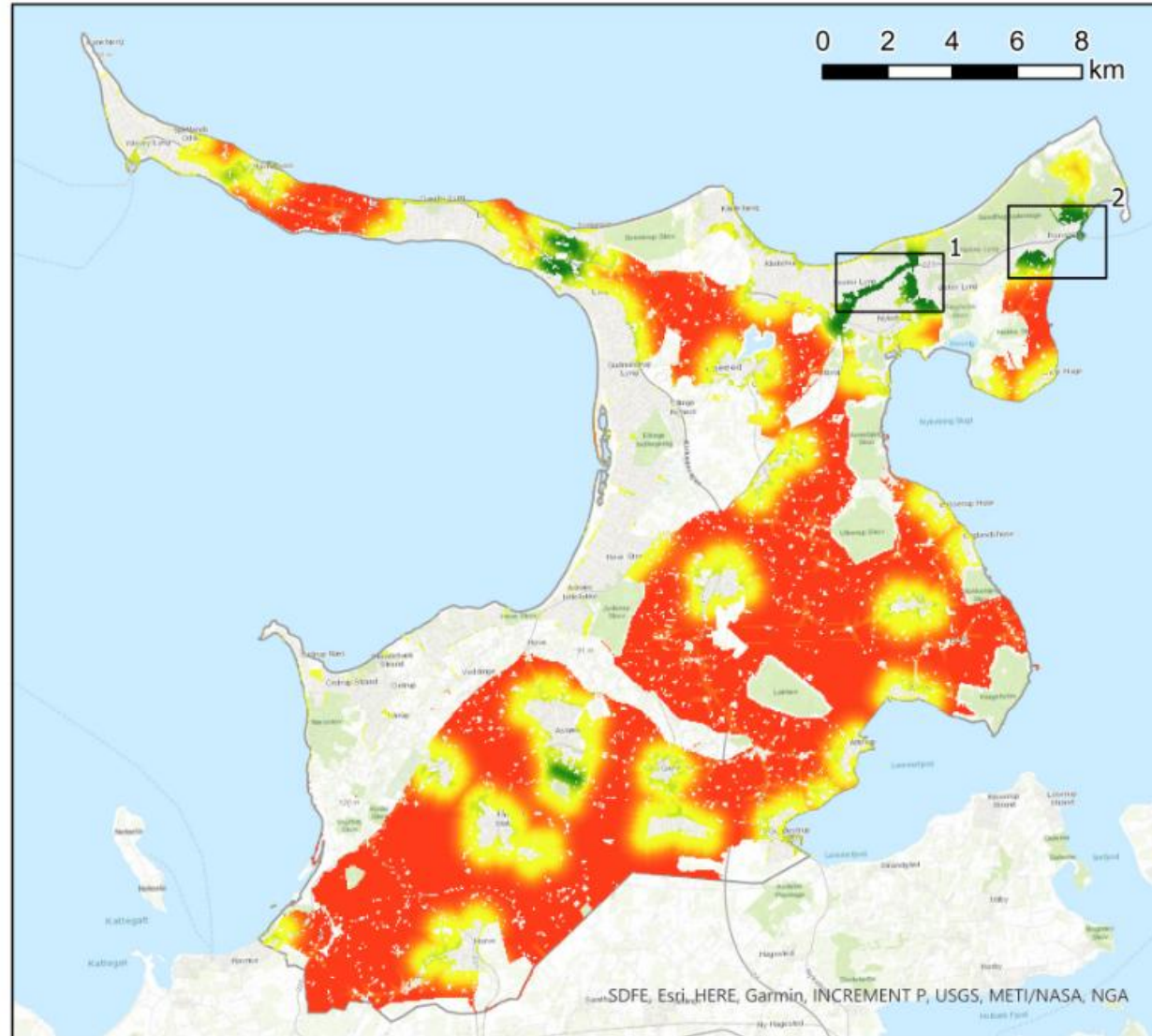
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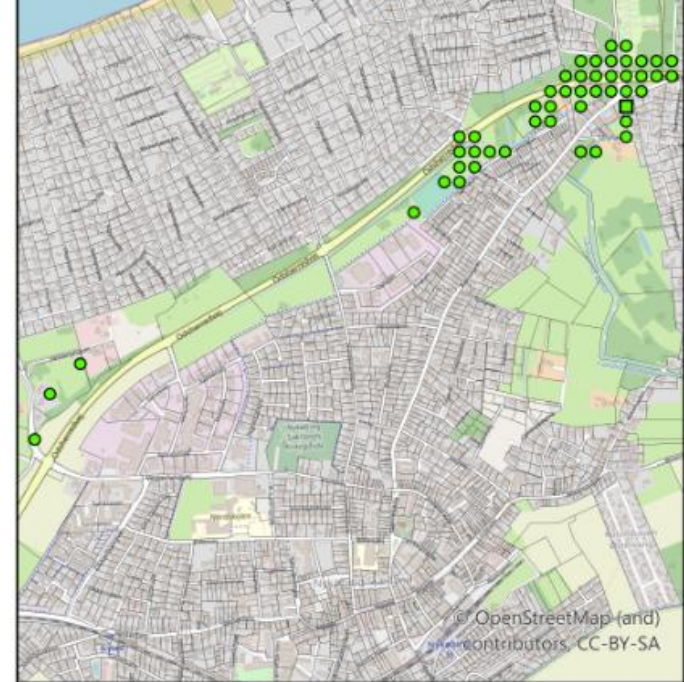
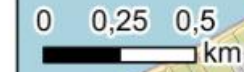
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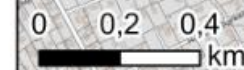
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1. Nykøbing Sj.



2. Rørvig



TERRAIN VISITS

1: Nykøbing



Preferred by 87.50% locals

Evaluation by public

- Need for multiple hangout places: youth is less mobile
- More needed than a hangout place to keep the youth

2: Rørvig



Preferred by 12.50% locals

Field observations

- Proposed location in North is busy and touristic
- Location in South near new houses with potentially young people but further from summerhouses

FARMERS' MARKET

Strengthen contact between farmers and non-farmers

Criteria

- Proximity to train station
- Proximity to bus stop

Constraints

- Area bigger than 2000 m²
- It takes place at a parking

Mean approval rating (out of 100):

78

Supporting measures

- Advantage local sustainable farmers
- Prohibition of non-agricultural market stall
- Subsidising traditional and sustainable agriculture

TERRAIN VISITS

1: Vig



Preferred by 87.50% locals

Field observations

- Covered market nearby
- Public parking
- Pleasant environment

2: Hørve



Preferred by 8.33% locals

Field observations

- Supermarket open every day

3: Nykøbing



Preferred by 4.17% locals

Field observations

- Supermarket open every day

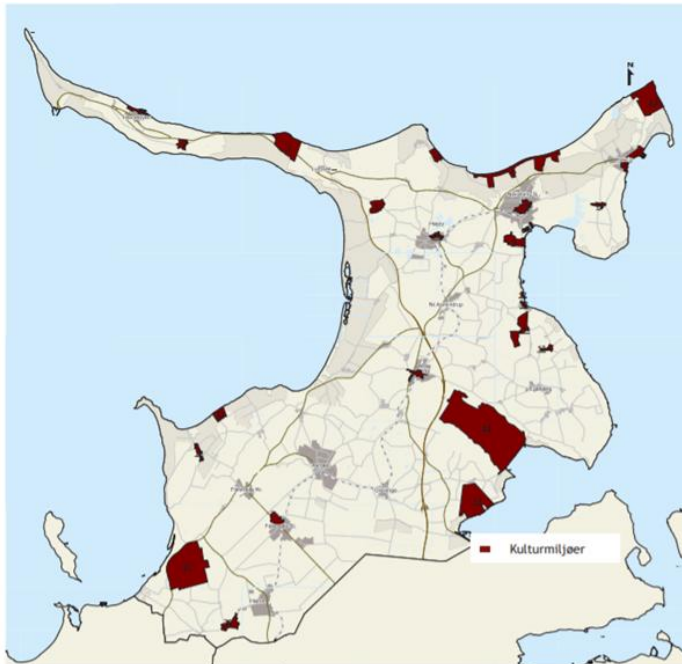
Evaluation by public

- Farmers already sell their goods directly to customers at little shops in their farm
- Doubts if this idea would work

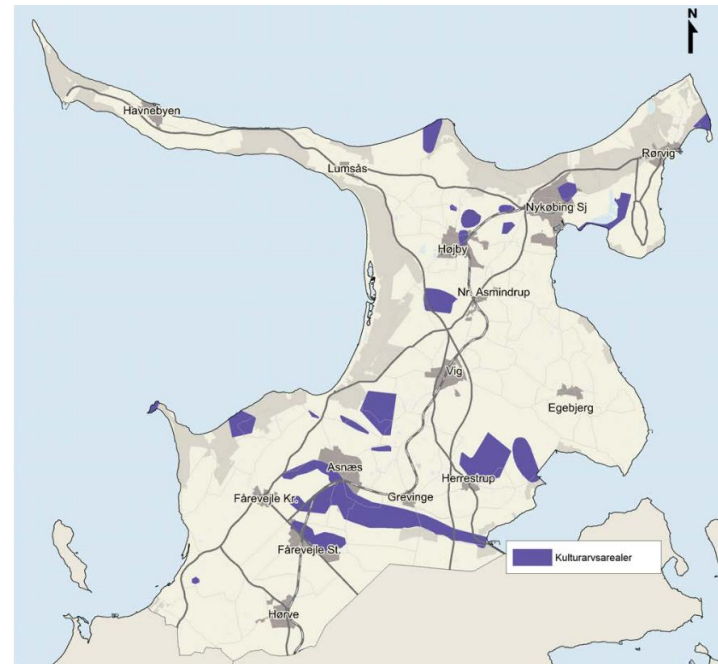
PLANNING CONTEXT

- No change in **cultural environments (1)**
- No conversion allowed in **cultural heritage sites (2)**
- Enterprises should be located in **city areas (3)**
- No new activities in **summerhouse areas**
- New schools and related functions should be located in **Asnæs**
- New developments in walking distance of **train station**

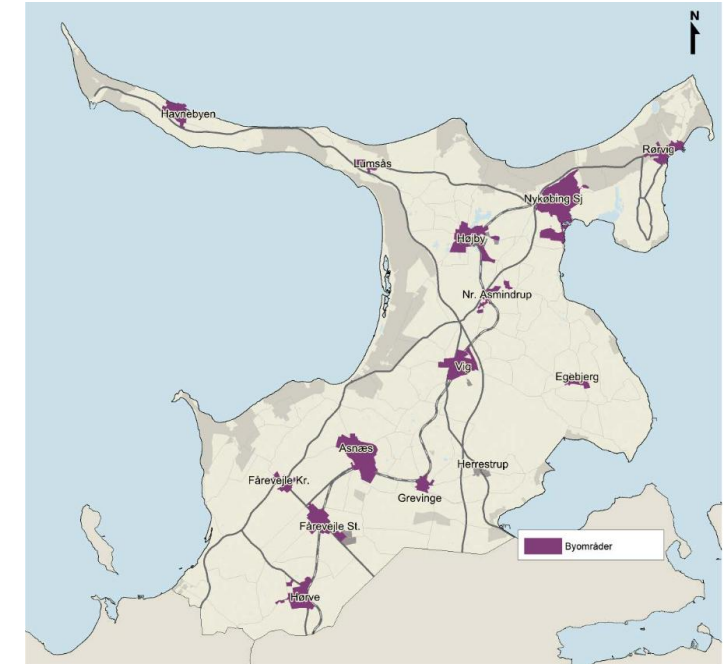
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2



3



DISCUSSION

Critical reflection

- Local view
 - Cultural sector important
 - Importance of basic services, e.g. police enforcement, doctors, etc.

Suggestions for follow up research

- Masterplan still relevant for future needs and/or wishes (?)
- Broader participation of residents coming from municipality
- Several options for implementation (public/private or PPC)

CONCLUSION

- The municipality of Odsherred provides many **opportunities** for future socio-economic developments, but it is important that all **three views** correspond if we want to make the municipality more attractive on **every level**.



Until next time (in an
enriched Odsherred)!