



# West Lancashire Borough Council

Report of the Corporate and Environmental Overview & Scrutiny Committee  
**'A Market Town Strategy for Ormskirk'**







## **A Market Town Strategy for Ormskirk Report of the Corporate and Environmental Overview & Scrutiny Committee**

### **FOREWORD by the Chairman Councillor Nikki Hennessy**



“The Corporate and Environmental Overview and Scrutiny Committee commenced a review on ‘A Market Town Strategy for Ormskirk’ in 2014/15 and completed its work, under the Chairmanship of Councillor Dowling in February 2016. This report sets down the outcomes of the work undertaken by Members of the Committee during that period.

In undertaking the review Members looked at various themed topics that comprised: ‘The Market’, ‘Car Parking’, ‘The Environment and Special Features’, ‘Leisure and the Night-time Economy; ‘Technology and Marketing (including Tourism) and the contribution of Edge University, as part of the work being undertaken in relation to the Ormskirk Town Strategy.

During the course of the review the Committee held cross party workshops to obtain the wider views of Members and gain an on-going insight into the progression of the work, particularly related to Ormskirk Town Centre.

I would like to thank everyone, Members and Officers for their assistance and knowledge that has contributed to the outcomes of the review.”

Councillor N Hennessy  
July 2016



## **THE REVIEW**

### **BACKGROUND**

Following the submission of topics by the public, Members and Directorate Service Heads (DSH) and the subsequent scoring exercise, the Corporate and Environmental Overview and Scrutiny Committee at its meeting on 16 July 2014 agreed to undertake a review on the topic 'A Market Strategy for Ormskirk Town Centre'. The title of the review was subsequently revised to 'A Market Town Strategy for Ormskirk'.

### **TERMS OF REFERENCE**

Members of the Committee agreed:

1. To undertake a review entitled 'A Market Town Strategy for Ormskirk', comprising the themed topics: 'The Market'; 'Car Parking'; 'The Environment and Special Features'; Leisure and the Night-time Economy'; 'Technology and Marketing' (including Tourism) and the contribution of Edge Hill University, as part of the work being undertaken in relation to the Ormskirk Town Strategy.
2. To make interim reports to Cabinet, if appropriate, in relation to the themed topics.
3. To present a report of the Committee's findings to Cabinet and Council, as appropriate.

### **RECOMMENDATIONS**

The Corporate and Environmental Overview and Scrutiny Committee make the following recommendations:

- (1) That Lancashire County Council (LCC), as the Highway Authority, give due consideration to the following:
  - (i) the impact of heavy goods traffic in the refurbished area of Ormskirk Town Centre.
  - (ii) the on-going maintenance of the gullies and the monitoring of the effectiveness of the aggregate resin within them.
  - (iii) the refurbishment of Aughton Street to tie-in with the Moor Street improvements.
  - (iv) the impact of town centre congestion, including the bottle necks at Derby/Stanley Street/Wigan Road/Moor Street/Moorgate and Park Road.
  - (v) the on-going improvements to the rail bridge and cycle link from the Town Centre to Edge Hill University, as contained in the West Lancashire Highways and Transport Masterplan.
  - (vi) encourage effective enforcement of the Traffic Regulation Orders (TROs) operating in Ormskirk Town Centre, particularly on Market Days by exploring:
    - (a) the provision of more clearer signage to alert drivers to the restrictions of the TROs;
    - (b) breaches of on-street parking.
  - (vii) in relation to finding a permanent solution to traffic management safety in the pedestrian area of Ormskirk by exploring:

- (a) the provision of Gates at access points (Aughton Street, Church Street and Burscough Street with a “lift assist” bollards to Moor Street/Moorgate.
  - (b) Hydraulic “lift assist” bollards in Church Street, Aughton Street, Burscough Street and Moor Street/Moorgate.
  - (c) Automatic Rise and Fall Bollards in the areas referred to above.
  - (d) the narrowing of the access points
- (2)** That the Portfolio Holder for Transformation and Regeneration, in consultation with the Director of Development and Regeneration give due consideration to the findings within the report to add to the emerging Ormskirk Town Centre Strategy to include the following:
- (i) In relation to ‘Events Square that it:
    - (a) is a flexible and multi-functional space;
    - (b) is adaptable for day and evening events.
    - (c) provides an opportunity for wider community use
    - (d) is adaptable and able to embrace new and emerging technologies.
    - (e) is well-managed and
    - (f) there is provision for a semi or permanent cover of the ‘Square’.
  - (ii) In relation to the Market Stalls that the:
    - (a) stall canopies be replaced with matching/branded ones.
    - (b) there is provision for a mixture of traditional and non-traditional stalls
    - (c) there is adequate space around each stall
  - (iii) In relation to Car Parking that
    - (a) on-going discussions with Merseyrail continue in respect of car parking arrangements at Ormskirk rail station.
    - (b) alternative ways of paying for parking be considered as part of any future assessment of these facilities including cashless machines; CCTV and advances in technology.
    - (c) the revised Ormskirk Car Park Map be included on the web-site.
  - (iv) In relation to Technology and Marketing by exploring:
    - (a) the positioning of the Market and Town Centre locally and in the wider community.
    - (b) methods of promotion and advertising: Ormskirk’s historical and special character; embracing traditional and emerging technologies.
    - (c) improvements to the Visitor Map of Ormskirk Town Centre with locations and insertion of the defibrillator icon inserted, as appropriate.
    - (d) digital signage as an alternative to A-boards outside shops.
    - (e) cultural tourism through its visitor attractions- Chapel Gallery; Vintage and Handcraft Fairs and exhibitions.
    - (f) promoting Ormskirk as a tourist destination, to include promotion with the bus and tour operators as a visitor destination.
  - (v) In relation to Edge Hill University (EHU), continue the close association with EHU as a contributor to the economy.
- (3)** That the final report of the Corporate and Environmental Overview and Scrutiny Committees review to be circulated to Love Ormskirk, Ormskirk Community

Partnership, Marketing Lancashire, Edge Hill University, Edge Hill Students' Union and Business in the Community (BITC), scrutiny at Lancashire County Council and published on the Council and Centre for Public Scrutiny (CfPS) web-sites.

- (4) That the Corporate and Environmental Overview and Scrutiny Committee:review its recommendations in December 2016.

### **Membership of the Committee 2014/15**

**Chairman:** Councillor R Bailey

**Vice Chairman:** Councillor Mrs Blake

Councillors: Ashcroft, Mrs Baybutt, Delaney, Dereli, Devine, Mrs C Evans, Mrs R Evans, Fillis, G Hodson, J Hodson, L Hodson, Mrs Marshall, McKay Mee, Ms Melling, Wright and the late B Nolan.

### **Membership of the Committee 2015/16**

**Chairman:** Councillor G Dowling

**Vice Chairman:** Councillor West

Councillors: Mrs Atherley, S Bailey, Barron, Mrs Blake, Blane, Delaney, Devine, Greenall, G Hodson, L Hodson, Hudson, McKay, Mrs Marshall, Oliver, O'Toole and Savage

### **Membership of the Committee 2016/17**

**Chairman:** Councillor N Hennessy

**Vice Chairman:** Councillor West

Councillors: Barron, Mrs Blake, Blane, Cotterill, Currie, D Evans, Greenall, G Hodson, Kay, McKay, Nixon, Pryce-Roberts and Yates

### **Substitutes**

The following Members acted as substitute Members for one or more of the meetings held when considering the review:

Councillors: Mrs C Evans, Forshaw, Furey, Kay, Pryce-Roberts, Pendleton, Mrs Stephenson, Mrs M Westley and D Westley.

## **INFORMATION GATHERED**

### **Meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 16 July 2014 the Council Chamber, 52 Derby Street, Ormskirk**

Following consideration of the results of the scoring exercise, the Technical Services Manager, who attended the meeting, provided additional information on the topic idea that had scored the highest namely 'A Market Strategy for Ormskirk Town Centre'.

Members discussed, raised questions and comments in respect of:

- The position of a Market Strategy, for Ormskirk, as part of the work on the Economic Development Strategy.
- Proposals in relation to the development of Moor Street and its impact on current market arrangements.
- Managing Market Traders / Visitors expectations – response to current and future trends / ventures.
- Raising the profile of the Market – branding; mix of trades;
- Current arrangement and aesthetics of the market stalls;
- The market in relation to other North West markets – best practice /establishing its own profile.

Members agreed to undertake an in-depth study on 'A Market Strategy for Ormskirk Town Centre'.

### **Meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 23 October 2014 the Council Chamber, 52 Derby Street, Ormskirk**

#### **Presentation 1 – The Role of Ormskirk Town Centre Market**

Members considered information presented by the Technical Services Manager on the role of Ormskirk Town Centre Market.

In the presentation it was explained that the two days (Thursday and Saturday), on which Ormskirk market was operational, were distinctly different. Members considered the information circulated.

Reference was made to recent changes to the market layout including relocation of food traders' stalls from the Market Way car park, behind Moor Street, onto Moor Street itself that had resulted in those market traders reporting a rise in their food trade takings as well as an increased take up of food trade stalls. Other improvements over the past few years had included the provision of new stalls and covers.

The information presented (Table 1 & 2) showed that the Thursday market was currently well supported by traders, however, the number of permanent /casual stallholders trading on a Saturday was lower and the variety of commodities offered smaller. The main reasons suggested for this was the competition from other nearby local markets that also operated on Saturdays, which the Thursday traders attended, coupled with the variety of goods offered by those markets.



**Table 1: Number of stalls provided on each day and their occupancy**

	Day/Position	No. of stalls		
	THURSDAY	102		
	SATURDAY	101		
LAYOUT	MOOR STREET	55		
	AUGHTON STREET	42	(41 ON SATURDAY)	
	CHURCH STREET	5		
<b>Occupancy</b>	<b>Day</b>			
LICENSED TRADERS	THURSDAY	50	STALLS OCCUPIED	83
	SATURDAY	46	STALLS OCCUPIED	60
CASUAL TRADERS	THURSDAY	17	STALLS OCCUPIED	17
	SATURDAY	12	STALLS OCCUPIED	13

**Table 2: Commodities sold and mix of trades**

COMMODITY	STALLS THURSDAY	STALLS SATURDAY
Ladieswear	7	6
Bags	4	5
Bedding & Linen	4	4
Footwear	3	4
Menswear	7	4
Bread/Pies	3	2
Cakes	2	2
Cards	3	2
Coats & Outdoor Clothing	6	4
Fruit & Veg	4	2
Gifts	2	1
Household Goods	3	2
Jewellery & Watch Repair	1	1
Ladies Lingerie	4	2
Pet Supplies	2	2
Socks/Underwear etc.	6	6
Sweets	3	3
Towels	1	1
Blinds	1	1
Butchers	1	1
Cd's/DVD's/Games	0	1
Cheeses	1	1
Childrenswear	3	3
Cosmetics	2	1
Crockery	0	1
Dried Flowers	1	1
Flowers	0	1
Fresh Fish	1	1
Hair Accessories	1	1
Hot Food & Drinks	1	1
Material	2	0
Mobile Phone Accessories	1	1
Sportswear	2	0
<b>TOTAL</b>	<b>83</b>	<b>68</b>

Information was also provided in relation to the ‘The National picture – all markets’, extracted from the review, undertaken by the National Association of British Market Authorities (nabma), that through a survey carried out by the National Market Traders’ with their members, measured year on year changes in the performance of retail markets – comparing performance in March 2012 with March 2011 using a series of closed questions. (Table 3)

**Table 3 National (all markets) responses – detail 2012**

	Questions	Missing Responses	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	1 0%	88 32%	78 28%	112 40%	352 100%
2	Total number of traders standing	3 0%	86 31%	77 28%	113 41%	279 100%
3	Number of market days	2 0%	5 2%	251 90%	21 8%	279 100%
4	Footfall	83 30%	62 22%	89 32%	45 16%	279 100%
5	Stall income	30 11%	81 29%	69 25%	99 35%	279 100%
6	Operational/management staff employed	0 0%	69 25%	179 64%	31 11%	279 100%
7	Profit/Loss (bottom line)	39 14%	69 25%	83 30%	88 31%	279 100%
8	Trader turnover (sales)	167 60%	49 18%	46 16%	17 6%	279 100%
9	Investment in market	51 18%	40 14%	122 44%	66 24%	279 100%

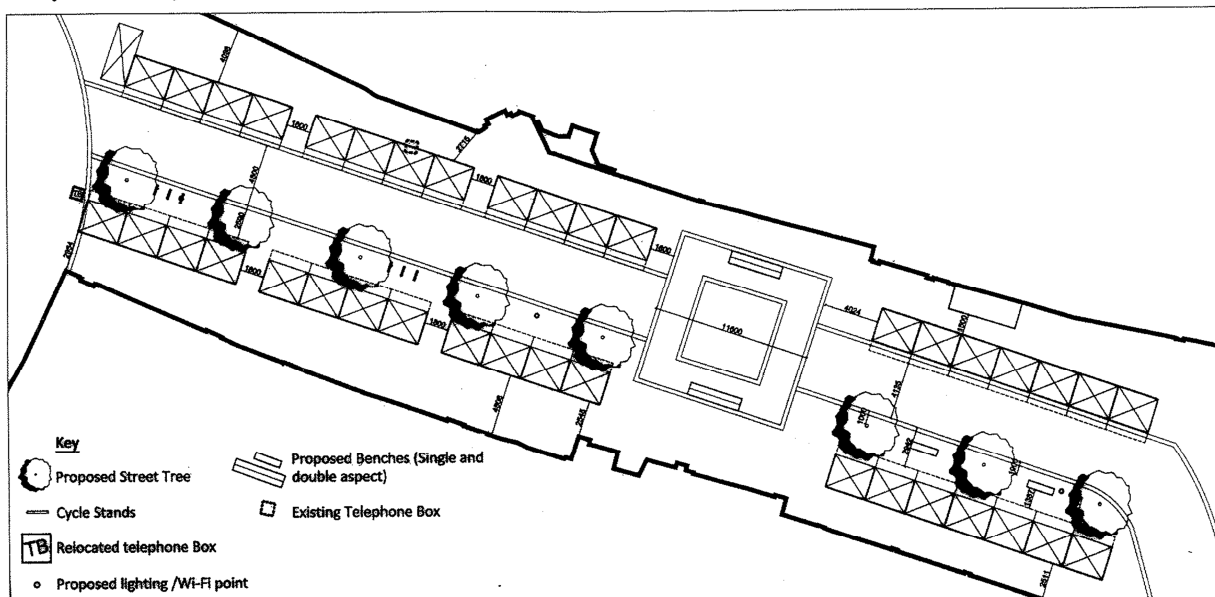
Source: 2012 Retail Market Survey Report – The Market Alliance (nabma Oct 2012)

In relation to the aesthetics of the market, the Technical Services Manager referred to the potential use of “pop-up” / gazebo-type stalls, popular in other street markets. However, the practicalities and longevity of use of these types of stalls needed to be balanced against the, often blustery, weather conditions that existed in the location.

Reference was made to ‘The Environmental Improvement of Moor Street, Ormskirk’, supported by a visual example (Table 4) of how the Market stalls could be positioned on Moor Street on Market Days, that was providing an opportunity to look at:

- The impact of the Moor Street improvement works on the current market layout.
- The opportunities open to market traders, including those available to permanent traders / casual traders / start up traders.

**Table 4:**  
**Proposed Layout [Market Day]**



**Summary**

- The above layout accommodates 39 stalls [4 less than existing market layout]
- No vehicles will be using the street during the time the market is on
- Stalls positioned to face inwards to maximise market atmosphere within the street
- The “pinch point” outside New Look and Clarks has been reduced, giving more space to get passed
- Seating, artwork and space for temporary events structure within “Events Space”

Additionally, it was reported that a revised Traffic Regulation Order would be sought as part of the Moor Street improvements restricting the movement of vehicles through Ormskirk Town Centre.

The review provided an opportunity to seek views in relation to:

- What type of layout should effectively be used? (back to back; one each side of street)
- Restricting vehicle access on Market Days.
- Consultation on proposals coming forward with Market Traders.
- Opportunities that could be afforded to Casual Traders.
- Attracting New Traders /commodities.
- Promoting Ormskirk Market as a destination.
- Creation of a “Events Space” in a central area of Moor Street.
- Improvements / knock-on effect on the town centre retailers.

Members discussed, raised questions and comments in relation to:

- Charges to Market Traders.
- Initiatives to attract more traders (examples included a regular “Continental Market”; “Local Produce” Market.)
- Prohibiting vehicles access through Ormskirk Town Centre (enforcement / restricted access during market operational times; provision of barriers or gates (Aughton Street); provision of clear signage.

- The changing face of the Town Centre (street scene; footfall; segregation of shared pedestrian/cycle routes; design of “safe” routes; opportunities for out-of-town shoppers (coach park; visitor parking; pick-up/drop-off points)
- Economic considerations – footfall; types of shops/retailers in the town centre; Ormskirk’s identity (“historic market town”); effect of national trends; the “shopping” experience.

**Meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 4 December 2014 in the Council Chamber, 52 Derby Street, Ormskirk**

Following an indication at the previous meeting a few Members of the Committee had met, together with the Chairman, to discuss further lines of enquiry for the Review and the following themes had been identified:

- The Market
- Car Parking
- The Environment and Special Features
- Leisure and the Night-Time Economy
- Technology and Marketing (including tourism)
- Contribution of the University (Edge Hill)

Also identified was an amendment to the title of the review to ‘A Market Town Strategy for Ormskirk’.

A discussion ensued on the merits/practicalities of undertaking a wider scoped review. Issues raised included:

- Timescales – impact on agreed timetable with Lancashire County Council (LCC) relating to the commencement of the scheduled improvement works in Moor Street and re-siting of the Market in the interim.
- Issues relating to the scope of the additional themes.
- Duplication of the scrutiny role of Executive Overview and Scrutiny Committee on the ‘Ormskirk Town Centre Strategy’, due to go out for consultation in January 2015.

It was therefore proposed that, subject to the proposed wider scope of the Review to include additional themes, that the current priority for the review continue to be the work related to Ormskirk Market, as set down in its Project Plan, in order to bring forward recommendations on it following completion of the Moor Street improvement works.

Issues discussed as part of the Moor Street work included:

- Re-siting of the Market whilst the Moor Street improvement works were taking place.
- Layout of the Market and stalls following completion of the scheduled work.
- Vehicle restrictions in the pedestrian area of the Town Centre – Traffic Orders; management (Market Days); enforcement; physical barriers (Moor Street; Aughton Street; Burscough Street; Church Street)
- Bringing forward ideas to increase footfall in the Town Centre.

The Technical Services Manager attended the meeting, provided an overview of the current position in relation to the Moor Street improvement works, responded to questions and provided clarification on issues raised, including those related to the current and future arrangements of Ormskirk Market. A summary of proposals (Table 5) on the environmental improvement of Moor Street was circulated.

**Table 5:**

## The Environmental Improvement of Moor Street, Ormskirk



**Suggested Material Samples**

<p><b>Shop Thresholds</b></p> <ul style="list-style-type: none"> <li>Yellow Rock Sandstone</li> <li>120x80mm deep x random lengths</li> <li>Sawn and flame textured</li> </ul>	<p><b>Market Place</b></p> <ul style="list-style-type: none"> <li>Porphyry tumbled sets</li> <li>80x80x80mm deep</li> </ul>	<p><b>Channel/Delineation</b></p> <ul style="list-style-type: none"> <li>"Poppy" Red Granite</li> <li>250x100mm deep x random lengths</li> </ul>	<p><b>Pedestrian "Footway"</b></p> <ul style="list-style-type: none"> <li>Yellow Rock Sandstone</li> <li>300x80mm deep x random lengths</li> <li>Flame textured</li> </ul>

**Proposed Layout [Market Day]**

**Proposed Layout [Non Market Day]**

**Proposed Layout [Market Day] - Variation**

**Summary**

- The above layout accommodates 39 stalls [4 less than existing market layout]
- No vehicles will be using the street during the time the market is on
- Stalls positioned to face inwards to maximise market atmosphere within the street
- The "pinch point" outside New Look and Clarks has been reduced, giving more space to get passed
- Seating, artwork and space for temporary events structure within "Square"

**Summary**

- Street trees create a green "Spine" to the street, framing views to the Clock Tower whilst bringing structure, shelter and seasonal interest
- High quality stone paving will co-ordinate with the adjacent Aughton Street whilst defining areas for seating, market stalls, vehicles etc
- Bespoke artwork will be integrated into the paving and street furniture to reinforce the character of Ormskirk
- Creation of a "Square" in the middle of the street increases the flexibility of the street for hosting events, social activities or market stalls
- Street furniture will be provided at regular intervals to maximise the comfort and convenience of the street

**The Proposals . . .**

- Agreed:**
1. Revision of the review title to 'A Market Town Strategy for Ormskirk'.
  2. 'The Market' be the priority theme going forward.
  3. Revision of the Project Plan populated to include, for future consideration, the "bite-size" themes:
    - (a) Car Parking
    - (b) The Environment and Special Features
    - (c) Leisure and Night-Time Economy
    - (d) Technology and Marketing (including tourism)
    - (e) Contribution by Edge Hill University.

## **Workshop 1: “The Market” held on 20 January 2015 in the Cabinet and Committee Room, 52 Derby Street, Ormskirk**

The workshop session provided an opportunity for Committee Members and invited Councillors to consider the future of the Market and the proposed Moor Street works to be undertaken in early 2015. The themes / questions addressed and summary of the group work are appended below:

### **Moor Street Improvement Works – siting/relocation of the Market**

The groups put forward siting options for relocation of the Market.

#### Sites identified

- Coronation Park
- Morrisons Car Park
- Retention in Town Centre (Church Street; Burscough Street)
- Rows of stalls in Aughton Street
- Council Car Park (behind Tesco)
- Council Car Park (Bus Station)
- Bus Station (with stalls on Moor Street to link)

**Conclusion:** Whilst there was no ‘perfect fit’ for an alternative site, the Bus Station Car Park was felt by the majority to be the best one.

### **The ‘Events Square’ – ideas for its use on market days.**

The introduction of an ‘Events Square’ was discussed, ideas for its use and the practicalities associated with the area that included:

- Should the space be covered? (semi-permanent, canopied) – weather dependent
- Is a dais required?
- Flexibility and management of the space?

#### Ideas consider for use included:

As a:

- ‘multi-functional’ area.
- ‘piazza’ area (night-time economy / bars?)

For:

- ‘specialists stalls’ (pop-up shop area for use on non-market days)
- ‘prestigious events’
- ‘themed’ events
- ‘musical’ festivals / events
- ‘street arts / street entertainers’ (clog dancers; university students)

Collaborative/partnership working:

- Chapel Gallery

- Edge Hill University (EHU) – utilising / linking with creative arts / media at EHU, street theatre; business school.
- Local Schools / College (West Lancashire College)
- Local Community Groups (Lions; Rugby; Football Clubs et al)
- Town Twinning Liaison
- LCC Cultural Department: Culture of Lancashire

**Conclusion:** 1. The space needs to be flexible and multifunctional in its use, be it for specialists' stalls, promotional events; entertainment (day and night), wider community use and embrace new technology.  
 2. Thought should also be given to whether the space should be semi or permanently covered.  
 3. The overall space must be well-managed.

**What are the differences between the Thursday and Saturday market? What could be done to improve the Saturday market?**

Each Market day and ideas/themes related to “improvements for change” and the look of the stalls / environment were discussed.

**Table: 6**

<b>Market Day</b>	<b>Perceptions</b>
Thursday	Shoppers attracted – women / ‘older’ visitors
	Judged to be Ormskirk’s ‘Market Day’
Saturday	Shoppers attracted – families / couples / younger visitors
	Number of empty stalls

Source: Group Work (Workshop Jan 2015)

**Improvements for change** (ideas / themes)

- Identify target audience
- Creation of a Unique Selling Point (USP)
- Re-branding of market day names (Thursday is ‘Gingerbread Market’)
- Setting a ‘theme’ (Marketing Lancashire: ‘Farmers Market (promoting local food / drink products); cluster stalls; specialists’ stalls (hog roast/paella)
- Re-think on stall-holder position (volume by ‘Taylors’; promotion of other positions – Saturday)

**Look of stalls / environment** (idea / themes)

- Attracting non-traditional / experimental stalls (vintage; crafts/jewellery; high quality/niche end; local sources products; ‘would be’ or ‘start up’ entrepreneurs).
- Themed – entry stall; core stalls; themed spaces/cluster stalls.
- Using ‘columns’: lighting; banner arms.
- Appearance (single coloured awnings (burgundy/red with Borough crest); striped awnings with scalloped edges; displays and management of individual stalls.
- Use of technology (lighting; light shows; screens)
- Trialling ‘pop-up’ stalls.

**Conclusion:** 1. The Moor Street improvement works were providing an opportunity to look at how the Market is identified and positioned both locally and in the wider community.  
2. Market research and publicity could assist in ascertaining information in relation to current, future use and attraction.

### **What about the aesthetics of the Market? (its overall appearance, layout/look of the stalls and accessibility)**

Improvements for change – linked to ideas already raised

- Stop passageways being blocked
- Colour code awnings by product; colour mark up for awning representatives
- Uniformity with all the stalls.
- Groups products together (cluster or similar products in designated areas – comparative shopping)
- Better seating arrangements
- Light shows
- Accommodate outside table and chairs in cafes
- More traditional layout (flexibility of spacing of stalls)

**Conclusion:** The overall opinion was that there should be uniformity in the stalls with matching canopies; clustering; better seating and landscaping.

### **Meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 19 February 2015 in the Council Chamber, 52 Derby Street, Ormskirk**

It was reported that the improvement works to Moor Street, being undertaken by Lancashire County Council, had commenced and that part of the Market had been relocated to the Bus Station Car Park for the duration.

### **Presentation 2 – Ormskirk Town Centre Strategy**

Members considered an update from the Senior Planning Officer (Housing and Regeneration) on the consultation that was taking place on the draft Ormskirk Town Centre Strategy 2015 and copies of the questionnaire were made available at the meeting.

The presentation included reference to the:

- length of the consultation period (three months) scheduled to conclude on 14 April 2015.
- comprehensive consultation being undertaken – including a series of 6 exhibitions (at Edge Hill University, Chapel Gallery, Ormskirk Library and Morrisons); the distribution of letters to every business in the town centre and the strategy and electronic surveys available on-line; papers surveys and other promotional material; press release and the features in the economic newsletter and Lancashire Life.



- consultation with organisations including Love Ormskirk, Ormskirk Community Partnership; Key Landowners; Edge Hill University; Lancashire County Council (LCC), Parish Church, Market Traders, representatives from Business in the Community West Lancashire College, West Lancashire College.

It was stated that, although in the early part of the process, over 50 responses, electronic and paper, had been received. At the conclusion of the consultation process a report outlining the responses received with appropriate responses would be produced.

In discussion questions and comments were raised in relation to:

- Involvement with Liverpool City Port – exploring the potential of the Borough to a wider audience (for example cruise liner passengers).
- Advertising the importance of local historical connections to the wider history of England and the rich heritage of the Borough.
- Promoting Ormskirk as a tourist destination - exploring its future potential.

**Meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 9 July 2015 the Council Chamber, 52 Derby Street, Ormskirk**

Following consideration of the work undertaken in 2014/15, Members discussed and raised questions on the following:

- Work instigated on the Market element of the review.
- Methods to encourage stallholders (approach to advertising; shopper experience; embracing new technology)
- Stall layout and etiquette for the future (positioning of stalls; keeping pedestrian access clear; discouraging random displays of goods external to stalls)
- Link to Ormskirk Town Centre Strategy (branding of Ormskirk market; encouraging footfall; methods of advertising (local radio; links with local transport; posters at stations)
- Tourism (building on historical perspectives – tours of the Parish Church)
- Visitor Map (identification of venues; locations of “the Map” across the town; historical perspective; inclusion of defibrillator access points).

The Technical Services Manager confirmed that comments relating to issues raised previously in respect of the Market had been fed through, as appropriate and, as the Visitor Map was currently being updated, made an undertaking to pass on Members comments in relation to inclusion of the defibrillator icon to denote locations and suggested sites for the map, as appropriate.

<p><b>Agreed:</b> That the Visitor Map of Ormskirk Town Centre be improved with locations and insertion of defibrillator icon to be inserted, forward, as appropriate.</p>
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### **Presentation 3 – Car Parking in Ormskirk Town Centre**

Members considered information presented by the Technical Services Manager on car parking in the town centre, supporting information was circulated (Table 7 and 8) on car parking charges in the town's Council car parks and revisions to the car parks map.

In the presentation it was explained that parking in town centres represents a complex of issues hampered by a number of significant problems, including the growth of car ownership, that has exceeded what many traditional urban centres can accommodate. It has had to be recognised that parking comes at a cost that needs to be covered by "someone, somewhere and somehow" but this has proved to be emotive. Car parking policies that are embedded in a holistic transport strategy remain problematic because of the numerous stakeholders involved all working to different objectives.

It is recognised that town centres today are exposed to intense competition and need to do what they can to ensure accessibility. Car use and ownership has continued to rise and saturation point is not expected until 2035.

#### Cost of Parking

The cost of car parking both to the 'user' and the Council or private companies, who need to cover their costs in relation to maintenance and management of car parks as well as long-term investment in the quality of the car parks, was referenced. Additionally, car parks also attract business rates that must be paid. Consequentially, neither on-street nor off-street parking is "free."

**Table 7**

<p><b><u>PARKING CHARGES</u></b> - Council Car Parks in Ormskirk</p> <p>Current charges to use the council car parks in Ormskirk, applicable Monday – Saturday between the hours of 08.30am to 5.30pm are as follows:</p> <p><b>Short Stay Car Parks (up to 2 hours)</b></p> <p>Wheatsheaf Walk</p> <p>70p for up to 1 hour £1.10 for up to 2 hours</p> <p><b>Short Stay Car Parks (up to 4 hours)</b></p> <p>Park Road, Bus Station, Park Pool, Market Way and Lunesdale</p> <p>70p for up to 1 hour £1.10 for up to 2 hours £1.60 for up to 3 hours £2.00 for up to 4 hours</p> <p><b>Long Stay Car Parks (up to 9 hours)</b></p>
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**The Stiles and Hutton Way**

70p for up to 1 hour  
£1.10 for up to 2 hours  
£1.60 for up to 3 hours  
£2.00 for up to 4 hours  
£3.00 for up to 9 hours

**Derby Street**

70p for up to 1 hour  
£1.10 for up to 2 hours  
£1.60 for up to 3 hours  
£2.00 for up to 4 hours  
£3.00 for up to 9 hours

Up to 30 minutes free

Saturday free for up to 4 hours

**Hants Lane**

40p for up to 1 hour  
60p for up to 2 hours  
£1.00 for up to 3 hours  
£1.20 for up to 4 hours  
£1.70 for up to 9 hours

*(as at February 2015)*

**Car Parks in the Town Centre**

The Council-run car parks in Ormskirk town centre are controlled through “pay and display” There are 847 spaces on 10 car parks. Two other car parks, Finnegans Square and the Park and Ride car park at Ormskirk Station remain free of charge. Current charges to use the council car parks in Ormskirk are applicable Monday – Saturday between the hours of 08.30am – 5.30pm and details were provided on the income, charges and maintenance. Parking permits are also available costing £195 per year or £24 per calendar month.

Table 8

# Ormskirk Town Centre



Pay & Display FREE

Up to 2 hours pay & display Normal Spaces Disabled Spaces

1 Wheatsheaf	141	6
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Up to 4 hours - pay & display

2 Bus Station	50	2
3 Park Road	43	2
4 Market Way	55	5
5 Lunesdale	18	1
6 Park Pool	123	3

All day - pay & display

7 Hants Lane	91	3
8 The Stiles	132	3
9 Hutton Way	19	1
11 52 Derby Street*	146	3

\*Free - Up to 4 hrs on Saturday

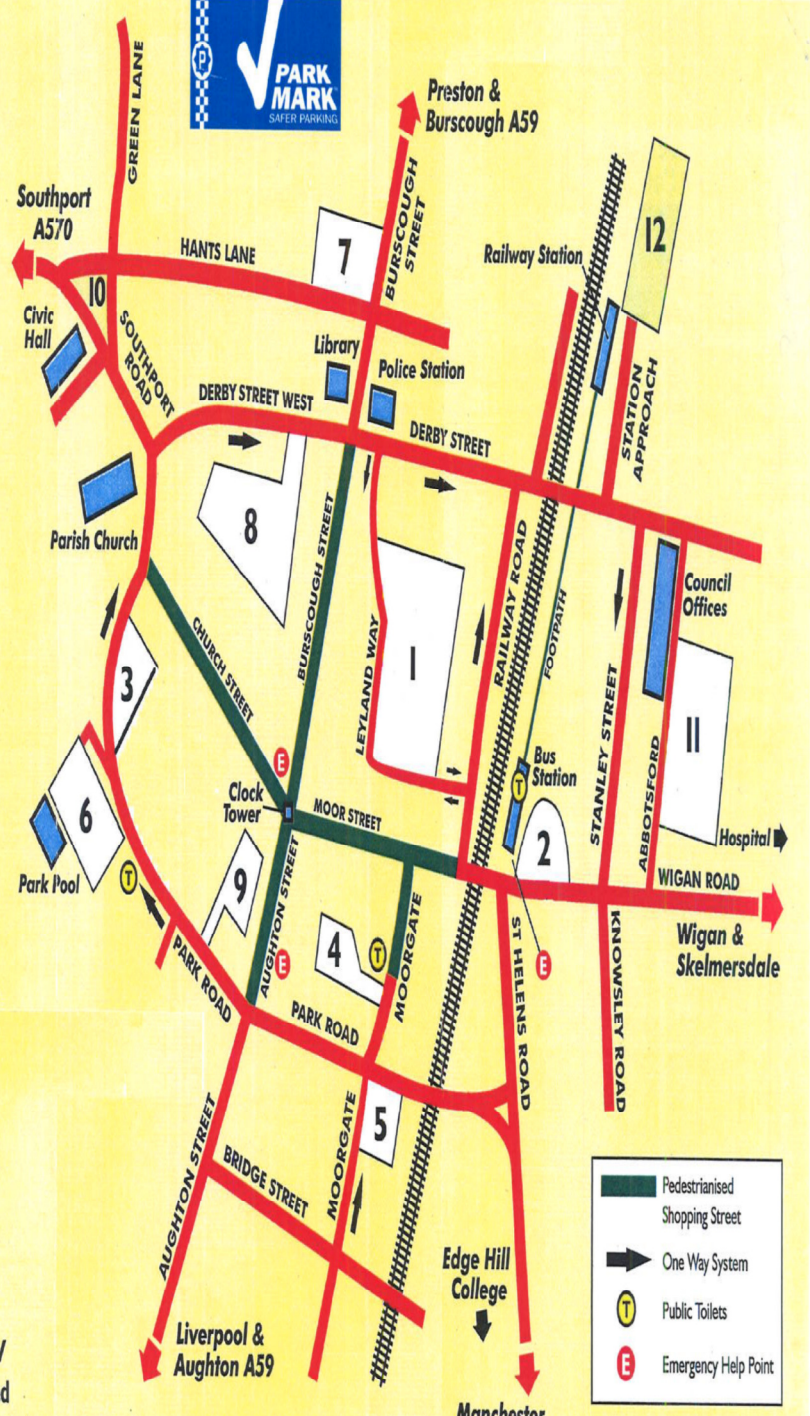
FREE - all day

10 Finnigans Square	12	0
---------------------	----	---

FREE - Park & Ride

12 Ormskirk Station	136	2
---------------------	-----	---

All P&D car parks have 24 hour CCTV surveillance and have free unrestricted parking from 5.30pm on weekdays, and all day on Sundays and Bank Holidays



- Pedestrianised Shopping Street
- One Way System
- Public Toilets
- Emergency Help Point

## Enforcement

In relation to enforcement it was stated that the Borough Council are responsible for off-street car parking but it is the responsibility of Lancashire County Council to look after car parking breaches on-street (Monday to Saturday).

The processes in relation to the operation of enforcement including the difficulties encountered by enforcement officers; evidencing breaches and the exceptions that allow some users to park in restricted areas.

It was acknowledged that there had been problems associated with a privately-owned car park servicing the town centre.

## Car Parking – Findings of others

Information in relation to access and in particular improving the parking experience in town centres extracted from research undertaken by the Association of Town Centre Management (ATCM) was also circulated (Table 9).

The Genecon report on 'High Street Performance' issued in December 2011 to coincide with the launch of Mary Portas high street review assessed the causes of decline of the high street and prognosis for the future. Its findings on spacial and physical factors features were referred to as was an extract from the Alliance Boots 'Car Parking – A Retailer's View, featured by the Federation of Small Businesses, in particular the loss of customers to other destinations with insufficient / smart car parking; on-line and out of town retail parks being cited as causes.



## Table 9

### 9. Access

#### Improving the Parking Experience

There is no such thing as “free parking”. There is always a cost to someone, somewhere. The provision of totally free town centre parking for all town centre users is impossible. Not only that, but local authorities depend on the money from municipal parking. At the same time, Councils need to recognise the fundamental requirement for safe and affordable parking to encourage people back into shops and other town centre facilities by using Park Mark (r) and the Safer Parking Schemes etc. If there are charges, some income should be ring-fenced to benefit town users and businesses as appropriate.

Getting to the town centre, through its accessibility, to take advantage of the services offered (civic as well as economic, social and cultural) is easier because they are the natural hubs for all modes of transport; walking, cycling and all forms of public transport, not just for car owners. Contrast this with out-of-town retail and business parks where, without a car, you are effectively disenfranchised.

#### **We will work with partners to better understand the role of parking and prosperity.**

The relationship between “value for money” parking and town centres is not well understood, and must be fully explored and explained.

Town Centres could learn from shopping centres in this respect – the relative balance between day and night parking; the cross-subsidisation of activity for the greater good; and ensuring changes are cost-neutral – all can help improve the vitality of town centres.

**We will lobby local authorities** to consider car parking promotions and incentives to make town centres accessible to all.

**We will work with partners** to improve the safety, cleanliness and appearance of car parks to make them more attractive to visitors.

*“Remember that car parks are for people. The more you do to make parking attractive to the people you do want in them, the less attractive they are to the people you don't want in them. Safer Parking attracts customers.”*

**Kelvin Reynolds**

**Dir. of Operations and Technical Services, BPA**

#### **If you do one thing....**

Have a car parking strategy for both public and private provision. This is a very important economic lever and far too important to be developed without taking into consideration the whole economic situation.

It was stated that the Council continues to respond to feedback and the experiences of other local authorities.

In relation to the use of technology for alternative methods of payment of the car parking fee, including those via mobile and smart phones, these would continue to be evaluated as were up-grades to the hand-held devices of enforcement officers.

In discussion questions and comments were raised in relation to:

- Pay & Display (P&D) (charges for long and short stays; allocation of disabled bays; facilities at/provision of “cashless” P&D machines; CCTV monitoring; costs associated with provision / maintenance of P&D machines.)
- Alternative methods of fee payment (use of advances in technology; payment via smart phones; credit / debit card payments.)
- Appeals Panel (membership and role of the Panel.)
- Car Parking Map of Ormskirk Town Centre (quality of information provided on the revised Map).

The Technical Services Manager responded to questions and provided clarification on issues raised in discussion. He confirmed, that the updated Ormskirk Town Centre map of council car parks, as circulated, would be included on the Council’s web-site.

- |  |
|--|
| <p><b>Agreed:</b> 1. Alternative methods of payments at Pay and Display machines be included as part of any future assessment of these facilities.</p> <p>2. Ormskirk Town Centre map of Council Car Parks, as revised to be included on the Council’s web-site.</p> |
|--|

**Meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 15 October 2015 the Council Chamber, 52 Derby Street, Ormskirk**

**Presentation 4 – Ormskirk Town Centre – Technology, Marketing and the Contribution of Edge Hill University**

Members considered information presented by the Senior Planning Officer (Housing and Regeneration) in relation to technology, marketing and the contribution of Edge Hill University and the impact on Ormskirk Town Centre.

Brand and Marketing

The presentation highlighted the need for a single marketing brand for Ormskirk and proposals to establish a Marketing Stakeholder Working Group whose remit would include: undertaking market research to establish a customer base; exploring perceptions and USPs; using evidence to support the development of an “Ormskirk” brand; looking at web and social media; provision of a calendar of events; encouraging footfall through targeted marketing; exploration of the town’s wi-fi provision and other technology to assist marketing.

## Technology

Reference was made to the ideas in technology that had been put forward earlier in the review including the exploration of digital signage as an alternative to A-boards outside shops; the display of digital art in empty shops; exploration of a mobile app for Ormskirk (with assistance from Edge Hill University) and exploration of the establishment of a footfall base to assist the measurement / success of marketing.

## Contribution of Edge Hill University

The good working relationship of the Borough Council and Edge Hill University (Edge Hill) was referred to. During the development of the Ormskirk Town Centre Strategy the University and Students' Union had been fully involved and would continue to be part via the working group. The role of Edge Hill in contributing to the economy to benefit the town centre was highlighted. This included drawing on their technology expertise, particularly through the development of a mobile app; becoming more involved in the town centre; harnessing student spending power and encouraging visitors not to bypass the town.

In discussion questions and comments were made in relation to:

- Business in the Community – liaising with town centre business owners; traders; Love Ormskirk; effect of business rate on encouraging retail investment in the town.
- Marketing Stakeholder Working Group – composition / membership / remit.
- Research – updating market research; establishment of a footfall base; recognising “our customer and visitors”.
- Priorities for the future – bus station refurbishment; refinement of the bus /rail/ cycle link; coping with traffic congestion in the Town Centre; involvement with the West Lancashire Masterplan for Transport; Derby Street rail bridge (anticipated works); development of the park & ride facility at Ormskirk Station; improvement “visual” impact of visitors alighting from trains / buses into the Town Centre.
- Edge Hill / Ormskirk Bus Station bus service – access by the public to access events at the Ormskirk campus.
- Attracting visitors to the Town – “market day” special bus service (Ormskirk as a tourist destination); advertising more widely (bus shelter hoardings; on transport); improvements to rail station parking facility / access to the town centre; improving the perception of the town as a “whole week” experience, not just for 2 “market” days; impact of car parking charges.
- Role of Merseyrail – liaison; improvements to station approach footpath / car parking arrangements at the station.
- Traffic management - on-going problem of traffic lights combinations; increases in volume of through traffic; bottle necks (Derby /Stanley Street/Wigan Road; Moor Street/Moorgate/Park Road)
- Edge Hill – utilisation as a resource (marketing / business programmes /opportunities for student involvement)
- Investing in technology in the Town Centre – wi-fi accessibility; interactive /touch screens; “big screen” advertisement on “market days”.
- Events Square – exploring effective usage /function.



The Technical Services Manager provided an update in relation to proposed works on the Derby Street railway bridge. He made an undertaking to raise with Lancashire County Council: progress on the railway bridge improvements; the current position relating to traffic-light management in the Town Centre and the proposed cycle link from the town centre to Edge Hill University.

Additional clarification was provided by the Deputy Assistant Director Housing and Regeneration on points raised in respect of on-going discussions with Merseyrail in relation to land affecting improvements to car parking arrangements at Ormskirk Train Station and on the parallel process of the review with the development of the Strategy.

## **Presentation 5 – The Market and Moor Street Improvements**

The Technical Services Manager updated Members on the changes to the Market and Moor Street Improvements as part of the Committee's continuing review.

### The Market

The changes to the layout, including the location of stalls and the space that had been created in the town centre as a result of those changes.

Additionally, it was reported that the Market Traders' had made a request, since the introduction of the new arrangements, for additional space to be allocated to them in front of the stalls. This would only be for movable goods and would not include expansion of the canopied area over the additional space.

In consultation with the Council's Arts Development Manager, it was planned to introduce a 'vintage' element to the market. Discussions with existing stallholders in relation to this proposal were currently taking place and it was hoped to commence this venture from April 2016.

The 'branding' of the market was also something that had been referred to earlier in the review and it was anticipated that a relaunch would take place in Spring 2016 with the stalls displaying the new 'branded' canopies.

Members heard that the proposed market research into footfall would include consultation with current market traders as well as town centre retailers.

### Moor Street Improvements

The Technical Services Manager reported that the Moor Street Improvements were finished on 28 August 2015, immediately prior to the Motorfest event. Further environmental works, including seating and placement of "trees" was expected to be undertaken in November.

Reference was also made to the 'deep' drainage gullies that had been installed by the contractors were causing problems and that LCC, as the highway authority, would be undertaking remedial work on them. Whilst it was envisaged that the gullies would be replaced by shallower ones, to match those in Aughton Street, it was now understood that the depth of the existing gullies in Moor Street would be reduced with a resin bonded aggregate filler. It was stated that aggregate, whilst initially looking smart, was

prone to displacement and breakage, particularly from the weight of goods traffic. It was understood that this may be a temporary fix.

Members expressed concern about the use of the resin bonded aggregate as a permanent solution and advised Mr Brady to seek clarification from LCC on the decision to fill the gullies with bonded resin aggregate.

**Agreed:** Clarification to be sought from the County Council to establish if the use of bonded resin aggregate in the gullies on Moor Street is intended to be a temporary or a permanent solution.

## **Meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 3 December 2015 the Council Chamber, 52 Derby Street, Ormskirk**

### **Presentation 6 – Regeneration, Leisure and the Night Time Economy**

Members considered information presented by the Economic Regeneration Manager and Arts Development Manager which was supported by a series of slides.

#### Ormskirk Town Centre Strategy

The Economic Regeneration Manager provided an update relating to the Ormskirk Town Centre Strategy, the draft of which had been approved by Cabinet at its meeting in September 2015 and reported that partner endorsement was being secured. She informed Members that four sub-groups had now been established namely, Market and Car Parks; Building and the Public Realm; BID and Marketing.

She then went on to explain the projects that the Marketing Sub-Group would be tasked with, to include: visitor profiling; shopping habits; perceptions; competitor analysis and the unique selling point (USP). It was envisaged that these would underpin the branding and subsequent marketing of Ormskirk.

An update in relation to events previously reported during the course of the review was provided. Actions delivered in the latter part of 2015 had included the Events Marquee and the expansion of events at the Chapel Gallery to include a vintage/handmade fair and the introduction, for Christmas 2015, of a "storyteller" narrating the Fairy Tale of Ormskirk, through banner and illuminated installations in empty shops.

It was acknowledged that the High Street was changing from the traditional shopping only purpose and its potential was now seen as more of a leisure destination.

#### The Arts as a tool for Regeneration

The Arts Development Manager explained that by looking at the experiences of other towns and cities who had explored an alternative approach, through innovative arts programmes, a quality experience for visitors could be achieved. It was explained that by drawing on a town's local heritage as an inspiration for an event the outcome could bring positive memories and encourage revisits.

## Cultural Tourism – West Lancashire

Members heard of the great potential in Ormskirk to attract visitors. Examples included the changes proposed at Chapel Gallery, as part of its exhibition and events programme and the potential of the High Street as a leisure destination.

In relation to the “High Street”, the various options to accomplish a change, through animating and improving the environment were referred to including: the introduction of visual sculpture; creating opportunities for animation (the festive displays in empty shops were an example of this); through the performing arts (street entertainers; drama; dance and storytellers) and exhibitions, arts and craft markets (Ormskirk Handmade and Vintage Fair).

It was emphasised that the provision of quality experiences within town centres for its visitors was likely to encourage revisits. The impact of the annual Motofest in Ormskirk town centre was cited as evidence of this.

Reference was also made to the success of the Sunday Summer Vintage and Handmade Fairs piloted in 2013/14 that saw an increase in visitor numbers to Chapel Gallery from 29,000 to 37,000, despite the small exhibition space.

In conclusion, the Arts Development Manager referred to potential ideas /actions for the future. These included the development of an annual fairy tale event; arts and crafts; vintage and handmade stalls alongside the more established traders on the Market, with an outcome, through the provision of a mix of activities, of an increase in the footfall across the town, including Chapel Gallery, thus attracting more visitors and adding to their overall experience of Ormskirk.

### **Presentation 7 – The Market and Moor Street Improvements**

Members considered an update from the Technical Services Manager on the Market and Moor Street Improvements. This also included an update on refurbishment work undertaken by Lancashire County Council on the gullies, an issue identified earlier in the review.

#### The Market and Moor Street Improvements

It was reported that resurfacing had been completed; bins installed and installation of the benches and lit street trees were scheduled to be completed during December.

In relation to improvements to the gullies, bonded aggregate had now been inserted and colour-matched to the channels. It was understood that Lancashire County Council (LCC) would be monitoring the effectiveness of the aggregate.

In discussion comments and questions were raised in relation to:

- Moor Street Improvements – effective drainage / performance of the gullies.
- Ormskirk Town Centre traffic management in the pedestrian area – methods to restrict vehicle access / indiscriminate vehicle movement; the effectiveness of enforcement; advantages/disadvantages and types of more physical solutions; restrictions for heavy goods vehicles.

- Derby Street Railway Bridge – proposed works; vehicle restrictions; impact on business deliveries; diversion of traffic.

In relation to questions raised on vehicle enforcement orders in force in the Town Centre, Members were informed that issues affected by these were regularly raised with Lancashire County Council (LCC), as the responsible highway authority.

During discussion on traffic management safety in the pedestrian area, solutions to deter misuse of vehicle access in / through the town centre were put forward including: narrowing the access points to the area; installation of gates; installation of automated barriers or rise/fall bollards. It was acknowledged that any proposals for more permanent “solutions” would need to include measures to allow access by the emergency services and delivery vehicles.

It was agreed that traffic management safety in the pedestrian area was an issue requiring further consideration and the Technical Services Manager was asked to provide further detail in relation to ideas raised and information on the Traffic Regulation Orders (TROs) covering the Town Centre. This was added to Project Plan was consideration at the next meeting (*18 February 2016*).

In answer to a Member question relating to maintenance of the gullies and the drainage problems that had been referred to, the Technical Services Manager undertook to raise the issue with LCC.

Members heard that since the provision of trade/stall data, earlier in the review, the popularity of stall trading on “Thursdays” had risen with a larger variety of goods now being made available. The demand for stalls by traders on Saturday remained high. The monitoring of the performance of the two market days would continue.

In relation to the provision of new canopies and re-launch of the Market covered earlier in the review, it was reported that the wet weather had impacted on some improvements and a re-launch of the Market was planned for Spring 2016.

### **Workshop 2: “The Market” held on 20 January 2015 in the Cabinet and Committee Room, 52 Derby Street, Ormskirk**

The workshop session provided an opportunity for Committee Members to look at key areas relevant to the review. These included ‘The Market’; Marketing and Branding; ‘Buildings and the Public Realm’. The themes addressed and summary of the group worked are appended below:

#### **The Market**

Each group discussed what had been undertaken so far in relation to refurbishment and its environment and looked to the future as to what else could be done to revitalise it.

In summary:

- The need for the Market to acquire its own unique identity.
- Replacement of the canopies.
- Methods of promoting the market – use of technology; wi-fi; twitter; facebook

- Other forms of promotion and advertising – ‘coach magazines’; promotional bags; incentive schemes.
- Diversification of stall trades.

Additionally, Members also referred to:

- Vehicle and enforcement in the town centre – the possible introduction of physical barriers / gates.
- Exploration of a ‘bus service’ – bespoke service on Market Days
- Handcrafted stalls – smaller stall space for handcrafted good

## **Market and Branding**

Members considered one of the actions within the Ormskirk Town Centre Strategy in relation to developing a dedicated website for Ormskirk town centre. Members discussed the practicalities of the arrangements, including regular updating, existing websites already promoting Ormskirk, including the Council’s Chapel Gallery, Visit Lancashire and Love Ormskirk. Ideas put forward included:

- Strong brand identity to promote Ormskirk
- Promotions and events – calendar of events, imaginative ideas for visitors.
- Greater use of new / emerging technologies (interactive “apps”; interactive screens)
- Utilisation of skills locally – Involvement of Edge Hill University; local schools and colleges.

Additionally Members referred to:

- Advantages/disadvantages of the existing website or creation of a new website
- Financial resource implications
- Cross-promotion via other web-sites.

## **Buildings and the Public Realm**

Each Group discussed the physical environment of Ormskirk Town Centre and the main issues / ranking of priorities for street scene improvement. Of importance was:

- Promotion of the historical / character of Ormskirk
- Use of a recognisable logo.
- Building on the improvements in the town (Moor Street) to other locations – exploring ideas for improvements: use of vacant shops; lighting; shop frontages (building on the character of the town)
- Coronation Park – increasing usage (festivals; family friendly events; seating improvements)

In conclusion, Members referred to the environmental improvements to the physical appearance of the town centre as important to help with the promotion of Ormskirk as a visitor destination as well as creating a sense of pride for residents and local business users.

## Meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 18 February 2016 in the Council Chamber, 52 Derby Street, Ormskirk

Members reviewed, through an Interim report, worked undertaken during the previous twelve months and the findings to date.

In discussion comments and questions were raised in relation to:

- Improvement works undertaken in the Town Centre – visual results.
- Events in the Town Centre (Ormskirk Motorfest; Christmas Lights Switch-on) – Support from local businesses.
- Promoting/encouraging visitors to the Town Centre – “promotional offers”; involvement of bus/tour operators/local businesses / town centre traders.

**Agreed:** The promotion of Ormskirk as a visitor destination to encourage bus and tour operators into West Lancashire be taken forward, as appropriate.

### Presentation 8

The Technical Services Manager gave an update on the Market and Moor Street Improvements, including a further update on work undertaken by Lancashire County Council on the gullies.

#### The Market and Moor Street Improvements

It was reported that, as referred to at the Workshop Session, the branding and marketing of the Town Centre as part of the actions within the Ormskirk Town Centre Strategy was under consideration. In relation to the “branding” of the Market, the inclusion of the visual “sails” to enhance the street scene were welcomed by the traders.

Other areas currently being looked at by the Council and traders were the influence of social media and smart phones as promotional tools.

In relation to Moor Street it was reported that the planting of mature trees and the installation of bespoke benches in Moor Street had now been completed. The lighting that adorned the trees would be lit in the evenings.

In relation to the maintenance of the “gullies” it was reported that maintenance checks had been undertaken by LCC. Maintenance / cleanliness of the area would continue to be monitored.

The revised layout of the stalls (Thursdays and Saturdays) (Table 10 and 11) was also circulated.

Table 10



Table 11



In discussion comments and questions were raised in relation to:

- Facilities for coaches – long-term parking; pick up and drop off points.
- Catering truck (clock tower) – update on repositioning.
- Aughton Street – completion of refurbishment work to tie-in with Moor Street Improvements.

It was reported that negotiation with the coach tour operators was on-going with a view to providing a designated drop-off / pick up point in the Town Centre, with the coaches then parking up long-term on the former Hattersley' site.

**Agreed:** That consideration be given to refurbishment of Aughton Street to tie-in with the Moor Street improvements.

## Presentation 9

The Technical Services Manager provided details in relation to the management of traffic particularly in the pedestrian area of the Town Centre.

### Traffic Management Safety in the Pedestrian Area of Ormskirk

It was reported that the control of traffic in the pedestrian area was part of a Traffic Regulation Order (TRO) the details of which were related to the Committee.

Following a request from Members at the last meeting for further information, the Technical Services Officer circulated the results of a desktop exercise undertaken in relation to three possible traffic management solutions. The three options included:

- Option 1 - the provision of Gates (to Aughton Street, Church Street and Burscough Street with a “lift assist” bollards to Moor Street/Moorgate.
- Option 2 – Hydraulic “lift assist” Bollards in Church Street, Aughton Street, Burscough Street and Moor Street/Moorgate.
- Option 3 – Automatic Rise and Fall Bollards – in the same areas. However, it was reported that currently there were no budget allocations identified for any works in relation to these options and funding would therefore need to be approved by Cabinet for any proposed future works.

In discussion comments and questions were raised in relation to:

- Traffic management solutions - provisions for emergency vehicles.
- Practicalities associated with any proposed options
- Current TROs “signage” – Visually strong signage to alert drivers.
- Use of CCTV to assist enforcement.
- The impact of heavy goods traffic on the refurbished area.

**Agreed:** That when considering any future solutions relating to traffic management safety in the pedestrian area of Ormskirk that provisions for emergency vehicles are also considered.

## Other Information

Information that has assisted the work of the review and compilation of this interim report:

- The Environmental Improvement of Moor Street, Ormskirk – The proposals (*site diagram*)
- Ormskirk Town Centre Market – Statistical data (no. of stalls layout; licensed and casual traders (*Table 1*))
- Ormskirk Town Centre Market – Commodity data (*Table 2*)
- National picture (all markets) – Statistical data (*National Association of British Markets (nabma)(Table 3)*)



- Ormskirk Town Centre – Proposed layout (Market Day) (*Table 4*)
- The Environmental Improvement of Moor Street, Ormskirk (*Table 5*)
- Market Day – Perceptions (*Table 6*)
- Parking Charges – Council Car Parks in Ormskirk (*Table 7*)
- Ormskirk Town Centre – Car Park Locations (*Table 8*)
- Extract – Research undertaken by ATCM (*Table 9*)
- Ormskirk Market – Thursday Stall Layout (*Table 10*)
- Ormskirk Market – Saturday Stall Layout (*Table 11*)
- Regeneration, Leisure and the Night Time Economy (*Presentation Slides – Regeneration and Cultural Tourism*)
- Draft Ormskirk Town Centre Strategy 2015-2025 (*Consultation Questionnaire*)
- Views of Ormskirk Market and other markets (Lichfields; Wakefield; Skipton; Workingham) (*Pictorial views*)
- 2012 Retail Market Survey Report – The Market Alliance (*Nabma Oct 2012*)  
<http://www.nabma.com/>

#### Minutes:

- Minutes of the meeting of the Corporate and Environmental Overview and Scrutiny Committee held on 16 July, 23 October, 4 December 2014, 19 February, 9 July, 15 October, 3 December 2015 and 18 February 2016
- Notes of the Workshop Sessions held on 20 January 2015 and 19 January 2016.

#### Interim Reports

- Interim reports of the Corporate and Environmental Overview and Scrutiny Committee work undertaken in 2014/15 and 2015/16

#### Web links:

- <http://skiptonmarket.net/>
- <http://www.stockport.gov.uk/services/leisureculture/visitstockport/stockportmarket/>
- <http://markets.sthelens.gov.uk/markets/earlestown-market/>
- <http://www.burymarket.com/>
- <http://www.westlancs.gov.uk/news/january-news-2015/time-to-give-your-views-on-an-important-strategy-for-the-future-of-ormskirk-town-centre.aspx>
- <http://genecon.co.uk/news-comments/genecon-high-streets-review.aspx>

### **OFFICER SUPPORT**

- Lead Officer: Dave Tilleray, Director of Leisure and Wellbeing
- Scrutiny Support Officer: Cathryn Jackson, Principal Overview & Scrutiny Officer
- Officers Reporting: Colin Brady, Technical Services Manager  
Paula Huber, Economic Regeneration Manager  
Helen Juste, Arts Development Manager  
Dominic Carr, Senior Planning Officer (Regeneration)  
Kathryn Mulhearn, Senior Economic Regeneration Officer

Legal Officers: Tina Sparrow, Principal Solicitor  
Neil Astles, Assistant Solicitor

## **SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY**

There are no significant sustainability impacts associated with this report. There are links to the West Lancashire Economic Strategy that promotes the West Lancashire visitor economy and particularly the Ormskirk Town Centre Strategy developing to help deliver growth in Ormskirk Town Centre. The strategy aims to address a number of issues and the areas that have been looked at, as part of this review, will add to that work that includes such topics as improving the appearance of the town centre, developing a brand which can be promoted to encourage visitors developing the evening/night time economy and improving access into and out of the town centre.

Lancashire County Council were responsible for the works undertaken during the course of review in Moor Street. There are links to the West Lancashire Highways and Transport Masterplan that contains options for major improvements to railways, highways, public transport and walking and cycling facilities.

The improvements put forward in this report aims to assist in the reinvigoration of the Market Town, increase the footfall adding to the experience of Ormskirk as a visitor destination and work to help the Council deliver a strong and sustainable community.

## **FINANCIAL AND RESOURCE IMPLICATIONS**

There are financial/resource implications arising from this report. The recommendations at 2, if taken forward, will need to be resourced through the usual budget processes. Recommendation 3, if endorsed, will be met using existing budgets.

## **RISK ASSESSMENT**

Should any of the proposals at Recommendation (1) be taken forward, the County Council should carry out a risk assessment to determine the impact of the proposals on local residents, business users and visitors, particularly options 1(vii) relating to traffic management safety in the pedestrian area of Ormskirk, which would need to be carefully managed and monitored.

## **Background Documents**

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this report.

## **Equality Impact Assessment**

There will be a direct impact on members of the public, employees, elected members and / or stakeholders as a result of recommendations that may come forward, if implemented. An EIA would be undertaken as part of that process.

## **Appendices**

(1) Project Plan