

Appendix A – Ormskirk Town Centre Strategy 2015 Questionnaire Analysis

Q1) Do you broadly agree with the vision?

Answer Choice	Responses
Yes	72.6%
No	13.3%
Unsure	14.1%

Of the 118 respondents who completed the survey 113 replied to question one. Out of the 113 responses 72.6% agree with the vision. Of those who do not agree or are unsure, some qualitative responses were received for question 2.

Q2) If you feel the vision does not reflect your view or could be improved, please tell us how you would improve the vision.

In total we received 40 qualitative responses to this question. The responses received vary; however the main areas highlighted include:

Comment	Response
Support for the vision-however concern that some of the objectives appear fragmented	The objectives are designed to be wide ranging look at a number of very different issues in Ormskirk.
The vision needs to reflect engagement and pride.	Pride and community engagement are already referenced within the Vision.
Ormskirk needs a charismatic and dynamic leadership team.	A new town centre management group is proposed within the strategy. It is hoped that alongside the Council this group can help deliver dynamic leadership.
A number of responses were received expressing support for the programme of events planned	No response required.
Council policies tend to be prohibitive rather than supportive of schemes.	This strategy has been designed to be positive whilst acknowledging constraints that exist.
The vision should reflect the aspiration for a broader range of shops.	The strategy seeks to improve conditions of the town centre as a whole so that more shops are attracted to OTC.
A number of specific responses were received regarding improving transport links into as well as within OTC.	Although WLBC are not the transport authority we will work with LCC to seek improvements to all forms of transport affecting OTC.
Comments were received saying that the town centre needs to become more dynamic.	Through the delivery of the actions contained within the strategy it is hoped that Ormskirk will become more dynamic.
A number of comments were received relating to raising the profile of Ormskirks market within the strategy. This including greater reference to the indoor street market.	Throughout the strategy the market is recognised as one of Ormskirks greatest assets.
A number of positive and negative comments were received relating to integration with Edge Hill University.	The strategy specifically aims to improve links with Edge Hill so that the town centre can enjoy the benefits of being in close proximity with a successful University.
In relation to the brand and marketing we should build upon what is already in place and being used	All options will be examined as more detailed work is undertaken.

rather than introduce another website.

Q3) The strategy contains 11 objectives and we would like to get a better understanding of what you think about them. Using the rating scales below, please rank each of the following objectives in terms of how important you think they are, with 1 being very important and 5 being the least important.

	1- Very important –	2 –	3 –	4 –	5 - Not important –	Total –	Weighted Average –
Improving the town's historic environment and character	70.91% 78.0	20.00% 22.0	6.36% 7.0	0.91% 1.0	1.82% 2.0	110	1.43
Developing an events calendar	33.03% 36.0	31.19% 34.0	25.69% 28.0	6.42% 7.0	3.67% 4.0	109	2.17
Enhancing successful features	54.21% 58.0	30.84% 33.0	14.02% 15.0	0.93% 1.0	0.00% 0.0	107	1.62
Improvements to the public realm and gateways into Ormskirk	52.78% 57.0	29.63% 32.0	14.81% 16.0	0.93% 1.0	1.85% 2.0	108	1.69
Accessibility improvements	47.71% 52.0	33.94% 37.0	13.76% 15.0	4.59% 5.0	0.00% 0.0	109	1.75
Developing a marketing strategy	42.59% 46.0	22.22% 24.0	25.93% 28.0	3.70% 4.0	5.56% 6.0	108	2.07
Building links with and ensuring the town benefits from Edge Hill University	35.51% 38.0	30.84% 33.0	16.82% 18.0	7.48% 8.0	9.35% 10.0	107	2.24
Improving the offer of the markets	59.00% 59.0	29.00% 29.0	10.00% 10.0	1.00% 1.0	1.00% 1.0	100	1.56
Ensuring there is long term management and maintenance of the town centre	78.18% 86.0	17.27% 19.0	1.82% 2.0	2.73% 3.0	0.00% 0.0	110	1.29
Increasing footfall	68.22% 73.0	22.43% 24.0	8.41% 9.0	0.93% 1.0	0.00% 0.0	107	1.42
Helping to make Ormskirk a safer place	50.00% 55.0	32.73% 36.0	14.55% 16.0	1.82% 2.0	0.91% 1.0	110	1.71

Based on the scales of 1 being very important and 5 being the least important, the long term maintenance of the town came as top priority with a weighted average of 1.29 from 110 respondents. This was followed by increasing footfall with a 1.42 average and then improving the town's historic environment and character with a 1.43 average. The lowest priorities are developing a marketing strategy with a weighted average of 2.07 (which is still important) and building links with Edge Hill with an average of 2.24. Overall there were no responses which scored not important indicating that there is support for all the objectives.

Q4) If you believe that any additional objectives should have been included, please tell us what you think they should be.

In total we received 38 responses to this question. These responses have been summarised in the table below;

Comment	Response
Attracting more affluent shoppers to the town	The Council wants to attract more shoppers to the town centre from all demographics. The town centre must be inclusive to all groups.
Reducing levels of antisocial behaviour	This is already included under the objective helping to make Ormskirk a safe place to live, work and visit.
Make Ormskirk a happening place	We already say that we want to improve the character of the town and night time economy.
Introduce more edge of town car parks to avoid congestion in the town centre.	Given there are a number of issues with car parks which are addressed in the strategy it does not need to be specifically mentioned as an individual objective.
Introduce more leisure facilities such as a cinema and a bowling alley.	Consider altering wording of objectives to specifically mention the leisure offer.
Having free wi-fi is no longer a USP.	The objective says that we will utilise the latest digital technology/social media.
Actively work to reduce the number of charity shops.	Not considered to be a specific required objective.
Improve transport within and into Ormskirk.	Consider amending wording relating to transport as it is currently too specific.
Target more independent retailers into the town	As Ormskirk already has a high number of independent retailers this objective is not required.
Improve links between Edge Hill University and the town so that the town benefits from the commercial spending power of the students.	This is already included as an objective.
Local shops should be able to introduce outside seating.	This is considered too specific to be an objective.
A number of comments related to reducing the number of HMO's in the town.	Not considered to be a required objective
If vacancy levels increase the Council should introduce a concentration strategy to make the town centre feel successful.	Not required at this point in time
Reduce business rates.	Not considered to be a required objective.

Q5) We would like to know if you support the following proposals within the strategy. Please rank each of the following proposals in terms of how strongly you support them with 1 being strongly support and 5 being strongly do not support.

	1 - Strongly support –	2 –	3 –	4 –	5 - Strongly do not support –	Total –	Weighted Average –
– Developing a town centre management forum/group	55.56% 60	28.70% 31	11.11% 12	2.78% 3	1.85% 2	108	1.67
– Developing a recognisable brand for Ormskirk	42.06% 45	29.91% 32	21.50% 23	3.74% 4	2.80% 3	107	1.95
– Encouraging staff and students from Edge Hill University to use facilities in the town centre	39.81% 43	28.70% 31	14.81% 16	7.41% 8	9.26% 10	108	2.18
– Developing one town centre website to help attract visitors	57.80% 63	29.36% 32	10.09% 11	1.83% 2	0.92% 1	109	1.59

Out of the proposals considered ‘Developing one town centre website to help attract visitors’ had the lowest weighted average indicating it is strongly supported. However there were also strong levels of support for ‘Developing a town centre management forum/group’ and ‘Developing a recognisable brand for Ormskirk’. However all the proposals scored an average weighting below 3 showing that there is support for all the proposals.

Q6) Do you believe that the current condition of Ormskirk town centre gives a positive or negative first impression?

Answer Choices –	Responses –
– Positive	16.13% 15
– Negative	83.87% 78
Total	93

93 respondents provided an answer to this question and 83.87% of these think that the current condition of Ormskirk gives a negative first impression. Just 16.13% think it gives a positive first impression.

Q7) We would like to get a better understanding of what you think are the biggest issues with the appearance of Ormskirk town centre. Please rank each of the following issues in terms of how important you believe them to be with 1 being the most important and 5 being the least important issue.

1 - most important	2	3	4	5 - least important	Total	Weighted Average
Appearance of occupied shop fronts	61.47% 67	29.36% 32	4.59% 5	2.75% 3	1.83% 2	109 1.54
Physical condition of buildings	54.63% 59	34.26% 37	10.19% 11	0.93% 1	0.00% 0	108 1.57
Vacant shops	83.18% 89	9.35% 10	4.67% 5	1.87% 2	0.93% 1	107 1.28
Condition of car parks	22.64% 24	33.02% 35	33.96% 36	6.60% 7	3.77% 4	106 2.36
Vacant development sites	44.23% 46	27.88% 29	19.23% 20	5.77% 6	2.88% 3	104 1.95
Condition of street surface	55.66% 59	25.47% 27	16.04% 17	0.94% 1	1.89% 2	106 1.68
Amount of street clutter (i.e. signage)	37.50% 39	26.92% 28	22.12% 23	8.65% 9	4.81% 5	104 2.16
Condition of alleyways	44.86% 48	27.10% 29	19.63% 21	5.61% 6	2.80% 3	107 1.94
Appearance of market stalls	57.01% 61	20.56% 22	16.82% 18	3.74% 4	1.87% 2	107 1.73
Character of Ormskirk town centre	74.07% 80	16.67% 18	6.48% 7	2.78% 3	0.00% 0	108 1.38

109 respondents provided an answer to this question. The lowest weighted score was vacant shops at 1.28, followed by the character of Ormskirk at 1.38 which indicates that people thought these two factors constitute the most important issues with Ormskirk town centre. The amount of street clutter and the condition of the car parks were the lowest ranking scores at 2.16 and 2.38. Although these were the lowest, on a scale of 1-5 they were still above average indicating that all the issues considered are seen as important..

Q8) We would like to know what you think are the priorities for improving Ormskirk’s outdoor street market. Please rank each of the following options to improve the street market in order of importance with 1 being the most important and 5 being the least important.

	1- most important	2	3	4	5 - least important	Total	Weighted Average
Better promotion	30.84% 33.00	38.32% 41.00	24.30% 26.00	2.80% 3.00	3.74% 4.00	107	2.10
Improved appearance	59.63% 65.00	24.77% 27.00	11.93% 13.00	1.83% 2.00	1.83% 2.00	109	1.61
New technology such as the provision of card readers	22.43% 24.00	31.78% 34.00	28.04% 30.00	9.35% 10.00	8.41% 9.00	107	2.50
A more diverse and specialist range of market stalls	73.83% 79.00	15.89% 17.00	4.67% 5.00	2.80% 3.00	2.80% 3.00	107	1.45
Better layout of the market	54.63% 59.00	26.85% 29.00	12.04% 13.00	0.93% 1.00	5.56% 6.00	108	1.76

110 respondents provided answers to this question. The lowest weighted average was 1.45 for a more diverse range of market stalls followed by improved appearance of the market with a 1.61 average. New technology such as card readers scored the lowest at 2.5 although this is still below average.

Q9) We would like to understand what you think are the main car park issues. Please tell us how strongly you agree with the following statements with 1 being strongly agree and 5 being strongly disagree.

	1 - strongly agree	2	3	4	5 - strongly disagree	Total	Weighted Average
I would like to be able to pay on exit	31.73% 33	20.19% 21	28.85% 30	9.62% 10	9.62% 10	104	2.45
I would like to see free car parking spaces for shorter periods of time	56.73% 59	19.23% 20	11.54% 12	6.73% 7	5.77% 6	104	1.86
I would like to see the current	57.94%	16.82%	14.02%	10.28%	0.93%		

short stay period extended from 2 hours to 3 hours	62	18	15	11	1	107	1.79
I would like to see the appearance of the car parks improved	11.65% 12	30.10% 31	34.95% 36	15.53% 16	7.77% 8	103	2.78
I struggle to park in Ormskirk town centre due to poor signage	14.00% 14	14.00% 14	29.00% 29	17.00% 17	26.00% 26	100	3.27
The current car parking regimes are confusing	35.29% 36	20.59% 21	14.71% 15	17.65% 18	11.76% 12	102	2.50
I would like to see the introduction of user friendly payment options such as mobile phone top up payment options	22.00% 22	20.00% 20	32.00% 32	14.00% 14	12.00% 12	100	2.74
I would like to see additional car parking in Ormskirk town centre	29.52% 31	21.90% 23	22.86% 24	17.14% 18	8.57% 9	105	2.53

There were 109 respondents who provided responses to this question and lowest weighted average was 1.79 for an extension to the short stay parking. This was followed by free car parking spaces for shorter periods of time(1.86). The least popular options were “struggle to park in Ormskirk town centre due to poor signage” with 3.27 weighted average and, “I would like to see the appearance of the car parks improved” at 2.78.

10) We would like to know what would encourage you to use the town centre between the hours of 5pm and 8pm. Please tell us how strongly you agree with the following statements with 1 being strongly agree and 5 being strongly disagree.

	1 - strongly agree	2	3	4	5 - strongly disagree	Total	Weighted Average
Improved public transport of an evening	43.69% 45	12.62% 13	23.30% 24	11.65% 12	8.74% 9	103	2.29
Evening events such as food and drink festivals	57.94% 62	23.36% 25	11.21% 12	3.74% 4	3.74% 4	107	1.72
More cafes and restaurants	26.67% 28	23.81% 25	26.67% 28	11.43% 12	11.43% 12	105	2.57
Improved outdoor lighting	41.12% 44	32.71% 35	17.76% 19	5.61% 6	2.80% 3	107	1.96
Better promotion of what the town centre has to offer of an evening	50.00% 53	30.19% 32	15.09% 16	4.72% 5	0.00% 0	106	1.75
More shops opening up later	47.62% 50	26.67% 28	19.05% 20	3.81% 4	2.86% 3	105	1.88

109 respondents provided an answer to this question. The lowest weighted average was evening events such as food and drink festivals at 1.72. This is followed by better promotion of what the town centre has to offer of an evening at 1.75. The least popular option was more cafes and restaurants at 2.57.

Q11) Do you support the proposal to investigate obtaining a footfall monitoring system in the town centre.

Answer Choices	Responses
Yes	45.79% 49
No	11.22% 12
Unsure	42.99% 46
Total	107

107 responses were received for this question. 45.79% are supportive of footfall monitoring, 11.22% are not supportive and 42.99% are unsure.

12) If you could prioritise one area where improvements should be delivered within this strategy which area would you choose? (Please tick one).

Answer Choices	Responses
Brand, Marketing and Town Centre Management	21.30% 23
Buildings and Place	25.93% 28
Ormskirk Market	23.15% 25
Car parks	10.19% 11
Transport and Access	9.26% 10
Night-time and Evening Economy	9.26% 10
Recording/Monitoring Town Centre Information	0.91% 1
Total	108

108 respondents provided an answer to this question and the most popular response was improving buildings and place with 25.93% of responses. This was followed by improving the market with 23.15% of responses and then brand, marketing and town centre management with 21.30% of responses. The least popular answer was recording and monitoring town centre information with less than 1% of responses.