

Appendix B Consultation Responses Summary and Suggested proposed Changes

Consultee	Response	WLBC Officer response
<p>Ormskirk Parish Church</p>	<p>The Parish Church wish to become a partner in the implementation of the Town Centre Strategy.</p> <p>They also wish to work more creatively to support events within the town centre such as Ormskirk Motor fest.</p> <p>They wish to support heritage led regeneration within Ormskirk and to explore opportunities to open the church up to expand visitor offer within Ormskirk.</p>	<p>The Council welcomes the approach of the Parish Church to explore opportunities to use the church in new ways and to try to expand the visitor offer within Ormskirk.</p> <p>Ormskirk Parish Church will be added as a partner within the Strategy and greater emphasis will be added to exploring opportunities to use the church to expand the visitor offer within Ormskirk.</p>
<p>Our West Lancashire</p>	<p>1. Support the Council becoming a greater participant in town centre affairs including such action as:</p> <ul style="list-style-type: none"> • The Council purchasing key retail units • Introduce a one hours free car parking in Council car parks for all West Lancashire residents • Introduce themed markets for local produce, arts and crafts, possibly on an extra week day. 	<p>The Council may consider purchasing retail units if a positive business can be made and funding is available.</p> <p>Some amendments to the Council’s car parking regime have already been made and to support local shops and further work in relation to car parking will be undertaken if the strategy is adopted.</p> <p>It is agreed that introducing a programme of regular themed markets may be a good idea and the strategy specifically says that this idea will be explored.</p>

	<ol style="list-style-type: none"> 2. Ease of payment and top up for car parking is a key factor in encouraging/detering shopping in the town. As mobile phone payment and top u can be implemented for a one off cost of less than £7000, this should be a priority action in the strategy. 3. The strategy needs to be backed up by evidence such as properly understanding where visitors to Ormskirk market come from. This evidence should be conducted before money is spent. 	<p>The Council agrees that additional market research is required to fully understand where people come from who visit Ormskirk and why they visit Ormskirk.</p>
<p>Ormskirk Residents Group</p>	<ol style="list-style-type: none"> 1. They feel that there are too many action points contained within the strategy and that we should concentrate on a smaller number of key actions. 2. A dedicated town centre manager is needed to oversee all actions. 3. They support a dedicated town centre management forum with representatives from local businesses and the local community. 4. Ormskirk currently does not have the variety of shops to attract visitors in large numbers and the market needs to be improved. 5. Ormskirk is not as pleasing to the eye as other market towns around the country so environmental improvements and reducing street clutter should be considered along with appropriate consultation with disability 	<ol style="list-style-type: none"> 1. Officers agree with this comment and intend to amend the strategy accordingly. 2. Although we do not feel that a dedicated manager is required at this point a new town centre management forum will be set up and relevant Council officers intend to meet regularly to ensure that town centre management is co-ordinated across the Council, as well as with outside bodies and key partners. 3. Agree and already included within the strategy. 4. Whilst the Council would like to attract a greater range of shops to Ormskirk TC we can only improve conditions within the town centre in the hope that improved conditions will draw retailers. 5. Agree and these actions are already included within the TCS. 6. With improvements to Moor street likely to be completed towards the end of summer the Council

	<p>groups.</p> <ol style="list-style-type: none"> 6. Town centre traffic must be regulated and the regulations actively monitored and applied. Car parks must have common and unambiguous regulations. 7. Ormskirk, as a historic market town must be promoted emphasising its historical associations and links. To this end consultation with Ormskirk Community Partnership regarding the town's 'Gingerbread' heritage is welcome and hope that consultation with the local Historical Society to inform on the town's varied history is also underway. 	<p>will work with partners to try and impose appropriate traffic regulation orders. We are already looking to align car parking arrangements.</p> <ol style="list-style-type: none"> 7. As the TCS was developed officers have already consulted OCP in relation to their proposals for a 'gingerbread' themed project. Whilst this is still being developed officers will continue to liaise with OCP. As the implementation of the TC action plan commences further discussions will all groups take place?
Ormskirk Resident	Additional wording is suggested within paragraph 1.6 to accurately reflect OCP position with regards to the development of the Ormskirk Market Towns Initiative.	Additional wording will be added to reflect the Market Town Initiative development.
Meetings with key landowners	<ol style="list-style-type: none"> 1. Support for the development of a strategy as an intervention to prevent town centre decline. 2. The Council should play a more active role in supporting the town centre and in particular officers should actively work to encourage retailers to invest in Ormskirk. 3. The Council should be more flexible when dealing with larger developers and take a strategic approach to encourage investment. 4. Ormskirk does not have a recognised brand and is currently difficult to sell. Branding Ormskirk as a unique town in a similar way to Harrogate, Shrewsbury should be 	<ol style="list-style-type: none"> 1. Noted 2. Whilst the Council will try and improve conditions within Ormskirk to encourage retailers it is not the role of officers to speak to individual retailers. From speaking with commercial agents officers believe that larger retailers decide where they want to locate their businesses. The TC strategy should help inform this choice by providing new data sets which were previously not available within Ormskirk. 3. Whilst the Council does want to encourage larger developments within Ormskirk & West Lancashire generally, national legislation is in place which needs to be adhered to. However through the town centre Management Forum the relationship between the Council and private business may be improved.

	<p>considered. Ideas included using Ormskirk's agricultural position as a USP</p> <ol style="list-style-type: none"> 5. To attract larger retailers Ormskirk needs to have an appropriate range of larger, new purpose built units. 6. There was agreement that the physical appearance of the town centre should be improved including property owners tidying up their buildings. 7. In particular, Ormskirk market was highlighted as needing improvement in terms of the appearance and type of stalls available. 8. There was support for encouraging an events calendar to try and increase footfall within Ormskirk. 9. Transport into and out of Ormskirk was highlighted as a major concern with issues over congestion being raised. Also highlighted was how the current one way system effectively dividing the town centre. 	<ol style="list-style-type: none"> 4. The TCS proposes to create a recognised brand for Ormskirk and to market accordingly. A full assessment of the correct brand for Ormskirk will be undertaken if the strategy is approved. 5. Where appropriate larger scale development may come forward. However, these will be delivered by the market. 6. Although the Council has little control over privately owned buildings the TCS does include conducting building appraisals which can be used to target improvements in the most suitable place. 7. The TCS recognises that improvements are required to help improve the market and the strategy proposed a number of interventions. 8. Noted 9. Although transport is the responsibility of the LCC the Council will continue to liaise with LCC to seek appropriate improvements.
<p>Meetings with Edge Hill Students Union</p>	<ol style="list-style-type: none"> 1. Edge Hill SU were very supportive of the strategy and said that they wished to have a greater influence within the town centre. They welcomed the opportunity to be involved and wanted to building links between the University and the town. 2. In particular the SU wanted to encourage shops within the town centre to work with the SU to encourage students to use them. The SU said they would also like to help 	<ol style="list-style-type: none"> 1. The strategy supports this approach 2. Agreed-this can be taken forward as part of the events calendar.

	encourage more events within the town centre that would encourage encourage students to use OTC.	
Meeting with Edge Hill University	<ol style="list-style-type: none"> 1. Edge Hill University said that they believed the TCS was a positive step to helping to revitalise Ormskirk. 2. They said they believed the strategy had too many action points and could benefit from reducing them so that the strategy has a clearer focus. 3. Concern was raised that the vision is too generic and could be for any town. It should be more specific to Ormskirk. 	<ol style="list-style-type: none"> 1. Noted 2. Agreed. The action points within the strategy will be reduced 3. The vision will be tweaked so that it is more specific to Ormskirk.
Love Ormskirk	Love Ormskirk supported the development of the strategy but said that it would be important to involve other groups including the private sector. They also said that the action plan should be reduced so that it is more focused.	As the strategy was developed discussions have taken place with a number of key stakeholders including representatives from the private sector. It is anticipated that the representatives from some of these groups will sit on the OTC Management forum.
Ormskirk Community Partnership	OCP made a number of comments relating to the TCS including discussion about using Ormskirk's history and heritage as its major selling point, improving the appearance of the town to emphasise its historic character, engagement with the proposed gingerbread project.	Although the TCS is still in development it is anticipated that a number of key actions will build upon the heritage of Ormskirk. However, the exact brand for Ormskirk has yet to be developed and should be based on independent evidence.
Additional officer comments	<ol style="list-style-type: none"> 1. The Foreword is not up to date 2. Key partners require updating as there are new 	<ol style="list-style-type: none"> 1. Agreed Foreword to be updated in consultation with new Portfolio Holder

	<p>groups the Council are working with.</p> <p>3.Objectives require amending</p> <p>4.Photographs within the strategy to be updated</p> <p>5. The Action Plan contains too many actions and can appear repetitive.</p> <p>6. The map requires some updating as conditions within the town centre changed.</p>	<p>2. Key partners will be amended</p> <p>3. Slight tweaking of objectives.</p> <p>4. New professional photographs to be added</p> <p>5. Agreed the number of actions will be reduced to be more concise and less repetitive.</p> <p>6. A number of minor amendments to the town centre map will be included.</p>
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