

CORPORATE AND ENVIRONMENTAL OVERVIEW & SCRUTINY COMMITTEE – PROJECT PLAN

Title: **A MARKET TOWN STRATEGY FOR ORMSKIRK**

MEMBERSHIP:

2015/16

Chairman: Councillor 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, Savage

2014/15

Chairman: Councillor 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, McKay, Mrs Marshall,
Ms Melling, Wright

TERMS OF REFERENCE

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 applicable, in relation to the themed topics.
3. To present a final report of the Committee's findings and recommendations to Cabinet and Council.

OBJECTIVES

The present –

1. 'The Market'

- To understand the current arrangements of the market, including the existing layout of the market stalls, mix of traders and the aesthetics in relation to the style and look of the stalls.
- To understand the impact of the Moor Street improvement works on the current market layout.
- To explore the opportunities open to market traders, including those available to permanent traders / casual traders / start-up traders.
- To understand best practice from other thriving markets.

2. 'Car Parking'

- To understand the current arrangements of the car parks serving the town centre, including location; number of spaces; access/proximity.

3. 'The Environment and Special Features'

- To understand the composition and special character of Ormskirk and contribution/expectation of people who live, work and visit it.

4. 'Leisure and Night-Time Economy'

- To understand Ormskirk's leisure, visitor economy and contributing factors.

5. 'Technology and Marketing' (including Tourism)

- To understand Ormskirk's heritage and contemporary setting, tourism (brand and visitor economy) and how marketed in the wider community.

6. 'Edge Hill University'

- To understand the impact of the University on the town centre and its contribution to the economy of the town.

The future –

To ensure that future approaches and facilities are developed to meet local needs and preserve the special character of a market town.

1. 'The Market'

- To ensure that the new Ormskirk market layout fits in with the proposed Moor Street improvements.
- To ensure the direction and priorities for the market will enable it to be both sustainable / competitive and also ensure that its development is in keeping with the aspirations of the Ormskirk Town Centre Strategy.
- To explore further opportunities to diversify, for example more specialist markets (crafts, foods etc.).

2. 'Car Parking'

- To ensure that car parks are fit for purpose to meet future needs.

3. 'The Environment and Special Features'

- To explore further opportunities to preserve the special character of Ormskirk as a market town and its impact on those who work, live and visit it.

4. 'Leisure and Night-Time Economy'

- To continue the work being undertaken to promote West Lancashire as a Visitor destination and the work undertaken through our partners.

5. 'Technology and Marketing'

- To continue to promote Ormskirk as a visitor destination and contribution to the work undertaken through various partners, including Marketing Lancashire and Love Ormskirk.

7. 'Edge Hill University'

- To continue the close association with Edge Hill University through established forums and other initiatives.

Comparison

Understanding the position of market towns in other areas and how their economies are being revitalised through the development of distinctive retail, cultural and heritage offers.

Resources -

- The Council's Assistant Director Community Services will provide technical support and guidance, together with Officers from Regeneration. Officers from across the Authority, including Planning and Street Scene, to be consulted as appropriate.
- External contribution, as appropriate.
- Any funding requirements will be included in the final recommendations of the Committee.

INFORMATION

<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>

Witnesses

Who?	Why?	How?
Others within the community that may be identified during the course of the review.	To provide feedback on opportunities/developments considered.	To be identified during the review
The Committee may wish to hear from:		
Relevant Portfolio Holders	Portfolio Holders whose remit includes the themes contributing to the Review.	Attendance at meetings as required.
Site Visits		

Where?	Why?
To be identified during the Review.	To be identified during the Review.

ESTABLISH WAYS OF WORKING

Officer Support

Lead Officer (Corporate and Environmental Overview & Scrutiny Committee) –

Dave Tilleray, Assistant Director Community Services

Scrutiny Support Officer (SSO) – Cathryn Jackson, Principal Overview and Scrutiny Officer

Legal Officer (LO) – Tina Sparrow, Assistant Solicitor

Officers reporting as and when required –

Colin Brady, Technical Services Manager, Community Services.

Dave Tilleray, Assistant Director, Community Services, or Officers on his behalf.

Bob Livermore, Assistant Director Housing and Regeneration, or Officers on his behalf.

Ian Gill, Deputy Assistant Director Housing and Regeneration, or Officers on his behalf.

John Harrison, Assistant Director, Planning, or Officers on his behalf.

Graham Concannon, Assistant Director Street Scene, or Officers on his behalf.

Shaun Walsh, Transformation Manager, or Officers on his behalf.

Reporting Arrangements

- The Assistant Director Community Services, or Officers on his behalf, will contribute, as appropriate, to aspects of the review relating to Ormskirk Town Centre Management, Market Strategy.
- The Assistant Director Planning, will contribute, as appropriate, to aspects of the review relating to the planning and development .
- The Assistant Director /Deputy Assistant Director - Housing and Regeneration will contribute, as appropriate, to aspects of the review relating to the Ormskirk Market Strategy.
- The Assistant Director Street Scene will contribute, as appropriate, to aspects of the review relating to maintenance of the environment (street scene, grounds maintenance)
- The Transformation Manager will contribute, as appropriate, to aspects of the review relating to consultation and community engagement.
- The Lead Officer (Assistant Director Community Services)/Principal Overview and Scrutiny will co-ordinate the generic elements of the review and submit progress reports as required.
- The Corporate and Environmental Overview and Scrutiny Committee to submit its final report and recommendations to Cabinet and Council November/December 2016.

TIME SCALES

Meeting 1 – 16 July 2014

- Introduction on the theme of the topic from the Technical Services Manager, Community Services.
- Review confirmed to commence 2014/15.

Meeting 2 - 23 October 2014

- To consider the role of Ormskirk Town Centre Market, the co-ordinated approach of local partnerships in relation to the topic area and to debate strengths and weaknesses of current approaches.
- To agree the Project Plan.
- To identify the next steps in the project.

Meeting 3 - 4 December 2014

- To consider an update from the Technical Services Manager.
- To agree and review the Project Plan.
- To identify the next steps.

Workshop Session – 20 January 2015. “The Market”

Meeting 4 – 19 February 2015

- To receive feedback from the Workshop Session.
- To receive a presentation by, or on behalf of, the Deputy Assistant Director Housing and Regeneration on the consultation currently being undertaken in relation to Ormskirk Town Centre Strategy.
- To identify the next steps.
- To review the Project Plan.

Meeting 5 - 9 July 2015

- To consider the updated the Project Plan
- To consider an interim report of the work undertaken in 2014/15.
- To receive a presentation from the Technical Services Manager and consider the theme ‘Car Parking’.
- To identify/confirm the next steps in the review.

Meeting 6 – 15 October 2015

- To consider reports/presentations, as applicable, on the theme ‘Technology and Marketing (including Tourism) on behalf of the Assistant Director Housing and Regeneration and Transformation Manager with consideration also of the theme ‘Edge Hill University’
- To consider an update on the Market and Moor Street improvements from the Technical Services Manager.
- To identify/confirm the next steps in the review.
- To review the Project Plan

Meeting 7 – 3 December 2015

- To consider reports/presentations, as applicable, on the theme ‘Regeneration, Leisure and the Night-time Economy’ on behalf of the Assistant Directors Community Service and Housing & Regeneration.
- To consider an update on the Market and Moor Street improvements from the Technical Services Manager.
- To identify/confirm the next steps in the review.
- To review the Project Plan

Workshop Session – 19 January 2016**Meeting 8 – 15 February 2016**

- To receive feedback from the Workshop Session.
- To consider traffic management safety in the pedestrian area of Ormskirk.
- To consider an interim report of the work undertaken in 2015/16.
- To identify/confirm the next steps of the review.
- To review the Project Plan

Meeting 9 - ??July 2016

- To consider any identified outstanding final aspects of the review.
- To review the Project Plan.

Meeting 10 - ?? October 2016

- To agree draft final report and final recommendations for submission to Cabinet and Council, if applicable, in November/December 2016

Cabinet – ?? November 2016

- Submission of the final report.

Council – ?? December 2016

- To receive the final report, if applicable.

INFORMATION GATHERED

16 July 2014	The Environmental Improvement of Moor Street, Ormskirk – The proposals (site diagram)
23 October 2014	Ormskirk Town Centre Market – Statistical data (no. of stalls layout; licensed and casual traders).
23 October 2014	Ormskirk Town Centre Market – Commodity data
23 October 2014	National picture (all markets) – Statistical data (nabma)
20 January 2015	Ormskirk Town Centre – Current and proposed layout (Market Day)
20 January 2015	Pictorial views of Ormskirk Market and other markets (Lichfield; Wakefield; Skipton; Wokingham;
19 February 2015	Draft Ormskirk Town Centre Strategy 2015-2025 – Consultation Questionnaire
9 July 2015	Ormskirk Town Centre – Map of council car parks
9 July 2015	Parking Charges – Current charges for council car parks in Ormskirk town centre (short & long stay pay & display)
9 July 2015	Car Park Income (1 April 2014 to 31 March 2015) – Wheatsheaf and Stiles
9 July 2015	Access and the Car Parking Experience - Association of Town Centre Management (ATCM)
9 July 2015	Alliance Boots, Car Parking – A Retailer’s View <i>sic</i> Federation of Small Businesses (FSB) (page 43 ‘Understanding High Street Performance’)
9 July 2015	Understanding High Street Performance - Department for Business Innovation & Skills (BIS) – A report prepared by Gencon LLP and Partners (December 2011)
15 October 2015	Ormskirk Town Centre – Current Situation (<i>Town Centre Management; Branding & Marketing; Technology & Contribution of Edge Hill University</i>)
3 December 2015	Regeneration, Leisure and the Night Time Economy -(<i>Presentation Slides – Regeneration and Cultural Tourism</i>)
3 December 2015	Draft Ormskirk Town Centre Strategy 2015 – Consultation Brochure

3 December 2015	Chapel Gallery – Exhibition Programme Oct 2015 – June 2016
3 December 2015	'Let's talk Business'- Ormskirk Town Centre Strategy Moves Forward

CONCLUSION

RECOMMENDATIONS

REVIEW DATE – Usually 6 months after final review report submission. ?? July 2017