

Appendix V

Response from Kate Givens Managing Director of Love Ormskirk on 12 June 2013



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06/06/13

Dear Paul Charlson

Love Ormskirk are writing to contest the Early Morning Restriction Order (EMRO) that has been requested for consideration by Councillor Adrian Owens.

I would like to comment on point 5.5 which states that the EMRO is ultimately a weapon of last resort and suggests other options. Have all these options been exhausted?

I would also like to comment on point 5.10 which states that an EMRO could reduce the attraction of the town. Love Ormskirk (LO) believes this will inevitably happen and therefore will be very detrimental to our town which is already suffering. It also states that the introduction of an EMRO could have an impact on the night economy and reduce employment opportunities. We believe this would also reduce the daytime economy and employment opportunities. Businesses may not be able to support themselves without these opening hours and will be forced to close. Many of the businesses that operate after midnight, are working businesses during the day too. LO, is made up of business people and therefore this is not something we would encourage or be in favour of. LO, was founded to encourage footfall into the town and support local businesses. We believe enforcing an EMRO, would be catastrophic and have a massive impact on the footfall of the town during the day and evening.

We do not see an EMRO as a 'solution' to the problem. Whilst we sympathise a great deal with any local residents who are affected by noise and nuisance in the early hours, enforcing an EMRO may only alleviate this issue very slightly. Adrian Owens states that "Very many of these complaints clearly relate to people on foot returning home at/after the current closing times of town centre licensed premises".

An EMRO will not change a culture. People will still want to drink alcohol after midnight and will only go elsewhere, therefore unfortunately there will still be noise at this time from people returning home from other areas.

The night economy is more buoyant than the daytime economy in Ormskirk at present as there is more to attract shoppers out of town. LO is working tirelessly to encourage shoppers in to the town in the day and the lure of a eating and drinking establishments can often encourage shoppers in the day. If they cannot continue this on in to the evening, they will almost definitely not 'use' the town.

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Clearly there is an issue if complaints are being made and we accept something has to be done, but based on the evidence we have been given so far, we do not believe an EMRO is necessary. We believe an EMRO would impact the town of Ormskirk very negatively and would be to the detriment of the town.

Please do not hesitate to contact me if you have any queries relating to this.

Yours faithfully

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