

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

2015/16

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

TERMS OF REFERENCE

1. To undertake a review entitled 'A Market Town Strategy for Ormskirk', comprising the themed topics: 'The Market' (priority topic); '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 Director of Leisure and Wellbeing will provide technical support and guidance, together with Officers from Development and Regeneration. Officers from across the Authority, including Housing and Inclusion 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.

ESTABLISH WAYS OF WORKING

Officer Support

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

Dave Tilleray, Director of Leisure and Wellbeing

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

Legal Officers (LO) – Tina Sparrow, Principal Solicitor & Neil Astles, Assistant Solicitor
Officers reporting as and when required –

Colin Brady, Technical Services Manager.

Dave Tilleray, Director of Leisure and Wellbeing, or Officers on his behalf.

John Harrison, Director of Development and Regeneration, or Officers on his behalf.

Bob Livermore, Director Housing and Inclusion, or Officers on his behalf

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

Ian Gill, Deputy Deputy Director Development and Regeneration, or Officers on his behalf

Shaun Walsh, Borough Transformation Manager & Deputy Director of Housing and Inclusion, or Officers on his behalf.

Reporting Arrangements

- The Director of Leisure and Wellbeing, or Officers on his behalf, will contribute, as appropriate, to aspects of the review relating to Ormskirk Town Centre.
- The Director of Development and Regeneration, or Officers on his behalf, will contribute, as appropriate, to aspects of the review relating to the Ormskirk Town Centre Management, planning and development that includes regeneration of the town centre (Ormskirk Town Centre Strategy 2015-2025) .
- The Director of Housing and Inclusion and Borough Transformation Manager & Deputy Director of Housing and Inclusion will contribute, as appropriate, to aspects of the review relating to the Ormskirk Town Centre Strategy and aspects of the review relating to consultation and community engagement.
- The Director of Street Scene will contribute, as appropriate, to aspects of the review relating to maintenance of the environment (street scene, grounds maintenance).
- The Lead Officer (Director of Leisure and Wellbeing)/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 September/October 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.
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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 – 14 July 2016

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

Cabinet – 13 September 2016

- Submission of the final report.

Council – 19 October 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

16 February 2016	'The Market' – Revised layout of stalls (Thursday and Saturdays)
16 February 2016	Ormskirk Town Centre Traffic Management Options (Desktop Study)

CONCLUSION

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.

REVIEW DATE – December 2016