



CABINET: 13 SEPTEMBER 2016

COUNCIL: 19 OCTOBER 2016

Report of: Director of Leisure and Wellbeing (Lead Officer)

Relevant Portfolio Holder: Councillor I Moran

Contact for further information: Mrs C A Jackson (Extn.5016)
(E-mail: cathryn.jackson@westlancs.gov.uk)

SUBJECT: A MARKET TOWN STRATEGY FOR ORMSKIRK - FINAL REPORT OF THE CORPORATE AND ENVIRONMENTAL OVERVIEW AND SCRUTINY COMMITTEE

Wards affected: Borough wide.

1.0 PURPOSE OF THE REPORT

1.1 To consider the final report and recommendations of the Corporate and Environmental Overview and Scrutiny Committee following a review conducted entitled 'A Market Town Strategy for Ormskirk'.

2.0 RECOMMENDATIONS TO CABINET

2.1 That the Corporate and Environmental Overview and Scrutiny Committee be complimented on their work.

2.2 That the following recommendations contained in the final report of the Corporate and Environmental Overview and Scrutiny Committee on A Market Town Strategy for Ormskirk be considered:

- (1)** That Lancashire County Council (LCC), as the Highways 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 Committee's 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.
- 2.3 That the final report of the Corporate and Environmental Overview and Scrutiny Committee on A Market Town Strategy for Ormskirk, attached at Appendix A, be approved.
- 2.4 That the final report and recommendations (approved, subject to resources) be submitted to Council for approval on 19 October 2016.
- 2.5 That call in is not appropriate for this item as it has previously been considered by the Corporate and Environmental Overview and Scrutiny Committee.

3.0 RECOMMENDATIONS TO COUNCIL

- 3.1 That the Corporate and Environmental Overview and Scrutiny Committee be complimented on their work.
- 3.2 That the final report of the Corporate and Environmental Overview and Scrutiny Committee on A Market Town Strategy for Ormskirk (attached at Appendix A) be noted and approved for formal publication, subject to resources.
- 3.3 That the Corporate and Environmental Overview and Scrutiny Committee review the recommendations contained in the report in December 2016.
-

3.0 BACKGROUND

- 3.1 In July 2014 the Corporate and Environmental Overview and Scrutiny Committee commenced a review on the topic 'A Market Strategy for Ormskirk Town Centre'. The title of the review was subsequently revised to 'A Market Town Strategy for Ormskirk.' The purpose of the review was to look at themed topics, as part of the work being undertaken in relation to the Ormskirk Town Strategy.

3.2 The draft final report of the review topic was considered by the Corporate and Environmental Overview and Scrutiny Committee at its meeting on 14 July 2016 (Appendix B).

4.0 CURRENT POSITION

4.1 Members will find attached as Appendix A, the final report of the review 'A Market Town Strategy for Ormskirk'.

5.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY

5.1 Enhanced overview and scrutiny arrangements can give a greater level of involvement for non-cabinet members in the decision making process.

6.0 FINANCIAL AND RESOURCE IMPLICATIONS

There are some financial/resource implications arising from this report. The recommendations at paragraph 2.2 (2), if taken forward, will need to be resourced as part of budget allocation associated with the Ormskirk Town Centre Strategy. Recommendation 3, if endorsed, will be met using existing budgets.

7.0 RISK ASSESSMENT

7.1 Should any of the proposals at paragraph 2.2 (1), be taken forward the County Council should carry out a risk assessment to determine the impact of the proposals on local residents, business users and visitors, particularly options at (1)(vii) relating to traffic management safety in the pedestrian area of Ormskirk, which would need to be carefully managed and monitored.

Background Documents

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Report.

Equality Impact Assessment

There will be a direct impact on members of the public, employees, elected members and / or stakeholders as a result of the recommendations, if implemented. The County Council (LCC) would need to undertake the appropriate assessment in relation to the proposals set down at paragraph 2.2 (1). In relation to proposals at recommendation (2), paragraph 2.2, if taken forward, an Equality Impact Assessment (EIA) would need to be undertaken as part of the process.

Appendices

- A Final report of the Corporate and Environmental Overview and Scrutiny Committee – 'A Market Town Strategy for Ormskirk'
- B Minute of Corporate and Environmental Overview and Scrutiny Committee – 14 July 2016 (Cabinet and Council)
- C Minute of Cabinet - 13 September 2016 (Council only)