

Appendix A Review of Action Plan 2021-2026

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
Brand, Marketing and Town Centre Management	The Ormskirk Town Centre Management Group will continue to provide leadership and engage with different town centre stakeholders. Further engagement with businesses is required to assist with the economic recovery and growth. In particular it will be important to work with Historic England to fully capitalise on the Ormskirk Heritage Action Zone.	Town Centre Management Group	Ongoing
	As part of Ormskirk's Heritage Action Zone firmly establish a cultural consortia made up of cultural, arts and community organisations to encourage residents and visitors to enjoy Ormskirk's unique high street.	Ormskirk Cultural Consortia	2021
	Develop a new marketing strategy for Ormskirk to help ensure Ormskirk is well positioned for changing consumer/visitor behaviour. In particular investigate opportunities for marketing Ormskirk to the neighbouring conurbations of Merseyside, Greater Manchester. Continued marketing of Ormskirk to people in relatively close proximity to the	WLBC	2021-2022

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	town centre via shop local communication. Continue to have, and develop, the Ormskirk ambassadors team as key on-street communicators providing assistance to visitors to the town centre.	WLBC/Community Ambassadors	2021-2022
	Continue to monitor all funding streams that could be used to assist with improving Ormskirk town centre, including investigating cultural grants which could be utilised by members of the cultural consortia as well as any funding to help deliver shelf-ready projects.	WLBC	Ongoing
	Engagement with wider attractions and stakeholders to support the visitor economy. This will include supporting and engaging with Lancashire's bid for County of Culture in 2025.	WLBC/Town Centre Management Group	2021-2025
	To assist with business resilience it will be important to support businesses use of technology such as click and collect/online ordering and shared town centre websites. Development of a town centre gift card for Ormskirk to encourage increased spend	WLBC/TCMG/Contractor	Ongoing

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	within the town centre. This would build upon the loyalty base already in place and help the resilience of town centre businesses.	WLBC/TCMG	2022
	Utilising heritage projects as part of HAZ build upon Ormskirk's heritage, including the Warhorse and Gingerbread links. This would help to ensure Ormskirk remains an attraction and is promoted by both Visit Liverpool and Lancashire.	WLBC/TCMG	2021-2023
	Continue to work with partners to ensure a range of appropriate events takes place to encourage visitors to the town centre as well as raising the profile of the town.	WLBC/TCMG	2022-2026
Heritage & Culture (Buildings and Place)	Undertake an update of the Ormskirk Town Centre Conservation Area Appraisal.	WLBC	2021
	Work with Historic England to ensure that improvements to the town centre are delivered in a way that enhances the historic qualities of Ormskirk.	WLBC/LCC	2021-2023
	Deliver a series of physical improvements	WLBC/LCC/OTCMG/Historic	

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	<p>to improve the public realm considered as part of the HAZ programme including:</p> <ul style="list-style-type: none"> A) Public realm improvement scheme within Wheatsheaf Walk B) Establish pop up shops in vacant units C) Alleyways and ginnels enhancement scheme D) Develop proposals to improve Ormskirk's Eastern Gateway including improving Moor Street, redeveloping Ormskirk Bus station and better linking the Chapel Gallery and St Helens Road to the town centre. E) The delivery of a lighting scheme along Church Street to link the historic clock tower and Parish Church. 	England	<p>2021</p> <p>2021</p> <p>2022</p> <p>2021-23</p> <p>2022</p>
	<p>Further establish arts and culture within Ormskirk by delivering:</p> <ul style="list-style-type: none"> A) Programme of events to extend activity from the Chapel Gallery to the town centre including a grant programme. B) Community engagement and delivering a heritage programme. C) A virtual museum and gallery to help bring arts and culture to residents and to be available to a range of groups. 	WLBC/Cultural Consortia/TCMG	<p>2022</p> <p>2021-2023</p> <p>2022</p>

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	Continue to monitor and asses if any suitable opportunities exist to purchase land or property in Ormskirk, if a positive business case can be made, including exploring all opportunities to work with OPE, Homes England and Historic England to facilitate any further improvements in the town centre.	WLBC	2021-2026
	Develop shelf-ready proposals to further improve areas of Ormskirk town centre to take advantage of funding opportunities as soon as they become available.	WLBC/LCC	2021-2023
	Work with developers and landowners to bring forward development sites and ensure that design is of the highest quality which respects, and where possible, enhancing the historic character of Ormskirk Town Centre.	WLBC	Ongoing
Ormskirk Market	Continue to work on the layout of the stalls in the market which will work	WLBC WLBC/Night-time economy businesses	

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	<p>effectively for both the market traders and town centre businesses. Continue to ensure that town centre businesses can function effectively on market days and can be seen.</p> <p>Look to enhance the range of commodities available for sale at Ormskirk Market to ensure increased footfall levels.</p> <p>Investigate opportunities to encourage new traders to attend the market, potentially through short-term reduced start-up costs to encourage new traders to become permanent licensed traders.</p> <p>Encourage all traders to enhance the appearance of their stall/s. This may include a small investment in stalls sheeting and sidewalls where traders do not use gazebos.</p> <p>Investigate if an additional niche, specialist market could help to support and enhance the Saturday Market.</p> <p>Investigate the opportunity to hold night markets within the town centre to help to support the night-time economy and increase footfall during the early evening.</p>	<p>WLBC/Contractor</p>	<p>2021-2022</p> <p>2021-2022</p> <p>2022</p> <p>2022</p> <p>2022</p> <p>2021-2022</p>

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	Investigate the opportunity to hold Artisan Markets on Sundays. Such markets to be held monthly and procured by WLBC contracting, raising revenue for WLBC.		2021-2022
Car Parks	<p>In the short term, it is important to ensure that car parks re-open safely to support town centre recovery efforts and particularly as car travel is seen as relatively safe whilst current advice is to avoid public transport were possible.</p> <p>In the medium term, it will be important to ensure that our car park provision is considered as part of the wider transport network within Ormskirk and that provision is included within our car parks for EVR points. Monitor any opportunities for funding to help provide additional EVR points.</p> <p>In the medium term, need to investigate the cost of implementing contactless payment systems for the sale of parking tickets in the car parks. This includes payment via smart mobile phone applications to provide a further method of contactless payment.</p> <p>In the long term, it will be important to</p>	<p>WLBC</p> <p>WLBC</p> <p>WLBC/Contractor</p>	<p>2021</p> <p>2022</p> <p>2022-2023</p>

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	ensure car park provision reflects changing behaviour. It may be appropriate that click and collect bays are fitted in Council car parks, for example, or car parking spaces are given over for other temporary uses such as car washes, automobile repair for example helping to generate an income for the Council.	WLBC	Ongoing
	Town centre car parks are currently in a good condition, however, it will be important to monitor their condition and implement a rolling period of refurbishments as required.	WLBC	Ongoing
Transport and Access	<p>In the short term, as part of the COVID-19 response, work with Lancashire County Council to consider temporary widening of some key footways to assist with safe access into and out of the town centre as well as other areas.</p> <p>Consider temporary measure to ensure safe social distancing in the town centre if required. Close monitoring of the situation and, if appropriate, interventions to be implemented where practical.</p> <p>In the medium term, introduce cycle and</p>	WLBC/LCC	<p>2021</p> <p>2021</p>

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	<p>pedestrian improvements as part of the HAZ programme/Ormskirk Movement strategy.</p> <p>Establish a cycle hub within the town centre to visibly raise the profile of cycling within Ormskirk.</p> <p>In the long term, consider all options to support the shift to renewable and sustainable forms of transport.</p>		<p>2022</p> <p>2022</p> <p>Ongoing</p>
	<p>As part of Ormskirk Eastern Gateway proposals are being developed to:</p> <p>A) Improve Ormskirk Bus station to provide modern fit for purpose facilities better linking the bus station/train station and town centre together.</p> <p>B) As part of these proposals we will be providing a new cycleway going through the bus station to the town centre as well as onto a segregated cycle lane on St Helens Road linking the train station to Edge Hill University.</p> <p>C) Improvements will also see the</p>	LCC/WLBC	<p>2022</p> <p>2021/2022</p> <p>2022</p>

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	traffic signalling in Ormskirk town centre improved to reduce congestion.		
	Continue to support proposals to improve rail services to Ormskirk including those on the Ormskirk to Preston line.	WLBC	2021-2026
	Through the development of wider cycling/pedestrian links access should be improved for pedestrians and cyclists visiting Ormskirk.	LCC/WLBC	2023
	Delivery of new lighting schemes within Wheatsheaf Walk and Church Street to help provide an attractive night time environment and enhance footfall.	WLBC	2021/2022
	Town Centre environment to become more attractive to allowing outdoor seating at restaurants, bars, coffee shops in the early evening.	WLBC/LCC	2021
Night Time/Evening Economy	Build upon the success of existing events such as Night Markets to help support the evening economy. A number of events by	TCMG	2021

Key Action Area	Action Point 2021-2026	Key Delivery Partner	Estimated Timescale
	partners will be considered.		
	Continue to monitor town centre vacancy rates to understand how the town centre is performing.	WLBC	2021-2026
	Continue to monitor footfall data to compare how Ormskirk has performed against historical data as well as against different sizes of towns and the regional and national averages.	WLBC	2021-2026
Monitor and review	Introduce more sophisticated technology to understand the number of repeat visitors and how long people spend in the town centre.	WLBC	2021
	Continue to liaise with business owners in the town centre to understand how they are performing, the issues they are experiencing and help to provide solutions.	WLBC	2021