

MINUTES OF THE MEETING OF CABINET HELD ON 13 SEPTEMBER 2016

36 **A MARKET TOWN STRATEGY FOR ORMSKIRK - FINAL REPORT OF THE CORPORATE & ENVIRONMENTAL OVERVIEW AND SCRUTINY COMMITTEE**

The Leader introduced the report of the Director of Leisure and Wellbeing which considered the final report and recommendations of the review entitled "A Market Town Strategy for Ormskirk" undertaken by the Corporate and Environmental Overview and Scrutiny Committee.

In reaching the decision below, Cabinet considered the details as set out in the report before it and accepted the reasons contained therein.

RESOLVED (A) That the Corporate and Environmental Overview and Scrutiny Committee be complimented on their work.

(B) 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 endorsed.

(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 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) websites.
- (4)** That the Corporate and Environmental Overview and Scrutiny Committee review its recommendations in December 2016.
- (C) 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.
- (D) That the final report and recommendations (approved, subject to resources) be submitted to Council for approval on 19 October 2016.
- (E) That call-in is not appropriate for this item as it has previously been considered by the Corporate and Environmental Overview and Scrutiny Committee.