

A MARKET TOWN STRATEGY FOR ORMSKIRK - FEEDBACK ON ACTIONS

RECOMMENDATION	RESPONSE
(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.	Awaiting formal response.
(ii) the on-going maintenance of the gullies and the monitoring of the effectiveness of the aggregate resin within them.	23 gullies were installed. A gully check was completed on 11 December 2016.
(iii) the refurbishment of Aughton Street to tie-in with the Moor Street improvements.	Awaiting formal response.
(iv) the impact of town centre congestion, including the bottle necks at Derby/Stanley Street/Wigan Road/Moor Street/Moorgate and Park Road.	Awaiting formal response.
(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.	Awaiting formal response.
(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	Awaiting formal response.

drivers to the restrictions of the TROs; (b) breaches of on-street parking.	
<p>(vii) in relation to finding a permanent solution to traffic management safety in the pedestrian area of Ormskirk by exploring:</p> <ul style="list-style-type: none"> (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 	Awaiting formal response.
<p>(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:</p>	

<p>(i) In relation to 'Events Square that it:</p> <ul style="list-style-type: none"> (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'. 	<p>Events Square' is being managed and a programme for 2017 is being developed.</p> <p>Examples of recent uses have included 'Motorfest', 'Christmas Light Switch-on' and 'Gingerbread Heritage Day.'</p>
<p>(ii) In relation to the Market Stalls that the:</p> <ul style="list-style-type: none"> (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 	<p>The Market layout and stalls continue to be reviewed.</p> <p>Currently programmed to be trialled are the use of gazebo stalls on the Market.</p>
<p>(iii) In relation to Car Parking that</p> <ul style="list-style-type: none"> (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. 	<ul style="list-style-type: none"> (a) The Council has provided additional car parking facilities off Station Approach, Ormskirk, adjacent to the existing Network Rail Car Park. (b) WLBC currently operates 2 card-payment machines and is considering extending this option to provide a contactless card payment facility. (c) Information on 'Parking in Ormskirk' is available on the Council's web-site at http://www.westlancs.gov.uk/more/your-community/roads-and-travel/parking-in-ormskirk.aspx where viewers can also download the Ormskirk Car Park Map.

<p>(iv) In relation to Technology and Marketing by exploring:</p> <p>(a) the positioning of the Market and Town Centre locally and in the wider community.</p> <p>(b) methods of promotion and advertising: Ormskirk's historical and special character; embracing traditional and emerging technologies.</p> <p>(c) improvements to the Visitor Map of Ormskirk Town Centre with locations and insertion of the defibrillator icon inserted, as appropriate.</p> <p>(d) digital signage as an alternative to A-boards outside shops.</p> <p>(e) cultural tourism through its visitor attractions- Chapel Gallery; Vintage and Handcraft Fairs and exhibitions.</p> <p>(f) promoting Ormskirk as a tourist destination, to include promotion with the bus and tour operators as a visitor a destination.</p>	<p>(a) A new brand has been developed and is currently being rolled out (Appendix 2)</p> <p>(b) Work is being undertaken with Ormskirk Community Partnership (OCP) to develop a heritage trail with support from Edge Hill and Council staff. We also supported Gingerbread Heritage Day and are helping to build the capacity of OCP by providing support and expertise with their ambitions to promote the town centre, linking in with the business community. A web-site for Ormskirk and the surrounding rural attractions is currently being developed, alongside a social media presence.</p> <p>(c) The Visitor Map of Ormskirk Town Centre is now located in every car park in the town centre. The Map includes the locations of the defibrillators (identified as heart response).</p> <p>(d) On-going consideration.</p> <p>(e) Numerous events have taken place including vintage and heritage fairs, Christmas Markets, Chapel Gallery events and street entertainment, which links directly to the review currently being undertaken by the Committee on 'West Lancashire Tourism – The Visitor Economy'</p> <p>(f) Work has continued with 'Marketing Lancashire' to promote Ormskirk and the wider West Lancashire. This also has links with the review referred to at (e) above.</p>
<p>(v) In relation to Edge Hill University (EHU), continue the close association with EHU as a contributor to the economy.</p>	<p>The Council has included both the University and the Students' Union on the Town Centre Management Group and associated working groups. The University has been closely involved in the recent initiatives to improve the town centre.</p>
<p>(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</p>	<p>The final report was subsequently circulated with a request for any feedback on the recommendations or comments on the report generally.</p> <p>(a) A response from the Vice Chancellor of Edge Hill University was received which thanked the Council for the opportunity to comment and which covered issues relating to the phasing of traffic lights, the cycle route planned to the University, car parking charges, the layout of the market, broadband</p>

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coverage, the advantages of bringing a major office employer to the town, and the possible relocation of the train station. Dr Cater also commented that the University concurred with the vast majority of the recommendations.

(b) The report was considered by LCC Scrutiny Committee at its meeting on 10 February 2017. The minutes, when available, can be accessed at

<http://council.lancashire.gov.uk/ieListDocuments.aspx?CId=120&MId=5482>

(c) See also comments at 2 (iv) above.