

Appendix A Review of Action Plan

Key Action Area	Action Point	Update	Key Future Action
Brand, Marketing and Town Centre Management	Develop an Ormskirk Town Centre Management Group with clear governance structure and appropriate sub groups	<p>Town Centre Management Group has been set up and meets regularly every 3 months. 3 sub-groups were initially set up. However it was decided that more focused specific task and finished groups would be more productive.</p> <p>Groundwork have been appointed to conduct a feasibility study to investigate the potential of developing a Business Improvement District for Ormskirk Town Centre.</p>	<p>Continue to hold regular meetings and engage with different Ormskirk stakeholders.</p> <p>Task and Finish Groups to continue to deliver key actions.</p> <p>If the feasibility study demonstrates that a BID for Ormskirk might have potential benefits, conduct further work to develop BID proposals ready for formal ballot.</p>
	Develop a marketing strategy for Ormskirk including establishing and promoting a brand, creating a town centre website, plus a range of marketing-related activities.	<p>A brand has been developed with external consultants, now being rolled out in the town centre and has been used in a range of media's by partners.</p> <p>A dedicated Ormskirk and West Lancashire website has been launched to showcase the area and its assets, along with social media and new photography.</p> <p>Adverts have been placed in coach magazines to encourage coach parties to visit Ormskirk market.</p>	<p>Continue to utilise branding and to encourage all partners to utilise branding.</p> <p>Continue to populate new website to drive footfall and encourage organisations to submit events and business listings on the website.</p> <p>Establish a marketing campaign to promote Ormskirk further afield now branding, website and events calendar has been established. This campaign will include utilising social media.</p>
	Monitor retail relief scheme to see how successful it has been.	<p>The scheme ended in April 2016 when the Government ceased funding. However, in the 2015/16 financial year, the value of discounts provided under this scheme was £402,106.</p>	<p>Action complete.</p>
	Assess if staff resources can be made	<p>A number of Council officers in different</p>	<p>Continue to review staff resources to ensure</p>

Key Action Area	Action Point	Update	Key Future Action
	available to support town centre initiatives.	service areas including Economic Regeneration, Technical Services, Leisure and, Street Scene are currently work to support the town centre.	sufficient resources are available to support town centre initiatives.
Buildings and Place	Monitor the condition of buildings in the town centre.	An initial survey has been completed and officers will continue to monitor.	Continue to monitor and take steps to intervene if required.
	Investigate the role of arts and culture in the animation of the street scene. Looking at improving building, streets, and alleyways.	Chapel Gallery have been successful in bidding for Arts Council funding to support an exhibition linking to Ormskirk's Heritage, and has supported proposals by OCP to develop a heritage trail.  Chapel Gallery have also received Lottery funding to enhance their Festival of Tales event taking place in Ormskirk Town Centre this winter.	Winter 2017 introduction of high quality Festival of Tales event to include artwork and lighting.  Proposal to be developed to use art to improve Ormskirk's alleyways and enhance them as a key feature of the town.  Considering using branding/artwork to enhance public realm in Ormskirk.
	Consider bringing forward proposals to acquire land/property if a positive business case can be made.	The Council has made the strategic purchase of Wheatsheaf Walks shopping centre for £2.88 million. Vacant units have been let and the Council are considering options to improve the appearance of the public realm in this area.	Develop proposals to improve the public realm in this area utilising Ormskirk's branding.  Continue to keep occupancy rates as high as possible.
	Work with developers and landowners to bring forward development sites and ensure that design is of the highest quality.	Council officers are working with a number of developers to encourage suitable design or highest possible quality to come forward.  The Council is currently working to improve	Officers to continue to encourage highest possible design standards and to work to improve public realm wherever possible. Partner organisations to continue improving appearance of town through voluntary litter picks

Key Action Area	Action Point	Update	Key Future Action
		<p>the appearance of the east end of Moor Street/Moorgate with the removal of street furniture and have repainted and refreshed street furniture and notice boards.</p> <p>Partners have conducted voluntary clean ups/litter picks and have planted bedding plants in planters to improve appearance of the town.</p>	<p>and planting where possible.</p>
Ormskirk Market	<p>Work to improve the physical appearance of the market.</p>	<p>Layout of market has been amended as much as possible to group similar stalls together. New gazebos have been purchased and will be rolled out to improve the appearance of the market. Additional food and drink vendors encouraged to attend market.</p>	<p>Continue to encourage new traders to attend market if space available.</p> <p>Removal of some street furniture towards end of Moor Street and Moorgate should provide additional space for market stalls.</p>
	<p>Investigate opportunities to expand the appeal of the Saturday market including attracting new specialist stall holders to create a niche market.</p>	<p>A number of new food stalls have already been attracted and grouped together.</p> <p>A new Ormskirk night market has been established (and is currently in a trial period) to take place each month during the summer.</p> <p>A number of speciality markets are taking place in the Chapel Gallery from May to December.</p>	<p>When works have been completed to remove street furniture from Moorgate/Moor Street there will be more options to encourage additional specialist stall holders.</p> <p>Options are being considered to investigate youth market and other specialist markets.</p>
	<p>Consider bringing forward an events programme of guest/vintage markets subject to resources.</p>	<p>A number of specialist markets mentioned above including the regular night markets and specialist markets are being trialled. All markets to be promoted on the events</p>	<p>Continue to support existing specialist/night markets and review their success.</p> <p>Investigate if additional markets can be delivered</p>

Key Action Area	Action Point	Update	Key Future Action
		calendar of the Ormskirk website.	in 2018.
Car Parks	Conduct car park review including pricing, technology and capacity of car park.	Review currently looking at new car park machines and associated new technologies which are anticipated to be introduced in 2017.	Await introduction of new car park machines before conducting further monitoring or assessment.
	Improve appearance of car parks including signage, environmental improvements, resurfacing as well as considering opportunities for art work.	New updated signage introduced in all car parks. Town centre car parks have been resurfaced and new lines painted.	Environmental improvements and utilisation to be considered to improve the appearance of car parks.
Transport and Access	Improve access into, as well as within, Ormskirk town centre including the delivery of transport projects within the town.	Council officers are working with officers at Lancashire County Council to develop a range of transport related improvements for Ormskirk.	Wider West Lancashire Route Management Strategy currently being development by Lancashire County Council and work on a specific Ormskirk Movement strategy to follow later in 2017.
Night Time/Evening Economy	Consider opportunities to improve the evening/night time economy within Ormskirk considering events such as evening entertainment evening markets, lighting	<p>Night market being piloted to see if it can become a success.</p> <p>Options are also being investigated to consider if an Ormskirk music festival can be developed.</p> <p>Ormskirk Festival of Tales event to take place over winter months and include artwork with lighting to encourage visitors in the evening.</p>	<p>Continue to support existing proposed events and investigate if additional proposals can be developed to enhance the evening/night time economy.</p> <p>Explore if 'Purple Flag' status is desirable and achievable, to confirm that the night time economy is managed well.</p>

Key Action Area	Action Point	Update	Key Future Action
		<p>Lighting will be investigated as part of proposals to make a feature of Ormskirk alleyways.</p>	
<p>Monitor and review</p>	<p>Implement data capture techniques to understand the health of Ormskirk Town Centre</p>	<p>Ormskirk town centre vacancy rates are monitored every 3 months and the data fed into Springboard who provide reports showing how we compare regionally and nationally.</p> <p>A footfall monitoring camera was introduced in 2016 to provide comparative footfall data over a 5 year period to help monitor the strength of OTC. This data has also been used to help support funding bids.</p> <p>We now have agreement to share our footfall with similar sized towns on a confidential basis to understand how we compare.</p> <p>Officers have collected details from town centre businesses, creating a new town centre contact database.</p>	<p>Continue to monitor the data we currently have to help understand the strength of OTC.</p> <p>Utilise our data to help support funding BIDs.</p> <p>Utilise data and identify any early warning sign of changes both positive and negative. Use data intelligently to help identify actions.</p> <p>Monitor anecdotal evidence from town centre business and other partners.</p>