

INDICATIVE ACTION PLAN SHOWING POSSIBLE KEY DELIVERY PARTNERS AND ANTICIPATED TIMESCALES

Key Action Area	Action Point	Key Delivery Partner	Estimated Timescale
Brand, Marketing & Town Centre Management	Develop an Ormskirk Town Centre Management Group with a clear governance structure and set of aims and objectives. This group should set up appropriate sub groups to deliver specific actions contained within the strategy.	Key Partners/Ormskirk Town Centre Management Group	2015-2016
	Develop a marketing strategy for Ormskirk. This should include establishing and promoting an appropriate brand for Ormskirk, developing an events calendar, delivering marketing campaign(s), establishing a dedicated town centre website, investigating opportunities to utilise social media and a comprehensive free Wi-Fi service across the town centre.	Marketing Sub Group	2015-2020
	Monitor the new retail relief scheme to assess how successful it has been and if it should be rolled out beyond 2016.	Marketing Sub Group	2015-2020
	The Council will assess how staff resources can be made available to support town centre initiatives.	WLBC	2015-2020
Building & Place	Monitor the condition of buildings in the town centre.	Building & Public Realm Sub Group	2015-2020
	Investigate the role of arts and culture in the animation of the street scene, whether it is on a temporary or permanent basis. Looking at improving the buildings, streets and alleyways, seeking to create a unique sense of place while celebrating local identity.	Building & Public Realm Sub Group	2015-2020
	Consider bringing forward options for acquiring land/property if a positive business case can be made.	Building & Public Realm Sub Group	2015-2020
	The Council will continue to work with developers and landowners to bring forward appropriate development sites to enhance the appearance of Ormskirk town centre. Where development sites cannot come forward it will be important to ensure that these sites are at least made to look visually more attractive.	Building & Public Realm Sub Group	2015-2020
Ormskirk Market	Work to improve the physical appearance and appeal of Ormskirk's markets by improving the layout, range of stalls, stall covers and introduction of new infrastructure to ensure the market has up to date facilities.	Market & Car Park Sub Group	2015-2020
	Investigate opportunities to expand the appeal of the Saturday market considering looking at opportunities to link in with and promote the market to Edge Hill University students/traders and attracting new specialist stall holders to create a niche market.	Market & Car Park Sub Group	2015-2020
	Consider bringing forward an events programme of guest markets/vintage markets subject to available resources.	Market & Car Park Sub Group	2015-2020

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Car Parks	Conduct a comprehensive car parking review. This should include a review of pricing, new technology and capacity of car parks.	Market & Car Park Sub Group	2015-2020
	Improve the overall appearance of all town centre car parks. This should include updating signage, environmental improvements, resurfacing, as well as considering opportunities for new artwork in appropriate locations.	Market & Car Park Sub Group	2015-2020
Transport & Access	Explore opportunities to improve access and movement into, as well as within Ormskirk town centre. This should include the delivery of new transport projects within the town centre.	WLBC/LCC	2015-2020
	Improve the current service on the Ormskirk to Preston rail line so that it is more regular and therefore more user-friendly.	WLBC/LCC	2015-2020
	Explore opportunities to improve Ormskirk bus station to provide a modern, fit for purpose facility. This should include improving the existing linkage between the bus and rail station.	WLBC/LCC	2015-2020
	Development of a much improved pedestrian and cycle network around the town including links to the University.	WLBC/LCC	2015-2020
Night Time/Evening Economy	Work with Network Rail to explore opportunities to increase/improve car parking facilities at Ormskirk rail station to provide a better park and ride facility.	WLBC/LCC	2015-2020
	Seek to ensure that the aspirations of Ormskirk's town centre are supported in the development of LCC's 'Movement Strategy' for Ormskirk.	WLBC/LCC	2015-2020
	Consider opportunities to improve the evening/night time economy within Ormskirk. This should include working with local retailers to consider temporary periods where shop owners are encouraged to open up late anchored by events such as evening entertainment, evening markets and outdoor food and drinks festivals.	Marketing Sub Group	2015-2020
	Investigate the introduction of new permanent lighting within the town centre to provide an attractive, safe night time environment.	Marketing Sub Group	2015-2020
Recording/Monitoring Town Centre Information	Explore all opportunities to gain appropriate data/information to understand and monitor the health of Ormskirk town centre.	Marketing Sub Group	2015-2020