



# **Ormskirk Market Towns Initiative Action Plans**

**5<sup>th</sup> Draft**

**April 2008**

***Prepared by the Community for the Community***

**Supported by the North West Development Agency**

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## **Introduction**

The aim of the Market Towns Initiative is to revitalise towns to meet the needs of local people and provide access to a wide range of retail leisure, professional and public services, the main focus of the Initiative being that the future of the town should be shaped by the people and communities who live in and around it. The Initiative focuses on four main areas of Environment, Economy, Social & Community and Transport & Access.

The Initiative is funded by the North West Development Agency with support from West Lancashire District Council. It is based on a former Countryside Agency project and follows a set methodology which every Market Town across the country has followed. Stages include: snapshot of towns; formation of a Community Partnership; health checks around the above four themes; creation of a vision for the towns; production of an action plan, and subsequent identification of funding for future projects.

## Ormskirk Market Towns Initiative Draft Economy Action Plan

Ormskirk Market							
ACTION No.	Proposed Actions	Lead Organisation Lead Officer Others involved	What this will achieve	By When? Give timescale Short (S) Medium (M) Long (L)	Priority High (H) Medium (M) Low (L)	Links to RES	Estimated cost / possible funding source
<b>Improve the Town Centre and the Retail Offer</b>							
<b>EC1</b>	<b>Attract a wider range of quality shops in Ormskirk</b>						
<b>EC1a</b>	Prepare a Masterplan for Ormskirk Town Centre to examine the scope to introduce more shop units to meet the demand identified in the West Lancashire Retail Study. This should be prepared alongside the Integrated Transport Plan and should take account of the Conservation Area appraisal. The Masterplan should include the following:	<b>WLDC Exec Manager Planning and Development</b> LCC	Increased spending in the town centre. Reduction in the distances of people's shopping trips.	Medium	High	L3 – re-focus the 'We've got it all' marketing campaign to concentrate solely on local strengths, ie. food, nature, commutability, workforce & motorway access.	£10,000 plus Officer time
<b>EC1b</b>	Encourage businesses aimed at young shoppers.	<b>Town Centre Business Forum</b> Edge Hill University Business School & Ormskirk/ Skelmersdale College	Increased spending in the town centre.	Medium	Medium		Existing budgets/ Investing in Business?
<b>EC1c</b>	Make better use of upper floors for retail, office, leisure, café/restaurant and residential uses.	<b>WLDC Exec Manager Planning and Development / Exec Manager Housing &amp; Property Services</b>	Increased spending in the town centre.	S	High		
<b>EC1d</b>	Improve or redevelop the indoor market for retail and other uses above	Private Sector	Increase attractiveness of the town centre	L	Medium		Not costed.
<b>EC1e</b>	Improve links from Morrison's to the town centre	WLDC					Consider as part of the Masterplan

<b>ACTION No.</b>	<b>Proposed Actions</b>	<b>Lead Organisation Lead Officer Others involved</b>	<b>What this will achieve</b>	<b>By When? Give timescale Short (S) Medium (M) Long (L)</b>	<b>Priority High (H) Medium (M) Low (L)</b>	<b>Links to RES</b>	<b>Estimated cost / possible funding source</b>
<b>Improve the Outdoor Market</b>							
<b>EC2a</b>	Improve the stallholder offer <ol style="list-style-type: none"> <li>1. More colourful awnings on the stalls</li> <li>2. Offering '1 month rent free' to attract new stall holders</li> <li>3. Target local farmers and craft businesses to encourage more variety of stalls</li> <li>4. Target someone to tap into the likely demand from students.</li> <li>5. Hold a Farmers'/Local Business Market</li> <li>6. Hold more Continental Markets</li> <li>7. Consider a Flea Market or Arts and Craft Market</li> <li>8. Appoint a Town Centre Manager to drive this forward</li> <li>9. Contacting The Police, Fire Brigade, Scouts, Sporting Clubs, etc to see if they would be interested in taking a stall on a one-off basis.</li> <li>10. Encourage diversification</li> </ol>	<b>WLDC</b> <b>Exec Manager</b> <b>Planning and Development</b> Community Partnership Town Centre Forum	Improve attractiveness of the market to both stallholders and visitors. Attract more visitors and new stallholders.	<ol style="list-style-type: none"> <li>1. S</li> <li>2. S</li> <li>3. M</li> <li>4. M</li> <li>5. M</li> <li>6. S</li> <li>7. S</li> <li>8. M</li> <li>9. S</li> <li>10. S</li> </ol>	High	M3 – Deliver the Tourism Activity Plan focusing on food and environment.	WLDC Market Budget
<b>EC2b</b>	Increase publicity for the Market	<b>WLDC</b> <b>Exec Manager</b> <b>Planning and Development</b>	Attract more visitors and new stallholders.	S	High		WLDC Market Budget
<b>Improve attractiveness to visitors</b>							
<b>EC3</b>	<b>Improve information &amp; publicity</b>		Increase Tourism footfall				
<b>EC3a</b>	<ul style="list-style-type: none"> <li>• Relocate the Information Centre making access easier. Consider building an information kiosk on the plinth as part of the Master Plan for Ormskirk.</li> </ul>	<b>WLDC</b> <b>Exec Manager</b> <b>Planning and Development</b> LCC County Library Manager Lancashire & Blackpool Tourist Board	Better access to information, more publicity	M	High		£100,000 Lancashire County Council

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<b>EC3b</b>	<ul style="list-style-type: none"> <li>Improve the Ormskirk Town Guide (reference made to the guide for Spalding in Lincolnshire)</li> </ul>	<b>WLDC Technical Services Manager</b> Town Centre Business Forum	Better publicity	S	High		£2,000 WLDC
<b>EC3c</b>	<ul style="list-style-type: none"> <li>Improve the Town Centre Notice Board</li> </ul>	<b>WLDC PR &amp; Consultation Manager</b>	Better information for visitors. Increased use of shops and other attractions eg Chapel Gallery.	S	Medium		No cost WLDC
<b>EC3d</b>	<ul style="list-style-type: none"> <li>Ormskirk to market itself better as a tourist destination/attraction and improve publicity material to attract visitors</li> <li>Includes regional and county publicity materials</li> <li>Stress the historic heritage as well as the market</li> <li>Link in with Liverpool Capital of Culture 2008 for publicity</li> </ul>	<b>WLDC Technical Services Manager</b> Town Centre Business Forum Best of Ormskirk	Increase tourism footfall	S	High	M5 - Develop a map of entrepreneurs in the district to capture potential future business leaders (develop the Youth Retail Market)	Cost not known. Could be funded by local businesses advertising budgets Free publicity could be gained by writing articles for newspapers and magazines
<b>EC4</b>	<b>Improve Coach Parking Provision</b>						
<b>EC4a</b>	<ul style="list-style-type: none"> <li>Provide adequate and accessible coach parking for Ormskirk</li> <li>Provide vouchers for drivers to use in the cafés</li> </ul>	<b>WLDC Technical Services Manager</b> Town Centre Business Forum	Significantly increase tourism footfall	S	High	M3 – Deliver the Tourism Activity Plan focusing on food and environment.	Coach park is being provided at Burscough Road. £500 per annum for vouchers could be funded by local businesses
<b>EC5</b>	<b>Accommodation for Visitors</b>						
<b>EC5a</b>	<ul style="list-style-type: none"> <li>Encourage the development of a hotel in Ormskirk</li> </ul>	<b>WLDC Private Sector</b>	Increased visitor numbers and increased spending in the town.	L	Medium		£500,000 - £1.5million Private sector

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<b>Festival / Events</b>							
<b>EC6</b>	<b>Festival / event for Ormskirk</b>						
<b>E6a</b>	<ul style="list-style-type: none"> <li>Consider food, gardening, other themes such as heritage, vintage cars, music, Medieval market events, Local Food Festival</li> <li>Involve the University, Colleges, restaurants, pubs</li> </ul>	<b>WLDC</b>  Local Interest Groups	Reinforce links with surrounding villages and countryside	Short	High	M1 – Develop a local food chain strategy  M3 – Deliver the Tourism Activity Plan focusing on food and environment.	£20,000 WLDC (but no budget at present)
<b>E6b</b>	<ul style="list-style-type: none"> <li>Encourage more street theatre/musicians</li> <li>Organise more cultural &amp; heritage activity and exhibitions</li> </ul>	<b>WLDC</b>	Increase attractiveness of the town centre	Short	High		
<b>E6c</b>	<ul style="list-style-type: none"> <li>Employ an Events Organiser or Town Centre Manager</li> </ul>	<b>WLDC</b>	Increase attractiveness of the town centre	Long	High		£15,000 for part-time post WLDC (but no budget at present)

## Ormskirk Market Towns Initiative Draft Environment Action Plan

Ormskirk Town Centre							
ACTION No.	Proposed Actions	Lead Organisation <i>Lead Officer</i> Others involved	What this will achieve	By When? Give timescale Short (S) Medium (M) Long (L)	Priority High (H) Medium (M) Low (L)	Links to RES	Estimated cost / possible funding source
<b>EN1</b>	<b>Litter and Street Scene. Raise public awareness and improve cleanliness</b>						
<b>EN1a</b>	<ul style="list-style-type: none"> <li>• Raise public awareness through a series of regular week- long campaigns in the town centre.</li> <li>• Liaise with private businesses to improve the standard of cleanliness outside their premises. Target public houses, hot food shops and taxi offices.</li> <li>• Agree a programme of street cleansing with Street Scene (monitored by all).</li> <li>• Seek to secure more resources for street cleansing.</li> <li>• Increase enforcement of litter dropping penalties.</li> </ul>	WLDC/LCC Tidy Britain Businesses including Shops and Taxi rank	Cleaner streets Individual responsibility Corporate responsibility	Short to Medium	High		Cost not known at this stage. Investigate funding sources eg. ENCAM (Tidy Britain Campaign)
<b>EN1b</b>	<ul style="list-style-type: none"> <li>• Campaigns through schools/Colleges including Edge Hill University (Note that this is already on the schools curriculum).</li> <li>• Involve young people in the regular campaigns (see EN1a)</li> <li>• Use environmental acting companies and drama students (possibly from Edge Hill) to raise awareness in schools.</li> </ul>	Schools, colleges and Edge Hill University	Cleaner streets. The schools could help educate parents and wider population through the children	Short to Medium	High		Cost not known at this stage. Investigate funding sources eg. ENCAM (Tidy Britain Campaign)



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<b>EN1c</b>	<ul style="list-style-type: none"> <li>Form an Environmental Action Group</li> <li>Organise voluntary litter picking exercises</li> <li>Re-establish the Friends of Ruff Wood</li> <li>Grot spots</li> </ul>	<b>West Lancashire Environmental Network</b> WLDC Landowners	Use volunteers to make town cleaner Monitoring role of WLDC in their duties already.	Short  Medium	High		Minimal cost.
<b>EN1d</b>	<ul style="list-style-type: none"> <li>Introduce more plants and planters to be maintained and free from rubbish with the possibility of more around town e.g. plants outside shops or businesses</li> </ul>	WLDC Individual businesses	A visual impact for the town especially on the entrance to the town	Medium	High		Cost not known at this stage.
<b>EN1e</b>	<ul style="list-style-type: none"> <li>Provide more litterbins at hot spots.</li> </ul>	WLDC	A cleaner Ormskirk especially when combined with public awareness	Short	High		Cost not known at this stage.
<b>EN2</b>	<b>Historical Buildings and features</b>						
<b>EN2a</b>	<ul style="list-style-type: none"> <li>Protect and improve the Parish Churches and their surroundings.</li> <li>Give priority to St Peter &amp; St Paul's Parish Church including the wall/railings by the playing fields and along Church Fields.</li> </ul>	PCC and other responsible church bodies. WLDC Conservation Officer.	To preserve and protect the churches which are very significant at entrances to the town	Medium to Long term	High		Friends of Ormskirk Church may be able to raise funds.
<b>EN2b</b>	<ul style="list-style-type: none"> <li>Ongoing attention to be given to improving the three War memorials in Ormskirk.</li> </ul>	Landowners	Restored War Memorials	Short	Medium		£3,000 WLDC (but no budget at present)
<b>EN2c</b>	<ul style="list-style-type: none"> <li>Raise public awareness of historical buildings by better signposting (Historical Society)</li> <li>Prepare a web-based virtual tour of historic buildings.</li> </ul>	Local Heritage Group Historical Society and Civic Trust	Appropriate signage, leafleted information website for a virtual tour.	Medium	Medium		£7,500 Awards for All

Ormskirk and the Surrounding Countryside							
ACTION No.	Proposed Actions	Lead Organisation <i>Lead Officer</i> Others involved	What this will achieve	By When? Give timescale Short (S) Medium (M) Long (L)	Priority High (H) Medium (M) Low (L)	Links to RES	Estimated cost / possible funding source
EN3	<b>Protecting the landscape</b>				High		
EN3a	<ul style="list-style-type: none"> <li>▪ Protect and manage the green belt around Ormskirk</li> <li>▪ Environment Group to be involved in preparing the Local Development Framework.</li> </ul>	WLDC	Stops urban sprawl and keeps identity of market town	Short	High		No additional costs.
EN3b	<ul style="list-style-type: none"> <li>• Reduce street glow / light pollution</li> </ul>	<b>LCC Highway Consultancy - County Maintenance</b> Streetlights replacement WLDC – planners for major breaches Ormskirk Partnership for education	Clearer skies less light pollution	Long	Medium		£650,000 LCC ten year rolling programme
EN3c	<ul style="list-style-type: none"> <li>• Consider using the land between the town and the proposed by-pass as part of a community forest.</li> </ul>	landowners	Supporting green belt	Long	High		Cost not known. LCC, Forestry Commission Woodlands Trust
EN3d	<ul style="list-style-type: none"> <li>• Protect, improve and maintain existing parks and playing fields.</li> <li>• Increase habitat creation within existing open spaces.</li> </ul>	<b>WLDC Leisure &amp; cultural Services Manager</b> LCC Private sports clubs Link to the Urban Section of the Lancashire Biodiversity Action Plan	Retains parks and open spaces for the future amenity of the area.	Short	High		Cost unknown
EN3e	<ul style="list-style-type: none"> <li>• Prepare a Management Plan for Ruff Wood to ensure the long-term sustainability of the woodland. Consider using Myerscough College &amp; Friends of Ruff Wood to assist.</li> </ul>	<b>WLDC Leisure &amp; cultural Services Manager</b> Friends of Ruff Wood Myerscough College	Keeps an open space, talk to schools about a tree planting exercise	Short	Medium		Sponsor a tree campaign

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<b>EN4</b>	<b>Countryside Access</b>						
<b>EN4a</b>	<ul style="list-style-type: none"> <li>Encourage farmers to participate in agri-environmental schemes (i.e. countryside access walking routes)</li> </ul>	Government Scheme but depends on farmers and landowners joining it. Maybe NFU, Farmers and Landowners Association and Farming and Wildlife Advisory Group (FWAG) could help	Develops access to countryside	Medium	Medium		Government Funding plus Lottery Community Spaces, Awards For All and Access to Nature as well as Green Partnership Awards, Landfill Tax
<b>EN4b</b>	<ul style="list-style-type: none"> <li>Raise public awareness of farmers' input into the countryside ( stewardship schemes etc) Promote this within walks / leaflets</li> </ul>	Individual farmers but important to know and understand what farmers do for the protection of the land. Are they grouped in any way? Ormskirk Partnership	Knowledge of the land, education of public, marketing this properly, identify projects	Short	Medium		Lottery Community Spaces, Awards For All and Access to Nature as well as Green Partnership Awards, Landfill Tax
<b>EN4c</b>	<ul style="list-style-type: none"> <li>Improve footpath maintenance (this includes footpath between Bus and Railway Station)</li> <li>A Campaign by Local Footpath Groups to develop the footpaths</li> </ul>	<b>LCC Highway Consultancy -County Maintenance</b> Farmers, WLDC Rail track, Land owners ,Local Footpath Group	Safe walkways and improve the look and appearance to make a visual impact	Short to medium	High	L3 - Re-focus the current 'We've Got It All' marketing campaign to concentrate solely on local strengths, ie. food, nature, commutability, workforce and motorway access.	£5,000 for campaign Awards for All
<b>EN4d</b>	<ul style="list-style-type: none"> <li>Promote walks around Ormskirk</li> <li>Give more publicity to the existing Town Trail and the Annual Walking Festival.</li> </ul>	WLDC Tourism & Ranger Service, LCC <i>Transport Policy - Information &amp; Marketing</i> Footpath Group	Increase knowledge of walks available	Short	High	M3 – Deliver the Tourism Activity Plan focusing on food and environment.	£5,000 Awards for All

<b>ACTION No.</b>	<b>Proposed Actions</b>	<b>Lead Organisation Lead Officer Others involved</b>	<b>What this will achieve</b>	<b>By When? Give timescale Short (S) Medium (M) Long (L)</b>	<b>Priority High (H) Medium (M) Low (L)</b>	<b>Links to RES</b>	<b>Estimated cost / possible funding source</b>
<b>Town &amp; Country Links</b>							
<b>EN5</b>	<b>Promote links between town &amp; country</b>						
<b>EN5a</b>	<ul style="list-style-type: none"> <li>Run a campaign to promote the sourcing of locally grown produce.</li> <li>Encourage local farmers to join the Farmers' Market.</li> </ul>	<b>Organic Food Group</b> LCC Regeneration Project Officer (with possible co-operation from the Local Soil association)	Develop local businesses, Develop the town as a centre for local produce in a 'shop local' campaign	Short	High	M2 - Establish a 'vertical food forum' of local producers linked to private sector business support and supply-chain businesses	£10,000 Awards for All
<b>EN5b</b>	<ul style="list-style-type: none"> <li>Promote Historical links</li> </ul>	<b>Historical Society, Heritage Group</b>	Link this initiative with Tourism and walks	Short	High	M3 – Deliver the Tourism Activity Plan focusing on food and environment.	£5,000 Awards for All
<b>EN5c</b>	<ul style="list-style-type: none"> <li>Promote a community allotment association</li> <li>Promote allotments - including unmanageable arable land</li> </ul>	<b>WLDC Countryside &amp; Outdoor Recreation Manager</b> Create an Allotments Group Organic Food Group Friends of the Earth	Develop the allotments across the town	Short	High		
<b>EN6</b>	<b>Reducing our Carbon Footprint</b>						
<b>EN6a</b>	<ul style="list-style-type: none"> <li>Develop a strategy to reduce Ormskirk's carbon footprint</li> </ul>	<b>WLDC Environmental Strategy Officer</b> CPRE West Lancs Environmental Network Soil Association	Reduced CO2 emissions and a healthier community.	Long	High		Officer time

## Ormskirk Market Towns Initiative Draft Social & Community Action Plan

### Leisure and Open Space

ACTION No.	Proposed Actions	Lead Organisation <i>Lead Officer</i> Others involved	What this will achieve	By When? Give timescale Short (S) Medium (M) Long (L)	Priority High (H) Medium (M) Low (L)	Links to RES	Estimated cost / possible funding source
	<b>Support Proposals for new Leisure Facilities</b>						
<b>SC1a</b>	<ul style="list-style-type: none"> <li>• Provide a safe site for off road motorbikes               <ul style="list-style-type: none"> <li>i) Find a site</li> <li>ii) Set up a Project Group</li> <li>iii) Obtain funding</li> <li>iv) Construct a course &amp; include secure storage</li> </ul> </li> </ul> <p>Possible Site = Burscough Aerodrome?</p>	<b>Lancashire Constabulary</b> WLDC and local people	Remove illegal bikes from the road and Council land. Assist in getting young people to act responsibly and maybe introduce them back into education.	Long	Low	L9 - Deliver West Lancashire Open Space Strategy & Action Plan	Major Cost requires a Project Group to determine Capital and Revenue costs.
<b>SC1b</b>	Provide a Public Amenity area in Churchfields to include a model boating lake, drained football pitch, wooded walkways and picnic areas	<b>OWLS</b> WLDC has granted planning permission and a license to build has been agreed. Groundwork Trust has been Commissioned to support OWLS in forwarding this project.	Environmental Educational Disabled usage Industry and tourism benefits	Short	High	M3 – Deliver the Tourism Activity Plan focusing on food and environment.	£350,000 Funding applications already lodged with Big Lottery “Breathing Spaces”  LCC Climate And LCC Local Gateway funds
<b>SC1c</b>	<ul style="list-style-type: none"> <li>• Consider setting up Trim Trails eg along the proposed linear park (disused Ormskirk – Skelmersdale railway line) and in Coronation Park/Church fields.</li> </ul>	<b>WLDC</b> <b>Countryside &amp; Outdoor Recreation Manager</b> LCC	Healthier local community.	Medium	High		

<b>Housing</b>							
<b>ACTION No.</b>	<b>Proposed Actions</b>	<b>Lead Organisation Lead Officer Others involved</b>	<b>What this will achieve</b>	<b>By When? Give timescale Short (S) Medium (M) Long (L)</b>	<b>Priority High (H) Medium (M) Low (L)</b>	<b>Links to RES</b>	<b>Estimated cost / possible funding source</b>
<b>SC2</b>	<b>Landlord &amp; Student Tenancy Issues</b>						
<b>SC2a</b>	<ul style="list-style-type: none"> <li>Edge Hill University to introduce standards for landlords covering the appearance of properties and behaviour of tenants</li> </ul>	<b>Edge Hill University</b>	Improved appearance of the town. Improved quality of life for local residents	Short	High	L 7 - Influence the Local Development Framework to properly deliver further affordable housing in the rural areas	Cost unknown Edge Hill
<b>SC2b</b>	<ul style="list-style-type: none"> <li>West Lancashire District Council to take action to ensure that landlords keep their property in a good and attractive condition</li> </ul>	<b>WLDC Executive Manager Housing and Property Services</b>	Improved appearance of the town.	Short	High		WLDC Existing Resources
<b>SC2c</b>	<ul style="list-style-type: none"> <li>Ensure that students do not cause undue disturbance to local residents.</li> </ul>	<b>West Lancs Community Safety Partnership</b>	Improved quality of life for local residents	Short	High		
	<ul style="list-style-type: none"> <li>If the University is allowed to expand in Ormskirk ensure that adequate student accommodation is provided</li> <li>Improve the supply of affordable housing for local residents</li> </ul>	<b>Edge Hill University &amp; WLDC  WLDC Executive Manager Housing &amp; Property Services</b>	Reduced impact on the affordability of housing in the town.	Short  Short	High  High		Cost unknown Edge Hill  Housing Corporation and Private house builders to fund affordable housing

Health Promotion							
ACTION No.	Proposed Actions	Lead Organisation <i>Lead Officer</i> Others involved	What this will achieve	By When? Give timescale Short (S) Medium (M) Long (L)	Priority High (H) Medium (M) Low (L)	Links to RES	Estimated cost / possible funding source
SC3	<b>Promote better health through:</b>		Lower mortality rates				
SC3a	<ul style="list-style-type: none"> <li>Promoting health through supporting Sports Activities</li> <li>Promoting healthy lifestyles</li> </ul>	<b>WLDC</b> <i>Executive Manager</i> <b>Community services</b> LCC/PCT	Improved health	Short	High		Use existing resources
SC3b	<ul style="list-style-type: none"> <li>Focus on areas with higher mortality rates (males and females in Scott Ward, compared to Derby, Aughton and Knowsley Wards)</li> </ul>	<b>LSP Health &amp; Wellbeing Thematic Group</b> PCT	An action plan to reduce health inequalities and improve wellbeing. Improve longevity and quality of life.	Long	High		LSP Thematic Group/PCT
Public Safety							
SC4	<b>Address Crime Related Issues:</b>						
SC4a	<ul style="list-style-type: none"> <li>Reduce noise nuisance</li> <li>Reduce anti-social behaviour</li> </ul>	<b>West Lancs Community Safety Partnership</b>	To improve the quality of people's lives	Short	High		Existing Resources
SC4b	<ul style="list-style-type: none"> <li>Reduce alcohol related crime issues</li> </ul>	<b>West Lancs Community Safety Partnership</b>	To improve the quality of people's lives and addresses the Health agenda	Short	High		Existing Resources
SC4c	<ul style="list-style-type: none"> <li>Reduce the fear of crime</li> <li>Additional CCTV</li> </ul>	<b>West Lancs Community Safety Partnership</b>	To improve the quality of people's lives	Short	High		Existing Resources

Community Organisations							
ACTION No.	Proposed Actions	Lead Organisation <i>Lead Officer</i> Others involved	What this will achieve	By When? Give timescale Short (S) Medium (M) Long (L)	Priority High (H) Medium (M) Low (L)	Links to RES	Estimated cost / possible funding source
SC5	<b>Community Representation</b>						
SC5a	<ul style="list-style-type: none"> <li>Create an Ormskirk Community Partnership</li> <li>Create an Ormskirk Town Council</li> </ul>	CVS Local Community and WLDC	A voice for local people. More funding for community focused projects.	Short  Long	High  Low	L11 - Put into place long-term support for Parish / Town Councils, alongside steps to create an Ormskirk Town Council	£7,500 Awards for All
SC5b	<ul style="list-style-type: none"> <li>Encourage Community Involvement</li> </ul>	CVS Local Community & WLDC	More community led projects to benefit local people	Medium	Medium		Existing Resources

## Ormskirk Market Towns Initiative Draft Transport & Accessibility Action Plan

Strategic Projects							
ACTION No.	Proposed Actions	Lead Organisation <i>Lead Officer</i> Others involved	What this will achieve	By When? Give timescale Short (S) Medium (M) Long (L)	Priority High (H) Medium (M) Low (L)	Links to RES	Estimated cost / possible funding source
TA1a	Prepare an integrated transport management plan for the town	LCC <i>Head of Passenger Transport</i> West Lancs LSP	It will ensure that individual schemes form part of an overall strategy	S	H		Cost not known Use LCC staff and possibly money received from developers



							eg Section 106 money
<b>TA1b</b>	Improve information on leaflets and town centre maps and web-sites	<b>LCC</b> WLDC and transport operators	Encourage more people to visit the town and find their way to services and shops	S	M		Existing budgets
<b>Improve Bus Services</b>							
<b>TA2a</b>	Introduce quality bus routes eg Southport to Skelmersdale	<b>LCC</b> <i>Head of Passenger Transport</i>	Improved public transport between towns and to A&E service at Southport Hospital	S	H		£700,000 LCC
<b>TA2b</b>	Provide an improved bus service to Burscough Bridge	<b>Bus operator</b>	Improved access for residents of Ormskirk and Burscough to Manchester, Southport and Liverpool	S	H		Cost unknown
<b>TA2c</b>	Provide a circular shuttle bus to serve schools, hospital, workers, shoppers sheltered housing, Ormskirk & Aughton Park Stations and Edge Hill University. Buses to run in both directions. This could possibly be run as a Community Transport Scheme.	<b>West Lancs LSP</b> LCC/Transport operator/Edge Hill University	Less cars used for short journeys. Improved access to town centre for elderly people	S	H	H5 - Investigate the potential of social enterprises to develop waste cardboard recycling business(es) in rural and/or market town areas, as well as a community transport network for the whole district	Cost unknown Possible funding from Section 106 developer contributions
<b>Improve Rail Services</b>							

<b>ACTION No.</b>	<b>Proposed Actions</b>	<b>Lead Organisation Lead Officer Others involved</b>	<b>What this will achieve</b>	<b>By When? Give timescale Short (S) Medium (M) Long (L)</b>	<b>Priority High (H) Medium (M) Low (L)</b>	<b>Links to RES</b>	<b>Estimated cost / possible funding source</b>
<b>TA3a</b>	Reinstate the Burscough Curves railway link or build a new station where the lines cross	<b>Network Rail/Department for Transport</b>	A rail service from Ormskirk to Southport	L	H		Network Rail/Dept for Transport
<b>TA3b</b>	Improve frequency and reliability of rail service from Ormskirk to Preston including a Sunday Service	<b>Network Rail/Dept for Transport</b>	Increase in journeys by public transport to Preston	M	H		Network Rail/Dept for Transport
<b>TA3c</b>	Electrification of Ormskirk Preston line and introduction of a through service form Liverpool to Preston	<b>Network Rail Dept for Transport &amp; Merseytravel</b>	Improved rail service to Preston and increase in journeys by public transport	L	H		Network Rail/Dept for Transport
<b>TA3d</b>	Put more carriages on the Liverpool line at peak times and provide more room for people with disabilities.	<b>Mersey Rail</b>	Increased use of the train	S	H		Dept for Transport /Merseyrail
<b>Improve Facilities for Cyclists &amp; Pedestrians</b>							
<b>TA4a</b>	Implement strategies to encourage more walking and cycling. Include cycle training for the over fifties. NB similar scheme operated by Sefton Council.	<b>West Lancashire Cycling Group LCC Traffic &amp; Safety - Network Policy WLDC/ PCT</b>	Reduction of car journeys, improved health and less pollution	M	H		Cost unknown LCC Cycling budget and Possible funding from Section 106 developer contributions
<b>TA4b</b>	Improve access to the railway station at platform level across the gap in the rail track or provide a footbridge over the line alongside Derby Street.	<b>LCC Head of Passenger Transport Network Rail/Highways Agency</b>	Easier access to the railway station	S	M		No resources available at present
<b>TA4c</b>	Increase cycle access to the pedestrianised town centre	<b>LCC Traffic &amp; Safety - Network Policy WLDC</b>	More people using cycles to travel to shops, school and work.	S	L		Cost unknown LCC Cycling budget and Possible funding from Section 106 developer contributions

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<b>TA4d</b>	Improve cycle parking at Ormskirk, Town Green and Aughton Park Stations	<b>LCC Traffic &amp; Safety - Network Policy</b> WLDC/Mersey Rail	Increased use of rail service	S	M		
<b>TA4e</b>	Provide better signposting of pedestrian/cycle routes where road signs take people on a longer route eg where there is a one way system	<b>LCC Traffic &amp; Safety - Network Policy</b>	More people able to find services quickly thus encouraging them to walk and cycle	S	L		LCC street signage budget
<b>TA4f</b>	Ensure that footways are on one side of rural roads to prevent the need to cross the road	<b>LCC Traffic &amp; Safety - Network Policy</b>	Improved road safety and fewer accidents.	L	L		LCC/Highways Agency
<b>TA4g</b>	Create more cycle paths e.g. to Ormskirk School from Burscough Road and from Ruff Lane with links to the hospital and university.	<b>LCC Traffic &amp; Safety - Network Policy</b> WLDC	More people using cycles to travel to shops, school and work.	S	M		Cost unknown LCC Cycling budget and Possible funding from Section 106 developer contributions
<b>TA4h</b>	Show destinations of public rights of way and distances on signposts when they are replaced.	<b>LCC Planning - Public Rights of Way</b>	Would encourage more people to walk for pleasure/exercise.	M	M		LCC public rights of way budget
<b>TA4i</b>	Improve the link between the rail and bus stations for pedestrians and cyclists	<b>LCC Transport Policy - Public Transport Policy</b> Mersey rail	More people using the bus and rail services	S	H		£120,000 - £200,000 proposals being developed using a variety of funding sources.

<b>Improve Accessibility for People with Disabilities</b>							
<b>ACTION No.</b>	<b>Proposed Actions</b>	<b>Lead Organisation Lead Officer Others involved</b>	<b>What this will achieve</b>	<b>By When? Give timescale Short (S) Medium (M) Long (L)</b>	<b>Priority High (H) Medium (M) Low (L)</b>	<b>Links to RES</b>	<b>Estimated cost / possible funding source</b>
<b>TA5a</b>	Provide better facilities for people with disabilities eg dropped kerbs. Street furniture should be of an appropriate height and not blocking the pedestrian area. Ensure the needs of people with sensory impairment are considered.	<b>LCC Highway Consultancy - Area Manager</b>	Improved access for people with disabilities	S	H		Cost unknown LCC highways budget
<b>TA5b</b>	Provide better public transport facilities for people with disabilities eg bus design, raised platform ramps at rail stations and bus stops	Transport operators & taxi firms	Improved access for people with disabilities	M	H		???
<b>TA5c</b>	Provide taxis that will accommodate wheelchair users.	Private operator or Community Transport scheme	Improved mobility for people with disabilities	M	H		???
<b>Improve Roads &amp; Traffic Management</b>							
<b>TA6a</b>	Build the Ormskirk by-pass	<b>LCC Highway Consultancy - Roads</b>	Reduced congestion in the town centre. Speedier access to Southport Hospital.	L	M		£40 million DfT
<b>TA6b</b>	Provide emergency/variable message/car parking guidance signs	<b>LCC Highway Consultancy - Roads</b>	Reduced congestion in the town centre.	M	M		£250,000 LCC
<b>TA6c</b>	Provide traffic calming measures near the Parish Church where Park Road meets Church Street and where Church Street, Derby Street West and Southport Road meet. This should include a pedestrian crossing from the car park to the Parish Church. Consider an alternative route across the park. Improve access from Morrison's to Aughton Street for pedestrians.	<b>Highways Agency</b>	Improved road safety and ease of access for pedestrians. Improved connectivity between different parts of the town centre	S	H		Cost unknown
<b>TA6d</b>	Provide traffic calming measures in Derby Street near Methodist Church and a	<b>Highways Agency</b>	Improved road safety and ease of access for	S	H		Cost unknown

	pedestrian crossing near the entrance to the station		pedestrians				
<b>ACTION No.</b>	<b>Proposed Actions</b>	<b>Lead Organisation Lead Officer Others involved</b>	<b>What this will achieve</b>	<b>By When? Give timescale Short (S) Medium (M) Long (L)</b>	<b>Priority High (H) Medium (M) Low (L)</b>	<b>Links to RES</b>	<b>Estimated cost / possible funding source</b>
<b>TA6e</b>	Ensure enforcement of illegal parking on footpaths. eg. Green Lane on Sunday morning and outside shops in Aughton	<b>Police/WLDC</b>	Improved road safety and ease of access for pedestrians	S	M		Use existing resources
<b>TA6f</b>	Encourage all schools to prepare and implement a Green Travel Plan.	<b>LCC Traffic &amp; Safety - School Travel Plan Local Schools</b>	Healthier children, safer roads.	S	M		Use existing resources
<b>TA6g</b>	Restrict the hours of access for deliveries/pick up to premises and market stalls to the pedestrianised streets.	<b>WLDC Technical Services Manager LCC Highway Consultancy - Area Manager</b>	Improved safety of shoppers	M	H		Use existing resources
<b>TA6h</b>	Introduce weight or width restrictions on Halsall Lane and Cottage Lane	<b>LCC Highway Consultancy - Area Manager</b>	Improved road safety.	M	H		Use existing resources