



Ormskirk Market Towns Initiative Action Plans

September 2008

Prepared by the Community for the Community

Supported by the North West Development Agency

Contents

	Page
Introduction	3
Economy Action Plan	4
Environment Action Plan	8
Social & Community Action Plan	13
Transport & Accessibility Action Plan	16

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.

This document sets out Action Plans for these topic areas which have been prepared by groups of local people and have been endorsed by a Steering Group set up to oversee the whole process. This Steering Group consisted of members of the District and County Council plus representatives of the voluntary sector, education sector, service providers and the local business community.

The Initiative was 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 - 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 Rural Economy Study	Estimated cost / possible funding source
Improve the Town Centre and the Retail Offer							
EC1 Attract a wider range of quality shops in Ormskirk							
EC1a	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:	WLDC Exec Manager Planning and Development 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
EC1b	Encourage businesses aimed at young shoppers.	Town Centre Business Forum Edge Hill University Business School & Ormskirk/ Skelmersdale College	Increased spending in the town centre.	Medium	Medium		Existing budgets/ Investing in Business?
EC1c	Make better use of upper floors for retail, office, leisure, café/restaurant and residential uses.	WLDC Exec Manager Planning and Development / Exec Manager Housing & Property Services	Increased spending in the town centre.	S	High		Depends upon private investment.
EC1d	Improve or redevelop the indoor market for retail and other uses above	Private Sector	Increase attractiveness of the town centre	L	Medium		Not costed.
EC1e	Improve links from Morrison's to the town centre	WLDC					Consider as part of the Masterplan

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 Rural Economy Study	Estimated cost / possible funding source
EC2 Improve the Outdoor Market							
EC2a	Improve the stallholder offer <ol style="list-style-type: none"> 1. More colourful awnings on the stalls 2. Offering '1 month rent free' to attract new stall holders 3. Target local farmers and craft businesses to encourage more variety of stalls 4. Target someone to tap into the likely demand from students. 5. Hold a Farmers'/Local Business Market 6. Hold more Continental Markets 7. Consider a Flea Market or Arts and Craft Market 8. Appoint a Town Centre Manager to drive this forward 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. 10. Encourage diversification 	WLDC Exec Manager Planning and Development 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"> 1. S 2. S 3. M 4. M 5. M 6. S 7. S 8. M 9. S 10. S 	High	M3 – Deliver the Tourism Activity Plan focusing on food and environment.	WLDC Market Budget
EC2b	Increase publicity for the Market	WLDC Exec Manager Planning and Development	Attract more visitors and new stallholders.	S	High		WLDC Market Budget
EC3 Improve attractiveness to visitors							
EC3	Improve information & publicity		Increase Tourism footfall				
EC3a	<ul style="list-style-type: none"> • Relocate the Information Centre making access easier. Consider building an information kiosk on the plinth as part of the Master Plan for Ormskirk. 	WLDC Exec Manager Planning and Development LCC County Library Manager Lancashire & Blackpool Tourist Board	Better access to information, more publicity	M	High		£100,000 Lancashire County Council

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 Rural Economy Study	Estimated cost / possible funding source
EC3b	<ul style="list-style-type: none"> Improve the Ormskirk Town Guide (reference made to the guide for Spalding in Lincolnshire) 	WLDC Technical Services Manager Town Centre Business Forum	Better publicity	S	High		£2,000 WLDC
EC3c	<ul style="list-style-type: none"> Improve the Town Centre Notice Board 	WLDC PR & Consultation Manager	Better information for visitors. Increased use of shops and other attractions eg Chapel Gallery.	S	Medium		No cost WLDC
EC3d	<ul style="list-style-type: none"> Ormskirk to market itself better as a tourist destination/attraction and improve publicity material to attract visitors Includes regional and county publicity materials Stress the historic heritage as well as the market Link in with Liverpool Capital of Culture 2008 for publicity 	WLDC Technical Services Manager 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
EC4 Improve Coach Parking Provision							
EC4a	<ul style="list-style-type: none"> Provide adequate and accessible coach parking for Ormskirk Provide vouchers for drivers to use in the cafés 	WLDC Technical Services Manager 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
EC5 Accommodation for Visitors							
EC5a	<ul style="list-style-type: none"> Encourage the development of a hotel in Ormskirk 	WLDC Private Sector	Increased visitor numbers and increased spending in the town.	L	Medium		£500,000 - £1.5million Private sector

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 Rural Economy Study	Estimated cost / possible funding source
EC6 Festival / Events							
E6a	<ul style="list-style-type: none"> Consider food, gardening, other themes such as heritage, vintage cars, music, Medieval market events, Local Food Festival Involve the University, Colleges, restaurants, pubs 	WLDC 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)
E6b	<ul style="list-style-type: none"> Encourage more street theatre/musicians Organise more cultural & heritage activity and exhibitions 	WLDC	Increase attractiveness of the town centre	Short	High		Cost unknown
E6c	<ul style="list-style-type: none"> Employ an Events Organiser or Town Centre Manager 	WLDC	Increase attractiveness of the town centre	Long	High		£15,000 for part-time post WLDC (but no budget at present)

Ormskirk Market Towns Initiative - 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 Rural Economy Study	Estimated cost / possible funding source
EN1 Litter and Street Scene. Raise public awareness and improve cleanliness							
EN1a	<ul style="list-style-type: none"> • Raise public awareness through a series of regular week- long campaigns in the town centre. • Liaise with private businesses to improve the standard of cleanliness outside their premises. Target public houses, hot food shops and taxi offices. • Agree a programme of street cleansing with Street Scene (monitored by all). • Seek to secure more resources for street cleansing. • Increase enforcement of litter dropping penalties. 	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)
EN1b	<ul style="list-style-type: none"> • Campaigns through schools/Colleges including Edge Hill University (Note that this is already on the schools curriculum). • Involve young people in the regular campaigns (see EN1a) • Use environmental acting companies and drama students (possibly from Edge Hill) to raise awareness in schools. 	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)

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 Rural Economy Study	Estimated cost / possible funding source
EN1c	<ul style="list-style-type: none"> Form an Environmental Action Group Organise voluntary litter picking exercises Re-establish the Friends of Ruff Wood Grot spots 	West Lancashire Environmental Network WLDC Landowners	Use volunteers to make town cleaner Monitoring role of WLDC in their duties already.	Short Medium	High		Minimal cost.
EN1d	<ul style="list-style-type: none"> 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 	WLDC Individual businesses	A visual impact for the town especially on the entrance to the town	Medium	High		Cost not known at this stage.
EN1e	<ul style="list-style-type: none"> Provide more litterbins at hot spots. 	WLDC	A cleaner Ormskirk especially when combined with public awareness	Short	High		Cost not known at this stage.
EN2 Historical Buildings and features							
EN2a	<ul style="list-style-type: none"> Protect and improve the Parish Churches and their surroundings. Give priority to St Peter & St Paul's Parish Church including the wall/railings by the playing fields and along Church Fields. 	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.
EN2b	<ul style="list-style-type: none"> Ongoing attention to be given to improving the three War memorials in Ormskirk. 	Landowners	Restored War Memorials	Short	Medium		£3,000 WLDC (but no budget at present)
EN2c	<ul style="list-style-type: none"> Raise public awareness of historical buildings by better signposting (Historical Society) Prepare a web-based virtual tour of historic buildings. 	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 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 Rural Economy Study	Estimated cost / possible funding source
EN3 Protecting the landscape							
EN3a	<ul style="list-style-type: none"> ▪ Protect and manage the green belt around Ormskirk ▪ Environment Group to be involved in preparing the Local Development Framework. 	WLDC	Stops urban sprawl and keeps identity of market town	Short	High		No additional costs.
EN3b	<ul style="list-style-type: none"> • Reduce street glow / light pollution 	LCC Highway Consultancy - County Maintenance 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"> • Consider using the land between the town and the proposed by-pass as part of a community forest. 	landowners	Supporting green belt	Long	High		Cost not known. LCC, Forestry Commission Woodlands Trust
EN3d	<ul style="list-style-type: none"> • Protect, improve and maintain existing parks and playing fields. • Increase habitat creation within existing open spaces. 	WLDC Leisure & cultural Services Manager 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"> • Prepare a Management Plan for Ruff Wood to ensure the long-term sustainability of the woodland. Consider using Myerscough College & Friends of Ruff Wood to assist. 	WLDC Leisure & cultural Services Manager Friends of Ruff Wood Myerscough College	Keeps an open space, talk to schools about a tree planting exercise	Short	Medium		Sponsor a tree campaign

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 Rural Economy Study	Estimated cost / possible funding source
EN4 Countryside Access							
EN4a	<ul style="list-style-type: none"> Encourage farmers to participate in agri-environmental schemes (i.e. countryside access walking routes) 	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
EN4b	<ul style="list-style-type: none"> Raise public awareness of farmers' input into the countryside (stewardship schemes etc) Promote this within walks / leaflets 	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
EN4c	<ul style="list-style-type: none"> Improve footpath maintenance (this includes footpath between Bus and Railway Station) A Campaign by Local Footpath Groups to develop the footpaths 	LCC Highway Consultancy -County Maintenance 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
EN4d	<ul style="list-style-type: none"> Promote walks around Ormskirk Give more publicity to the existing Town Trail and the Annual Walking Festival. 	WLDC Tourism & Ranger Service, LCC <i>Transport Policy - Information & 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

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 Rural Economy Study	Estimated cost / possible funding source
Town & Country Links							
EN5 Promote links between town & country							
EN5a	<ul style="list-style-type: none"> Run a campaign to promote the sourcing of locally grown produce. Encourage local farmers to join the Farmers' Market. 	Organic Food Group 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
EN5b	<ul style="list-style-type: none"> Promote Historical links 	Historical Society, Heritage Group	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
EN5c	<ul style="list-style-type: none"> Promote a community allotment association Promote allotments - including unmanageable arable land 	WLDC Countryside & Outdoor Recreation Manager Create an Allotments Group Organic Food Group Friends of the Earth	Develop the allotments across the town	Short	High		Cost unknown
EN6	Reducing our Carbon Footprint						
EN6a	<ul style="list-style-type: none"> Develop a strategy to reduce Ormskirk's carbon footprint 	WLDC Environmental Strategy Officer CPRE West Lancs Environmental Network Soil Association	Reduced CO2 emissions and a healthier community.	Long	High		Officer time

Ormskirk Market Towns Initiative - 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 Rural Economy Study	Estimated cost / possible funding source
SC1	Support Proposals for new Leisure Facilities						
SC1a	<ul style="list-style-type: none"> • Provide a safe site for off road motorbikes <ul style="list-style-type: none"> i) Find a site ii) Set up a Project Group iii) Obtain funding iv) Construct a course & include secure storage Possible Site = Burscough Aerodrome?	Lancashire Constabulary 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.
SC1b	Provide a Public Amenity area in Churchfields to include a model boating lake, drained football pitch, wooded walkways and picnic areas	OWLS 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
SC1c	<ul style="list-style-type: none"> • Consider setting up Trim Trails eg along the proposed linear park (disused Ormskirk – Skelmersdale railway line) and in Coronation Park/Church fields. 	WLDC Countryside & Outdoor Recreation Manager LCC	Healthier local community.	Medium	High		Cost unknown

Housing							
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 Rural Economy Study	Estimated cost / possible funding source
SC2	Landlord & Student Tenancy Issues						
SC2a	<ul style="list-style-type: none"> Edge Hill University to introduce standards for landlords covering the appearance of properties and behaviour of tenants 	Edge Hill University	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
SC2b	<ul style="list-style-type: none"> West Lancashire District Council to take action to ensure that landlords keep their property in a good and attractive condition 	WLDC Executive Manager Housing and Property Services	Improved appearance of the town.	Short	High		WLDC Existing Resources
SC2c	<ul style="list-style-type: none"> Ensure that students do not cause undue disturbance to local residents. 	West Lancs Community Safety Partnership	Improved quality of life for local residents	Short	High		
	<ul style="list-style-type: none"> If the University is allowed to expand in Ormskirk ensure that adequate student accommodation is provided Improve the supply of affordable housing for local residents 	Edge Hill University & WLDC WLDC Executive Manager Housing & Property Services	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 Rural Economy Study	Estimated cost / possible funding source
SC3	Promote better health through:		Lower mortality rates				
SC3a	<ul style="list-style-type: none"> Promoting health through supporting Sports Activities Promoting healthy lifestyles 	WLDC <i>Executive Manager</i> Community services LCC/PCT	Improved health	Short	High		Use existing resources
SC3b	<ul style="list-style-type: none"> Focus on areas with higher mortality rates (males and females in Scott Ward, compared to Derby, Aughton and Knowsley Wards) 	LSP Health & Wellbeing Thematic Group 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	Address Crime Related Issues:						
SC4a	<ul style="list-style-type: none"> Reduce noise nuisance Reduce anti-social behaviour 	West Lancs Community Safety Partnership	To improve the quality of people's lives	Short	High		Existing Resources
SC4b	<ul style="list-style-type: none"> Reduce alcohol related crime issues 	West Lancs Community Safety Partnership	To improve the quality of people's lives and addresses the Health agenda	Short	High		Existing Resources
SC4c	<ul style="list-style-type: none"> Reduce the fear of crime Additional CCTV 	West Lancs Community Safety Partnership	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 Rural Economy Study	Estimated cost / possible funding source
SC5	Community Representation						
SC5a	<ul style="list-style-type: none"> Create an Ormskirk Community Partnership Create an Ormskirk Town Council 	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"> Encourage Community Involvement 	CVS Local Community & WLDC	More community led projects to benefit local people	Medium	Medium		Existing Resources

Ormskirk Market Towns Initiative - 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
TA1b	Improve information on leaflets and town centre maps and web-sites	LCC WLDC and transport operators	Encourage more people to visit the town and find their way to services and shops	S	M		Existing budgets
Improve Bus Services							
TA2a	Introduce quality bus routes eg Southport to Skelmersdale	LCC <i>Head of Passenger Transport</i>	Improved public transport between towns and to A&E service at Southport Hospital	S	H		£700,000 LCC
TA2b	Provide an improved bus service to Burscough Bridge	Bus operator	Improved access for residents of Ormskirk and Burscough to Manchester, Southport and Liverpool	S	H		Cost unknown
TA2c	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.	West Lancs LSP 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
Improve Rail Services							

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
TA3a	Reinstate the Burscough Curves railway link or build a new station where the lines cross	Network Rail/Department for Transport	A rail service from Ormskirk to Southport	L	H		Network Rail/Dept for Transport
TA3b	Improve frequency and reliability of rail service from Ormskirk to Preston including a Sunday Service	Network Rail/Dept for Transport	Increase in journeys by public transport to Preston	M	H		Network Rail/Dept for Transport
TA3c	Electrification of Ormskirk Preston line and introduction of a through service form Liverpool to Preston	Network Rail Dept for Transport & Merseytravel	Improved rail service to Preston and increase in journeys by public transport	L	H		Network Rail/Dept for Transport
TA3d	Put more carriages on the Liverpool line at peak times and provide more room for people with disabilities.	Mersey Rail	Increased use of the train	S	H		Dept for Transport /Merseyrail
Improve Facilities for Cyclists & Pedestrians							
TA4a	Implement strategies to encourage more walking and cycling. Include cycle training for the over fifties. NB similar scheme operated by Sefton Council.	West Lancashire Cycling Group LCC Traffic & Safety - Network Policy WLDC/ PCT	Reduction of car journeys, improved health and less pollution	M	H		Cost unknown LCC Cycling budget and Possible funding from Section 106 developer contributions
TA4b	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.	LCC Head of Passenger Transport Network Rail/Highways Agency	Easier access to the railway station	S	M		No resources available at present
TA4c	Increase cycle access to the pedestrianised town centre	LCC Traffic & Safety - Network Policy WLDC	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

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

Improve Accessibility for People with Disabilities							
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
TA5a	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.	LCC Highway Consultancy - Area Manager	Improved access for people with disabilities	S	H		Cost unknown LCC highways budget
TA5b	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		Cost unknown
TA5c	Provide taxis that will accommodate wheelchair users.	Private operator or Community Transport scheme	Improved mobility for people with disabilities	M	H		Cost unknown
Improve Roads & Traffic Management							
TA6a	Build the Ormskirk by-pass	LCC Highway Consultancy - Roads	Reduced congestion in the town centre. Speedier access to Southport Hospital.	L	M		£40 million DfT
TA6b	Provide emergency/variable message/car parking guidance signs	LCC Highway Consultancy - Roads	Reduced congestion in the town centre.	M	M		£250,000 LCC
TA6c	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.	Highways Agency	Improved road safety and ease of access for pedestrians. Improved connectivity between different parts of the town centre	S	H		Cost unknown
TA6d	Provide traffic calming measures in Derby Street near Methodist Church and a	Highways Agency	Improved road safety and ease of access for	S	H		Cost unknown

	pedestrian crossing near the entrance to the station		pedestrians				
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
TA6e	Ensure enforcement of illegal parking on footpaths. eg. Green Lane on Sunday morning and outside shops in Aughton	Police/WLDC	Improved road safety and ease of access for pedestrians	S	M		Use existing resources
TA6f	Encourage all schools to prepare and implement a Green Travel Plan.	LCC Traffic & Safety - School Travel Plan Local Schools	Healthier children, safer roads.	S	M		Use existing resources
TA6g	Restrict the hours of access for deliveries/pick up to premises and market stalls to the pedestrianised streets.	WLDC Technical Services Manager LCC Highway Consultancy - Area Manager	Improved safety of shoppers	M	H		Use existing resources
TA6h	Introduce weight or width restrictions on Halsall Lane and Cottage Lane	LCC Highway Consultancy - Area Manager	Improved road safety.	M	H		Use existing resources