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Ormskirk Town Centre Movement Strategy

Stage 1 Report

Lancashire County Council

December 2018

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This document has 104 pages including the cover.

Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised	Date
Rev 1.0	First Draft	MS	JB	GJ	JB	25/7/18
Rev 2.0	Final	MS	JB	GJ	JB	

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Executive Summary

Ormskirk is a popular market town, and the administrative centre for the borough of West Lancashire. The local economy is based around its retail offer, which is boosted by a twice-weekly street market which is renowned throughout the region and draws visitors to the town.

Ormskirk is well served by the road network, falling at the intersection of the A570 and A59, which link the M58 motorway to Southport, and Liverpool to Preston respectively. While the town benefits from this highway access, conflicts between local access traffic and longer distance journeys has led to increases in congestion and associated environmental issues. There is concern of the impact these issues may be having on the town. A proposal for a bypass of the town centre has been considered for a number of years by Lancashire County Council (LCC), recent more detailed analysis indicated that a large proportion of traffic on the network either has an original or destination within the town centre. On a typical day, congestion issues are therefore being dominated by local movements, rather than a high proportion of longer distance 'through' journeys. As a result of this, and the lack of funding for non-strategic highway schemes, the scheme was not included in the West Lancashire Highways and Transport Masterplan produced by LCC in 2014. This did however identify the need to develop a Town Centre Movement Strategy (TCMS) for Ormskirk, focusing on how to take the transport system forward for the betterment of the town and its needs. Atkins have been commissioned by LCC, in partnership with West Lancashire Borough Council (WLBC), to develop Stage 1 of the TCMS work.

The Stage 1 work sets out an objective-led plan which we feel would improve accessibility and connectivity. It is recognised that the town relies on good transport access to appeal to visitors, which will be crucial as it looks to sustain and grow its market town economy within West Lancashire.

The direction for the work has been informed by existing policies and plans, as well as our independent assessment of what Ormskirk needs to evolve and develop. While the TCMS will set out a view of the future for transport, it is important that this intertwines with other local policy areas such as land use planning and air quality. For the TCMS, we have defined a Vision and six Objectives which represent the core ideals which we want to promote for a better Ormskirk.

Vision

> *"The Movement Strategy will define a transport network that supports the continued growth of the local market town economy, by providing safe and convenient means of access through a range of modes, with alternatives offered which mean that private car is not perceived to be the only choice."*

Six Objectives:

1. *To lessen the impact of motorised transport, and the congestion it creates, to maintain a market-town centre which is attractive and accessible to visit, ensuring its economic sustainability*
2. *To ensure travel is, and feels, safe and secure for users of all modes*
3. *To protect and enhance the natural and built environment, including improving air quality*
4. *To improve the reliability of journeys for motorised modes by ensuring the transport network operates at its most efficient*
5. *To improve the perception and attractiveness of public transport services which serve the town throughout the day, and improve their link with surrounding villages and settlements*
6. *To increase the amount of 'active travel' for access to the town, and enhance networks for walking within the centre, improving the health and quality of life of the population*

Having defined a Vision and Objectives, we undertook a detailed review of the existing conditions, considering all modes of travel. This drew on existing datasets which could be readily accessed, as well as site observations from different times of the week. The process was supplemented by some stakeholder engagement.

The baseline review has identified that for most people, travel to and from Ormskirk relies upon using a car. Public transport connections with many neighbouring areas are limited, and frequencies are not particularly high for many of the services which do run. The most successful part of the public transport system seems to be the Merseyrail train link to Liverpool which runs every 15 minutes and appears to be popular. The bus and rail stations are connected by a walking path which should facilitate easy access and interchange between modes, but this appears relatively poor, and stakeholders had concerns about safety and personal security when using the route.

For active travel modes, such as walking and cycling, facilities are mixed. The pedestrianisation of the town centre has already had a positive impact on the environment around the retail core, but the constraints of the road layout and severance created by the A570 gyratory means that the town centre is not fully permeable and accessible. Areas with narrow pavements and uneven surfaces are a particular problem. For cycling, there is a complete lack of infrastructure within the town, and as a result there appears to be a low level of awareness and appetite for cycling. There are some cycle stands within the central areas (albeit they are of an inconsistent standard and all uncovered), as well as a cycle lockup at the rail station which offers a Bike&Go hire service managed by Merseyrail. The areas where safer cycling is possible are along paths through open greenspaces (such as Station Approach and Coronation Park) to the north-east and south-west of the town centre.

Our analysis of car use considered recent network delays, as well as how the town centre car parks are used. It appears that the availability of car parking encourages people to drive as they can be confident they will be able to find a space very close to the town centre, and without great expense. The largest car park is at the Morrisons car park and offers 3 hours free parking. This is likely to have contributed towards Ormskirk's relative resilience through the economic downturn. This use of car for local access is however the primary contributing factor to the congestion which develops on the road network, and as this worsens, the perception of the town as a convenient place to visit is damaged. Congestion also changes the 'look and feel' of the town centre as an attractive place to visit, with queuing traffic contributing to poorer air quality, particularly on Moor Street near to the bus station.

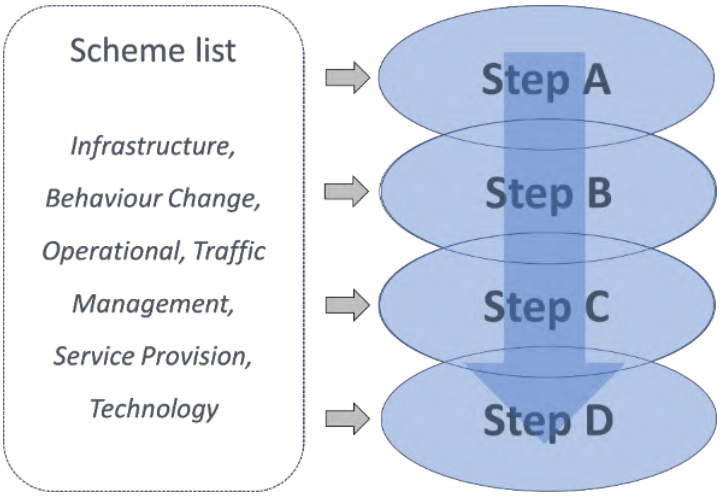
Having established an understanding of the existing conditions, we assessed each of the six Objectives in turn, to identify areas that it seems that the current transport system is not operating in the way which we feel it should. These were broadly classified as barriers, challenges and opportunities. Through this 'gap analysis' we have picked out areas where we think the local transport system can be enhanced, with a real focus on delivering the Vision and Objectives we want to realise.

A list of potential options was developed and discussed, with LCC and WLBC officers. This included a diverse range of scheme types including infrastructure schemes, behavioural change initiatives, operational changes, traffic management improvements, additional public transport services and technology solutions.

The scheme options have been brought together into a suggested Town Centre Movement Strategy (TCMS), as the conclusion to this Stage 1 of the study. The suggested TCMS is not conclusive, but depicts how we feel the transport system can be evolved from today's conditions, to

better suit the access requirements of such as market town economy, whilst retaining and enhancing the town centre's historic character.

The TCMS is presented as a four step progression, with each incrementally evolving the network from its current form, adding improvement at each stage. Each step contains a blend of schemes, focusing across different modes and scheme types. At this stage, a timeline or delivery cost for each package has not been set, but it provides a basis for future analysis, testing and modelling.



In the early stages, the package looks at 'quick-wins', aimed at making modes which offer an alternative to car travel more attractive, and beginning the journey towards improved sustainable travel access.

At its conclusion, the concept could transform the transport system, with improved public transport services offering a more viable alternative to driving, new public spaces giving more space and priority to pedestrians, and new visible and segregated cycle lanes on approach corridors to offer encourage and reassure cyclists. The suggested TCMS also re-models the road network with the westbound carriageway (currently Derby Street to the north of the town centre) downgraded, with its strategic function replaced by a new link which would enable two-way traffic to run along Park Road (to the south of the town centre) all the way through to the A59. We recognise the importance of town centre parking, but feel that the provisions could also be consolidated, and organised in way which has less of an impact on traffic circulation.

The next stage of this work will be to scope and undertake analysis, testing and modelling of the suggested TCMS, and engage further with stakeholders on the opportunities being proposed.

1. Introduction

Background to this commission

1.1. Atkins have been commissioned by Lancashire County Council (LCC) (with the support of West Lancashire Borough Council (WLBC)) to undertake a study which considers the operation of transport in and around Ormskirk Town Centre.

1.2. There was a historic proposal to construct a bypass for the town, to remove longer distance trips from the network, as a means of improving highway conditions within the town centre. Recent, detailed analysis indicated that a large proportion of traffic on the network either has an original or destination within the town centre. On a typical day, congestion issues are therefore being dominated by local movements, rather than a high proportion of longer distance 'through' journeys. As a result of this, and the lack of funding for non-strategic highway schemes, the scheme was not included in the West Lancashire Highways and Transport Masterplan produced by LCC in 2014.

1.3. This did however identify the need to develop a Town Centre Movement Strategy (TCMS), which can look in detail at the transport system in and around the town centre, and develop a plan to provide Ormskirk with improved accessibility and connectivity, enabling it to meet its economic potential and thrive as a bustling market town within the West Lancashire area.

Developing the Movement Strategy

1.4. The Ormskirk TCMS is to be developed through a structured, multi-stage process. This report is the output from Stage 1.

1.5. Stage 1 has been a baselining stage, where the existing conditions have been examined drawing on available transport data, stakeholder engagement and site observation. Local and regional policies have also been reviewed to understand the current context. This information has been used to prescribe a Vision and Objectives for the TCMS.

1.6. Drawing on the baseline, we have then identified the barriers, challenges and opportunities we believe related to meeting each of the 6 TCMS Objectives. This process has drawn on the expertise of the project team, including LCC and WLBC officers.

1.7. With this understanding, we have set out a list of potential scheme options, and brought these together into a long-term strategy – a strategic view of how to evolve and develop the town's transport network to meet the Vision and Objectives. The approach is multi-modal and considers bus, rail, walking, cycling and public realm improvements as well as changes to the highway network.

1.8. The next stages of the TCMS development will be to begin testing elements of the Strategy, using transport appraisal and analysis tools, and through further discussion with stakeholders.

Steering Group and stakeholder engagement

Steering Group

1.9. To guide the development and direction of the TCMS, a Steering Group was established comprising key officers from LCC and WLBC. This Group met regularly throughout the Stage 1 works (approximately every 4-5 weeks).

Stakeholder engagement

1.10. At an earliest stage, it was agreed that key stakeholders must be involved within the baselining process, to ensure that the existing conditions are being clearly understood and to make the process as informed as possible. Often, there are issues or concerns which cannot be recognised from data alone and so the involvement of stakeholders can be crucial to building that deeper understanding of conditions.

1.11. It was also recognised that any outputs from this TCMS process will be subject to testing with local organisations and interest groups, and so it is sensible to involve these people from an early stage to help ensure that the recommendations of any work are something which stakeholders feel they can endorse and support.

1.12. Within this Stage 1 work, we engaged with a series of stakeholders to capture views on the existing transport provisions and the problems experienced with travel and movement across the network. A list of stakeholders was compiled in conjunction with the Steering Group, and all were invited to a morning workshop held within Ormskirk Town Centre in May 2018. Following an introductory presentation, attendees were split into four groups and discussed elements of the town centre in turn

- Walking, Cycling and Public Realm
- Public Transport
- Town Centre Access – Parking and Servicing
- Roads and Traffic.

1.13. The comments raised through these discussions are included throughout Chapter 3 of this report.

1.14. The list of organisations who were invited and who attended the event is provided as Appendix A.

1.15. Stakeholders will continue to be engaged with the TCMS as it develops through its next stages.

Study area

1.16. Ormskirk is a market town located within the borough of West Lancashire, approximately 13 miles north-east of Liverpool, 18 miles south-west of Preston, and 9 miles south-east of Southport. Ormskirk is a popular town, especially renowned for its twice-weekly street markets which draw large numbers of visitors to the town.

1.17. Ormskirk is the administrative centre of West Lancashire the borough, and home to Edge Hill University which is around 1km to the south-east of the town centre. Consequently, the demographics of Ormskirk differ to other towns within the borough with a larger proportion of people aged between 18 and 24.

1.18. Ormskirk town centre is currently laid out with a pedestrianised core surrounded by the A570, a primary route which forms the most direct link between Southport and the western area of the borough of West Lancashire with the M58. Around the town centre it

currently operates primarily as a one-way gyratory with one or two lanes, frequent junctions and crossing points. A section on the south side is two way. To the west, the A59 acts as an alternative route for north-south traffic, diverting traffic from Aughton Street and Burscough Street. There is no outer-orbital alternative to the A570 for east-west travel.

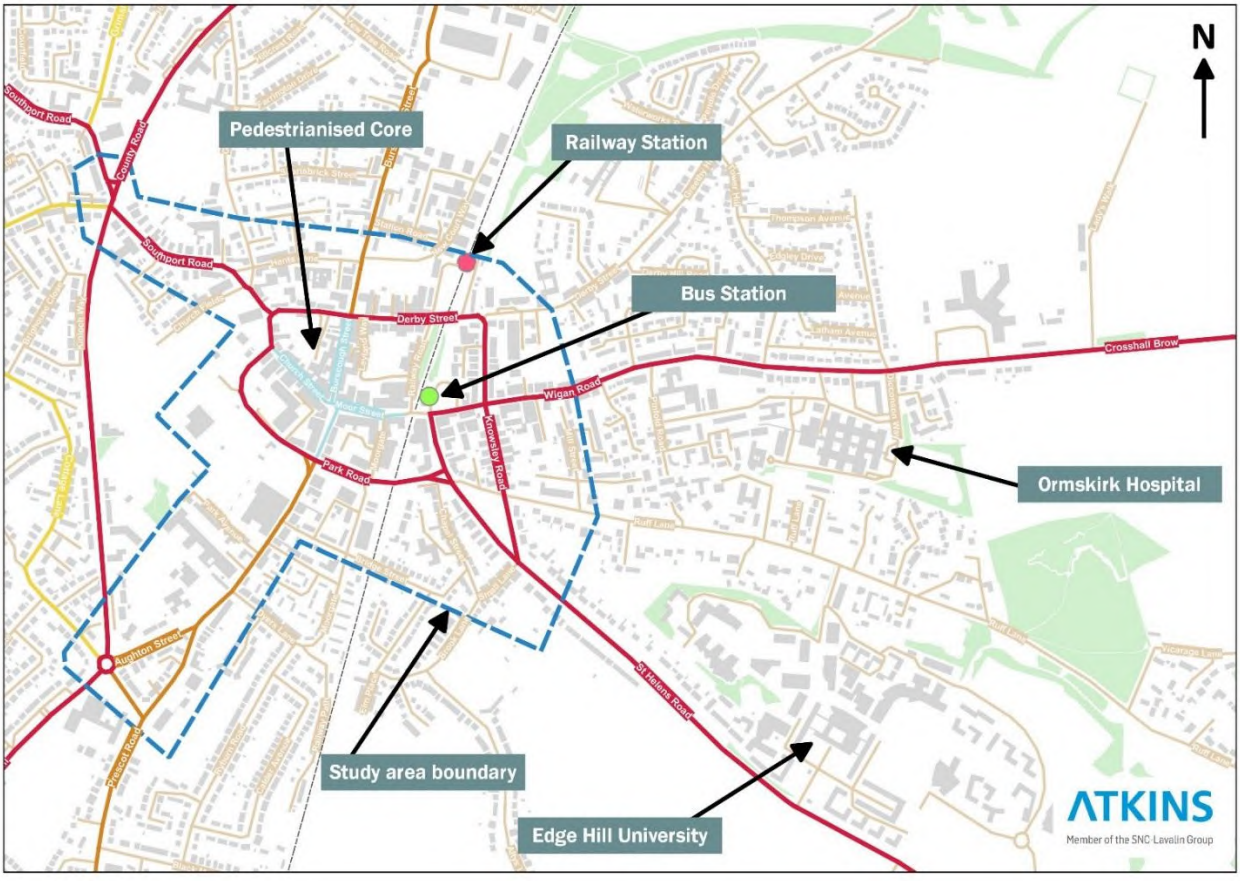
1.19. The pedestrianisation covers four streets, with the old Clock Tower – an iconic local landmark – at its centre. Ormskirk has bus and rail stations both located centrally to the town centre, with a walking and cycling link connecting the two. Coronation Park provides valuable greenspace to the south-east of the town centre.

1.20. The town centre economy is driven by its retail offer, which dominants street frontages. There is also a growing food and drink economy. As stated above, the twice-weekly markets (Thursday and Saturday) are very popular and create a significant uplift in visitors to the town.

1.21. Outside of the gyratory, but within walking distance of the town centre, Ormskirk Hospital and Edge Hill University, both create significant travel demands. WLBC are also a major local employer with offices close by on Derby Street, to the east of the gyratory.

1.22. Figure 1-1 provides an overview of the geographic area which is the focus of this study. While the TCMS focuses on transport and movement inside the marked study area, the development of the strategy has required consideration of the wider context, including dependencies and impacts which wider trip demand generators, such as the University and Hospital, can create.

Figure 1-1 - Ormskirk Town Centre Movement Strategy Study Area



2. Contextual review: policies and plans

2.1. The baselining has reviewed existing policies and plans, to understand the context within which the TCMS is being prepared. Outputs from relevant previous transport studies have also been reviewed to ensure that any previous thinking is not ignored or lost, and instead informs the development of the TCMS.

2.2. Below is a list of all the documents reviewed:

- Ormskirk Town Centre Strategy 2015-2020
- West Lancashire Highways and Transport Masterplan
- West Lancashire Local Plan
- WLBC's emerging Local Plan
- West Lancashire Green Infrastructure and Cycling Strategy
- WLBC Air Quality Action Plan 2011
- A Local Plan for Sefton (April 2017)
- Ormskirk - Evaluation of Smaller Scale Schemes (Aug 2011)
- A570-M58 to Southport Corridor Study
- West Lancashire Route Management Strategy – Stage 1 & 2
- Draft Lancashire Cycling and Walking Strategy

2.3. We have set out below the key findings of the review, with full details of the review provided as Appendix B.

Current policies and plans

Ormskirk Town Centre Strategy 2015-2020

2.4. WLBC and partners have developed this strategy to help co-ordinate the approach to delivering a successful and vibrant town centre. It is a five-year action plan to drive growth and ensure that Ormskirk can remain attractive and competitive as high streets change.

2.5. The strategy document sets out a vision which includes:

Ormskirk town centre will continue to be a vibrant place to serve the people of West Lancashire, with an improved bustling and popular street market and a wide range of shops, bars, restaurants and other leisure attractions set within a high quality attractive environment that has due regard to its history, agriculture and market.

The town will continue to be easily accessible by all forms of transport, with improved facilities for cyclists and public transport users, as well as having plenty of accessible parking at a comparatively competitive price.

2.6. Objectives for delivering the vision include:

- Secure improvements to the public realm in Ormskirk to help enhance the natural environment and appearance of the town centre and the gateways into it.
- Make it easier for people to access the town by all means of transport and for those with specific mobility issues.
- Build links with, and ensure that the town centre maximises the benefits of Edge Hill University.
- Increase footfall in the town centre through a variety of initiatives.

- Help make Ormskirk a safe place to live, work and visit.

West Lancashire Highways and Transport Masterplan

2.7. This document sets out the Highways and Transport Masterplan for West Lancashire and represents the County Council's considered position on the transport infrastructure required to support the delivery of development and growth in West Lancashire over the Local Plan period and beyond.

2.8. The vision:

Because of West Lancashire's unique character, our vision is not based on how or why people travel, as in other masterplans, but on the towns and parishes of West Lancashire and the connections between them and on out to the wider area.

***Ormskirk** becomes a vibrant market town at the heart of West Lancashire's education and tourism sectors, with a town centre that is no longer dominated by the car*

***Connected networks** make travel easy for West Lancashire's residents, businesses and visitors and reduce the impact of longer distance journeys through the borough.*

2.9. The Masterplan identifies that Ormskirk suffers from significant traffic congestion. The long-standing proposal for a bypass of Ormskirk to carry through traffic around the town is no longer being pursued following a study commission into the M58 to Southport Corridor suggested that much of the traffic in Ormskirk is not in fact through traffic.

2.10. Instead, a package of measures has been proposed to ensure the town centre congestion is reduced as far as possible and that the traffic system offers an effective route into and out of the town, key amongst the package is the development and implementation of a Movement Strategy for Ormskirk, building on the work done for the M58 to Southport Corridor Study. The TCMS will focus on measures to reduce traffic in Ormskirk, especially the town centre, and to better manage the traffic that cannot be removed; it will provide the opportunity to fundamentally review how traffic is managed.

West Lancashire Local Plan

2.11. Within West Lancashire Local Plan 2012-2027, Ormskirk is described as providing a full range of facilities and benefiting from a hospital, magistrates court, civic hall and a university. The Local Plan notes how the town is located at the centre of both the A59 and A570, and how employment is predominantly provided through town centre businesses, the council, hospital and Edge Hill University, with employment areas at Burscough Street and Southport Road. It states that many residents, however, commute to Liverpool using the high-frequency rail service from Ormskirk.

2.12. The spatial portrait of the borough acknowledges that there is a major issue regarding traffic congestion around Ormskirk Town Centre, due to the one-way system on the A570.

2.13. The spatial portrait also highlights the following important issues which relate to Ormskirk:

- Integration of student accommodation with the local community to support expansion of Edge Hill University;
- Limited infrastructure capacity and the need for solutions to enable future development;
- Local congestion hot spots; and
- Safeguarding and enhancing heritage assets, historic places and public realm.

2.14. The vision for West Lancashire in 2027 contains the following in relation to Ormskirk:

In 2027, the Historic Market Town of Ormskirk will maintain its important role as a Key Service Centre, providing a good range of retail, leisure facilities and key services for residents of the town and surrounding rural areas.

The problems of town centre traffic congestion will have been addressed and the general attractiveness of the town centre improved with increased accessibility by public transport, cyclists and pedestrians.

2.15. Policy IF2 seeks to enhance sustainable transport choice and the transport policies within the Local Plan will aim to support and enhance the Local Transport Plan 3. The transport priorities in IF2 include:

- Tackling congestion in the Key Service Centre of Ormskirk;
- Improving rail linkages across West Lancashire through the delivery of new rail infrastructure;
- West Lancashire Highways and Transport Masterplanning;
- Encouraging sustainable forms of transport; and
- Improving road safety for all road users, especially pedestrians and cyclists.

WLBC's Emerging Local Plan

2.16. WLBC has started a review of the Local Plan, to ensure that they maintain a good supply of deliverable sites for development over the coming years, which will help them to meet needs and demands flexibly and take advantage of opportunities that arise. There are several sites within the borough that offer the potential for strategic development, including in areas within the town centre and adjacent to the university. To maximise the potential of these sites, the movement strategy for the town centre needs to be defined and an approach adopted that will support sustainable future development in the local area.

2.17. The council consulted on the Issues and Options Papers and supporting evidence base between March and April 2017, the first stage in reviewing its Local Plan.

2.18. The Strategic Development Options Paper outlines the following issues relating to Ormskirk:

- The issue of student accommodation in Ormskirk needs to be adequately addressed to ensure that sufficient provision is made to accommodate student demand but in a way which minimises harm to, or conflict with, other parts of the residential community of Ormskirk.
- Public transport and highways traffic management needs improving in key areas such as easing traffic congestion in Ormskirk and generally facilitating better access via a range of transport modes across the borough.

2.19. The transport Thematic Spatial Evidence Paper summarises the baseline evidence for the Local Plan Review and identifies the following issues that relate to Ormskirk:

- There are varying levels of accessibility to services / facilities / jobs, car use is high and public transport use is lower than it could be.
- Cycling levels in the borough are lower than they could be; less than optimal infrastructure, and Ormskirk's one-way system are seen as a deterrent to cycling.
- Rail services between Ormskirk and Preston are in need of improvement, in particular in terms of timetable.
- Congestion exists in Ormskirk, in particular around the one-way system, and at certain times of year (Fresher's Week); there are 'blackspots' elsewhere.
- The removal of the proposal for the Ormskirk bypass will mean that other measures will be needed to address traffic congestion in Ormskirk.

2.20. Following the substantial completion of this Stage 1 Ormskirk TCMS report, a Preferred Options document was released by WLBC in October 2018. It is currently open to consultation until 13th December 2018. Related proposals will need to be duly considered as the Ormskirk TCMS work is taken forward for further development.

West Lancashire Green Infrastructure and Cycling Strategy

2.21. WLBC recognises the importance of Green Infrastructure (GI) and cycling in the area and has prepared this strategy to retain and enhance GI and to facilitate increased levels of cycling. The strategy sits alongside the West Lancashire Local Plan 2012-2027 and its supporting Infrastructure Delivery Plan (IDP). It updates and supersedes the 2006 West Lancashire Cycling Strategy.

2.22. The vision for the future of GI and cycling within the borough is:

The identity and distinctive landscape of West Lancashire will be valued, sustained and enhanced, enabling people to access and enjoy all that it offers whilst protecting the assets that make the landscape and environment so valuable.

WLBC Air Quality Action Plan 2011

2.23. This Air Quality Action Plan (AQAP) was developed in response to air quality objectives for Nitrogen Dioxide (NO_2) being breached in the Air Quality Management Area (AQMA) of Moor Street, Ormskirk, declared in 2010. Its purpose is to provide the means through which WLBC can deliver viable measures to improve air quality within its borough, and more specifically this plan will work towards achieving air quality objectives within the AQMA.

2.24. To gauge the effectiveness of measures implemented as a result of this AQAP, WLBC has continued with its passive monitoring campaign to measure road traffic emissions within the AQMA. The results have shown an improvement in air quality in more recent years.

A Local Plan for Sefton (April 2017)

2.25. Within Sefton's Local Plan Southport is described as having good transport links with other parts of Sefton, however it is considered less well connected to areas outside the borough. An example of this is the congestion in and around Ormskirk which means that Southport does not have a fast connection to the motorway network.

2.26. It also states that proposals for a road to bypass Ormskirk have been shelved by Lancashire County Council as the congestion is considered to be mainly local in nature and not as a result of longer distance through traffic. Sefton Council is investigating options for a major scheme to improve highway access to Southport from the east.

2.27. To improve public transport connectivity outside the borough, the reinstatement of the Burscough Curves scheme to enable easier rail access from Southport to Ormskirk and Preston has been included in the Liverpool City Region Long Term Rail Strategy. This is not an immediate priority though, and so remains a longer-term ambition.

Previous transport studies

Ormskirk - Evaluation of Smaller Scale Schemes (Aug 2011)

2.28. In 2007, Lancashire County Council commissioned the consultants Mouchel to undertake a study into the transport and traffic issues facing Ormskirk. Mouchel's work concluded that a bypass of the town should be constructed to alleviate significant congestion issues. However, due to funding and delivery constraints, it was found to be impossible to progress this scheme. During public consultation for the bypass scheme, and a separate consultation for the Market Towns Initiative, a large number of alternative proposals were put forward. In total 48 schemes were analysed by the Smaller Schemes Evaluation report, to examine their effectiveness in addressing the transport issues faced by Ormskirk. A total of 27 measures were taken forward from the appraisal process, grouped into five packages: sustainable infrastructure improvements, public transport improvements, public transport travel planning, larger scale traffic reduction schemes, and highway travel planning.

A570-M58 to Southport Corridor Study

2.29. There had been a longstanding aspiration to consider a bypass around Ormskirk to remove strategic traffic from the town centre. However, delivering this scheme would be a significant undertaking, and very costly. It was therefore determined that any detailed development work on the bypass would not be achievable within the timescale of the current Local Transport Plan (LTP). The A570-M58 to Southport Corridor Study was commissioned to investigate the problems and issues faced by the highway network in West Lancashire, with a view to determining whether any alternative or lower cost solutions may be available.

2.30. Stage one of the study identified that the problems along the A570-M58 corridor could be grouped around a number of themes: Strategic Road Network issues, signing strategy, congestion issues, environmental issues, accident history, pedestrian and cycling facilities, public transport services, and development pressures. Stage two of the study moved on to develop options and appraise potential interventions for the corridor. While the stage two report identifies that an A570 bypass for Ormskirk town centre would have a positive contribution and outcome for the study objectives, it does not fit well with the wider policy context of the Lancashire LTP, or with present funding and delivery envelopes. Consequently, the study recommended the adoption of an alternative plan to mitigate against the issues identified in stage one of the study, and deliver a broader set of improvements across a wider geographic area than the Ormskirk bypass scheme.

West Lancashire Route Management Strategy – Stage 1 & 2

2.31. A Route Management Strategy (RMS) has been prepared for the principal road network in West Lancashire, including the A570 through Ormskirk. This highlighted the challenges for strategic traffic movements through the district, including balancing the need to facilitate strategic cross-borough movements whilst not creating barriers to local movement and in the case of Ormskirk isolating the town centre from its residents.

2.32. Stage 1 identified the transport issues and problems within the study area, to form a basis for the development of potential solutions for a route management plan to accommodate traffic currently using the Primary Route Network. To quantify the transport issues, the study involved analysing congestion data and traffic counts to assess traffic flow and seasonal variation, signing of the Strategic Road Network, a review of current public transport infrastructure and services, analysis of accident data, mapping of trip generators, highlighting environmental concerns, identifying parking facilities, reviewing proposed development, and undertaking workshops to identify issues and address specific concerns.

2.33. Stage 2 work identified three intervention packages, a Junction Improvement package, a Non-Motorised User package and a Route Hierarchy package, together with a preferred option for the maintenance of the Derby Street railway bridge.

Draft Lancashire Cycling and Walking Strategy

2.34. Lancashire County Council are currently developing a new Cycling and Walking Strategy for the county, with the vision of getting more people cycling and walking for everyday and leisure journeys in Lancashire. The strategy has three targets:

1. To double the number of people cycling by 2028
2. To increase the number of people walking by 10% by 2028, with a particular focus on increasing the percentage of children aged 5-10 usually walking to school
3. To bring levels of physical inactivity in every district below the national average by 2028

2.35. The draft strategy identifies the significant role which cycling and walking should play in people's everyday lives, and seeks to encourage the uptake of active travel in Lancashire. To deliver the strategy, the three themes of place, people and promotion will underpin the efforts. Place actions will focus on developing a high-quality network

with complementary facilities. People activities will focus on supporting people to make cycling and walking the natural choice, particularly for shorter journeys. Promotional activities will be used to highlight Lancashire's cycling and walking offer and to inspire people to travel actively. In order to implement the strategy, Local Cycling and Walking Infrastructure Plans (LCWIP) will be developed for each of the five Highway and Transport Masterplan areas in Lancashire, with business cases developed to implement the measures recommended in the LCWIPs. As the strategy is currently being developed, some details may be subject to change.

3. Defining the Movement Strategy Vision and Objectives

3.1. From the study brief, it was clear that LCC and WLBC wanted an objective-led approach to developing the TCMS. It was therefore important that Stage 1 considered this in detail aspects.

3.2. Defining the Vision has drawn upon the policies and plans which are already in place (described in Chapter 2), as well as our own interpretation of what is needed to help protect and grow Ormskirk as a vibrant and thriving economic centre within West Lancashire.

3.3. Our initial review of relevant policies and plans provided a valuable direction in this exercise, albeit there were some potential contradictions identified – for example, one document highlighted the aim to be removing motorised traffic, while another stated the need for plentiful car parking for private car use as the most important feature. In addition to this review, we completed a discussion workshop with the Steering Group to debate different approaches and directions which the TCMS Vision and Objectives could set. There was a common aim within the group to set a Vision and Objectives which will encourage and boost sustainable travel, but in a way which must maintain Ormskirk's attractiveness, and must be sensitive and supporting to the economic vitality of the town. There is also a need to have consideration of the 'wider picture', both in terms of strategic connectivity to the UK's western coast, and the way in which a future transport plan for Ormskirk must harmonise with evolving future land use planning.

3.4. With the above in mind, we have defined a Vision and 6 Objectives which will guide the TCMS.

"The Movement Strategy will define a transport network that supports the continued growth of the local market town economy, by providing safe, sustainable and convenient means of access through a range of modes, with alternatives offered which mean that private car is not perceived to be the only choice."

3.5. The six objectives are outlined below, in no particular order of importance:

1. To lessen the impact of motorised transport, and the congestion it creates, to maintain a market-town centre which is attractive and accessible to visit, ensuring its economic sustainability
2. To ensure travel is, and feels, safe and secure for users of all modes
3. To protect and enhance the natural and built environment, including improving air quality
4. To improve the reliability of journeys for motorised modes by ensuring the transport network operates at its most efficient
5. To improve the perception and attractiveness of public transport services which serve the town throughout the day, and improve their link with surrounding villages and settlements
6. To increase the amount of 'active travel' for access to the town, and enhance networks for walking within the centre, improving the health and quality of life of the population

4. Existing Conditions

4.1. An understanding of how the transport system around the town currently operates has been developed through analysing available datasets, discussions with stakeholders (including LCC and WLBC officers), and site observation. Building an appreciation of the existing conditions is vital, to inform the types of actions and solutions which might be appropriate and effective later in the TCMS.

Transport networks overview

4.2. As summarised when describing the study area in the introduction, Ormskirk town centre is currently laid out with a pedestrianised core surrounded by the A570, a primary route which forms the most direct link between Southport and the western area of the borough of West Lancashire with the M58. Around the town centre it currently operates primarily as a one-way gyratory with one or two lanes, frequent junctions and crossing points. A section on the south side is two way. To the west, the A59 acts as an alternative route for north-south traffic, diverting traffic from Aughton Street and Burscough Street. There is no outer-orbital alternative to the A570 for east-west travel.

4.3. The pedestrianisation covers four streets, with the old Clock Tower – an iconic local landmark – at its centre. Ormskirk has bus and rail stations both located centrally within the town centre, with a walking and cycling link connecting the two. Coronation Park provides valuable greenspace to the south-east of the town centre.

4.4. The following sections provide detail on how the transport system operates presently for different modes of travel.

Public transport

4.5. Public transport is offered through both rail and bus services. Details on each of these networks is provided in this sub-section, as well a description of the link between the two station sites. Taxi services are also discussed in this sub-section.

Rail

Rail services

4.6. Ormskirk has a single rail station which is served by two rail lines which connect the town to Liverpool and Preston respectively. Ormskirk is the terminus station for both lines, with no through-services. There is a single platform on the eastern side of the railway which is used by all services.

4.7. Services to/from Liverpool are operated by Merseyrail, and run every 15 minutes throughout weekday and Saturday daytime hours (07.00 – 19.30). Outside of these hours, and on Sundays, services run every 30 minutes.

4.8. Services to/from Preston are operated by Northern, and are less frequent. The May 2018 rail timetable changes do introduce an improved level of service with trains now running hourly on a clockface timetable, Monday to Saturday. There are no services on Sundays.

Ormskirk rail station

4.9. The rail station is located to the north-east of the town centre, immediately to the north of the A570 Derby Street gyratory. It is around a 5 minute walk to the centre of the town.

4.10. The station is staffed for the duration of operational hours (05.35 – 00.27 Monday – Saturday, 08.05 – 00.27 Sundays), and also provides a ticket machine. There is ramped access to all platforms and toilets available.

4.11. There is some bus information and a local area map on display outside of the station, as well as a cycle-info wayfinding board.

A cycle wayfinding board is outside the station entrance

Information on display covering local bus services, and a map of the town centre

Covered waiting areas and refreshment facilities are available for passengers

Ormskirk rail station car parking

4.12. The station includes a car park with around 90 rail user spaces, plus 7 spaces for people with disabilities, and 6 spaces for rail staff. The car park operates as a one-way loop, with around 50 further spaces along the link road which runs back towards the station building. Additional rail user parking also appears to take place in the area north

of the rail station car park which is for use by Station Approach Park visitors. This area does not have marked parking bays and cater for approximately 60 vehicles.

4.13. When developing this Stage 1 report, site visits were undertaken on a number of days, and at various times. On each occasion, the rail station car park was observed to be well used, and certainly at capacity from 10am onwards. There were also additional vehicles observed circulating around the car park while looking for spaces, and a limited amount of turnover with few drivers leaving. It is expected that the car park demand is primarily from commuters who will use the parking between 8am-6pm.

4.14. The adjacent Station Approach Park car parking area was also fully used although as bays are not marked the space was potentially not being used to its optimal capacity.

Parking in the main Ormskirk rail station car park, facing northbound

Station Approach Park car park to the north, which also appears to be used by rail users

Parked cars alongside the circulation route in the Ormskirk rail station car park, facing southbound towards the station entrance

Station use

4.15. There was no boarding and alighting data available for individual rail services, however the Office for Rail and Road (ORR) publishes annual estimates of rail station usage. This data shows Ormskirk to be the second busiest rail station in Lancashire, alongside Preston, Lancaster and Chorley.

4.16. This data is presented in Table 1 for the most recently-published four years. The data shows estimated entries and exits, as well as interchanges between services.

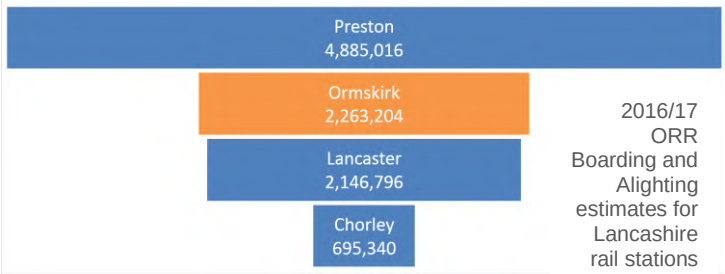


Table 1 - Ormskirk Rail Station: Estimate of Station Usage

Year	Entries and Exits	Interchanges
April 2016 – March 2017	2,263,204	53,057
April 2015 – March 2016	2,163,374	49,461
April 2014 – March 2015	2,096,328	47,637
April 2013 – March 2014	2,058,604	57,221

Source: Office for Rail and Road Estimates of Station Usage between 2016/17 and 2013/14

4.17. The data shows annual increases in rail users with journeys in 2016/17 almost 10% greater than from 2013/14. As Ormskirk is the terminus of two rail lines, it is expected that users may be interchanging between services through the station, and the data suggests this is also a rising trend of the last couple of years (albeit estimated levels last year were lower than in 2013/14).

4.18. Given the improvement to the Ormskirk-Preston service frequency introduced through the May 2018 timetable changes, it may be expected that rail use will continue to grow over the next period.

4.19. As Ormskirk is the terminus of two rail lines, it is also likely to be attracting a higher rail demand than may otherwise be created by its surrounding catchment population. People who live to the north who are travelling towards Liverpool, can drive to Ormskirk to access direct rail links which may not exist in their surrounding area. Likewise, people who live south of Ormskirk and need to travel to Preston may be drawn to driving to Ormskirk to access a direct rail service.

4.20. There was no data available to inform our understanding of where current Ormskirk rail users are travelling from, or the mode of travel they prefer to use.

Rail service catchment

4.21. To understand the size of the potential rail user service base, we have undertaken some high-level analysis of the population which lies within 1.5km and 10km of the clock tower in Ormskirk town centre, and which lies within 800m of a rail station with direct services to Ormskirk. Figure 4-1 provides a visual representation of this analysis.

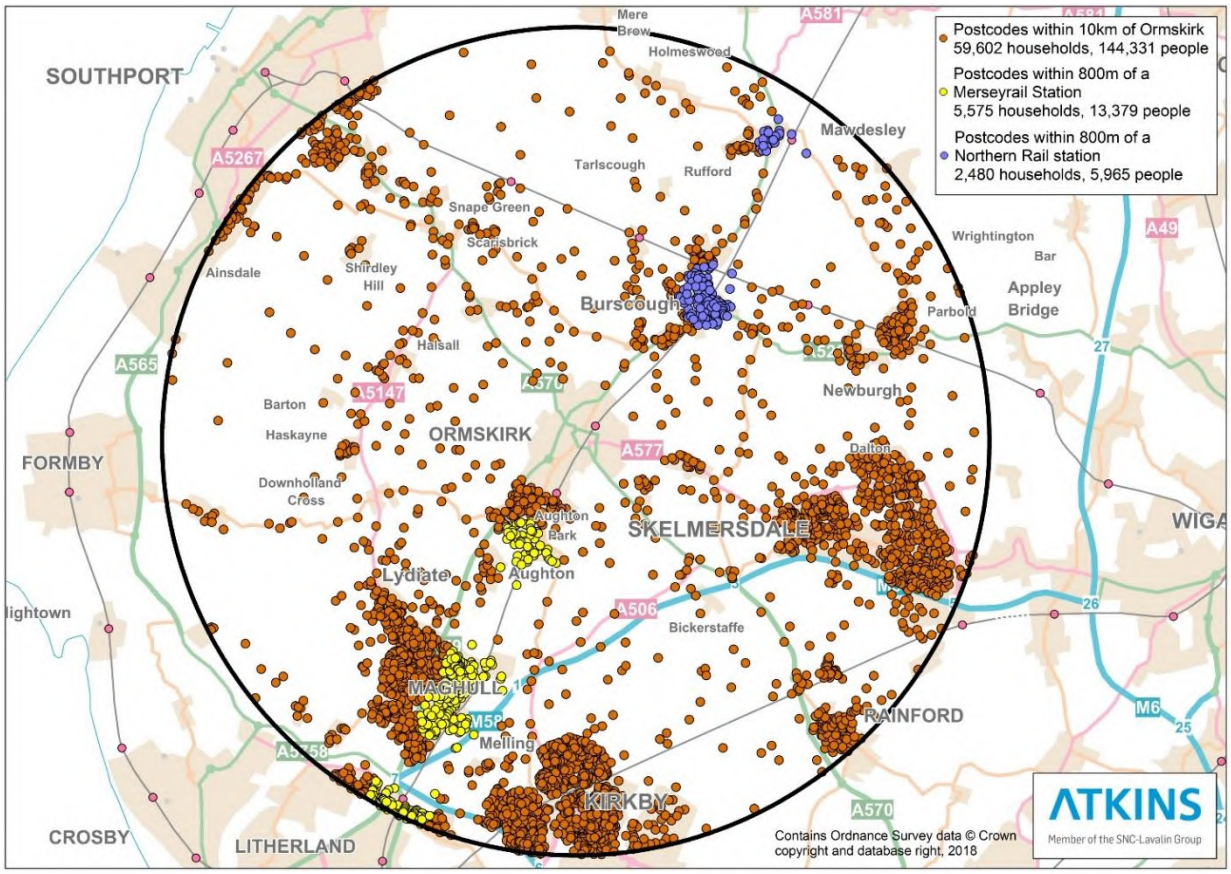
4.22. The 2011 Census estimated that 144,331 people lived within 1.5km and 10km of the clock tower in Ormskirk town centre. Of these people, 5,965 (4.13%) people live within 800m of railway stations on the Ormskirk to Preston line which is run by Northern.

4.23. To the south of Ormskirk, rail services are run by Merseyrail on the Ormskirk to Liverpool line. 13,379 people live within 800m of a railway station on this line, 9.27% of the total population catchment in the relevant area.

4.24. Population figures were derived using postcode population estimates for the greatest possible accuracy. The population lying within 1.5km of the clock tower in Ormskirk town centre was excluded from our analysis as the close proximity of these individuals to the town centre means they may be less likely to use public transport for trips to Ormskirk town centre, either now or in the future, instead utilising active travel e.g. walking or cycling. A maximum radius of 10km was selected as this was deemed to be limit of the sphere of influence of Ormskirk town centre. Beyond this distance, other

neighbouring towns have a greater influence on the outlying population due to their closer geographic proximity.

Figure 4-1 - Ormskirk Rail Catchment



Stakeholder comments

4.25. There was a view that the bicycle locker at the rail station, and the Bike&Go scheme, are both poorly used. There did not appear to be clear view if this was due to a lack of demand, the operational arrangements, cost, low public awareness, or other factors. There were suggestions it should be better marketed and integrated with the town centre.

4.26. There were comments about a lack of rail service information at the bus station, and visa versa. From our site visits, we did note the bus service information at the rail station (as well as a town centre map), which did appear to give people relevant information.

4.27. Stakeholders commented that the service offer during evenings and at weekends on the Ormskirk – Preston line is so poor, that it makes rail seem unreliable as a travel mode. There were also questions about how much this impacts the growth of Ormskirk's night-time economy.

4.28. Stakeholders felt that peak hour timetables on the Ormskirk – Preston line are insufficient, and do not provide a level of service which can be relied upon by commuters. The timings can be awkward and offer little flexibility. It should be noted that the May 2018 timetable change improves frequency to an hourly service (albeit this is not yet in full operation as a temporary timetable was imposed following poor operating performance in the initial days of the new timetable. It will commence in August 2018). Longer-term, a service pattern of more than one per hour in peak periods would be more desirable.

4.29. There was discussion about the quality of rolling stock on the Ormskirk – Preston services. The perception is that the units used on the line are noisy and uncomfortable, and this journey experience may deter potential users.

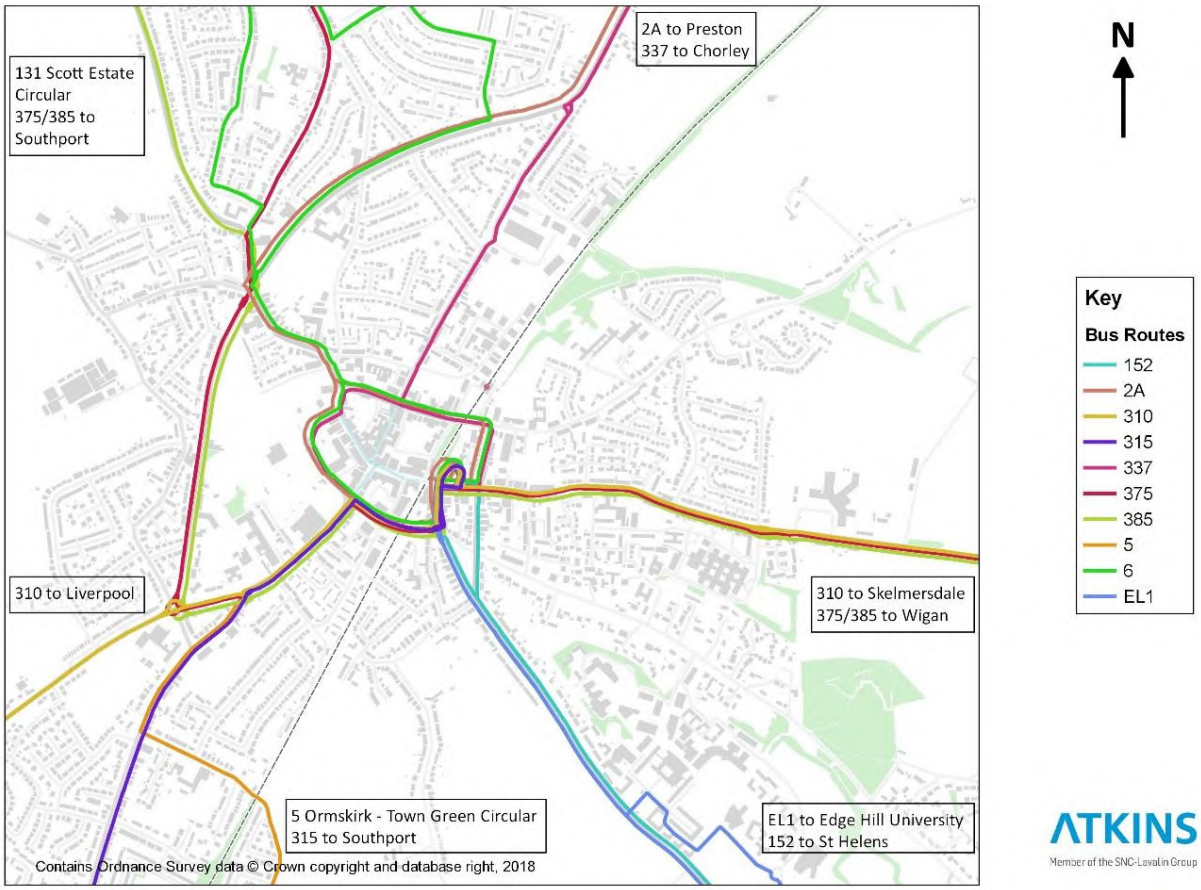
4.30. Comments that the rail station car park is at capacity, and requires expansion.

Bus

Bus service provision

4.31. Ormskirk has a well-developed bus network with services which connect to many neighbouring towns and cities in the region. Figure 4-2 shows the routeing of services within the town centre area, and the final destination of each service where it extends beyond the extent of the plan.

Figure 4-2 - Ormskirk Bus Connections



4.32. Figure 4-2 demonstrates how the bus network serves the main radial corridors as well as passing into some of the residential areas to the north of the town centre. More widely, connections run to/from other nearby centres such as Chorley, Preston, Southport, Wigan, Skelmersdale, St Helens and Liverpool.

4.33. While the bus network does offer connections to a broad range of areas, not all services run to a high frequency. Table 2 shows the frequencies of each service, highlighting this lack of provision.

Table 2 - Ormskirk Bus Services and Frequencies (Buses Per Hour)

Route	Weekday AM peak frequency	Weekday interpeak frequency	Weekday PM peak frequency	Evening (post 6pm) frequency	Weekend service
5 – Ormskirk - Town Green Circular	1	1	1	0	Saturday only
6 – Ormskirk - Scott Estate Circular	0	1	1	0	Saturday only

Route	Weekday AM peak frequency	Weekday interpeak frequency	Weekday PM peak frequency	Evening (post 6pm) frequency	Weekend service
152 – St Helens - Ormskirk via Edge Hill University	0.5	0.5	0.5	0	Saturday only
310 – Skelmersdale - Liverpool via Holborn Hill, Aughton, Maghull, Aintree, Walton	2	2	2	1 (until 7pm only)	Saturday and Sunday
315 – Ormskirk - Southport via Town Green, Shirdley Hill, Southport Hospital	0.5	0.5	0.5	0	No
337 – Chorley - Ormskirk via Eaves Green Road, Charnock Richard, Mawdesley, Parbold	0.5	0.5	0.5	0	Saturday only
375 – Wigan - Southport via Hall Green, Bescar	1	1	1	1	Saturday and Sunday
385 – Wigan - Southport via Hall Green, Pinfold	2	1	2	0	Saturday only
2A – Preston - Ormskirk via Penwortham, Hutton, Much Hoole, Rufford, Burscough	1	1	1	0	Saturday only
**EL1 – Ormskirk – Edge Hill University circular	3	3	3	3	Saturday only

*** - EL1 is run privately by Edge Hill University*

4.34. Table 2 shows how the frequency of the bus services varies. Only the 310 and 385 services run at a frequency which is higher than 1 per hour during the week. Other routes operate with a less than hourly service with services to Chorley and St Helens operating only every 2 hours.

4.35. Saturday frequencies are generally similar to the weekday interpeak with Sunday connections being much more limited. Only the 310 and 375 services operate.

4.36. The most frequent service is the EL1 which connects the town centre to the Edge Hill university campus. It is run privately by Edge Hill University, providing a simple transport link to their campus from the town centre. They offer free travel to University students, staff and Sports Club members, and apply a small charge for other users. It runs every 20 minutes between 0725 and 2125 on weekdays and between 0805 and 1745 on Saturdays (no Sunday service).

Bus station and bus stops

4.37. The focal point of Ormskirk's bus network is the Bus Station, which is located off Moor Street within the gyratory which encircles the town centre. The bus station is set out in a horseshoe arrangement, with alighting at the first bay, and boarding carried out at the other bus stands. The bus stands each have waiting shelters, and are marked on the road with different paving. There is public car parking within the centre of the Bus Station also accessible from Moor Street.

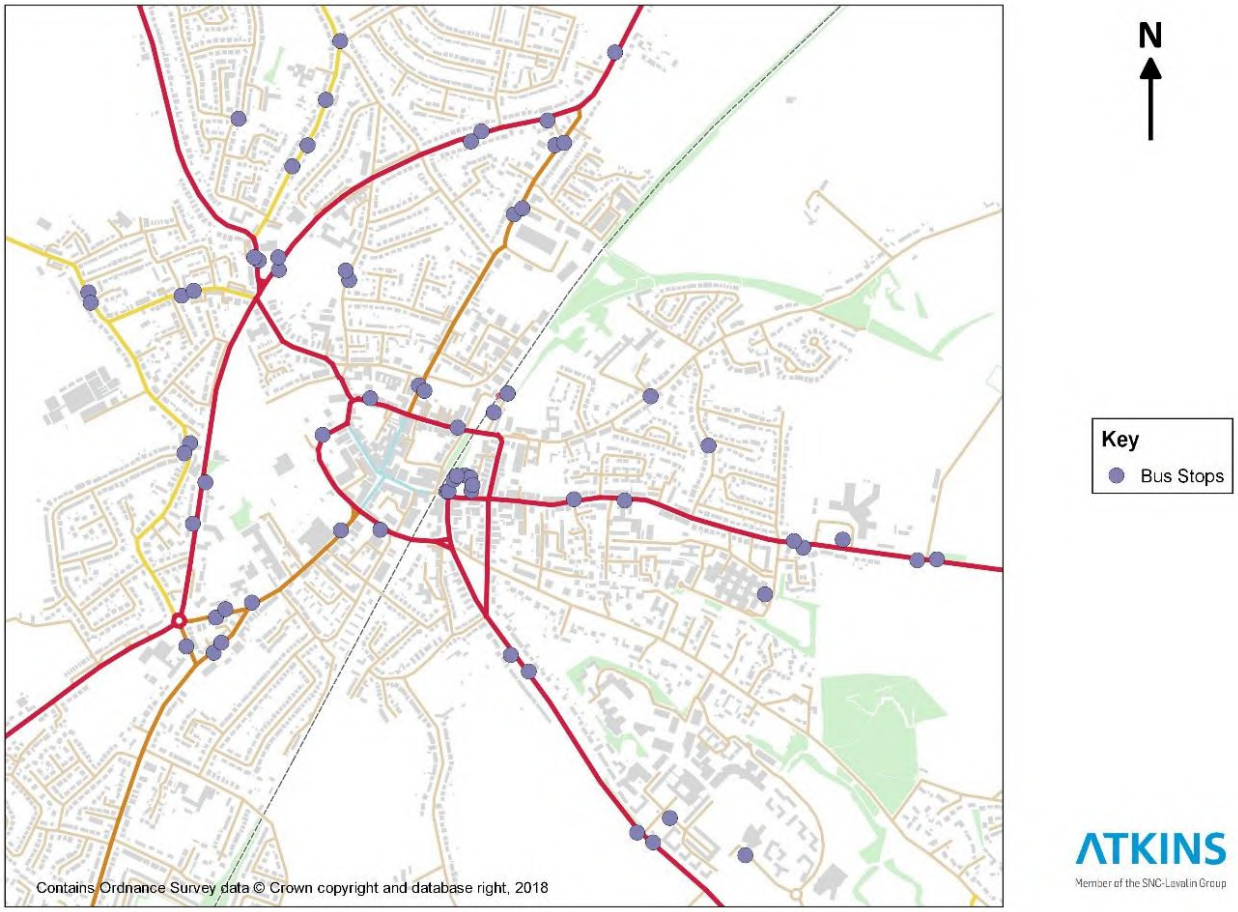
4.38. The Bus Station building is now largely closed to the public, but the public toilets remain open. The built environment and passenger environment around the Bus Station is detrimentally impacted by the poorer state of the building.

Overall view of Ormskirk Bus Station, looking towards its entrance with Moor Street

Bus station building

4.39. All Ormskirk bus services stop at the bus station, as well as the other bus stops located near the town centre, and in outlying areas. Figure 4-3 shows the location of bus stops in the Ormskirk area.

Figure 4-3 - Bus Stops in Ormskirk



Bus service catchment

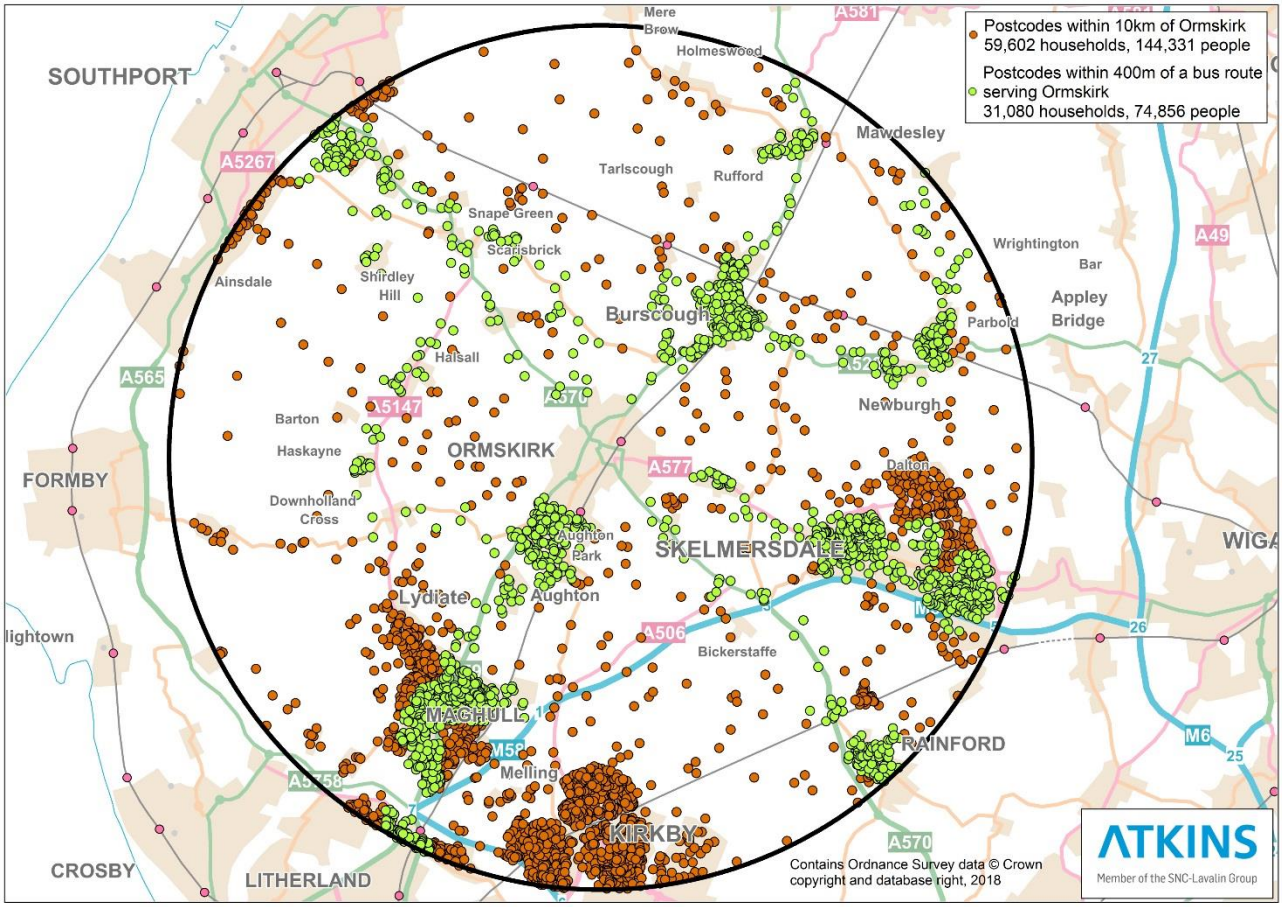
4.40. An analysis of the population catchment of Ormskirk's bus network has been undertaken, following a similar methodology to the one employed when examining the size of Ormskirk's rail network population catchment.

4.41. The analysis is based on bus routes rather than specific bus stop locations, as information on stops was not available outside of the immediate study area. We have

considered the population living between 1.5km and 10km of the town centre clock tower, and within 400m of a bus route which directly serves Ormskirk.

4.42. The 2011 Census estimated the population living within 1.5km and 10km of Ormskirk to be 144,331 people. Of these people, 74,856 (51.86%) live within 400m of a bus route which directly serves Ormskirk. Figure 4-4 shows postcode centroids which fall within the 1.5km and 10km buffer area, alongside those postcode centroids which are within 400m of a bus route which serves Ormskirk.

Figure 4-4 - Ormskirk Bus Catchment



4.43. Figure 4-4 shows most populated areas near Ormskirk have direct bus services to the town. This includes the nearby villages and towns of Skelmersdale, Burscough, Aughton, Rainhill and Maghull.

4.44. However, closer inspection of Figure 4-4 shows that not all populated areas are served by bus services to Ormskirk. The northern quadrant of Skelmersdale, for example, has no direct bus services to Ormskirk, despite the southern quadrant of the town having frequent services to Ormskirk. While the centre of Maghull is well served by bus services to Ormskirk, the southern and northern quadrants of the town, plus the nearby village of Lydiate, lack bus services to Ormskirk. Figure 4-4 also shows that the M58 causes some degree of severance to the bus network, with the town of Kirkby, which lies entirely south of the motorway, lacking any direct bus services to Ormskirk.

Stakeholder comments

4.45. Lots of discussion that the regeneration of the bus station site presents a significant opportunity for the town centre. There is potential to provide a new mixed use development which would significantly improve the 'gateway' to the town centre, as well as create an attraction which encourages people to spend more time in Ormskirk, with the bus station being a destination itself as well as a transport hub.

4.46. There is a lack of audio announcement at the bus station, which reduces accessibility for some users.

4.47. Better information on bus services, including a wider area map of routes and stops, would make the bus system easier to understand for potential users. At present, there is reluctance by some to use the bus as people are unclear where stops are located.

4.48. Some stakeholders described having a low awareness of the bus network, the range of destinations which is it possible to travel to, and the frequency of services available.

4.49. There is a wide variation in quality across the vehicles used by the various bus operators that serve Ormskirk. Some services are very good, but other use older vehicles which are less clean and less comfortable. The journey experience is considered by stakeholders to be very important to encourage people to bus services.

4.50. Comments that the service offer during evenings and at weekends is so poor, that is makes buses seem unreliable as a travel mode. There were also questions about how much this impacts the growth of Ormskirk's night-time economy, or if the increasing trade across the town's bar and restaurants could be a driver for a wider timetable to be considered by operators.

4.51. Discussion about alternative operating models to subsidised bus services. Some suggestions around Demand Responsive solutions including more intelligent taxi and dial-a-ride models. Also discussed that social, community models have been developed with success in some areas run on a not-for-profit basis.

4.52. The role of the bus station was discussed, including if there is even a need for a station facility. Some people questioned whether an alternative on-street stops setup would be as effective, releasing town centre land for regeneration. How would service layover be catered for elsewhere?

4.53. There is a need for improved cycle storage at the bus station, to support sustainable travel and interchange options.

4.54. Alongside discussion on buses, coach travel was discussed. Coaches are used to transport people to Ormskirk for day-trips on market days. Is there a need for a coach station within the town centre? How can coach parking be better-managed?

4.55. Will the bus fleet evolve to be greener, with more electric vehicles used by operators? Will the size of vehicles increase or decrease? Could operators be encouraged to use smaller vehicles which may be more sensitive to the aesthetic in Ormskirk?

4.56. Comments about the need for buses to connect more effectively to surrounding villages.

Rail and Bus Interchange

4.57. To ensure that sustainable travel is as accessible as possible for people, the ease of interchange between modes is of key importance.

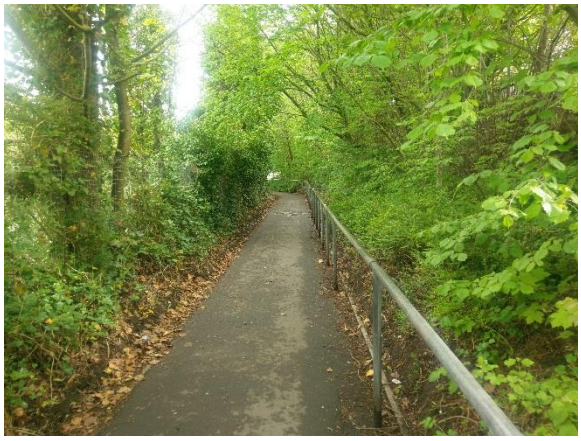
4.58. Within Ormskirk, the rail and bus stations are around 250m from each other, and are connected by an off-road path which can be used by pedestrians or cyclists. The bus station is located centrally within the town, so as well as enabling easy interchange between modes, the link is a direct route between the rail station and the town centre which is free from conflicts with vehicles.

4.59. At the moment, there is a perception that the route does not fulfil its full potential for a combination of reason - including uninviting entranceways, poor quality surfacing, lack of vegetation control, no active or passive security, and poor lighting. The following images show sections of the route.

Section of the path, close to the rail station (platform is shown behind the fence)

Entrance to the path, from the bus station

Section of the path, close to the rail station, beneath Derby Street road bridge



Central section of the path, looking towards the bus station

Stakeholder comments

4.60. Comments that the path between the rail station and bus station is unsafe, especially at night. The quality of the public realm is poor which deters potential users. It is also not an attractive gateway to the town for people arriving by public transport.

4.61. Issues with ownership means that upkeep and maintenance is not sufficiently upheld. It is understood that Network Rail own the path. It was suggested there could be opportunity for private money to help support the maintenance of the facility, including Edge Hill University who promote use of the bus station to their staff, students and visitors who travel to Ormskirk by train.

Taxi services

4.62. Ormskirk is served by a number of taxi operators who provide private hire services in the town and surrounding area. There is an on-street taxi rank adjacent to the Leyland Way car park. The bus station also operates as a taxi rank during evenings. Ormskirk Taxis have premises at a number of sites across the town, including at the rail station and opposite the bus station. A&B Cabs have an office on Moorgate, whilst other companies also operate services from other bases.

4.63. Observations made during site visits showed a strong propensity to use taxis, especially amongst the older population. People were observed being dropped off and picked up from locations alongside the retail centre. There were clusters of activity near to the larger retail stores Morrisons, Marks and Spencer, and B&M. There was no information on taxis users available to review, so it is unclear if people using these services to travel do not have access to an alternative mode (no public transport and do not own a vehicle), or if they are choosing it for the convenience.

4.64. From our site visits, it was also observed that taxis parked waiting for their next fare, impacted on the streetscape in some locations. This included indiscriminate parking in unauthorised locations, such as on double yellow lines or in car parks.

4.65. It must also be considered that the taxi companies provide significant support to Ormskirk's night time economy. Given the lack of public transport services at night, taxis are a vital element of the growing nightlife in the town centre.

Stakeholder comments

4.66. There was discussion that the local population is highly reliant on the taxi companies for evening travel. This is in part caused by the lack of any public transport alternatives.

4.67. Taxis parked when waiting for business can create local safety issues within the study area. Comments referred to the area outside the bus station on Moor Street as one example.

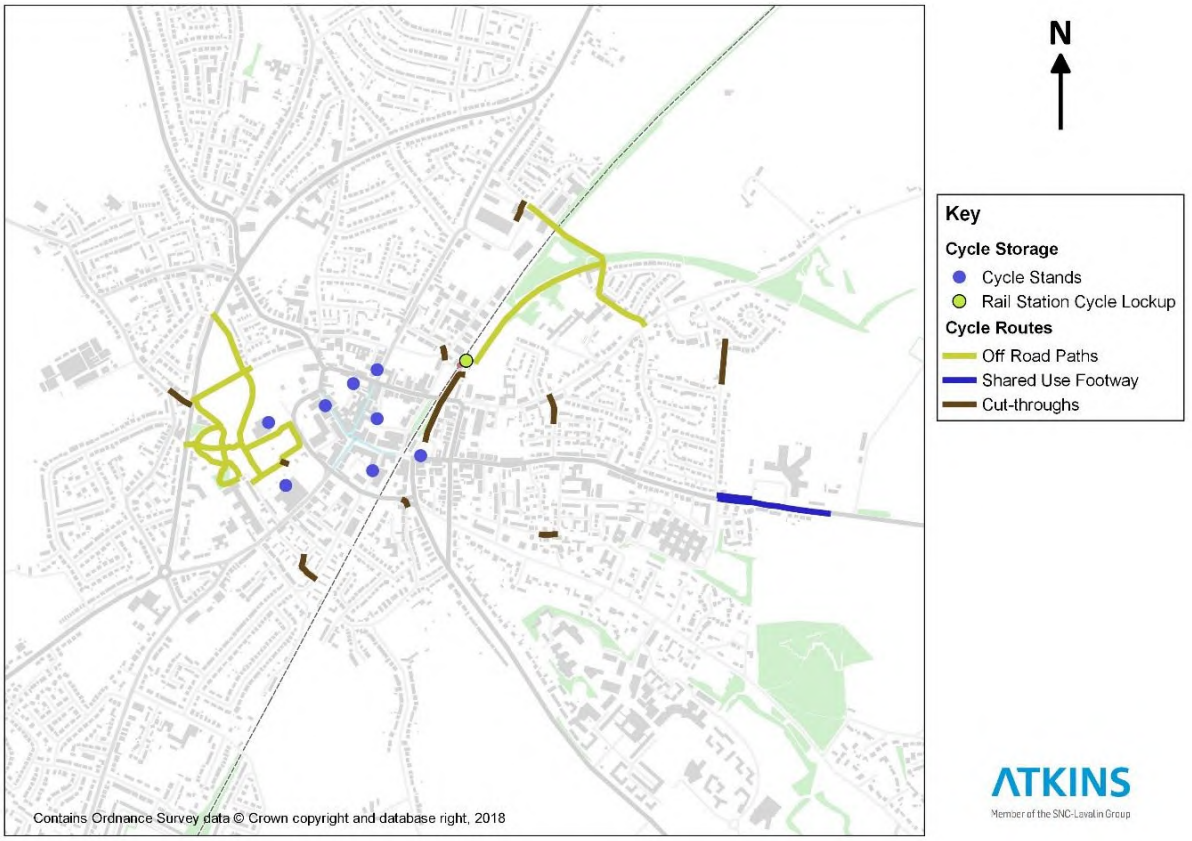
Cycling

4.68. Cycling activity in Ormskirk appears to be at a relatively low level at present and there are limited facilities to support safe cycling (such as on-road cycle lanes, shared use footways, advanced stop lines, toucan crossings etc). The facilities which are in place are shown in Figure 4-5.

4.69. Formal provisions are limited to off road paths through the greenspaces to the north-east and west of the town centre, as well as a short length of shared use footway on the A577 near to Ormskirk School. Outside of the view of Figure 4-5, there are short lengths of on-road cycle lanes and shared use footway on the A570 near to the entrance to Edge Hill University. There is also the path which connects the bus and rail station in the town centre. Generally, facilities are fragmented with limited integration to provide a cohesive network.

4.70. In addition, there are a number of links which provide routes which cut-through between streets. These provide added permeability and can therefore be useful to cyclists, even if paths are not specifically designated.

Figure 4-5 - Cycle Routes and Facilities in Ormskirk



4.71. In addition to the formal facilities, a network of advisory routes covering relatively lightly-trafficked roads are promoted online by WLBC.

4.72. The layout of the road system (in particular, the A570 gyratory), and on-street parking bays on gateway routes, means that cycling to and from the town centre is challenging. Within the town centre the Traffic Order for the pedestrianised streets does not allow cycling, creating a barrier against travel through the town centre and forcing cyclists onto the gyratory.

4.73. The study area has a good coverage of Sheffield Stands located across the town centre including within the pedestrianised core, at the leisure centre, library, Bus Station and Morrisons.

4.74. At the rail station is a free bike storage shelter lockup provided by Merseyrail. It provides a covered and secure storage facility, which is accessed with a fob (users must pre-register). Merseyrail have also linked up with Bike&Go, a hire service which offers bicycles for people to rent and use for up to 72 hours. These bicycles are stored within the shelter and can be booked for use with the process managed through the station ticket office.

Sheffield Stands within the pedestrianised core.

Secure, covered cycle storage at Ormskirk railway station, including Bike&Go.

Stakeholder comments

- Suggestion to introduce a cycle hire scheme (docked or dockless) to encourage cycling. Mentioned this could be an aspiration for West Lancashire in general. In Ormskirk there could be particular interest from promotion with students and the University.
- Comments that cycle stands should be located across the town centre, and should be clearly visible to encourage use. This also offers the benefit of more passive security. It was suggested that cycle stand locations should be included on any wayfinding information. It is noted that providing more centrally-located cycle stands would be reliant on cycling being permitted in central areas.
- There was also some suggestion that the number of stands are not currently proportionate to the number of cyclists. (assume this refers to an oversupply?)
- Discussion about the impact of the pedestrianised zone on cycling. As cycling is prohibited, this is a significant barrier to the town centre. Cyclists are instead forced to use the A570 gyratory which can be an unsafe environment for cycling. It also sends the wrong message to people about cycling and the town.
- For cycling between the town centre and Edge Hill University, it was noted that there is no supported route. Ruff Lane is less heavily-trafficked but cycling trips are impacted by frequent lengths of on-street parking. Travel on the A570 may be perceived to be more dangerous as the road is faster and busier. At the northern end of the A570 towards the town centre, the highway narrows due to on-street parking bays which makes conditions particularly constrained and dangerous for cyclists.
- Some discussion about whether the geographical size and layout of Ormskirk offers the foundation required for a place to thrive as a successful cycling town. Most residential areas are within a 10 minute walk of the town centre, with some suggesting it might be more appropriate to focus on walking interventions.
- To truly encourage cycling, facilities need to be clearly integrated into the highway design as segregated routes. It was recognised that road space reallocation is not easy to achieve and would require a policy-driven approach from LCC and WLBC.
- There was little awareness that the Councils currently promote ‘advisory’ routes for cycling. There was a feeling that this needs better consideration and promotion to be useful. It was recognised that facilities cannot be provided on all routes, and that some sections of journeys will need to be on quiet streets, which may not have a marked provision.

Walking environment and public realm

4.75. When considering the needs of the TCMS, we have taken account of the existing public realm and the experience for people walking and moving around the town centre.

4.76. Like many towns, Ormskirk has a wide variance in the quality and design of its public realm. The core of the town centre has been pedestrianised. This Traffic Order restricts the movement of vehicles within these streets to only between 0700-1000 and 1600-1900 on all days of the week. Outside of this time no motorised vehicles, or cyclists, are allowed within this area. Through the site visits and the stakeholder discussions, it is apparent that these restrictions are not well respected and the prohibition could be better enforced.

4.77. The central focus of the town centre public realm is the iconic clock tower, which is located at the meeting point of the four pedestrianised streets, and dates back to 1876. The Parish Church, which dates from the 12th century, is another unique landmark which frames the character of the town.

4.78. The streets which emanate from this central area are the town's main shopping streets. The quality of public realm varies but is generally good. Moor Street has the best quality environment with wide open areas for people to circulate, trees and benches, and renewed paving. Burscough Street is narrowest and has the most uneven surfacing but has retained its character with the public realm adding to an intimate charm. The following images present a snapshot of the public realm in the town centre.

Moor Street

Aughton Street

Burscough Street

Church Street

Seating on Church Street

Clock tower

4.79. Along the other streets inside the gyratory, there are many sections of double yellow lines, but on occasion, blue badge holders were observed parked in these areas which impacted on quality and feel of the streetscape. Generally, pavements are narrow and may present difficulties for people with mobility problems, or travelling with a pushchair.

4.80. Footway width is an issue in many areas, particularly on tight sections around the A570 gyratory. Specific pinch points have been identified both by stakeholders and through our own work developing the baseline review for this study. Locations which suffer from narrow footways include the northern side of the town centre gyratory (Derby Street bridge crossing the rail line), and to the west alongside the Parish Church. This is not uncommon for historic market towns; however, these conditions do negatively impact on the attractiveness of environments for pedestrians.

4.81. Outside of the study area, there are neighbourhoods which are more appealing spaces for pedestrians, such as along Ruff Lane. Atkins' impression is that the streetscape along Ruff Lane means it could be a more pleasant route for people walking between the town centre and Edge Hill University (rather than along the A570), depending on the origin of travel and the end point for journeys within the campus site.

4.82. The quality and availability of pedestrian crossing facilities in the study area varies. Within the town centre, conditions are generally appealing for pedestrians which has been helped by the pedestrianisation. However, there are some locations, such as the Moor Street / Railway Road junction which have no formal facilities, despite being the primary walking link between the town centre and the bus station.

4.83. Crossings on the A570 gyratory are provided at regular intervals around the southern section, but are less common in other areas. Access from the north-western quadrant (A570 Southport Road) appears particularly challenging, with the crossing outside Ormskirk Library providing the only controlled facilities throughout the northern side of the gyratory. By contrast, the southern quadrant of the gyratory has frequent pedestrian crossing facilities which meet desire lines between the town centre, and the car parks which are located on the fringes. Whilst vital for pedestrians, it is recognised that these crossings contribute to highway congestion within this section, especially during periods when pedestrian activity is highest.

4.84. In undertaking the baselining, we considered some of the key walking desire lines, including access to the transport interchanges. For bus station access, the lack of a crossing at the Moor Street / Railway Road turning was identified, as well as the lack of provisions at the Moor Street / A577 Wigan Road junction. For walking to the rail station, there are narrow footways along Railway Road and on the A570 Derby Street, as well as no crossing on Derby Street bridge to serve the desire line.

A570 Derby Street bridge

A570 Southport Road (looking south towards Church Street)

Railway Road, looking towards A570 Derby Street

Ruff Lane

Stakeholder comments

- There were comments that the public realm design must be inclusive, and promote full accessible for all. This includes consideration for people with impaired mobility, as well as people with sight loss and hearing loss.
- Wayfinding should be more commonplace around the town centre, and should fit a standardised design template. At the moment there is a range of different designs and standards without consistency. It will also be important that signage is appropriate – there should not be a desire to add to street clutter unnecessarily. Generally, the size of Ormskirk means it should be possible to provide clear and legible information without an overload of new signage.
- There is an abundance of unrequired street furniture which adds to clutter and detracts from the pedestrian environment. Street furniture can restrict the ability for local groups to run events in the town centre, and design should engage with groups and consider these needs as a part of a design process.
- Some businesses restrict pavement width outside their properties with seating, or signage. This can detract from the pedestrian environment and reduce accessibility. A suggestion that incentives for businesses to make shop fronts more attractive could be effective (such as reduced business rates).
- There were comments about poor urban realm and walking environments at specific locations within the study area. Locations discussed included Aughton Street, Moorgate and sections of the A570 gyratory with narrow footways.
- There were numerous comments about vehicles driving within the pedestrianised zone during the restricted hours. The Traffic Order restricts vehicle movements to before 10am and after 4pm, but there were comments

that this is not well enforced at present, and drivers contravene this every day. This was validated by observations undertaken by the Atkins study team. There was a suggestion that bollards or gates may need to be installed to ensure compliance. This is understood to have been discussed amongst LCC/WLBC previously.

- There were some comments that the town centre is generally perceived as a safe place to be, and that personal security is not a significant concern when walking around the town centre.
- It was recognised that any severance which the A570 gyratory creates must be balanced with maintaining a flow of traffic. Severance issues did not appear to be a major concern, with crossings provided at suitable locations to assist safe crossing. The crossing between Morrisons and Aughton Street is the highest desire line, with lots of people parking in Morrisons to access the town centre. There are some areas however where facilities aren't provided and conditions to cross are more difficult, such as near to the Parish Church precinct.
- It was commented that the road layout on Derby Street bridge is poor for pedestrians, and should be improved to upgrade the walking link to the rail station. Footways are narrow and there is no crossing facility. As there are two lanes of traffic approaching, as well two lanes of traffic exiting Railway Road, gaps in traffic to cross safely can be limited.

Highway performance

4.85. The key characteristics of the highway network are set out earlier in this report. To identify how well the road network operates for traffic, average journey times have been assessed using data sourced from Trafficmaster which derives vehicle speeds using information from Global Positioning Systems (GPS) fitted into a fleet of over 130,00 vehicles.

4.86. The data covers the average conditions on Thursdays across a 12 month period (Jan-Dec 2016). Data for Thursdays was chosen as it is the busiest weekday, due to combination of commuter travel and the Ormskirk town centre markets.

4.87. Analysis considered conditions across three time periods during the day:

• A morning peak	(0700-0900)	Figure 4-6 and Figure 4-7
• An inter-peak	(1100-1300)	Figure 4-8 and Figure 4-9
• An evening peak	(1600-1800)	Figure 4-10 and Figure 4-11

4.88. The data is presented both as the average vehicle speed, and as a ratio between the average vehicle speed and free flow conditions, for which the average speed experienced overnight is taken. It is typical for daytime speeds to be slower than free flow conditions due to congestion, although for some links on the network data indicates slower travel times at night compared to time periods during the day. These examples are free-running links (such as exits from signalised junctions), where conditions are likely to be near identical at all times of the day. There is no meaningful conclusions to be drawn where the data suggests faster average speeds in the daytime periods, compared to overnight.

4.89. The results for each are presented across the next pages with commentary after the final plan.

Figure 4-6 - Morning Peak: Average Speed

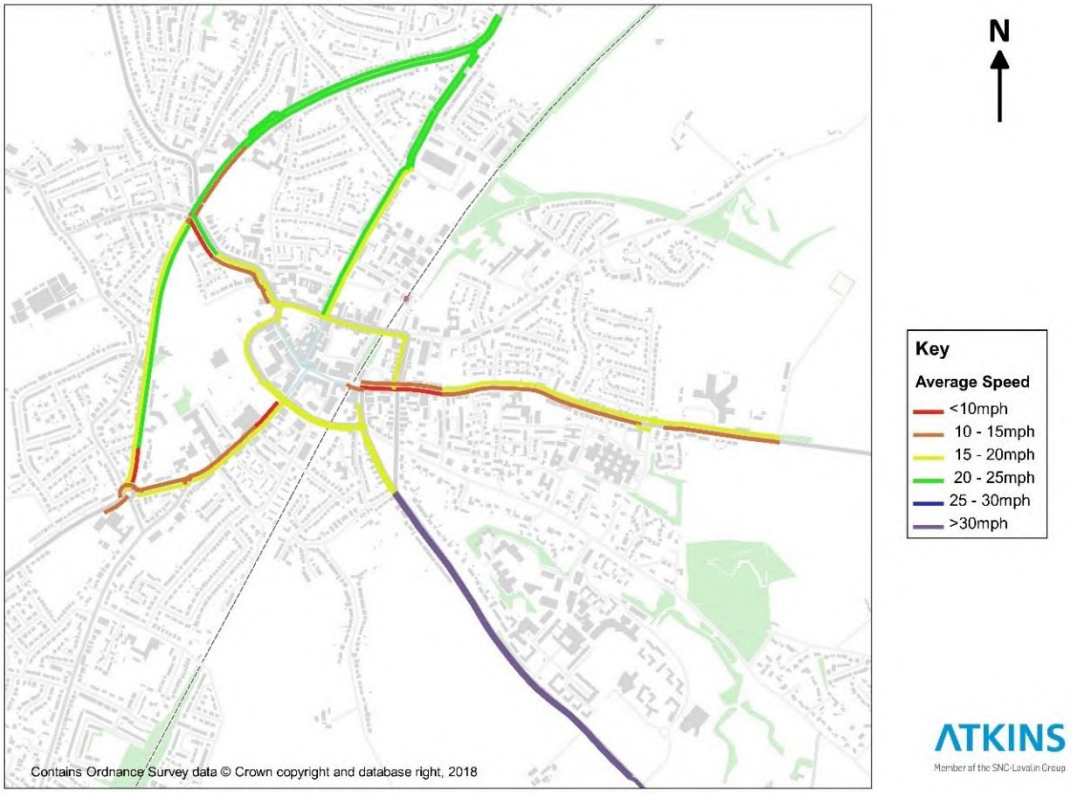


Figure 4-7 - Morning Peak: Average Speed to Free Flow Speed Ratio

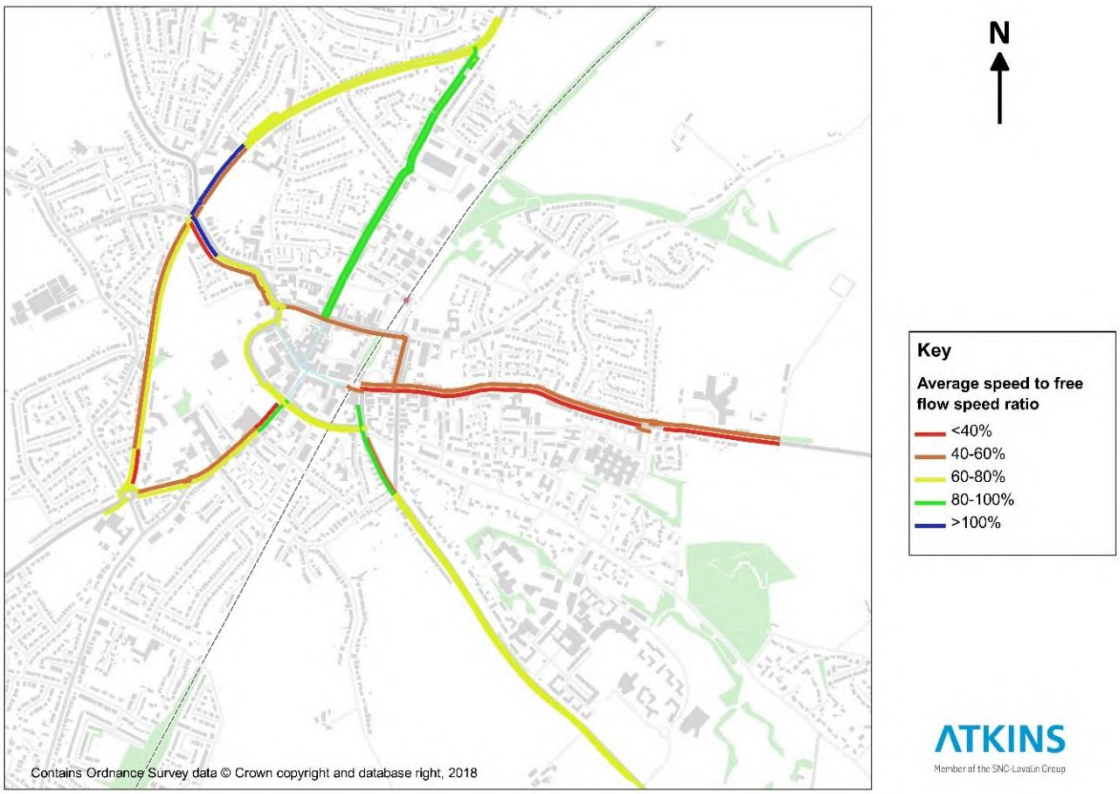


Figure 4-8 - Inter-peak: Average Speed

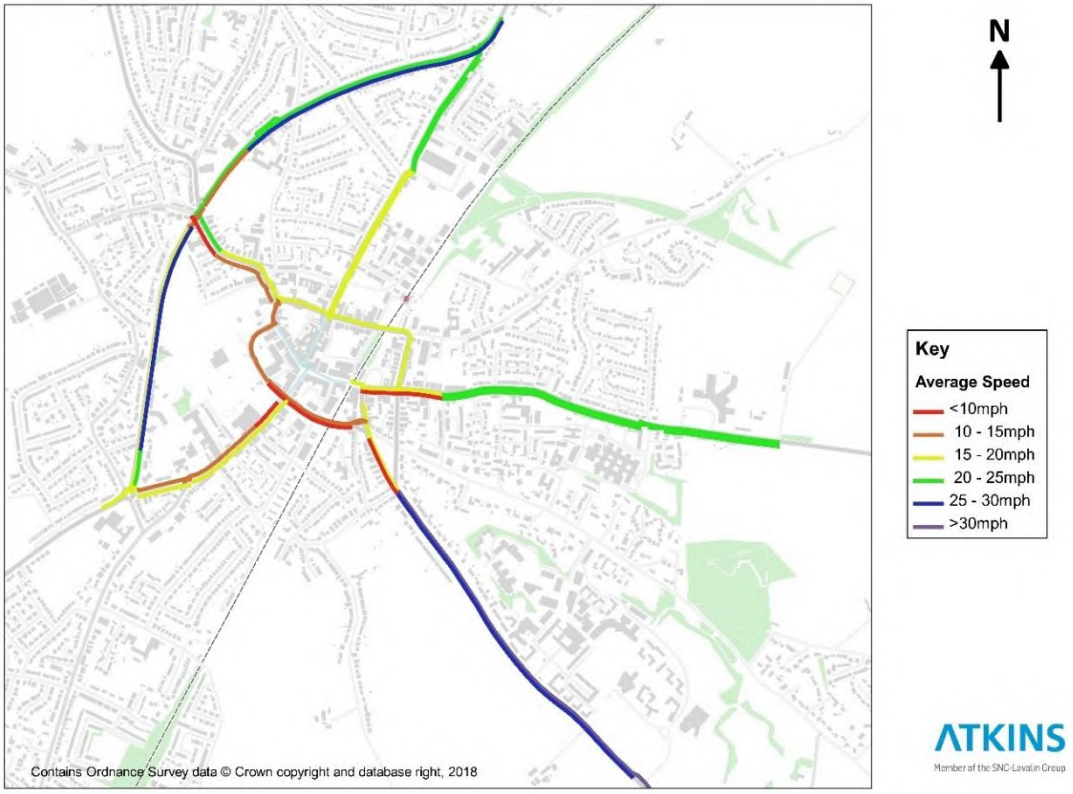


Figure 4-9 - Inter-peak: Average Speed to Free Flow Speed Ratio

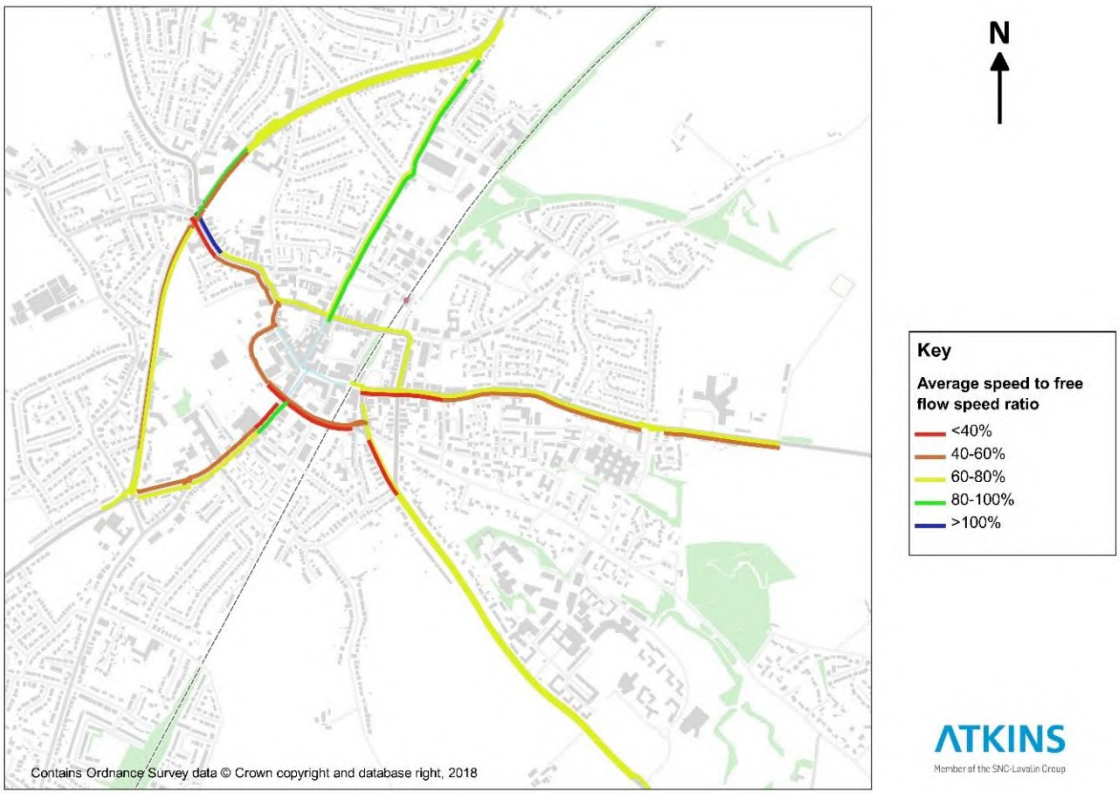


Figure 4-10 - Evening Peak: Average Speed

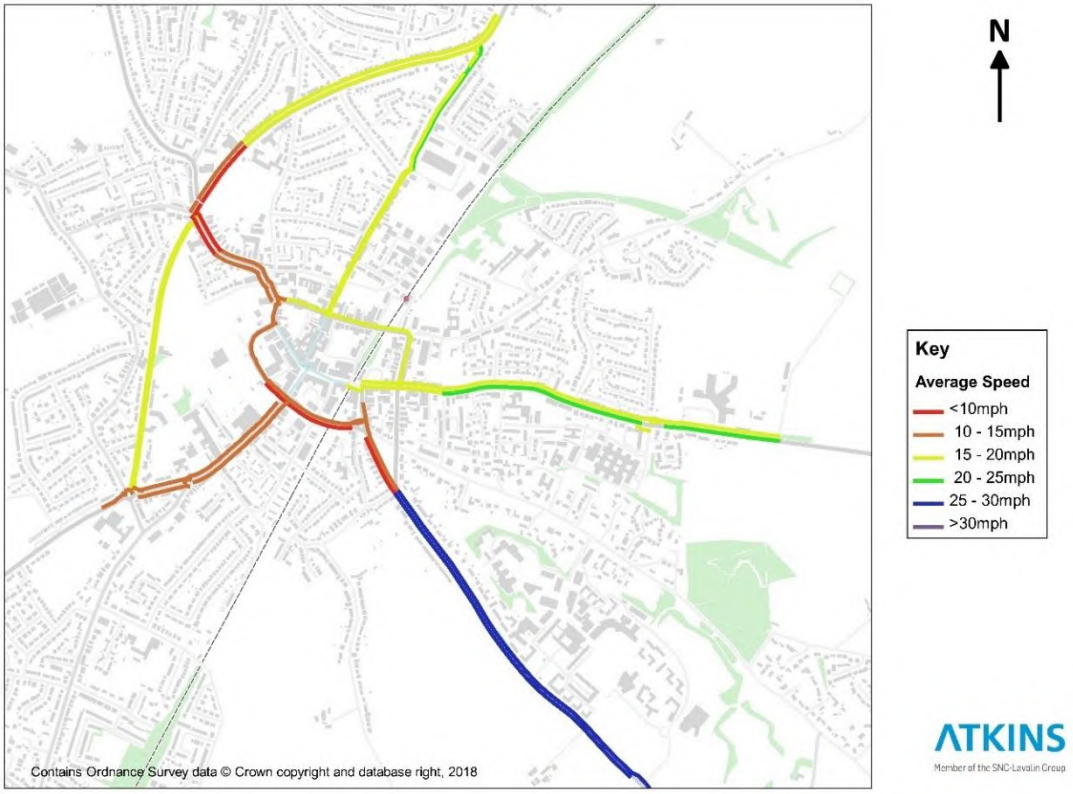
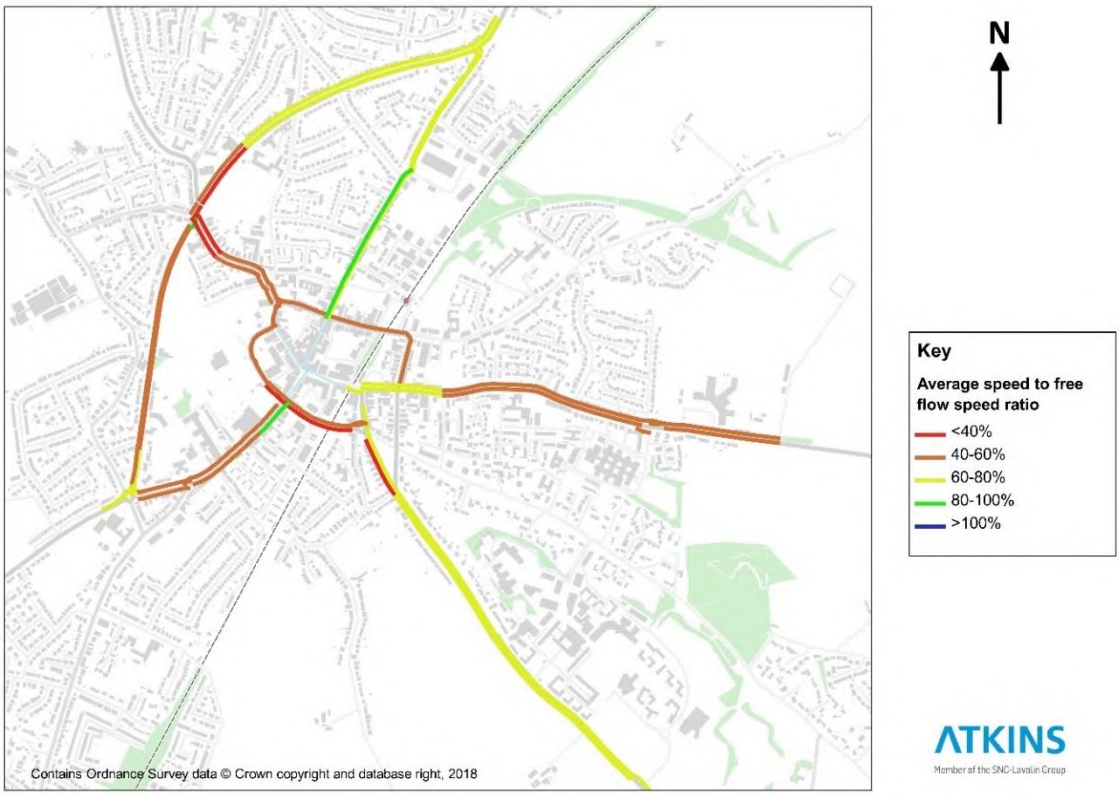


Figure 4-11 - Evening Peak: Average Speed to Free Flow Speed Ratio



Morning peak period

4.90. Average speeds are slowest on the A577 approach to the town centre, on the westbound approach to the 5-ways junction, and on the northbound approach to town along Aughton Street. Slow moving traffic on the A577 extends back past the Hospital and appears to be the most severe problem. Travel speeds on the A570 approach to the town centre are above 30mph as far as Knowsley Road where the on-street parking begins. There are also some slower moving sections on the A59 approaches to the 5-ways junctions.

4.91. The speed ratio map (Figure 4-7) demonstrates where speeds are slower than overnight (assumed free-flow) conditions and therefore are assumed to be affected by traffic volumes rather than road geometry or delays at traffic signals. The figure shows that slow speeds on the A577, in both directions, are affected by traffic volumes, as are conditions around the north and eastern sections of the A570 gyratory. Traffic speeds on the southern and western sections of the gyratory are less influenced by traffic volumes. Traffic speeds on Aughton Street, and on all approaches to the 5-ways junction are also shown to be affected by traffic volumes and not just the delays at the signal controlled junctions. While there is some reduction in speed on the A570 from the south, in both directions, on the approach to the town centre speeds appear to be unaffected by traffic volumes. The same is true of Burscough Street from the A59 junction to A570 Derby Street.

Inter-peak period

4.92. The most notable aspect of the inter-peak speed map is the slow speeds on the A570 gyratory around the southern and western sides of the town centre, significantly slower than during the morning peak period. Slow moving traffic extends across the network back from the 5-ways junction, including extending down to the A570 St Helens Road westbound approach to town. Conditions along Aughton Street are similar to the morning peak hour, as are those on the north and eastern sections of the A570 gyratory. Traffic conditions on the A577 are improved over those shown during the morning peak period.

4.93. Speed ratio data demonstrates that inter-peak average speeds are notably slower than overnight conditions, reflecting delays due to traffic volumes. While an improvement over conditions during the morning peak, average speeds westbound on the A577 is recorded between 40-60% of the overnight speed and is less than 40% to the west of Mill Street approaching the town centre. The slower speeds around the A570 gyratory, in particular on the southern and western sections, are all representative of congestion with speeds which are less than half as fast as overnight travel. Traffic speeds on the A570 approach from the south, from Knowsley Road to Park Road are 40% less than overnight.

Evening peak period

4.94. The evening peak hour average speeds are generally slower than during the morning peak period and similar to those for the inter-peak period. During the evening peak, the slowest sections of travel are again around the western and southern sides of the gyratory. Traffic speeds are also slow along Southport Road in both directions, between the 5 ways junction and the gyratory and on both directions of Aughton Street, and between the A59 County Road junction and the gyratory. Conditions on the A570 St Helens Road from the south are similar to those during the inter-peak period.

4.95. Speed ratio data shows that evening peak conditions are the worst of the day. Speeds are much slower than free-flow conditions on most links, including throughout the A570 gyratory, on Aughton Street, and on the A577. The A59 to the west of the town also experiences slower speeds than observed in other time periods.

Stakeholder comments

- Congestions issues were discussed with stakeholders across the network. Locations perceived as especially suffering from the effects of congestion are as follows:
  - A570 St Helens Road / A570 Park Rd / Ruff Lane

  - A570 Park Road / Aughton Street
  - A570 Southport Road/ A570 Derby Street – including the pinch-point near the Parish Church precinct
  - A570 Southport Road / A59 County Road (5-Ways Junction)
- It was felt that more could be done through highway design to create 'gateways' to the town centre which alert drivers that they are entering a historic market town environment. This could encourage driving behaviours more appropriate to the setting, including slower speeds and more awareness.
- It was recognised that any severance which the A570 gyratory creates has to be balanced with maintaining a flow of traffic. It was discussed that traffic signals have to balance vehicle and pedestrian requirements within each cycle. The free car parking at Morrisons car park has a double impact on the road network – vehicles driving towards the car park add to congestion, then take up cycle time as pedestrians crossing the road to get into town.
- It was discussed that highway conditions within the study area are notably worse during September (when students are arriving to the town with their families), and on weekends/bank holidays (when there is an increase in longer-distance journeys to/from Sefton coastal destinations).
- There was some discussion about the proposed works for the Derby Street bridge, and how the network may operate as a single traffic lane over the bridge.
- There was a perception that traffic signals across the town centre network could work more efficiently, perhaps with better technology which can adjust green times to react dynamically to conditions and queue lengths as they develop.
- The importance of the emergency services was discussed – it will be critical to get their input into any proposals to change traffic distributions, as well as proposals to change public realm or introduce traffic calming measures through traffic engineering.
- Servicing and deliveries have an impact on traffic circulation. As many of Ormskirk's streets are narrow this can have a most severe impact as vehicles waiting at the kerbside can obstruct the free movement of passing traffic. Issues along Derby Street was one example mentioned by stakeholders.
- There were various comments related to HGV traffic in the town centre. The temporary HGV restriction in place on Derby Street is perceived to have had a positive impact on the town centre as vehicles have been diverted to an alternative route for eastbound movement. It was noted by some stakeholders that this is not well enough enforced as vehicles are still observed using the bridge, albeit it was discussed that without visibility of vehicle loadings it can be difficult and costly to identify instances of non-compliance. Some stakeholders felt that a permanent HGV ban for the A570 was the best solution, albeit it was noted and discussed that as a strategically important A-road, this may be difficult to introduce.
- On-street parking on the A570 St Helens Road, to the south-east of the town centre, was felt by some stakeholders to restrict traffic flow, and contribute to longer queuing and the inefficient operation of the A570 St Helens Road / Park Road junction.
- Comments that abuse of yellow box markings at junctions around the A570 gyratory lead to inefficient operation of the junctions for some movements, and more widely, the network to lock up. Specific reference included the A570 St Helens Road / Ruff Lane junction. There also comments that the two right turn lanes from St Helens Road into the A570 Park Road can cause problems with lane disciple which creates a safely concern.
- The need for traffic signal control at the St Helens Road / Moor Street / Bus Station entrance junction was questioned and it was suggested that a simpler form of junction might work better given that the main movement is St Helens Road to Moor Street, with very little traffic going ahead on Moor Street. Bus

station access will need be consider in the context of future plans to regenerate the site.

- There was a suggestion that the road network may be simpler to understand if it operated as a true gyratory, rather than having two-way operation across the southern section.

Car parking

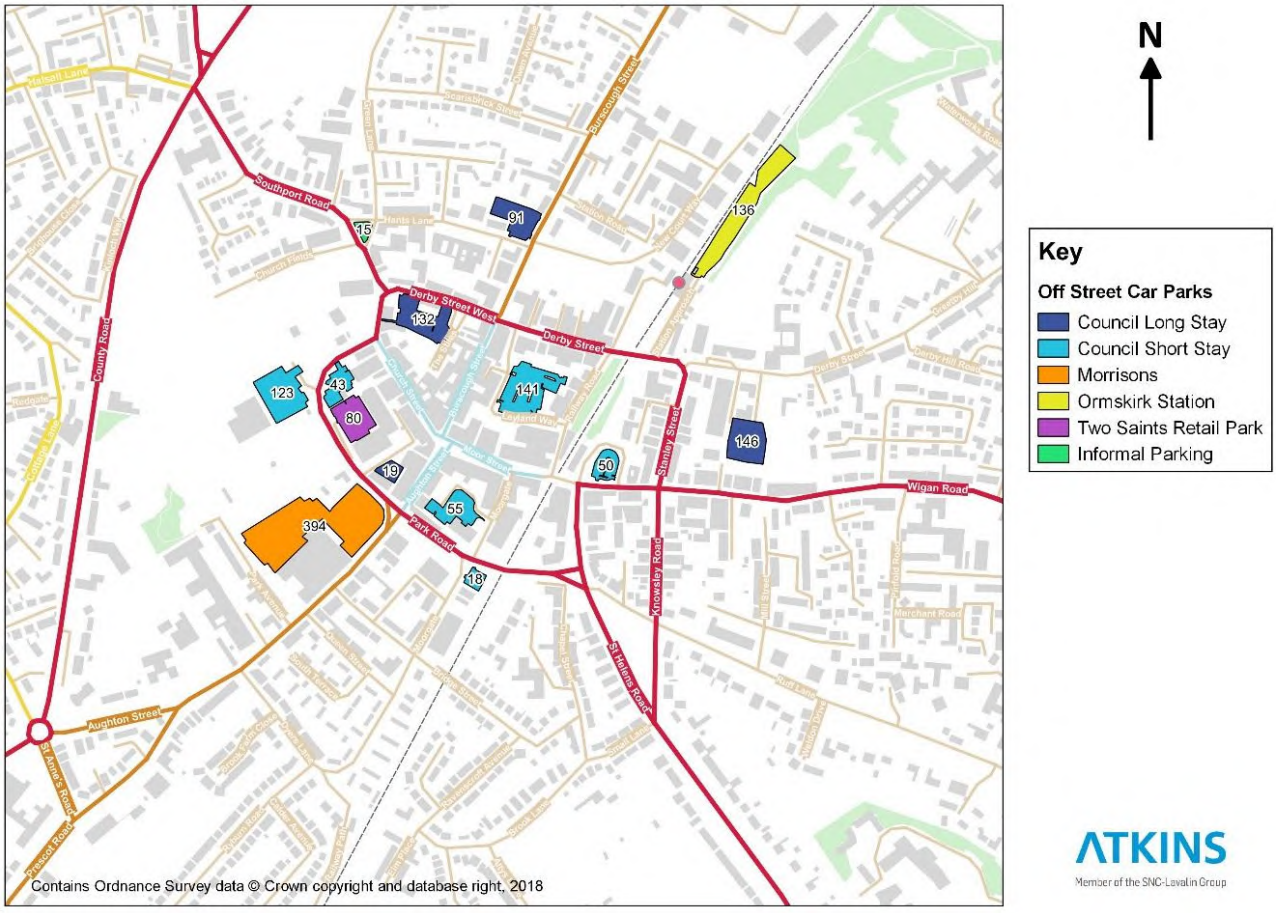
4.96. Like many towns of its size, car is the dominant mode of travel for town centre access. Therefore, the availability and location of car parking is important to sustaining the appeal and viability of the town centre.

4.97. Parking is predominantly provided through off-street car parks, although there are a number of streets where a one hour limited waiting restriction provides a short stay options.

Off-street car parking

4.98. Figure 4-12 presents the location of off-street car parks, with the number of spaces provided at each site added as an annotation.

Figure 4-12 - Car Parks in Ormskirk Town Centre



4.99. The plan shows there is a wide range of car parking offered, both within and adjacent to the A570 gyratory which encircles the town centre. West Lancashire Borough Council operate most car parks although there are a couple of privately-owned sites which are attached to retail units. The rail station car park is owned by Merseyrail and for the use of rail passengers.

4.100. The largest car park in the town is provided with the Morrisons store. Morrisons offer free parking for up to 3 hours, with no requirement to be a customer. This is the only free car park in the town centre, making is attractive to visitors. There is a controlled

pedestrian crossing on the A570 which makes it safe for people to cross between the car park and the town centre core.

4.101. The other private site is run by Two Saints Retail Park, and offers one hour of free parking with charges for longer stays.

4.102. The Council facilities total around 930 spaces. Sites are designated for either short stay (up to 4 hours) or long stay parking (all day) and charges apply between 0830 and 1730 Monday-Saturday. Whilst there is some variance in tariffs between sites, charges across all sites are generally £1 for up to 3 hours and £2 for up to 4 hours. In the long stay car parks, a 9 hour stay costs £3 (reduced to £2 in Hants Lane). The Derby Street car park also runs a promotion on Saturdays, offering free parking for up to 4 hours.

4.103. Data on car park use, ticketing information, or profiling of the users of the car parks, was not available for analysis for this Stage 1 study. Observations were made during site visits to get an appreciation of the utilisation of the car parks. Generally, it appears that car parks are well used but do offer some space capacity during most days of the week. The Pool Park site appears to have a relatively lower demand. Whilst being the natural choice for leisure centre users, it Is less convenient for the town centre than other sites.

4.104. On market days (Thursday and Saturday) there is a notable increase in demand and many of the sites were observed at full capacity, and with additional vehicles circulating looking for a space.

Two Saints Retail Park car park

Park Pool car park

The Stiles car park

Morrisons car park

On-street car parking

4.105. Where provided, on-street parking is almost all provided as one hour limited waiting restrictions (with no return in 3 or 4 hours), and most operate between 8am and 6pm Monday to Saturday.

4.106. There are also disabled parking places for blue badge holders, and 3 permit holder schemes (detailed in following sub-section of this chapter). In some areas, permit holder spaces are combined with a one hour limited waiting restriction.

4.107. The area also contains a number of lengths of limited waiting (single yellow lines) which largely apply at the same hours as the limited waiting places. No waiting at any time restrictions (double yellow lines) are provided wherever kerbside parking is not safe, and most restrictions in the town centre do not prohibit loading meaning vehicles can wait when servicing, or vehicles can park with a blue badge displayed.

4.108. There is no on-street pay and display parking in or around Ormskirk at present.

Parking permit schemes

4.109. There are three parking permit schemes in operation around Ormskirk town centre, in residential areas which surround the A570 gyratory. Zone A operates across streets to the south of the town centre, Zone B operates to the north and Zone C operates across Mill Street to the east. Zones B and C contain bays which are shared with limited waiting restrictions. Permits cost £25 each with each household eligible for 2 permits (one household and one visitor).

4.110. The schemes help to protect residents from visitor parking (town centre visitors, overspill rail users, and Edge Hill University overspill visitors), as well as deter residents in houses of multiple occupancy with no off street parking from each owning a vehicle.

Edge Hill University

4.111. The Edge Hill University Campus has parking for around 2,100 vehicles with spaces restricted to permit holders. Conditions restrict who is eligible for a permit, based on travel distance from the Campus, and available bus and rail connections. Discussion with the University indicates they have around 4,500 permit holders (across staff and students). Whilst not all permit holders will travel to the Campus on each day, there is regularly an excess in demand. The University do open up an overspill provision on the eastern side of their Campus to cater for this excess. However, there are restrictions in place from LCC and WLBC which limits how many days each year this can be used. In the longer-term, conditions imposed by LCC and WLBC mean the University are not permitted to permanently increase the amount of parking they offer.

Stakeholder comments

- Different stakeholders presented opposing views about parking, and its role in supporting the town centre. There was prolonged discussion about how best to balance reducing traffic flow whilst maintaining good accessibility.
- One perspective is that removing parking from the town centre could make it less attractive as a place to visit, and people may choose to withdraw their business, or take it elsewhere rather than Ormskirk. Given the economic climate this is considered to be highly sensitive. There were similar concerns about suggestions of raising the cost of parking to make it less attractive.
- By contrast, other stakeholders were keen to see parking made less attractive (either through reducing the number of spaces or charging more), as a means of making private car less attractive. It is currently too easy to choose to drive. Using this approach to suppress car demand, could reduce the number of vehicles and therefore improve the flow of traffic and change the feel of the town centre environment.
- It was suggested that April 2018 changes to car parking tariffs (which have meant 3 hours parking is now offered for £1) has helped local businesses as people are now able to stop in the town centre longer for the same cost as the previous charges. Some stakeholders suggested that there was no need for

any parking charges, and that free parking (at least in some sites) would encourage more visitors to the town and add vitality to the local economy. Chorley was mentioned as an example where this has been implemented. It is clear that Morrisons car park is attractive to some visitors at present because it offers free car parking.

- There was some discussion about the location of car parking, and whether encouraging so much parking within the A570 gyratory is detrimental to the environment left within the town centre area. Other stakeholders were vocal that the central location of car parking is crucial to the success of the town centre, as people would not be willing to walk even a short distance to access the shops, and changing that could damage the town's economy.
- It was generally considered that signage of car parks could be better. Some people asked if 'intelligent' signage could be provided which shows drivers which car parks are available, as this could reduce unnecessary mileage by motorists driving around between sites searching for a space.
- There was discussion about the amount of parking provided at Edge Hill University, and how any overspill impacts on the town centre. There was a general perception that the University includes a large car park, and therefore must contribute significantly to pressures across the town's road network. They also have more demand than spaces, which adds parking demand to the town centre. Some people were asking about the cost of parking at the University, and if this is suitably managed. It was also discussed that the University site is significantly less busy during Saturdays, and that car parking at the Campus could offer an option as a town centre park & ride facility (using the EL bus).
- Through all discussions it was acknowledged that access for blue badge holders is important and must be retained at a central, and convenient location. At present, it is understood that blue badge holders must pay for parking in the off-street car parks. As a result, some drivers can choose to park for free on double yellow lines near the town centre, rather than using disabled parking places within the car parks. This impacts on the streetscape, and can make cycling feel less safe.

Road safety

4.112. Safety is a core pillar of any transport system, and will be a crucial element to understand for the TCMS. It is the ambition of all Councils that the frequency and severity of accidents is minimised as much and as quickly as possible, with the safety of people being of paramount importance.

4.113. For the baselining work, we have analysed STATS19 Personal Injury Accident (PIA) data covering a period of 60 months between February 2013 and January 2018. The dataset covers road accident reported to the Police where there was at least one casualty experiencing a slight injury.

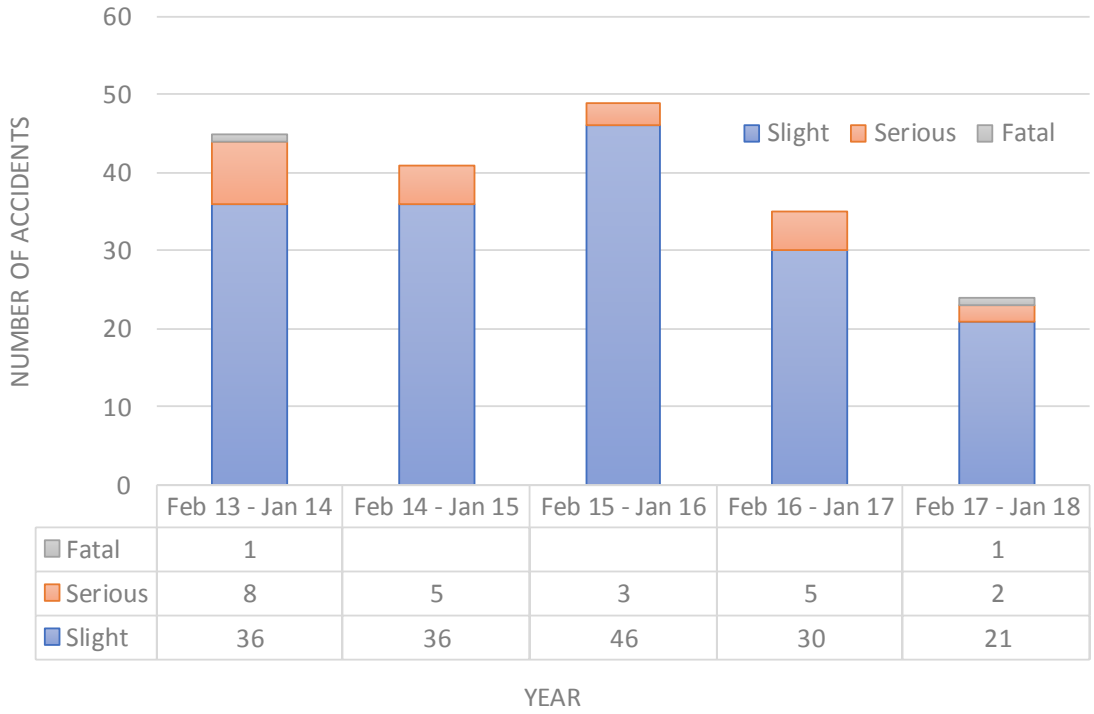
All PIAs

4.114. Figure 4-13 provides a breakdown of the number of collisions per year by severity.

4.115. The graph demonstrates there has been an improvement in safety across the last five years, particularly during the most recent 12 months covered by the data. On average, there have been 39 PIAs per annum, however there were only 24 across the year to January 2018.

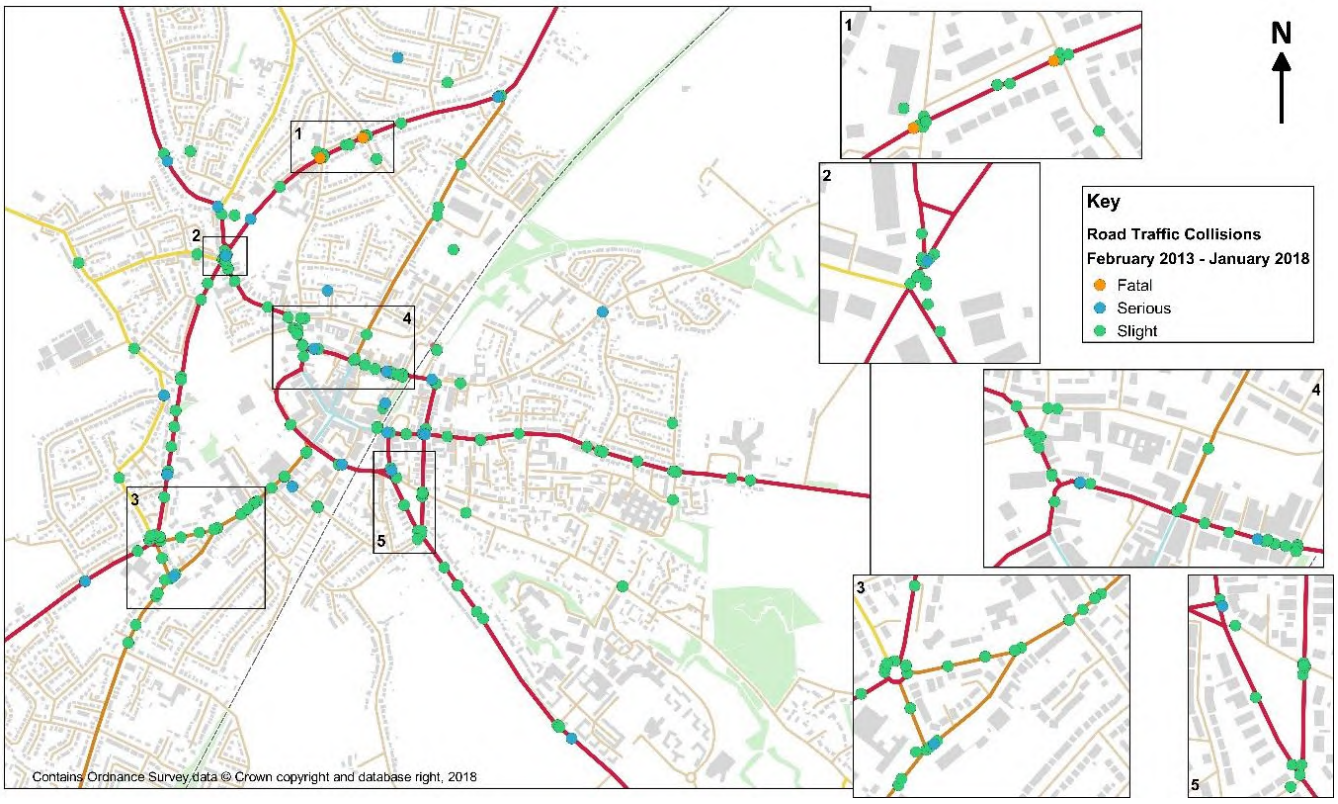
4.116. The majority of collisions reported were categorised as slight, with 13% of all PIAs over the five year resulting in a serious injury or fatality. One of the two fatal incidents did take place during the most recent 12 months of data.

Figure 4-13 - PIA Summary



4.117. Figure 4-14 presents a plan showing the location and severity of all PIAs recorded in the data.

Figure 4-14 – PIA Locations Plan



4.118. The plans shows that PIAs have been recorded across the study area. There are areas with particular clusters, alongside isolated incidents. The most notable accident clusters are identified as:

1. A59 County Road between Hayfield Road and Yew Tree Road
2. A59/A570 5 ways Junction
3. A59 Holborn Hill roundabout and Aughton Street
4. A570 Southport Road / Derby Street eastbound length
5. A570 / Knowsley Road / Ruff Lane junction

4.119. The two fatal PIAs both occurred on the A59 County Road, close to each other. The older incident occurred near to the junction with Yew Tree Road. The second, more recent fatality took place near to the junctions with Hayfield Road and Green Lane. There are also a number of more minor PIAs around the same location highlighting a prominent road safety problem.

4.120. Serious collisions are recorded across the study area, with a particular clustering around the eastern section of the A570 gyratory.

4.121. The location of these accident clusters suggests there are road safety issues on these routes/at these junctions which require further investigation, which could include detailed analysis of accident causations including driver actions, time of day, weather conditions and lighting conditions.

PIAs involving vulnerable users

4.122. Incidents to have involved cyclists and pedestrians have been extracted from the dataset and analysed separately, to identify if there are locations where vulnerable user safety may be particularly compromised at present.

4.123. Figure 4-15 shows PIAs to have involved at least one cyclist, and Figure 4-16 shows PIAs to have involved at least one pedestrian.

4.124. 19 of the PIAs have involved a cyclist including two which were classified as serious. These both occurred within the town centre. One was on Railway Road (near Leyland Street where there is on-street parking bays). The other was on the A570 Derby Street, at its bend in the road into Stanley Street. Whilst there is no major clustering of PIAs, the plan does show that Aughton Street appears to be the worst route near the town centre for cyclist safety, with 4 PIAs recorded between its junctions with the A59 and A570.

4.125. Pedestrian accidents are more common, with 60 recorded out of the 194 (31%) in the full dataset, six resulting in serious injuries, with the remainder causing slight injuries. Four of the serious injury incidents are at sites around the A570 gyratory. The plan demonstrates how the pedestrianisation of the town centre core has created a safe environment for pedestrians with few accidents inside the gyratory where footfall will be highest. The route along Moor Street (passing the Bus Station) and into Railway Road appears to be the most unsafe location remaining for pedestrians within the town centre.

4.126. Considering the A570 gyratory, there are incidents across these routes, particularly on Derby Street along the northern side of the gyratory. There is also an accumulation of incidents along the A570 Southport Road, to the immediate north-west of the gyratory section.

Figure 4-15 - PIA Locations Plan: Incidents involving a Pedal Cycle

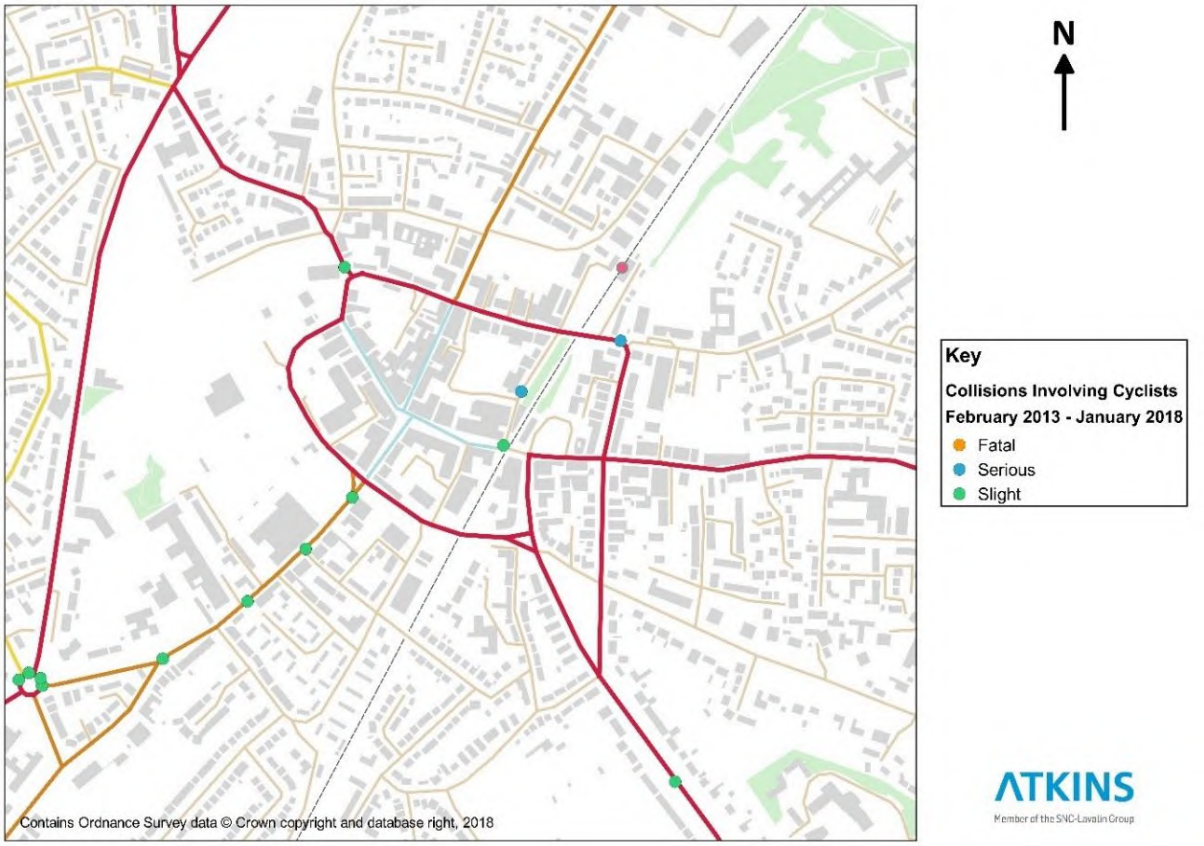
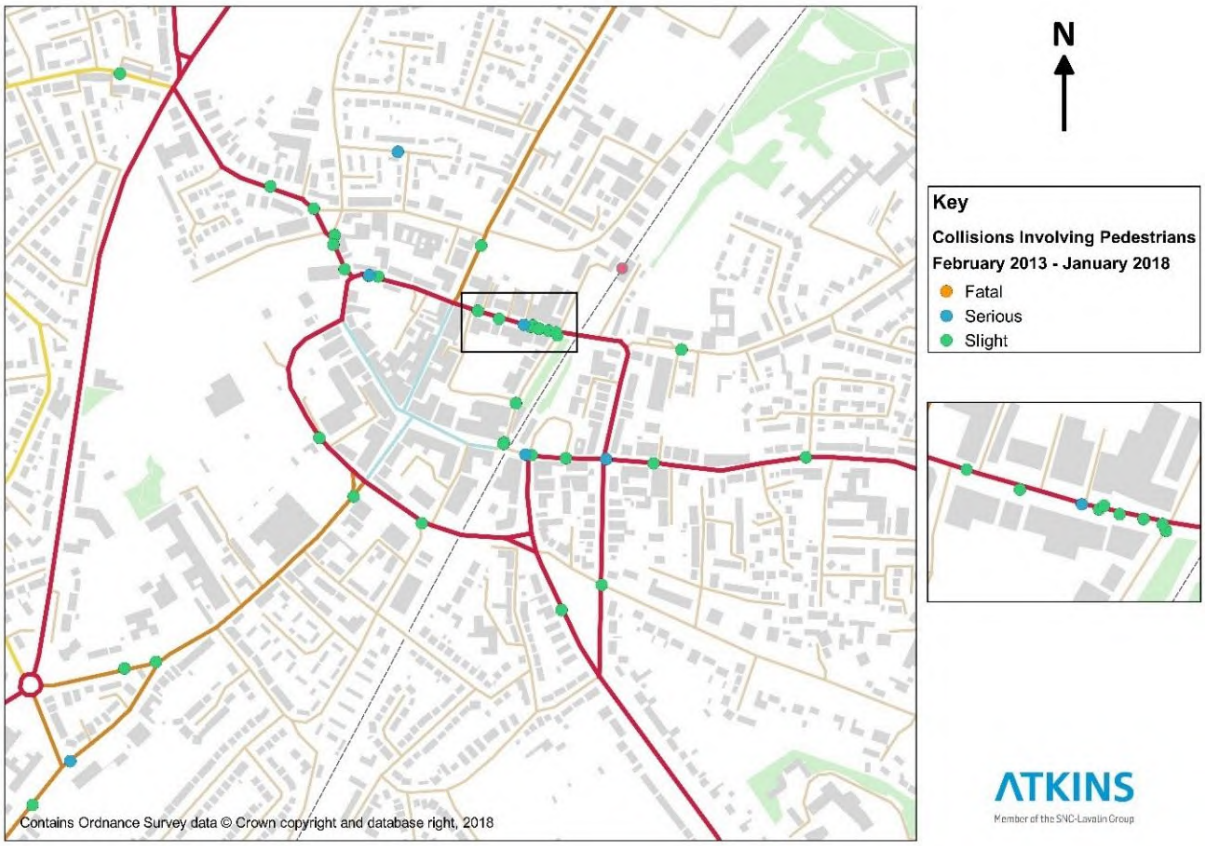


Figure 4-16 - PIA Locations Plan: Incidents involving a Pedestrian



Stakeholder comments

- There were some concerns raised about vulnerable user safety, perhaps in light of the pedestrian accident data presented above, which was also presented to stakeholders at the workshop.
- It was considered that the road network around the study area is generally daunting for cyclists, with a perception that conditions will be hard to navigate and potentially unsafe environment.
- Comments that the pedestrian crossing on Aughton Street (between Prescot Rd and Dyers Ln) has poor visibility which is a safety concern affecting vulnerable users.

Travel Demand: Traffic Flows

4.127. Traffic flow data was compiled (as available), for the study area and routes in the immediate vicinity. The data is not comprehensive but helps provide some context about the level of traffic which is currently using the town centre network. No new data was collected to inform this baselining exercise. Plans showing these flows are presented in Appendix C.

4.128. Looking at the strategic routes which feed into the gyratory, in the morning peak the flow on the A570 Southport Road is predominantly inbound, the same is true for the B5319 Burscough Street and the B5319 Aughton Street, on the A577 Wigan Road the predominant flow in the morning peak is outbound. On the A570 St Helens Road in the morning peak the flows are balanced. In the evening peak, the flow on A570 Southport Road is predominantly outbound, the reverse of the situation in the morning. On the B5319 Burscough Street and Aughton Street the flows in the evening are balanced. On the A577 Wigan Road in the evening the flow is predominantly outbound, which is the same situation as in the morning peak. On the A570 St Helens Road the outbound flow is predominant in the evening peak.

4.129. On the gyratory, the clockwise flow in the morning peak is heavier on the northern section at around 1,200 vehicles per hour (VPH) against around 900 VPH on the southern section. In the evening peak the situation is reversed with around 1,250 VPH on the southern section and around 950 VPH on the southern section.

Travel Demand: Pedestrian Movements

4.130. Data on pedestrian footfall in Ormskirk town centre has been supplied by WLBC, with activity captured through a continuous camera count which records walking activity across a section of the pedestrianised area of Moor Street. The count location is shown in Figure 4-17.

Figure 4-17 - Footfall camera location: Moor Street

4.131. The count records trips crossing that line, and so will record and individual multiple times if they are walking up and down the street. It is therefore a measure of activity, rather than individual persons.

4.132. Data is reported monthly, and is presented alongside analysis of trends. Figure 4-18 presents a monthly breakdown, by weekly average, for the period July 2016 – March 2018.

Figure 4-18 - Monthly Footfall

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2018-2017	117,540	125,700	107,113	112,106	117,892	113,377	108,394	99,078	94,237	81,410	93,888	96,243
2017-2016	0	0	0	105,361	123,907	130,159	122,932	101,430	103,488	85,593	95,887	112,508
2016-2015	0	0	0	0	0	0	0	0	0	0	0	0
Annual % change				6.4%	-4.9%	-12.9%	-11.8%	-2.3%	-8.9%	-4.9%	-2.1%	-14.5%

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to March , 2018 Vs January, 2017 to March , 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.March, 2018 Vs March, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month.3 2018 Vs 2 2018

Source: Springboard, Ormskirk Town Centre monthly report

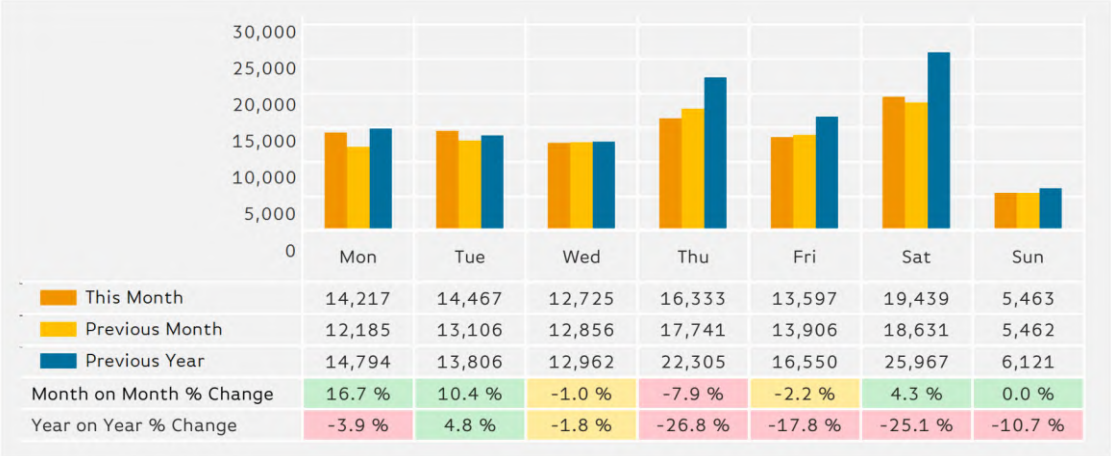
4.133. The data shows that across the last 12 months of data, May was the busiest month (for average weekly flow), followed by August and April. January is the quietest month, with December footfall also being low despite Christmas trading.

4.134. When comparing each month to the equivalent period a year earlier, there has been a decrease in activity recorded in each of the last 8 months of analysis. However, the scope of available data (collected since July 2016) is insufficient to draw any conclusions about enduring trends in activity.

4.135. It is worth noting that weather can have a strong impact on the dataset, with adverse conditions known to have a material impact on walking activity. Taking a comparison of September 2016 and September 2017, there is a 12.9% reduction in footfall observed. However, if we consider the weather reporting which is also presented with the footfall reports, this shows that September 2017 included 22 wet days and 7 sunny days), compared to just 1 wet day in the same month a year earlier (26 sunny days). It is inevitable that the less favourable weather conditions will have an impact on footfall, as well as any wider economic strength of the town centre.

4.136. The data is also useful to demonstrate how activity differs through the week. Data from March 2018 Springboard is extracted and presented in Figure 4-19.

Figure 4-19 - Footfall by day of week: March 2018



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	14,217	14,467	12,725	16,333	13,597	19,439	5,463
Previous Month	12,185	13,106	12,856	17,741	13,906	18,631	5,462
Previous Year	14,794	13,806	12,962	22,305	16,550	25,967	6,121
Month on Month % Change	16.7 %	10.4 %	-1.0 %	-7.9 %	-2.2 %	4.3 %	0.0 %
Year on Year % Change	-3.9 %	4.8 %	-1.8 %	-26.8 %	-17.8 %	-25.1 %	-10.7 %

Source - Springboard, Ormskirk Town Centre monthly report

4.137. The data shows that Thursday and Saturday are busiest, which aligns to the twice-weekly market in the town. In most instances, footfall in March 2017 was lower than March 2016 including reductions of more than 25% on the market days.

Travel Demand: Cycle Movements

4.138. Traffic counts which also recorded cycling activity have been analysed, as available. These are reported in Table 3. Counts were historically collected for a range of purposes, with survey observation dates included in the table.

Table 3 – Cycling counts observed across the study area

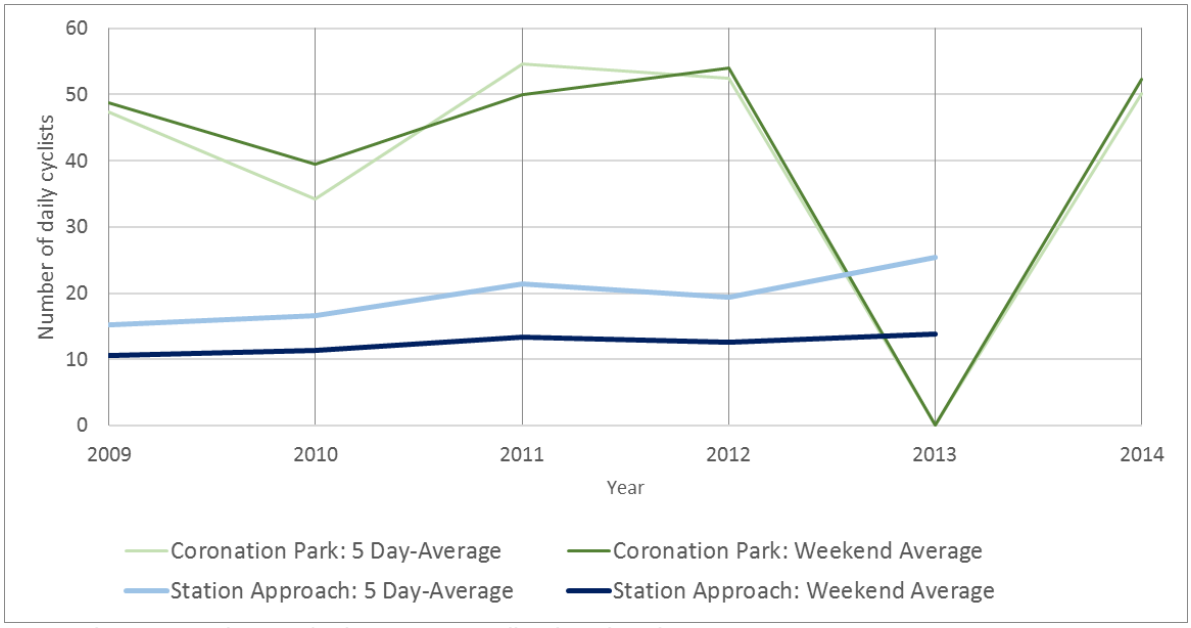
Junction/Road	Survey Date	AM (0730-0930)	PM (1600-1800)
Wigan Road/ Tower Hill Junction	Nov 14	13	11
Burscough Road/ Derby Street Junction	Feb 12	11	6
Park Road/ Aughton Street Junction	Jan 12	11	8
Southport Road/ Derby Street Junction	Nov 12	12	6
A570/ Derby Street Junction	Feb 12	10	11
Ruff Lane/ St Helens Road/ Park Road Junction	Jan 12	9	13
St Helens Road/ Knowsley Road/ Small Lane Junction	May 12	8	2
A570 Stanley Street/ A577 Wigan Road/ A570 Knowsley Road/ Moor Street Junction	Jan 12	28	24
Ormskirk Bus Station/ A577 Moor Street/ St Helens Road Junction	Jan 12	21	22
A570 Knowsley Road/ Ruff Lane Junction	Jan 12	10	12

Junction/Road	Survey Date	AM (0730-0930)	PM (1600-1800)
Railway Approach/ Derby Street/ Railway Road Junction	Feb 12	6	12
Station Approach/ Derby Street Junction	Feb 12	12	11
A59 County Road, East of Green Lane	Jan 14	2	1
B5197 Aughton St, North of Bridge St	Nov 14	5	13
Southport Road/ County Road/ Halsall Lane Junction	Sept 17	5	7

4.139. The data generally reflects a low level of cycling activity, with no sites observing more than 52 cyclists across the four peak hours.

4.140. There were also counters historically recording use on the off road cycle tracks located in Coronation Park and on the Station Approach Park path to the north of the rail station (cycle paths shown in Figure 4-5). This data has been analysed and is presented in Figure 4-20.

Figure 4-20 - Average daily cycle usage on off-road paths



Note: The Coronation Park site was not collecting data in 2013.

4.141. Both locations show a slight increase in usage over this data range, albeit this gives no indication of the most recent use.

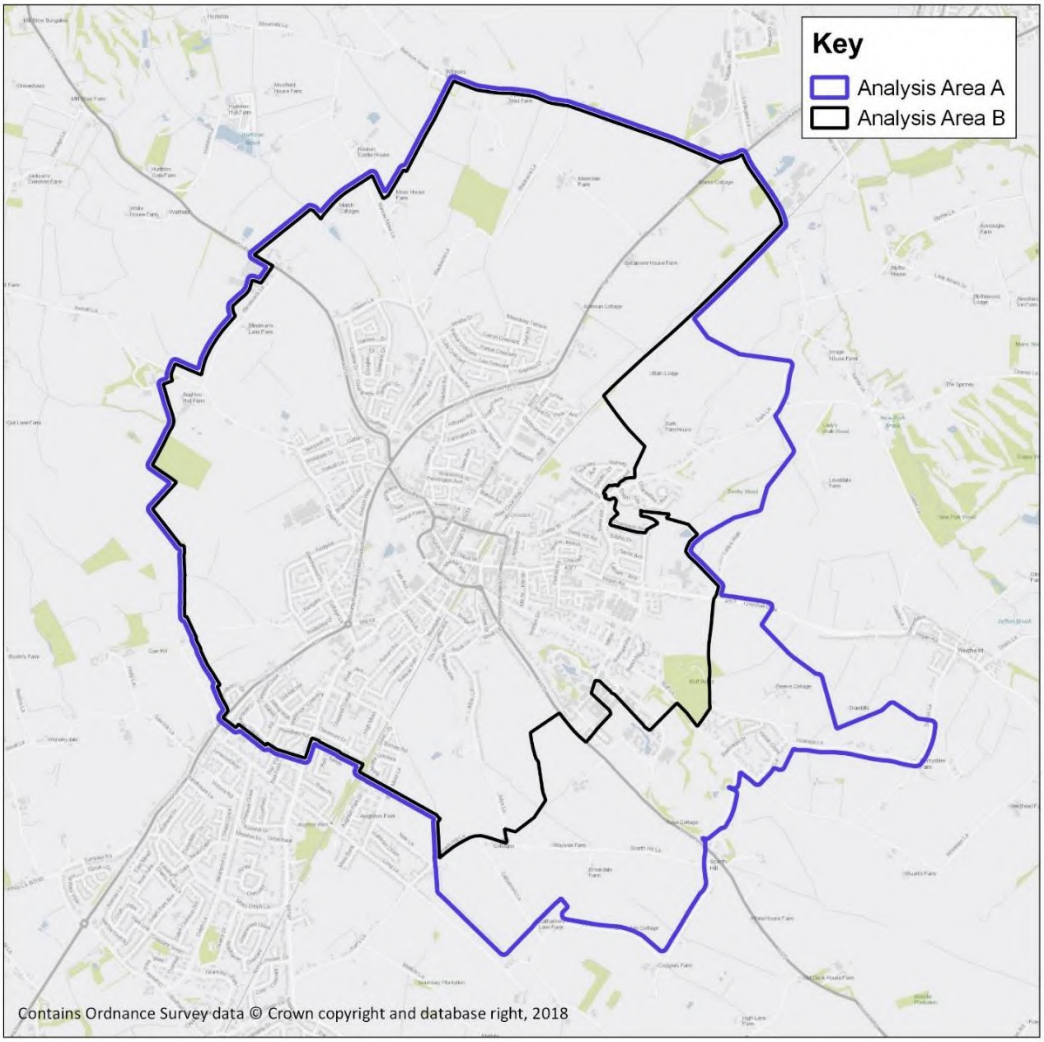
Census: Population Overview

4.142. The 2011 Census has been analysed to give and understanding of the population of the town. A boundary (shown as Area A in Figure 4-21) has been used to assess the population of the town. This includes the whole of the Edge Hill University Campus to the south-east of the town centre.

4.143. Census recorded a usual resident population of 17,165 people within this area during term-time. During each working day, this increases to 19,221 people, representing an increase of 12%.

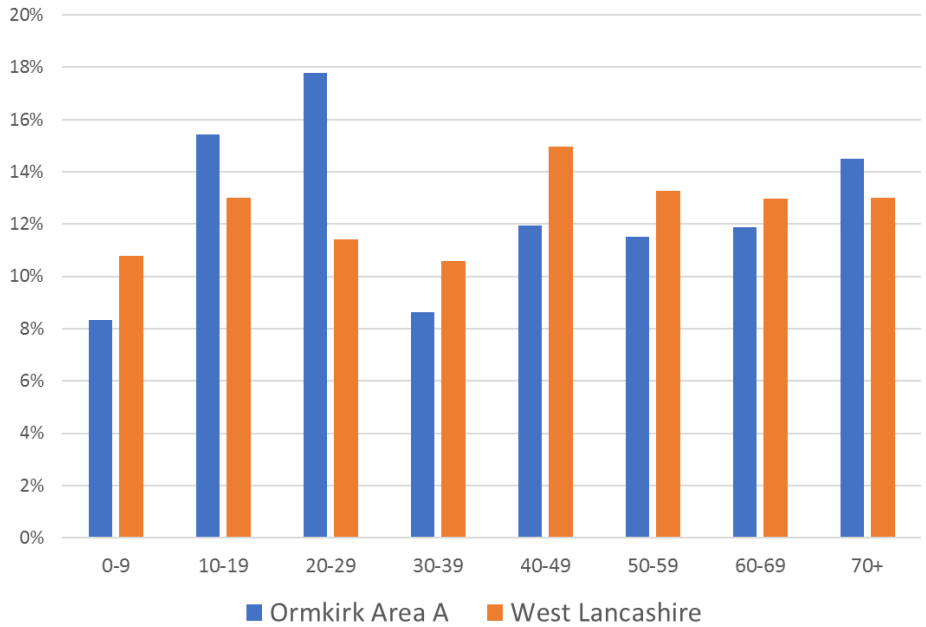
4.144. Census also highlights an 'out-of-term' resident population for the same area. Census records that the population reduces to 15,549 when students are not around. This is a reduction of 9.4%, which emphasises the role students play within the town; both in terms of supporting the local economy and generating travel demand.

Figure 4-21 – Census Analysis Areas



4.145. We have also used Census data to look at the age profile of the usual resident population, comparing the profile to the whole of West Lancashire.

Figure 4-22 – Ormskirk (Area A) Age Profile



4.146. The graph demonstrates how students expand the town's population, with 33% of Ormskirk residents being aged between 10 and 29, compared to 24% in West Lancashire. Concentrating on the typical student age groups, 16% of the town's population is aged between 18-22, compared to just 6% as the average across the whole of West Lancashire.

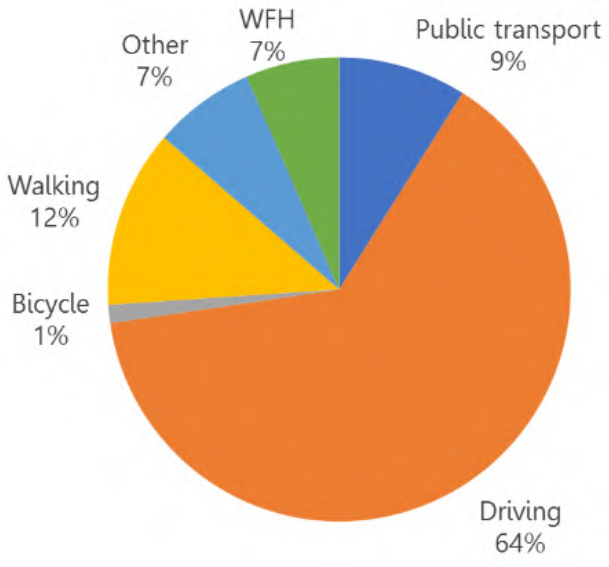
4.147. It is also notable that despite the town's higher proportions of under 30s, there is also a higher proportion of 70+ year olds when compared to the West Lancashire average. This reflects a disproportionately high portion of the population, given that the students would be expected to have a subsequent impact on the share of the other age groups (as is reflected for ages between 30 and 70).

Census: Travel to Work

4.148. The 2011 Census presents Travel to Work information using a different geographical zoning. A revised area is therefore used for the following analysis of workflow travel patterns – marked as Area B on Figure 4-21. This area does not include the whole of the Edge Hill University Campus.

4.149. Census reports around 9,740 people work within Area B. Census reports the 'main mode of travel' for each journey to work. The mode share of these journeys is given in Figure 4-23.

Figure 4-23 – Mode share for people who work within Ormskirk (Area B)



4.150. It should also be noted that Census data is all based on responses provided by the public when asked their 'main mode of travel'. There can therefore some erroneous results due to different interpretations of the question.

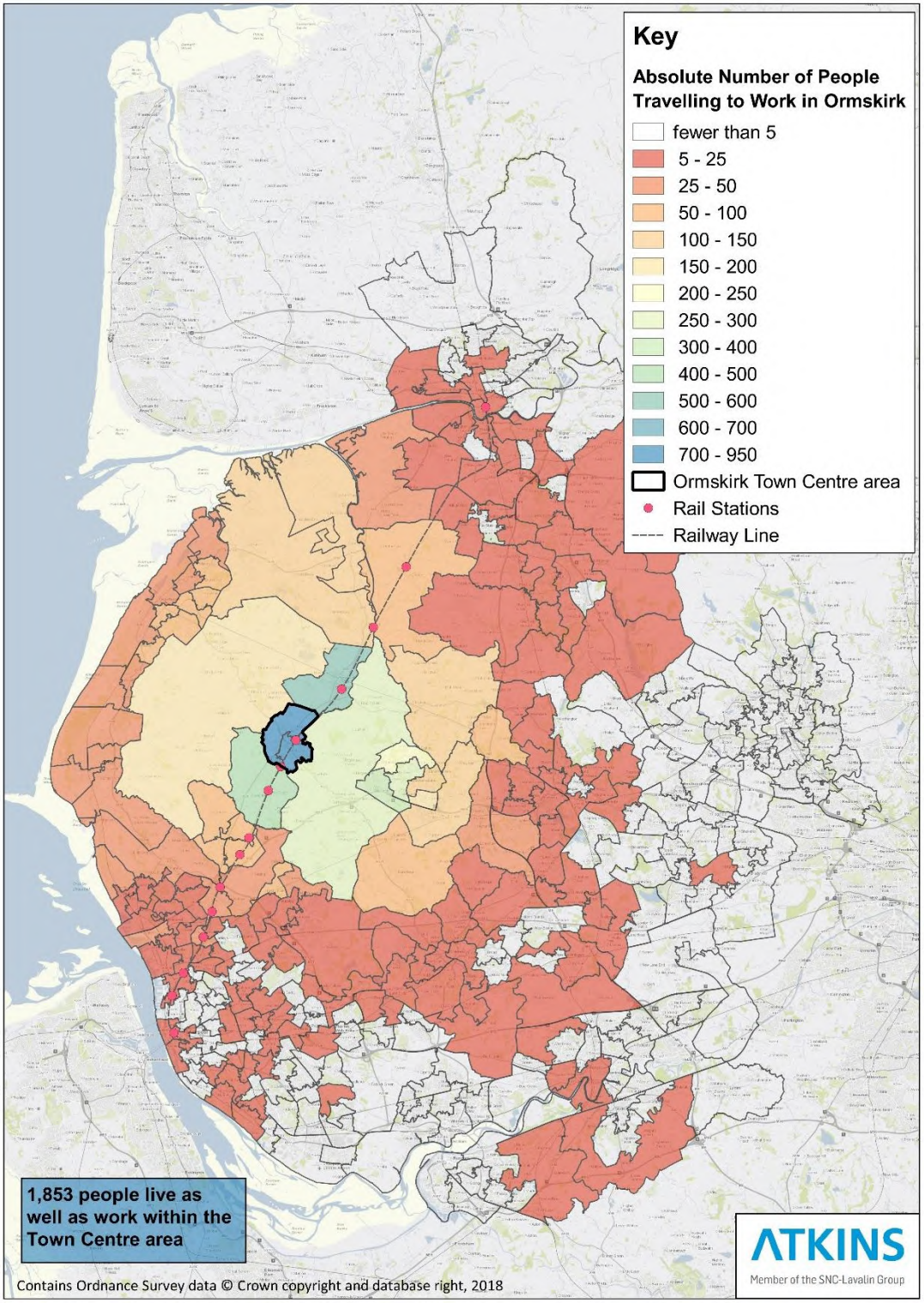
4.151. For example, 12% of people state walking is their main mode of travel to work in Ormskirk. However of these people, 6% (69 individuals) described a journey of more than 10 kilometres. It is not possible to verify the Census data, however it seems unlikely that walking will be the main travel mode for all of these people and it may be that the active travel mode share is being overstated as a result.

4.152. To provide greater understanding of the patterns behind this mode share, we have analysed the origins of journeys which are travelling to Ormskirk to work by bus, rail and car.

4.153. Figure 4-25 shows the spread of journey origins for people who have a place of work within Ormskirk town centre (Area B on Figure 4-21). The plan shows most workers live within 9 kilometres from the town centre. There is broad alignment along the rail

corridor, with workers travelling from the Burscough and Aughton areas. As expected, the largest number of workers are also residents of Ormskirk. There is not a significant inbound movement from the east of the M6, although cumulatively, the travel in from the Wigan district totals around 375 people.

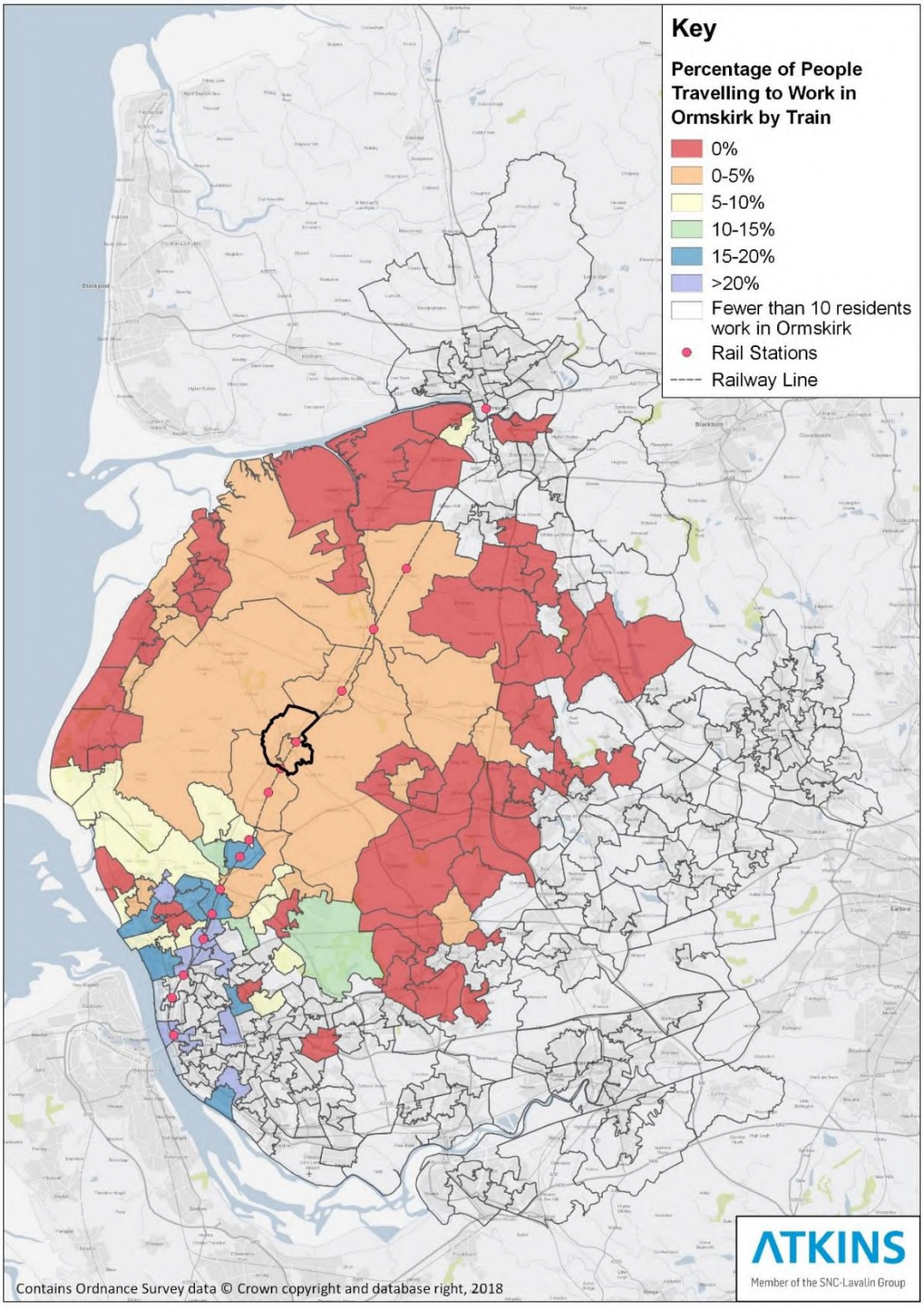
Figure 4-24 – Absolute Number of Commuters travelling to places of work in Ormskirk



Rail

4.154. Figure 4-25 shows rail mode share is low from most areas; typically less than 5%. Rail use is strongest in the Liverpool-Ormskirk corridor with mode shares up to, or in excess of 20% in some areas. These patterns reflect the higher level of service in the rail timetables on that route. Despite having a rail connection, usage for travel to Ormskirk from Burscough, Rufford, Croston and Preston are all much lower.

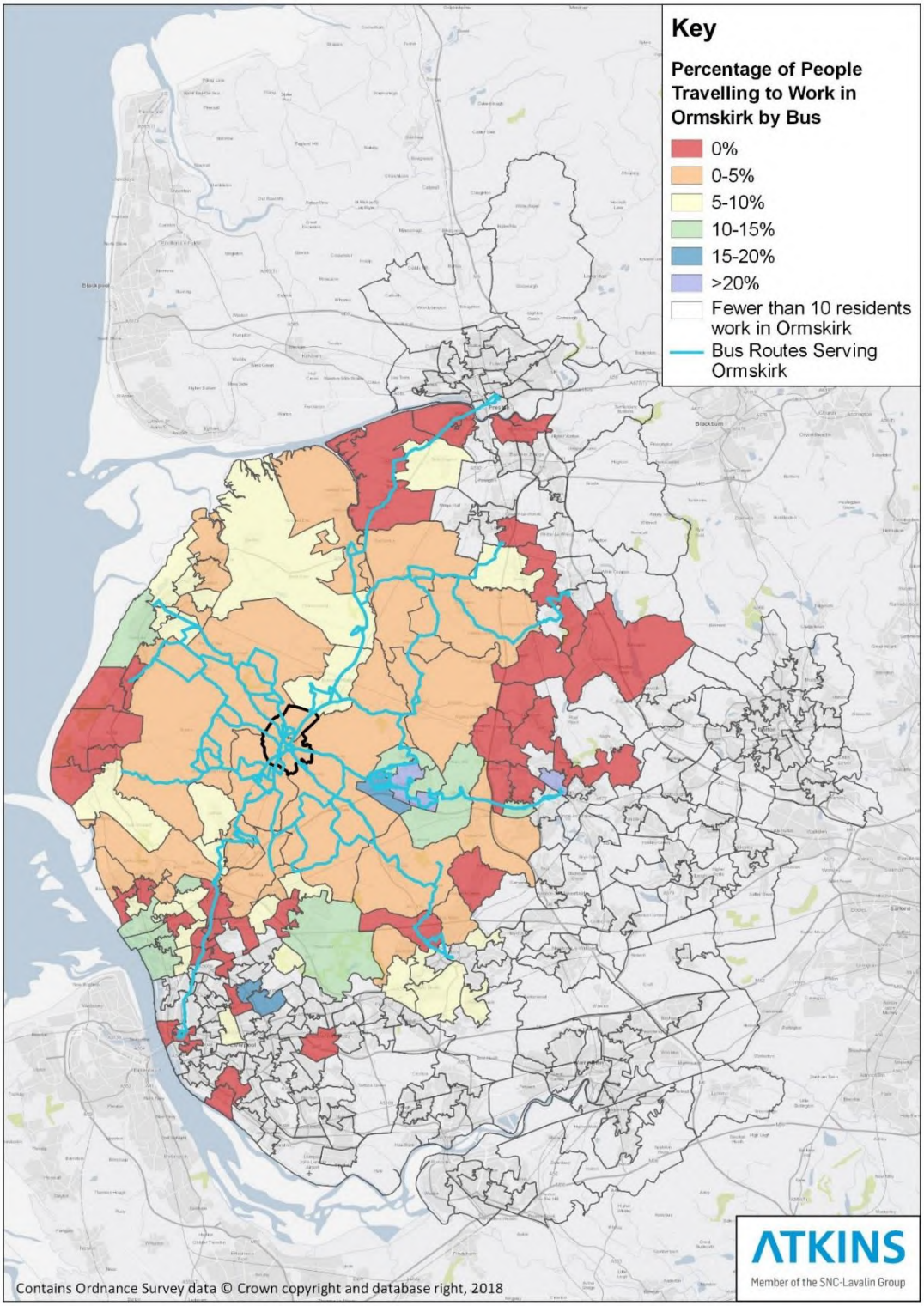
Figure 4-25 – Mode Share of Travel to Work journeys made to Ormskirk by rail



Bus

4.155. The analysis shows bus mode share is low in most areas. There are however small pockets where bus mode share is higher, including parts of Sefton, Liverpool, and most notably Skelmersdale. The bus mode share aligns closely to the services provided, with the Skelmersdale route having one of the highest quality bus connections to Ormskirk. There is also some correlation that bus use is stronger is areas which a do not have an alternative rail link to Ormskirk (such as Skelmersdale and Southport).

Figure 4-26 – Mode Share of Travel to Work journeys made to Ormskirk by bus



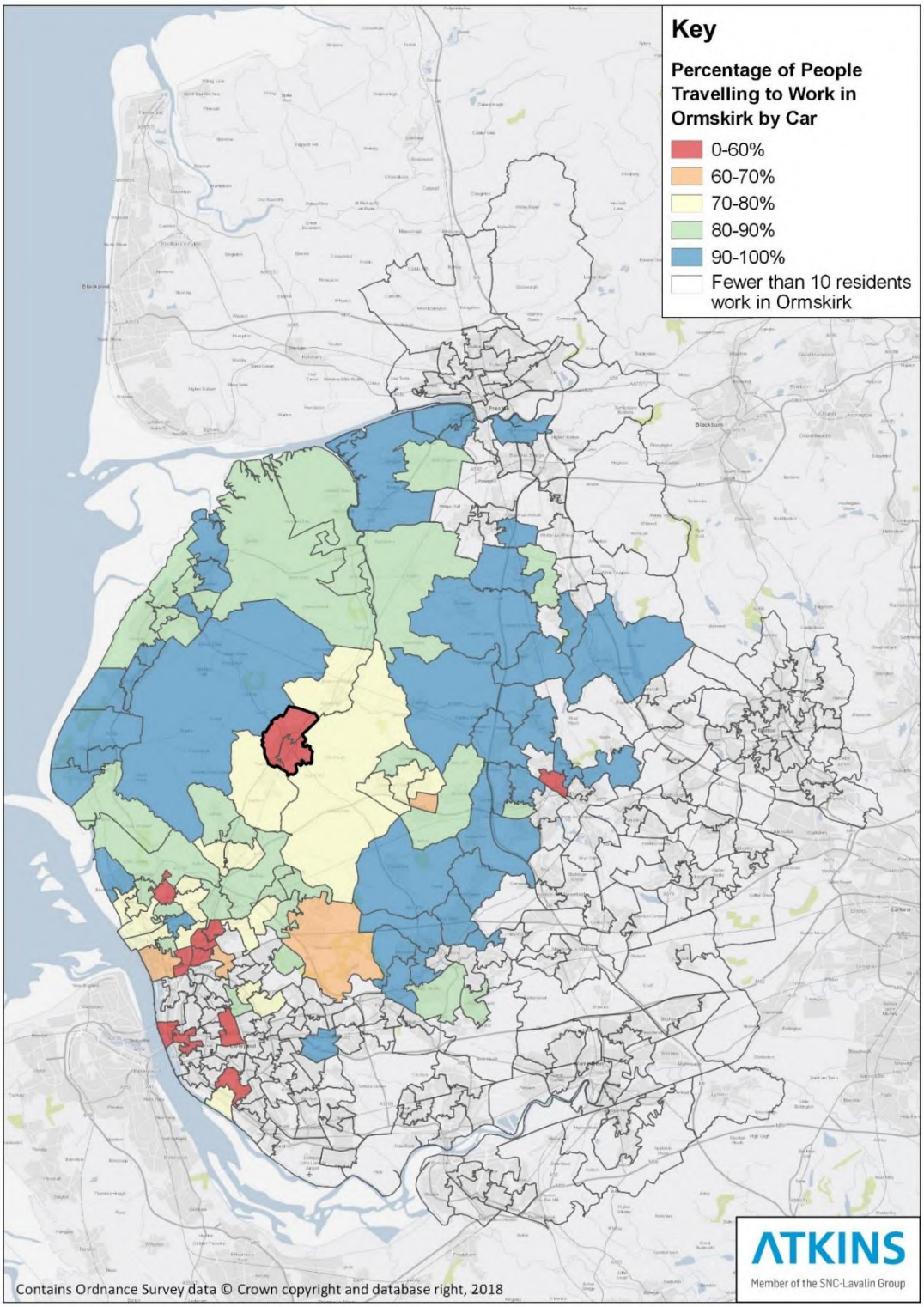
Car

4.156. Car is the dominant travel mode, and the data shows that people who choose to drive to work in Ormskirk are coming from across the immediate vicinity and wider region.

4.157. In most areas, car is chosen by over 80% of people travelling to Ormskirk, but there is some correlation between lower car use and public transport connections, for example travel from Wigan and parts of the Liverpool City Region.

4.158. For internal journeys, the car mode share is around 40%.

Figure 4-27 – Mode Share of Travel to Work journeys made to Ormskirk by car



Edge Hill University Travel Trends

4.159. Edge Hill University maintains a Travel Plan, which is informed by travel surveys undertaken by staff and students to track travel behaviours. Long term trends in mode share are shown in Table 4 and Table 5 for students and staff respectively.

4.160. This information provides useful context about travel patterns which influence the town centre transport system with the University staff, students and visitors a major contributor to local travel movements.

Table 4 – Edge Hill University: Student Travel Mode Share

Mode	2004	2008	2012	2015
Car (drive alone)	50%	37%	38%	39%
Walk	21%	23%	26%	23%
Train	1%	8%	18%	13%
Bus	7%	10%	9%	13%
Car (sharing with others)	18%	19%	8%	10%
Cycle	2%	3%	1%	2%
Motorcycle	1%	0%	0%	0%
Other	0%	0%	1%	0%

Table 5 – Edge Hill University: Staff Travel Mode Share

Mode	2004	2008	2012	2015
Car (drive alone)	74%	70%	58%	61%
Walk	9%	6%	6%	8%
Train	1%	6%	10%	8%
Bus	3%	1%	3%	3%
Car (sharing with others)	10%	14%	18%	16%
Cycle	2%	2%	5%	3%
Motorcycle	1%	0%	1%	0%
Other	0%	1%	0%	0%

4.161. Recent surveys show car use share amongst both students and staff has been relatively consistent, throughout a period when the University has been increasing in size. The actual number of car trips has therefore increased with the University capacity.

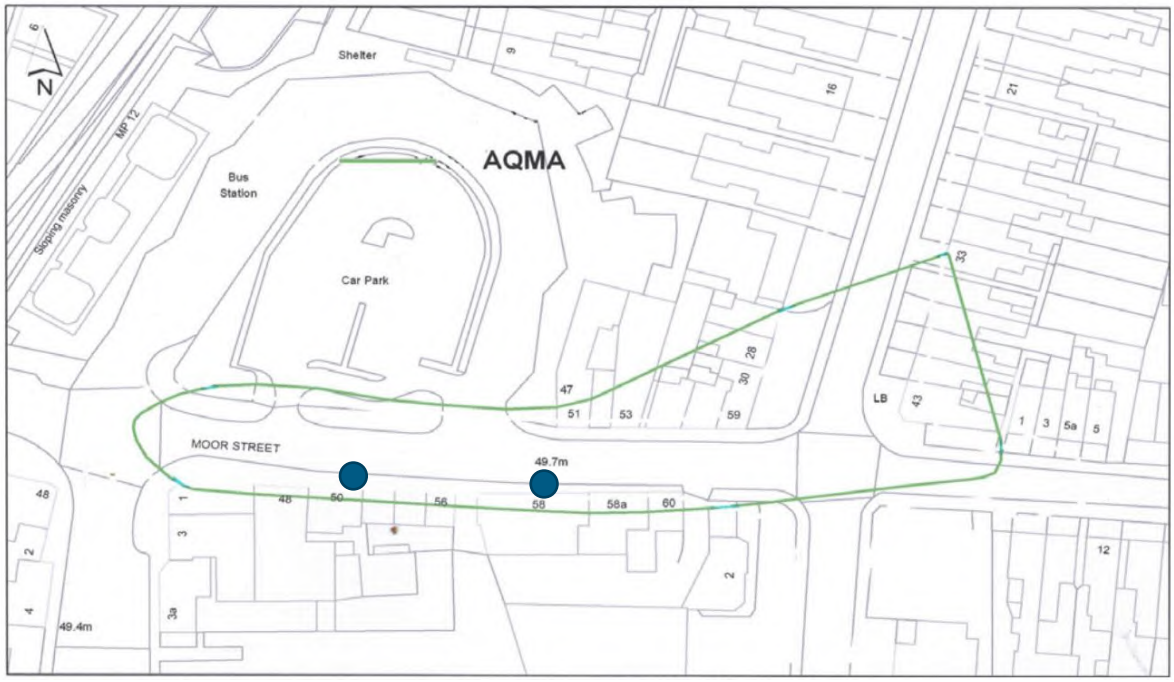
4.162. There are few major changes in mode share over the last 3 surveys, with public transport travel share (around 26% of students and 11% of staff) and active travel mode share (around 25% of students and 11% of staff) sustaining at a consistent level.

Air quality

4.163. Air quality issues within the study area are centred around the Air Quality Management Area (AQMA), which has been declared on Moor Street.

4.164. The location was first identified as an area for detailed assessment in 2007, and has been monitored by WLBC since this time. The AQMA was declared in 2009 (extents shown in Figure 4-28).

Figure 4-28 – Moor Street Air Quality Management Area boundary



Source: West Lancashire Air Quality Action Plan Progress Report 2014

4.165. Monitoring has continued at a number of sites within and near to the AQMA. The most recently published reporting shows 2012 and 2013 recordings. Nitrogen Dioxide concentrations were within Government targets (up to 40 mg/m^3) at a number of test sites within and near to the AQMA, however there were still 2 sites which recorded readings which exceeded the limit. These are shown as markers on Figure 4-28.

4.166. Other pollutants, such as PM10 and Sulphur Dioxide, are also reviewed but are not considered to be at risk in any locations across West Lancashire.

Stakeholder comments

- There was a general concern that vehicles and traffic congestion is to the detriment of the town centre environment, and the health of residents and visitors.
- It was suggested that concerns with air quality, is one reason that cycling is not very common at the moment in the town centre.

5. Identifying barriers, challenges and opportunities

5.1. Chapter 3 outlined a Vision and Objectives we have developed to steer the TCMS, and Chapter 4 sets out a detailed profile of the existing conditions within the town's transport system.

5.2. In this Chapter, this information is brought together as we examine each Objective in turn, completing a 'gap analysis' and reporting on some of the reasons that Objectives are not currently being satisfied. As well as barriers to overcome and challenges to face up to, we have also looked for potential opportunities; areas which can be built upon, to deliver the transport system for the future we think is needed.

5.3. The key barriers, challenges and opportunities which facing the implementation of each objective are identified below. This has been informed by the information in Chapter 4 as well as our own observations on site.

1. To lessen the impact of motorised transport, and the congestion it creates, to support growth in the local economy by making the town centre an attractive and accessible place to visit

Barriers

- Ormskirk sits at the junction of the A59, the A570 and the A577. The A59 and A570 are two important routes across West Lancashire. As a result, the town centre network carries a mix of local and through traffic. The signed route to Southport from the M58 is via M58 J3 and the A570 through Ormskirk which draws demand to the route, including HGV traffic. For local journeys, the central location of parking means people who drive to the town are travelling on the same sections of the road network, conflicting with each other and adding to congestion.
- The town's road network does not have outer orbital connections meaning traffic is often drawn into using the town centre gyratory even if it may not have any direct need to be so close to the centre (with the exception of north-south travel which can use the A59 which acts as a western bypass).
- The location and nature of nearby industry (such as employment in Burscough) means a notable number of HGVs and other larger vehicles are drawn towards the town's road system. The primary access to the motorway is via Ormskirk to access the A570. These vehicles add to the traffic mix within the town centre.
- The level of vehicle flow and congestion around the town centre road system can create the feeling of a 'vehicle dominated' environment. This can create a less attractive environment for people, as well as a perception of severance for pedestrians in some sections. Pedestrian crossings have been provided at a number of locations, however these add to highway congestion when called.
- Edge Hill University is major trip attractor alongside the town centre, and has a high proportion of its staff, students and visitors travelling by car (59% in 2017 including car sharers). This adds significant traffic to the network.
- There are a couple of car parks located outside of the gyratory which appear to be relatively less well used (Pool Park and WLBC). This is likely to be due to the perceived longer walking distance to the centre of the town (even though journeys may be less than a 5 minute walk). The severance created by the gyratory may also be a contributing factor. This highlights the importance which visitors place on having parking in a convenient location.

- Stakeholders suggested that charges apply for disabled blue badge parking within the off-street car parks. As a result, blue badge holders can prefer to park on double yellow lines free of charge around the narrow town centre streets.

Challenges

- The central location of parking means most people driving to the town also bring their vehicles close into the town centre, adding to congestion and the negative impact this can have on the character of the town. The nature of the gyratory system means that cars travelling to/from some areas are required to travel additional mileage around the town centre to access/egress from parking. It is however recognised that the central parking is valued by the town centre businesses, and there would be concerns about a loss of trade should central parking be removed.
- Vehicles driving through in daytime hours (10am-4pm), which is in contravention of the restriction, have a detrimental impact on the environment within the central pedestrianised streets. This creates conflicts and potentially unsafe conditions for pedestrians, and alters the character of the central area.
- Works to repair Derby Street bridge could revise the road layout, and could include reducing the highway capacity.
- Edge Hill University creates a large travel demand to the town, with a high proportion of staff, students and visitors travelling by car. The University regularly faces more demand for parking than the number of spaces they have on site, with additional drivers then directed to park in the town centre. This contributes to the demand for town centre parking. There is no scope for the University to increase their on-site parking capacity further, due to conditions imposed by West Lancashire Borough Council and Lancashire County Council.
- The 3 hours of free parking offered by Morrisons is a clear attraction for visitors, and it is suggested that some drivers will travel additional distance to park for free at Morrisons. This has the impact of adding to congestion in that part of the road network, as well as drawing demand (and revenue) away from the other council-operated car parks. However, the congestion created by its popularity may be having a detrimental impact for Morrisons customers during the busiest periods.
- Many of the streets around the town centre are narrow, meaning there are limited places where on-street parking can be accommodated safely. As a result, the off-street car parks are of vital importance.
- Existing tariffs allow parking for 3 hours for £1 and 4 hours for £2. This is considered to be a suitable length of stay for most visitors to undertake the activities they want to in the town centre. However, the ease of parking is considered to be a contributing factor to the perceived town centre transport issues.
- Parking is particularly sensitive for local residents and businesses, and any recommended changes to the provision or tariffs are likely to be challenged by some local stakeholders. WLBC are not keen for tariffs to be revisited in the near future, as they wish to monitor the impact of earlier changes made in April 2018.
- Engagement suggested enforcement of parking restrictions is infrequent. Off street car parks are checked more regularly than on-street parking which is covered under a separate contract.
- Student properties tend to house multiple tenants, and each could bring their own vehicle to Ormskirk. This adds pressure to on-street parking in residential areas although no specific locations were mentioned during the stakeholder engagement. The general perception appeared to be that existing on-street parking permit schemes (3 in operation) work suitably for residents and businesses, albeit engagement with actual users was very limited.

Opportunities

- The pedestrianisation of the town centre has created an environment within the centre of the town which gives priority to people and place, and is largely detached from the busy highways. This has had a positive impact, enhancing the market town experience and sets a precedent and expectation of the local environment which can be built on.

- The temporary weight restriction on Derby Street bridge has resulted in a reduction to the number of HGVs routing via the town centre which has had a positive impact on local conditions. There is however, some concern that it is not fully being enforced at present.
- There are yellow box markings currently in place to assist the movement of vehicles which appear to be misused. More effectively use of these controls would improve the efficiency of the road network.
- Longer term, reconfiguration of the network at the Derby Street bridge could provide wider footways and safer conditions for pedestrians along the northern half of the gyratory. This should provide a better environment for walking in that area and improve the link between the station and the town centre.
- There is potential to deliver some operational improvements by adjusting, or upgrading traffic signal control systems.
- The baseline work suggests that the number of parking places is reasonable for the town centre, with spare capacity at many times of the week and periods of peak usage when events are on in the town centre (such as the twice-weekly markets).
- Parking is provided free of charge in the evenings, enabling people to come to the town and support the night-time economy.
- Town centre access and how people use the local road network, is deeply interlinked with the provision of parking for the town centre. Revising parking arrangements could have a powerful impact on town centre traffic movements. Engagement has suggested that WLBC are not likely to support changes to parking arrangements (with the exception of the bus station redevelopment).

2. To ensure travel is, and feels, safe and secure for users of all modes

Barriers

- Data[1] shows a significant number of highway accidents across the network, although discussion with stakeholders did not suggest that road safety is considered a significant issue for locals. Clusters of accidents are identified across the network, including at the '5-ways' (A59/A570) junction, and along Derby Street.
- The pedestrianisation of the town centre has had a beneficial impact on pedestrian safety. Looking at accidents in the past 5 years[1], there are still incidents involving pedestrians, mainly occurring around the gyratory system. These include along Derby Street (between Railway Road and the Stiles), along Southport Road to the west of the town centre, and on Moor Street including near to the bus station.
- Although not frequent within the town centre study area, data shows a number of accidents[1] involving cyclists, 4 of these have occurred along Aughton Street.
- There are sections around the gyratory (particularly on the western and northern sides), where footways narrow and conditions are more constrained for pedestrians. Being alongside the busy highway, this environment can feel dangerous, especially when HGVs pass close to the footways.
- For personal security, the main concern of stakeholders is the path between the bus station and railway station. Stakeholders feel the path is not well maintained and is perceived as unsafe, especially after dark. Comments related to poor lighting, poor surfacing, and no CCTV or passive surveillance.
- The existing bus station and surrounding public realm are perceived to create a poor-quality environment which may not be attractive and welcoming and could discourage use of bus services.

[1] Accident records cover February 2013 to January 2018

Challenges

- Although pedestrianised, stakeholders raised that vehicles often drive through the town centre in restricted hours, creating potentially unsafe conditions for pedestrians. This is usually local businesses loading and unloading outside of permitted hours.
- The existing TRO for the pedestrianised area prohibits cyclists from travelling through those streets on their bicycle. Whilst this has a positive impact on the pedestrian environment, and pedestrian safety, it may be having an adverse impact on cycling conditions as cyclists are being led towards cycling around the gyratory system, rather than being able to pass across the town centre along the most direct and least trafficked routes.
- The path between the railway station and bus station may have to be closed for a period while repairs are undertaken to Derby Street bridge. This would result in pedestrians having to take an alternative route towards the bus station, which would have greater conflicts with trafficked streets, including more people crossing Derby Street, which has a poor pedestrian accident record.

Opportunities

- Works to repair Derby Street bridge are anticipated to revise the road layout, providing pedestrians with wider footways, which would reduce the crossing distance and make it safer for crossing.

3. To protect and enhance the natural and built environment, including improving air quality

Barriers

- Congestion and stop-start conditions on the road network throughout the town centre are contributing to vehicle emissions which are negatively affecting local air quality.
- The level of motorised vehicle flow using the main routes around the town centre creates noise which negatively impacts the environment for residents and visitors.
- Traffic flows and congestion around the southern side of the highway gyratory, may be affecting the attractiveness of accessing the greenspace of Coronation Park, located on the southern side of the A570.
- The traffic conditions around the western side of the gyratory have a negative impact on the Parish Church environs and the connection with the town centre.

Challenges

- There are particular air quality sensitivities on Moor Street, adjacent to the bus station, which has resulted in an AQMA being designated. Monitoring is on-going.
- Congestion and poor air quality is identified by stakeholders as a barrier to increasing the amount of walking and cycling around the town centre.

Opportunities

- New vehicle technologies, such as electric and hybrid vehicles, will reduce emissions as their share within the vehicle fleet increases. This will reduce emissions for the benefit of the town centre. Bus operators are continually modernising their vehicle fleet, and the increased use of greener vehicles within the bus fleet would have a positive impact on the Moor Street AQMA.
- The pedestrianisation of the town centre created the opportunity to significantly improve the built environment and reduce the environmental impact of transport on the centre of the town. This has had a positive impact on the primary retail streets, making them much more attractive. This has set a strong precedent for the type of town centre which Ormskirk is, which can be further developed.
- In its present form, the bus station represents an under-utilisation of land in a prime location in the centre of the town. The site has a strong potential to be used as a positive gateway to the town centre for visitors, improving the operation of the Moor St/St Helens Rd junction and offering wider benefit to the built environment of the town centre.

- The park to the north of the rail station, has an established off-road path which provides accessible greenspace for people to enjoy on foot or by bicycle close to the town centre.

4. To improve the reliability of journeys for motorised modes by ensuring the transport network operates at its most efficient

Barriers

- Congestion at pinch-points across the road network affects the reliability and consistency of journey times for private motorised travel, bus services and goods vehicles.
- Traffic signals may not all be operating in the most appropriate way, giving due consideration to the needs of all road users, including vehicles and pedestrians. It is understood that a SCOOT system is in operation but may not be recently maintained / reviewed.
- Existing car parking provision is located across the town centre, including numerous sites very centrally inside the gyratory. Most have access and egress directly onto the gyratory. As a result, journeys to/from some car parks require driving through and around the town centre adding to traffic on the network. There may be additional travel adding to congestion by drivers circulating between car parks in search of a space during the busiest periods (particularly Thursday and Saturdays).

Challenges

- Journey reliability is impacted through the need to also balance facilities for pedestrians. Pedestrian crossings are provided at a number of locations, but add to highway congestion when called.
- Congestion within the Ormskirk road network is not the only factor which impacts the reliability of the bus routes which service the town. A number of the bus routes run across long distances, connecting communities across Lancashire and beyond. There are therefore several areas where services could experience delays which can impact their reliability. Bus service reliability was not raised prominently during stakeholder engagement; however, it is unclear how many of the stakeholder group were regular service users.
- The reliability of rail services is dependent on the performance of rail franchise operators and rail infrastructure. Comments during stakeholder engagement were more around service frequency than poor reliability, however it is unclear how many of the stakeholder group were regular service users.

Opportunities

- Improve signal optimisation, exploring the introduction of a green wave and if appropriate selective detection for buses and emergency vehicles.

5. To improve the perception and attractiveness of public transport services which serve the town throughout the day, and improve their link with surrounding villages and settlements

Barriers

- The bus station environment is relatively poor which presents a negative impression of bus travel for the town centre. It does not offer an attractive gateway to the town centre for visitors, and the condition of the waiting environment is perceived to not encourage use of the bus.
- Most bus services offer only an hourly service, with some routes being less frequent than this. This may not provide a convenient enough level of service to attract users to services.
- After 6pm during the week and throughout the daytime on Sundays, bus services and rail services to the north are largely reduced meaning fewer travel choices for people who live

near to the bus and rail routes. Bus and to some extent rail are therefore not options for people who are considering visiting Ormskirk for the night-time economy, or wanting to shop in Ormskirk on a Sunday. It is noted that retail activity is relatively quieter on Sundays which may be influenced by the lack of public transport connectivity.

- The information provided to prospective bus users at bus stops and at the bus station is limited. There is no audio or real-time information about service progress, and maps may not clearly show the operating routes for potential users who are unfamiliar with the area.
- Monday-Saturday service patterns on the Ormskirk-Preston line are hourly – with only two (7.56am and 8.56am) arrivals during the AM peak. This may not represent a level of provision which working people can rely on, if they have an alternative means of travel. On Sundays no services run on this route.
- The Ormskirk – Preston services operate via Burscough Junction, Rufford and Croston. There are limited opportunities for wider interchange from these stations. For example, connection with services to give access to Greater Manchester would have to be via interchange at Burscough Bridge which is not located conveniently close to Burscough Junction for people to easily walk between the two. A wider journey interchanging at Preston takes a long travel time which makes it less appealing.

Challenges

- The shape of the bus network is set by the operating companies, who focus on commercially successful routes. LCC have limited resources with which to subsidise additional services which may be less commercially profitable. There is therefore some limit to how much the bus network can be expanded and improved without a strong, supporting case.
- The standard of the bus fleet is varied – some are operated using newer and well-maintained vehicles, whilst other routes are run using older, lower quality vehicles. This variability in quality and journey experience may deter some potential users.
- The difference in rail rolling stock on the two service lines is notable. Northern rail services operating on the Preston line use less comfortable carriages in comparison to the more recently refurbished Class 507 and 508/1 units used on Merseyrail Liverpool line services.
- Journey time reliability issues caused by the length of many of Ormskirk's bus routes which pass through multiple towns and pick up delays from several routes as a result. Reliability issues also have an impact on bus timetables, with additional time built into service timetables to offset uncertainty over travel times. This can result in 'reliable' but a slower (and therefore unattractive) service offer.
- The cost of public transport tickets is relatively high compared to the cost of parking in the town centre car parks, even if stopping all day. The amount of parking spaces means that people can have relatively high confidence that a convenient parking space will be available on arrival.

Opportunities

- The planned re-development of the bus station and its surrounding area presents an opportunity to improve access to bus services and the way which bus (and more widely sustainable travel) is perceived by people who visit Ormskirk.
- Technological improvements such as electric buses will help improve environmental conditions within Ormskirk.
- Any measures within the Movement Strategy which improve the flow of traffic, and deliver better journey time reliability will be to the benefit of bus services.
- The opening of Maghull North station on the line to Liverpool will provide a new means of accessing the network, enhancing connectivity options for travel to Ormskirk.
- The appeal of the market on Thursdays and Saturdays draws in a wider catchment of visitors, who want to make journeys at a relatively set time of day. This provides the opportunity to provide a targeted public transport offer, which could include dedicated bus and coach services.
- The technology related to how people plan their travel is quickly evolving, with Mobile Phone Apps increasingly giving people more control over their choices. There are also emerging innovations which are expected to be introduced to the mass market, such as

Mobility as a Service (MaaS), which could change the traditional patterns of public transport use. This could have a transformational change on how public transport is accessed, perceived and used.

6. To increase the amount of 'active travel' for access to the town, and enhance networks for walking within the centre, improving the health and quality of life of the population

Barriers

- The gyratory which encircles the town centre leads to severance issues between outlying areas and the town centre, and may act as barrier to pedestrians trying to access the historic centre.
- Increases in the modal share of active travel are constrained by the perceived environmental impact of large volumes of queuing traffic on the town centre gyratory.
- There are limited cycle facilities provided on the streets around the network (within the town centre, but also across the wider residential catchment area), with only a couple of advanced stop lines included at junctions and no on-street cycle lanes. This lack of provision may deter potential users from cycling.
- There are no formal cycle facilities to connect the Edge Hill University site with the town centre on either the A570 St Helens Road, or Ruff Lane. On-street parking can impact the quality of journey on both of these routes.
- The existing TRO for the pedestrianised area prohibits cyclists from travelling through those streets on their bicycle. Whilst this has a positive impact on the pedestrian environment, and pedestrian safety, it may be having an adverse impact on cycling conditions as cyclists are being led towards cycling around the gyratory system, rather than being able to pass across the town centre along the most direct routes.
- Current signage and wayfinding is piecemeal and incomplete, meaning local landmarks may not be easily identifiable for new visitors. The current wayfinding system has been added to over the years and lacks a standard design.
- Businesses have permission to display signage or have tables or other objects on the pavement, which can act as barriers to pedestrian movement in narrow locations and may impact the streetscape.
- There are no formal pedestrian crossing facilities inside of the gyratory section, including no provision to assist the direct walking routes between the pedestrianised area and the bus (Moor Street) and rail (Derby Street) stations.
- Vehicles parked indiscriminately, or on double yellow lines, can narrow footways, or restrict visibility for people crossing the road.
- Whilst crossings are provided in some locations around the gyratory, there are locations which do not have formal crossings, where visibility or vehicle speeds mean that crossing can feel unsafe. Examples include near to Ormskirk Parish Church, and on Derby Street bridge. These locations also have narrow footways where it can be difficult to pass in a wheelchair or with a pushchair.
- The information provided for people arriving at the bus and rail stations could provide further details on the town centre and appropriate walking and cycling routes.
- The footpath between the bus and rail station is perceived as unattractive to many users, meaning some people may choose not to use this link which provides to most direct access between the transport interchanges.
- The demographic of the population contributes to the need to provide walking routes (travel along and across roads) which are simple, convenient and legible. It is also crucial that facilities are there to help people cross roads safely, and placed in locations which are on walking desire lines.

Challenges

- Given the traffic demands and physical constraints in certain sections of the highway network, it will be challenging to integrate on-road facilities for cyclists without creating

some negative impact on other road users. There may be the need to 'think bigger' and take additional land or lose parking to achieve the high-standard network which would be required to change behaviours. Engagement has suggested that WLBC are not likely to support changes to parking arrangements.

- Issues with motorised vehicles not following the Order which prohibits driving within the pedestrianised area between 10am-4pm (Mon-Sat) can result in vehicles conflicting with people on foot in these areas.
- Signage / seating placed outside businesses adds to street clutter in the pedestrianised areas. This has both strengths and weaknesses in terms of its impact on the streetscape and environment. It is unclear if West Lancashire Borough Council provide guidelines to help manage this.
- On street parking reduces the amount of available road space for other users such as cyclists. There are pinchpoints on the radial approaches to the town centre (such as A570 St Helens Road), where parking narrows the carriageway such that people who are cycling are severely impacted and forced into potentially hazardous conditions.

Opportunities

- Chance to build upon existing initiatives developed through the West Lancashire Green Infrastructure and Cycling Strategy and Lancashire County Council's work on a Local Cycling and Walking Infrastructure Plan.
- Merseyrail operate a 'Bike and Go' hire scheme from the rail station bike lockup. Whilst it may be under-used at present, there is the opportunity to boost cycle use in the town by generating more interest in this scheme.
- Merseyrail and Northern services provide areas within their carriages to carry bicycles on-board giving people the option to travel with their bicycle either to or from the rail station as a part of their journey.
- There are off-road routes from the north and from the west, which provide attractive routes to walk and cycle into the town centre from some of the immediately neighbouring residential areas.
- There are cycle stands located across the town centre core, including sites integrated with the town centre public realm scheme with the pedestrianised streets. These offer a reasonable level of provision, albeit facilities are of a variable quality and standard. Storage would be more attractive is it was more secure and sheltered.
- Works to reconfigure the highway layout in the northern half of the gyratory (connected to the Derby Street bridge works) will present an opportunity to provide pedestrian facilities including a wider footway and better provision to support crossing the road. The impacts of reducing highway capacity would need to be assessed as a part of the scheme development.
- Ormskirk is a walkable and accessible sized town – travel distances and the topography should be conducive to active travel.
- The presence of the University means there should be a core base of people (those living within the nearby town area) who are of an age and demographic which could be attracted towards cycling. "University Cycling Towns" is a concept which has been introduced elsewhere which has been successful.
- There are a number of narrow ginnels running between buildings which create shortcuts and added permeability when moving about on foot. More could be made of these passageways by adding wayfinding signage and improving the quality of their public realm.
- The scheme to pedestrianise streets within the town centre has already created an environment which prioritises movement on foot within the retail core. This sets a precedent for the type of experience people should have within the town centre area and provides an environment which further investment can build on. Engagement revealed that stakeholders would like to see further improvements to the pedestrian public realm, with the aim of modernising and standardising some of the older aspects which remain.
- Improvements to public realm and wayfinding can build on existing local initiatives, such as heritage trails.

6. Options list

6.1. Having developed a narrative around the reasons why the town's transport system is not currently satisfying the TCMS Vision and Objectives, we turned our attention to thinking about ways that the transport system could be enhanced, to better suit to the needs of the town.

6.2. We drew on the information collated in Chapter 5 to prepare a list of transport interventions and options. This exercise was informed by the review of the existing conditions, the site observations and the discussions with stakeholders. We also referred to previous studies where appropriate.

6.3. The historic proposal for an Ormskirk Bypass was not to be re-considered as a part of this TCMS. However, with the West Lancashire Local Plan Review in progress, the potential scale of development is likely to require new highway infrastructure to facilitate strategic movement within the borough.

6.4. For each of the interventions, details were recorded about the barriers or challenges it would be aiming to overcome, and therefore how it will contribute to delivering the six TCMS objectives. Each option was also assessed in terms of its cost, deliverability and acceptability.

- Cost – 4 broad cost brackets (up to £50k, £50k-£250k, £250k-£1m, more than £1m)
- Deliverability - 7-point scale considering the ease or difficulty of delivering the scheme considering issues such as multi-agency delivery partners, technical complexity, land acquisition, etc.
- Acceptability - 7-point scale considering if the option is likely to be resisted or welcomed by elected members, stakeholders, or the general public.

6.5. In total, 70 options have been identified which cover a full range of categories. These include:

- Infrastructure – Considering all types of infrastructure improvements including highways works, footway works, cycle facilities, works with traffic signals, etc.
- Behaviour change – A diverse mix of travel choices initiatives, aimed at providing people with better information or the incentives to try and switch to using sustainable travel modes instead of car. This includes travel planning, taster tickets, cycle equipment and training, etc.
- Operational – Consideration of means of changing how the transport system works through operational changes such as parking provisions and tariffs, one-way routes, highway route signing, etc.
- Traffic management – Options which improve the flow of traffic through improved management of the network, such as more effective traffic signalling equipment, or 'pushing' dynamic information on car parking availability to drivers
- Service provision – Focuses primarily on the public transport services offered for connection to Ormskirk, including bus and rail operations.
- Technology – Options which involve the use of new or emerging technologies, to give people more or better information to assist them to make alternative travel choices.

6.6. The full options list is presented in Appendix D of this report.

6.7. The options have then been compiled into the suggested TCMS, which is detailed in Chapter 7.

7. Presenting the Movement Strategy

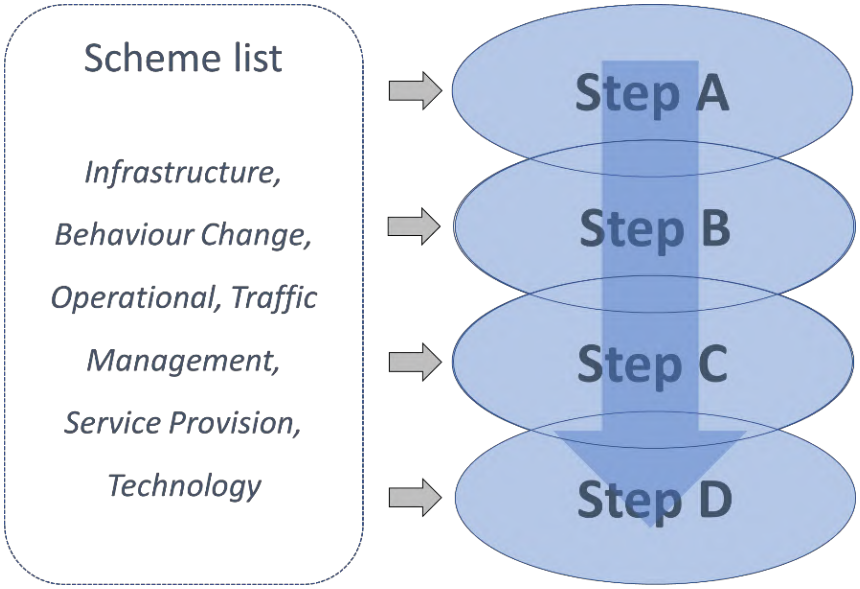
A suggested strategy

7.1. The scheme options have been brought together into a suggested Town Centre Movement Strategy (TCMS), as the conclusion to Stage 1 of this study. The suggested TCMS is not conclusive, but depicts how we feel the transport system can be evolved from today's conditions to better suit the access requirements of the market town economy whilst retaining and enhancing the town centre's historic character.

7.2. The TCMS is presented as a four step progression, with each incrementally evolving the network from its current form, adding improvement at each stage. Each step contains a blend of schemes, focusing across different modes and scheme types. The early steps contain the measures considered to be more realistic as short-term deliverables, whilst the later steps contain schemes which could be considered more aspirational, and would require a more considerable amount of planning and funding.

7.3. At this stage, a timeline or delivery cost for each package has not been set, but it provides a basis for future analysis, testing and modelling, which will give more clarity on appropriateness, feasibility and value for money.

Figure 7-1 – Movement strategy structure overview



7.4. The suggested Movement Strategy is summarised below, and presented visually through a series of plans presented within this Chapter.

STEP A

This early step would introduce some 'quick-win' measures, aimed at making alternatives to car travel more attractive, and beginning the journey towards improved sustainable travel access.

A 20mph restriction around parts of the A570 gyratory and on Aughton St will help to provide more of a gateway, when travelling into the town from the west and alter driver behaviour in and around the town area.

The central pedestrianised area should be opened up for cyclists, and better enforcement is required to ensure vehicles are not in that space during restricted hours.

To promote cycling from the north, segregated cycle lanes would be introduced on Burscough Street, with additional links with residential areas via Yew Tree Road. A new toucan crossing on the southern side of the gyratory near Moorgate will also begin to enhance the cycling connectivity from the south.

STEP B

The second step adds further walking and cycling infrastructure to the network, including a new route through to Skelmersdale.

This step is timed in line with the works to repair/replace the Derby Street road bridge over the railway. This will enable the A570 highway layout to be reconfigured, as well as the completion of the scheme to upgrade the path which connects the bus and rail stations.

For highway circulation, an additional access to Morrisons is proposed, as well as a new highway gyratory to the south-east of the town centre. This would be accompanied by the South-East Cycle Gateway scheme which provides the early phase of the A570 University Link route.

STEP C

This step brings the Moor Street Gateway project online, with a new bus interchange for Ormskirk town centre. This facility will present a huge opportunity to re-position public transport within the town centre, changing perceptions and customer experience.

The bus station redevelopment would be accompanied by a re-modelling of the highway access arrangement on Moor Street, and should look to promote a safer pedestrian link with the pedestrianised area.

Through this phase, we also suggest the A570 University Link cycle lane is introduced, as a new segregated facility running out to the Edge Hill Campus.

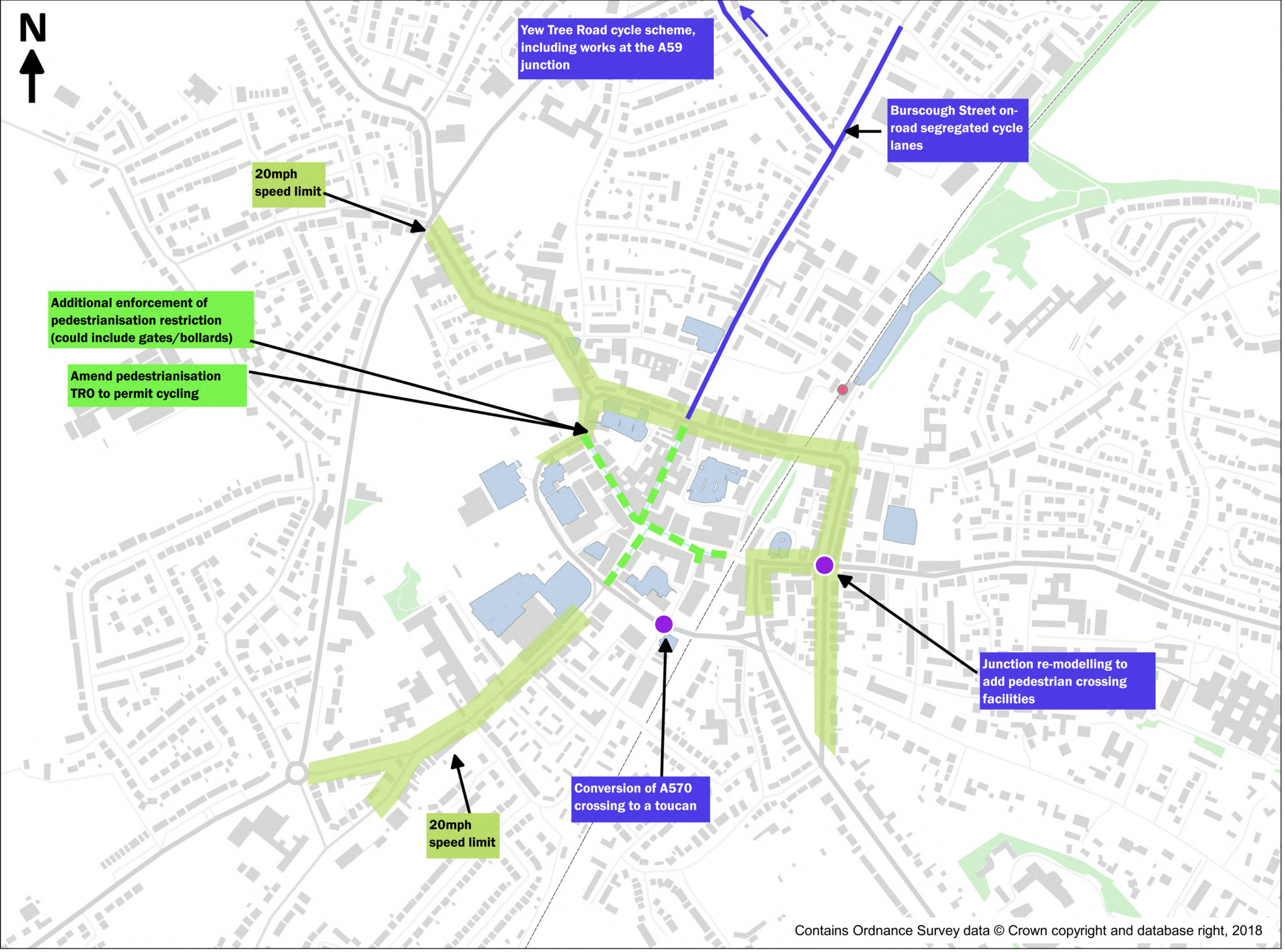
STEP D

This final step would deliver the largest impact in terms of changing the character and feel of the town centre. making it feel more safe and secure for people.

The addition of a new link road to facilitate two-way traffic, creates the opportunity to close the western side of the A570 gyratory. As well as mitigating an existing highway pinch point, this creates a new opportunity to create new public space, and tie the Church precinct more closely into the town centre.

The re-distribution of traffic would also enable the closure of the top of Aughton Street, changing the character of this corridor and creating the opportunity to install segregated cycle lanes. Changes in traffic flow would also facilitate works to change the layout of Derby Street, reducing severance with the residential areas to the north of the town, as well as improving access to the rail station and library.

In this longer term, it should also be an ambition to improve the connectivity of the Preston rail link to other services, through revised arrangements in Burscough.



Step A

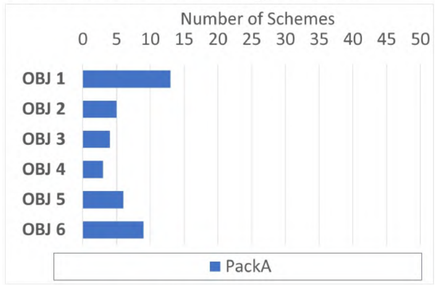
This early step would introduce some 'quick-win' measures, aimed at making car travel through the town less attractive, and beginning the journey towards improved sustainable travel access.

A 20mph restriction around parts of the A570 gyratory and approaches will help to provide more of a gateway, when travelling into the town from the west and alter driver behaviour in and around the town area.

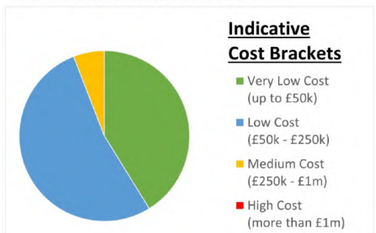
The central pedestrianised area should be opened up for cyclists, and better enforcement is required to ensure vehicles are not in that space during restricted hours.

To promote cycling from the north, segregated cycle lanes would be introduced on Burscough Street, with additional links with residential areas via Yew Tree Road. A new toucan crossing on the southern side of the gyratory near Moorgate will also begin to enhance the cycling connectivity from the south.

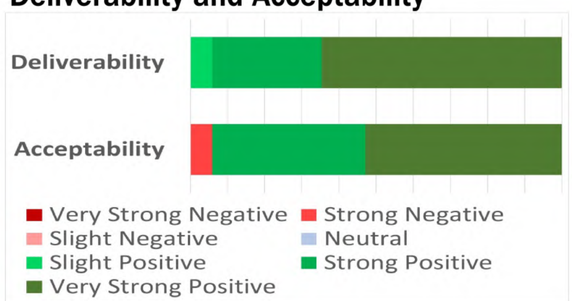
Contribution to Objectives



Cost Assessment



Deliverability and Acceptability



- Upgrades to traffic signalling equipment to improve network operation
- Additional enforcement of yellow box markings at key junctions to improve compliance and network operation
- Behaviour Change Measures
  - Personalised Resident / Employer / School Travel Planning
  - Local cycling events and campaigns
  - Bus or Train taster tickets
  - Improved quality and availability of bus service information
  - Additional marketing and promotion of bus services

- Installation of additional electric car charging points
- Promote and expand local car share initiatives

Interventions shown are indicative only

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N

Yew Tree Road cycle scheme, including works at the A59 junction

Ormskirk - Burcough Linear Park Cycle and Walking Route

Derby St reduced to one lane, with wider footways and a new pedestrian crossing

Burscough Street on-road segregated cycle lanes

20mph speed limit

Narrowing of Railway Rd to a single lane at its junction with Derby St

Additional enforcement of pedestrianisation restriction (could include gates/bollards)

Amend pedestrianisation TRO to permit cycling

Improved cycle hub at rail station

Upgraded walk/ cycle link between the bus station and rail station

Additional access for Morrisons on Aughton St, with associated review of A570 junction operation

Junction re-modelling to add pedestrian crossing facilities

Conversion of A570 crossing to a toucan

20mph speed limit

South-East Cycle Gateway scheme:
- on-street segregated cycle lanes alongside new gyratory
- westbound shared use footway/ cycleway

Re-modelling of Knowsley Road/ Ruff Lane/ St Helens Road as one-way gyratory

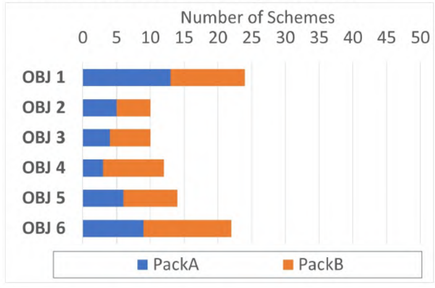
Step B

The second step adds further walking and cycling infrastructure to the network, including a new route through to Skelmersdale.

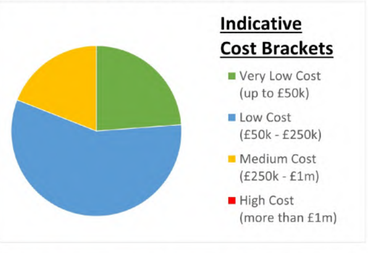
This step is timed in line with the works to repair/replace the Derby Street road bridge over the railway. This will enable the A570 highway layout to be reconfigured, as well as the completion of the scheme to upgrade the path which connects the bus and rail stations.

For highway circulation, an additional access to Morrisons is proposed, as well as a new highway gyratory to the south-east of the town centre. This would be accompanied by the South-East Cycle Gateway scheme which provides the early phase of the A570 University Link route.

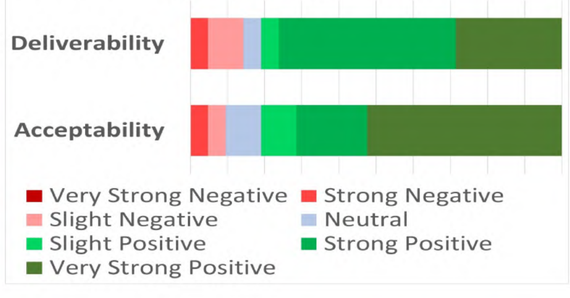
Contribution to Objectives



Cost Assessment



Deliverability and Acceptability



- Installation of additional electric car charging points
- New sheltered cycle parking
- Extensive new pedestrian wayfinding
- Continuation of upgrades to traffic signalling equipment
- Promote alternative routes for travel between Burscough and the M6 South (from Pippin St)
- Additional Behaviour Change Measures
  - Discounted cycle equipment
  - Cycle training and bike maintenance classes

- Mobility as a Service 'Lite' - E.g. service bringing together PT information, wayfinding, taxi services, parking data, sustainable travel incentives
- Increase service timetables for buses to run later in the evenings and on Sundays
- Work with operators to modernise the bus fleet (reducing emissions and improving journey experience)
- Dynamic car parking notifications on town centre gateways
- New town centre cycling routes and parking map with promotion
- Review of car parking tariffs

- Promote and expand local car share initiatives
- Additional enforcement of yellow box markings at key junctions
- Continuing to support and promote Behaviour Change Measures
  - Personalised Resident / Employer / School Travel Planning
  - Local cycling events and campaigns
  - Bus or Train taster tickets
  - Improved quality and availability of bus service information
  - Additional marketing and promotion of bus services

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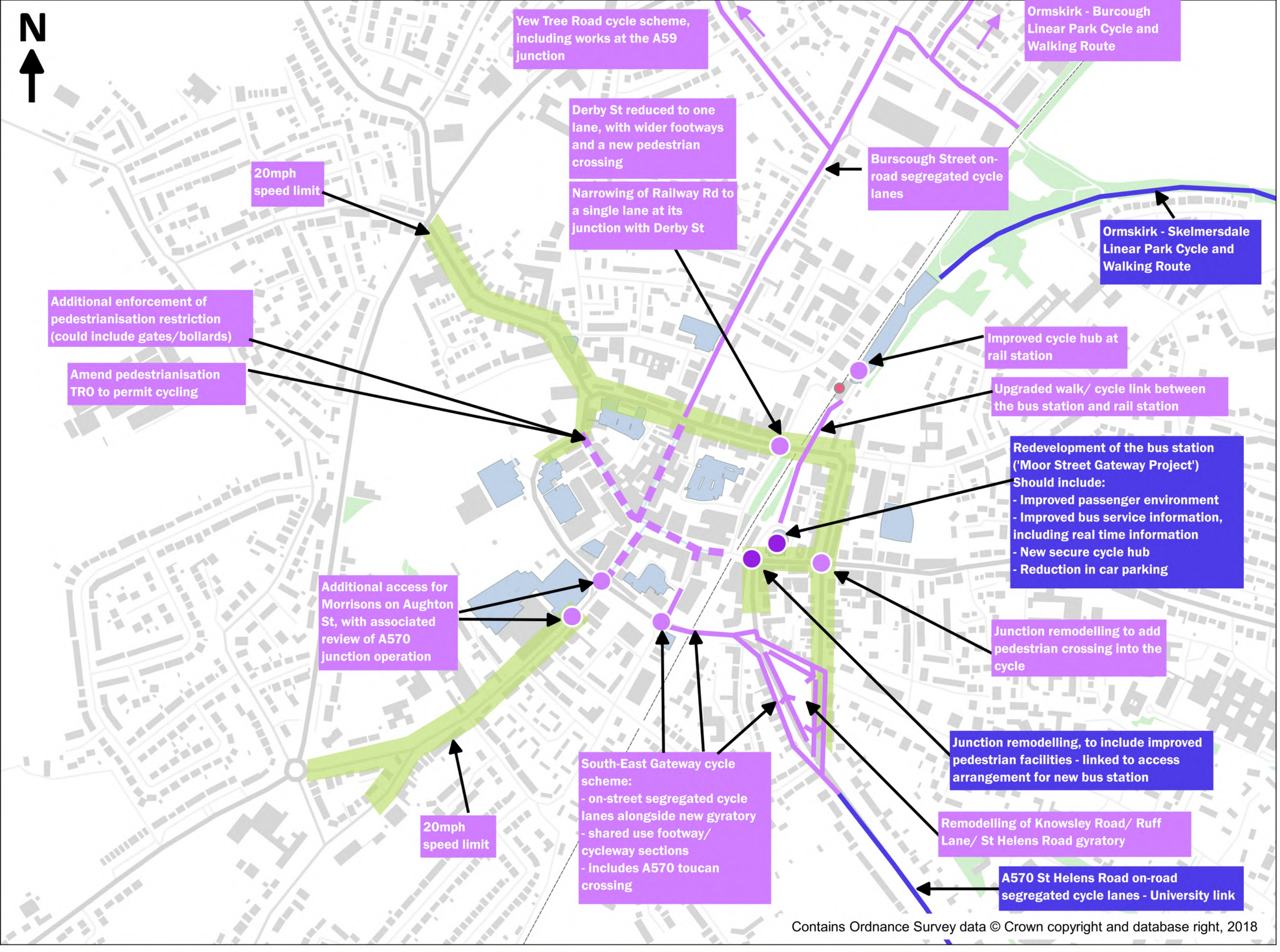


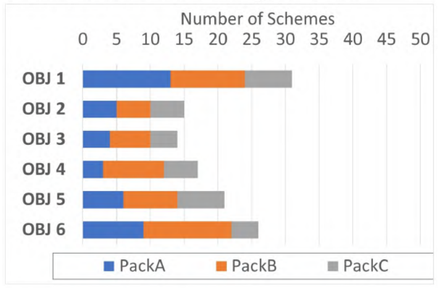
Step C

This step brings the Moor Street Gateway project online, with a new bus interchange for Ormskirk town centre. This facility will present a huge opportunity to re-position public transport within the town centre, changing perceptions and customer experience.

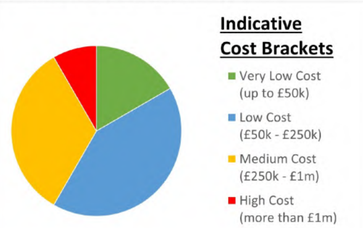
The bus station redevelopment would be accompanied by a re-modelling of the highway access arrangement on Moor Street, and should look to promote a safer pedestrian link with the pedestrianised area.

Through this phase, we also suggest the A570 University Link cycle lane is introduced, as a new segregated facility running out to the Edge Hill Campus.

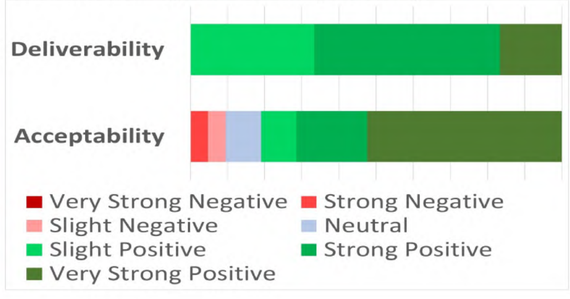
Contribution to Objectives



Cost Assessment



Deliverability and Acceptability



- 'Intelligent' dial-a-ride through app based platform (with trip and route optimisation)
- Potential need to review the amount of town centre parking, and/or the pricing of short stay parking
- Additional dedicated school bus services
- Installation of additional electric car charging points
- Continuation of upgrades to traffic signalling equipment
- Improved bus services - Improve service frequencies (in addition to evening and Sunday improvements), as well as broadening journey opportunities

- New sheltered cycle parking
- Extensive new pedestrian wayfinding
- Promote alternative routes for travel between Burscough and the M6 South (from Pippin St)
- Dynamic car parking notifications on town centre gateways
- Mobility as a Service 'Lite' - E.g. service bringing together PT information, wayfinding, taxi services, parking data, sustainable travel incentives
- Work with operators to modernise the bus fleet (reducing emissions and improving journey experience)
- Review of car parking tariffs

- Promote and expand local car share initiatives
- Additional enforcement of yellow box markings at key junctions
- New town centre cycling routes and parking map with promotion
- Continuing to support and promote Behaviour Change Measures
  - Personalised Resident / Employer / School Travel Planning
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  - Bus or Train taster tickets
  - Improved quality and availability of bus service information
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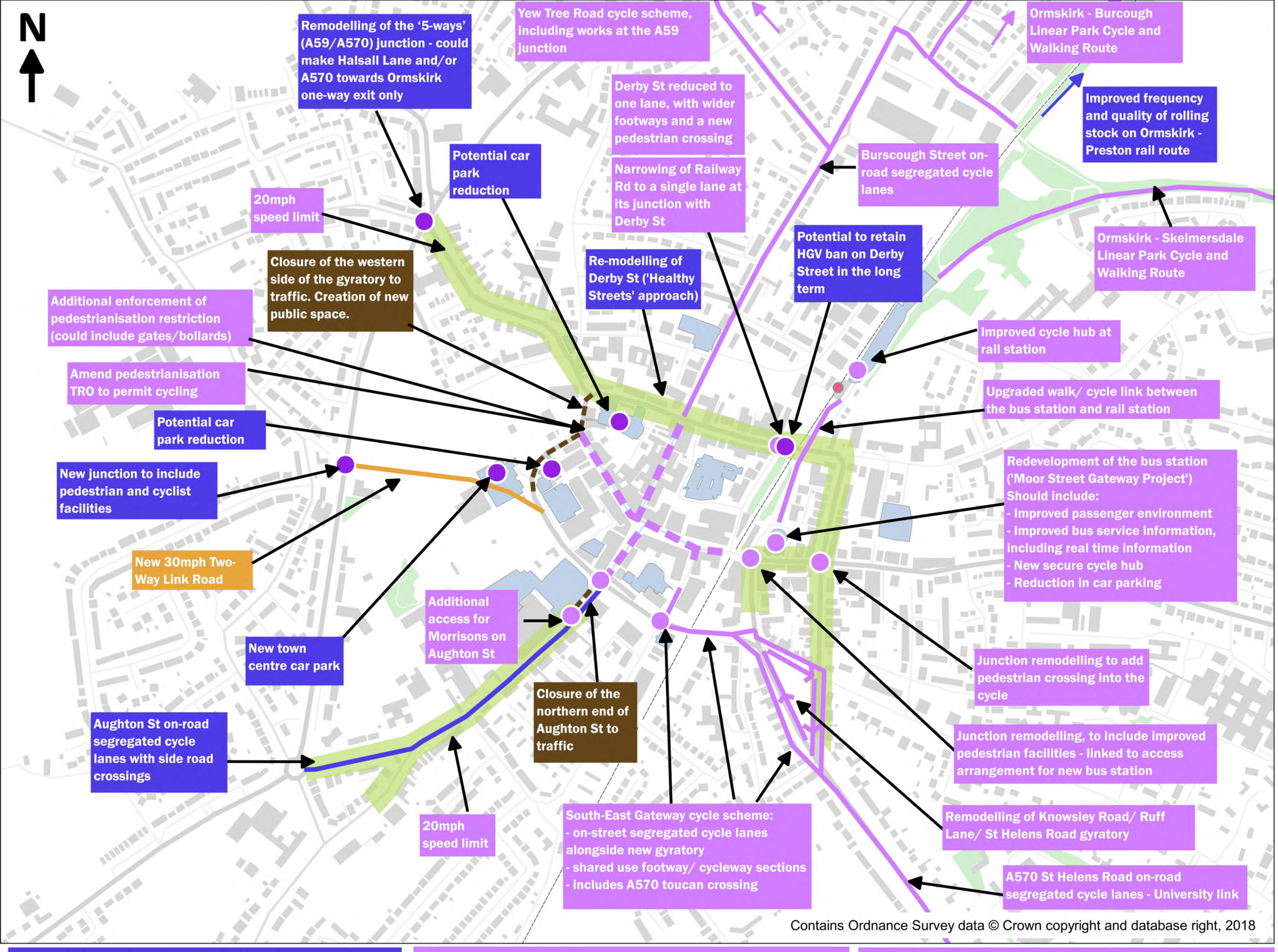


Step D

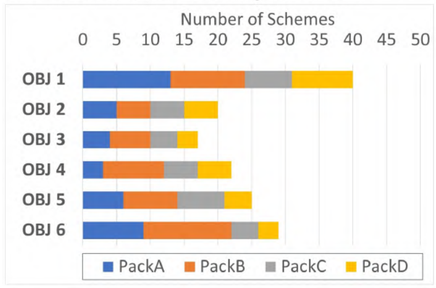
This final step would deliver the largest impact in terms of changing the character and feel of the town centre. making it feel more safe and secure for people.

The addition of a new link road to facilitate two-way traffic, creates the opportunity to close the western side of the A570 gyratory. As well as mitigating an existing highway pinch point, this creates a new opportunity to create new public space, and tie the Church precinct more closely into the town centre.

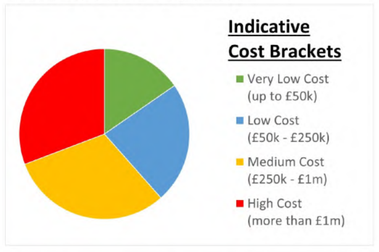
The re-distribution of traffic would also enable the closure of the top of Aughton Street, changing the character of this corridor and creating the opportunity to install segregated cycle lanes. Change in flow would also facilitate works to change the layout of Derby Street, reducing severance with the residential areas to the north of the town, as well as improving access to the rail station and library.

In this longer term, it should also be an ambition to improve the connectivity of the Preston rail link to other services, through revised arrangements in Burscough.

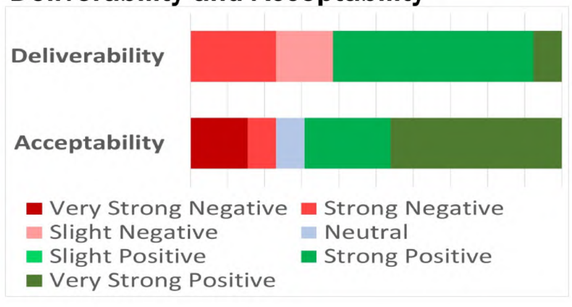
Contribution to Objectives



Cost Assessment



Deliverability and Acceptability



- Reinstatement of the Burscough Curves to allow direct rail services between Ormskirk and Southport (an alternative could be to consider relocating Burscough Junction station to "School Lane")
- Installation of additional electric car charging points
- Continuation of upgrades to traffic signalling equipment

- Mobility as a Service 'Lite' - E.g. service bringing together PT information, wayfinding, taxi services, parking data, sustainable travel incentives
- 'Intelligent' dial-a-ride through app based platform (with trip and route optimisation)
- Review of car parking tariffs

- New sheltered cycle parking
- Extensive new pedestrian wayfinding
- Promote alternative routes for travel between Burscough and the M6 South (from Pippin St)
- Additional dedicated school bus services
- Potential need to review the amount of town centre parking, and/or the pricing of short stay parking
- Improved bus services - Improve service frequencies (in addition to evening and Sunday improvements), as well as broadening journey opportunities
- Work with operators to modernise the bus fleet (reducing emissions and improving journey experience)

- Dynamic car parking notifications on town centre gateways
- Promote and expand local car share initiatives
- Additional enforcement of yellow box markings at key junctions
- Introduction of a local cycling routes and parking map
- Continuing to support and promote Behaviour Change Measures
  - Personalised Resident / Employer / School Travel Planning
  - Local cycling events and campaigns
  - Bus or Train taster tickets
  - Improved quality and availability of bus service information
  - Additional marketing and promotion of bus services
  - Discounted cycle equipment
  - Cycle training and bike maintenance classes

Interventions shown are indicative only

ATKINS
Member of the SNC-Lavalin Group

Explaining our concept

7.5. The suggested TCMS aims to provide a step-change in the way people travel which would bring benefits for the town centre economy, local residents and businesses, as well as providing a road network which still supports some through movements by car, but in a more efficient and effective way.

7.6. The TCMS thinking has been driven by the Vision and Objectives which were outlined early in the process. They have guided the options which we are putting forward and define the outcomes which the TCMS proposal must seek to achieve.

7.7. Our overall impression is that town centre access is currently dominated by the car. There are a number of reasons which contribute to this; the easy availability of parking, a shortage of high-frequency public transport alternatives, the demographics and travel distances of the catchment population. Longer distance through trips, including HGVs, also play a contributing role. The town's geography includes a number of attractors located on the fringes of the town centre (such as Edge Hill University and the Hospital) which are closely tied to the town, but may not feel close enough to the centre for people to make a journey using existing sustainable travel options. There are also issues during evenings and on Sundays when no bus or rail services run.

7.8. The suggested TCMS looks to improve active travel and sustainable travel options, whilst retaining a role for the car to provide town centre access. As set out in the vision, we want car to not feel like the only choice, and so we must promote investment in better walking and cycling facilities, and co-operate with public transport operators to run additional and more frequent services. However, car access is likely to remain an integral part of the overall transport system in order for Ormskirk to compete with other similar towns in the region.

7.9. For cycling we have focused on three radial corridors, including a University Link along the A570. At present, there is a lack of infrastructure to support cycling within the town, and as a result there appears to be a low level of awareness and appetite for cycling. Introducing visible infrastructure, alongside promotional campaigns and supporting initiatives, can be a crucial step towards changing perceptions.

7.10. For pedestrians, the pedestrianisation of the town centre core has already had a positive impact on the feel of town. This is something which we want to build upon and strengthen through the TCMS. There is more that can be done to reduce severance created by the A570 gyratory, such as gateway junctions with the A577 Wigan Road and Moor Street where there are no pedestrian facilities. Providing better facilities at all town centre gateways can increase the permeability of the centre, and along with co-ordinated wayfinding, should help to make the town feel more legible and easy to navigate.

7.11. For public transport, improvement will be challenging and require investment from private operators. There may be opportunities to use emerging technologies to put more power in people's hands when making travel choices, and research has already shown this can boost the attractiveness and use of services. There has been a recent enhancement of the rail service to Preston through the May 2018 timetables, but we would want this to go further, particular in terms of peak period service patterns. The rolling stock used by Northern is due to be replaced during the franchise period which will also improve the rail journey experience. The Merseyrail service operating south to Liverpool is a higher frequency and uses newer rolling stock; mode shares within these corridors reflect relative appeal of the better service provision.

7.12. The bus network relies on a number of different operators and partners. Again, we endorse additional services being introduced to widen connectivity to Ormskirk, including more services linking to nearby towns and villages. We believe to be viable, services should run at least hourly, and across most corridors should seek to run at least every 30 minutes. Within the town centre, the bus station does not currently promote buses favourably as the building is largely rundown, and the wider pedestrian environment is poorly maintained. A scheme to provide a new mixed-use bus station,

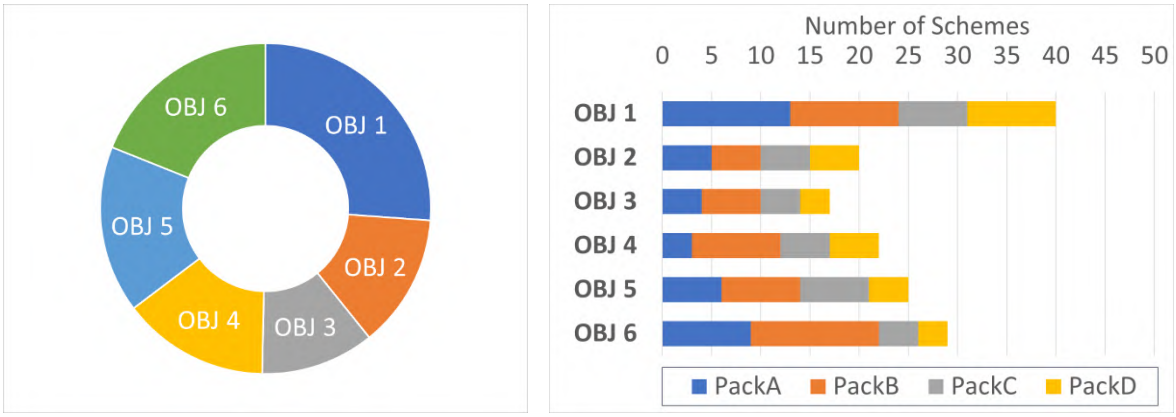
would regenerate the area and can transform perceptions about bus use. In order to reach more people, it is also considered that the service information people can access should be improved.

7.13. For the road network, we considered a number of approaches. In the first instance, we promote measures which can help to get more out of the current network, including improving the efficiency of traffic signals. We recognise the strategic importance of the east-west route within the overall highway hierarchy (e.g. a main connection between the M58 and Southport), however we feel changes could be made so that the A570 better fits its setting alongside the historic town centre. Our proposal is to re-model the present gyratory, instead creating a two-way route across the southern side of the town to carry strategic traffic. This would link to the A59 and form the primary access route. This could open up several complimentary opportunities; a chance to reallocate road space over for other uses, form new pedestrian and public realm spaces, and integrate the Parish Church precinct more closely with the town centre. It would also enable existing radial corridors like Aughton Street and Southport Road, which are currently busy with vehicles to be re-graded, and re-modelled to be more appropriate for their neighbouring land uses.

7.14. Safety will be a key pillar of the TCMS, and our approach would provide benefits to key safety issues at present, including accident blackspots. Sensitive air quality issues should also improve with a reduction in traffic flow on Moor Street and a re-modelling of that section alongside the replaced bus station.

7.15. In undertaking assessing the schemes within the suggested TCMS, we identified which Objectives each measure aligns to. It was important that any idea being considered was in line with the strategic direction of the TCMS, and must align with at least one of the Objectives. Once compiled, the suggested TCMS has been assessed in its entirety as a package of measures. There are 62 different options within the suggested TCMS, which align to the Objectives as set out in Figure 7-2.

Figure 7-2 – Suggested TCMS Alignment with Objectives



Enhancing sustainable travel options

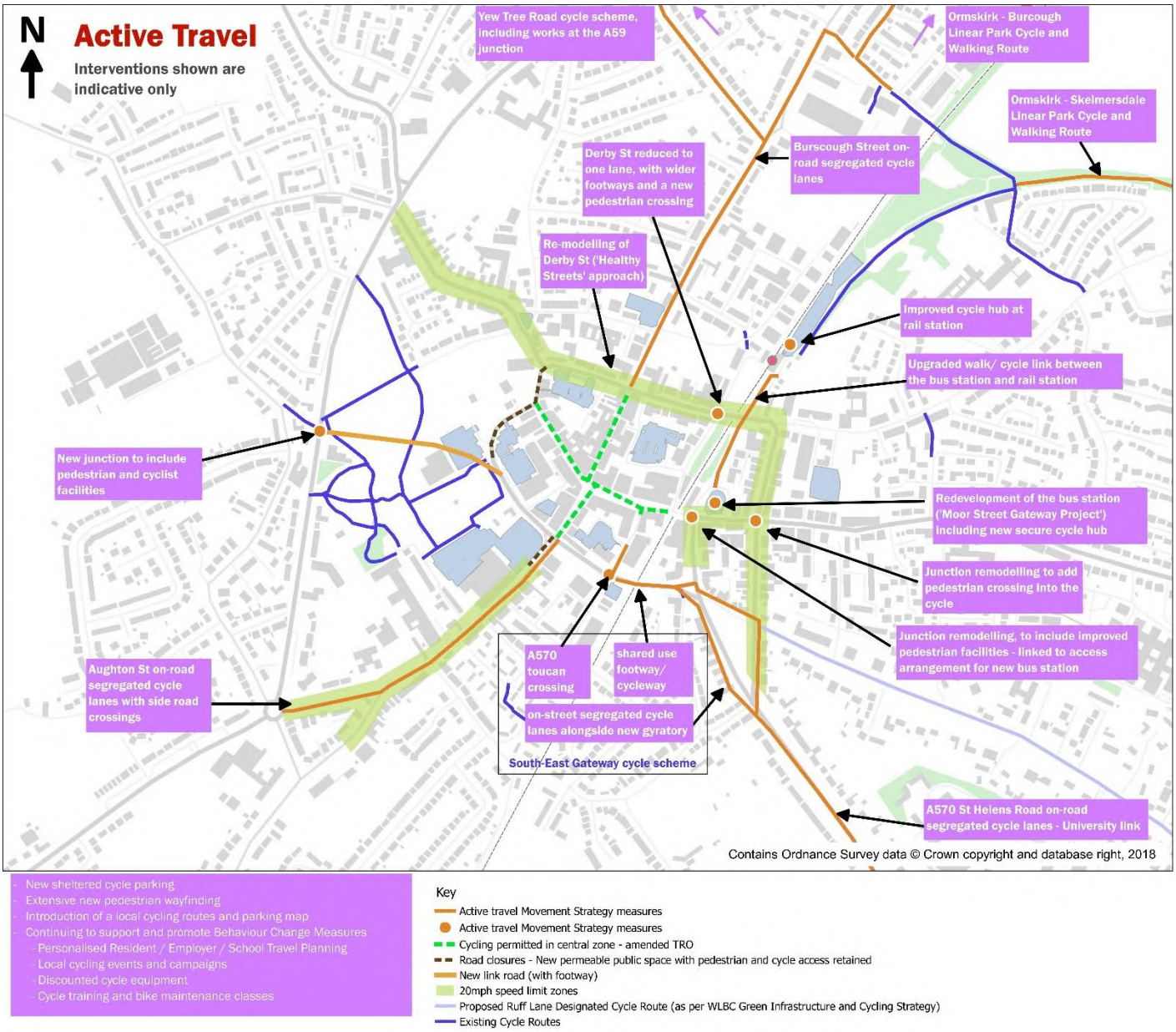
7.16. A key aspect of the TCMS is the improvement of travel options which can offer an alternative to private car. The work has considered means of improving walking, cycling and public transport provisions and increased use of these modes would have a beneficial impact on congestion and air quality within the town centre area.

Active travel

7.17. Our approach to active travel networks has been to recommend new infrastructure which can provide a better integrated and connected network of routes across the town centre, as well as provide more attractive links on routes which have the largest demand, such as between the town centre and Edge Hill University.

7.18. Figure 7-3 shows the cumulative impact of the active travel measures proposed, and shows how they integrate with and expand on the cycle infrastructure already in place.

Figure 7-3 – Active Travel Enhancement proposed through the TCMS



7.1. It is understood that LCC are also developing improvements to provide a better cycling link to connect the bus station and Ruff Lane (along St Helens Road).

7.2. There are also proposals under development from the WLBC RMS, to upgrade the footway alongside the A570 to create a shared use route which will better link the town to Edge Hill University. In the context of the WLBC Emerging Local Plan, the importance of the A570 corridor is likely to grow should further development be progressed on the southern side of this route. A high-standard, consistent and fully-integrated cycle network will be important to the sustainability of the network as this develops.

Public transport

7.3. Measures related to public transport are aimed at enhancing bus and rail travel service provisions, as well as improving the user travel experience, and bringing more technology to the way which people are able to research and use services.

7.4. Related proposals include:

- A1 - Provide improved quality and availability of bus service information.
- A2,A3,A4 – Additional personalised Resident travel planning, Employer travel planning and School travel planning.
- A5 - Additional marketing and promotions of bus connections, including posters, leaflets, radio and media campaigns.
- A6 - Bus or train taster tickets
- B8 - Enhancement package for the path between the bus and rail stations.
- B15 - Mobility as a Service 'Lite'
- B16 - Increase service timetables for buses to run later in the evenings and on Sundays – specific recommendations to be identified
- B18 - Work with operators to modernise vehicle fleet used to provide bus connections to Ormskirk
- C1 - Redevelopment of the bus station (established 'Moor Street Gateway Project'), and surrounding area.
- C6 - Intelligent shared dial-a-ride.
- C7 - New bus connections to widen network coverage - specific recommendations to be identified
- C8 - Improved service on existing bus connections - specific recommendations to be identified
- C9 - Additional dedicated bus services to the schools within Ormskirk - specific recommendations to be identified
- D9 - Burscough Curves rail link reinstatement. Rail link would create the potential for direct rail services between Ormskirk and Southport.
- D10 - Improved Preston - Ormskirk rail frequency
- D11 - Improved rolling stock for services on the Preston - Ormskirk rail line

Unused options

7.5. In working up this Stage 1, we considered a number of options which are not presented as a part of the suggested TCMS. It may be that there is merit in still considering these options as a part of the detailed testing, analysis and modelling of the TCMS, however they are not included within the suggested approach at this stage. Commentary is provided to explain the rationale:

- Park and Ride – We considered a number of alternatives for how park and ride could work to support town centre movement. In our view, the availability and pricing of parking within the town centre means it is unlikely that people would change behaviours and use a park and ride facility. There would be a cost to establishing a site, and operating a connecting bus service, and it is considered that this is not likely to achieve a deliverable business case. There was a suggestion that Edge Hill University could be promoted as a park & ride car park however this could only be viable for Saturdays, and the £1 charge to park for 3 hours is unlikely to be sufficient convince many people to park at the university and wait for a bus service which operates every 20 minutes to get into town.
- Cycle Hire – We discussed the merits of a cycle hire scheme, and how it could operate within Ormskirk. There are various models which are being brought to the market, including docked and dockless operations. It is noted that a scheme was previously run at Edge Hill University however this had limited success; this is put down to the lack of flexibility as bike could only be returned to the same location on the Campus, meaning a one-way journey was not possible. Given the relatively compact geography of Ormskirk, and the likely size of the market opportunity, it is considered unlikely that a cycle hire scheme would be financially viable and we feel that pursuing other approaches to boost cycling will be more worthwhile.

- Widening of the A570 on the western side of the gyratory – When considering the operation of the gyratory at present, we identified the western section as being the most constrained in terms of carriageway width. In this area, the road narrows whilst pedestrian footways are also restrictive and do not provide a good level of provision. One solution would be to take property from alongside the road, to enable the highway space to be re-modelled with wider carriageways and footways. This would however have a high cost (given the need to purchase land), as well as be highly disruptive. Furthermore, it would be creating additional highway capacity which could give the perception of strengthening the role of the A570 gyratory as a strategic corridor. It was considered that this had low acceptability and deliverability, and did not align well with the TCMS Vision and Objectives.
- Southport Strategic Route re-signing – The A570 gyratory is a part of the strategic route between M58 J3 and Southport. This creates travel demand in the corridor, especially at weekends and on bank holidays when the attraction of the coastal destinations is greatest. In Sefton's Local Plan it is acknowledged that Ormskirk is a particular congestion issue within the corridor, which impacts on access to Southport. Through the Stage 1 work, we discussed the strategic function of the A570 with LCC and WLBC. For this to be changed, it would result in trips diverting off the A570, with the likely alternative being an increase in traffic on the M58, through Switch Island, and on the Thornton Link road. As these routes are within the Sefton area, this would be sensitive and it is therefore not something we want to base the suggested TCMS on.
- Re-modelling the A570 as a 'true' gyratory (e.g. the network operates fully as a clockwise circulation, without the two-way section across the southern side of the town centre) – This proposal was considered as a means of simplifying the network and reducing the conflicts at key junctions. There could be some merit in this, as it would reduce the number of movements at some of the main highway congestion points. It would however result in a large increase in traffic flow around Derby Street, and it is unclear if the road network would be able to facilitate this flow. It would also add to severance issues on the northern side of the town centre which is not a desirable outcome. Furthermore, an increase in flow would not be palatable with the concerns about vehicle loading over the Derby Street bridge. Overall, it was considered that the network operating in this way is unlikely to provide an optimal solution and an alternative approach to evolving the road network has been suggested instead.

8. Next steps

8.1. Following this Stage 1 Report, the next stage in the development of the TCMS will be the evaluation of the measures identified in each of the TCMS steps. It is recognised that there may be considerable design and deliverability challenges associated with some of the measures which are included, included the proposal for a new link road to the south of Ormskirk town centre. A thorough evaluation of these measures, including undertaking transport modelling, is therefore critical.

8.2. The evaluation stage will require the assembly of data and tools necessary to assess the effectiveness and value for money of the measures identified in each of the four steps of the TCMS. From the work undertaken in Stage 1 the gaps in available data are known and there is an understanding of the tools required to assess the operational and economic performance of measures.

8.3. The outcome of the next stage will be a better-developed understanding of the TCMS, comprising a revised approach which is deemed to be effective, affordable, deliverable and which will be able to sufficiently meet the TCMS Objectives and deliver the Vision.

8.4. The TCMS will also need to be tested in respect to compatibility and suitability with the development proposals of the West Lancashire Local Plan, which is current at Preferred Options consultation stage.