Appendices

Appendix A. Stakeholder engagement

The following people / organisations were engaged with as a part of the baselining stakeholder engagement:

- LCC and WLBC Officers – including Highways, Strategy, Public Transport, Planning, Structures, Active Travel, Equality and Cohesion, Air Quality, Leisure and Traffic Management
- Edge Hill University
- Bus Operators
- Arriva
- Stagecoach
- Huyton Travel Ltd
- Rotala Preston Bus
- Holmeswood Coaches
- Northern Rail
- Merseyrail
- Merseytravel
- Network Rail
- West Lancs Community Rail Partnership
- Freight Transport Authority (FTA)
- Southport and Ormskirk NHS Trust
- Emergency Services
- Police (Traffic Management)
- North West Ambulance Services
- Ormskirk Fire Service
- Ormskirk Community Partnership
- One West Lancs
- Sustrans
- The Bicycle Lounge (Ormskirk cycle business)
- Local Taxi Operators

Appendix B. Context review

B.1. Policy Context

The baselining has included a review of current policies and plans, to understand the context 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.

B.1.1. Current policies and plans

Ormskirk Town Centre Strategy 2015-2020

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. The strategy provides a clear direction to deliver positive change, improve business confidence and encourage quality investment. It sets out a long-term vision for the town centre, and identifies short-term priorities to address key issues and capitalise on the opportunities available.

The strategy document sets out the following vision:

> *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.*
>
> *Links will be made to maximise the benefit of having the successful Edge Hill University within the town.*
>
> *There will be a regular pattern of co-ordinated events and the town will be one of the most advanced locally in terms of I.T. infrastructure.*
>
> *A co-ordinated marketing effort will help publicise the attractions which Ormskirk holds and will make Ormskirk a destination for day trips across the sub-region.*
>
> *We believe that the Ormskirk Town Centre Strategy contains a strong vision and will help to deliver a town centre we can all be proud of.*

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.
- An indicative action plan identifying the short-term priorities to address key issues is included within the strategy and covers:
- Building and place – investigating the role of arts and culture in the animation of the street scene, whether on a temporary or permanent basis. Looking at improving the buildings, streets and alleyways, seeking to create a unique sense of place while celebrating local identity.

- Car parks – undertaking a comprehensive car parking review, including pricing, new technology and capacity. Improving the overall appearance of all town centre car parks, including updating signage, environmental improvements, resurfacing, as well as considering opportunities for new artwork at appropriate locations.
- Transport and access – Explore opportunities to improve access and movement into and within Ormskirk town centre, including the delivery of new transport projects. Improve the current service on the Ormskirk to Preston rail line so it is more regular and user-friendly. Explore opportunities to improve Ormskirk bus station to provide a modern, fit-for-purpose facility – including improving existing linkages with the rail station. Develop a much-improved pedestrian and cycle network around the town, including links to the University. Work with Network Rail to explore opportunities to increase and/or improve car parking facilities at Ormskirk rail station to provide a better park and ride facility. Seek to ensure the aspirations of the town centre are supported through the development of a Movement Strategy for Ormskirk.

West Lancashire Highways and Transport Masterplan

This document sets out the Highways and Transport Masterplan for West Lancashire. Together with the technical evidence and public consultation underpinning it, it 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.

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.

This masterplan sets out the highways and transport interventions we need to put in place so that:

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

The Masterplan identifies that Ormskirk suffers from significant traffic congestion. The main route through the town centre is the A570 which currently carries traffic accessing Southport from the M58 and there has been a long-standing proposal for a bypass of Ormskirk to carry this traffic around the town. However, a study commission into the M58 to Southport Corridor has suggested that much of the traffic in Ormskirk is not in fact through traffic. The bypass is therefore no longer being pursued and the route protection for the current scheme alignment has been removed.

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:

- A movement strategy for Ormskirk will be developed and implemented, building on the work done for the M58 to Southport Corridor Study and also including an innovative bicycle hire scheme. The strategy 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.
- Working together and building on the work done by the County Council and Sefton Council, bring forward junction improvements which include work at the A570/B5242 junction (The Morris Dancers) in Scarisbrick. Also, working with partners including Highways England produce a detailed route management plan that will set out how traffic using the A570 can be reduced, where small-scale improvements are needed and how such improvements can be brought forward.

- The Ormskirk TCMS will provide an opportunity to challenge how the Derby Street railway bridge is currently used.
- Connected networks will make travel easy for West Lancashire's residents, businesses and visitors and reduce the impact of longer distance journeys through the borough. With very significant changes happening in neighbouring areas (the Preston, South Ribble and Lancashire City Deal to the north and the Liverpool City Region SUPERPORT and Manchester Airport City to the south), there will be significant opportunities for West Lancashire if the highways and transport connections are good enough.
- The package of measures to improve connectivity into, out of and across West Lancashire includes:
- Working with partners, particularly Merseyrail, to electrify the Ormskirk to Preston rail line and provide a new Burscough Interchange between Southport to Wigan and the Ormskirk to Preston lines.
- Working with partners in neighbouring authorities and with Highways England to put in place a Route Management Plan for West Lancashire that maximises the benefits of all new road construction and highways and transport improvements in the area.
- Work with WLBC to progress a strategic network of multi-user paths based on the linear park model. The network will need to address issues of personal safety and of year-round usefulness, as well as the extent to which the network will be maintained.

West Lancashire Local Plan

The West Lancashire Local Plan 2012-2027 guides future development within the borough and was adopted on the 16th October 2013. It sets out:

- The distinctive features, issues and challenges in the borough;
- A vision for the borough in 15 years' time;
- What is needed to achieve this vision; and
- Key policies to help meet this goal.

Within the Local Plan, Ormskirk is described as providing a full range of facilities and benefiting from a hospital, magistrates court, civic hall and a university. The town is located in a strategic transport corridor with both the A59 (Liverpool-Preston) and A570 (St. Helens-Southport) passing through the town. Employment in the town is predominantly provided through town centre businesses, the council, hospital and university, with business parks at Burscough Street and Southport Road. It states that many residents, however, commute to Liverpool using the high-frequency rail service from Ormskirk.

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. There are also significant congestions issues at peak times on the A59 through Ormskirk and Burscough, and rail services between Ormskirk and Preston have infrequent services. Although, there are regular bus services between Southport and Wigan, going through Ormskirk.

The spatial portrait 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.

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. Edge Hill University will continue to be a key economic driver for Ormskirk with an important role across the wider Borough and wider sub-region.

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

Ormskirk's links with Liverpool and Merseyside will be strengthened. Rail services to Burscough, Preston and Southport will have been improved, making the town more accessible to other parts of the North West.

A number of strategic objectives, which embrace the aims and visions of other key strategies and plans important to West Lancashire, are set out to support the delivery of the vision. The Local Plan then sets out policies which will be employed to fulfil the aims of the objectives.

Outside of Skelmersdale, Policy SP1 identifies Ormskirk as providing a secondary focus for new development with up to 750 new dwellings proposed within the plan period.

Edge Hill University is considered a major asset to the borough of West Lancashire and the town of Ormskirk. The university contributes £75m per annum to the local economy and 1,580 full-time equivalent jobs[2]. The main issues identified for consideration within the Local Plan relate to traffic, parking and housing.

Policy EC4 seeks to maximise the role and benefit of the university in terms of the employment opportunities and community benefits is provides, investment in the local area and the up-skilling of the population. This includes supporting the continued growth, development and improvement of the university and its facilities, working with the university to develop travel plans and parking strategies to encourage sustainable travel and improve access to the campus, improving the accommodation offer, and where possible creating links with local businesses and the community.

Chapter 8 provides more detail on the provision of local services and facilities and of sustainable transport connections. At present, Ormskirk town centre functions as the primary retail centre for West Lancashire, although hierarchically this should be Skelmersdale. Ormskirk is distinctive on account of its twice-weekly market, pedestrianised shopping area, and good selection of independent shops. Ormskirk town centre has managed to 'hold its own' and maintain reasonable levels of vitality and viability in spite of external pressures such as general leakage of trade out of the borough, out-of-centre retail development and the effected of the recession.

Policy IF1 sets out the retail hierarchy for the borough. It defines the Primary Shopping Areas and seeks to maintain and enhance the vitality and viability of the centres by retaining an appropriate percentage of retail uses and other recognised town centre uses, such as commercial, leisure and cultural facilities.

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. They will seek to support the strategic transport priorities for West Lancashire, as well as more minor local priorities and specific local issues. These 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.
- It sets out that the Council will support delivery of the following schemes:
- The proposed A570 Ormskirk bypass;
- Implementation of measures in Ormskirk to improve the highway network;
- An appropriate rail link made between Ormskirk-Preston line and Southport-Wigan line;
- Electrification of the railway line between Ormskirk and Burscough;
- Remodelling of the bus station at Ormskirk, providing improved linkages with Ormskirk rail station;

[2] The Economic Impact of Edge Hill University (April 2011), Regeneris Consulting

- Improved car park management within Ormskirk;
- Provision of 4 linear parks between Ormskirk and Skelmersdale, Ormskirk and Burscough, Tarleton and Hesketh Bank and along the former railway line at Banks;
- A comprehensive cycle network for commuter and leisure journeys providing links across the Borough and linking in with cross boundary cycle networks;
- Potential park and ride schemes associated with public transport connections; and
- Potential green travel improvements associated with access to the Edge Hill University campus on St Helens Road, Ormskirk.

The policy also sets out parking standards including standards for car parking provision and communal cycling and disabled parking provision (within developments with communal parking only) It also states the requirement for development to provide Electric Vehicle Recharging points, including the minimum provision of parking bays and charging points for Electric Vehicles.

West Lancashire Green Infrastructure and Cycling Strategy

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 identifies the opportunities for planning and implementing GI and cycling provision in the borough, where investment will support the growth of West Lancashire and deliver the widest public benefits, environmental improvements, and the enhancement of its economy. 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.

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.*

This will incorporate Green Infrastructure such as:

- Wildlife, habitats, and sites of biodiversity value.
- Agriculture.
- Green Spaces and waterways.
- Attractive countryside, including the “Ribble Coast and Wetlands Regional Park” and other Linear Parks.

The identification of new and existing Green Infrastructure will require actions in order to assist in delivering its full potential such as:

- Reductions in the effects of climate change.
- The widespread use of sustainable modes of transport, in particular cycling, and a corresponding reduction in the use of private vehicles.
- Maintained and improved safe pedestrian and cycle routes to provide easier access to education, employment and other key services, as well as providing a leisure and tourism offer, and offering opportunity for exercise as part of a healthier lifestyle.
- Maintenance of the borough’s recreational features and extensive areas of green open space, in order to increase access to, and enjoyment of, Green Infrastructure and cycling by residents of the Borough and visitors. Stewardship of the distinctive landscape and varied biodiversity of rural West Lancashire for its natural environment and as a recreational resource.
- Sustainable tourism, which will be based on the attractive countryside and local heritage including the Leeds-Liverpool Canal and the Ribble Coast and Wetlands Regional Park.

The vision is supported by eleven GI-related objectives and two cycling-specific objectives, of which the most relevant to this strategy are:

- Improve the health of residents through providing attractive opportunities for recreation and sustainable travel.
- Support economic growth, attract inward investment and support redevelopment of brownfield land by improving the setting of industrial and commercial areas through the delivery and enhancement of quality, distinctive and attractive GI.
- Protect and enhance a wide range of high quality opportunities for safe and accessible formal and informal sport, recreation and leisure facilities, to encourage the community and visitors to undertake a variety of healthy exercise within attractive settings.
- Capitalise on any opportunities to provide or enhance provision for cycling, whether through planning obligations, or specific funded projects.
- Ensure key green hubs, such as parks, play spaces and woodlands, are linked by means of safe and easily accessible green networks and cycle paths and footpaths that together form a high quality GI grid across the whole of the borough.
- WLBC aspires to create a comprehensive and wide-ranging GI and cycling network offering safe and convenient access around the Borough for people, as well as for wildlife. To achieve this actions and measures to be undertaken have been identified, which would link together the existing quality green assets in West Lancashire and fill in any 'gaps'.
- Linear Parks and 'The West Lancashire Wheel' would provide 'seamless' connectivity between the main settlements of the borough. The 'West Lancashire Wheel' will form approximately 15 miles (24km) of cycle routes, with a significant part of the Wheel made up if two proposed 'Linear Parks', the largest of which is the proposed Ormskirk to Skelmersdale Linear Park. The Wheel is completed by the proposed Burscough to Ormskirk Linear Park which connects to Ormskirk town centre. These proposals are supported in the West Lancashire Highways and Transport Masterplan.
- Strategic projects in Ormskirk that could assist with the delivery of an enhanced cycle network and GI include:
- Station Approach Open Space – improvement works to open space and car parking facilities;
- Edge Hill Cycle Link – provision of a cycle link between Ormskirk rail and bus stations and Edge Hill University, mixture of off- and on-road; and
- Ruff Lane Cycle Route Designation – extension of on-road Cycle Route designation on Ruff Lane to connect Edge Hill Cycle Link with Southern Loop Cycle Route to the east of Ormskirk.

WLBC Air Quality Action Plan 2011

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 that will improve air quality within its borough, and more specifically this plan will work towards achieving air quality objectives within this AQMA.

The principle aims of the Action Plan are:

- Raise awareness of air quality issues within the AQMA.
- The promotion of constructive dialogue with all relevant stakeholders in relation to air quality.
- Prioritisation of measures to improve air quality.
- Quantification on impacts of proposed measures.
- Assignment of stakeholder responsibility in relation to agreed measures.
- Indicate timescales and costs for agreed measures.
- Ensure further monitoring and evaluation on the effectiveness of the Action Plan.

Road traffic was identified to be the main contributor to the overall NO2 levels in the AQMA. A steering group was formed consisting of the invited stakeholders, with the purpose of identifying options available that would lead to possible improvements in the air quality within the designated AQMA. An assessment of the identified options was then carried out to highlight options that could not be taken forward based on their impact, estimated cost and timescales for implementation.

From this assessment a shortlist of achievable options was established as a mechanism to improve air quality within the AQMA, as follows:

- Older buses replaced by new cleaner vehicles;
- Review possible redesign of road layout and access/One way only Moor Street (westerly only) and buses only easterly.
- Review access for Railway Road;
- Review local business travel plans;
- Review the traffic signal SCOOT system on Moor Street and all junctions associated with the AQMA;
- Review car park strategy for town centre;
- Review/launch WLBC car share scheme/cycle to work scheme.

To gauge the effectiveness of measures implemented as a result of this AQAP, WLBC will continue with its passive monitoring campaign to measure road traffic emissions within the AQMA. The options highlighted in this plan will be monitored to help inform decisions and show progress towards achieving the air quality objective that is currently being exceeded.

WLBC's emerging Local Plan

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.

The council recently consulted on the Issues and Options Papers and supporting evidence base between March and April 2017, the first stage in reviewing its Local Plan. The consultation documents include the following Papers: Strategic Development Options, Economic Policy Options, Environmental Policy Options, Social Policy Options and Spatial Portrait, which were supported by a number of Thematic Spatial Evidence Papers (TSEPs) and Spatial Evidence Papers (SEPs).

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.

It also sets out a draft vision, which includes the following sections on Ormskirk and infrastructure:

> *The borough's three main settlements of Skelmersdale with Up Holland, Ormskirk with Aughton and Burscough will be the focus for new development, with each town building on its individual strengths but all three working together to reduce inequality across the borough by providing a well-rounded employment base, opportunities for business and the right residential mix. The regeneration of Skelmersdale in particular will be vital to this and all three town centres will be more robust and vibrant, offering what people need in a 21st Century town centre.*
>
> *Infrastructure in West Lancashire will be improved and focused on the places that need it, be that improved sustainable transport options within and between the larger settlements and to key locations outside of the borough (such as the proposed Skelmersdale Rail Link), improved utilities and communications, improved education offer or improved health, community and*

leisure infrastructure – all of which will provide a better, and healthier, quality of life for those who live, work and visit in West Lancashire.

This vision is supported by ten objectives, which are said to be vital in guiding how the planning policies are written – what they aim to achieve, and how they are monitored to ensure they are working.

Five options for development in the borough to 2050 are then set out for consideration:

- Option A – 200 dwellings and 2 ha employment per year.
- Option B – 300 dwellings and 3 ha employment land per year.
- Option C – 400 dwellings and 4 ha employment land per year.
- Option D – 500 dwellings and 5 ha employment land per year.
- Option E – 600 dwellings and 6 ha employment land per year.

In terms of the distribution of new development between spatial areas, four realistic potential scenarios which could be taken forward have been identified. Each would have an impact on Ormskirk with Scenario 2 likely to have the greatest impact:

- Scenario 1: the existing pattern of household and employment land distribution;
- Scenario 2: a focus on key service centres;
- Scenario 3: a focus on rural communities; and
- Scenario 4: a focus on growing Skelmersdale in particular.

The Economic Policy Options Paper outlines the following options for Ormskirk:

- Allocate sites to encourage geographical clusters of specialist employment needs, such as forecast growth in emerging business sectors or for start-up businesses, linked to Edge Hill University.
- Allocate all new sites for a range of B class uses, without identifying any sites for specialist employment uses.
- Increase town centre office sites.
- Allocate site(s) for town centre uses at Ormskirk. Ormskirk town centre is performing relatively well but physical constraints exist to finding development sites as a result of its historic core and one way system; however it needs to evolve and reinforce the commercial offer in order to remain competitive with other shopping and leisure destinations.
- Allocate a non-town centre site for a retail warehouse park. This approach would not be without risk in terms of developing a potentially competing attraction to the existing town centre.

The Environmental Policy Options Paper outlines the following options for Ormskirk:

- Whether there should be a requirement of specific design and construction features or measure to be included in new developments e.g. electric charging points, or new development should contribute to a Community Energy Fund.
- Whether developments over a certain size should incorporate features that encourage an active lifestyle, provide direct connections to the wider cycling and walking infrastructure, or incorporate public open space.

The Social Policy Options Paper outlines the following options for Ormskirk:

- A general sustainable development policy for the social requirements of older people, allocate specific sites in appropriate locations for services and facilities or prepare an AAP / Development Brief / Masterplan to develop or redevelop a large site grouping necessary facilities close to public transport hubs.
- Have a market-led policy for residential accommodation for older people, continue with the 'percentage' approach and improve the definition of older people's residential accommodation, adopt Technical Standards for new houses, require adherence to HAPPI, allocate specific sites or adopt a more general approach to 'Lifetime Neighbourhoods'.

- In relation to the proliferation of HMOs in Ormskirk: expand the Article 4 area, revoke the Article 4 Direction, decrease the HMO limit on all or specific streets, or increase the HMO limit on all of specific streets.
- For the provision of off-campus purpose-built student accommodation in Ormskirk: continue with the current policy approach, relax the current policy, allocate specific sites whilst restricting unplanned development, or tighten the current policy to severely or entirely restrict off-campus developments.

The Spatial Portrait Paper outlines the following key issues for Ormskirk:

- Ormskirk is a highly sustainable settlement, so in theory an appropriate location for more development (subject to infrastructure capacity). However, there is a lack of suitable developable 'infill' sites in the urban area. Undevelopable land surrounding Ormskirk with Aughton tends to be highly visible and open and / or subject to constraints.
- Ormskirk town centre is subject to various pressures; these need to be addresses and the town centre allowed to 'evolve', making the most of its assets, in order to maintain its vitality and viability.
- There are problems with traffic congestion in and around the town centre.
- Edge Hill University, whilst providing significant economic benefits to the town, has impacted upon Ormskirk, in particular with regard to student accommodation (houses in multiple occupation), and, seasonally, traffic congestion.

The transport TSEP summarises the baseline evidence for the Local Plan Review and identifies the 'issues' within West Lancashire. This paper highlights 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. Rail services between Southport-Wigan-Manchester face the likelihood of direct links to south-central Manchester being withdrawn which would reduce accessibility from West Lancashire to major areas of employment and universities in Manchester, and to Manchester Airport.
- Congestion exists in Ormskirk, in particular around the one-way system, and at certain times of year (Fresher's Week); there are 'blackspots' elsewhere.
- Other considerations outlined in the paper, which the Local Plan Review must address in terms of delivery of safeguarding, and are of importance to Ormskirk include:
- The removal of the proposal for the Ormskirk bypass;
- The consequent need to address traffic congestion in Ormskirk by other means;
- Provision of attractive green multi-user connections between concentrations of population / employment – the linear parks / 'West Lancashire Wheel'; and
- How West Lancashire relates to the wider transport network and the opportunities that creates.
- The air quality TSEP acknowledges that there is currently only one AQMA in Ormskirk at Moor Street. Included in the issues the Local Plan Review needs to address are local 'hot spots' of air pollution that show no sign of improving. The paper further states that without remedial action, it is likely that the air quality in the designated AQMA will remain similar with increased traffic and congestion levels offset by improved emissions per vehicle (more hybrid / electric vehicles etc.).

In addition, the SEP for Ormskirk with Aughton summarises the key evidence for the Local Plan Review and the key issues in this specific area, which include:

- An increasing and ageing population and a resultant need to ensure services, transport and housing are available;
- Much of the housing is unaffordable, making home ownership, including for first-time buyers increasingly difficult;
- There are disparities in deprivation;
- Edge Hill University plays an important tole, and brings both benefits and matters of concern, including balancing student accommodation needs with those of the wider residents, and retaining graduates;
- Traffic congestion exists in and around Ormskirk Town Centre, including from local traffic, and traffic associated with students commuting to / from the university;
- There are issues associated with air quality in Ormskirk Town Centre, not just at the AQMA (Moor Street);
- Rail links to Preston are infrequent and could do with improving;
- There is a leakage of retail expenditure to other authority areas; and
- There is a continued need to protect heritage and cultural sites and buildings.

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.

B.2. Previous transport studies

West Lancashire Route Management Strategy – Stage 1 & 2

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.

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.

The stage two RMS 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.

A570-M58 to Southport Corridor Study

There has been a longstanding aspiration to provide a bypass around Ormskirk to remove strategic traffic from the town centre. However, providing a full bypass of the town would be a significant undertaking, and very costly. Consequently, any detailed development work on the bypass has been ruled out within the timescale of the current Local Transport Plan. 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.

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 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 Local Transport Plan, or with present funding and delivery envelopes. Consequently, the study recommends the adoption of an alternative strategy to mitigate against the issues identified by stage one of the study, and to deliver a broader set of improvements across a wider geographic area than the Ormskirk bypass scheme.

Ormskirk - Evaluation of Smaller Scale Schemes (Aug 2011)

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. 48 schemes in total were analysed by the Smaller Schemes Evaluation report, to examine their effectiveness in addressing the transport issues faced by Ormskirk. Measures covered all modes, and included traditional highway junction improvements, heavy rail investment, Park and Ride schemes, Quality Bus Corridors, travel planning, active travel enhancements, and traffic management solutions. 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.

Draft Lancashire Cycling and Walking Strategy

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:

- To double the number of people cycling by 2028
- 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
- To bring levels of physical inactivity in every district below the national average by 2028

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 they recommended in the LCWIPs. As the strategy is currently being developed, some details may be subject to change.

Appendix C. Traffic flow data

Traffic flows are presented for an average hour, during the morning and evening weekday peak hour, based on the available traffic count data.

Figure A-1 - Morning Peak Traffic Flows: Town Centre

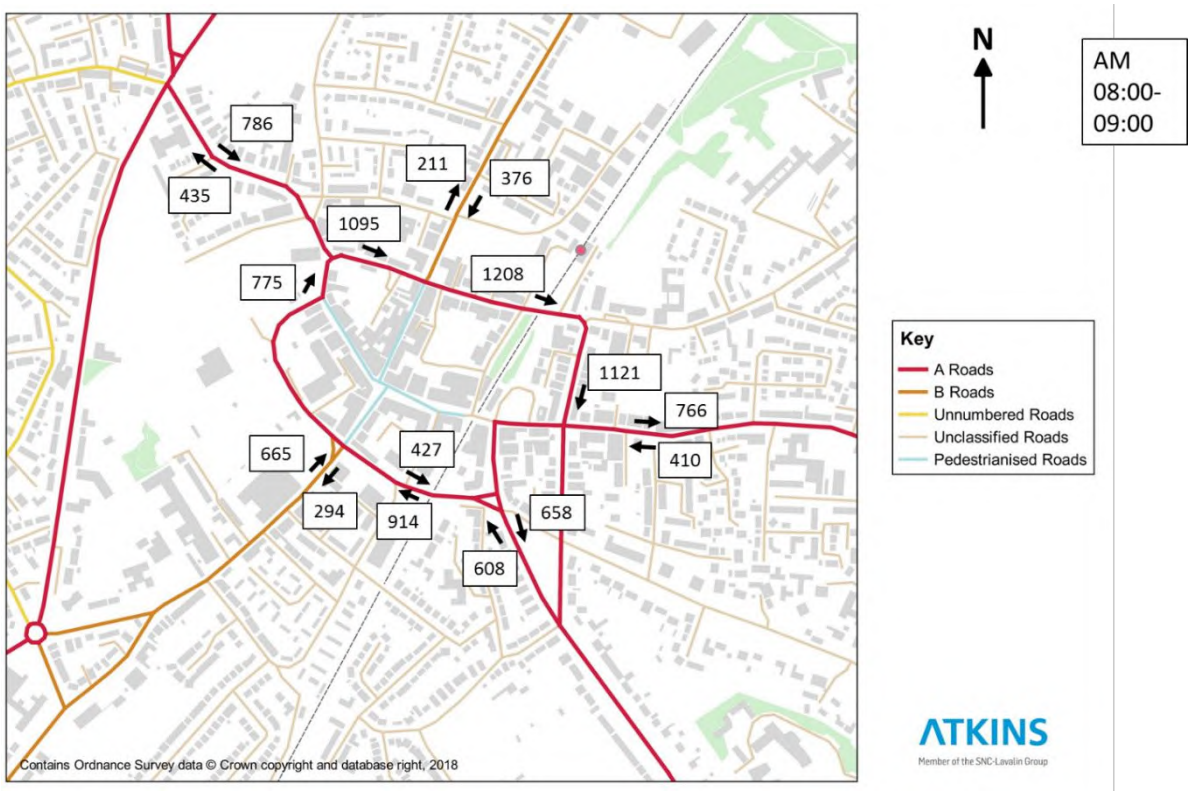


Figure A-2 - Morning Peak Traffic Flows: Wider Area

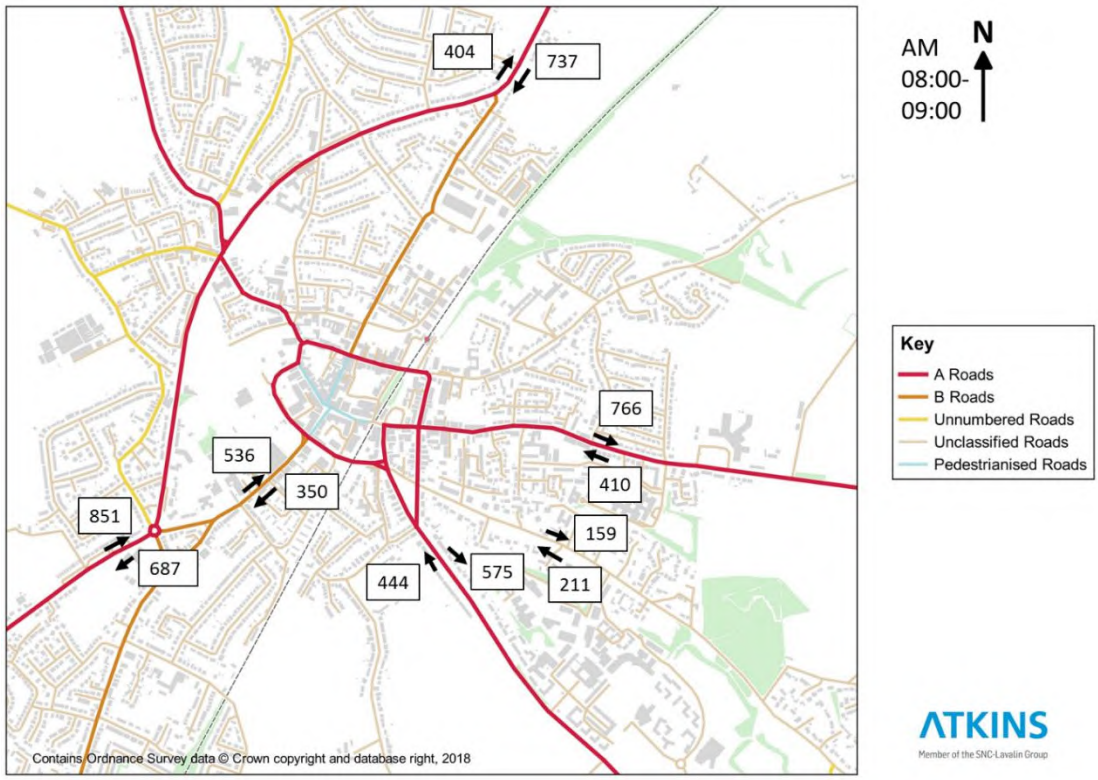


Figure A-3 - Evening Peak Traffic Flows: Town Centre

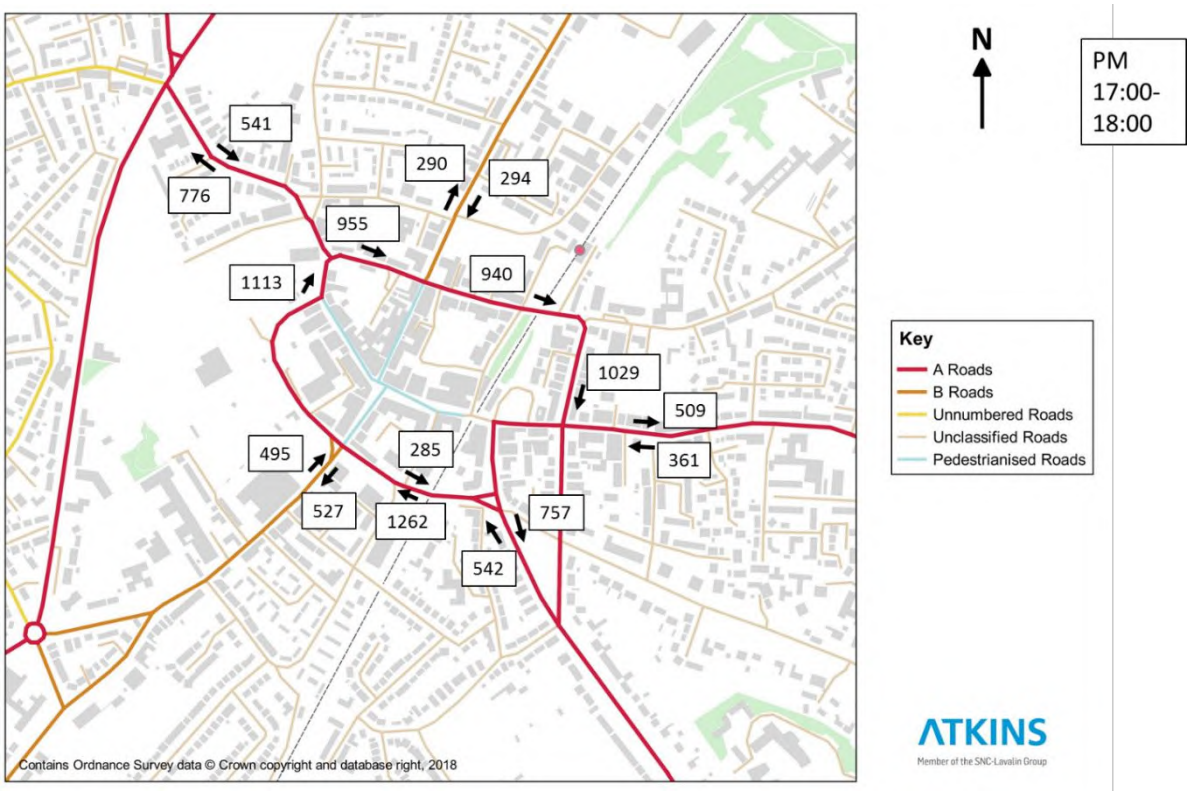
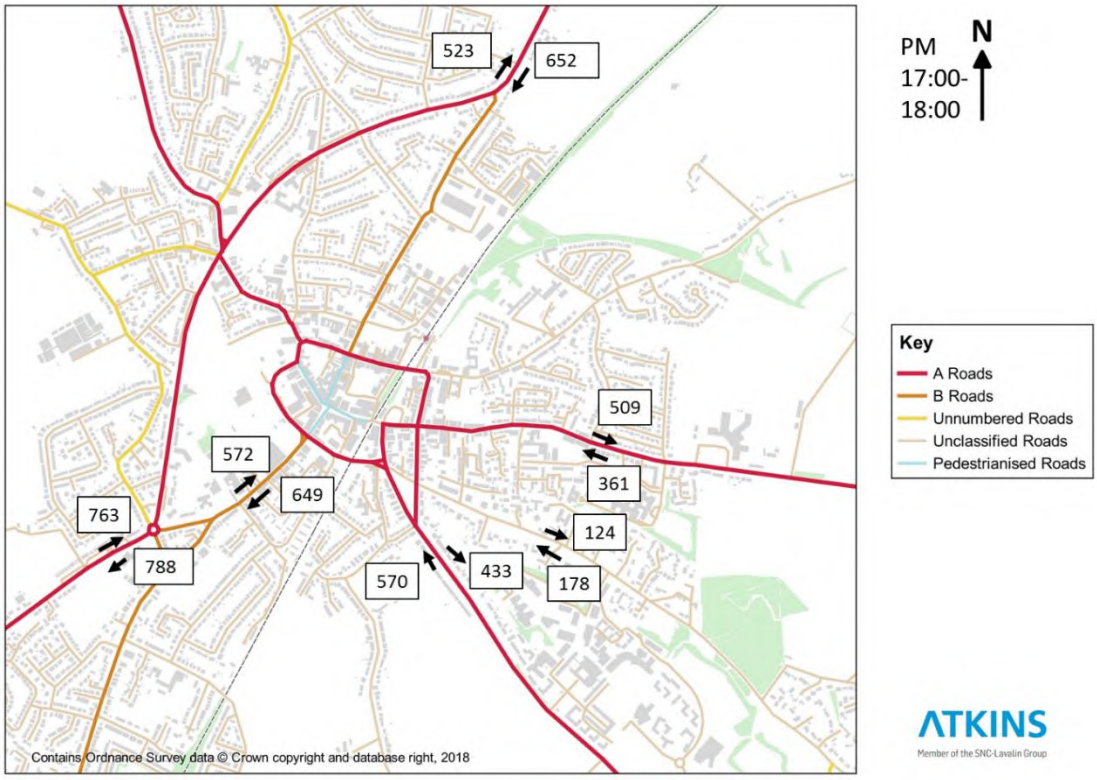


Figure A-4 - Evening Peak Traffic Flows: Wider Area



Appendix D. Options list

This Appendix sets out the schemes within each step of the Package. Details are provided on each one, including a description of which barrier each scheme is looking to overcome, and the intended outcomes. A high-level assessment has been undertaken to assess each option against cost, deliverability and acceptability, based on the bands shown below.

Cost	Deliverability	Acceptability
4 bands:	7 bands	7 bands
0 Very Low Cost **-1 Low Cost** **-2 Medium Cost** **-3 High Cost**	**3 Very Strong Positive** **2 Strong Positive** **1 Slight Positive** **0 Neutral** **-1 Slight Negative** **-2 Strong Negative** **-3 Very Strong Negative**	**3 Very Strong Positive** **2 Strong Positive** **1 Slight Positive** **0 Neutral** **-1 Slight Negative** **-2 Strong Negative** **-3 Very Strong Negative**

D.1. Step A Options

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
1	Provide improved quality and availability of bus service information	People may currently be unaware of the potential travel opportunities offered by public transport services, where to catch services, or the times they run at.	1.Increased use of buses for travel to the town centre 2.Reduced car use	●				●		-1	3	3	
2	Personalised Resident Travel Plans E.g. Individualised Travel Marketing (ITM) programme to help increase journeys by walking, cycling and public transport (similar to the programme currently targeted at Preston, South Ribble, Lancaster and Morecambe).	Some people may currently be encouraged to use car, as they are unaware of alternative modes or travel options.	1.Increased use of public transport modes 2.Increased walking and cycling activities for some journeys 3.Reduced car use	●				●	●	-1	3	2	
3	Employer Travel Plans (across a sub-regional area, could include WLBC, Hospital, Edge Hill Uni) and neighbouring area (e.g. Burscough)	High car use by some people for travel to the town centre as their commute of for business.	1.Increased use of public transport modes 2.Increased walking and cycling activities for some journeys 3.Reduced car use	●					●	-1	3	2	
4	School Travel Plans	School related travel by car adds to congestion and creates localised issues with parking around school sites during opening/closing times.	1.Increased use of sustainable modes for travel to local schools, reducing car use and localised issues	●				●	●	-1	3	2	
5	Additional marketing and promotions of bus connections, including posters, leaflets, radio and media campaigns	People may currently be unaware of the bus services travel opportunities, routes, connections, stops, service patterns, etc	1.Increased use of buses for travel to the town centre (and reduced car use)	●				●		-1	3	3	
6	Bus or train taster tickets	People may not try public transport options due to uncertainty over how they operate and/or the journey experience they would get.	1.People can experience travel for free on a trial basis, which may transfer into a longer term user	●				●		-1	3	3	
7	Promote / expand local car sharing initiatives	Many journeys to the town centre are by single occupancy car drivers. Car sharing would reduce the number of cars on the road.	1.Additional car sharing would reduce the number of cars on the network, and the demand for town centre parking, without reducing the overall number of people travelling to the centre.	●						-1	3	2	
8	Local cycling events / campaigns / led rides	People who may have an interest in cycling, may be unconfident due to conditions on the main routes. Led rides can be a way of introducing people to cycling, building confidence in their abilities.	1.Long-term increase in cycling activity for access to the town centre (and reduced car use)						●	0	2	2	

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
9	On-street segregated cycle lanes along B5319 Burscough Street, Also improvements to Yew Tree Road, and at the junction it forms with the A59	Existing cycle activity in the corridor is limited, and there is a lack of facilities to support and encourage people to cycle.	1.Increased cycling within the northern corridor and improved links to residential areas (and reduced car use) 2.Safer conditions for cycling, with a reduced change of accidents 3.Healthier population benefiting from increased activity	●	●				●	-2	2	2	Assessment has not been completed to identify available road widths through all sections.
10	Ormskirk to Burscough Linear Park - Cycling/Walking Route	Current lack of infrastructure to support longer-distance cycling	1.Increased cycling opportunities between Burscough and Ormskirk (commuter and leisure functions) 2.Safer conditions for cycling, with a reduced change of accidents 3.Healthier population benefiting from increased activity	●	●				●	-2	2	2	
11	Amend town centre Traffic Order to permit cycling in the pedestrianised streets	Existing routes offer a lack of penetration into the town centre for cyclists. If people are required to cycle on the gyratory as an alternative, this may be discouraging use.	1.Increased cycling to the town centre (and reduced car use) 2.Safer conditions for cycling, with a reduced change of accidents 3.Healthier population benefiting from increased activity						●	0	2	2	
12	Greater enforcement of the central pedestrianised streets during restricted hours	Baseline suggests that current restrictions are not always followed which impacts on safety and the streetscape in the town centre.	1.No vehicles contravening the Pedestrians Only restriction on the pedestrianised streets 2.Safer conditions for pedestrians 3.Improved streetscape	●	●	●			●	0	3	3	
13	Physical barriers to prevent vehicular access to pedestrianised streets during restricted hours			●	●	●			●	-1	3	3	Operational impacts (such as access for emergency service vehicles) would need to be considered
14	Installation of additional electric vehicle charging points	There is currently only one EV charging location in the town centre. Additional sites would help encourage more people to use electric/hybrid vehicles.	1.Reduced emissions for vehicles, helping to improve air quality.	●		●				-1	3	3	
15	Continual traffic signalling equipment upgrades – specific recommendations to be identified	Existing traffic signals are not all 'smart' and operating at the maximum potential. Upgrades could provide a more comprehensive, intelligent SCOOT system to improve operational performance at peak times.	1.A smoother flow of traffic around the signal controlled junctions, particularly during the busiest periods. 2. Improved air quality.	●		●	●	●		-2	2	3	
16	Town centre 20mph zone (lengths of the A570 gyratory and Aughton Street)	The nature of the road near to the town centre, dictates how drivers behave. The existing streetscape does not provide a significant 'gateway' to inform drivers they are entering a town centre area and to amend their driving style accordingly.	1.More responsible driver behaviour 2.Reduced dominance of traffic on the town centre 3.Improve pedestrian permeability and reduced severance	●	●		●			-1	2	-2	
17	Additional enforcement of yellow box markings at key junctions to improve compliance and network operation	Vehicles contravening the yellow box restriction impact on the efficiency of the junction.	1.A smoother flow of traffic around the signal controlled junctions, particularly during the busiest periods.				●			0	1	3	Requires co-operation of the police for enforcement
18	A570/ A577 junction re-modelling to add pedestrian facilities	Existing junction is a gateway to the town centre from the east, as well as a key junction on walking route towards the Hospital. There are currently no pedestrian crossing facilities.	1.Improved pedestrian accessibility through the junction, encouraging more walking trips (and reduced car use). Should benefit journeys to the town from the east, as well as access to the Hospital.		●				●	-2	3	3	

D.2. Step B Options

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
1	Discounted cycle equipment. Vouchers could be issued allowing purchase of bicycles, helmets, lights, etc	The cost of cycle equipment may be a barrier for some people to cycling	1.Increased cycle ownership and therefore more opportunities for cycling (and reduced car use) 2.Healthier population benefiting from increased activity						●	-1	2	3	

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
2	Local cycling map with promotion (including web / mobile version)	People may be discouraged from cycling due to conditions on the main routes, and may be uncertain about alternative routes which could be more appropriate routes for cycling	1.Increased cycling to the town centre (and reduced car use) 2.Safer conditions for cycling, with a reduced change of accidents 3.Healthier population benefiting from increased activity 4.Additional visibility of cycling						●	-1	3	3	
3	Additional bike maintenance and servicing support	People may be discouraged from cycling due to concerns about how to maintain a bicycle, and perform maintenance of a bicycle	1.Increased cycle ownership and therefore more opportunities for cycling (and reduced car use) 2.Healthier population benefiting from increased activity						●	-1	2	3	
4	Widening of footways over Derby Street bridge	This should be promoted as a key desire line between the town centre and the rail station. Current footways are narrow and there are no pedestrian facilities to assist safe crossing. Data suggests a number of accidents to involve pedestrians have occurred within this section.	1.Safer and more appealing environment for pedestrians 2.Improved link and gateway to the town centre for rail users		●			●	●	-2	2	-2	1.Loss of highway capacity could add to highway congestion and make the network less reliable 2.All works are linked to the scheme to renew Derby Street bridge
5	New pedestrian crossing on Derby Street		1.Improved link and gateway to the town centre for rail users 2.Reduced risk of accidents.		●			●	●	-1	3	3	
6	Narrowing of Railway Road at its outlet to Derby Street to a single traffic lane		1.Reduced vehicle conflicts, reducing the risk of accidents. 2.Improved pedestrian environment		●		●		●	-1	2	0	
7	Improved cycle hub at the rail station	Existing rail station cycle lockup does offer a good provision, but could appear to be a higher standard to encourage more use.	1.Improved perception of cycling 2.Additional cycling by rail users travelling to the station 3.Additional cycle hire of Bike&Go					●	●	-1	3	3	
8	Enhancement package for the path between the bus and rail stations. To include a wider path with a better quality of surface, designated cycling better lighting, security cameras and a generally more attractive environment for people	Existing link is perceived to be unsafe and dangerous, which deters people from using it. This means the connection is not being used to its full potential as a key public transport interchange link	1.Increased walking and cycling activity in the town centre 2.Increased bus and rail use, and public transport interchange	●	●			●	●	-1	2	3	1.Path is owned by Network Rail who are responsible for maintenance and may have little interest in significant investment. Potential for local organisations (such as Edge Hill Uni) to contribute. 2.Path is likely to be closed for the period of works to Derby Street bridge which will mean alternative routes are required to be enhanced anyway.
9	Extensive new pedestrian wayfinding. To provide a consistent branding and signage across the town centre with information at key nodes/ decision points.		1.Increased walking around the town centre 2.Additional visitors attracted to the town centre 3.Additional visitors to town centre attractions and destinations	●					●	-1	3	2	1.May be opportunities to build on existing information and local heritage within the information.
10	Knowsley Road / Ruff Lane / St Helens Road gyratory, with remodelling of the 'Victoria Park triangle' of routes, to provide two A570 lanes northbound towards the town centre, eastbound travel only on Ruff Lane, and southbound travel only on Knowsley Street. Also potential creates space to provide cycle provision on the A570	Existing network operation leads to some congestion. On-street parking affects flow of traffic. There is limited road space to provide provision for cycling within the current layout.	1.Improved traffic flow 2.Facilitates the South-East Gateway cycle scheme	●			●		●	-2	-1	-1	1.Likely to be resisted by residents. May require land from the park which might be resisted. 2.Could also consider a cycle route through the park for eastbound travel.

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
11	South-East Gateway cycle scheme: 1.Segregated cycle lane inbound following A560 St Helens Road, Small Lane, Chapel St, Park Lane (to Moorgate toucan crossing) 2.Segregated cycle lanes outbound following St Helens Road, Ruff Lane, Knowsley Street, A560 St Helens Road 3.Shared use cycle/footway along Park Road to link Moorgate to the toucan	There are no formal cycle links to assist travel within the south-eastern quadrant of the town centre, including the link out to the University. This will be discouraging potential users.	1.Increased cycling to the town centre (and reduced car use) 2.Safer conditions for cycling, with a reduced chance of accidents 3.Healthier population benefiting from increased activity 4.Additional visibility of cycling	●					●	-1	2	2	
12	New sheltered cycle storage facilities across the town centre	Whilst there are several cycle stands around the town centre, they are of an inconsistent type and are generally not sheltered which discourages use.	1.Increased cycling to the town centre (and reduced car use) 2.Healthier population benefiting from increased activity 3.Additional visibility of cycling						●	-1	2	2	
13	Additional access/egress for Morrisons on Aughton Street	A contributing factor to congestion around the Aughton Street / A570 Park Road junction is travel to/from Morrisons car park. An alternative access/egress could reduce travel through the junction and improve its operation	1. Reduced delay on the Aughton Street / A570 Park Road junction 2.Reduced delay at the Morrisons / A570 Park Road junction 3. Wider network improvement from improved junction operation	●		●	●			-2	-2	0	
14	Dynamic car parking notifications on town centre gateways. Using a parking data collection system to monitor spaces and provide real-time information to customers.	There is an element of vehicles circulating around the road network looking for parking spaces which adds traffic to the network, contributing to congestion.	1.Reduce vehicle kilometres circulating the town and reducing congestion impacts 2.Improved air quality 3.Improved perception of the town centre 4.Access to data to closely monitor car park use and inform future planning on sites	●		●	●			-2	3	3	1. Platforms could include matrix signs, smart phones and in-vehicle technology solutions
15	Mobility as a Service 'Lite' – a bespoke online/mobile platform offering a range of services and features, including: 1. Access to update to date and live public transport data, covering bus and rail. 2. Access to walking routes and wayfinding information, including navigation between the bus and rail station, within the town centre and to the University Campus. 3. Access to information about the town, including information about the market. 4. Access to taxi or shared transport services 5. Features to incentivise sustainable travel habits (such as a complimentary drink at a local coffee shop if a user walks to work every day for a week). 6. Provision of real-time parking availability. 7. Providing an emergency button feature, linking users to local emergency services and providing live data on their location.	Some people may not feel informed about travel options, and may not understand how to access this information.	1. Increase use of public transport and sustainable models (cycling and walking), reducing car use. 2. Improving the perception and attractiveness of public transport services within the town. 3. Healthier population benefiting from increased activity. 4. Improved air quality 5. Access to data on travel origin-destination which can inform future decisions.	●	●		●	●	●	-2	-1	1	

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
16	Increase service timetables for buses to run later in the evenings and on Sundays – specific recommendations to be identified	Public transport services do not operate during evenings and weekends, offering no travel option for people.	1. Provide a public transport offer which is more viable alternative to use of private vehicles. 2. Improving the perception and attractiveness of public transport services which serve the town, 3. Reduce congestion at weekend, with reduced car use. 4. Improving accessibility for those without access to a car.				●	●		0	1	3	
17	Promotion of alternatives routes between Pippin Street (Burscough) and the M6, which do not pass via Ormskirk. Would require new highway signing and/or working with businesses.	Industrial land use around Burscough generates HGV traffic which are drawn through the Ormskirk road network to access the SRN. Signing current does not specific a route to the M6.	1.Reduced HGV traffic within the Ormskirk road network.	●		●	●			-1	2	2	1.As a town centre study, alternative route signing would be of benefit to Ormskirk, however it is recognised that it may be difficult/unfeasible to implement as alternative routes like the A5209 are also considered unsuitable in sections to carry additional HGV traffic. 2.May be difficult to influence freight operators using existing patterns, Sat-Nav systems, etc.
18	Work with operators to modernise vehicle fleet used to provide bus connections to Ormskirk	The quality of public transport journey experiences can vary. People would be encouraged to use services if the on-board experience was enhanced with high-quality, clean and modern vehicles.	1. Improved perception and attractiveness of public transport services, resulting in more use (and reduced car use) 2. Improve accessibility for those without access to a car.				●	●		0	2	3	
19	Installation of additional electric vehicle charging points	There is currently only one EV charging location in the town centre. Additional sites would help encourage more people to use electric/hybrid vehicles.	1.Reduced emissions for vehicles, helping to improve air quality.	●		●				-1	3	3	
20	Continual traffic signalling equipment upgrades – specific recommendations to be identified	Existing traffic signals are not all 'smart' and operating at the maximum potential. Upgrades could provide a more comprehensive, intelligent SCOOT system to improve operational performance at peak times.	1.A smoother flow of traffic around the signal controlled junctions, particularly during the busiest periods. 2. Improved air quality.	●		●	●	●		-2	2	3	

D.3. Step C Options

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
1	Redevelopment of the bus station (established 'Moor Street Gateway Project'), and surrounding area. Creation of a new, modern, high-quality public transport interchange for bus users as well as providing wider regeneration benefits	Existing bus station is in a poor state of repair, and does not promote a positive outlook of bus travel for Ormskirk. The potential of the site is also not maximised in its current form.	1.Improving the perception and attractiveness of public transport services which serve the town, 2.Increased bus use (and reduced car use) 3.Improved public realm in the town centre, at a major gateway site 4.Improved air quality at sensitive location on Moor St 5.Additional visitors attracted to the town centre 6.Additional business/investment attracted to the town centre	●	●	●		●		-2	1	3	1.Potential wider integration with a mixed-use development, and masterplan for the area. 2.Should include real time information at the bus station
2	Reduction in the overall supply of town centre parking, through the Moor Street Gateway Project.	The availability and central location of car parking, is one factor which encourages people to driver to the town centre.	1.Reduced availability of central car parking (prompting a shift to alternative modes)	●						0	2	-3	1.Reducing parking is a risk (as it could decrease demand to travel), especially where people do not have realistic or viable attractive alternatives means of travel 2.May be opposition from local community

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
3	Re-model Moor St / St Helens Road / Railway Road junction, through the Moor Street Gateway Project.	Existing network operation does not appear to be efficient / warranted by the traffic flow mix. The junction is also a key pedestrian gateway to the town centre and offers no pedestrian facilities are present	1.Improved pedestrian crossing facilities 2.Reduced highway delay 3.Improved air quality at sensitive location on Moor St - Improved access to the bus station for buses		●	●		●	●	-2	2	2	- Network reassignment issues would be significant. Additional traffic using the western side of the gyratory - Additional traffic would be added to Knowsley Street and Ruff Lane
4	Ormskirk to Skelmersdale Linear Park - Cycling/Walking Route (proposal to convert the existing railway line)	Current lack of infrastructure to support longer-distance cycling	1.Increased cycling opportunities between Skelmersdale and Ormskirk (commuter and leisure functions) 2.Safer conditions for cycling, with a reduced change of accidents 3.Healthier population benefiting from increased activity	●	●				●	-2	2	2	
5	Uni Cycle Link - On-street segregated cycle lanes on the A570 between Knowsley Road and the University	Existing cycle facilities in the corridor are limited. There is a potential demand for this corridor due to the University Campus	1.Increased cycling to the town centre (and reduced car use) 2.Safer conditions for cycling, with a reduced chance of accidents 3.Healthier population benefiting from increased activity 4.Additional visibility of cycling							-1	3	3	1.Potential longer term benefits to this corridor, integrated with WLBC Local Plan proposals. 2. This is an enhanced version of proposals made through the WLBC RMS for shared use footway measures along the parallel footway on this corridor.
6	Intelligent shared dial-a-ride. Could operate as an app-based service, driven by software which automatically matches trips and optimises vehicle routing.	There are widespread rural communities surrounding Ormskirk, where traditional bus services are not commercially viable. As a result, these people often have very limited public transport options.	1. Providing and safe and convenient means of travel that offers a realistic alternative to use of private vehicles. 2. Improving the perception and attractiveness of public transport services which serve the town. 3. Helping to relieve town centre congestion by removing private vehicles from the road. 4. Improving accessibility for those without access to a car and/or those who face other mobility challenges. 5. Improving local air quality through the removal of private vehicles from the road.	●	●		●	●	●	-1	1	3	
7	New bus connections to widen network coverage - specific recommendations to be identified	There are a number of nearby communities that do not currently have any option to travel by bus to Ormskirk.	1. Improving accessibility for those without access to a car and/or those who face other mobility challenges. 2. Improving the perception and attractiveness of public transport services which serve the town (reduce car use).				●	●		-2	1	3	1.May not be commercially viable and could require LCC financial support
8	Improved service on existing bus connections - specific recommendations to be identified	There are a number of bus services which offer an hourly service (or worse), which would be made more attractive if operated at a higher service frequency	1. Improving accessibility for those without access to a car and/or those who face other mobility challenges. 2. Improving the perception and attractiveness of public transport services which serve the town (reduce car use).				●	●		-2	1	3	1.May not be commercially viable and could require LCC financial support
9	Additional dedicated bus services to the schools within Ormskirk - specific recommendations to be identified	School related travel by car adds to congestion and creates localised issues with parking around school sites during at the start and end of the school day.	1.Increased use of bus for travel to local schools, reducing car use and localised issues on the road network	●	●		●	●	●	-1	2	3	
10	Review tariffs for town centre parking, through detailed demand/cost assessment.	Existing parking tariffs are attractive to people, but add to car travel demand to the town centre.	1.Reduced attractiveness of central car parking (prompting a shift to alternative modes or more fringe parking)	●						0	2	-2	
11	Installation of additional electric vehicle charging points	There is currently only one EV charging location in the town centre. Additional sites would help encourage more people to use electric/hybrid vehicles.	1.Reduced emissions for vehicles, helping to improve air quality.	●		●				-1	3	3	
12	Continual traffic signalling equipment upgrades – specific recommendations to be identified	Existing traffic signals are not all 'smart' and operating at the maximum potential. Upgrades could provide a more comprehensive, intelligent SCOOT system to improve operational performance at peak times.	1.A smoother flow of traffic around the signal controlled junctions, particularly during the busiest periods. 2. Improved air quality.	●		●	●	●		-2	2	3	

D.4. Step D Options

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
1	New A570 Pool Park - A59 County Road Link Road. New two-way single carriageway link, connecting the A570 to the A59 near Abbey Wood Lodge. This would be signed as the main route through the town in both directions.	The existing A570 gyratory layout means the town centre is 'locked' within strategically important, and hence heavily trafficked roads. In some places, the roads are narrow, and the Derby Street bridge requires attention. Potential interaction with a proposal to relocate the town centre leisure centre, westwards to facing the A59.	1.Improved flow of traffic, and relief of constrained sections 2.Wider opportunities to re-model other aspects of the road network 3.Wider opportunities to re-allocate road space for other modes and uses 4.Wider opportunities to review town centre parking provision 5.Reduced flow over Derby Street bridge	●			●			-3	-1	0	1. Challenges of identifying a suitable route, with land take required 2. New junction would be formed on the A59 County Road, which would have operational implications. 3.High value proposition which would require input from a wide range of stakeholders,
2	Remodelling of the '5-ways' (A59/A570) junction. Potential to alter town centre arm, due to the route created by the new link road. Also reconsider alignments and signal timings. Facilitated by A570 Pool Park - A59 County Road Link Road	Junction is the source of highway congestion and delay across all times of the day. Also has existing safety issues.	1.Improved flow of traffic 2.Improved road safety. 3.Improved air quality		●					-2	2	3	
3	Remodelling of Derby Street (based on 'Healthy Street design principles). Road space reallocation, wider footways, cycle facilities. Facilitated by A570 Pool Park - A59 County Road Link Road	Derby Street defines the northern side of the town centre due to its streetscape and the dominance of vehicles. Reduced flow would create an opportunity to re-design this area with greater priority for other modes, reduced severance, and an enhanced sense of place.	1.Increased attractiveness of walking and cycling to the town centre from the north 2.Healthier population benefiting from increased activity 3.Improved streetscape and pedestrian environment 4.Improvement in the environment in the town centre 5. Improved perception of the town centre	●	●				●	-1	2	-2	1.Loss of highway capacity is likely to only be feasible with the delivery of the Link Road.
4	Permanent HGV ban on Derby Street. Facilitated by A570 Pool Park - A59 County Road Link Road	There is currently an HGV ban on Derby Street due to the weak bridge. The creation of an alternative route enables this restriction to be made permeant.	1.Reduced HGV traffic within the Ormskirk road network, improving streetscape and perceptions. 2.Reduced loading on the Derby Street bridge, reducing maintenance requirements 3.Improved conditions on the walking link to the rail station	●	●	●	●			-1	-1	2	1.Re-routed traffic would add flow to alternative routes, which would need managing / discussion. Intended that flow would still use the A570, rather than re-assign more widely away from Ormskirk.
5	Closure of the northern end of Aughton Street Facilitated by A570 Pool Park - A59 County Road Link Road	The Aughton Street / A570 Park Road junction is the source of highway congestion around the southern side of the town centre. The creation of an alternative route would facilitate this closure.	1.Removal of junction with A570, improving flow of traffic 2.Improved air quality 3.Reduced vehicle flow throughout Aughton Street, improving streetscape and perceptions. Creates opportunities for road space reallocation to support other modes	●	●				●	-1	2	2	
6	On-street segregated cycle lanes along Aughton Street Facilitated by A570 Pool Park - A59 County Road Link Road	Existing cycle facilities in the corridor are limited. This route was identified as the main area for cyclist accidents in the safety data. This corridor links to the residential area of Aughton which is within a conducive travel distance. There is also a primary school along this section, and cycling to school (staff and students) could be more attractive with cycle lanes in place.	1.Increased cycling to the town centre (and reduced car use) 2.Safer conditions for cycling, with a reduced chance of accidents 3.Healthier population benefiting from increased activity 4.Additional visibility of cycling 5.Improved access to Coronation Park and greenspace	●	●				●	-1	2	2	1.Existing land uses generate kerbside activity which may conflict with cycle lanes. 2.Assessment has not been completed to identify available road widths through all sections.
7	Reduction in the overall supply of town centre parking	The availability and central location of car parking, is one factor which encourages people to driver to the town centre.	1.Reduced availability of central car parking (prompting a shift to alternative modes) 2.Possible creation of development opportunities within the town centre. 3.Simplification of travel flow demands on the road networks, reducing conflicts	●						0	2	-3	1.Reducing parking is a risk (as it could decrease demand to travel), especially where people do not have realistic or viable attractive alternatives means of travel 2.May be opposition from local community
8	Rationalise of town centre parking to fewer sites			●						0	2	-3	

Ref	Scheme Title	Related barrier / challenge / opportunity	Intended outcomes	Alignment to Objectives						Cost	Deli-vera-bility	Acce-ptab-ility	Other notes
				1	2	3	4	5	6				
9	Burscough Curves rail link reinstatement. Rail link would create the potential for direct rail services between Ormskirk and Southport.	The location of the rail stations in Burscough do not facilitate interchange and therefore restrict the catchment for linked rail journeys for travel to Ormskirk.	1.Increased rail use (and reduced car use) 2.Additional visitors attracted to the town centre 3.Additional business/investment attracted to the town centre					●		-3	-2	3	1.High value proposition which would require input from a wide range of stakeholders, including Network Rail and Franchise operators 2. Could be facilitated through relocating Burscough Junction station to "School Lane", situated closer to Burscough Bridge. This would make walking interchange more feasible.
10	Improved Preston - Ormskirk rail frequency	Although improved to hourly in May 2018, a higher service frequency would make services more attractive, and encourage greater travel demand.	1. Improving accessibility for those without access to a car and/or those who face other mobility challenges. 2. Improving the perception and attractiveness of public transport services which serve the town (reduce car use).				●	●		-1	-2	3	1.Could be realised with the extension of Merseyrail through this section, rather than terminating at Ormskirk.
11	Improved rolling stock for services on the Preston - Ormskirk rail line	The standard of rolling stock on the Northern services may be a deterrent to some potential users as carriages are dated.	1.Improved rail journey experience 2.Increased rail use (and reduced car use) 3.Additional visitors attracted to the town centre 4.Additional business/investment attracted to the town centre				●	●		-1	-2	3	
12	Installation of additional electric vehicle charging points	There is currently only one EV charging location in the town centre. Additional sites would help encourage more people to use electric/hybrid vehicles.	1.Reduced emissions for vehicles, helping to improve air quality.	●		●				-1	3	3	
13	Continual traffic signalling equipment upgrades – specific recommendations to be identified	Existing traffic signals are not all 'smart' and operating at the maximum potential. Upgrades could provide a more comprehensive, intelligent SCOOT system to improve operational performance at peak times.	1.A smoother flow of traffic around the signal controlled junctions, particularly during the busiest periods. 2. Improved air quality.	●		●	●	●		-2	2	3	

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