
Chief Executive's Office

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Date: 28 September 2006

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Dear Councillor

OVERVIEW AND SCRUTINY COMMITTEE - WEDNESDAY, 4TH OCTOBER 2006

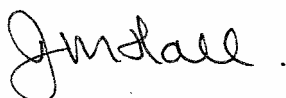
I enclose, for consideration at the above meeting of the Overview and Scrutiny Committee, the following report, which has been revised since agenda was printed.

Agenda No Item

5. **Chorley Town Centre Strategy (Pages 117 - 174)**

Report of Director of Development and Regeneration (enclosed).

Yours sincerely



Chief Executive

Encs

Distribution

1. To all Members of the Overview and Scrutiny Committee for attendance (Councillor Dennis Edgerley (Chair), Councillor Thomas McGowan (Vice Chair) and Councillors Kenneth Ball, Thomas Bedford, Terry Brown, Alan Cullens, Francis Culshaw, Mrs Marie Gray, Harold Heaton, Geoffrey Russell, Mrs Iris Smith, Christopher Snow, Peter Malpas and Greg Morgan)
2. To Donna Hall (Chief Executive), Gary Hall (Director of Finance), Jane Meek (Director of Development and Regeneration), Lesley-Ann Fenton (Director of Policy and Performance), Steve Pearce (Assistant Head of Democratic Services) and Gordon Banks (Democratic Services Officer) for attendance.

3. To Councillor Greg Morgan (Executive Member for Resources) and Councillor Peter Malpas (Executive Member for Economic Development and Regeneration).

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આ માહિતીનો અનુવાદ આપની પોતાની ભાષામાં કરી શકાય છે. આ સેવા સરળતાથી મેળવવા માટે કૃપા કરી, આ નંબર પર ફોન કરો: 01257 515822

ان معلومات کا ترجمہ آپ کی اپنی زبان میں بھی کیا جاسکتا ہے۔ یہ خدمت استعمال کرنے کیلئے براہ مہربانی اس نمبر پر ٹیلیفون

01257 515823

کیجئے:

Report of	Meeting	Date
Director of Development and Regeneration (Introduced by Councillor Peter Malpas Economic Development and Regeneration).	Executive Cabinet	5 October 2006

CHORLEY TOWN CENTRE STRATEGY

PURPOSE OF REPORT

- To advise Members of the generally positive and encouraging representations received about the Town Centre Strategy and to approve the finalised document.

CORPORATE PRIORITIES

- The production and implementation of the Town Centre Strategy is a key project within the Council's Corporate Strategy and is essential to the attainment of the Council's Strategic Objectives: to put Chorley at the heart of regional economic developments in the Central Lancashire Sub-region and to develop the character and feel of Chorley as a good place to live and visit. The Strategy also draws upon the findings of the approved Economic Regeneration Strategy and will assist the implementation of that Strategy, which identifies Chorley as a Contemporary market town with a distinctive town centre.

RISK ISSUES

- The issues raised and recommendations made in this report involve risk considerations in the following categories:

Strategy	√	Information	√
Reputation	√	Regulatory/Legal	√
Financial	√	Operational	√
People		Other	

- Becoming more pro-active and strategic in planning, promoting and managing the town centre will necessarily have resource, reputation, information and regulatory implications for the Council.

BACKGROUND

- The Council appointed consultants White Young Green in May 2005 to undertake a study of Chorley Town Centre and the wider retail and leisure needs of the Borough. The report provides a detailed health check of the town centre and identifies how the town centre can successfully adapt through to 2015 to provide for the retail and leisure requirements of the Borough's community.

- 6 This process has been taken forward in production of the draft Town Centre Strategy, which will be a 10-year policy and action plan until 2016 and will be reviewed every 3 years.
- 7 The Strategy has been prepared to provide a co-ordinated framework for policy, action and investment requiring the Council to work positively with existing partners and also forge new partnerships. The basic principle underlying this Strategy is to realise the potential of Chorley Town Centre and so improve its vitality and viability. This can be assisted through town centre management, environmental improvements and regeneration, promotion and marketing to provide for the needs of the local community, local businesses and those who visit the centre. The Strategy seeks to build on the town's strengths to better serve the needs of local people and businesses and so develop a Unique Selling Point that can be used to attract a greater range of quality outlets and more visitors.
- 8 **Four Priority Elements** are identified in the Town Centre Strategy because there are a number of inter-related opportunities running through each strategic objective. The Priority Elements help to focus on the necessary key measures and actions required to secure and enhance the Town Centre's vitality and viability.
Town Centre Diversification - Broaden Chorley Town Centre's economic base particularly in relation to stimulating the expansion of the evening economy, increasing the clothing and footwear offer and encouraging new small independent specialist retailers;
Town Centre Environment – Ensure that the physical fabric of the town maximises its contribution to future competitiveness of the centre through significant enhancement and general maintenance;
Accessibility and Movement - Build upon the current high levels of accessibility and address specific issues such as the current car parking system and pedestrian linkages within the town centre.
Business Promotion and Support - Strengthen the town centre's role through stronger links with the business community and a greater level of support.
- 9 **The Town Centre Strategy** aims to pursue a wide range of coordinated actions under the above-mentioned Priority Elements. Priority Actions have been identified in the accompanying action plan and initial targets for 2006/07 have been set against each of these. The identified Priority Actions are:
- Bring forward major retail and leisure developments including a second phase of Market Walk
 - Secure a better range and quality of shops and leisure attractions
 - Encourage quality office development
 - Identify and reinforce the local distinctiveness of the town centre
 - Improve public spaces and shop fronts
 - Review car parking and improve choice
 - Implement transport improvements in the town centre
 - Develop and pursue a marketing strategy
 - Improve partnership working and communication with town centre stakeholders
 - Development the commercial potential of the town centre and the markets
- 10 The draft version of the Strategy was published for consultation and community involvement for a six-week period from the 15 March 2006.
- 11 At the same time the Council also consulted on preferred options for the Chorley Town Centre Action Area and Retail and Leisure Policies Development Plan Document, as part of the Local Development Framework. It sets out policies to guide decisions on planning applications in the Town Centre as well as in local centres across the Borough.

COMMENTS RECEIVED AND PROPOSED CHANGES

- 12 The Council held a presentation and workshop on the draft Town Centre Strategy on 26 April 2006 for invited organisations to consider and comment on the Strategy and its associated Action Plan. This was a very useful and informative meeting with many constructive and positive suggestions for taking the Strategy forward. The comments received at the workshop and the Council's response is attached at Appendix A.
- 13 Over the consultation period the Council also received 22 separate representations to the draft Strategy. A summary of the comments and the Council's response is attached at Appendix B.
- 14 Wm Morrison Supermarket Ltd suggested that there is no quantitative need for a new foodstore of 5,000 sq m gross in Chorley and have objected to its inclusion in the Town Centre Strategy A1 because:
- The catchment area is too extensive and Leyland should not be included within Chorley's catchment area.
 - Chorley and Leyland are identified as equal in the settlement hierarchy. Leyland is the weaker of the two towns and therefore any new retail development should be encouraged first in Leyland;
 - The estimated market share of Chorley's existing provision and how accurate the household survey has been is questionable as is the volume of expenditure that would be genuinely available to support new convenience retail floorspace.

They conclude that even using the extensive catchment area, there is insufficient surplus expenditure to support a large new foodstore in Chorley and this could lead to the closure of more vulnerable and weaker stores within the town.

- 15 White Young Green have been retained to respond to this representation (the full response is in Appendix B (pages 9-13) and conclude:
- "It is evident that Wm Morrison currently operate a foodstore within Chorley and are concerned about further convenience goods provision which may compete with their existing store. However, in considering the objection submitted, it must be noted that one of the key objectives of Planning Policy Statement 6 is to support efficient, competitive and innovative retail, leisure and tourism sectors.

Another key objective of PPS6 is to promote and enhance existing centres by focusing development there whilst providing a wide range of services. As there is currently a significant shortfall of convenience goods retailing within Chorley, it is White Young Green's view that the aspirations of the Town Centre Strategy to address this shortfall are fully justified. The town centre strategy seeks to provide a pro-active approach to attract further convenience goods expenditure to the established town centre to help strengthen its role and offer. If such an approach impacts on existing stores in out-of-centre locations then the strategy would have fulfilled its objective and created a more competitive town centre convenience goods sector.

Wm Morrison's criticisms of the White Young Green study are unsubstantiated. The evidence for the study has been gathered by independent market researchers using well-established techniques which are adopted throughout the UK. Therefore, although Wm Morrison suggest that trading conditions at their local store are different to that recorded in the WYG study, without clear evidence of this it is impossible to evaluate their objection.

In summary, the aim/objective of the town centre strategy to introduce more convenience goods shopping within the town centre is totally in accordance with national and regional planning guidance. The White Young Green study confirms that such a development would not result in the closure of stores elsewhere and would in no way undermine the future growth and development of Leyland. On this basis, the objection submitted by Wm Morrison is both erroneous and unsubstantiated".

- 16 In view of this advice your officers propose that no change should be made to A1 of the Draft Key Action Plan. However it is proposed to remove the reference to a large supermarket in A1 of the Draft Priority Actions (page 8) as the facilitation of negotiations and site assembly for this proposal would be more realistically actioned from 2007-2008. It is also proposed to make clear that the Priority Actions and Targets will be monitored and reviewed each year. This process will allow actions and targets to be rolled forward or drawn into the programme as appropriate.
- 17 Few other changes are proposed to the Strategy itself. This is because many of the comments made refer to detailed suggestions that are more relevant to the implementation of the actions identified in the Strategy, the proposed final version of which is attached at Appendix C with additions shown in bold and underlined, and deletions shown as strike-throughs. The limited changes are outlined below:
- Insert reference that Priority Actions and Targets will be monitored and reviewed each year. This process will allow actions and targets to be rolled forward or drawn into the programme as appropriate (Page 5/6);
 - Amend Draft Priority Action A1 to remove reference to “A large supermarket or an equivalent extension (2,000-5,000 sq m (gross))” (Page 9);
 - Insert “ The Police” at Action/Project A6 Prospective Partners column (Page 12);
 - Action Project B1 add “including the railway” after Main Approach Routes to the Town Centre. (Page 12);
 - Delete site B1.5 (1) the former Bentwoods, Water Street from Action/Project B1.5 (page 14) and from the Key Action Plan Map. This site is now under construction;
 - Editorial changes where the text has become redundant

BUDGETARY IMPLICATIONS

- 18 The type of intervention required of the Council will vary depending on circumstances. It may include:
- land purchases and sales and possibly joint venture agreements;
 - commissioning of technical work, use of statutory powers and where necessary compulsory purchase.
- 19 There are Actions and Projects, which will require financial commitments on the part of the Council.
- 20 The principal needs for such financial resources are likely to be in relation to:
- environmental improvement schemes
 - acquisition and demolition costs
 - grants for shop front improvements and the like
 - provision of signs and other forms of information
 - staff resources committed to town centre management
 - investment in the markets
 - promotion/business support
 - maintenance of public spaces
- 21 The requirements are not specific at present since they are dependent on the level of contribution from other participants and the specific proposals that emerge. Following the adoption of the Strategy in October 2006 resource needs will then be fed into the budget preparation process for 2007/8 onwards.

COMMENTS OF THE HEAD OF HUMAN RESOURCES

22 There are no apparent HR implications to this report

COMMENTS OF THE DIRECTOR OF FINANCE

23 There are no financial implications associated with this report other than those associated with the comments made on budgeting implications above, which will feed into the next budget cycle for 2007/08.

RECOMMENDATION

24 That the Executive Cabinet approves the adoption of the Chorley Town Centre Strategy.

REASONS FOR RECOMMENDATION

25 Planning Policy Statement 6 (PPS6): Planning for Town Centres states that Council's should be pro-active in their approach to town centres, produce Town Centre Strategies and plan for future development in the town.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

26 None as the need for a planned strategic approach for Chorley town centre has been established.

JANE E MEEK

DIRECTOR OF DEVELOPMENT AND REGENERATION

Background Papers			
Document	Date	File	Place of Inspection
Chorley Town Centre Retail and Leisure Study Final Report	October 2005		Members Room
Chorley Town Centre Retail and Leisure Report	November 2005		
Chorley Town Centre Action Area and Retail and Leisure Policies Preferred Options Development Plan Document	January 2006	***	
Chorley Town Centre Strategy	9 March 2006		
Response from White Young Green on Wm Morrison Supermarket Ltd representations	July 2006		
Report Author	Ext	Date	Doc ID
Alison Marland	5281	21 September 2006	

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TOWN CENTRE STRATEGY WORKSHOP

APPENDIX A

TOWN CENTRE DIVERSIFICATION

Q1. How effectively do the proposed priority actions address the issues faced by Chorley Town Centre?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
<p>Retail development/leisure: Promote sites</p> <p>Sites at Action A1 are too small/medium.</p> <p>2nd phase development at Market Walk – replace the parking that would be lost</p> <p>Consider design of Market Walk 2nd phase scheme</p> <p>May lose key selling point of oldest market town in area therefore need to decide which markets should be located where.</p> <p>The focus of the town centre has drifted to Market Walk</p> <p>Success depends on what uses go to which sites</p> <p>Cinema viability is dependent on film releases that attract young people</p> <p>The QS Fashion site should be redeveloped</p> <p>Linkage between QS Fashion and Booths /Wetherspoons</p> <p>Improve evening economy</p>	<p>Covered by A1</p> <p>There is a range of sites and sizes. The sites are not too small – they are compatible with the existing fabric and capacity of the town, and comply with policy considerations and the sequential test.</p> <p>Any development of Site A1 (4) will include a significant element of car parking.</p> <p>Achieving a high quality design is a key issue and will be covered by Policy R1 of the Chorley Town Centre Action Area and Retail and Leisure Policies Development Plan Document (Local Development Framework).</p> <p>Covered by Action D1 to promote Chorley as a Contemporary Market Town and D3 to promote the markets and support specialist street markets.</p> <p>B2.1 and B2.4 allow for a public realm audit including areas away from Market Walk - on the full length of Market Street from Pall Mall/ Bolton St junction to the Union St junction, and the area in front of the Library, Union Street.</p> <p>A1 only allows specific appropriate uses on the 4 sites identified</p> <p>The White Young Green Chorley Town Centre - Retail and Leisure Study findings show there is a quantitative and qualitative need to provide a small sized cinema within Chorley Town Centre. The facility could provide 6 screens. This is specifically proposed as part of A1.</p> <p>A1.4 allows for this to occur.</p> <p>B2.1 and B2.4 allow for a public realm audit on the full length of Market Street from Pall Mall/ Bolton St junction to the Union St junction</p> <p>Covered by A6.</p>

TOWN CENTRE DIVERSIFICATION

Q2. How can the actions best be facilitated?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
More parking on Market Street	B2.1 and B2.4 allow for a public realm audit on the full length of Market Street from Pall Mall/ Bolton St junction to the Union St junction, and the area in front of the Library, Union Street. It is unlikely more parking will be allowed on Market Street.
Provide diverse offer of uses in the Town Centre	Covered by A1, A2, A3, A4, A5 and A6.
Require different type of shopping: specialist shops	Covered by A2
Access and linkages between QS Fashion, Market Street and Booths/Market Walk is very important.	B1 identifies and reinforces local distinctiveness by means of a town centre audit, and B2.1 and B2.4 allow for a public realm audit on the full length of Market Street from Pall Mall/ Bolton St junction to the Union St junction, and the area in front of the Library, Union Street.
The Bypass has not co-ordinated retail development in the town centre	The aim of the bypass was to take traffic out of the town centre and this has been achieved. The Town Centre Bypass is a main approach route which is covered by B1.3, B1.4, B1.5
Promotion/marketing very important	Covered by D1, D2, D3, and D4.
Different markets required	Covered by D3
How town centre is branded is a key consideration	Covered by A2, A3, A4, A5, A6, D1, D2 and D3.
Attract middle ground range shops – to achieve diversification	Covered by A2 and D1
Improve Town Centre Economy in various ways: Cultural Music Different people in the Town Centre Comedy Nights	Covered by A6 and D1, D3, D4, D5, D6

TOWN CENTRE DIVERSIFICATION

Q3. What contribution can you, as a stakeholder, make to the process (time, funding, other)?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
Market and promote range of stores in Chorley	Covered by A2 and D1
Vital to have Town Centre Manager to <ul style="list-style-type: none"> • Share with South Ribble • Facilitate funding of business • Breed confidence/success 	The Council has not ruled out the appointment of such a manager within this 10-year strategy plan. The Town Centre Strategy heavily promotes partnership working and promotion. A Town Centre Manager would be one of a number of ways to deliver this agenda. A marketing and promotion person would find it difficult to promote 2 separate areas at the same time.
“Old Money” owns Chorley Town Centre – get such people together to discuss key sites, and uses, what they can contribute	It is vital that all stakeholders get involved in the town centre strategy to assist in partnership working. This must include landowners and developers who have an interest in Chorley Town Centre.
Build on identity of the Town Centre	Covered by D1 to promote Chorley as a Contemporary Market Town.
Stay Longer Attractions/Environment/Marketing	Covered by A2, A5, A6 and D1
Rent reviews can force out traders	Not a Council issue. Set by property owners.
Creative uses need to be encouraged	Covered by A6

TOWN CENTRE ENVIRONMENT

Q1. How effectively do the proposed priority actions address the issues faced by Chorley Town Centre?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
<p>Covered Market to become Market Hall</p> <p>Empty shops need to be reduced</p> <p>Shop fronts should be improved</p> <p>More floorspace is required</p> <p>Greater range of units is needed</p> <p>Further pedestrianisation should be pursued</p> <p>Reroute buses</p> <p>Greater traffic control is necessary</p> <p>Install automatic barriers on Market Street</p> <p>Improve paving</p> <p>Improve street cleaning</p> <p>A 2nd phase of Market Walk needs to be well designed</p> <p>Gateways are important</p>	<p>Will look at issues, feasibility and cost implications.</p> <p>Covered by A2, and B2 to promote shop front and building façade improvements, and work with property owners to secure attractive window displays and improve the appearance of vacant units.</p> <p>Covered by A1</p> <p>Covered by A3</p> <p>Covered by B1 and B2</p> <p>Covered by C4</p> <p>These issues will be addressed when the Council undertakes a Strategic Transportation Study and Transport Accessibility Plan identified as key projects in the Corporate Strategy 2006/07- 2008/09. Car parking is also addressed in Action/Project C1.</p> <p>Covered by B1</p> <p>Significant efforts are already made to keep the Town Centre streets clean, any problems that do arise amount to day-to-day operational issues.</p> <p>A high quality design is a key issue and will be covered by Policy R1 of the Chorley Town Centre Action Area and Retail and Leisure Policies Preferred Options Development Plan Document (Local Development Framework).</p> <p>Covered by B1 and sites B1.1 - B1.8</p>

TOWN CENTRE ENVIRONMENT

Q2. How can the actions best be facilitated?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
Marketing and Promotion	Covered by D1
Town Centre Partnership	Covered by D2.
Shopping Guide	Covered by D1
Unified Sunday opening	Dependent on partnership working
Publicise free Sunday parking	Covered by D1 and C1
Sunday Market?	Dependent on partnership working and covered by D3
Sunday Car Boot Sale	Dependent on partnership working
Street market	Covered by D3
Improve canopies of stalls	Will be considered as part of D3
More attractive stalls	Will be considered as part of D3
Free trial for stalls on Market Street	Will be considered as part of D3
Room for traders to park their vehicles on West Street car park	Will be considered as part of D3
Pay on exit car parks	Covered by C1
Reduce car park charges	Covered by C1

TOWN CENTRE ENVIRONMENT

Q3. What contribution can you, as a stakeholder, make to the process (time, funding, other)?

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
Join the Town Centre Partnership	Partnership working is the key to business promotion and support and is covered by D3
Remove A Boards	A town centre audit covered by B1 will look at this issue.

ACCESSIBILITY AND MOVEMENT

COMMENTS	COUNCIL RESPONSE AND REFERENCE TO TOWN CENTRE STRATEGY ACTION/PROJECT
Rate payers should get a sticker with free half hour parking	Will be covered as part of C1
Produce a leaflet listing key attractions to give to shoppers	Covered by D1
Introduce additional car parking return time grace period over and above that already granted	Will be covered as part of C1
Hours of parking enforcement vary from District to District (Perceived)	} These issues will be addressed when the Council undertakes a Strategic Transportation Study and Transport Accessibility Plan identified as key projects in the Corporate Strategy 2006/07- 2008/09. Car parking is also addressed in Action/Project C1.
Change Traffic Restriction Orders to aid shopping patterns and reduce residents conflicts	}
Discussion about how we introduce a Traffic Restriction Order. (Consult/Review/Advertise)	}
Residents to have a parking disc to give residential identity. (Different tariff)	}
Should make Chorley a better/simpler place to park	}
Car parking charges are seen as a deterrent to visiting town centre	}
Pay on exit parking is the main requirement	To be covered by C1
Undertake a review of parking.	Covered by C1 and C5. There has been improved signage to car parks and additional links to car parking spaces database on the Chorley Borough Council website, and for transport information, which is highly accessible and promotes alternative transport choices.
Increase signage to Car Parks	
Traders are disappointed with lack of opportunity for feedback.	Six weeks of consultation with drop in sessions were arranged to herald the publication of the Town Centre Strategy and Development Plan Documents.
Accessibility would be improved by the introduction of controlled crossings and better use of public space.	Covered by C2
Accessibility of Town Centre from Buckshaw Village needs to be improved.	Hartwood roundabout Improvements and cycle links at Chancery/Chorley Kickstart and rerouting of buses will assist accessibility.

TOWN CENTRE STRATEGY CONSULTATION RESPONSE

Appendix B

Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS001 Miss J.H.Street	01				B2 (2), B2 (4)		B2(2), B2(4) - Objection to the closing of the roads thereby making access and movement around the town centre more difficult.	No Change. No definite proposals have been agreed. The draft proposals for the Town Square in front of the town hall would not restrict traffic from entering the area and may indeed be an interim solution. The scheme under discussion with Lancashire County Council involves removing the traffic signals and introducing mini roundabouts together with zebra crossings on both St Thomas's Street and Union Street. This would free up two lanes of traffic thereby allowing the creation of a wide footway/public space area in front of the ramp outside the Town Hall. The capacity and therefore accessibility will be improved at these locations for motorists and indeed greatly improved for pedestrians. The draft proposals for Union Street in front of the library are less well advanced but would not restrict traffic from entering the area.
TCS001 Miss J.H.Street	02					A1(4), A1	A1(4) - Objection to the use of Union Street car park for retail/leisure development. This area is essential to provide handy parking for the present shops. A1 - Objection to the development of a large supermarket on site A1(4). This area is already well served with such development.	Any development of Site A1(4) will include a significant element of car parking. It is not envisaged that the retail development on that particular site will be a supermarket. It is envisaged that this site will be developed for non food retail.

TOWN CENTRE STRATEGY CONSULTATION RESPONSE

Appendix B

Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS002 Anderton Parish Council	01	18	B1				The Town Centre Strategy puts much emphasis on gateway improvement for the major road routes in to the town. However, it is considered that the strategy should also identify the primary access points into the primary shopping area which should also include the rail, bus and taxi access points in addition to car parks.	The Town Centre Strategy at B1 does identify a town centre audit for streets and other public areas, which would include the primary shopping area and rail, bus and taxi access points. However add railway line as a further main approach route. Insert at Action/Project B1, final paragraph after, Main Approach Routes to the Town Centre. <u>"including the railway"</u>
TCS003 Runshaw College	01		A1, B1.7, C3, D1					Support Noted
TCS004 Ramblers Association	01		C5, D5				In order for the Chorley interchange to become fully operational there should be an enclosed bridge between the "bus station" and the railway station, so that pedestrians may easily cross the town centre by-pass	No Change. An enclosed bridge across the bypass to service the rail way station and bus station would be prohibitably expensive. It is considered the existing time of pedestrian crossing adequately services these two facilities. Small scale measures will be considered as part of the audit and improvement of gateways.
TCS005 Chorley District Chamber of Trade & of	01						Chorley is not, as the consultants suggest, "a vibrant and vital town centre". It is slowly dying.	No Change. The improvement of the vitality and viability of the Town Centre lies at the heart of the Town Centre Strategy. All the proposals are designed to realise its potential and improve its competitiveness and attractiveness.

TOWN CENTRE STRATEGY CONSULTATION RESPONSE

Appendix B

Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS005 Chorley District Chamber Trade	02						Chorley is not competing with other towns - losing out to - Trafford Centre/Middlebrook(Free Parking) - Bolton/Wigan etc. (Not, as consultants put it, "a strong loyal catchment of shoppers").	No Change. The improvement of the vitality and viability of the Town Centre lies at the heart of the Town Centre Strategy. All the proposals are designed to realise its potential and improve its competitiveness and attractiveness.
TCS005 Chorley District Chamber Trade	03						Parking - major issues - lack of appropriate spaces - penal regime of wardens (town will not achieve 'café society/leisure format until "pay on exit strategy" is employed).	No Change. The issue is already addressed by Action/Project C1.
TCS005 Chorley District Chamber Trade	04						Booths supermarket and market are the only main attractions. Propose moving the open market to Market Street on 6 month trial basis and have 5/6 day markets (including specialist farmers/french/antiques market days with entertainment etc).	Suggestions noted. The issues are already addressed by Action/ Project D3.
TCS005 Chorley District Chamber Trade	05						Evening town centre use will only reoccur when "ghetto/no-go" atmosphere is removed. At present only under 25's and some unsavoury characters inhabit the town centre after 8pm. Curbs required on town centre pubs - policing issue, plus creation of other non-drinking activities e.g. cinema, bowling, restaurants etc to be provided.	Comments Noted. The Action/ Project A6 aims to promote a diverse range of leisure and cultural facilities. The Police will be partners in this process. A six-screen cinema is specifically proposed as part of Action/Project A1. Amend Action/Project A6 Prospective Partners column to insert "The Police" .

TOWN CENTRE STRATEGY CONSULTATION RESPONSE

Appendix B

Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS005 Chorley District Chamber Trade & of	06						The Town Centre Forum is only a "talking shop". (Decisions have already been taken by the Council before forum meetings) - only therefore provides a superficial/serious/meaningful liaison facilities are required urgently, on a regular basis.	Comments Noted. Effective communication and consultation including improving the role of the Town Centre Forum is in Action/Project D2. The Council recognises the delivery of the Town Centre Strategy is essentially dependent on partnership working.
TCS005 Chorley District Chamber Trade & of	07						A town centre manager should be employed - linking business with members on a serious salary, not a £16k person as proposed previously. Liaison then with major retailers/developers/investors needed to attract new business into town centre, e.g. Debenhams (looking at smaller towns) + Tesco Metro, Deutsche Bank etc etc.	The Council has not ruled out the appointment of such a manager within this 10 year strategy plan. The Town Centre Strategy heavily promotes partnership working and promotion. Town Centre Manager would be one of a number of ways to deliver this agenda.
TCS005 Chorley District Chamber Trade & of	08						A comprehensive marketing strategy is required.	The Council's Corporate Strategy identifies the development of a communications and marketing strategy as a key project for 2006/07. Action/Project D1 covers the promotion and marketing of the Town Centre.
TCS005 Chorley District Chamber Trade & of	09						Chorley has stood still (hence gone backwards) over past 30 years due to apathy/malaise of previous Chief Executive Officers/Council members.	No Change. The improvement of the vitality and viability of the Town Centre lies at the heart of the Town Centre Strategy. All the proposals are designed to realise its potential and improve its competitiveness and attractiveness.

TOWN CENTRE STRATEGY CONSULTATION RESPONSE

Appendix B

Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS005 Chorley District Chamber Trade	10						Local environment continues to need work - fancy paviments are fine but poor shop fronts, neglected upper floor facades, vacant units etc all detract from appearance.	Comments Noted. Action/Project B2 supports these points.
TCS005 Chorley District Chamber Trade	11						Proposed park and ride scheme could link Botany Bay with the town centre. Free shuttle bus then to incorporate Chorley Hospital, Buckshaw Village etc.	No Change. This issue will be addressed when the Council undertakes a Strategic Transportation Study and Transport Accessibility Plan identified as key projects in the Corporate Strategy 2006/07 - 2008/09.
TCS005 Chorley District Chamber Trade	12						Chorley town centre (not even in transition as consultants suggest but in reverse gear) is in need of positive, consistent promotion.	No Change. The Town Centre Strategy heavily promotes partnership working and promotion.
TCS006 PAICE	01						The length of the consultation period allowed for these comments is inadequate.	No Change The Council particularly seeks the views of local community groups. The consultation period for the Town Centre Strategy was kept at six weeks, the same time as for the Local Development Framework documents as it is a closely related document. It is a statutory requirement for Local Development Framework documents that the formal consultation periods shall be six weeks long.

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS007 RREEF Ltd	01		A1				Encourage the development of 1) additional non food retail floorspace 9,400 sqm gross 2) A large supermarket or an equivalent extension 3) A 6-screen cinema. Use the sites identified on the key action.	Support Noted and covered by Action A1
TCS007 RREEF Ltd	02		A1.1				Bring forwards proposals for a second phase of retail development at market walk. This will link to the existing centre and will offer maximum attraction to retailers and shoppers.	Support Noted
TCS007 RREEF Ltd	03	1					Support the strategy and its aim to put Chorley at the heart of regional economic developments in the Central Lancashire sub-region. This is especially relevant to the North West England Regional Spatial Strategy as we believe that Chorley has a significant role to play as an important accessible town centre. The development of a successful town centre will ensure that Chorley remains competitive in the region.	Support Noted
TCS007 RREEF Ltd	04	17					Support the Council's strategic objectives to improve the vitality and viability of the town centre by increasing its retail and leisure attractions to customer, business and investors.	Support Noted.

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS007 RREEF Ltd	05	18 (a)					Support the Council's plans for diversification. To achieve this Chorley town centre will broaden its economic base particularly in relation to stimulating the expansion of the evening economy, increasing the clothing and footwear offer.	Support Noted.
TCS007 RREEF Ltd	06						Designation A1(4) (adjacent to Market Walk) on the key action plan map should be included in the primary shopping area. This area is directly connected to the existing market walk centre, retail expansion in this area will be attractive to main retailers which are needed for Chorley town centre to at least maintain its position in the retail hierarchy.	No Change. Project/ Action A1(4) is included in the Primary Shopping Area as identified in the Chorley Town Centre Action Area and Retail and Leisure Policies Preferred Options Development Plan Document.
TCS007 RREEF Ltd	07					A1(4)	The designation A1(4) on the key action map should be for predominantly main comparison shopping for national retailers only, given the proximity of the site to the markets and the primary shopping area.	No Change. Project/Action A1(4) specifically encourages development of additional non-food retail floorspace and discussions are being held for this on the A1(4) site to achieve national retailers.

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS008 Manchester Magistrates' Court	01						Propose that the site formed by the Magistrates court and police station be identified as part of St Thomas's Road gateway [B1.8] for physical improvement [linked to action B2(3) and potential comprehensive redevelopment should the current occupiers consider vacating the site. A strategy for any potential redevelopment would be in partnership with the DCA, Police Constabulary, Council and other private and public bodies.	Maintain a watching brief over the area pending further developments/decisions concerning the future of the court.
TCS009 Sport England (North West)	01						Seek changes to the draft town centre and retail policies to ensure important recreation activities are given parity of treatment with other use classes. The draft strategy needs to support this view to realise the full potential of Chorley town centre, and to support the evidence base of the Local Development Framework.	No Change. Covered by Action/Project A1, A2, A3, A5, A6
TCS010 Ulmes Walton Parish Council	01						Review public transport arrangements from outlying parishes and seek to enhance them where possible with particular reference to the needs of the elderly and disabled. Endorses the Chorley Town Centre Strategy subject to the amendments proposed related to category C actions.	No Change It is not the role of the Town Centre Strategy to review public transport arrangements from outlying parishes. The Council through the Strategy will investigate alternative routes for public transport in the Town Centre with Lancashire County Council and bus operators. The Council are committed to enhancing accessibility for all (Action C5).

TOWN CENTRE STRATEGY CONSULTATION RESPONSE

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
<p>TCS011</p> <p>Wm Morrison Supermarkets Plc</p>	01			7	A1		<p>Object to para.7 and draft priority A1 of the Town Centre Strategy for the following reasons;</p> <p>Consider the catchment area is too extensive and Leyland should not be included within Chorley's catchment area.</p> <p>Chorley and Leyland are identified as equal in the settlement hierarchy. Leyland is the weaker of the two towns and therefore any new retail development should be encouraged first in Leyland.</p> <p>Also query the estimated market share of Chorley's existing provision as Morrisons is trading at an average to below average company trade. Therefore query how accurate the household survey has been and therefore how much expenditure within the catchment area would be genuinely available to support the development of new convenience retail floorspace in Chorley.</p> <p>Therefore conclude that even using the extensive catchment area, there is insufficient surplus expenditure to support a large new foodstore in Chorley and this could lead to the closure of more vulnerable and weaker stores within the town.</p> <p>Consider that there is no quantitative need for a new foodstore of 5,000 sq m gross in Chorley and object to its inclusion in the Town Centre Strategy.</p> <p>The Town Centre Strategy should therefore:</p> <p>i) remove all reference to there being surplus convenience goods expenditure to support additional convenience floorspace (food grocery) in Chorley of approx 5,000</p>	<p>The Role of Leyland</p> <p>It is important to note that the catchment defined for the study was purposely 'stretched' beyond Chorley's likely sphere of influence to understand the true extent of the centre's primary and secondary catchments.</p> <p>In order to define the true catchment of Chorley, a household survey was undertaken. This also helped to establish current market shares and overall shopping patterns within the defined catchment.</p> <p>As the study was supported by empirical evidence in the form of the household survey, the actual definition of the catchment is not critical to the overall outputs of the study.</p> <p>The fact that Leyland is included on the edge of Zone 3 and Zone 4 does not mean that the study has mis-represented Leyland's role and function within these zones. If people responded that they went shopping in Leyland then this would be coded accordingly and would be excluded from the Chorley market share.</p> <p>The whole purpose of the survey research is to address the guidance set out in paragraph 2.32 of PPS6, which Wm Morrison quote in their objection. In Leyland's catchment extends into the boundary of the study (which it does) then the survey evidence would have (and has) recorded the extent of this influence. On this basis, there is no question that the study has ignored the role of Leyland in favour of Chorley.</p> <p>In addition, WYG are also somewhat surprised at the statement made by Wm Morrison that development should occur within Leyland ahead of any development in Chorley, despite both centres being identified as 'Tier 2' centres in the Adopted Structure Plan. White Young Green can find no policy</p>

TOWN CENTRE STRATEGY CONSULTATION RESPONSE

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
							<p>sq m gross; and</p> <p>ii) remove a floorspace target, possibly replacing it with an aim of further improving the quality of the town centre's convenience retail offer.</p>	<p>reference at both the County and Regional level which states that Chorley's development should be 'held back' whilst further development is encouraged within Leyland.</p> <p>In addition, there is no evidence to suggest that the future growth and development of Chorley would have a deleterious impact upon the vitality and viability of Leyland Town Centre. The study undertaken by WYG is conscious of Chorley's future role and does not attempt to elevate its position within the sub-regional hierarchy to a level that would in anyway undermine Leyland's role.</p> <p>Chorley's Market Share</p> <p>White Young Green acknowledge that if facilities are improved in Leyland in the future then this may have an impact upon overall market share achieved by facilities within Chorley. However, the argument can also be applied to Chorley Town Centre. If Chorley was to improve its overall offer in the future then this may impact on the overall market shares achieved by the centre. In fact, the Booths supermarket may have already had a positive impact as this was opened after the survey research was completed.</p> <p>WYG recognise that market shares will change overtime and this is why retail and leisure studies need to be continually updated. However, the market share recorded at the time of the study was based on empirical evidence, which is the most robust method of approach.</p> <p>Wm Morrison suggest that the market share is also inaccurate because it identifies that the Wm Morrison store is overtrading by 64% which they state is not the case. However, Wm Morrison fail to recognise is that the overtrading estimate of the store is not just based on the market share but is a</p>

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
								<p>culmination of factors included in the overall modelling exercise. The model includes population figures, expenditure estimates, benchmark turnovers and the net floorspace estimate used for convenience goods within the Wm Morrison store. Therefore, the overtrading estimate derived for the Wm Morrison store is not just directly related to the market share.</p> <p>The approach adopted by WYG in estimating the levels of overtrading is set out clearly within the retail model included in the study. We recognise at paragraph 6.02 that there are limitations with any survey research. However, this is the most accurate way to establish trading patterns and potential turnovers and is an established methodology throughout the UK.</p> <p>WYG note that Wm Morrison suggest that the store is trading at benchmark or slightly below. However, without any evidence from Wm Morrison to demonstrate this it is difficult to comment on the relevance of this statement.</p> <p>Therefore, although Wm Morrison have re-worked the capacity assessment by removing the turnover from their store, White Young Green believe that such an approach is totally invalid.</p> <p>For example, if the survey (according to Wm Morrison) over-estimates the spend going to the Chorley store this does not then mean that any adjustment should then remove this expenditure from Chorley's catchment altogether. If the survey over-estimates the trade at Wm Morrison then it is possible that it under-estimates the spend at another stores in Chorley.</p> <p>Therefore, it is totally erroneous to make adjustments to the capacity model by removing spend from the Wm Morrison store in Chorley and</p>

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
								<p>reallocating this to stores outside the Borough. Not only is this approach unsubstantiated (particularly with regard to the current trading performance of Wm Morrison) but it also disregards the empirical evidence gathered by the study which has been carried out by an independent market research company.</p> <p>Retail Impact on Chorley</p> <p>In addition to the capacity arguments presented, White Young Green are also having difficulty understanding the logic that introducing new convenience development into the town centre will undermine other foodstores elsewhere and result in potential closures.</p> <p>Firstly, Wm Morrison provide no evidence of these so called 'vulnerable stores' and whether they are in-centre, edge of centre or out-of-centre.</p> <p>Secondly, the survey evidence in Section 5 of the WYG Study clearly demonstrates that convenience goods shopping in Chorley is dominated by existing out-of-centre stores (including the Morrisons). Therefore, any impact created by a new or extended foodstore within the Town Centre would result in the diversion of trade from existing out-of-centre stores (which are afforded no protection in planning policy) to the town centre. Such an approach would further support the aims and objectives of PPS6 which Wm Morrison appear to overlook or misinterpret.</p> <p>Summary</p> <p>It is evident that Wm Morrison currently operate a foodstore within Chorley and are concerned about further convenience goods provision which may compete with their existing store. However, in considering the objection submitted, it must be noted that one of the key objectives of PPS6 is to support efficient, competitive and innovative</p>

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
								<p>retail, leisure and tourism sectors.</p> <p>Another key objective of PPS6 is to promote and enhance existing centres by focusing development there whilst providing a wide range of services. As there is currently a significant shortfall of convenience goods retailing within Chorley, it is White Young Green's view that the aspirations of the Town Centre Strategy to address this shortfall are fully justified. The town centre strategy seeks to provide a pro-active approach to attract further convenience goods expenditure to the established town centre to help strengthen its role and offer. If such an approach impacts on existing stores in out-of-centre locations then the strategy would have fulfilled its objective and created a more competitive town centre convenience goods sector.</p> <p>Wm Morrison's criticisms of the WYG study are unsubstantiated. The evidence for the study has been gathered by independent market researchers using well established techniques which are adopted throughout the UK. Therefore, although Wm Morrison suggest that trading conditions at their local store are different to that recorded in the WYG study, without clear evidence of this it is impossible to evaluate their objection.</p> <p>In summary, the aim/objective of the town centre strategy to introduce more convenience goods shopping within the town centre is totally in accordance with national and regional planning guidance. The WYG study confirms that such a development would not result in the closure of stores elsewhere and would in no way undermine the future growth and development of Leyland. On this basis, the objection submitted by Wm Morrison is both erroneous and unsubstantiated.</p>

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
								<p>No change to A1 of the Draft Key Action Plan.</p> <p>However, the facilitation of negotiations and site assembly for a large supermarket in A1 of the Draft Priority Actions would be more realistically actioned from 2007-2008.</p> <p>Amend Draft Priority Action A1 to delete reference to <u>"A large supermarket or an equivalent extension (2,000-5,000sq m (gross))"</u>.</p> <p>Amend paragraph 19 beginning of last sentence to insert <u>"In order to implement the Strategy....."</u></p> <p>Insert at end of paragraph 19 <u>"These Priority Actions and Targets will be monitored and reviewed each year. This process will allow actions and targets to be rolled forward or drawn into the programme as appropriate."</u></p>
TCS012 Lancashire County Council Adult & Community Services	01						<p>Disappointed that the needs of people who have a physical/sensory impairment are not given a high profile. All actions relating to housing/car parking and office developments should include disabled access. Disability should be at the heart of everything you do for the people of Chorley.</p>	<p>No Change. The Council are committed to enhancing accessibility for all by Action/Project C5.</p>
TCS013 Mono Consultants Ltd	01						<p>The mobile operators association would like to see a policy purely relating to telecommunication systems</p>	<p>No change. The Town Centre Strategy is not the appropriate document for telecommunications policy.</p>
TCS014 Environment Agency	01						<p>The Environment Agency have no comments to make.</p>	<p>Noted</p>

TOWN CENTRE STRATEGY CONSULTATION RESPONSE

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS015 Lancashire County Council	01						Proposed improvements to pedestrian routes, in particular improvements to pedestrian crossings and the public realm, e.g. Action Plan items, B1.3 and C2 are welcomed. The proposed public realm audit should ideally incorporate a pedestrian audit.	Support Noted. The proposed public realm audit will consider the type and location of street furniture, pedestrian priority, accessibility and movement. Action/Project B2 cover these points.
TCS015 Lancashire County Council	02						Actions C3 and C4 are considered to be in line with Policy 1 of the Joint Lancashire Structure Plan which aims to achieve high accessibility for all by walking, cycling and public transport. The use of Lancashire County Council Accession software may be a complementary measure for implementation of Policy C4	Comments Noted. It is recognised that partnership working is essential to the delivery of these Actions.
TCS015 Lancashire County Council	03						Action C1 seeks to encourage more and longer stay shopper parking. Further clarity is required to identify whether the proposals are in line with Policy 7 of the Joint Lancashire Structure Plan and Supplementary Planning Guidance "Access and Parking". The definitions section of the Supplementary Planning Guidance identifies long-stay parking as being over 4 hours in duration. Any proposals to provide parking for a duration of more than 4 hours should be charged in such a manner as to discourage commuter parking. The overall strategy should be in line with paragraph 3:21 of the Supplementary Planning Guidance which resists provision of further public parking- the policy appears to be contrary to this	Comments Noted. The Council is fully aware of the contents of Policy 7 of the Joint Lancashire Structure Plan and Supplementary Planning Guidance "Access and Parking". Action/Project C1 covers these issues which will be fully investigated when the investigate measures are instigated.

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS015 Lancashire County Council	04						The strategy includes proposals for increased housing provision in the town centre. It is important that any additional housing is considered in relation to the housing provision figures of Policy 12 of the Joint Lancashire Structure Plan.	Comments Noted. In relation to Action/Project A4, the Council is fully aware of the contents of Policy 12 of the Joint Lancashire Structure Plan and the restrictions that apply
TCS015 Lancashire County Council	05						It has been noted that sites are identified as 'Development Opportunities' outside the town centre on the 'key action plan map'. The strategy does not appear to indicate what uses will be appropriate on these sites	The sequential test and other policy considerations will be material to discussions concerning the future of these gateway sites
TCS016 English Heritage	01						There are two conservation areas in Chorley Town Centre. The preparation of a town centre audit and development of a design strategy as a means of identifying and reinforcing local distinctiveness is supported but you should also consider the preparation of conservation area appraisals and management plans You may wish to consider extending the methodology to the wide town centre area	Comments Noted. Conservation area appraisals and management plans along with the review of Conservation Area boundaries is an ongoing part of the Heritage function of the Council
TCS017 Northwest Regional Development Agency	01						We note that the Town Centre Strategy identifies the Northwest Development Agency as a prospective partner in relation to Action D2 'Strive to achieve effective communication and consultation on town centre issues with all interested parties'. We are unclear what role, if any, the Agency would have in relation to this action which, we presume, essentially concerns town centre issues of a local nature	Comments Noted. Delete reference to " Northwest Development Agency " as prospective partner in relation to Action D2

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS018 Lancashire County Developments Ltd	01						<p>The position for making all these things happen would be to appoint a Town Centre Manager.</p> <p>It was suggested that Chorley's Unique Selling Point is its markets but it appears that it needs to be supported by other reasons to visit the town</p>	<p>The Council has not ruled out the appointment of such a manager within this 10 year strategy plan. The Town Centre Strategy heavily promotes partnership working and promotion. A Town Centre Manager would be one of the a number of vehicles to deliver this agenda</p> <p>The Town Centre Strategy effectively recognises and responds to the need for diversity and over reliance on markets</p>
TCS019 Lancashire County Developments Ltd	01						<p>There is a need to look at the local distinctiveness of Chorley, what sets it apart from the others, the idea of a contemporary market town feels marketable</p>	<p>The Unique Selling Point is covered by Action/ Project D1</p>
TCS019 Lancashire County Developments Ltd	02						<p>Town Centre Management needs some real work doing, we'd be happy to work with you on this, there is some thought around Chorley and South Ribble sharing. We could look to Preston to seek learning</p>	<p>The Council has not ruled out the appointment of such a manager within this 10 year strategy plan. The Town Centre Strategy heavily promotes partnership working and promotion. A Town Centre Manager would be one of the a number of vehicles to deliver this agenda</p> <p>A marketing promotion person would find it difficult to promote 3 separate events at the same time</p>
TCS019 Lancashire County Developments Ltd	03						<p>How does the public sector enable the growth of an evening economy to happen?</p>	<p>The Council recognise that partnership working is essential to the delivery of an evening economy.</p>

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS019 Lancashire County Developments Ltd	04						Is a six-screen cinema achievable? Is there a critical mass of people who would use it?	The White Young Green Chorley Town Centre - Retail and Leisure Study findings show there is a quantitative and qualitative need to provide a small sized cinema within Chorley Town Centre. The facility could provide 6 screens and is covered by Action/Project A1
TCS019 Lancashire County Developments Ltd	05						White Young Green indicates Chorley town centre is a major retail destination within the borough. It also says "however many local residents shop outside the borough". Are we saying we are a local shopping destination or not?	The Council are promoting Chorley as a major retail destination. However the White Young Green Report identified Key Messages arising from the study. These included that: Chorley is a vibrant and vital town centre, however if it is to maintain its role, it cannot afford to stand still; There is a strong, loyal catchment of shoppers; Chorley Town Centre is in transition and in need of positive and consistent promotion and town centre management; and There is a need to broaden the range and choice of shops.
TCS019 Lancashire County Developments Ltd	06						We would be keen to understand the ideas around shop front improvements, we have a few projects within LCDL that are supporting these in other boroughs	The study showed that there is leakage from the Borough into other towns particularly during the day when people working outside the borough shop outside the borough. Support noted and welcomed.

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS019 Lancashire County Developments Ltd	07						<p>Objected to the word "assist" in the vision. Considers it would be better strengthened by its omission. The vitality of the town centre is really important. It is how we animate the offer. The role of culture, arts and events is really important. Liked the opportunity of looking at 'inclusion' and how we play and include this as a strong marketing opportunity.</p>	<p>No change. The word "assist" implies partnership.</p>
TCS020 Highways Agency	01						<p>Chorley Town Centre is the major retail destination within the Borough, acting as a market town centre for comparison and convenience shopping serving the local population</p> <p>Supporting the provision of a large supermarket or equivalent extension and a 6-screen cinema may actually help reduce the traffic impact on the Trunk Road Network, helping to reduce 'junction hopping' and the number of short trips on the M6, M61 or M65 to the nearby cinemas, retail parks and centres in Bolton, Preston and Blackburn</p>	<p>Support noted.</p>

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Ref No	Sub Ref No	Support Paragraph No	Support Action/Project Area	Objection Paragraph Number	Objection Action/Project Area	Objection Key Action Plan Number	Changes Required	Council Response:
TCS020 Highway Agency	02						The Agency considers that the provision of more and longer term parking is likely to encourage the use of the private car. The Agency would therefore be concerned that this is not particularly a sustainable approach and would have a detrimental impact upon the TRN. The Agency would prefer to see references to encouraging more sustainable modes of transport and particularly improvements to public transport, especially as the main train and bus stations are located within the town centre	No Change. These issues will be addressed when the Council undertakes a Strategic Transportation Study and Transport Accessibility Plan identified as key projects in the Corporate Strategy 2006/07-2008/09. Car parking is also addressed in Action/Project C1.
TCS021 United Utilities Plc, Asset Protection	01						The Agency would support any policy which would encourage people to travel by more sustainable modes of transport, such as cycling and public transport	Support for sustainable modes of transport are noted
TCS022 Chorley CPRE	01						United Utilities have no comments to make	Noted
							CPRE have no comments to make	Noted

Chorley Town Centre Strategy

~~Consultation Draft~~

~~March 2006~~

Adopted October 2006

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આ માહિતીનો અનુવાદ આપની પોતાની ભાષામાં કરી શકાય છે. આ સેવા સરળતાથી મેળવવા માટે કૃપા કરી, આ નંબર પર ફોન કરો:

ان معلومات کا ترجمہ آپ کی اپنی زبان میں بھی کیا جاسکتا ہے۔ یہ خدمت استعمال کرنے کیلئے براہ مہربانی اس نمبر پر ٹیلیفون

01257 515823

کیجئے:

How to Make Representations

This draft Strategy has been prepared for consultation and community involvement. Representations can be made in any of the following ways:

By post — Planning Policy Section
Development and Regeneration Unit
Chorley Borough Council
Council Offices
Gillibrand Street
Chorley
Lancashire
PR7 2EL

By fax — 01257 515211

By e-mail — planning.policy@chorley.gov.uk

For representations to be considered they must be received by the Planning Policy Section no later than 5pm, Wednesday 26 April 2006.

CHORLEY TOWN CENTRE STRATEGY

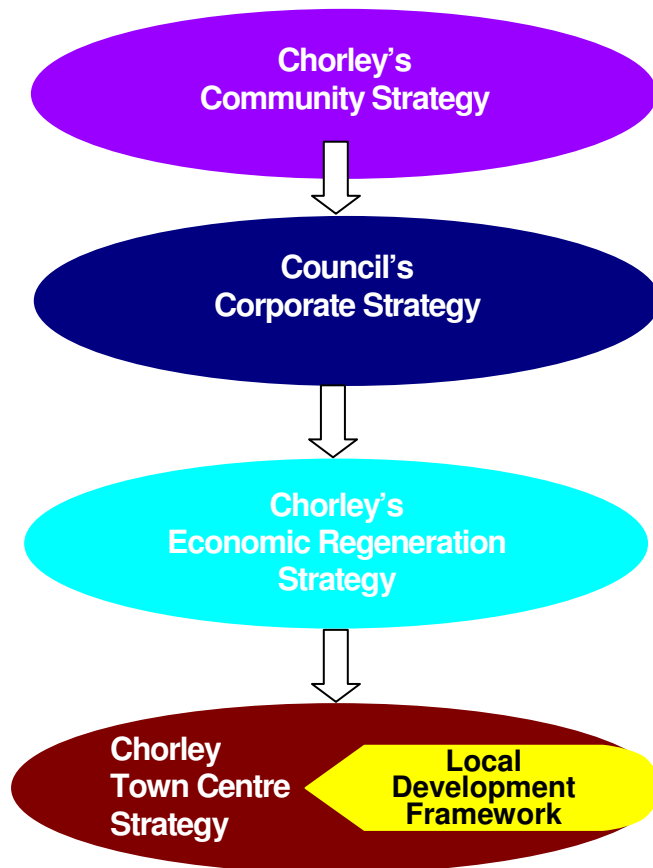
INTRODUCTION

1 This Strategy has been prepared to provide a co-ordinated framework for policy, action and investment requiring the Council to work positively with existing partners and also forge new partnerships. The basic principle underlying this Strategy is to realise the full potential of Chorley Town Centre and so improve its vitality and viability. This principle reflects two of the priorities identified in the Community Strategy and being carried forward in the Council’s Corporate Strategy to:

- Put Chorley at the heart of regional economic developments in the Central Lancashire sub-region; and
- Develop the character and feel of Chorley as a good place to live and visit.

This Strategy also draws upon the findings of the Economic Regeneration Strategy for the Borough, which identifies Chorley as a Contemporary Market Town with a distinctive town centre.

2 Those proposals (shown in yellow in the Action Plan) in the Strategy that concern the development of land and the use of buildings will be taken forward in Chorley’s new development plan – the Local Development Framework.



- 3 To achieve the aim of realising its full potential and so benefit the local community, local businesses and those who visit the town centre, the Strategy proposes to build on the unique character and strengths of the centre by a combination of activities including town centre management, environmental improvements and regeneration, promotion and marketing.
- 4 The key elements of this Strategy are:
- A Town Centre Diversification**
 - B Town Centre Environment**
 - C Accessibility and Movement**
 - D Business Promotion and Support**

STRUCTURE OF THE STRATEGY

- 5 This Strategy comprises:
- Background
 - Chorley's Town Centre Role
 - A Vision for Chorley Town Centre
 - A series of Strategic Objectives designed to help meet this vision.
 - A set of Priority Elements to focus the key measures and actions required to achieve the strategic objectives
 - A list of Actions and Projects, which seek to achieve the objectives and include a set of Priority Actions and Targets for immediate attention. The Actions and Projects include existing, ongoing and planned projects, as well as new proposals.

BACKGROUND

- 6 The Council appointed consultants White Young Green in May 2005 to undertake a study of Chorley Town Centre and of the wider retail and leisure needs of the Borough.
- 7 Their report (Chorley Town Centre – Retail and Leisure Study) provides a detailed evaluation of how the town centre can evolve through to 2015 and meet retail and leisure requirements of the Borough. **Key Messages arising from the study are that:**
- Chorley is a vibrant and vital town centre, however if it is to maintain its role, it cannot afford to stand still;
 - There is a strong, loyal catchment of shoppers;
 - There is a need for the town centre to establish a clear identity and Unique Selling Point such as specialist shops and markets;
 - Chorley Town Centre is in transition and in need of positive and consistent promotion and town centre management;

- There will be significant additional convenience (food) expenditure available within the Borough's population totalling £39.2m by 2015 that could be spent in the town centre. Although the new Booths store will absorb a significant proportion of this increase what is left will be sufficient to support additional supermarket floorspace of up to approximately 5,000 sq m gross;
- There is sufficient projected growth in comparison (non-food) expenditure in the Borough over the next 10 years to support approximately 9,400 sq m gross of additional non-food floorspace within Chorley Town Centre;
- There is a need to broaden the range and choice of shops;
- There is a need to tackle areas of poor quality townscape and public realm and the need for environmental improvements to take advantage of the unique character of the town centre and benefit its image;
- There is a need for new leisure/evening facilities. Growth in the evening economy would be stimulated by improvements to the cultural facilities, quality restaurants, cafes, pubs and the attraction of more tourists;
- There is a quantitative need for a 6 screen cinema;
- There is scope to improve accessibility (pedestrian links) and the operation of car parking;

CHORLEY TOWN CENTRE'S ROLE

- 8 Chorley Town Centre operates in a very competitive retailing environment, because of the number of larger towns located in close proximity to the Borough. Preston City Centre is the major shopping destination in Lancashire and is easily reached from Chorley. Bolton, Blackburn, Southport and Wigan Town Centres are also only a short drive, bus or train ride from Chorley. Chorley Town Centre faces considerable competition from these larger centres, which offer a wider choice of comparison retailing and have some of the larger national stores. Further afield, Chorley Town Centre also faces competition from Manchester City Centre and the Trafford Centre, which can both be reached within an hour from the Borough. The out of centre Middlebrook Retail Park at Horwich also sells a wide range of comparison as well as convenience goods and attracts shoppers from the Borough.
- 9 The White Young Green Study Report recognises that Chorley Town Centre is the major retail destination within the Borough, acting as a Market Town Centre for comparison and convenience shopping serving the local population. It is home to a fairly wide range of shops and services and a significant number of the national chains are represented, complemented by a large number of independent stores. However many local residents shop outside the Borough.
- 10 The Study Report highlights that Chorley Town Centre has improved its position between 2001 and 2004 in the national ranking of Town Centres (Management Horizon Europe's UK Shopping Index, 2003/2004). The Lancashire Shopping Study 2003 also indicates that Chorley appears to be trading well, particularly in comparison to other small towns within Lancashire, which have a far lesser role in serving the non-food shopping needs of the County's residents. The study indicates that Chorley Town

Centre has the seventh highest non-food turnover in Lancashire at £79.7 million. The town's average sales density is calculated at £4,295/sqm, which is greater than some of the larger centres and which ranks it third overall in the County.

- 11 The town centre is also well known throughout the North West for its markets, which include the open Tuesday Market, the Covered Market and various specialist markets that are held from time to time, such as the French Market and the Staffordshire Pot Fair. A wide range of goods are on offer in the markets ranging from locally produced fresh fruit and vegetables, meat, fish, bread and cakes to plants, clothing, household wares and gift items.
- 12 The town centre environment varies from traditional streets with a mix of shops and other uses to the more modern Market Walk shopping development, with several national chain stores. The majority of the town centre is pedestrianised which has enhanced much of the centre by excluding vehicular traffic. The opening of a major new Booths supermarket has also improved the town centre.
- 13 The national average for street level vacancies in town centres is 9.2%. For Chorley Town Centre the vacancy level represents 8.2% of the total floorspace. However, in some parts of the town centre vacant and/or poorly maintained premises detract from the street scene.

THE VISION

- 14 "To assist in improving the vitality and viability* of Chorley Town Centre so that by 2016 it provides a place to successfully do business and visit through a unique offer of attractions". (Source: Chorley Borough Council).

***A key objective of the planning system is to sustain and enhance the vitality and viability of town centres. Vitality refers to the liveliness and vibrancy of a centre and viability to its commercial well being.**

- 15 This will involve:
 - Improving Chorley's retail trading position relative to nearby cities and towns;
 - Increasing resident spend on shopping and leisure activities in Chorley Town Centre; and
 - Achieving enhanced value and enhanced quality goods and services on offer.
- 16 Chorley town centre is well placed to achieve this vision. It offers a conveniently located, compact centre, with a strong market tradition, fine built heritage and contemporary development and, with a diverse range of well-known national names, specialist independent shops, leisure and cultural opportunities, this environment provides a safe and attractive setting for shoppers, workers and visitors.

STRATEGIC OBJECTIVES

- 17 The following strategic objectives are derived from this vision:
- improve the vitality and viability of the town centre by increasing its retail and leisure attractions to customers, businesses and investors;
 - continue to improve and promote the safety, security and accessibility of the town centre to all its users;
 - encourage and facilitate improvements to the physical environment of the town centre and ensure high standards of maintenance;
 - raise the profile of the town centre and promote it as an attractive, lively place that people will want to visit, shop and return to;
 - further encourage all businesses and agencies involved in the town centre to work closely together to achieve improvements.

PRIORITY ELEMENTS

- 18 **Four Priority Elements are identified because there are a number of inter-related opportunities running through each strategic objective. The Priority Elements help to focus on the necessary key measures and actions required for the town centre.**

A Town Centre Diversification - Broaden Chorley Town Centre's economic base particularly in relation to stimulating the expansion of the evening economy, increasing the clothing and footwear offer and encouraging new small independent specialist retailers mainly implemented through the Local Development Framework.

B Town Centre Environment - The physical fabric of the town maximises its contribution to the future competitiveness of the centre through significant enhancement and general maintenance.

C Accessibility and Movement - Build upon the current high levels of accessibility and address specific issues such as the current car parking system and pedestrian linkages within the town centre.

D Business Promotion and Support - Strengthen the town centre's role through stronger links with the business community and a greater level of support.

ACTIONS AND PROJECTS

- 19 The Actions and Projects are identified in the Key Action Plan at the rear of this document including key delivery partners, ~~costings~~ **funding sources** and timescale. Areas of environmental improvement and development opportunities are shown on the Key Action Plan Map (see rear of document). **In order to implement the Strategy,** Priority Actions and Targets for immediate attention are identified from the Key Action Plan and listed separately. **These Priority Actions and Targets will be monitored**

and reviewed each year. This process will allow actions and targets to be rolled forward or drawn in to the programme as appropriate.

TIMETABLE, IMPLEMENTATION AND REVIEW

- 20 The Strategy will be a 10-year plan until 2016. The Strategy will be reviewed every 3 years.
- 21 Detailed consideration of the feasibility of individual Actions/Projects and partnership arrangements will be taken forward as part of the implementation of the Strategy

MEASURING AND MONITORING PERFORMANCE

- 22 The Actions and Projects within the Strategy will be monitored annually, and measures and targets will be developed to assess performance.

BUDGETARY IMPLICATIONS

- 23 The types of intervention the Council will take will vary depending on circumstances but it may include:
- land purchases and sales and possibly joint venture agreements
 - commissioning of technical work, use of statutory powers and where necessary compulsory purchase
- 24 There are Actions and Projects, which will require financial commitment. The principal needs for financial resources are likely to be in relation to:
- acquisition/demolition costs
 - environmental improvement schemes
 - grants for shop front improvements and the like
 - provision of signs and other forms of information
 - staff resources committed to town centre management
 - investment in the markets
 - promotion/business support
 - maintenance of public spaces

CONCLUSION

- 25 This Strategy has been prepared to provide a co-ordinated framework for policy, action, investment and partnership working. To realise the full potential of Chorley Town Centre and so improve its vitality and viability, the strategy proposes over a 10 year period to build on its unique character and strengths by a combination of activities including town centre management, environmental improvements and regeneration, promotion and marketing.

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DRAFT PRIORITY ACTIONS FROM KEY ACTION PLAN

A. TOWN CENTRE DIVERSIFICATION

<p>A1</p>	<p>Encourage the development of:</p> <ul style="list-style-type: none"> • Additional non-food retail floorspace (9,400 sq m (gross)). • A large supermarket or an equivalent extension (2,000 – 5,000 sq m (gross)). • A 6-screen cinema <p>Using key sites identified on key action plan.</p>	<p>Targets - 2006/7</p> <p>A1.1 Bring forward proposals for a second phase of retail development at market walk</p> <p>A1.2 Facilitate negotiations and site assembly</p>
<p>A2</p>	<p>Encourage retail and leisure investment to secure better range and quality of shops.</p>	<p>A2.1 Publicise and promote sites to target retailers</p>
<p>A3</p>	<p>Encourage quality office development.</p>	<p>A3.1 Publicise and promote sites to potential investors/occupiers</p>

B. TOWN CENTRE ENVIRONMENT

<p>B1</p>	<p>Identify and reinforce local distinctiveness by means of a town centre audit and development of a design strategy.</p>	<p>Targets - 2006/7</p> <p>B1.1 Prepare audit, including town centre gateways</p> <p>B1.2 Prepare draft design strategy</p>
<p>B2</p>	<p>Facilitate improvement of shop fronts and buildings and develop a programme of works for public realm in accordance with design guide, including measures to enhance underused/unattractive sites and buildings.</p>	<p>B2.1 Develop programme of improvements for town centre and gateways</p>

C ACCESSIBILITY AND MOVEMENT

C1	Review car parking and ensure choice of competitively priced car parking for shoppers and visitors.	Target - 2006/7 C1.1 Undertake review and bring forward proposals
C2	Implement transport improvements for the town centre	C2.1 Introduce controlled pedestrian crossing at St Thomas Road/Market Street junction.

D BUSINESS PROMOTION AND SUPPORT

D1	Develop and implement a marketing strategy.	Target - 2006/7 D1.1 Develop a marketing strategy based on Chorley's unique selling point (usp)
D2	Develop effective partnership working and improve process of communication	D2.1 Develop effective communication with town centre stakeholders
D3	Work with private sector partners to develop the commercial potential of the town centre and the markets	D3.1 Review role, potential and location of the markets and develop proposals D3.2 see targets A1-A3 above

DRAFT KEY ACTION PLAN**A. TOWN CENTRE DIVERSIFICATION**

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
A1	<p>Encourage the development within Chorley Town Centre of:</p> <ul style="list-style-type: none"> • Additional non-food retail floorspace of approximately 9,400 sq m (gross). • A large supermarket or an equivalent extension of between 2,000 and 5,000 sq m (gross). • A 6-screen cinema. <p>Promote retail and leisure development on 4 key sites within the Primary Frontage Area</p> <ol style="list-style-type: none"> 1. Off Gillibrand Street and 98-102 Market Street. 2. Fleet Street North Car Park. 3. Corner of Pall Mall/Bolton Street. 4. Part of Union Street Car Park. 	Private Developers	Principal Retail and Leisure Land Owners Private Developers	Chorley Borough Council Private Developers	2006-2009 +
A2	Encourage retail and leisure investment into the centre to improve the range of quality and independent specialist shops, attract more "High Street " names and reduce the number of vacant shops.	Chorley Borough Council	Principal Retail and Leisure Land Owners Private Developers	Chorley Borough Council Private Developers	2006-2009 +
A3	Encourage quality office development and redevelopment through the implementation of planning policies.	Chorley Borough Council	Land Owners Private Developers	Private Developers	2006-2009+

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
A4	Encourage housing development in the town centre, including use of vacant or under used floorspace above ground floor premises, and the maintenance of existing residential stock.	Chorley Borough Council	Property Owners Occupiers Private Developers	Private Developers Housing Association Housing Corporation	2006-2009+
A5	Attract hotel, arts, cultural and other leisure and tourism facilities.	Chorley Borough Council	Land Owners Private Developers	Arts Council North West Private Developers	2006-2010 +
A6	Promote vitality and viability, retain key uses and enhance diversity by encouraging the development of leisure and cultural facilities (e.g. restaurants, bars, cafes and evening entertainment) through policies in the Local Development Framework	Chorley Borough Council	Property Owners Private Developers Town Centre Businesses Creative Partnership Lancashire County Council/ Lancashire County Development Ltd	Chorley Borough Council Private Developers Arts Council North West Heritage Lottery Lancashire and Blackpool Tourist Board <u>The Police</u>	2006-2016

B TOWN CENTRE ENVIRONMENT

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
B1	<p>Identify and reinforce local distinctiveness by means of a town centre audit and design strategy for:</p> <ul style="list-style-type: none"> • buildings • streets and other public areas (including surfacing, street furniture, forecourt café culture development security cameras, advertising, signage, landscaping and cycle parking) • and Market <p>To strengthen the character and identity of the town centre and capitalise on the town's heritage.</p>	Chorley Borough Council	Chorley Civic Society Lancashire County Council The Police Market Traders Property Owners Occupiers	Chorley Borough Council Lancashire County Council	2006-2009
	<p>Audit and pursue Gateway Improvements to tackle the Main Approach Routes to the town centre <u>including the railway</u> and associated car parks.</p> <p><u>Park Road Gateway:</u></p>	Chorley Borough Council	Lancashire County Council	Chorley Borough Council	2007-2008
B1.1	<p>Investigate and facilitate improvements to Park Road between the entrance to Astley Park and the town centre.</p>	Chorley Borough Council	Lancashire County Council	Chorley Borough Council	2007-2009
B1.2	<p>Enter into discussions with landowner/occupier of the Gala Bingo Site to achieve visual improvements, traffic management improvements and/or appropriate re-use.</p>	Chorley Borough Council	Property Owner/Occupier of Gala Bingo Lancashire County Council	Chorley Borough Council Private Developers	2006-2008

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
	<u>Town Centre Bypass:</u>				
B1.3	In partnership with Lancashire County Council assess the opportunities to allow improved crossing places for pedestrians and links to prime pedestrian access points.	Chorley Borough Council	Lancashire County Council	Lancashire County Council	2007-2008
B1.4	In partnership with Lancashire County Council pursue the provision and maintenance of additional landscaping and tree planting along specific areas adjacent to the bypass.	Chorley Borough Council	Lancashire County Council	Lancashire County Council	2007-2009
B1.5	Enter into discussions with key landowners and occupiers along the bypass, with the aim to achieve visual improvements and/or appropriate re-use including the following sites: 1. The Former Bentwoods, Water Street 1. The Gas Works site, Bengal Street. 2. The Council Depot, Bengal Street 3. Former Rover Garage, Bengal Street.	Chorley Borough Council	Property Owners/ Occupiers. Lancashire County Council	Chorley Borough Council Private Developers	2007-2010
B1.6	<u>Bolton Street Gateway</u> Pursue discussions with landowners and occupiers along Bolton Street to Pilling Lane to enable physical improvements to streetscape and properties and more efficient use of land including the	Chorley Borough Council	Property Owners/ Occupiers. Lancashire County Council	Chorley Borough Council Private Developers	2007-2010

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
	following sites:				
	<ol style="list-style-type: none"> 1. Area bounded by Lyons Lane South, Goring Street and King Street including Percy Street; 2. The former Astley Centre, Bolton Street and Works adjoining Back Ashby Street. Retention of the landmark Astley Centre is considered desirable on townscape grounds; 3. Area including QS Fashions, Bolton Street and Pall Mall to area to the rear of residential properties on Duke Street. 				
	<u>Pall Mall Gateway</u>				
B1.7	<p>Negotiate with owners, landowners and occupiers along Pall Mall to its junction with Carrington Road to achieve physical improvements to streetscape and properties and appropriate uses, including at the following sites:</p> <ol style="list-style-type: none"> 1. See QS Fashions site above and Dickinsons Warehouse, Pall Mall 2. Site of Eagle and Child Hotel 				
	<u>St Thomas's Road Gateway</u>				
B1.8	<p>Open talks with landowners and occupiers along St Thomas's Road to its junction with Crown Street to facilitate physical improvements to streetscape and properties and to identify additional areas of land for redevelopment including</p>	Chorley Borough Council	Property Owners/ Occupiers. Lancashire County Council	Chorley Borough Council Private Developers	2007-2010

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
	the following site:				
	1. Land utilised as a private car park adjacent to St Thomas's Road, Dole Lane and Foundry Street.				
B2	<p>Promote shop front and building façade improvements and/or replacements. Work with property owners to secure attractive window displays, reduce areas of dead frontage, improve the appearance of vacant units and encourage community art projects.</p> <p>Develop programme of works to improve the public realm, provide/reinstate and maintain high quality surfaces and street furniture; identify and remove superfluous or redundant items</p> <p>Investigate and implement specific measures to target unattractive and underused sites and buildings to achieve environmental enhancement and appropriate re-use.</p> <p>Following a full survey of the public (realm) spaces in the town centre facilitate and/or implement comprehensive measures to improve the physical fabric, pedestrian priority and appearance of key areas including:</p> <p>1. The full length of the Market Street from the</p>	Chorley Borough Council	Property Owners Occupiers Chorley Civic Society South Lancashire Arts Partnership Lancashire County Council The Police CABE Magistrates Court Parkwise	Chorley Borough Council Property Owners Occupiers Arts Council North West Big Lottery Fund Lancashire County Council	2006-2016

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
	<p>Pall Mall/ Bolton Street junction to the Union Street junction. This is the area, which is shortly to be assessed through an initiative sponsored by the Commission for Architecture and Built Environment (CABE).</p> <p>2. Work with Lancashire County Council to create a town square in front of the Town Hall at Market Street (this is included in the area identified at 1).</p> <p>3. Area in front of the Police Station and Magistrates Court (known as St Thomas's Square).</p> <p>4. Area in front of the Library, Union Street</p>				
B3	Pursue public art opportunities in the town centre in accordance with urban design strategy	Chorley Borough Council	Arts Council North West Lancashire County Council Arts Unit Local Creative Industries and Practitioners	Arts Council Lottery Trust Funds Private Business Sponsorship Chorley Borough Council	2007-2008
B4	Pursue schemes to help improve security and safety in the town centre without detriment to design.	Chorley Borough Council	The Police	Chorley Borough Council	2006-2009+

C ACCESSIBILITY AND MOVEMENT

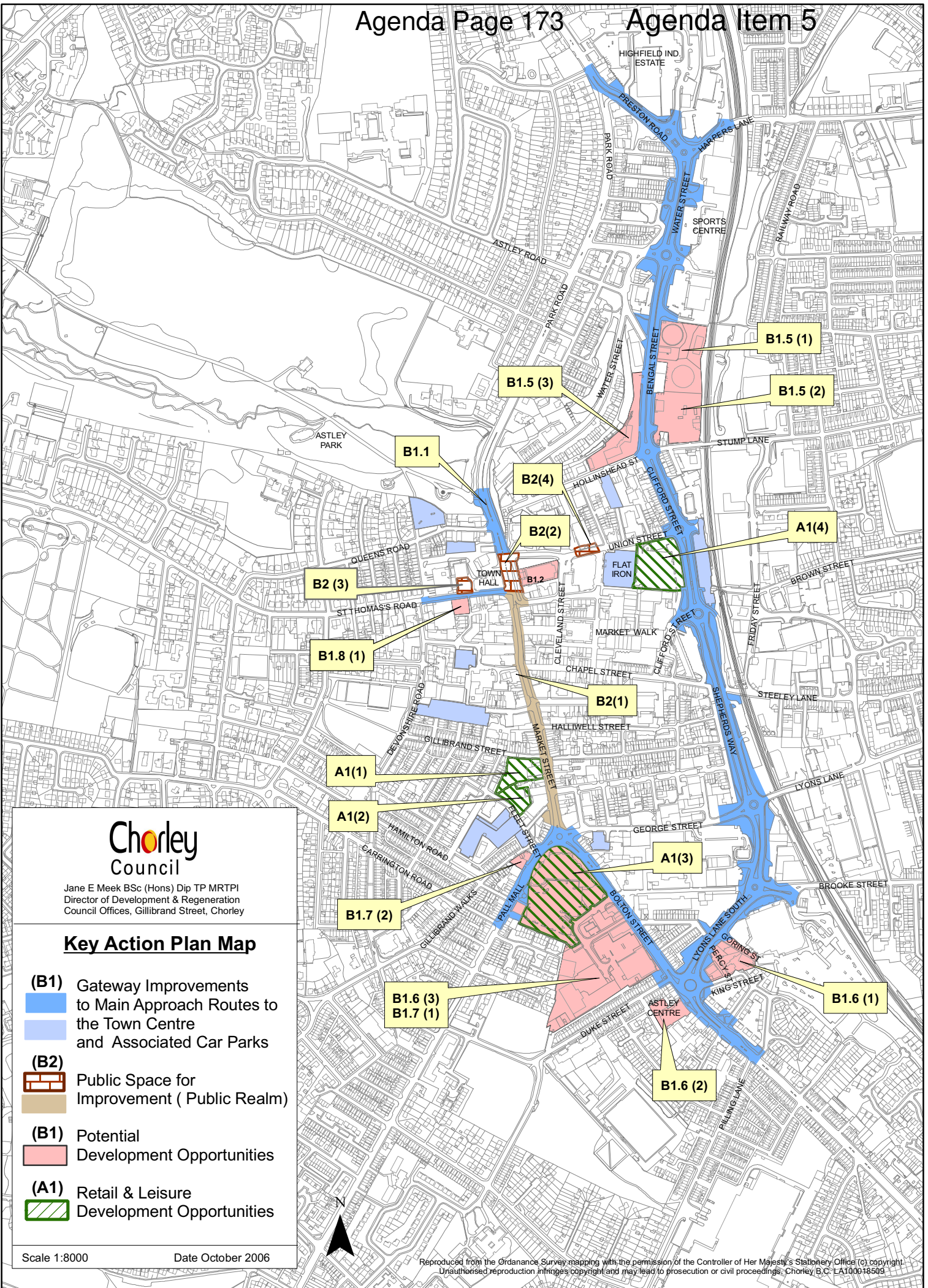
	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
C1	Provide accessible car parking and a choice of competitively priced car parking for shoppers. Investigate measures to encourage more and longer shopper parking on Council car parks specifically on Union Street car park.	Chorley Borough Council	Private Developers	Chorley Borough Council Private Developers	2006-2016
C2	In partnership with Lancashire County Council implement transport improvements for the town centre including controlled pedestrian crossings on: <ol style="list-style-type: none"> 1. Clifford Street. 2. St Thomas Road/Market Street junction. 3. Union Street at its junction with Market Street 	Chorley Borough Council	Lancashire County Council	Lancashire County Council	2006-2010
C3	Improve cycle parking facilities.	Chorley Borough Council		Chorley Borough Council	2007-2008
C4	Investigate alternative routes for public transport in the Town Centre.	Chorley Borough Council	Lancashire County Council Bus Operators	Chorley Borough Council	2007-2008
C5	Enhance accessibility for all and continue to support the shop mobility scheme to provide improved access for the mobility impaired.	Chorley Borough Council	Diss UK	Chorley Borough Council	2006-2016

D BUSINESS PROMOTION AND SUPPORT

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
D1	<p>Promote Chorley as a Contemporary Market Town and the town centre as the preferred shopping destination and investment for residents and tourists</p> <p>Assist the development of a dedicated town centre website</p> <p>Produce a town centre guide showing shops and visitor attractions.</p> <p>Develop a network of visitor attractions and associated creative businesses in the town centre</p> <p>Promote linked tourism, leisure and shopping trips</p>	Chorley Borough Council	<p>Lancashire and Blackpool Tourist Board Visitor Attractions</p> <p>Town Centre Forum</p> <p>Diss UK Occupiers Disability Forum</p> <p>Occupiers Creative Partnerships</p> <p>Town Centre Businesses Lancashire and Blackpool Tourist Board</p>	<p>Chorley Borough Council</p> <p>Chorley Borough Council</p> <p>Private Advertisers</p> <p>Arts Council North West Lancashire and Blackpool Tourist Board Heritage Lottery Fund Chorley Borough Council</p>	2006-2016
D2	<p>Strive to achieve effective communication and consultation on town centre issues with all interested parties.</p> <p>Support the work and enable the development of the Town Centre Forum.</p>	Chorley Borough Council	<p>North West Development Agency Town Centre Forum Retail Interests</p>	Chorley Borough Council	2006-2016
D3	<p>Work with private sector partners to develop the commercial potential of the markets</p> <p>Continue to promote and support specialist street markets e.g. Farmers Market</p>	Chorley Borough Council	<p>Market Traders</p> <p>Private Sector Partners</p>	Chorley Borough Council Private Sector Partners	2007-2016
D4	Support town centre events e.g. festivals.	Chorley Borough Council	South Lancashire Arts Partnership Professional Artists Market Walk Shopping Centre	Youth Music Big Lottery Sponsorship	2006-2016

	ACTION/PROJECT	LEAD AGENCY	PROSPECTIVE PARTNERS	FUNDING SOURCES	TIMING
D5	Implement town centre walks e.g. heritage.	Chorley Borough Council	Private Sector Traders Lancashire and Blackpool Tourist Board	Arts Council Lottery Heritage Lottery	2007-2009
D6	Support Licensed performing spaces, which include the Flat Iron car park and pedestrian areas.	Chorley Borough Council	South Lancashire Arts Partnership Performing Rights Society Local Musicians	National Music Forum	2006-2016

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