

Scrutiny Inquiry Project Outline Template

OVERVIEW AND SCRUTINY INQUIRY PROJECT OUTLINE

Review Topic:

Chorley Town Centre Vitality

Objectives:

To investigate, consider and evaluate:

1. Environmental and Parking Issues
Factors to be taken into consideration include issues around vacant retail and office space; pedestrian flows; highways and accessibility issues; street furniture; environmental improvement works; ways of encouraging greater use of town centre premises for residential purposes; management of pedestrianised areas to preclude unauthorised use by vehicles and bicycles; whether parking policies are an incentive or disincentive to visitors.
2. Markets Issues
Relevant factors to be addressed should include the impact of any outcomes of past scrutiny inquiries; the impact of the recent Covered Market refurbishments; ways of enhancing the vitality of the Flat Iron Market; the effectiveness of Themed Markets.
3. Marketing and Promotion of Town Centre
Factors to be considered would include the effectiveness of current marketing strategies, plans for future events and initiatives; and suggestions for alternative marketing policies.

Desired Outcomes:

To assist in the creation of an environment that will influence the vitality and viability of the town centre.

Terms of Reference:

1. To investigate, consider and evaluate issues and factors relevant to the review of the vitality and viability of Chorley town centre.
2. To make recommendations where appropriate.
3. To report findings and recommendations to the Overview and Scrutiny Committee.

Equality and diversity implications:

Dropped kerbs and excess street furniture in the town centre.

Risks:

That there will be an expectation beyond the capacity to deliver.

Venue(s):

Town Hall, Chorley

Timescale: Approx 4 – 5 months

Start: August 2009

Finish:

Information Requirements and Sources:**Documents/evidence:** (what/why?)

Chorley Town Centre Strategy
Town Centre Audit and Urban Design Strategy

Witnesses: (who, why?)

Executive Member (Business)
Head of Communications, Marketing and Tourism;
Service Manager (Streetscene Services);
Selected representatives of town centre retailers, businesses and market traders
Disability Forum Co-ordinator
Equality Forum

Consultation/Research: (what, why, who?)

Town Centre Health Checks
Consultants' reports on town centre businesses
Pedestrian flow counts, etc
Final reports of recent scrutiny inquiries into the Chorley Markets.
A report on the progress of works to improve Ormskirk Town Centre.

Site Visits: (where, why, when?)

Visits to Burnley town centre (a town centre currently in the process of major change and refurbishment) and one other established and thriving town centre as recommended by the Consultants commissioned to undertake the town centre audit.

Officer Support:**Lead Officer:**

Jane Meek (Corporate Director (Business))

Democratic &**Member Services Officer:** Tony Uren**Likely Budget Requirements:****Purpose****£****Total**

(A budget sum will be required to fund the costs of the visits to other town centres)

Target Body ¹ for Findings/Recommendations

(Eg Executive Cabinet, Council, partner)

Executive Cabinet

¹ All project outcomes require the approval of Overview and Scrutiny Committee before progressing
