

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.	<p>No Change. No definite proposals have been agreed.</p> <p>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.</p> <p>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 wider footway/public space area in front of the ramp outside the Town Hall.</p> <p>The capacity and therefore accessibility will be improved at these locations for motorists and indeed greatly improved for pedestrians.</p> <p>The draft proposals for Union Street in front of the library are less well advanced but would not restrict traffic from entering the area.</p>
TCS001 Miss J.H.Street	02					A1(4), A1	<p>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.</p> <p>A1 – Objection to the development of a large supermarket on site A1(4). This area is already well served with such development.</p>	<p>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.</p>

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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 timed 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	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.

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TCS005 Chorley & District Chamber of 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 of 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 of 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 of 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 " <u>The Police</u> ".

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TCS005 Chorley & District Chamber of Trade	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 sop-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 of Trade	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. A Town Centre Manager would be one of a number of ways to deliver this agenda.
TCS005 Chorley & District Chamber of Trade	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 of Trade	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.

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TCS005 Chorley & District Chamber of Trade	10						Local environment continues to need work - fancy pavements 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 of 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 of 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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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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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 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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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 Ulnes 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).

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TCS011 Wm Morrison Supermarkets Plc	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 misrepresented 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. If 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>

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							<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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								<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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								<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 fully 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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								<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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								<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						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.	No Change. The Council are committed to enhancing accessibility for all by Action/Project C5.
TCS013 Mono Consultants Ltd	01						The mobile operators association would like to see a policy purely relating to telecommunication systems	No change. The Town Centre Strategy is not the appropriate document for a telecommunications policy.
TCS014 Environment Agency	01						The Environment Agency have no comments to make.	Noted

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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						<p>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.</p> <p>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</p>	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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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 a prospective partner in relation to Action D2

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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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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. 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.
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	Support noted and welcomed.

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:
TCS019 Lancashire County Developments Ltd	07						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.	No change. The word "assist" implies partnership.
TCS020 Highways Agency	01						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 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	Support noted.

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TCS020 Highway Agency	02						<p>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</p> <p>The Agency would support any policy which would encourage people to travel by more sustainable modes of transport, such as cycling and public transport</p>	<p>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.</p> <p>Support for sustainable modes of transport are noted</p>
TCS021 United Utilities Plc, Asset Protection	01						United Utilities have no comments to make	Noted
TCS022 Chorley CPRE	01						CPRE have no comments to make	Noted