

# 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

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## **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](mailto: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

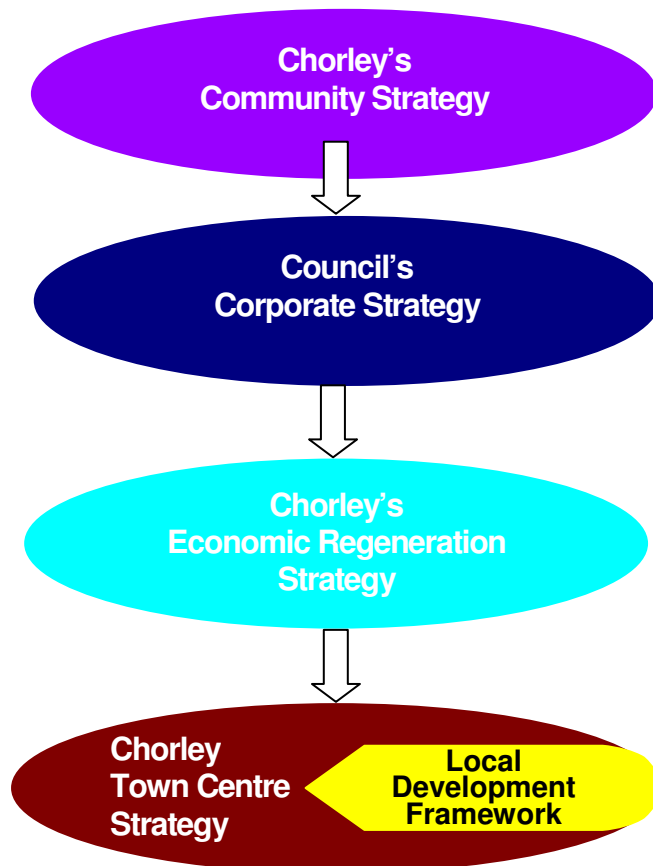
## INTRODUCTION

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.



## COUNCIL CONTACTS

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## DRAFT PRIORITY ACTIONS FROM KEY ACTION PLAN

### A. TOWN CENTRE DIVERSIFICATION

A1	<p>Encourage the development of:</p> <ul style="list-style-type: none"> <li>• Additional non-food retail floorspace (9,400 sq m (gross)).</li> <li>• <del>A large supermarket or an equivalent extension (2,000 – 5,000 sq m (gross)).</del></li> <li>• A 6-screen cinema</li> </ul> <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>
A2	<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>
A3	<p>Encourage quality office development.</p>	<p>A3.1 Publicise and promote sites to potential investors/occupiers</p>

### B. TOWN CENTRE ENVIRONMENT

B1	<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>
B2	<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

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

	<b>ACTION/PROJECT</b>	<b>LEAD AGENCY</b>	<b>PROSPECTIVE PARTNERS</b>	<b>FUNDING SOURCES</b>	<b>TIMING</b>
<b>A4</b>	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+
<b>A5</b>	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 +
<b>A6</b>	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 <b><u>The Police</u></b>	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"> <li>• buildings</li> <li>• streets and other public areas (including surfacing, street furniture, forecourt café culture development security cameras, advertising, signage, landscaping and cycle parking)</li> <li>• and Market</li> </ul> <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 <b>including the railway</b> 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



	<b>ACTION/PROJECT</b>	<b>LEAD AGENCY</b>	<b>PROSPECTIVE PARTNERS</b>	<b>FUNDING SOURCES</b>	<b>TIMING</b>
	<u>Town Centre Bypass:</u>				
<b>B1.3</b>	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
<b>B1.4</b>	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
<b>B1.5</b>	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:  <del>1. The Former Bentwoods, Water Street</del>  <b>1.</b> The Gas Works site, Bengal Street.  <b>2.</b> The Council Depot, Bengal Street  <b>3.</b> Former Rover Garage, Bengal Street.	Chorley Borough Council	Property Owners/ Occupiers. Lancashire County Council	Chorley Borough Council Private Developers	2007-2010
<b>B1.6</b>	<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

	<b>ACTION/PROJECT</b>	<b>LEAD AGENCY</b>	<b>PROSPECTIVE PARTNERS</b>	<b>FUNDING SOURCES</b>	<b>TIMING</b>
	following sites:				
	<ol style="list-style-type: none"> <li>1. Area bounded by Lyons Lane South, Goring Street and King Street including Percy Street;</li> <li>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;</li> <li>3. Area including QS Fashions, Bolton Street and Pall Mall to area to the rear of residential properties on Duke Street.</li> </ol>				
	<u>Pall Mall Gateway</u>				
<b>B1.7</b>	<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"> <li>1. See QS Fashions site above and Dickinsons Warehouse, Pall Mall</li> <li>2. Site of Eagle and Child Hotel</li> </ol>				
	<u>St Thomas's Road Gateway</u>				
<b>B1.8</b>	<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

	<b>ACTION/PROJECT</b>	<b>LEAD AGENCY</b>	<b>PROSPECTIVE PARTNERS</b>	<b>FUNDING SOURCES</b>	<b>TIMING</b>
	the following site:				
	1. Land utilised as a private car park adjacent to St Thomas's Road, Dole Lane and Foundry Street.				
<b>B2</b>	<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

	<b>ACTION/PROJECT</b>	<b>LEAD AGENCY</b>	<b>PROSPECTIVE PARTNERS</b>	<b>FUNDING SOURCES</b>	<b>TIMING</b>
	<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>				
<b>B3</b>	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
<b>B4</b>	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**

	<b>ACTION/PROJECT</b>	<b>LEAD AGENCY</b>	<b>PROSPECTIVE PARTNERS</b>	<b>FUNDING SOURCES</b>	<b>TIMING</b>
<b>C1</b>	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
<b>C2</b>	In partnership with Lancashire County Council implement transport improvements for the town centre including controlled pedestrian crossings on: <ol style="list-style-type: none"> <li>1. Clifford Street.</li> <li>2. St Thomas Road/Market Street junction.</li> <li>3. Union Street at its junction with Market Street</li> </ol>	Chorley Borough Council	Lancashire County Council	Lancashire County Council	2006-2010
<b>C3</b>	Improve cycle parking facilities.	Chorley Borough Council		Chorley Borough Council	2007-2008
<b>C4</b>	Investigate alternative routes for public transport in the Town Centre.	Chorley Borough Council	Lancashire County Council Bus Operators	Chorley Borough Council	2007-2008
<b>C5</b>	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

	<b>ACTION/PROJECT</b>	<b>LEAD AGENCY</b>	<b>PROSPECTIVE PARTNERS</b>	<b>FUNDING SOURCES</b>	<b>TIMING</b>
<b>D1</b>	<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
<b>D2</b>	<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><del>North West</del> <b>Development Agency</b> Town Centre Forum Retail Interests</p>	Chorley Borough Council	2006-2016
<b>D3</b>	<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
<b>D4</b>	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

	<b>ACTION/PROJECT</b>	<b>LEAD AGENCY</b>	<b>PROSPECTIVE PARTNERS</b>	<b>FUNDING SOURCES</b>	<b>TIMING</b>
<b>D5</b>	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
<b>D6</b>	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