

Report of	Meeting	Date
Chief Executive (Introduced by the Executive Member for Resources)	Executive Cabinet	23 October 2014

TRIAL REOPENING OF MARKET STREET

PURPOSE OF REPORT

- To seek members approval for the formal adoption of the trial scheme to reopen Market Street to traffic.

RECOMMENDATION

- That the Market Street trial scheme is formalised as a permanent arrangement.

EXECUTIVE SUMMARY OF REPORT

- The trial re-opening of Market Street was identified, along with other initiatives, by the Town Centre Team to kick-start the town centre. The scheme was opened in November 2013 and has operated successfully without issue for the past 10 months.

Confidential report Please bold as appropriate	Yes	No
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Key Decision? Please bold as appropriate	Yes	No
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Reason Please bold as appropriate	1, a change in service provision that impacts upon the service revenue budget by £100,000 or more	2, a contract worth £100,000 or more
	3, a new or unprogrammed capital scheme of £100,000 or more	4, Significant impact in environmental, social or physical terms in two or more wards

REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

- The scheme has helped to revitalise the top end of Market Street and Chorley Town Centre, by providing additional parking which has attracted more shoppers and boosted trade in the area.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

- To revert back to closing Market Street to traffic between 11am and 4pm as with the remaining pedestrianised area. Due to the overwhelming success of the trial this is not considered to be an option worth further consideration.

6. To revise the trial scheme. No elements of the scheme have been problematic or caused issue so this is not considered to be an option.

CORPORATE PRIORITIES

7. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	X
Clean, safe and healthy communities		An ambitious council that does more to meet the needs of residents and the local area	

BACKGROUND

8. The Executive Cabinet approved the implementation of the trial re-opening of Market Street on 22nd November 2012, and the trial re-opening of Market Street commenced on 18th November 2013.

EVALUATION

9. Lancashire County Council have reported that they have no concerns with the trial scheme and recommend permanent adoption in its current format.
10. Traffic Speed monitoring surveys were carried out by Lancashire County Council and the results are displayed below:

Time interval (hrs)	Average vehicle numbers	< 10mph	10 – 15mph	15 – 20mph	20 – 25mph	25 – 30mph	Average speed(mph)	85% (mph)
0000-0000	1826	1072	700	51	2	1	9.4	11.9
0700-1900	1562	962	565	34	1	1	9.3	11.7

The average speed over the week is less than **10mph** and **97%** of all vehicles are travelling at less than **15mph**.

11. Traffic Cut Through monitoring surveys were carried out by Lancashire County Council and with speeds being extremely low, traffic cutting through is considered a low risk.

During daytime hours (08:45 to 17:30) **49%** of vehicles were noted as not stopping, but in many cases this was because there were no parking spaces available.

It should also be noted there are a very low number of HGVs using this section of Market Street and not stopping, out of a total 914 vehicles travelling through without stopping only 5 were HGVs.

12. Air quality was monitored by Chorley Council Environmental Health Officers and the results are below:

Tube	Location	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13
CH22	Market St, Chorley (LP181) End of Fazakerley St	45.71	ND	31.37	23.59	21.53	19.42	17.94	21.67	16.00	19.75	21.84	39.86
CH23	Market St, Chorley (LP172) End of Cunliffe St	28.98	49.36	45.34	33.64	33.6	24.62	25.98	30.314	28.16	10.88	38.7	49.27
Tube	Location	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14
CH22	Market St, Chorley (LP181) End of Fazakerley St	33.28	36.76	31.15	28.88	24.51	24.29	22.92	17.18	18.42			
CH23	Market St, Chorley (LP172) End of Cunliffe St	43.27	54.31	ND	37.92	29.70	35.03	31.89	25.17	N/D			

The raw average levels for this year are still below the national annual mean air quality objective level of 40µg/m³.

13. Feedback from all the representatives on the Town Team is that they are fully in favour of keeping the trial scheme in its current format.
14. A telephone survey of Market Street businesses, all fronting onto the scheme, have indicated a significant uplift in business. A summary of respondents is shown below:

231114	Northcoates	great	business improved
232292	Easthams Florist	brilliant	takings doubled in first week
267311	Lancashire Fayre	good	greater vibrancy, easier to collect goods
07870 980304	Allsewnup	good	more people in the street
265988	Braggs	great	footfall doubled, takings up
266854	Johnsons	better	great to drop/collect items
07966270356	Coffee Club	good	nip in for a coffee, more regulars
232188	Buggy Brilliant	good	better footfall in the street
234 833	Littlewoods	positive	easier customer collection of large items
264803	Argos	great	business up year on year, click & collect
230393	Opticians	yes	older patients find it easier
241029	West End	good	deliveries struggle after 10am
274224	Camera Shop	great	more people just nipping in for things

15. Anecdotal reports from members of the public are fully supportive of the trial scheme.

IMPLICATIONS OF REPORT

16. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	X	Customer Services	
Human Resources		Equality and Diversity	X
Legal	X	Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	

COMMENTS OF THE STATUTORY FINANCE OFFICER

17. There are no direct financial implications arising from this report.

COMMENTS OF THE HEAD OF POLICY AND COMMUNICATIONS

18. Consultation on the design of the scheme included people who may have been adversely affected, such as disabled people. The consultation included highlighting the proposals to the Equality Forum and inviting their comments. Views of people with protected characteristics have been taken into consideration in the delivery of the final scheme and no further comments or issues have arisen.

COMMENTS OF THE MONITORING OFFICER

19. There are no direct legal implications for Chorley Council arising from this report.

GARY HALL
CHIEF EXECUTIVE

Report Author	Ext	Date	Doc ID
Conrad Heald	5507	19/09/2014	***

Background Papers			
Document	Date	File	Place of Inspection
TRIAL RE-OPENING OF MARKET STREET AND NEW PARKING LAYOUT FOR ST GEORGE'S STREET	22/11/2012	***	https://democracy.chorley.gov.uk/mglIssueHistoryHome.aspx?IId=28273&Opt=0