

3. Ormskirk Promotion

LR updated the group with stats in relation to the Discover Ormskirk Facebook page. The Facebook page to date has achieved 2087 likes, Instagram is now up to 743 followers with both social media channels continuing to grow in numbers.

BK informed the group about the market research work he was undertaking, with regards to recording and gathering information from visitor coaches coming into Ormskirk. This work was undertaken every Thursday to coincide with the market over a four week period.

LR informed the group that the Council had been asked to attend a group travel show in October along-with with a number of other districts in Lancashire. The coach market research undertaken will help the Council to make new relationships with coach companies with a view to extending itineraries and creating new ones for Ormskirk and the West Lancashire area. The Group Travel Show is an opportunity to promote these new itineraries at the event.

IS informed the group of a magazine called Social Buzz which had featured a good write-up about the Ormskirk Gingerbread Festival.

4. Current business trading conditions

DCarr informed the group about the planned improvement schemes for Ormskirk town centre, for both Moor Street and Wheatsheaf Walk. An online consultation for both schemes will take place from 5th August - 27th August with drop in sessions taking place in the former Timpsons shop unit in Burscough Street on Wednesday 7th & Thursday 8th August, with a further session to be held on Thursday 22nd of August. These sessions will be held between 12.30pm - 4.30pm.

5. Partner Updates

Ormskirk Community Partnership (OCP)

OCP intend to release a date for next years Ormskirk Gingerbread Festival in the coming weeks.

OCP are working on the improvements to alleyways project and have approached land owners to ask permission to clean them up and enhance their appeal. OCP are currently awaiting responses. Options are: to paint the alleyways or to create attractive artwork, with support local artists. First project will be the alleyway from Moor Street through to M&S & car park, with a view to extending this to other alleyways throughout the town, subject to permission.

Ormskirk Business Action

DCoyle talked about this year's Ormskirk Beer & Wine Festival, a date has yet to be confirmed and will be a smaller event than previous years.

The group talked around Ormskirk's Sunday offer, it was mentioned that the Ormskirk Business Action would like to investigate an arts and crafts, food and drink market. The group agreed that Sundays footfall has increased and it seems that people are looking for events and things to do on this day. A further and more detailed discussion will take place at future meetings.

M&S

In his absence JG provided an update for the group. Ormskirk's M&S store is performing well and in a good position. He also mentioned that although shoplifting continues to be an issue CCTV operators are working well to alert other stores of any incidents.



WLBC

SW, pay and display machines now accept contact-less card facility.

DCarr explained that WLBC had submitted a speculative Heritage Action Zone (HAZ) bid to deliver improvements to a number of areas in Ormskirk Town Centre to enhance the heritage of Ormskirk. On behalf of Kate Pierce, DCarr thanked Ormskirk Community Partnership, Ormskirk Business Action and Edge Hill University for providing letters of support towards the BID. An update will be provided at the next meeting.

DCarr explained that LCC have published a Stage 1 Consultants Report entitled Ormskirk Town Centre Movement Strategy. He provided a brief outline to the group and asked if they wanted to review the document and provide any informal comments back to DCarr, who will report back to LCC.

6. AOB

LR to email link out on the Stage 1 Consultants Report for the Movement Strategy.

7. Date of next meeting

22nd October 2019
9.30am - 11.30am
Council offices





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