

## Town Centre Manager's Summary Report For Pudsey

- Met with Robert Key, Chairman Pudsey In Bloom, Pudsey Lights. Very useful contact and somebody who will be a good contact for helping with future events.
- Met with fellow Town Centre Manager in Morley who has given me some useful advice and contacts for future initiatives for both towns.
- Organized press release which went to press office and was published in local press.
- Have met with and spoken to Metro regarding the plans for the bus station. In conjunction with the leaflet handouts to businesses regarding the themed December business event, I will be asking them to attend an informal meeting with myself and Metro, so that Metro can give the businesses a first hand account of what is proposed. At the same meeting I will arrange the first business forum for January.
- Made good contacts with the Police and put together a press release and photo opportunity with them outside Pudsey Park. This will be published in the Police magazine. I have asked PC Lee Johnson to keep me informed when this will be.
- Over the past three weeks I attended various meetings and met a number of people key people who can assist me in my job function.
- Contacted a number of large corporate businesses in the area who have all expressed interest in a forum / Chamber of Commerce. Also actively getting involved in community projects for which some funding maybe made available.
- Established new contacts within the local media so that I can use them to help promote any events or initiatives.
- Over the past weeks, I have been speaking to traders in the market and established a good working relationship with them despite all the negative comments from some of the more vocal amongst them. A number of issues have been raised and I have proactively started to address some of these points of concern.
  - One of the easier to solve concerns was that they did not see on market days PCSO patrols through the market. I spoke to the local PCSO Mick Cox who said he would make a point of regular patrols on market days through the Market area.
  - Their main concern for the market is the decline in visitor numbers. There are, as far as I can see, a number of reasons for this to be the case. Firstly, the day to day market is under-promoted. I intend to rectify this by regular marketing using all elements of the marketing mix.

- Secondly, the types of stalls that are in the market. I have made contact with Sophie from Arts Mix and suggested that she could mention to some of her stall holders at the Arts Mix market if they might attend on regular market days. I am also looking to hold more specialized market days, such as wine and cheeses for instance.
- The stall holders feel generally left to their own devices and would welcome greater support and involvement by their Council contacts. For example, on market days when the weather is bad, the stall holders would like to put up screening to keep their goods dry, but have been told this is not permitted.
- I have made an appointment to visit the Council's Markets Management team on 1<sup>st</sup> December to discuss these issues. One of my main points to raise in order to attract more stall holders is to look at reducing the rents paid by say 50% and getting an agreement with these new stall holders that they have to attend for a contracted period of no less than 3 months. This will give me time to advertise and draw people in. I will report back with the outcome of the meeting.
- I have had a meeting with a company called Fairview who specializes in fairground attractions. I have asked if they could possibly look at doing a Christmas fair in Pudsey. They are going to let me know if it is something which they could fit in, as it is short notice. I would look at using the Market and Park as possible venues.

## **2009 Goals**

There are a number of key objectives to achieve for 2009. These would include the following:

1. Approaching landlords to look at revising lease fees to attract new businesses to empty units.
2. The setting up of a business forum / chamber of commerce / work shops.
3. Complete a diary of events for 2009 to attract visitors into the town. These include a market day, events run in conjunction with the Leisure Centre, Easter, summer events.
4. The development of business relations with some of the bigger organizations in the local area.
5. Actively market Pudsey in a positive manner using all elements of the marketing mix.
6. Christmas lights 2009, increase number of lights and have a Christmas tree, fair and possibly ice rink, with celebrity light switch on.