

Area Committee Well-being Fund – Project Proposal
Inner West Area Committee

Appendix 3

Project Name: Armley Town Centre Marketing & Events Budget

Lead Organisation: Armley Town Centre Manager (Leeds Ahead)

Project Delivery - How will the project be delivered? (list any partners involved in the project):

The project will be delivered by the Town Centre Manager (TCM) who is employed by Leeds Ahead but managed by West North West Area Management Team.

Project Summary (include a brief description of the main activities, why the project is needed and links to key priorities):

The Outer and Inner West Area Committees have already supported this scheme through jointly funding the TCM post. However, no budget was set aside initially for marketing and events. It is anticipated that the businesses will, over time, contribute to initiatives, but it is important for the TCM to undertake marketing and set up events in the short term to gain credibility and secure the confidence of businesses.

The TCM's proposals for the year ahead are set out in a separate report on this agenda. However, some examples are as follows:

- Supporting ideas which come out of the newly established Business Forum and engaging businesses in getting involved in community activities, events and projects;
- Sustained marketing campaign for the town as a whole as well as the regular and specialised markets in particular and also specific events; and
- Attractions and events such as a Christmas tree and possibly a temporary ice rink.

The aim is for these proposals to increase footfall within the town centre and reduce the number of vacant units and those occupied by charity shops. This would have the effect of increasing the vitality and viability of the town centre.

Outcomes (summarise the main outcome/output/benefit the project will achieve):

- Higher quality shopping and visitor destination
- Increased pedestrian footfall
- Reduced numbers of charity shops
- Increased business turnover

Project Cost. Please indicate:

The TCM is seeking £5,000 Well-Being Fund (Revenue) to provide a marketing and events budget.

This funding is sought solely from the Inner West Area Committee. It is likely that a similar request will be made next year. However, the TCM will engage with businesses and try to secure financial contributions to initiatives.

Identify which geographic areas will benefit:

The scheme will specifically benefit Armley town centre and those who visit it.