



LEEDS
CITY COUNCIL

Morley Town Centre Management Board

Tuesday 30th June 2009
MBI Office
Morley Town Hall

Cllr Robert Finnigan (Chair)	Leeds City Council
Cllr Terry Grayshon	Leeds City Council
Keith Robinson (KR)	Morley Chamber of Trade
Steve Jones (SJ)	Morley Town Council
Bob Thaxter (BT)	Morley Chamber
In attendance	Morley Chamber of Trade
Peter Mudge (PM)	Town Centre Manager
Light Dzandu (LD)	AMT – (Minutes)

1.0 Welcome & Introductions

- 1.1
- Councillor Finnigan welcomed everyone to the meeting and confirmed that this was no longer a shadow board.

2.0 Apologies

- Tom O'Donovan, Robert Tempest

3.0 Minutes of the last meeting

- The minutes were agreed as a true record.

4.0 Matters Arising

- None

5.0 Correspondence

5.1 White Rose Minutes

- 5.1.1 PM updated the board on key points that came out of the meeting such as:

- Potential property promotion through estate agents
- Organise crafts event at White Rose Centre
- Potential shop unit for training in Morley

5.2 White Rose Letter

- 5.2.1 PM suggested White Rose was thanked for the letter. The letter was handed out to the boards and the following comments made:

- Leeds Bridal Village benefited from the recent Bridal Fayre.
- The next Morley showcase will take place in October to be headed by Keith Robinson.
- Cllr. Finnigan informed the board a working group has been set up by Leeds City Council (LCC) to develop the Dewsbury Road Corridor. LCC aim to generate business opportunities which will then translate into job opportunities and has suggested

Chamber to get involve as there is talk around what Morley could get of these opportunities.

6.0 Terms of Reference

- 6.1 • Terms of Reference agreed by the Outer South Area Committee

7.0 Finance

7.1 Street market licencing & Stall Hire

- Agreed Chamber to raise funds towards Bev's salary.
- Stall hire costs agreed as a grant rather than though under write.
- Questions were raised regarding what revenue the stalls were generating?
- What extra trade does it bring into the town centre?
- How is its success being measured?
- PM responded the benefits are clear in terms of there being less empty units compared to neighbouring towns.

Cllr. Grayshon and Cllr. Finnigan have suggested PM to look into commissioning an independent researcher to carry out quantitative market research of Morley Town Centre.

Action:

- Market to be retained, though more themed market is required to offer variety.
- PM to promote Specialist shops in Morley.
- Traders on market waiting list to be encouraged to get involved in the Street Markets.

7.2 Summer Promotion

- 6months planned events to be included
- Questions were raised regarding the effectiveness of door dropping?
- Was the budget achieving what it was meant to achieve?
- PM to ensure health check looks into promotional activity's effectiveness.

Action:

- Too late for summer promotion, PM to focus on one that covers September – November.

7.3 Summit

- Agreed the next Summit to take place in late February 2010 and to be held at Morley Town Hall.
- Suggested new approach needs to be taken with regards to structure. Suggestions include hosting a town award nights and inviting people who will contribute great ideas.

Action

- Funds to be raised towards holding the summit.
- PM to contact bank for sponsorship

8.0 Work Programme

8.1 Work programme was tabled.

- PM informed board about a potential funding of £2000, will look

into it further and update board.

- PM also mention a potential income from Sky as they want to come into Morley.
- PM to circulate events calendar to board for comments and ideas
- Press releases to be done on weekly basis.
- PM to look into how Kirklees are filling their Town Hall with tributes Acts.
- Steve to chair Town Centre Partnership meetings

9.0 Any Other Business

- 9.1
- Website being developed for Morley to serve as portal for Morley news
 - Next event leaflet to be get wider distribution further a field
 - PM to looking into costing for Kite Festival and Drive in Cinema.
 - PM to look into other income generating schemes such as Exhibitors fee (Promotional Stand)
 - Brass band contest
 - Sunday car boot sale

10.0 Date & time of next meeting

10.1 Tuesday 21st July at 2.00pm. MBI Office Morley Town Hall

All