



Report of the Director of Environments and Neighbourhoods

South Leeds (Outer) Area Committee

Date: Monday 30th November 2009

Subject: Town Centre Management Update Report

Electoral Wards Affected:

Ardsley & Robin Hood
Morley North
Morley South
Rothwell

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Council
Function

Delegated Executive
Function available
for Call In

Delegated Executive
Function not available for
Call In Details set out in the
report

Executive Summary

This report provides a summary of the work of the Town Centre Management Project in Morley and Rothwell since May 2009. It details recent progress and provides Members with the opportunity to explore the work of the project and request further information.

1.0 Background

1.1 In March 2009, Area Committee approved the Town Centre Management Project for a further three years subject to annual reappraisal in Morley and Rothwell and agreed a dedicated Town Centre Management Board should oversee Morley with a separate one for Rothwell. The Town Centre Manager (TCM) post continues to be managed through South East Area Management Team.

2.0 Developing and Delivering the Strategy in Morley

2.1 Morley Town Centre Management Board (MTCMB):

2.1.1 The MTCMB is responsible for developing a strategic overview on behalf of the Area Committee. Membership of the board comprises of Councillors Robert Finnigan (Chair) and Terry Grayshon, (Outer South Area Committee) Morley Town Cllr Steve Jones, Morley business representatives Keith Robinson, Robert Tempest and Bob Thaxter, Outer South Area Management Team, Tom O'Donovan with the Town Centre Manager, Peter Mudge, in attendance. The Board meets on a monthly basis to review the work programme. The Morley TCM work programme is attached at **Appendix 1** and minutes of board meetings area attached at **Appendix 2**.

2.1.2 Recent Developments:

- Ongoing consideration of TCM work programme.
- Implementation of the Morley Way Forward document (**Appendix 3**).
- Liaison with businesses and events organisers.
- Supporting town centre manager on ongoing improvements to operation of and appearance of town centres.

2.2 Morley Town Centre Partnership (MTCP):

Morley TCP is chaired by Town Councillor Steve Smith. As well as Councillors, all businesses and interested groups are invited to the meetings. The last meeting was in March 09 and the next is in Morley Town Hall on October 5.

2.3 Morley Summit:

It has been agreed to give fresh life to the Summits. In addition to MTCM and Morley Chamber of Trade updates and the chance for local contributions from those attending, sponsorship is being sought to include a town awards event.

2.4 The Way Forward: Morley

The Way Forward document lays out the key areas of development for TCM to address in the coming three years. It includes:

2.4.1 TCM provides support to Morley Chamber of Trade (MCT) in order to assist with it taking on greater abilities in the wellbeing of the town centre. In particular developing a strong and sustainable management structure and the capacity to work with key organisations to address funding needs and the best methods for obtaining these:

Recent Developments:

- 1) Morley Chamber of Trade has three board members on the MTCMB. The Chamber also holds monthly meetings for members.

- 2) Town Centre Management and the Chamber work in partnership on town centre activities and opportunities. The Chamber has appointed a part time member of staff to develop specialist skills and enable it to reach its targets and develop in-house expertise.
- 3) The Chamber has created sub groups to oversee:
 - a) Membership, this is now increasing by an average of 5 new members per week.
 - b) Fundraising for Morley town centre, this group works with other town centre fundraisers to ensure all available avenues are utilised, increase donations and sales and reduce the need for wellbeing funds to assist events.
 - c) Publicity, promotion undertaken of the Chamber's support to helping the town centre and in particular, leading on 'Shop Local' promotions and support for the Morley Live Website.
 - d) Monitoring of Town Centre, record the data on shop occupancy, general town centre wellbeing and trading figures.
 - e) Events, street markets, monthly craft markets, events in partnership with other town centre organisers.

2.4.2 Morley Events: TCM is providing support for all event organisers to provide an increased offer within the town centre at an increasingly reduced cost to the public purse by identifying alternate grant and sponsorship sources. The annual calendar of Town Centre events is planned to include:

2009		
	Nov 26th	Lights Switch On, including late opening of indoor market, and mini street market
	Dec 12 th -24th	Santa's Grotto – led by Chamber, sited in Morley Market
	Dec 12th	Crafts Fair in Town Hall
	Dec 12th	Christmas Street Market.
2010	January	Morley Blue Cross Sale – open to all businesses in the Morley area, possibly including a Chamber auction in the Town Hall.
		Unveiling of Ernie Wise statue
	February	Morley Summit, - with possible inclusion of Town Awards
		Morley Pantomime
	March	Easter Bonnet Parade
	April	St Georges Weekend
		Schools' Music Festival
		Craft Fair
	May	Kites Festival
		Craft Fair
	June	Street entertainments
		Brass Band weekend (including street Market)
		Morley Feast / Fair – Scatcherd Park
		Craft Fair
	July	Street Entertainment

		Open air Craft Fair
	August	Street Entertainment
		Yorkshire Day Street Fair
		Craft Fair hopefully in the Park
	September	Morley Weekend at White Rose Centre
		Craft Fair
		Morley Heritage Weekend
		Morley AOS summer production
	October	Morley Weekend at the White Rose Shopping Centre – featuring promotion of events calendar, Literature Festival, Christmas Panto etc, displays and exhibitions by local businesses and groups, promotion of the towns developing crafts offer.
		Craft Fair in Morley Town Hall
		Book market – featuring outside stalls and increased number of booksellers
	November	Craft Fair

Throughout the year this is enhanced by regular attractions including fair rides, street stalls and promotional displays in the Town Centre and at The White Rose Centre.

2.4.3 Developing the evening offer has three strands:

- 1) Seeking support for development of the Town End area of the town centre.
- 2) Get increased use of the Town Hall for public performances
- 3) Make Queen St an attractive evening location.
Examples: Painting and improved appearance for street furniture, encourage attractive evening entertainments linked to the pubs and restaurants. Examples progressing include a comedy club, folk group and local bands.

2.4.4 Improve the operation of the town centre

- 1) Maintaining and increasing the number of occupied shops in Morley town centre through liaising with existing and potential property owners. Provide advice to help businesses attract fresh trade.
- 2) Getting street furniture painted uniformly
- 3) Ongoing monitoring of town centre cleanliness and potential dangers.
- 4) Liaise with Highways to get new paving installed (£9,000 on Queen St and incidental replacements by Wm Morrison.)
- 5) Assisting Morley In Bloom with floral displays – including locations for new displays, shop displays and ongoing funding.
- 6) Liaise with Police over issues of community safety and fear of crime in the town centre.
- 7) Increase initiatives to make the town centre more attractive to future generations: launch of Your Space afternoons at Jaks Nightclub,

developing Internet Café at Leeds Martial Arts Centre, crèche opportunities on High St.

- 8) Liaison with Car Parking on usage and potentially increasing in capacity.

3.0 Developing and Delivering the Strategy in Rothwell

3.1 At the June 2009 Area Committee, it was agreed that Rothwell Ward Members would continue to consider a way forward that included business throughout the Rothwell Ward, rather than simply the town centre. While the Way Forward is being developed for consideration by Ward Members and then presentation to the Area Committee, Rothwell is operating without a Town Centre Management Board or Partnership Group.

3.2 A meeting held with Rothwell Members to develop initial ideas. This included developing a new way forward to the Town Centre Management Board and Rothwell Partnership and greater prominence for the Rothwell Inter Agency Group. Subsequent meetings explored the idea to develop the way forward and to involve Leeds Ahead in developing a model for future work. Leeds Ahead are due to report in the near future.

3.3 Rothwell Events

3.3.1 With the end of the Rothwell 600 Group and the Rothwell Entertainments Committee, the TCM has led on the formation of a new group to oversee Rothwell's May Day and Carnival called Rothwell Carnivals Committee. It is proposed that an events team, (similar to Rothwell 600,) will be formed to provide support and a calendar of events.

3.3.2 Rothwell Events:

2009	November	27 th - Lights Switch On – and stalls
		28 th – Rothwell Christmas Fayre
	December	5, 12, 19 – Christmas street music on Commercial St
2010	March	10 -13 Music Festival
	May	May Day (Victorian theme planned)
	May 7	Music Festival Winners Concert
	July	Carnival
	September	Horticultural Show

Every Friday and Saturday Commercial Street has a license for a street market however the comparative footfall is making it difficult to attract sellers.

3.4 Ongoing work by TCM

- 1) Liaise with business owners to maintain the number of occupied shops. Currently all available units are occupied and TCM has a waiting list of people wishing to open. Shops are now looking to open upstairs to meet the increasing need.
- 2) Overseeing painting of street furniture in Rothwell colours. This has now been completed for Commercial St and the central part of Marsh St.
- 3) Gained sponsorship for free production and distribution of 4,000 pamphlets listing businesses in the town centre.
- 4) Ongoing monitoring of town centre cleanliness and potential dangers.

- 5) Liaise with Highways to reduce unlawful parking on West Parade and out of hour access along Commercial St.
- 6) Liaise with Police over issues of community safety and fear of crime in the town centre.
- 7) Work with Wm Morrison's and agents to see successful completion of the 3 phase redevelopment.

4.0 Implications For Council Policy and Governance

4.1 There are no direct implications for the above as a result of this report.

5.0 Legal and Resource Implications

5.1 There are no direct implications for the above as a result of this report.

6.0 Conclusions

6.1 The Town Centre Management project continues to develop and work with key partners to improve Morley town centre. Work continues to identify and deliver a way forward for Rothwell in conjunction with Members and Leeds Ahead.

7.0 Recommendations

7.1 Members of the Outer South Area Committee are requested to:
a) Note the contents of the report and consider any actions.

Background Papers

- Town Centre Management 22nd June 2009
- Well being Budget Report 30th March 2009
- Town Centre Management 9th February 2009