

**MORLEY TOWN CENTRE MANAGEMENT  
May – October 2009**

- **ADP 2008-11 Theme:** Enterprise and Economy
- **LSP Strategic Outcome:** P1: Increased entrepreneurship and innovation through effective support to achieve the full potential of people, business and the economy.

WORK AREA	ADP Priority	ACTION	LEAD	TIMESCALE	PROGRESS	<u>EXIT STRATEGY</u>
<b>Morley Town Centre Management Board</b>		Develop TCM action plan.	Town Centre Manager	Annual starting in May 2009 –	<ul style="list-style-type: none"> <li>• New structure agreed – June 09.</li> <li>• Budget agreed – August 09</li> <li>• Morley Town Council contribution received – Sept 09</li> <li>• Morley Town Centre Way Forward &amp; Exit Strategy agreed – June 09.</li> </ul>	Town welfare to be monitored and problems addressed by Chamber, Members, Police. Appropriate agencies
		Oversee annual appraisal of Morley TCM Action Plan.		Annual - starting in May 2009	Updates provided to each MTCMB meeting.	If BID successful, taken over (by BID) in April 2012
<b>Morley Town Centre Partnership</b>		Discuss ideas to assist town centres.	Town Centre Manager	Quarterly: Meetings to be held	<ul style="list-style-type: none"> <li>• Next partnership meeting is 5<sup>th</sup> October 09..</li> </ul>	<u>Partnership to be managed by Town Council following end of TCM ?</u>

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		Comment on Morley TCM Action Plan.			<ul style="list-style-type: none"> <li>• October TCP content to be confirmed at next TCMB.</li> <li>• Partnership Chair has raised with MTCMB whether these meetings are currently too frequent.</li> </ul>	TCM Exit: June 2011
		Morley Summit	Town Centre Manager		<ul style="list-style-type: none"> <li>• Consideration being given to future of Summits</li> <li>• Decision required at June 09 TCMB – decided Summit should be in February / early March 2010 and, sponsorship being sought for Town Awards.</li> </ul>	Chamber to lead  TCM Exit: Decision at June 09 TCM Board
		Monitor Car Parks	Town Centre Manager	May 09	<ul style="list-style-type: none"> <li>• Concerns expressed on Fountain St and Market Car Park.</li> <li>• MTCMB to have discussion with Car Parking onQueensway enforcement plans.</li> </ul>	Welfare to be monitored and problems addressed by Chamber, Members, Police and appropriate agencies TCM Exit: End of TCM project

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		Develop business audits	Chamber	July 09	<ul style="list-style-type: none"> <li>Chamber has agreed to assist with ongoing audits</li> <li>TCM investigating opportunities to increase parking spaces in town centre</li> </ul>	Chamber to decide upon continuance TCM Exit: June 2009
		Health checks	Town Centre Manager	July 09 following budget approval	<ul style="list-style-type: none"> <li>Proposals prepared</li> <li>Input received from ATCM and national data collection firm.</li> </ul>	Chamber to decide upon continuance TCM Exit: End of TCM project
<b>Marketing &amp; Promotional Strategy</b>		Develop Strategy	Town Centre Manager	July 09 following budget approval	<ul style="list-style-type: none"> <li>Devise promotional strategy with short, medium and long term goals and clearly stated target audiences. – approved by MTCMB July 09</li> <li>Ensure input from Town Council office, Chamber, Morley Market, White Rose – ongoing.</li> </ul>	Chamber to decide upon continuance.  TCM Exit: June 2011
<b>Press &amp; Media</b>		Regular press releases to appropriate audiences for events and good news.	Town Centre Manager	May 09	<ul style="list-style-type: none"> <li>Regular articles - ongoing</li> <li>Updates written by TCM and Chamber in the Shop Local full</li> </ul>	Interested parties including Chamber and Members  TCM Exit: When post ends

Work Programme

Appendix 1

WORK AREA	ADP Priority	ACTION	LEAD	TIMESCALE	PROGRESS	<u>EXIT STRATEGY</u>
					page adverts – ongoing.	
<b>Business Promotion</b>		Develop website	Morley Chamber of Trade	May 09 – update for July 09 TCMB	<ul style="list-style-type: none"> <li>• Way forward for website being discussed by Chamber and TCM – site launched</li> <li>• Website to be developed to serve as portal for Morley news – Site launched June 09 and undertook presentation to MTCMB September 09</li> <li>• Developed so that it can generate a profit for Chamber – this has not occurred as an alternate way forward with a private provider has emerged.</li> </ul>	Chamber – December 09  TCM Exit: June 2011
		Develop retail discount voucher scheme	Town Centre Manager	July -09 & Nov 09 following budget approval	<ul style="list-style-type: none"> <li>• Include offers in doordrop information and look for this to significantly contribute to covering costs –</li> </ul>	Chamber to decide upon continuance  TCM Exit: June 2011

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					MTCMB have decided not to proceed with idea at this stage	
		Shop Local campaign	Morley Chamber	May 09 – end of TCM project	<ul style="list-style-type: none"> <li>Regular news features</li> <li>New ideas underway – posters being prepared and boost received from BBC Breakfast promotion on 11.09.09</li> </ul>	Chamber
		Distribute pick-up information to shops in 2 mile radius	Town Centre Manager	June 09	<ul style="list-style-type: none"> <li>Next event leaflet to get wider distribution – MTCMB decided the aim should be for shoppers to always find something to do in Morley rather than wait for leaflets.</li> <li>Distribute posters for tc events – ongoing (A1 posters used by TCM for first time at White Rose – Oct 09)</li> </ul>	Chamber to decide upon continuance  TCM Exit: June 2011
		Bi yearly household leaflets	Town Centre Manager	July 09, Nov 09 - April 10 Nov 10	<ul style="list-style-type: none"> <li>Include retail offers in doordrop information to significantly contribute to covering costs - contents to be considered at Sept 30 TCMB meeting</li> </ul>	Chamber to decide upon continuance  TCM Exit: June 2011

**Work Programme**

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		Business promotion through Estate Agents	Town Centre Manager	May 09 – end of project	<ul style="list-style-type: none"> <li>Continue existing scheme and develop to more regularly update information – ongoing.</li> <li>Morley estate agents event to be held at White Rose - 2010</li> </ul>	Chamber to decide upon continuance  TCM Exit: June 2011
		Develop linked promotions.	Town Centre Manager	May 09 – end of project	<ul style="list-style-type: none"> <li>Business advertising vouchers, Land Securities/Joseph Priestley, White Rose and Market info distribution – strong partnership working with all</li> </ul>	Chamber to decide upon continuance  TCM Exit: June 2011
		Develop plan to exploit visitor potential	Town Centre Manager		<ul style="list-style-type: none"> <li>TCM to prepare a report for consideration</li> </ul>	Chamber / Town Council to lead on way forward  TCM Exit: June 2011
<b>Events</b>		Co-ordinate programme of events	Entertainments Group	June 09 – 2011	<ul style="list-style-type: none"> <li>Chamber programme prepared for inclusion in annual calendar for Entertainments Committee's June meeting. Completed</li> </ul>	Entertainments Group to co-ordinate programme and raise funding  TCM Exit: End of TCM Post
		Quarterly events calendar	Town Centre Manager	May 09 – end of project	<ul style="list-style-type: none"> <li>Maintain calendar of events for distribution and circulation as website and printed</li> </ul>	Entertainments Group to undertake production and distribution

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					matter – undertaken as website since June 09.	TCM Exit: End of TCM Post
		Establish regular street markets	Chamber	April ( <i>St George's</i> ) June ( <i>Brass Bands</i> ) August ( <i>Yorks Day</i> ) October ( <i>Lit Fest</i> ) Dec( <i>Christmas</i> )	<ul style="list-style-type: none"> <li>Chamber and TCM developing ways for markets to be self funding – ongoing</li> <li>Now running 6 street markets with developing themes,</li> <li>Also launched monthly craft markets in town hall with wish for summer ones to be sited in Scatcherd Park.</li> </ul>	<p>Chamber to oversee – with support from Morley market</p> <p>TCM Exit: June 2009</p>
<b>Encourage private sector role within TCM Development</b>		<u>Stage a Business Improvement District vote or a “voluntary BID”</u>	TCM	May 09 - Jan 2011	<ul style="list-style-type: none"> <li>Chamber and TCM are progressing Way Forward with formation of sub groups for membership, fundraising, events, publicity and paid help for development and manual activities.</li> <li>Chamber business plan is being drafted in partnership with TCM.</li> <li>Initial discussion for a BID held with Chamber members.</li> </ul>	<p>Chamber to lead on BID</p> <p>TCM Exit: <u>Vote in 2012</u></p>

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<p><b>Encourage Partnership working with Public Sector to improve Town Centre</b></p>		<p>SEE BELOW</p>			<ul style="list-style-type: none"> <li>• Liaised with Highways to get resurfacing of broken slabs and some street painting. With Streetscene over more TC bins and repainting, with Street Lighting to see columns painted and new columns near Park and with Highways and Cllr Finnigan / regen over funds to paint and varnish seats.</li> <li>• With Car Parking over enforcement in Queensway</li> <li>• With Parks over Scatcherd Park hedges.</li> <li>• etc</li> </ul>	
<p><b><u>Strategic</u></b></p>						
		<p>Complete Morley Bottoms T&amp;DC Project</p>	<p>Joanne Gomersall / TOD</p>	<p>May 09</p>	<ul style="list-style-type: none"> <li>• TCM to assist as required</li> </ul>	<p>None required – project will be completed</p>
		<p>Explore the provision of increased bus routes and capacity.</p>	<p>Metro liaison representative</p>	<p>May 09 – August 09</p>	<ul style="list-style-type: none"> <li>• TCM to assist in discussions with Metro – meeting in June for progress update. – met Metro in June and</li> </ul>	<p>Metro liaison representative</p>

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					September to progress items. Large bus bays installed on queen St to improve movement of pedestrians.	
		Explore direct bus link to train station	Town Centre Manager	May 09 – Oct 09	<ul style="list-style-type: none"> <li>Chasing a response from Lord Dartmouth's agent to see how best to progress with this project – Met with Lord Dartmouth's agent – July 09 and agreed Metro will provide diagrammatic outline – now chasing this!</li> </ul>	Build up for inclusion in next Transport Strategy document
		Explore opportunities for more car parking	Town Centre Manager	June 09 – June 2010	<ul style="list-style-type: none"> <li>Ensure capacity meets requirement for daily needs and special events – TCM developing ideas for increased on street parking</li> </ul>	Chamber to maintain TCM Exit: End of TCM Post
		Develop gateway signage	Town Centre Manager	May 09 – June 2011	<ul style="list-style-type: none"> <li>Morley Bottoms triangle done – replanted by private funders in August 09</li> <li>Wide Lane junction being progressed – met with owner and sponsor in June 09. Owner refused to allow. TCM will pursue.</li> </ul>	None required (TCM to complete)

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		Get town maps done – assisted by Leeds CC	Town Centre Manager	June 2009 – June 2010	<ul style="list-style-type: none"> <li>Spoken with Leeds CCM and they are providing details and advice on how to progress – details received and chasing design brief.</li> </ul>	None required (TCM to complete)
		Explore options to site bus station	Town Centre Manager	2010 - 2011	<ul style="list-style-type: none"> <li>Met with Metro, Highways, Chamber and Members and way forwards agreed - progressing</li> <li>Next update with Metro June 09 – held – see above</li> </ul>	Build up for inclusion in next Transport Strategy document
		Develop bus links to outlying areas	Metro	June 09 – Oct 09	<ul style="list-style-type: none"> <li>Next update with Metro June 09 - received update and assurance cutbacks not directly affecting Town Centre – asked Pam Sian to liaise with Cllr Renshaw – confirmed this would happen.</li> </ul>	Metro liaison representative will lead
		<u>Develop Scatcherd Park as a focal point</u>	Town Centre Manager	June 09 - June 11	<ul style="list-style-type: none"> <li>Progress potential with Parks, events providers and chamber – Chamber and events providers had site visit (August 09) and agreed 2010 launches</li> </ul>	Events Group to lead TCM Exit: 2011

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		Develop a leisure offer	Town Centre Manager	May 09 – August 12	<ul style="list-style-type: none"> <li>• Develop a strong leisure and hospitality offer in the town centre – proposal approved by MTCMB and sent to interested parties.</li> <li>• Schemes progressing include Yourspace, Stush Nightclub and the new Berties. – all operational.</li> <li>• Schemes being explored include: Bowling Alley, New Pavilion, Park Activities, Increased use of Alexandria Hall, - progressing.</li> </ul>	Stakeholders to continue development TCM Exit: Ongoing
<b>Misc</b>						
		Establish managed framework for street selling.	Town Centre Manager	May 09 – August 09	<ul style="list-style-type: none"> <li>• Devise and gain required support for streetselling rules – achieved July 09</li> </ul>	LCC Enforcement TCM Exit: TCM support stops when post ends
		Develop opportunities for street cafes	<u>Chamber of Trade</u> Town Centre Manager	June 09 - August 10	<ul style="list-style-type: none"> <li>• Devise and gain required support for street café regulations and locations – meeting Police Sept 09</li> </ul>	Chamber to play a role in continuance TCM Exit: June 2011

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		Monitor on-street licensing	Town Centre Manager	Ongoing	<ul style="list-style-type: none"> <li>Working alongside police, enforcement and traffic management / Highways to ensure on street licencing is effective - weekly contact with Highways and meeting police Sept 09.</li> </ul>	LCC Enforcement TCM Exit: TCM support stops when post ends