



LEEDS
CITY COUNCIL

Morley Town Centre Management Board

Tuesday 21st July 2009
 MBI Office
 Morley Town Hall

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|------------------------------|-------------------------|
| Cllr Robert Finnigan (Chair) | Leeds City Council |
| Keith Robinson (KR) | Morley Chamber of Trade |
| Steve Jones (SJ) | Morley Town Council |
| Robert Tempest | Morley Chamber of Trade |
| Peter Mudge (PM) | Town Centre Manager |

1.0 Welcome & Introductions

- 1.1
- Councillor Finnigan welcomed everyone to the meeting

2.0 Apologies

- Cllr Grayshon, Bob Thaxter, Tom O'Donovan (ill)

3.0 Minutes of the last meeting

- The minutes were agreed as a true record.

4.0 Matters Arising

- 5.2.1 Next meeting with WR is on Wednesday 5th August
- 7.1 Health Check – Peter to seek figures from Andy Joplin in Heckmonwike and Viv Anderson at Batley. Peter is speaking with Springboard UK to see if their Milestone Project could play a key role in measuring the ongoing value of street markets. Peter had raised the issue of data collection when he met with other North East Town Managers and they had agreed Milestone seemed to fit the criteria.
- 8.1 Agreed Steve and Peter would liaise on content for the next Morley TC Partnership to be held on Monday 28th September at 7pm.

5.0 Correspondence

- None

6.0 Terms of Reference

- It was decided that as these have now been agreed they need no longer appear as an agenda item.

7.0 Finance

Keith gave a summary of the Chamber's role including the launch of the new Chamber team and anticipated income to fund increased support from their events manager. The proposal was approved by the Board.

8.0 Street market licencing & stall hire

- In light of enthusiastic uptake from town businesses and individuals, the Chamber had agreed to promote the street market on August 1 as Yorkshire Day. Keith noted that some finances were needed to provide banners and hygienic sand for a Morley by the Sea event. It was agreed the income to TCMB from Sky could be made available to cover these costs.
- Cllr Finnigan said there would be a Yorkshire Day proclamation, dialect reading, Yorkshire Tea and singers.

7.2 Summer Promotion

- Chamber is compiling the programme of town centre events for the coming year.
- These events will include:
 - October – Literature Festival, Morley Weekend
 - November – Lights Switch On
 - December – Christmas Street market – Santa’s Grotto
 - January – Blue Cross Sale
 - February – Town awards
 - March – Easter activities
 - April – St George’s Weekend
 - May – Kite’s festival and School’s concerts
 - June – Brass Bands’ Contest
 - July – Street entertainers
 - August – Yorkshire Day

In addition there will be

Town centre attractions including street sellers and the fair slides and it is hoped to also have monthly craft markets.

7.3 Summit

- Peter said he and Keith were meeting with Boots and writing to Co-op to see if either were interested in providing sponsorship support for the Town Awards event to be held in February 2010.

8.0 Work Programme

8.1 Work programme was tabled.

- Morley Today website is scheduled to go live on Saturday 25th July. The overseer has agreed to have a page linking with Emmerdale and Peter has asked the TV company to approve via their press office.
- Ice Cream cart is due to arrive on Queen St from Saturday 25th
- Street furniture painting is due to get underway from August 3
- Vine Properties have agreed to make available space for In Bloom displays and contribute towards In Bloom’s maintenance of the square’s floral displays.
- TCM explained problems of people hanging around outside town centre pubs and suggested a banning order except for licensed areas. Decided he should discuss idea with Police on

Friday. Cllr Finnigan said inquiries should be made as to how Garforth has set about banning on street drinking.

- Chamber members are looking to relaunch the crafts fair in the town hall.
- BBC Blast children's activities are meeting with TCM and Highways to see if they can come to town in August
- Sky have had two successful weeks in town centre and N Power is also interested in coming to town.
- Keith & Peter met with management of Leeds Martial Arts and Observer advertising as a result the LMA is gaining advertising support for regular Chamber and TCM updates in the paper.

9.0 Any Other Business

9.1

- Peter presented the draft Morley Marketing Plan. Members supported it and said the ethos should be "Come to Morley – there's always something on" rather than "we will only go to Morley when we read of something happening."
- It was agreed TCMB should develop stronger ties with radios and the schools.

10.0 Date & time of next meeting

10.1

Wednesday 2nd September at 2.00pm. MBI Office Morley Town Hall

All