

## Morley Town Centre – The Way Forward

- 1.0 In response to the Area Committees decision at its meeting in February 2009, this paper proposes a way forward for Town Centre Management (TCM). This proposal reflects the decision to retain a Town Centre Manager but, also acknowledges that the role is time limited. An [Action Plan](#) is attached in support of this narrative and details roles and responsibilities for the Town Centre Manager and partners. The key to the next phase of TCM will be the development of an exit strategy. The work programme links each area of work with a lead person or group who will be supported so they can sustain successful delivery in the future.
- 2.0 This document acknowledges that many agencies and groups, as well as individuals have an impact on Morley Town Centre. The proposal is to identify and harness the contribution of all significant groups and individuals. A new body the Morley Town Centre Management Board is proposed. This board will comprise representatives from the Outer South Area Committee, Morley Town Council, Morley Chamber of Trade and Outer South Area Management. The board will agree an action plan, while overseeing the positive management and marketing of Morley Town Centre. Promoting a sense of pride and projecting a positive image, highlighting Morley good place to live and invest in and developing Morley shopping, commerce and leisure offer.

### **3.0 Roles and Responsibilities**

- 3.1 **Morley Town Centre Partnership:** This partnership represents an important sounding board for issues that affect the town centre. All parties who have an interest in Morley Town Centre are able to attend and make a contribution.
- 3.2 **Chamber of Trade:** A strong [business](#) representative group is essential to the future success of Morley as a [commercial](#) and retail centre. This group should provide the leadership to ensure strong working partnerships are developed. Areas of work to be developed by the chamber should include;

A business plan – this should demonstrate a commitment to grow the membership across all Morley and develop leadership in the form of a strong and dynamic management structure.

It should also detail a funding strategy that will generate sufficient income to initially match fund public investment with the ambition of becoming the lead funder of [Town Centre Management](#). A target of £20,000 by 2011 should be achievable, through subscription, grants and events.

[Develop a marketing plan with Morley Town Council that links with key partners;](#) the White Rose Centre, Morley Observer and the local voluntary and community sector, which will include the development of a website, a programme of seasonal promotions and events, such as the provision of outdoor markets, Christmas and Easter other seasonal events and a 'Keep it Local Campaign'.

- 3.3 **Morley Town Council.** The Town Council has a key role to play in various guises. Town Councillors provide local civic leadership, generating a sense of civic and community pride. Through its Community Development Committee the council is a funder, an instigator and with partners it is an organiser of events.
- The Town Council should be invited to consider constituting a group, to include representatives of local groups that will identify a range of events, which will include existing events and some new and for Morley.
- With partners it would identify funding requirements and then funding sources. Developing links with agencies such as Arts Council, Arts and Business, Charitable Trusts, local, regional and national sponsors of the arts.
- A funding criteria should be put in place that requires all groups seeking funds to show how they will match any grant and maximise income from their event.
- 3.4 **Morley Heritage Groups** – The existence of Morley Heritage groups is a major plus for the town. While ensuring the town's history is recorded for future as well as current generations, the groups also have the potential to be leaders in the development of a Morley Visitor Strategy. The history of the area is rich and in some ways unique, it should be capitalised on.
- 3.5 **Morley Neighbourhood Policing Team** – The Town Centre is well served by the Neighbourhood Policing Team. The Area Management Team is able to raise issues at the local Tasking Group which is a multi agency forum that discusses issues and agrees action to address them.
- 3.6 **Area Management Team** – Whilst Area Management oversees all aspects of the Town Centre Manager's work, it also plays a leading role in other aspects of the town centre including arranging, funding and employing a director for Morley Literature Festival, Morley for Peace discussing partnership working to benefit the town. Area Management also oversees Wellbeing Funding for projects throughout Outer South Leeds inclusive of Morley town centre.
- Area Management led on introduction of the TCM post however once the project has ceased or has become funded through the BID it is envisaged the town centre will have made significant progress in LSP Strategic Outcome P! enabling AMT to divert their funding to other projects which will benefit Outer South Leeds.
- However, as AMT oversees the whole region, it is essential a strong partnership continues between the successor to TCM and AMT consequently AMT should receive regular updates on projects envisaged and underway in the town centre and, if a BID is successful, a senior representative of AMT should sit on the BID Board.
- 3.7 **Other Voluntary and Community Groups** – Key groups working in Morley town centre with which town centre management has become involved on projects are Morley In Bloom, Morley Murals, Rotary, Lions, St George's Committee, The Friends of Morley Literature Festival and Churches Together. Whilst not sitting on any of these boards, the TCM will continue to offer appropriate advice and assistance whenever required.