

Appendix 2

Area Committee Well-being Fund – Project Proposal **Outer West Area Committee**

Project Name: Town Centre Manager

Lead Organisation: West Leeds Area Management Team

Project Delivery - How will the project be delivered? (list any partners involved in the project):

The project is currently delivered in partnership with Leeds Ahead who offer a business brokerage service across the City. Leeds Ahead employ the post holder who is jointly managed by West Leeds Area Management Team & Leeds Ahead. These current arrangements are currently under review by Area Management, who are looking into the possibility of Leeds City Council employing the post holder.

Project Summary (include a brief description of the main activities, why the project is needed and links to key priorities):

A key focus of the Area Management Team's work is to regenerate the town & district centres within West Leeds. Funding for significant improvements to Pudsey, Farsley and Armley town / district centres has been secured through the Town & District Centre Regeneration Scheme. These improvements aim to compliment existing investment from Metro and LCC departments.

In order to progress the regeneration of the two town centres of Pudsey and Armley, a Town Centre Manager (TCM) was employed 14 months ago and has been responsible for day to day management of the two town centres, marketing, publicity, events, drawing together investment from partner organisations and seeking external funding for further improvements.

A update report on recent work by the TCM is presented elsewhere on the Area Committee's agenda, highlighting significant progress against the plan of action for Pudsey drawn up by the TCM at the outset of his appointment.

Outcomes (summarise the main outcome/output/benefit the project will achieve):

- increased vitality and viability of Pudsey and Armley town centres
- improved environmental quality
- increased business participation in town centre improvements

Project Cost. Please indicate

How much the project will cost? (List all partners and their contributions)

It is proposed that the TCM full time post should be extended, on a 2 year contract, with appointment at grade PO2. The cost of the post with on costs is £34,366 per annum. It is proposed that this should be supplemented with a budget to cover promotions and events, taking the total up to £40,000 per annum.

This will be split between Inner and Outer West as follows:

- 2010/11 – 12 months funding (April 2010 to 31st March 2011) - £20,000 from each Area Committee
- 2011/12 – 12 months funding (April to March 2012)
- Review at end of March 2012 and if appropriate seek further funding

Identify which geographic areas will benefit:

Pudsey and Armley town centres and surrounding areas.