



Report of the Director of Environments & Neighbourhoods

South Leeds (Outer) Area Committee

Date: Monday 21st June 2010

Subject: Town Centre Management

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

The Town Centre Management Project started in August 2006 with the appointment of the current Town Centre Manager. At the February 2009 Area Committee, Members approved a further three years, subject to annual Executive Board approval of the Well being Budget. The report provides Members with an opportunity to review the Town Centre Management Project and following Member briefings consider options for the future delivery of the project.

1.0 Purpose Of This Report

1.1 To provide Members with an opportunity to review the Town Centre Management Project and following Member briefings, consider options for the future delivery of the project.

2.0 Background Information

2.1 In September 2004 the Area Committee approved five priority themes for action to address key issues across the Outer South. One of these actions was 'Town Centre Development', the aim being to enhance the attractiveness of the two towns of Morley and Rothwell, to increase their vibrancy and sustainability and to help create centres where increasing numbers go to shop, and for entertainment and leisure activities.

2.2 In April 2005, Members agreed to the appointment of a single Town Centre Manager (TCM) for Morley and Rothwell over a period of three years. The TCM would dedicate three days to Morley and two days in Rothwell.

- 2.3 The Town Centre Manager was appointed in August 2006 with the remit of driving the revitalisation of Morley and Rothwell Town Centres. The Town Centre Manager is employed through Leeds City Council and managed by the Outer South Area Management Officer in the South East Area Management Team. The Area Committee receives 6 monthly updates on the project which provide opportunities to consider all elements of the scheme.
- 2.4 The Town Centre Management Project was reviewed in February 2009. At that time Members agreed a further three years funding, subject to annual Executive Board Approval of a Wellbeing Budget. Members also approved a strategy to achieve the Area Committee priorities in Morley and Rothwell. This strategy had 4 elements to it:
- Confirmation of the Town Centre Boundary
 - Establishment of a baseline position for both towns
 - Production of a Masterplan
 - An exit strategy for the project.

3.0 Morley

3.1 Morley Town Centre Management Board (MTCMB)

The Board was formed following the Area Committee in February 2009 and comprises members from the Area Committee, Morley Town Council, Morley Chamber of Trade and Area Management Team. The Board meets on a monthly basis to review the work programme. The Morley TCM work programme is attached at **Appendix 1**. Minutes of previous board meetings were presented at the March Area Committee.

3.2 Morley Town Centre Partnership (MTCP)

Morley TCP is chaired by Town Councillor Steve Jones. As well as councillors, all businesses and interested groups are invited to the meetings. The last meeting was the Summit in March 2010 and the next Partnership meeting is scheduled for July 5. The Partnership gives all town centre stakeholders the chance to meet and discuss issues and potential improvements to the town centre.

3.3 Morley Summit

Summits have been a successful feature of this work since 2007, providing stakeholders with an opportunity to receive information and to raise and discuss ideas about the future of the town centre. However, this years Summit (summarised in **Appendix 2**) did not generate the same level of interest as in previous years. There may be several reasons for this and the MTCMB and the Morley TCP are considering future options.

3.4 Morley Town Council and Morley Chamber of Trade

Both of these partners have become highly significant in the delivery and monitoring of town centre management. The range of events listed at 3.5, the success of the Business Awards in March and launch of the Morley Folk Club earlier this year demonstrate the capacity and leading role of these partners.

3.5 Morley Events

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 and 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.
	March	Unveiling of Ernie Wise statue
		Morley Town Awards and Summit
		Morley Pantomime
		Easter Bonnet Parade
	April	St Georges Weekend
		Schools' Music Festival
		Craft Fair
		Ginger Fest
	May	Mayor's Charity Event
		Craft Fair
	June	Street entertainments
		Brass Band Sunday
		Craft Fair
	July	Street Entertainment
		Morley Fair
	August	Street Entertainment
		Yorkshire Day Street Fair
		Crafts in the Park
	September	Morley Weekend at White Rose Centre
		Craft Fair
		Morley Heritage Weekend
		Morley AOS summer production
	October	Craft Fair in Morley Town Hall
		Book market linked to Morley Literature Festival

		Street entertainment linked to Morley Literature Festival
	November	Christmas lights switch on

Throughout the year this is enhanced by regular attractions including fair rides, street stalls and promotional displays.

4.0 Rothwell

4.1 Since 2009, work has continued to support Rothwell Town Centre. Following a series of discussions locally and interest from the business community it is hoped that a Chamber of Trade will be launched soon. This will enable trade and commerce to play a developing role in partnership working. This is planned to include the Chamber overseeing a developing street market and evening economy.

As reported to the November Area Committee, Area Management have continued to liaise with Leeds Ahead and options such as, hosting a business forum for the town will be considered alongside the development of the new chamber.

4.2 Rothwell Events

Rothwell Carnival Committee is working to realise its potential in bringing events to the town centre. It has staged a couple of promotional fundraisers in 2009 and staged its first main event on May Day 2010. This was well received and enjoyed a good turnout despite bad weather. The committee are considering taking over the weekly management of the town centre market stalls when they return in June.

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
	April	Town Centre Easter Egg Hunt
		Rothwell Beer Festival
	May	May Day
	May 7	Music Festival Winners Concert
	July	Carnival
	September	Horticultural Show

Every Friday and Saturday Commercial Street has a license for a street market and it is hoped to improve on last year's activities.

5.0 Funding

5.1 The TCM project was commissioned for a further three years, subject to annual approval of the Well being Budget by the Executive Board. In addition to the salary costs, the initiative also included revenue funding to undertake projects identified by the TCM to contribute towards the regeneration of the town centres.

- 5.2 The project has also received £10,000 for three years from Morley Town Council. An update in the Area Managers Report confirms that a further £10,000 has been approved by Morley Town Council for operational costs in Morley for 2010/11.
- 5.3 To support Town Centre Management in 2010/11, Members have ringfenced £42,500 revenue funding in the Well being Schedule. This relies on funding rolled forward from 2009/10 to support operational costs in both towns.

6.0 Project Delivery Options

- 6.1 The Town Centre Management Project has generated a number of significant successes in Morley and Rothwell since its start in 2006. Substantial progress in Morley particularly with the operation of the Town Centre Management Board, the continued development of the Chamber of Trade and its strong ties with the Town Council mean that a strong foundation now exists on which future work can be delivered. Although slower in progress, work in Rothwell has gathered pace recently particularly around the possible establishment of a traders or business representative organisation.
- 6.2 The Area Committee is asked to consider the following options for future delivery of Town Centre Management in Morley & Rothwell:
- 6.2.1 **Option 1: Continue current arrangements for another year**
Continue with project as operated over the last four years and commission a further year.
- 6.2.2 **Option 2: End Project in August 2010**
End project in its current form and the Town Centre Manager post would end in August 2010.
- 6.2.3 **Option 3: End the project and commission an alternative project**
Continue to commit to town centre work but end the current project in August 2010 and agree the development of alternative project options that would utilise resources within AMT and partners to deliver elements of the TCM work programme suitable for both Morley and Rothwell.

7.0 Implications For Council Policy and Governance

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

8.0 Legal and Resource Implications

- 8.1 Legal implications as a result of this report will be reflected in any subsequent Contract of Employment that arise from a project extension funded by the Well being Budget or through post holder joining the Managing Workforce Change Process.
- 8.2 Resource implications on the Well being Budget will be dependent on the option taken by the Area Committee

9.0 Conclusion

- 9.1 The TCM has an important role in over seeing and directing the development of the town centres. Area Committee support for the project is significant and it is a priority in the Area Delivery Plan 'Enterprise and Economy' theme so must continue in some form.
- 9.2 **Option 3** provides Members with an opportunity to consolidate what has been achieved to date while developing a future scheme for each town to support Town Centre Management work in an efficient and effective way. The new project would be able to take into consideration the roles of key partners and the significant differences between Morley and Rothwell.

10.0 Recommendations

- 10.1 Members of the Outer South Area Committee are requested to:
- a) Note the contents of the report and make comment
 - b) Consider and decide on the preferred option for the future delivery of Town Centre Management.
 - c) Depending on the option decided agree to commission it through Well being Funding subject to Executive Board approval of future funding.