

**MORLEY TOWN CENTRE MANAGEMENT
May 2010**

- **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	EXIT STRATEGY
Morley Town Centre Partnership		Discuss ideas to assist town centres. Comment on Morley TCM Work Programme.	Town Centre Manager	Quarterly: Meetings to be held	<ul style="list-style-type: none"> • Next partnership meeting is July 5th 	Partnership to be managed by Town Council following end of TCM ? TCM Exit: June 2011
		Morley Summit / Town Awards	Town Centre Manager	Annual	<ul style="list-style-type: none"> • Summary of Summit to be made available. 	Chamber to lead TCM Exit: Decision at June 09 TCM Board
		Monitor Car Parks	Town Centre Manager	Annual	<ul style="list-style-type: none"> • Chasing Morrisons response about their interest in increasing number of parking spaces 	Ongoing monitoring.
		Business Audits	Chamber	July 09	<ul style="list-style-type: none"> • Audits being reappraised 	Chamber to monitor TCM Exit: June 2009
		Health checks	Town Centre Manager	After budget approval	<ul style="list-style-type: none"> • Empty Shop – grant allocation to be confirmed • Pop Up Museum being considered 	Chamber to monitor TCM Exit: End of TCM

Work Programme

Appendix 1

WORK AREA	ADP Priority	ACTION	LEAD	TIMESCALE	PROGRESS	<u>EXIT STRATEGY</u>
Marketing & Promotional Strategy		Develop Strategy	Town Centre Manager	July 09 following budget approval	<ul style="list-style-type: none"> Promotional strategy approved by MTCMB July 09 Radio Stations presentation – consideration at next meeting 	Chamber to monitor TCM Exit: June 2011
Press & Media		Regular press releases to appropriate audiences for events and good news.	Town Centre Manager	Ongoing	<ul style="list-style-type: none"> Regular articles – ongoing Shop Local campaign 	Interested parties including Chamber and Members TCM Exit: When post ends
Business Promotion		Develop website	Morley Chamber of Trade	July 09	<ul style="list-style-type: none"> Website developed and operated by private company linked to Chamber/ TCM Chamber Website re launched and TCM meeting new Marketing Manager for Chamber 	Chamber – December 09 TCM Exit: June 2011
		Develop retail voucher scheme	Town Centre Manager	No dates	<ul style="list-style-type: none"> No action at this time – traders consulted and felt that such a scheme would not benefit them. 	TCM Exit: June 2011
		Shop Local campaign	Morley Chamber	May 09 – end of TCM project	<ul style="list-style-type: none"> New drive through Morley Observer – opportunities being progressed. 	Chamber

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		Distribute pick-up information to shops in 2 mile radius	Town Centre Manager	June 09	<ul style="list-style-type: none"> Update on Town Guide - £650 for 8,000 	Chamber to decide upon continuance TCM Exit: June 2011
		Bi yearly leaflets	Town Centre Manager		<ul style="list-style-type: none"> Not occurring in 2010 	Chamber to decide TCM Exit: June 2011
		Business promotion through Estate Agents	Town Centre Manager	May 09 – end of project	Continue existing scheme and develop to more regular update	Chamber to decide upon continuance TCM Exit: June 2011
		Develop linked promotions.	Town Centre Manager	May 09 – end of project		Chamber to decide upon continuance TCM Exit: June 2011
		Develop plan to exploit visitor potential	Town Centre Manager		<ul style="list-style-type: none"> Report to be prepared for consideration - June 2010 	Chamber / Town Council to lead on way forward TCM Exit: June 2011
Events						
		Co-ordinate programme of events	Entertainments Group	June 09 – 2011	<ul style="list-style-type: none"> Events agreed – organisers being still sought for some 	Entertainments Group / chamber TCM Exit: End of TCM
		Quarterly events calendar	Town Centre Manager	May 09 – end of project	<ul style="list-style-type: none"> Morley Chamber website as liaison point for calendar of events 	Entertainments Group to undertake production and distribution TCM Exit: End of TCM
		Establish regular street markets	Chamber	April (<i>St George's</i>) July (<i>Yorks Day</i>) October (<i>Lit</i>)	<ul style="list-style-type: none"> Chamber now running 6 street markets with developing themes, 	Chamber to oversee – with support from Morley market TCM Exit: June 2009

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				<i>Fest)Nov (Lights) Dec(Christmas</i>	<ul style="list-style-type: none"> Also launched monthly craft markets in town 	
Encourage private sector role within TCM Development			TCM	May 09 - Jan 2011	<ul style="list-style-type: none"> Chamber business plan drafted - in partnership with TCM. 	Chamber to lead TCM Exit: <u>Vote in 2012</u>
Encourage Partnership working with Public Sector to improve Town Centre		SEE BELOW			<ul style="list-style-type: none"> Painting non illuminated street furniture – complete Street light replacement, pin spot for War Memorial – ongoing with illuminated street furniture painting to follow., 	
<u>Strategic</u>						
		Complete Morley Bottoms T&DC Project	Joanne Gomersall / TOD	May 09	<ul style="list-style-type: none"> TCM to assist as required 	None required – project will be completed
		Explore the provision of increased bus routes.	Metro liaison representative	May 09 – August 09	<ul style="list-style-type: none"> Ongoing meetings with Metro 	Metro liaison representative
		Explore direct bus link to train station	Town Centre Manager	May 09 – Oct 09	<ul style="list-style-type: none"> Metro have completed diagrammatic outline – for Lord Datmouth 	Build up for inclusion in next Transport Strategy document
		Explore	Town Centre	June 09 –	<ul style="list-style-type: none"> Ensure capacity meets 	Chamber to maintain

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		opportunities for more car parking	Manager	June 2010	requirement for daily needs and special events	TCM Exit: End of TCM Post
		Develop gateways	Town Centre Manager	May 09 – June 2011	<ul style="list-style-type: none"> • Speak with private sector over gateways 	None required (TCM to complete)
		Get town maps done – assisted by Leeds CC	Town Centre Manager	June 2009 – June 2010	<ul style="list-style-type: none"> • Update received from CCM. 	None required
		Explore options to site bus station	Town Centre Manager	2010 - 2011	<ul style="list-style-type: none"> • Positive meeting with Metro on 23 March 	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"> • Awaiting report back from Metro 	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"> • First shops promotion in the park held on 19th April – need way forward for future ones 	Events Group to lead TCM Exit: 2011
		Develop a leisure offer	Town Centre Manager	May 09 – August 12	<ul style="list-style-type: none"> • Develop a strong leisure and hospitality offer in the town centre • Folk group ongoing • Discussions held for new milk bar/internet cafe 	Stakeholders to continue development TCM Exit: Ongoing
Misc						
		Establish managed framework for street selling.	Town Centre Manager	May 09 – August 09	<ul style="list-style-type: none"> • Ongoing 	LCC Enforcement TCM Exit: TCM support stops when post ends

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		Develop opportunities for street cafes	<u>Chamber of Trade</u> Town Centre Manager	June 09 - August 10	<ul style="list-style-type: none"> TCM assisting Queen Hotel in preparing an application for consideration by LCC street café group 	Chamber to play a role in continuance TCM Exit: June 2011
		Monitor on-street licensing	Town Centre Manager	Ongoing	<ul style="list-style-type: none"> Positive meeting with Shopwatch over new scheme – subsequent discussion with Chamber 	LCC Enforcement TCM Exit: TCM support stops when post ends