

MORLEY TOWN CENTRE MANAGEMENT
July 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.
- **Red** – Priority for Action
- **Amber** – Action required
- **Green** – No special action needed (Progressing or non priority)

WORK AREA	ADP Priority	ACTION	LEAD	TIMESCALE	PROGRESS
Morley Town Centre Partnership		Discussion and exchange of information	Steve Jones	Quarterly: Meetings to be held	<ul style="list-style-type: none"> • Next partnership meeting is October 4th
		Morley Summit / Town Awards	Chamber	Annual	<ul style="list-style-type: none"> • Summary to TCP & Area Committee.
		Monitor Car Parks	TBC	Annual	<ul style="list-style-type: none"> • Board to consider future car park monitoring.
		Business Audits	Chamber	July 09	<ul style="list-style-type: none"> • Audits being reconsidered by Board
		Health checks	Chamber	After budget approval	<ul style="list-style-type: none"> • Not agreed for action
Marketing & Promotional Strategy		Develop Strategy	Chamber & MTCMB	Following budget approval	<ul style="list-style-type: none"> • Strategy to be considered by board
Press & Media		Regular press releases.	Chamber & MTCMB	Ongoing	<ul style="list-style-type: none"> • Regular articles – ongoing • Shop Local campaign

**Work Programme
Appendix 4**

WORK AREA	ADP Priority	ACTION	LEAD	TIMESCALE	PROGRESS
Business Promotion		Develop website	Chamber	July 09	<ul style="list-style-type: none"> Chamber Website re launched.
		Shop Local campaign	Chamber	May 09 – end of TCM project	<ul style="list-style-type: none"> New drive through Morley Observer – opportunities being progressed
		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 – to discuss at July 9th meeting
		Business promotion through Estate Agents	Town Centre Manager	May 09 – end of project	No progress – but still liaising with Estate Agents over empty properties and best uses
		Develop visitor potential	Town Centre Manager		<ul style="list-style-type: none"> No progress (but see Town Guide above)
Events					
		Co-ordinate programme of events	Chamber & Town Council	June 09 – 2011	<ul style="list-style-type: none"> Events agreed – for year
		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
		Establish regular street markets	Chamber	April (<i>St George's</i>) July (<i>Yorks Day</i>) October (<i>Lit Fest</i>) Nov (<i>Lights</i>) Dec(<i>Christmas</i>)	<ul style="list-style-type: none"> Chamber now running street markets with developing themes, Also launched monthly craft markets in town and Park

**Work Programme
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Encourage private sector role within TCM Development			TCM	May 09 - Jan 2011	<ul style="list-style-type: none"> Chamber business plan drafted
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 – aim for completion by end of July 2010 - chase
Strategic					
		Complete Morley Bottoms T&DC Project	TPO	May 09	<ul style="list-style-type: none"> TCM to assist as required - ensuring businesses have been notified of how demolition will occur
		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 – chase it has been sent – if Board approve
		Explore opportunities for more car parking	TBC	June 09 – June 2010	<ul style="list-style-type: none"> Increase capacity for daily needs and special events
		Develop gateways	Town Council	May 09 – June 2011	<ul style="list-style-type: none"> Town Council progressing
		Town centre maps	Town Centre Manager	June 2009 – June 2010	<ul style="list-style-type: none"> Get price for variety of options – Board to approve concept for

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					August TCMB
		Explore options to site bus station	Town Centre Manager	2010 - 2011	<ul style="list-style-type: none"> Consideration being given of two interchanges – one by Town Hall and larger one adjoining High St
		<u>Develop Park as 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 – next 31 July
		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 over new milk bar/internet café legality
Misc					
		Establish managed framework for street selling.	Town Centre Manager	May 09 – August 09	<ul style="list-style-type: none"> Ongoing
		Develop opportunities for street cafes	Chamber	June 09 - August 10	<ul style="list-style-type: none"> TCM advised Queen Hotel to prepare an application for LCC street café group
		Monitor on-street licensing	Town Centre Manager	Ongoing	<ul style="list-style-type: none"> Positive meeting with Shopwatch over new scheme – progressing ideas with cctv