

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 will be delivered in partnership with Leeds Ahead who offer a business brokerage service across the City. Leeds Ahead would employ the post holder and they would be jointly managed by West Leeds Area Management Team & Leeds Ahead

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

For the last two years the Town Centre Manager (TCM) has been in post supporting the local businesses to grow as a collective. The post covers both Pudsey & Armley town centres, with match funding being requested from the Inner West Area Committee in December.

In the last year a series of projects have confirmed the justification for employing a TCM in these town centres. With the development of the business forum in Pudsey, an extremely successful 'Pudsey Voucher scheme' and a range of well attended community events, the TCM has had an influential effect on the local shop keepers and community members of the Pudsey area.

The TCM is 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. The aims of the TCM is to enhance the attractiveness of the two town centres of Pudsey and Armley, to increase their vibrancy and sustainability, and to help create centres where increasing numbers go to shop, for entertainment and leisure. The TCM would be based within the West Leeds Area Management Team, but employed through Leeds Ahead and jointly managed by a West Leeds Area Management Team / Leeds Ahead steering group.

The following key issues are identified as priorities for action:

- The numbers of vacant properties for rental in and around the town centres
- The poor appearance of some town centre areas
- the lack of a Sunday economy

to develop an active business or town centre partnership

In addition to the funding for the post a request is being made for an additional £5,000 'promotional budget' that will allow a series of events to be delivered in Pudsey in a similar vein to last year's programme. These will include the likes of Easter & Christmas extravaganza, along with other celebrations to increase the footfall in the town centre. This funding was approved last year and allowed a large number of people to be involved

in their locality and support the work of the likes of the business form.

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)

The cost of the post with on costs is £40,000

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

- 12 months funding (April 2011 to 31st March 2012) - £20,000 from each Area Committee

The amount requested for the 'promotional budget' is £5,000 (revenue)

The total amount of funds requested for this scheme is: £25,000 (revenue)

Identify which geographic areas will benefit:

Pudsey centre and surrounding areas.