



LEEDS
CITY COUNCIL

Town Centre Management Board

Tuesday 16th January 2007
Blackburn Hall

ATTENDANCE:

Cllr Stewart Golton	Chair: Rothwell Councillor
Cllr Judith Elliott	Morley Councillor
Joy Goodman	Morley Business
Angela Gott	Rothwell Business
Cllr Joyce Sanders	Morley Town Council
Tom O'Donovan	South Leeds Area Management Team
Peter Mudge	Town Centre Manager

Apologies:- None

1.0 Welcome & Introductions

The minutes were approved subject to the following correction.
Cllr Elliott asked for the minutes of 11.12.06 to be amended in the TCM Report section to note: "Cllr Elliott and Keith Robinson said rumours of Aldi opening *in the Mill premises at the Black Price Site* on Fountains Street ..."

2.0 Appointment of Chair

Following the resignation of Keith Robinson due to ill health, Joy Goodman was invited to join the board (subject to the Area Committee agreeing) as the representative of Morley business. In the absence of a nomination from the Cllr Stewart Golton.

3.0 Town Centre Manager's Report

The Town Centre Manager updated the meeting on projects and progress as itemised in his report circulated at the meeting.

Format: It was suggested an improved format should be used for presenting future TCM reports.

Replacement of lighting columns: The Chair said that due to the width of the street, he presumed there will continue to be lighting columns on both sides of Commercial Street. The TCM said he would check.

Stada Marketing's proposals for street banners: It was agreed an illustration of the proposal should be presented to the next TCMB meeting.

TCM office in Rothwell: The Chair suggested Morrisons may be willing to reduce the rent if the office acted as a liaison point for their ongoing work.

St George's Day: Cllr Elliott said Cllr Tetley was now out of hospital and it would be appropriate for the TCM to ring him to discover current arrangements.

Albion St: Cllr Elliott and Sanders agreed the site had got worse and enforcement must be undertaken. It was agreed the TCM should email LCC Enforcement for confirmation legal action is underway. The Chair asked to be copied in to this correspondence.

4.0 Terms of Reference

Approved

5.0 Budget

A budget summary was presented. Tom explained that items 1 – 7 had already been undertaken. Concerning a tabled Promotions expenditure of £15,000, the Chair asked for more detail. Peter explained this was allocated to cover a Keep it Local campaign to residents of both towns and was detailed in the Promotions Strategies to be considered as the next item on the agenda.

6.0 Morley & Rothwell Draft Promotional Strategy

Promotions Strategy:

The Chair said that in addition to the theory-based Strategies, Promotional Action Plans must be drawn up to show how the schemes would be instigated.

It was agreed websites should be better utilised to promote both towns.

Peter spoke about the need to implement the Keep it Local promotional strategy by Easter 07 and said he will bring costings and a detailed proposal to the next TCMB meeting.

7.0 Morley & Rothwell Summits

Board members attending the Summit felt the event held on 12 January 2007, had enjoyed a good turnout with strong representation from traders, many good points were made and the guest speakers added a valuable input.

Cllr Elliott said it had been a very good event with people showing support because they sense real changes are afoot.

Cllr Sanders said she was pleased that some people attending the event were now being positive after previously appearing belligerent.

Tom said he felt the event had provided a very upbeat, positive message and credit must go to the keynote speakers.

On this latter point, Cllr Elliott said that whilst worthwhile, some of the illustrations of what is happening in other market towns were not appropriate to Morley.

8.0 AOB

Boots: Angela said that Boots the Chemist Ltd was due to

Redevelop its Morley store in March and this would be positive news for the town.

Radio Link: The Board noted that the Police radio-link schemes, (whereby businesses have a direct link to each other and the Police in order to reduce crime,) was proving popular in Rothwell. The Morley scheme had been introduced some years ago and was now undertaking a relaunch.

The meeting ended at 19.30pm.

9.0 Date & time of next meeting

All

Tuesday 13 February. 18.00pm – Morley Town Hall, Small Banqueting Room.