

Activities	Partners	Outputs	Outcomes	Tasks to do/date	<u>Updated to 28.01.08</u>	
1.	<u>DEVELOPING AND DELIVERING THE STRATEGY</u>					
1:1	Town Centre Management Board (TCMB)	Outer South Area Committee, Morley traders, Morley Town Council, Area Management Team.	a) Town Centre Management Board for Morley and Rothwell. b) Town Centre Action Plans produced for Morley & Rothwell. c) Consider other areas of work.	TCMB to guide the strategy for regeneration of both town centres. TCMB to oversee work programme for Town Centre Manager (TCM) Better inform & co-ordinate work of Town Centre partnerships.	Convene monthly meetings. <i>Next: 12/02/08</i> Distribute agenda / papers and minutes. <i>Thurs before meeting</i> Produce Forward Plan. <i>Progressing</i>	

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1:2	Morley Town Centre Partnership (MTCP)	TCP members To include LCC, Morley Town Council, Police, Voluntary Sector plus TCM, Traders, key town centre groups.	Develop an integrated partnership between TCMB and MTCP to provide greater benefits to Morley Town Centre.	Clear project implementation mechanism incorporating TCMB and MTCP. Wide representation of membership from public, private and voluntary sector will create better inform community.	TCM to oversee agenda and papers for MTCP meetings. <i>Agree with Morley TCP Chair 2 weeks before</i> Ongoing referral of appropriate issues to MTCP. <i>Next meeting</i> Prepare annual Summit to develop Big Ideas <i>Summit for 28 March 2008</i>	Dec meeting featured Chamber relaunch – presentation – Car Parking Christmas Market result Summit date Town Centre Stage Literature Festival update Summit (06.03) main speakers approached – main topic agreed

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1:3 a)	Extended opening	AMT, TCMB, Chamber of Trade, Partnership, police, Ents Committee, traders media.	Targets identified and preferred routes to achieve them.	<p>Increase number of shoppers in town</p> <p>Increase takings for local business</p> <p>Increase ongoing appeal of town centre</p> <p>Increase convenience of town centre</p> <p>Increased evening and Sunday trading</p> <p>Develop a restaurant and café culture</p>	<p>Encourage more cafes and evening economy providers to open in the town <i>Ongoing</i></p> <p>Liaise with restaurants and cafes to encourage evening opening <i>Ongoing</i></p> <p>Liaise with media to promote evening opening <i>Ongoing</i></p> <p>Encourage evening entertainments <i>Meeting to be held with providers in May</i></p> <p>Highlight extended opening in promotional literature <i>Tender document agreed</i></p> <p>Encourage retailers to open late – the vanguard being the restaurants and cafes <i>Ongoing</i></p>	<p>Events leaflet progress. <i>Next edition 08 First Quarter</i></p> <p>Meeting with pubwatch and chamber to prepare evening opening process for 2008</p> <p>Meeting YEP <i>TBC Jan 08</i></p> <p>Discussed development of extended opening with Morley Chamber – agreed to develop potential in readiness of Summit</p>

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<p>1:3 b)</p> <p>Markets and streetsellers</p>	<p>Highways, Streetscene, Police, Arriva, Metro, Parking Enforcement, Chamber, AMT, TCMB, Partnership, Retailers</p>	<p>Quarterly Specialist Markets supported by existing town traders..</p> <p>Ongoing outdoor stalls in town centre</p> <p>Close liaison with indoor market</p> <p>Booking procedure for stalls and streetsellers.</p>	<p>Major increase in shoppers</p> <p>Increased footfall and takeup of units in indoor market</p> <p>Increased takings for town businesses</p> <p>Greater numbers of appropriate streetsellers.</p>	<p>Introduce an agency arrangement for running of 4 specialist markets per year. <i>General market on 8.12.07</i></p> <p>Ensure themes are appropriate to the town and not repeated in year. <i>Appropriate but not specialist</i></p> <p>Provide funding and appropriate support to ensure major promotion</p> <p>Ensure agents are committed to markets running the length of upper Queen Street. <i>Way forward confirmed</i></p> <p>Develop licensing form to streetsellers.</p> <p>Meeting with Parking to develop a unified approach to on street parking. <i>Correspondence and discussions held</i></p>	<p>First TCM outdoor market held on 8 / 9 Dec. Rain didn't dampen spirits and possibility of next one (linked to market / Chamber in Spring – Chamber to confirm preference)</p>

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1.3 c)	Retail Environment	Indoor Market, traders, Chamber, AMT, TCMB, Partnership, Media, Police, Highways, Streetscene	<p>Liaison with Partners to ensure ongoing convenient access to the town centre</p> <p>Encouraging stronger and more sympathetic partnership between Parking Enforcement and businesses.</p> <p>Improved accessibility to and around the town centre.</p>	<p>Improving accessibility ensuring more shoppers visit the town.</p> <p>Increased take-up of empty units – especially in Morley Bottoms and Fountain Street.</p> <p>Improved loading / unloading and events provision at top of Queen Street.</p>	<p>Improved liaison with Metro and encourage – where appropriate – for increased bus provision. Meeting 20.05.07</p> <p>Ongoing monitoring of bus loading / unloading. 20.05.07</p> <p>Investigate viability of road train linking with train station and car parks around centre.</p> <p>Enable temporary road closures to extend along Queen St from Hope St. <i>Investigating partnership approach</i></p> <p>Assist with and monitor Council's car park strategy. Sept 07</p>	<p>Bus station opportunities progressing with Highways <i>last met 24.01.08</i></p> <p>Investigate reducing vehicle congestion beside banks Jan 08</p> <p>Road train idea to be discussed with Metro and Y Forward . Meeting decided impractical to run from railway station. Jan 08</p> <p>Car Park time limit. Meeting held with Morrisons to agree its support for 3 hour limit. Jan 08</p> <p>Discussion held with Kirkgate Markets to agree future on street trading mechanism.</p>

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1:3 d)	Linked Promotions	TCP, TCMB, White Rose, Indoor Market, Traders, Eateries, Sponsors.	<p>Joint marketing initiatives</p> <p>Development of linked initiatives (literature festival and cafes, St Georges Day and traders etc, residents and markets.)</p> <p>Information provided to new residents</p> <p>Ongoing promotion of town to local residents</p>	<p>Greater marketing of the town centre</p> <p>More attractions for the town centre</p> <p>Increase number of local shoppers</p> <p>Increase repeat visits by local shoppers</p> <p>Increase social visitors to the town centre</p>	<p>Develop ideas for linked promotions. (Outdoor market, evening music etc)</p> <p style="text-align: right;"><i>Ongoing</i></p>	<p>Chamber and cafes have supported partnership working on evening events, St George's Weekend, literature festival and town promotion. <i>16,01,08</i></p> <p>Businesses and market opened late for Christmas build up – utilise for 2008</p> <p>Meeting being held with White Rose and Chamber to agree process for Coach Familiarisation visits. <i>21.01.08</i></p> <p>Business sponsorship underway for evening street banners siting and process for Morley. <i>Anticipated April 08</i></p> <p>Chamber and TCM meeting weekly to progress and resolve issues in the town centre.</p>

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1:3 e)	Heritage	Historical Soc, Morley in Bloom, Morley Murals Soc, Partnership, AMT, TCMB.	<p>Improved storage and promotion of town's archives.</p> <p>Heritage Trail for Morley.</p> <p>Improved appearance for town's heritage</p> <p>Increased soft landscapes and utilisation of such.</p>	<p>Greater public interest in town's history.</p> <p>Increasing number of visitor's discovering town's history.</p> <p>Improved appearance to town centre leading to more shoppers and an improved cultural aspect.</p>	<p>Assist with provision of heritage base for town. <i>Heritage meeting on 01.05.07</i></p> <p>Assist as required with improvements to town's heritage (Siegen Phone Box, Statues, St Mary in the Wood etc.) <i>Met on 18.04.07. Ringing BT to progress</i></p> <p>Produce and distribute Heritage Trail pamphlet <i>Ongoing</i></p> <p>Ongoing promotion of heritage provision in the town.</p> <p>Heritage Day in June to launch trail / leaflet and promote all aspects of heritage. <i>30.05.07</i></p>	<p>Siegen Square potential coming to TCM in new year (drawn up by Parks)</p> <p>Costs for Heritage room in town hall confirmed – part funing through TCMB</p> <p>T'OD and TCM met Libraries re Heritage potential – details given to heritage group who confirming implementation with library at meeting next week.</p> <p>Civic Soc linking with Joe for January town trail – PM to Rotary lunch <i>Jan 08</i></p>

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1.4	Promotional Strategy	TCMB, TCPs and AMT.	<p>Strategy created and approved by TCMB & TCP.</p> <p>Promotional campaign developed & launched.</p> <p>Strong communications partnerships developed using the local, regional and specialist media, leaflets, posters, displays, exhibitions etc.</p>	<p>A greater regional awareness of the town's attractions.</p> <p>Increased footfall and an improved town centre economy.</p> <p>Attraction of new businesses to the town</p> <p>Create positive promotion of the town centre.</p>	<p>Prepare, budget and develop promotional strategy. <i>Invites to be sent out 4.05.07</i></p> <p>Scope promotional campaign. Themes/ cost / delivery etc. <i>Included in tender</i></p> <p>Develop tender brief & clear with procurement unit. <i>Completed</i></p> <p>Utilise all opportunities to encourage new residents to increasingly visit the town centre.</p> <p>Make contact with new businesses whose input will benefit the town's economy. <i>Ongoing</i></p> <p>Produce timeline for optimum operation of strategy. <i>16th March</i></p>	<p>Doordrop leaflet – distributed</p> <p>Expanded doordrop system is now covering East Ardsley</p> <p>LCC agreed process with TCM for street banners in approved areas.</p> <p>Meeting held and process being implemented.</p> <p>TCMB meeting with White Rose to discuss introduction of a coach familiarisation system. <i>28.01.08</i></p>

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<p>1:4 Develop and cost annual calendar of events to complement the overarching strategy.</p>	<p>Morley Entertainments Committee, Events organisers, TCM, MTCP, TCMB.</p>	<p>Varied & dynamic annual calendar of events for Morley Town Centre.</p> <p>Calendar of events received by MTCP for implementation.</p>	<p>Increased profile for the town.</p> <p>Increase promotion of the town centre to residents and visitors.</p> <p>Increase spend in town centre.</p> <p>Increase community cohesion</p>	<p>Form strong partnership with the Morley Entertainments Committee and other providers. <i>Ongoing</i></p> <p>Compile quarterly calendar of events. <i>Second quarter - 22 March 07</i></p> <p>Prepare an annual budget for TCM involvement in events. <i>Update for board meetings</i></p> <p>Where appropriate, provide support to event organisers. <i>Ongoing</i></p> <p>Compile list of supplementary events and appropriate organisers <i>Completed - 22 March 07</i></p> <p>Ensure appropriate marketing of events. <i>Ongoing</i></p>	<p>First Quarter events calendar will be prepared for Jan distribution – with admin</p> <p>Progressing ideas for a Morley open air stage with possible band stand in Scatcherd Park. Funding ideas need developing. T'OD and PM discussing</p> <p>Entertainments Committee discussed basic grant for 2008 events – Brian Cuthbert (treasurer) and Mayor (chair) contacting PM with meeting date</p> <p>Morley Fair / feast will be reintroduced in 2008. TCM laising with fair operators.</p>

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1:5	Encourage the private sector to play an increasingly active role in improving Morley Town Centre	Chamber of Trade, LVA, Businesses in the Town Centre, media, businesses wishing to assist the town centre, public sector. interest groups.	<p>Improved partnership working on issues affecting Morley Town Centre.</p> <p>Encourage business to support town centre improvement</p> <p>Ensure businesses have a voice in decision-making</p> <p>Businesses are kept informed of progress made by TCM.</p>	<p>Improved resolution of problems.</p> <p>Stronger partnership between the private and public sectors.</p> <p>A more user-friendly town centre.</p> <p>Increased footfall and improved town centre economy.</p>	<p>Gain support from key figures within the private sector. This includes the White Rose Centre. <i>Ongoing</i></p> <p>Invite businesses to weekly Town Centre Management “surgeries” <i>From 28 / 11 / 06 ongoing</i></p> <p>Promote good practice throughout business sector <i>Ongoing</i></p> <p>Regularly meet with businesses, (including Chamber of Trade,) and offer an open door policy. <i>Ongoing</i></p>	<p>Buckle building at last bought – process assisted by TCM and planning enforcement.</p> <p>Chamber / TCM partnership continuing to develop ideas for reinvigoration of town</p> <p>Meeting with White Rose to consider partnership working <i>28th Jan 08</i></p> <p>Meeting with Morley Rugby Club to consider their role in developing leisure facilities <i>Jan 08</i></p> <p>Morrisons funding support for car parking <i>Jan 08</i></p>

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<p>1:6 Encourage partnership working with the public sector to improve Morley Town Centre</p>	<p>Morley Town Council, Police, Probation Service, private business, AC, AMT, Press Office, Leisure & Learning, Streetscene, Groundwork, Civic Services, Highways, Development Control etc.</p>	<p>Improved partnership working on issues affecting Morley Town Centre</p> <p>Providing cohesion between diverse policies: Highways, parks, events team etc.</p> <p>Speedier resolution of issues affecting the town centre.</p> <p>Where required, encourage the public sector to support town centre improvement.</p> <p>Other actions as required.</p>	<p>Faster resolution of problems.</p> <p>Stronger partnership between the public and private sectors.</p> <p>A more user-friendly town centre.</p> <p>Increased footfall and improved town centre economy.</p>	<p>Gain support from key figures within the public sector. <i>Ongoing</i></p> <p>Develop good working relationships with operating staff. <i>Ongoing</i></p> <p>Develop Weekly Town Centre Audit, link to Streetscene and other appropriate services. <i>w/c 26th Feb</i></p> <p>Invite appropriate representation to weekly TCM “surgeries” <i>From 28 / 11 / 06</i></p> <p>Ensure businesses liaise with appropriate departments / agencies. <i>Ongoing</i></p> <p>Create an email based system to keep departments / agencies updated on progress. <i>30/06/07 - distribution</i></p>	<p>Gateways initial ideas went to Partnerships. Need to determine way forward. – banners to assist and Kevin B planting on North Queen St <i>10.11.07</i></p> <p>Town Hall electricity supply for town square. installed <i>Work progressing</i></p> <p>Met with Metro and members re building bus station in town centre –principle approved. TCM to assist wherever possible</p>

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<p>1:7 Assist with strategies designed to reduce crime and fear of crime in the Town Centre</p>	<p>Police, Community Safety, AC, Streetscene, Highways. Trader groups, daytime and evening businesses.</p>	<p>TCMB to keep updated evidence-based work details on town centre safety issues.</p> <p>Ongoing liaison with partners to identify and resolve issues.</p> <p>Encourage greater awareness of ways to reduce crime which is related to businesses.</p> <p>Encourage a greater mix of people to use the town centre out of hours.</p> <p>Other actions as required.</p>	<p>Less crime in the town centre.</p> <p>Town centre is perceived a safe place in which to trade and socialise.</p> <p>Improved anti-crime measures within businesses.</p> <p>Removal of crime hotspots.</p> <p>Increased footfall and an improved town centre economy.</p>	<p>Through Police, Community Safety and Streetscene work with schools, youth sector and other groups, as appropriate, to resolve nuisance related issues. (litter, graffiti, noise etc.) Weekly audit of street environment. <i>Ongoing.</i></p> <p>Prepare advice sheet for businesses, distribute and gain their response. <i>05 / 07</i></p> <p>Work with individual businesses to increase crime prevention awareness. <i>08/07</i></p> <p>Investigate Shopwatch and Pubwatch schemes and advise Police and Community Safety. <i>27 / 02 / 08</i></p> <p>Promote successes and challenges.</p>	<p>School visit to nightclub with police and tcm <i>Jan.08</i></p> <p>Enforcement underway with Greggs <i>Ongoing</i></p> <p>Police and TCM working in strong partnership to welcome appropriate yet stop unwanted street trading. <i>Ongoing</i></p> <p>Reported graffiti on Beryl Burton and writing to owners of Indian restaurant re rubbish behind shop <i>18 Jan 08</i></p>

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2	<u>RESEARCH: INFORMATION AND MONITORING</u>					
2:1	Undertake Town Centre “Health Check” to provide an evidence-base to determine actions and inform planning.	TCM, Information sources, (LCC, Police,) Joseph Priestley College.	Detailed update of state of town centre. Reference point for council, police and agencies. Reference point for potential new businesses Reference point for potential funders	Provide a baseline on state of town Key areas requiring attention are identified. Increase in business variety Increased funding for town centre improvements	Record: footfall, safety, population, car parking, town centre offer. Business variety, offer, vacant units, potential and profitability. Feed back findings to appropriate bodies. Seek improvements as identified by research. Promote problems and successes. <i>Ongoing</i>	Health check is being overseen directly by AMT. – Needs progress Have police response and am chasing other aspects of the health check audit. <i>Aug 07</i> Have received studies from Leeds Met students. <i>07.08</i>

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2:2	Undertake questionnaires	Market research company	<p>Detailed update on issues, perception and usage of town centre.</p> <p>Reference point for council, police and agencies.</p> <p>Reference point for potential new businesses</p> <p>Reference point for potential funders</p>	<p>Provide a baseline on perceived state of town</p> <p>Key areas requiring attention are identified.</p> <p>More user and business friendly town centre.</p> <p>Increase in business variety</p> <p>Increased funding for town centre improvements</p>	<p>Identify research method. <i>31/03/07</i></p> <p>Agree questions and process.</p> <p>Feed back findings to appropriate bodies.</p> <p>Seek improvements as identified by research.</p> <p>Promote problems and successes. <i>Ongoing</i></p>	<p>TCMB reconsidering needs for this study – needs confirmation.</p> <p>Notified potential partners that this matter is temporarily on hold <i>07.07</i></p>

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3	<u>TOWN AND DISTRICT CENTRES</u>					
3:1	Morley Bottoms	Morley Bottoms Working Party, MTCP, AC, Mid range supermarkets / chain stores, Chamber of Trade and local business	Partnership working to achieve project. Investigate if a mid - range general stores can become interested in opening in Morley Bottoms. New stores opening at bottom of Queen St and on Chapel Hill used to benefit existing Morley Bottoms premises	Revitalisation of Morley Bottoms. Increase in footfall and retail take-up benefiting businesses in Scatcherd Park area.	Support Morley Bottoms Project as required. <i>TBC</i>	Discussions being held re bus from station to town centre.Partners decided uneconomic Fortnightly meetings now being held on Morley Bottoms