

Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08	
1.	<u>DEVELOPING AND DELIVERING A STRATEGY</u>					
1:1	Town Centre Management Board (TCMB)	Outer South Area Committee, Rothwell traders, Morley traders, Morley Town Council, Area Management Team.	a) Town Centre Management Board for Morley & 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 Feb. 7pm</i> Distribute agenda / papers and minutes. <i>Thurs before meeting</i> Produce Forward Plan. <i>Progressing</i>	

ROTHWELL ACTION PLAN – 2007 / 08

Activities		Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
1:2	Rothwell Town Centre Partnership (MTCP)	Existing MTCP members (LCC, Police, Vol Sector plus MRTCM, traders, Entertainments Committee and other key town centre groups.	Develop an integrated partnership between TCMB and MTCP to provide greater benefits to Morley Town Centre.	<p>Clear project implementation mechanism incorporating TCMB and MTCP.</p> <p>Wide representation of membership from public, private and voluntary sector will create better inform community..</p>	<p>TCM to oversee agenda and papers for MTCP meetings. <i>Agree with TCP Chair 2 weeks before</i></p> <p>Ongoing referral of appropriate issues to RTCP. <i>Ongoing</i></p> <p>Prepare annual Summit to gain Big Ideas for the coming year <i>Prepare Nov 07 for event in Spring 08</i></p>	<p>Last meeting held on 15 Nov. Summit to be next meeting <i>Details agreed and invites being sent out</i></p> <p>Invites sent out for Feb 29 Summit. Guest speaker and panel confirmed.</p>
1:3 a)	Developing a wider mix of shops	AMT, TCMB, Partnership, Traders, Wm Morrisons	<p>Greater range of shops.</p> <p>Improved appearance to town centre.</p>	<p>More shoppers.</p> <p>Increased spend in town centre.</p> <p>Improved footfall.</p> <p>Increased sustainability for Town Centre</p>	<p>Identify shortfalls in town's provision and seek to remedy this.</p> <p>Encourage retail sector to concentrate on Commercial Street and Marsh Lane. (With service providers on these roads and elsewhere.</p>	<p>Meeting to be sought with Economic Dev and Asset Management. <i>TBC</i></p> <p>Encouraging rapid decision on land sale for 3 new shops. <i>Keep pushing</i></p> <p>Progressing hope for café on main thoroughfare. 5 requests for available unites discussed with TCM</p>

ROTHWELL ACTION PLAN – 2007 / 08

Activities		Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
1:3	General markets	AMT, TCMB, Partnership, Police, Highways, Metro, Market provider.	<p>Have a regular market operating within the town centre.</p> <p>Market to assist with developing evening economy.</p>	<p>Major increase in the number of shoppers visiting town.</p> <p>Major attraction upon which to boost current economy and develop a strong evening economy.</p>	<p>Find agent willing to develop a weekly or monthly market in available spaces along Commercial Street.</p> <p>Ensure sufficient advertising of market.</p> <p>Investigate support for the market to run alongside late night opening</p>	<p>Christmas market held running down Commercial Street – investigating opportunities to repeat quarterly markets <i>Ongoing</i></p> <p>Banners for town –t. Lamp banners being progressed for Rothwell 600</p>
1:3 3	Improved connection between shopping areas	Existing traders, new traders, AMT, TCMB, TCP, Car Parks, Enforcement, Police.	<p>More attractive routes between different areas of town centre.</p> <p>Better marketing of diverse areas of town centre.</p> <p>Increased business-to-business trading and promotion.</p>	<p>Increased profits around town centre</p> <p>Increased public awareness of the true range of items available in Rothwell town centre.</p> <p>Increased number of businesses.</p> <p>Greater sustainability for all trading areas</p>	<p>Encourage softened landscapes <i>Projects underway</i></p> <p>pavement cafes / pitches on available sites.</p> <p>Provide town centre signage showing all shopping areas. (Including Butcher Lane.)</p>	<p>Met with owner of Salute to consider joint ideas for evenings – positive response</p>

ROTHWELL ACTION PLAN – 2007 / 08

	Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
1:3 4	Developing an evening economy	Businesses, market, TCMB, Partnership, AMT, Streetscene, entertainers, Police.	Develop a monthly late night opening mechanism and monitor to assess viability of this becoming weekly.	Attract shoppers to the town from across South Leeds. Increased income to businesses. Increased promotion and awareness of Rothwell's potential.	Encourage businesses to promote inter-trading – possibly through voucher scheme etc. Encourage market provider to lead on this initiative. Encourage support from existing and new businesses. (Including opening, discounts, offers etc.) Support for an events management structure. Encourage the setting up – and support as required – a 600 th anniversary team.	Reconsider viability in light of outdoor market - take to summit ??

ROTHWELL ACTION PLAN – 2007 / 08

Activities		Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
1:3 5	Rothwell 600	Rothwell Events Committee, TCP, TCMB, AMT, interested groups and individuals, media.	<p>Ensure a strong, sustainable events team is in place.</p> <p>Find a team willing to supply a major boost to the town's economy throughout 2008 as the town celebrates its 600th anniversary.</p>	<p>Encourage events to play an increasingly important role in the town centre's economy.</p> <p>Reduce the pressure on current providers</p> <p>Increased appeal for town centre.</p> <p>Increased number of events drawing people to the town.</p> <p>Greater support for existing businesses and residents of Rothwell.</p>	<p>Help increase the range of attractions in Rothwell town centre.</p> <p>Provide and encourage increased promotion of events.</p>	<p>Rothwell 600 committee meeting held in January</p> <p>Banners progressing and school town centres <i>Progressing</i></p>

ROTHWELL ACTION PLAN – 2007 / 08

Activities		Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
1:4	Draw up and budget an annual calendar of events which fits with the overarching strategy.	Rothwell Entertainments Committee, Events organisers, AMT, RTCP, TCMB.	<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</p> <p>Increase spend in town centre.</p> <p>Increase community cohesion</p>	<p>Form strong partnership with the Rothwell Events Committee and other providers. <i>Ongoing</i></p> <p>Compile annual calendar of events. <i>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>22 March 07</i></p> <p>Ensure appropriate marketing of events. <i>Ongoing</i></p>	<p>Jan – March events leaflet being prepared – complete Jan 08</p> <p>2008 Events to be planned and booked – undertake in association with Rothwell 600 and Events Comm.</p> <p>Promotion of 2008 events in accordance with Rothwell 600</p>

ROTHWELL ACTION PLAN – 2007 / 08

	Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
1:5	<p>Develop, approve, budget and implement a promotional strategy which fits with the overarching strategy.</p>	<p>TCMB, TCPs and AMT.</p>	<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 of benefit to the town.</p>	<p>Prepare, budget and develop promotional strategy.</p> <p>Develop tender brief & clear with procurement unit.</p> <p>Scope promotional campaign. Themes/ cost/delivery etc.</p> <p>Make contact with new businesses whose input will benefit the town's economy.</p> <p style="text-align: right;"><i>Ongoing</i></p> <p>Produce timeline for optimum operation of strategy.</p> <p style="text-align: right;"><i>16th March</i></p>	<p>Promotional strategy updated.</p> <p>Second leaflet doordrop to include Robin Hood – has been distributed</p>

ROTHWELL ACTION PLAN – 2007 / 08

Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08	
1:6	Develop the social, cultural and economic capacity of the town centre which fits with the overarching strategy.	Streetscene, Highways, Police, RTCP, Rothwell Entertainments Committee, arts providers, cafes, pubs and businesses	<p>Greater range of attractions.</p> <p>Increased use of areas for street theatre, pavement cafes, market stalls, street furniture, litter bins etc.</p> <p>More specialist socially driven businesses such as soft play area, crèche, dry pubs, shopmobility etc.</p>	<p>Increased footfall and an improved town centre economy.</p> <p>Rothwell identified as a family and community friendly area.</p> <p>Increased usage of the town centre as a social venue for new and existing residents and visitors.</p> <p>Improved perception of the Morley offer to residents and visitors.</p>	<p>Liaise with partners to obtain support. <i>Ongoing</i></p> <p>Encourage business backing including extended opening.</p> <p>Liaise with partners to gain legal permission <i>Ongoing</i></p> <p>Support / fund projects to benefit the town centre's look or operation. <i>Ongoing</i></p> <p>Priority for TCM is to assess café possibilities in town centre and get interested businesses to develop opening. <i>Spring 07</i></p> <p>Get more litter bins on Commercial Street.</p> <p>Promote successes and ongoing issues. <i>Ongoing</i></p>	<p>Pursuing Council land for Reeds Rains car park and 3 shops from Rothwell Windows</p> <p>Met Parks and Morrisons to agree opportunities for riverside walk. <i>10.11.07</i></p> <p>Economic Dev, Asset Management and Cllr Golton to meet to discuss needs of town centre <i>Tbc</i></p> <p>Worked with pupils at Rothwell C of E as part of their project on the renovation work underway in Rothwell Town Centre. <i>21.01.08</i></p>

ROTHWELL ACTION PLAN – 2007 / 08

	Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
1:7	Encourage the private sector to play an increasingly active role in Rothwell Town Centre	Traders Association, LVA, Businesses in the Town Centre, RTCP, media, businesses wishing to assist the town centre, public sector., interest groups.	<p>Improved partnership working on issues affecting Rothwell Town Centre.</p> <p>Encourage business to support town centre improvement</p> <p>Ensure businesses have a voice in decision-making</p> <p>Unique selling point identified</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. <i>Ongoing</i></p> <p>Invite businesses to weekly Town Centre Management “surgeries” <i>ongoing</i></p> <p>Promote good practice throughout business sector <i>Ongoing</i></p> <p>Regularly meet with businesses, and offer an open door policy. <i>Ongoing</i></p> <p>Create a newsletter and email based system to keep businesses updated on progress.</p>	<p>Discussed with businesses the opportunity for relaunching the chamber of trade – looking to post Summit</p> <p>Meeting with Salute re ideas to promote bottom of town – Italian market?</p> <p>Arranged with Wm Morrison potential for ongoing meetings to resolve development issues as they arise</p>

ROTHWELL ACTION PLAN – 2007 / 08

Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08	
1:8	Encourage partnership working with the public sector	<p>RTCP, Police, Probation Service, private business, AC, AMT, Press</p> <p>Office, Leisure & Learning, Streetscene, Groundwork, Civic Services, Highways, Development Control etc.</p>	<p>Improved partnership working on issues affecting Rothwell 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>Farmers Market introduced</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>Ongoing</p> <p>Wm Morrison have received quote to fund repainting of blue street furniture – agreed to decide in January with view to starting in March 07. <i>07.11.07</i></p> <p>Liaising with Planning over Wm Morrison replacement of street furniture</p> <p>Bus shelter progressing for Commercial Street.</p>

ROTHWELL ACTION PLAN – 2007 / 08

	Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
1:9	<p>Assist with strategies designed to reduce crime and fear of crime in the Town Centre</p>	<p>Police, Community Safety, RTCP, AC, Streetscene, Highways.</p> <p>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.</p> <p>Prepare advice sheet for businesses, distribute and gain their response. 05 / 07</p> <p>Work with individual businesses to increase crime prevention awareness. 08/07</p> <p>Investigate Shopwatch and Pubwatch schemes and advise Police and Community Safety. 27 / 02 / 08</p> <p>Promote successes and challenges.</p>	<p>Spoke with Pubwatch to promote their linkage with Rothwell 600</p> <p style="text-align: right;"><i>Ongoing</i></p> <p>Police approached me about possibility of a police room being included in plans for new development. Matter discussed with Wm Morrison and now progressing .</p>

ROTHWELL ACTION PLAN – 2007 / 08

Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
2	<u>RESEARCH: INFORMATION & MONITORING</u>				
2:1	<p>Undertake Town Centre “Health Check” to provide an evidence-base to determine actions and inform planning</p> <p>TCM, Information sources, (LCC, Police,) Joseph Priestley College.</p>	<p>Detailed update of state 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 state of town</p> <p>Key areas requiring attention are identified.</p> <p>Increase in business variety</p> <p>Increased funding for town centre improvements</p>	<p>Record: footfall, safety, population, car parking, town centre offer. <i>05/07</i></p> <p>Business variety, offer, vacant units, potential and profitability. <i>04/07</i></p> <p>Feed back findings to appropriate bodies. <i>05/07</i></p> <p>Seek improvements as identified by research. <i>From 05/07</i></p> <p>Promote problems and successes. <i>Ongoing</i></p>	<p>Health check is being undertaken internally.</p> <p>Leeds Met has given me all reports prepared by students concerning their ideas for supporting Rothwell. <i>08.07</i></p> <p>Now offering students to become involved with green corridors with Parks <i>Speak with Kevin B</i></p>

ROTHWELL ACTION PLAN – 2007 / 08

Activities		Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08
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. <i>11 / 01 / 07</i></p> <p>Feed back findings to appropriate bodies. <i>05//07</i></p> <p>Seek improvements as identified by research. <i>From 05/07</i></p> <p>Promote problems and successes. <i>Ongoing</i></p>	<p>Ideas have been suggested for ways forward.</p> <p><i>Take to TCMB on 05.06.07</i></p>
2:3	Streetscape audits of : Lighting, Street Furniture, Signage Appearance of town centre.	Highways, Streetscene, Police, RTCP, Private sector, Groundwork, TCM.	<p>Where required, improvements made to lighting, signage, street furniture and appearance eof town centre.</p> <p>Ongoing monitoring of streetscape</p>	<p>More user-friendly and visually improved town centre.</p> <p>Increased footfall leading to increased profitability. Stronger partnership working.</p> <p>Production of reports to inform decision making and strategy.</p> <p>A detailed picture of all the social components.</p>	<p>Liaise with identified partners for audits to be undertaken. <i>03/07</i></p> <p>Undertake audits and record results. <i>05 / 07</i></p> <p>Gain support for implementation of improvements. <i>Ongoing</i></p>	<p>Discussions are underway as to the repainting of street furniture. Colour approved at TCP meeting. Hope of March start</p>

ROTHWELL ACTION PLAN – 2007 / 08

Activities	Partners	Outputs	Outcomes	Tasks To Do / Date	Updated to 28.01.08	
3	<u>TOWN AND DISTRICT CENTRES</u>					
3:1	Marsh Street car park.	AMT, Mouchel Parkman, RTCP, AC, local business	Partnership working to achieve project.	Improved traffic flow in Marsh St Car Park. Improved appearance to Marsh Street Car Park.	Support project and assist whenever invited.	TCM prepared list of outstanding works for area committee
3:2	Wm Morrison scheme	Wm Morrisons, TCMB, AMT, RTCP, LCC Planning, Streetscene, traders.	Consider and discuss proposals Confirm repercussions with partners. Develop ways to attract shoppers throughout period of project. Relay Commercial Street on whole length.	Better trading base for all Rothwell businesses including good access to all Commercial Street shops. Improved appearance for Town Centre. Development of a unique selling point for the town. Improved appearance / operation of main street	Ensure any potential problems are seen and when possible resolved. <i>Ongoing</i> Encourage business to fully utilise scheme to better benefit the town. <i>22nd November – RTCP business meeting.</i> Through USP, Rothwell starts to develop its potential at the start of the scheme. <i>04 / 07</i> Ensure the general wellbeing of the town centre is taken into account in advance of second phase	Discussing with Peter Wood (Morrisons) potential for seating to Marsh St <i>Awaiting response</i> Parks and Morrisons agreed to potential sympathetic redevelopment of riverside <i>Awaiting response</i> Discussed with Morrisons regular meetings to update on progress and problems. <i>Next meet 24.01.08</i>

ROTHWELL ACTION PLAN – 2007 / 08