

Area Committee Well-Being Fund – Project Proposal
Inner West Area Committee

Appendix 2

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. The post would be advertised as a 3 year post, subject to funding being ratified in future years.

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

A key focus of the Area Management Team's work is to regenerate the town & district centres within West Leeds. Funding for significant improvements to Pudsey, Farsley and Armley town / district centres has been secured through the Town & District Centre Regeneration Scheme. These improvements aim to compliment existing investment from Metro and LCC departments.

It is proposed that to progress the regeneration of the two town centres of Pudsey and Armley, a Town Centre Manager (TCM) is employed. One of the key recommendations of the Armley business event held in January 2008 was that a Town and District Centre manager would be of great assistance to supporting and encouraging businesses to start up and stay in Armley. The Pudsey Perceptions Survey also endorsed the appointment of a town centre manager to benefit the regeneration of Pudsey.

The TCM would be 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 would be 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 poor retail offer
- the lack of a Sunday economy
- to develop an active business or town centre partnership

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)

It is proposed that one full time post should be created, on a 3 year contract, with appointment at grade PO2. The cost of the post with on costs is £34,366 per annum. It is proposed that this should be supplemented with a budget to cover promotions and events, taking the total up to £40,000 per annum. Although it is the intention of the project for the TCM to raise finance that will fund the position in the 3rd year it is necessary for the post to be funded in the beginning as follows:

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

- 2008/9 – 6 months (October to 31st March) - £10,000 from each Area Committee
- 2009/10 – 12 months funding (April 09 to 31st March 2010) - £20,000 from each Area Committee
- 2010/11 – 12 months funding (April 2010 to 31st March 2011) - £20,000 from each Area Committee
- 2011/12 – 6 months funding (1st April to 30th September 2011)
- Review at end of March 2011 and if appropriate seek further funding

Identify which geographic areas will benefit:

Pudsey and Armley town centres and surrounding areas.

Who will be in receipt of the funding:

Leeds Ahead.