

## **Morley Town Deal Board**

### **Agenda**

**Monday 12 October 2020**

**14:00- 16:00**

**MS Teams/ Zoom Meeting**

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ITEM

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1. Introductions and Apologies
  2. Declaration of interests
  3. Agree minutes from the last meeting
  4. Economic baselining work- Mott Macdonald
    - a. Presentation of socio-economic baselining
    - b. Discussion
  5. Consultation and engagement- Locality
    - a. Presentation of consultation findings
    - b. Discussion
    - c. Wider Locality work: branding, visioning exercise, phase 2 consultation
  6. Emerging themes and workstreams
    - a. Discussion
  7. Accelerated funding projects (Appendix 1. For information)
  8. AOB
  9. Future meetings and business
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## **Attendees**

Gerald Jennings – Director, G.R. Jennings Properties Ltd

Councillor Lisa Mulherin – Executive Member, Climate Change, Transport and Sustainable Development, Leeds City Council

Dawn Ginns – Resident, Morley

Mark Goldstone – Head of Policy and Business Representation, West and North Yorkshire Chamber of Commerce

Lorraine Coates – Area Lead, Leeds City Region, Cities and Local Growth Unit

Councillor Robert Finnigan – Morley Town Council

Steven Foster – Director, Land Securities

Cameron Stephenson – Constituency Office Manager, Office of Andrea Jenkyns MP

Rebecca Greenwood – Policy Officer, West Yorkshire Combined Authority

Mark Harding – Market Manager, Morley Market

Rachael Kennedy – Morley Town Centre Manager

Reverend Anthony Lee – Leader, Morley Community Church

Councillor Wyn Kidger, Morley South ward member

Councillor Andrew Hutchison, Morley North ward member

Martin Farrington – Director of City Development, Leeds City Council

## **Apologies**

Andrea Jenkyns – Member of Parliament, Morley and Outwood

## **Invited attendees**

Jessica Ashton – Senior Regeneration Officer, Leeds City Council  
Adam Brannen – Head of Regeneration, Leeds City Council  
Samuel Lewis – Principal Regeneration Officer, Leeds City Council  
Claire Simms- Regeneration Support Officer, Leeds City Council

## **1. Introductions and apologies**

- 1.1. Chair's welcome.
- 1.2. Notes of attendance and apologies

## **2. Declaration of interests**

- 2.1. Board members to declare any interests of relevance to the meeting agenda

## **3. Agreement of minutes from last meeting**

- 3.1. Minutes have been circulated to members in advance for comment
- 3.2. Minutes from the September and October Morley Town Deal Board meetings will be uploaded to the Modern Gov website in the coming week
- 3.3. **Board members are asked to agree the minutes from September's Morley Town Deal Board meeting.**

## **4. Economic Baseline Work- Mott Macdonald**

- 4.1 Mott MacDonald will present early findings and analysis from the Economic Baseline work
- 4.2 Mott MacDonald was appointed by Leeds City Council (LCC) in August 2020 to undertake a socio-economic baseline assessment of the town of Morley. This report will provide a socio-economic assessment to assist and support Leeds City Council with the development of a Town Investment Plan for Morley and subsequent business case development. The purpose is to provide a robust evidence base that can be used to underpin subsequent project development and prioritisation for the town as part of the Morley Towns Fund submission
- 4.3 The economic baselining report is due to be finalised the week commencing 9 November 2020
- 4.4 The report will provide local and national level comparisons to contextualise Morley's economy and performance against the district as a whole and similar towns elsewhere in the district and region
- 4.5 The economic baselining work will form a key pillar underpinning the Town Investment Plan. A subsequent Visioning Session will be arranged with the Board to interpret this evidence and analysis, alongside the consultation and engagement outcomes, into a vision and key thematic areas for focus

4.6 Mott MacDonald will also support the Morley Towns Fund team and the Board to develop and prioritise projects and interventions for inclusion in the Town Investment Plan

4.7 **The Board are asked to respond to, and discuss, the presentation of early findings and analysis from the Economic Baseline work**

## 5 Community Engagement Processes

5.1 Locality will present early findings and analysis from the public engagement and stakeholder interviews

5.2 In September 2020, a partnership of Locality and Commonplace was commissioned to undertake a community engagement exercise focused upon obtaining the views of residents and other stakeholders (business community, VCFSE sector etc) to support the development of a Town Investment Plan (TIP)

5.3 Between September and December 2020 Locality will use the following methodology to support this engagement exercise:

5.4 Morley Mytown – Analysing the public posts on this central government website set up to enable the public to post their thoughts about Morley and their priorities for improvement

5.5 Morley Commonplace Heatmap – an online engagement tool designed for high volumes of responses based upon providing a map of Morley, which participants can place pins on to identify places of value to them and places which they are concerned about which could be priorities for Towns Fund investment. This will be supported by a parallel marketing campaign, which will drive traffic towards the site. The site has been launched and emerging findings will be presented at the October Board meeting

5.6 Stakeholder interviews – Targeting those in leadership positions within Morley or/and those with an in-depth understanding of the town. Drawn from a list of local Politicians, VCFSE (Voluntary, Community, Faith and Social Enterprise) Leaders, key members of the business community, and others in positions of leadership. A structured interview schedule has been developed and these will be undertaken face to face whenever possible using web-conferencing technology. As well as one to one interviews, Locality are also exploring undertaking one to many interviews using a focus group style recognising the potential for interaction to create a greater depth of information. These will begin in mid-September and will continue over the duration of the project

5.7 Resident interviews - Engaging with hard to reach / seldom heard from individuals, including young people, older people, and those who are economically disadvantaged or considered vulnerable, and therefore who will be less likely to engage through the commonplace platform. As with the stakeholder interviews, Locality will explore the opportunities for one to many. The objective is to begin these at the beginning of October and to continue them over the duration of the project

- 5.8 Morley Town Board Visioning Exercise – A facilitated online workshop with the members of Morley Town Deal board, delivered in partnership with Mott MacDonald (Economic Regeneration Consultants). This will be held on 21 October, will be an opportunity to receive feedback on the initial stages of the engagement process, and will be an opportunity for the board to develop an initial statement of ambition, vision and key thematic areas of focus
- 5.9 Morley Commonplace Project Proposal Consultation – A second commonplace site, which will present individual project ideas (in a condensed form) under an agreed number of themes. The format will be based upon providing a simple narrative describing those projects, followed by an opportunity for those responding to indicate which project ideas they felt were most important. Again, this will be supported by a comprehensive marketing plan and there will be an emphasis upon going back to the individuals who contributed at the first stage.
- 5.10 The entire engagement exercise will culminate in a comprehensive final report, summarising all aspects of the engagement undertaken. This will be crucial information which will support the development of the TIP as well as providing evidence of community support for the project proposals contained within it
- 5.11 Additionally Locality will support the Morley Town Deal Board to develop a brand identity, which can be used for the TIP as well as on an ongoing basis, during the TIP implementation phase. This will be led by graphic design agency Wolfgang.
- 5.12 **The Board are asked to respond to, and discuss, the early findings from the consultation and engagement work**

## 6 Emerging themes and workstreams

- 6.1 **The Board are asked to consider the developing evidence base and consultation and engagement outcomes, and to discuss emerging thematic areas of opportunity and challenge. These thematic areas may reflect the broad categories of intervention outlined in the Towns Fund Intervention Framework or include wider priorities**
- 6.2 **The Board are asked to consider and discuss potential workstreams developing from the combined work to date. These workstreams may include the following:**
- 6.2.1 Areas that may require Board sub-committee focus
  - 6.2.2 Areas that may require individual Board Member ownership
  - 6.2.3 Areas that may require further stakeholder engagement to develop, and potential stakeholders to convene for this purpose
  - 6.2.4 Areas that may require further exploration through the existing commissioned work or through officer focus

## 7 Accelerated Funding Projects

- 7.1 A brief paper will be tabled for information to provide an update on the accelerated funding projects. (See Appendix 1)

## 8 Any other business

## 9 Future business and meetings

9.1 The following meetings are arranged and in diaries:

<b>Date</b>	<b>Meeting</b>	<b>Key Content</b>
21 October	Visioning Session	Vision setting, theme selection
17 November	Board Meeting	Project prioritisation
7 December	Board Meeting	Town Investment Plan draft