

## **Morley Town Deal Board**

### **Minutes**

**Monday 16 November 2020**

**10:00 – 12:30**

**Zoom Meeting**

#### **Attendees**

Councillor Lisa Mulherin	<i>Executive Member, Climate Change, Transport and Sustainable Development, Leeds City Council</i>
Mark Goldstone	<i>Head of Policy and Business Representation, West and North Yorkshire Chamber of Commerce</i>
Councillor Robert Finnigan	<i>Morley Town Council</i>
Steven Foster	<i>Director, Land Securities</i>
Rebecca Greenwood	<i>Policy Officer, West Yorkshire Combined Authority</i>
Mark Harding	<i>Market Manager, Morley Market</i>
Gerald Jennings (Chair)	<i>Director, G.R. Jennings Properties Ltd</i>
Rachael Kennedy	<i>Morley Town Centre Manager</i>
Reverend Anthony Lee	<i>Leader, Morley Community Church</i>
Cameron Stephenson	<i>Constituency Office Manager, Office of Andrea Jenkyns MP (Sub)</i>
Martin Farrington	<i>Director of City Development, Leeds City Council</i>
Councillor Andrew Hutchison	<i>Morley North ward member</i>
Councillor Wyn Kidger	<i>Morley South ward member</i>
Councillor Neil Dawson	<i>Morley South ward member</i>
Dawn Ginns	<i>Morley resident</i>
<b><u>Apologies</u></b>	<i>Andrea Jenkyns, Member of Parliament, Morley and Outwood, Councillor Lisa Mulherin, Executive Member, Climate Change, Transport</i>

*and Sustainable Development, Leeds City Council and Mark Harding,  
Market Manager, Morley Market*

### **In Attendance**

Lorraine Coates	<i>Area Lead, Leeds City Region, Cities and Local Growth Unit, BEIS/MHCLG</i>
Adam Brannen	<i>Head of Regeneration, Leeds City Council</i>
Jessica Ashton	<i>Senior Regeneration Officer, Leeds City Council</i>
Daniel Broadbent	<i>Regeneration Officer, Leeds city Council</i>
Christopher Brown	<i>Career Grade Officer, Leeds City Council</i>
Samuel Lewis	<i>Principal Regeneration Officer, Leeds City Council</i>
Claire Simms	<i>Regeneration Support Officer, Leeds City Council (Minutes)</i>
Lisa Littlefair	<i>Mott MacDonald</i>
Stephen Cox	<i>Mott MacDonald</i>
Jeff Scales	<i>Locality</i>
Cathy Varley	<i>Locality</i>
Niki Wolfe	<i>Wolfegang</i>
Christel Wolfe	<i>Wolfegang</i>

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### **1.0 Introductions and Apologies ACTION**

1.0 Apologies were received from Andrea Jenkyns, MP. Councillor Lisa Mulherin, and Mark Harding

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### **2.0 Declaration of Interests**

2.1 No interests were declared

2.2 SL asked that the Board to send their declaration of interest forms to him by the end of the week. **SL**

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### **3.0 Minutes of the last Meeting and Matters Arising**

3.1 The following changes were made to the minutes:

4.4. Dawn Ginns works for NHS England.

4.12 Reference of the date of the November Morley Town Deal Board meeting changed from 17<sup>th</sup> to 16<sup>th</sup> November.

4.8 and 7.1 The spelling of Cllr Hutchison's name to be correctly spelt.

3.2 5.2 Cllr Kidger offered to promote the engagement and consultation exercise Locality are doing via the school clusters and ask for contacts that Locality can use.

3.3 6.3 WRSC – Steven Foster to send CB/SL notes of investment pipeline **SF**

3.4 7.1 The Accelerated funding highways, parks and cultural projects are ongoing. Consultation will run until Christmas with the aim to start works in the New year. Cllr Hutchison raised that he has serious concerns about the process and would like to discuss outside of the board meeting. Cllr Hutchison would like an ETA of when the schemes will be moving forward and when the consultation will be happening. DB is meeting with the project leads this afternoon and will give an update of the schemes after the meeting and will arrange a separate meeting with Cllr Hutchison and the Chair to discuss any concerns. **DB**

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3.5 The minutes of the last meeting were agreed

**4.0 Process and Timescales Reminder**

4.1 SL gave an update of the process and timescales. Mott MacDonald and Locality have done a lot of work and analysis of information generated. In terms of processes a lot has happened in parallel. A draft TIP will be shared at the next meeting on 7 December. Executive Board delegation will be 16 December. The final draft with projects will be presented at the 12 January meeting. Approval to submit the TIP will be asked for at the 28 Jan meeting. The TIP submission date is 29 January and the government will response February 2021 onwards. Project development and detailed business case will happen up to January 2022. Funding release and project delivery will take place 2022/23.

4.2 The following questions were asked which were answered by LCC officers:

Q) RK asked what commitments will be required from the board over the next year as part of the assessment and Government response, once the TIP has been submitted.

A) On the basis that the TIP is successful then a similar requirement to now will be required from the board for the following months after the decision has been announced.

The Chair requested that monthly meeting dates post January 2021 are scheduled.

CS

Q) The Chair asked Chair asked if the recommendation of the December Executive Board paper was to seek authority for MF, Cllr Mulherin and the Chair the have the delegation to sign off the TIP.

Q) Cllr Finnigan asked what would happen if the Executive Board didn't agree with the recommendations in the paper.

A) MF would only submit a paper that he was comfortable the Executive Board would support. This will be Morley's plan submitted by LCC. MF would like as much detail and definition as possible in the paper to give Executive Board enough information around the delegation and not just an open ended delegation.

Q) The Chair asked if the resources from Mott MacDonald and Locality are available through 2020/21.

A) The resources are only available until the plan is submitted in January 2021. However we have use of the Commonplace platform for 9 months and can draw down technical support from Mott MacDonald after January 2021 if needed. This needs to be discuss further after the submission of the bid.

4.3 The Chair has met with Arup, who have a role as a consultant for MHCLG. Arup offer a free advice session about the bid process. This resource should be used when needed.

**5.0 Vision and consolidated theme**

5.1 Jeff Scales (Locality) presented a summary of the findings from the visioning session. This is a snapshot of the report that has been previously circulated to

the board. In terms of phrases heritage and history as well as modern and connected were identified a number of times. As were skills, health and wellbeing and greenspaces. In terms of thematic areas Heritage, revitalising the town centre and parks and greenspaces were all very popular. Key points from the feedback showed that skills and education, employment, housing, health, transport and town centre were all priorities.

- 5.2 Jess Ashton presented a draft vision and emerging themes. The level of response to the consultation has been positive. Emerging themes have been identified by using findings from the public consultation, socio economic analysis, feedback from the visioning session along with LCC strategic drivers.
- 5.3 Rachael Kennedy advised that a number of businesses have contacted her and would like to give their views. RK offered to arrange a meeting with the businesses and Locality would be invited to attend to discuss consultation. Meeting to be arranged. **RK**
- 5.4 The Chair asked that 'Child Friendly Leeds' be added to the strategic drivers shown on slide 3 of the presentation. **JA**
- 5.5 JA went on to present the draft vision statement and outlined key issues and objectives shown on the last slide of the presentation. No recommendations are asked from the board at this time but JA asked for feedback and would like a direction of travel from the board in terms of the draft vision statement.
- 5.6 The following comments were made by the board:
- The line in the draft vision statement that reads, connected to opportunities, could be changed to, connected to our future.
- Need to be careful when using the term heritage. New comers to Morley won't feel the connection in the same way as long established residents so the phrase needs to be framed properly.
- Cllr Finnigan asked that plain language is used throughout the visioning session summery document.
- The Chair asked the board if they agreed with the draft vision statement. The board confirmed that they agreed.
- 6.0 Branding, Locality and Wolfegang**
- 6.1 Locality and Wolfegang presented the place branding work and outlined the creation of a brand and visual identity for the TIP and related documents, which will reflect the local vision and provide an overall sense of coherence to the investment plan's constituent elements. The suggested tag line is, Morley, more than a place.
- 6.2 The following comments were made by the board:
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If board decide to adopt a strapline it needs to clearly link through to the vision that was discussed at the previous agenda item. The connected etc. Needs to be linked.

Should the one page plan replicate this branding? At the moment we have connections and “more than”. At the moment this is two separate things, the connected bit and the more than bit.

Could it be sharper and are we confusing the vision and the brand and the logo?

The colour is very important and maroon is the Morley colour because of the association with the Rugby team. Also Morley built on seven hills and could this be woven into the branding?

Locality and Wolfgang will do some further work based on the above comments and attend the meeting on 7 December to present the updated branding.

**Locality /  
Wolfgang**

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**7.0 Project Prioritisation**

7.1 Mott MacDonald presented findings and analysis from the project longlist. In progressing the development of a Town Investment Plan a number of sources have been consulted to generate a project longlist. Including public consultation, stakeholder engagement. Given the breadth of sources, project ideas vary in detail, alignment with the strategic vision, eligibility, impact and deliverability. An initial sifting exercise has been undertaken to reduce the number of projects to an intermediate list, which can be packaged and developed meaningfully by the project team with support from commissioned partners This exercise does not reduce the longlist to a final list and, as such, projects will remain in the list that may eventually be discounted as further analysis and refinement is undertaken.

7.2 A discussion then took place about the revised longlist. The board briefly went through the list and discarded the below projects:

- Morley Interchange
- Special needs school provision
- Morley museum
- Churwell Primary School suggestion – playgrounds
- Youth Club
- Wider urban realm package

Mott MacDonald will revise the list and repackage to align more closely to the themes. This shorter list will circulated to board members for their comments.

**Mott  
MacDonald**

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**8.0 AOB**

8.1 The Yorkshire Post are interested in doing an article about the TIP and the Chair will be giving an interview on Wednesday 18 November.

8.2 Cllr Dawson asked that it was made clear what funding will be used for the WYCA station improvements scheme. SL and RG are taking this forward with Network Rail and will report any updates.

**SL**

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**9.0 Date and Time of the Next Meeting**

9.1 Monday 7<sup>th</sup> December 2020 at 10am

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