



Report of the Director of Environments & Neighbourhoods Directorate

South Leeds (Outer) Area Committee

Date: Monday 22nd June 2009

Subject: Town Centre Management Report

Electoral Wards Affected: Ardsley & Robin Hood Morley North Morley South Rothwell <input type="checkbox"/> Ward Members consulted (referred to in report)	Specific Implications For: Equality and Diversity <input type="checkbox"/> Community Cohesion <input type="checkbox"/> Narrowing the Gap <input checked="" type="checkbox"/>	
Council Function <input type="checkbox"/>	Delegated Executive Function available for Call In <input checked="" type="checkbox"/>	Delegated Executive Function not available for Call In Details set out in the report <input type="checkbox"/>

Executive Summary

In recognition that the Town Centre Management Project was in its final year, the February 2009 Area Committee considered a report which reviewed the Town Centre Management Project in Morley and Rothwell since its start date and options for the way forward. Members confirmed that the project should continue and that a future strategy for Town Centre Management be developed along the lines of section 6.0 of the report. This report details proposals for both towns and 'shadow' arrangements currently being developed in Morley.

1.0 Purpose of Report

- 1.1 To provide Members with an opportunity to consider new arrangements for the delivery of the Town Centre Management Project in Morley and Rothwell.

2.0 Background

- 2.1 At the April 2005 Area Committee, Members considered five options for the development of a Town Centre Management model for Morley and Rothwell. The Area Committee agreed to the option of appointing a single Town Centre Manager (TCM) for Morley and Rothwell over a period of three years. The TCM would dedicate three days to Morley and two days in Rothwell.
- 2.2 The Town Centre Manager was appointed in August 2006 with the remit of driving the revitalisation of Morley and Rothwell Town Centres. The Town Centre Manager is employed through Leeds City Council and managed by the Outer South Area Management Officer in the South East Area Management Team. The Area Committee

receives 6 monthly updates on the project which provide opportunities to consider all elements of the scheme.

- 2.3 The project is overseen by the Town Centre Management Board (TCMB) which was created by the Area Committee with the responsibility of developing a strategic overview of the project on behalf of the Area Committee. The TCMB is chaired by a Member of the Area Committee and has representatives from Area Management, Morley Town Council and traders from Morley and Rothwell as members.
- 2.4 Town Centre Partnerships were already in existence when the Town Centre Manager started. They aimed to bring together key stakeholders in each Town to discuss town centre development. The project provided the opportunity for the TCM to coordinate the quarterly TCPs and utilise them as sounding boards for key elements of the project and to provide a forum for updating businesses on the TCM project.

3.0 Funding

- 3.1 The TCM project was commissioned for three years, subject to annual approval of the Well being Budget by the Executive Board. In March the Area Committee confirmed £57,270 revenue funding to the project. The project has received £10,000 annually for the first three years from Morley Town Council. A proposal requesting further funding from the Town Council will be considered by the appropriate Town Council Committee.
- 3.2 Following clarification of the costings it has been confirmed that £15,000 is available for operational purposes. It is recommended that this sum be divided equally between Morley and Rothwell and allocated by the new boards following recommendations from the Town Centre Manager.

4.0 Future Strategy of Town Centre Management Project

- 4.1 The February Area Committee agreed the following as a basis for a new strategy to take the Town Centre Management Project forward there by achieving the Area Committees agreed priorities.

1) Identify Town Centre Boundary

Identify geographical boundaries in the town centre where the Town Centre Management project will operate. Having a clear boundary of operation will focus the work of the project and allow partners to recognise when and where the Town Centre Management project should be involved.

2) Establish a Baseline

The establishment of a baseline position for any project is vital to monitor progress and identify targets for the project. The completion of a professional healthcheck on the condition of each town is fundamental to inform and direct the TCM work programme.

3) Produce a Masterplan

Using the information obtained from the healthcheck that provides a profile of each town, key stakeholders are consulted to identify short term and medium term and long term aims for the town and a framework for achieving this. The Town Centre Manager has a clear role to input to this process, encourage stakeholder participation, and monitor the process.

4) Revised Work Programme

The TCM project would continue to use a work programme but it is recommended that it is revised to reflect clear responsibilities and roles for partners and the Town Centre Manager. The TCM will meet with key stakeholders and consult with them, using a draft work programme as a base, to develop the new work programme and ensure partner support to the project. The revised programme would also address the long term sustainability of town centre development by linking each element with a partner who could be supported by TCM to develop their capacity to deliver that element in the future.

5) Exit Strategy

The production of an exit strategy by the Town Centre Manager is vital to address the long term sustainability of town centre development and to build on the work achieved by the project. As capacity within key organisations in the towns continues to grow, packaging up elements of the project for partners to deliver is a real solution. The new work programme would start the development and move towards this goal.

5.0 Progress on Implementation

5.1 Morley

A future strategy based on 4.0 has begun to be developed in Morley. Area Management working with local Members, Morley Town Council and the Chamber of Trade have convened a shadow Town Centre Management Board for Morley. The composition of the board is based on the draft Terms of reference at **Appendix 1**. The shadow board has met once and agreed a draft work programme which is attached at **Appendix 2**. The board are also considering a definition of Morley Town Centre based on the map attached at **Appendix 3**. Members are asked to receive this information and agree the composition of the Morley TCMB.

5.2 Rothwell

A similar piece of work is being developed for Rothwell. It is intended to progress this work through discussions with local members with a view to creating a 'Shadow Board' with a further report to the Area Committee in September.

6.0 Implications For Council Policy and Governance

6.1 The Area Committee is recommended to cease operating the Town Centre Management Board established in 2006 and replace it with two more locally based groups with representation from the Area Committee.

7.0 Legal and Resource Implications

7.1 Legal implications of this report will be reflected in the Terms of Employment for the Town Centre Manager that arise from the project extension funded by the Well being Budget.

7.2 Resource implications in the form of a reduced balance of the Well being Revenue Budget was agreed by the Area Committee at its March meeting.

8.0 Conclusions

8.1 Members have previously acknowledged that progress has been made in the delivery of Town Centre Management Project in Morley and Rothwell. However, it has also been recognised that needs of the towns differ greatly. Because of this, it is thought more beneficial to develop separate arrangements for managing the project in each town. The establishment of two local boards with local representation is presented as the preferred way forward.

9.0 Recommendations

9.1 The Area Committee is asked to:

- a) Note the contents of the report and make comment
- b) Disband the TCMB and replace with more local arrangements
- c) Establish a Morley Town Centre Board based on the current 'Shadow Board'
- d) Agree the composition of the Morley TCMB and appoint 2 Area Committee representatives.
- e) Receive the draft terms of reference for the Morley TCMB
- f) Receive the draft Morley Work Programme for information and comment.
- g) Agree the allocation of £15,000 to TCM operations, split equally between Morley and Rothwell.
- h) Agree to receive a further report to the September Area Committee on arrangements to develop a local board for Rothwell.

Background Papers:

- Town Centre Management Report – 9th February 2009
- Wellbeing Budget Report – 30th March 2009
- Town Centre Management – An update Monday 20th October 2008
- Town Centre Management – An update – Monday 25th February 2008
- Town Centre Management – An update – Monday 10th September 2007
- Town Centre Management – An update – Monday 2nd April 2007
- Options for Town Centre Management – Morley and Rothwell Town Centres – 25th April 2005