

**MORLEY TOWN CENTRE MANAGEMENT  
May 2009**

- **ADP 2008-11 Theme:** Enterprise and Economy
- **LSP Strategic Outcome:** P1: Increased entrepreneurship and innovation through effective support to achieve the full potential of people, business and the economy.

WORK AREA	ADP Priority	ACTION	LEAD	TIMESCALE	PROGRESS	EXIT STRATEGY
<b>Morley Town Centre Management Board</b>		Develop and approve TCM Work Programme.	Town Centre Manager	Annual starting in May 2009 –	<ul style="list-style-type: none"> <li>• New structure to be determined.</li> <li>• Budget to be agreed</li> <li>• Morley Town Centre Way Forward &amp; Exit Strategy to be agreed.</li> </ul>	To be developed
		Oversee annual appraisal of Morley TCM Work Programme.		Annual - starting in May 2009	<ul style="list-style-type: none"> <li>• Consider BID process as an exit strategy.</li> </ul>	
<b>Morley Town Centre Partnership</b>		Discuss ideas to assist town centre.  Comment on Morley TCM Work	Town Centre Manager	Quarterly: Meetings to be held on: September 7 Dec 7 <sup>th</sup> March 1 <sup>st</sup>	<ul style="list-style-type: none"> <li>• Next partnership meeting is 7<sup>th</sup> September 09.</li> <li>• Content to be confirmed at next TCMB</li> </ul>	Partnership to be managed by Town Council following end of TCM Project?

**Work Programme**

**Appendix 1**

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		Programme.				
		Morley Summit	Town Centre Manager		<ul style="list-style-type: none"> <li>• Consideration being given to future of Summits</li> <li>• Decision required at June 09 TCMB</li> </ul>	Chamber to lead  TCM Exit: Decision at June 09 TCM Board
		Monitor Queensway Car Parks	Town Centre Manager	May 09	<ul style="list-style-type: none"> <li>• Concerns expressed on Fountain St and Market Car Park.</li> </ul>	To be developed
		Develop business audits	Chamber	July 09	<ul style="list-style-type: none"> <li>• Chamber has agreed to provide ongoing audits</li> </ul>	Chamber to decide upon continuance TCM Exit: June 2009
		Health checks	Town Centre Manager	July 09 following budget approval	<ul style="list-style-type: none"> <li>• Proposals prepared</li> </ul>	To be developed
<b>Marketing &amp; Promotional Strategy</b>		Develop Strategy	Town Centre Manager	July 09 following budget approval	<ul style="list-style-type: none"> <li>• Devise promotional strategy with short, medium and long term goals and clearly stated target audiences.</li> <li>• Ensure input from Town Council office, Chamber, Morley Market, White Rose</li> </ul>	To be developed

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<b>Press &amp; Media</b>		Regular press releases to appropriate audiences for events and good news.	Town Centre Manager	May 09	<ul style="list-style-type: none"> <li>Regular articles</li> <li>Updates written by TCM and Chamber in the Shop Local full page adverts</li> </ul>	To be developed
<b>Business Promotion</b>		Develop website	Morley Chamber of Trade	May 09 – update for July 09 TCMB	<ul style="list-style-type: none"> <li>Way forward for website being discussed by Chamber and TCM</li> <li>Website to be developed to serve as portal for Morley news.</li> <li>Developed so that it can generate a profit for Chamber.</li> <li></li> </ul>	Chamber – December 09
		Develop retail discount voucher scheme	Town Centre Manager	July -09 & Nov 09 following budget approval	<ul style="list-style-type: none"> <li>Include offers in doordrop information and look for this to significantly contribute to covering costs</li> </ul>	To be developed
		Shop Local campaign	Morley Chamber	May 09 – end of TCM project	<ul style="list-style-type: none"> <li>Regular news features</li> <li>New ideas underway</li> </ul>	Chamber
		Distribute	Town Centre			

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		pick-up information to shops in 2 mile radius	Manager	June 09	<ul style="list-style-type: none"> <li>• Next event leaflet to get wider distribution.</li> <li>• Distribute posters for events</li> </ul>	Chamber
		Bi yearly household leaflets	Town Centre Manager	July 09, Nov 09 - April 10 Nov 10	<ul style="list-style-type: none"> <li>• Include retail offers in doordrop information to significantly contribute to covering costs</li> </ul>	To be developed
		Business promotion through Estate Agents	Town Centre Manager	May 09 – end of project	<ul style="list-style-type: none"> <li>• Continue existing scheme and develop to more regularly update information</li> <li>• Morley estate agents event to be held at White Rose</li> </ul>	To be developed
		Develop linked promotions.	Town Centre Manager	May 09 – end of project	<ul style="list-style-type: none"> <li>• Business advertising vouchers, Land Securities/Joseph Priestley, White Rose and Market info distribution</li> </ul>	To be developed
		Develop plan to exploit visitor potential	Town Centre Manager		<ul style="list-style-type: none"> <li>• TCM to prepare a report for consideration</li> </ul>	To be developed
<b>Events</b>		Co-ordinate programme of	Entertainments Group	June 09 – 2011	<ul style="list-style-type: none"> <li>• Chamber programme prepared for inclusion</li> </ul>	reconstituted Group to co-ordinate programme and

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		events			in annual calendar for Entertainments Committee's June meeting.	raise funding
		Quarterly events calendar	Town Centre Manager	May 09 – end of project	<ul style="list-style-type: none"> <li>Maintain calendar of events for distribution and circulation as website and printed matter</li> </ul>	Entertainments Group to undertake production and distribution  TCM Exit: End of TCM Post
		Establish regular street markets	Chamber	April (St George's) June (Brass Bands) August (Yorks Day) October (Lit Fest) Dec (Christmas)	<ul style="list-style-type: none"> <li>Chamber and TCM liaising developing ways for markets to be self funding</li> </ul>	Chamber to oversee – with support from Morley market
<b>Encourage private sector role within TCM Development</b>		Stage a Business Improvement District vote or a "voluntary BID"	TCM	May 09 - Jan 2011	<ul style="list-style-type: none"> <li>Initial discussion for a BID held with Chamber members</li> </ul>	Chamber to lead on BID
<b>Encourage Partnership working with Public Sector to improve</b>		SEE BELOW				

Work Programme

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Town Centre						
<b>Strategic</b>						
		Complete Morley Bottoms T&DC Project	Joanne Gomersall / TPO	May 09	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	Project delivery complete
		Explore the provision of increased bus routes and capacity.	Metro liaison representative	May 09 – August 09	<ul style="list-style-type: none"> <li>TCM to assist in discussions with Metro – meeting in June for progress update.</li> </ul>	Metro liaison representative
		Explore direct bus link to train station	Town Centre Manager	May 09 – Oct 09	<ul style="list-style-type: none"> <li>To be developed</li> </ul>	To be developed
		Explore opportunities for more car parking	Town Centre Manager	June 09 – June 2010	<ul style="list-style-type: none"> <li>Ensure capacity meets requirement for daily needs and special events</li> </ul>	To be developed
		Develop gateway & signage	Town Centre Manager	May 09 – June 2011	<ul style="list-style-type: none"> <li>Morley Bottoms triangle complete</li> <li>Wide Lane junction being progressed</li> </ul>	To be developed
		Get town maps done – assisted by Leeds CC	Town Centre Manager	June 2009 – June 2010	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	Project completion
		Explore options to site bus station		2010 - 2011	<ul style="list-style-type: none"> <li>Met with Metro, Highways, Chamber and Members and way</li> </ul>	To be developed

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					<ul style="list-style-type: none"> <li>forwards agreed</li> <li>Next update with Metro June 09</li> </ul>	
		Develop bus links to outlying areas	Metro	June 09 – Oct 09	<ul style="list-style-type: none"> <li>Next update with Metro June 09</li> </ul>	Metro liaison representative will lead
		Develop Scatcherd Park as a focal point		June 09 - June 11	<ul style="list-style-type: none"> <li>Progress potential with Parks, events providers and chamber</li> </ul>	To be developed
		Develop a leisure offer		May 09 – August 12	<ul style="list-style-type: none"> <li>Schemes progressing include Yourspace, Stush Nightclub and the new Berties.</li> <li></li> </ul>	To be developed
<b>Misc</b>						
		Establish managed framework for street selling.	Town Centre Manager	May 09 – August 09	<ul style="list-style-type: none"> <li>Devise and gain required support for streetselling rules</li> </ul>	To be developed
		Develop opportunities for street cafes	Chamber of Trade	June 09 - August 10	<ul style="list-style-type: none"> <li>Devise and gain required support for street café regulations and locations</li> </ul>	To be developed
		Monitor on-street licensing	LCC Enforcement	Ongoing	<ul style="list-style-type: none"> <li>Working alongside police, enforcement and traffic management /</li> </ul>	LCC Enforcement

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					Highways to ensure on street licencing is effective	