

Area Committee Well-being Fund – Project Summary
Inner West Area Committee

Project Name: Town Centre Management

Lead Organisation: West North West 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 North West Area Management Team and Leeds Ahead.

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

This application is for the funding of the post of Town Centre Manager (TCM) for Armley and for a budget to help fund events and initiatives for the town. The TCM will be developing further the community, business support and initiatives set in place in 2009. This will include schemes to market the town to main stream retailers. Further develop the Alertbox scheme and business forums. Develop businesses CSR's, getting them involved in community events and initiatives. Increasing the profile of the town and continuing the business and community relationships developed through last year. Making the most of the facilities / open spaces available to the town to promote community / business events. Looking into future funding streams for the role of the TCM and steering away from the need to have the post funded by area committee.

Outcomes (summarise the main outcome/output/benefit the project will achieve):

- Increased occupancy of empty units on the high street.
- Increased business activity and attendance at forums.
- Cleaner safer Armley for all.
- Young persons and adult awareness of the need to keep the town tidy.
- Better working relationship with other agencies and cooperation on initiatives and projects.
- Utilization of empty units for community based initiatives such as art in unusual places.
- Business training and advice for all.
- Better community relations.
- Increased action days and enforcement.
- Partnership working with larger retail organizations to support the town.
- Community events to promote the town.
- Marketing of the town and maximizing publicity opportunities.
- Launch of the reward card scheme.
- Street banners and leaflets for the town.
- All retail units fully occupied on Town Street and Branch Road giving the town a

busy and vibrant feel.

- Businesses being more proactive in the town and leading on initiatives.
- A tidy town with very little litter and a nice place to be.
- Members of the public actively taking civic pride in their town and community.
- A system where all agencies have regular contact, cooperation and involvement with on going projects with good lines of communication. The hope is that there is never a breakdown in communication and that every agency is aware of its role and responsibilities.
- Developed community programmes overseeing the utilization of any empty units in and around the town. Giving the town a unique and quirky feel that will attract out of town visitors.
- Regularly help business training for all businesses wanting to take up the opportunity.
- Through our planning and initiatives helping to boost relationships with community groups and increased cooperation.
- Developed action plans for action days on Town Street with greater regularity. The hope is that once we have agreed an action plan these days will have the full support of all agencies and hammer home to the public and retailers that we are clear in our intentions. And this in turn we stop any ASB and reduce crime.
- Working with out of town large retailers to develop relationships that can support the town. Thus generating possible future funding and capitalizing on their retail, training and marketing expertise
- Developing new community events such as bands in the park, but also a large Christmas celebration and helping to support and enhance regularly held events in the town.
- Using the media to highlight the good work and achievements the town does and initiatives we develop and succeed in. This will give the town regular exposure to people outside the area and highlight what it has to offer.
- Reward cards will help to encourage local people to shop using local retailers and keeping the local economy going.

Project Cost. Please indicate

How much the project will cost? (List all partners and their contributions)

- 2010/11 – 12 months funding (April 2010 to 31st March 2011) - £25,000 (£20,000 salary + £5,000 for events)
- 2011/12 – 12 months funding (April to March 2012)
- Review at end of March 2012 and if appropriate seek further funding

Identify which geographic areas will benefit:

Armley

How much Well Being Funding is sought and breakdown between capital and revenue)

£25,000 Revenue

Who will be in receipt of the financial order. (name of the organisation and contact

details)

Approved
Date

Not Approved
Date