
Report of the Head of Scrutiny and Member Development

Scrutiny Board (City Development)

Date: 5th October 2010

Subject: Marketing Leeds Annual Report 2009 & Annual Review 2010

Electoral Wards Affected: All

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Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

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Community Cohesion

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Narrowing the Gap

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1.0 Introduction

- 1.1 The Board has requested an update on Marketing Leeds.
- 1.2 The attached report of the Assistant Chief Executive (Planning, Policy and Improvement) was presented to the Executive Board on 21st July 2010 setting out the progress of Marketing Leeds and its contribution to the city's priorities.
- 1.3 The appendix to his report also provides details of the Marketing Leeds action plan for 2010/11.
- 1.4 A copy of Marketing Leeds Annual Review 2010 has also been circulated with the papers for today's meeting.

2.0 Recommendations

- 2.1 Members are asked to comment on and note the report of the Assistant Chief Executive (Planning, Policy and Improvement) and the booklet Marketing Leeds Annual Review 2010.

Background Papers

None used