

Report of Head of Scrutiny and Member Development

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 24 January 2013

Subject: Scrutiny Inquiry – Marketing and promotion of the city

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. At its meeting in June, the Scrutiny Board identified an inquiry into 'marketing and promotion of the city' as one of its major pieces of work for this municipal year. In order to assist the Board in deciding the scope of its proposed inquiry, the Chief Executive of Leeds and Partners was invited to make an introductory presentation to the Board in September.
2. Subsequent to this a working group meeting was held in October to scope the inquiry, attended by the Chief Economic Development Officer. Following these inputs, the attached terms of reference for the inquiry were agreed by the Board (Appendix 1).
3. The first formal session of the inquiry will take place at this meeting. A report from the Director of City Development is attached providing evidence for this session of the inquiry (Appendix 2) in line with the terms of reference. The Chief Economic Development Office and the Chief Executive of Leeds and Partners will be at the meeting to respond to members' questions and comments.
4. The second session of the inquiry will be held at the Board's meeting in February.

Recommendation

5. The board is requested to consider the issues raised by this session of the inquiry.

Background documents¹

None used

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.