

Report of Head of Scrutiny and Member Development

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 21 February 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 took place at the Board's meeting on 24 January. The second session 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 Officer Libraries, Arts and Heritage and representatives from a range of arts organisations in the city will be at the meeting to deliver a presentation and respond to members' questions and comments.
4. At the first session of the inquiry, the Board agreed to schedule an additional working group session in order to discuss the business plans of Leeds and Partners in more detail with the Chief Executive of the organisation. This working group session has now been scheduled for 5 March.

Recommendation

5. The board is requested to consider the issues raised by this session of the inquiry, and to decide whether any further evidence is required before discussing initial conclusions and recommendations to inform the board's final report.

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.