

# Public Document Pack

## **Additional information for 17<sup>th</sup> September, 2008 Scrutiny Board (Central and Corporate)**

Pages 1 – 34: Agenda Item 7 – The following additional information was submitted by Marketing Leeds:-

- Business Plan 2008/09;
- Activity and Events Strategy 2008/09; and
- Statutory Financial Statements for the year ended 31 March, 2008.

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## Vision for Leeds

- **Going up a league**  
Building on Leeds' status as an internationally competitive city
- **Narrowing the gap**  
Between the most disadvantaged people/communities and the rest of the city
- **The regional capital**  
Developing the role and positioning of Leeds within the city region

### Our vision

To raise the profile of Leeds as a vibrant, dynamic, internationally competitive city and as the gateway to Yorkshire and the UK.

### Our purpose

To be the city's lead agency in raising the profile and status of Leeds, by informing and enhancing perceptions and working collaboratively to achieve maximum impact.

### Our objectives

- To raise the profile of Leeds at a regional, national and international level
- To bring more business to the city region
- To encourage more visitors from the UK and overseas
- To raise the profile of Leeds as a centre of educational excellence
- To act as a catalyst for collaborative working with agencies and organisations across the city region

### Our values

Marketing Leeds works in partnership with existing organisations wherever possible, collaborating to create the greatest impact on the widest audience. This is the first time that Leeds has united as a city and worked together to ensure that external perceptions reflect the high quality of the city's and region's offer.

## Achievements to date

### ▪ Our city brand

The city brand 'Leeds, Live it, Love it' is based on the simple fact that the people of Leeds love Leeds and rate their quality of life highly. The aim of the brand is to invite other people to try Leeds on the strength of this resident pride, in the belief that 'if you try it, you'll buy it'. The brand aims to promote Leeds at the place to do business, to visit, to study and to live. Launched by Marketing Leeds, this has now been formally adopted as the city brand.

### ▪ PR

- Over 50 visits to the city by UK and international journalists
- Generated 300 plus articles and features – 'advertising equivalent value' current tally £800k

"Leeds is fast acquiring the image as a small London in the North, because of its thriving financial sector and smart new property developments."

The Times

### ▪ Online

- Online image and awareness – created by the city's first promotional website for business, residents, students and visitors.
- leedsliveitloveit.com consumer website receives around 200,000 unique visitors per month
- Significant numbers of website visitors from overseas, e.g. Spain, US and Germany, to as far a field as Egypt, Australia, Costa Rica and South Korea.
- Sub-sites creating renewed interest and activity e.g. SecretLeeds site, receives 25,000 unique visitors since launch

### ▪ Support

- 53 Champions recruited to date
- Regular communication via quarterly meetings and newsletter
- Programme of networking events launched

### ▪ External

City image – brand uniting the Leeds' external image.

"What stands out most is the consistent message and branding in Leeds.

From an outsider's view looking in, the single message and branding provides an enormously positive impression of the city and the sense that everyone is working together for the common good. We see that the city's business community is serious in its international ambitions."

Business delegation from Dallas Chamber of Commerce, TX

### ▪ Established key messages

- Leeds is an award-winning city – testimonials, accolades, messages
- The breadth and diversity of the economy, skills and employment prospects
- The quality of life and the multi-cultural nature of the city
- The wide range of property and professional services as a basis for business and investments
- The variety and choice of leisure, sporting and cultural opportunities and amenities
- The quality and extent of learning opportunities and research initiatives
- The outstanding environment, both built and natural

## Future strategy and approach

- Continue to recruit support from the leaders of the Leeds community and extend the Leeds Champions scheme
- Provide showcasing opportunities to allow the sectors to represent themselves
- Position Leeds as a thriving city in regional, national and international media to attract new business and the best people
- Communicate the bright future of Leeds through research, PR and events
- Work closely with Leeds city partners to maximise opportunities and avoid duplication
- To act as a catalyst for collaboration
- To co-ordinate activity for maximum impact
- To demonstrate support for the Leeds City Region / wider Yorkshire context

## Collaboration

- Ensure consistency of messages and branding for maximum impact
- Agree an activity plan to avoid duplication of effort and maximise impact
- To provide mutual access to any research, press materials and to support sectoral campaigns
- Co-operation over journalist visits to broaden appeal to media
- Shared funding support
- Maximise impact and opportunities

## Linkages

- Regular meetings with equivalent bodies throughout Yorkshire
- Regular meeting with Leeds City Council's Head of Regional Policy
- Regular meetings with Leeds 'Big 4' Cultural Organisations
- Full support for regional sector specific organisations
- Linkage with region's professional bodies

## Strategic thrust

### ▪ Support current city events/activity

- Building the brand in the city
- Leeds Food and Drink Festival / Taste of Leeds Festival
- Leeds Shopping Week
- Summer in the City
- Festive Leeds

### ▪ Implement full programme of events in Leeds including:

- Thought leadership - debates and 'question time' events
  - The Business of Culture
  - The Business of Environment
  - The Business of Security and Protection
- Technical - business conferences and events
  - The Business
  - Yorkshire Women in Business Conference
  - Leeds Business Week
- Social/networking - high profile speaker dinners
  - An Evening with John Major
  - Corporate Wisdom Dinners

### ▪ Support London-based event to showcase city

- Sport for Life – World Corporate Games launch September 2007 (Canary Wharf event 2008)
- Opera North London Programme – Leeds Legal/Marketing Leeds to sponsor performance

### ▪ Implement programme of international activity

- MIPIM international property conference – Cannes
- World Corporate Games Leeds 2008
- Leeds Week in Milan
- Support incoming international delegations and initiatives
- Support for sector groups' international activities
  - o Leeds Legal
  - o LFSI
  - o Leeds Chamber
- Future Planning USA, Asia, India

### ▪ Fully integrated PR/media campaign

- Regular press releases
- Profiling opportunities in sector press
- Financial Times supplement
- Full PR and marketing support for programme and national and international activity
- Familiarisation visits



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## **Marketing Leeds**

### **Activity and Events Strategy 2008/9**

#### **Introduction**

Following extensive consultation across all sectors of the city, it is clear that the business community are looking to Marketing Leeds to provide leadership and focus for activity that will raise the profile of Leeds and Yorkshire predominantly on the national and international stage.

As well as continuing the day to day work of Marketing Leeds, supporting events and activities locally and regionally, we have therefore devised a major events strategy.

This strategy encompasses events held locally but aimed at a regional/national audience, national events and one major international showcase event.

With all our events, we aim to provide a platform which will allow other organisations and partners to showcase the best that Leeds and Yorkshire has to offer. Our belief is that no one will speak more passionately about their sector, their activity and their work than those who live and work in those areas. In this way Marketing Leeds aims to give the city its voice and to set that voice in the context of the wider Yorkshire region. We wish to demonstrate in a clear and practical manner our support for the Leeds city region and, wherever possible, have looked for opportunities to support our regional partners or build on success of regional activity.

We have aimed to introduce models which can be replicated from year to year whilst being adapted to reflect changes and trends which will inevitably occur. By working closely with representative bodies and partner organisations throughout the city and city region, within the structure of focussed platform events, we aim to maximise impact. In many cases the individual components could be run entirely independently by the participating partners at any time. However, all have recognised that by combining our efforts and concentrating our activities in the same place, at the same time, we will achieve maximum impact for the city region, avoid duplication and maximise the use of available resources.

#### **The Events**

On the following pages you will find a summary of major events planned for 2008. We have tried to encapsulate the key components for each event but would stress that this is only a summary. We have provided further detail in the appendices where we felt this was helpful but we are happy to provide any further information that may be required.

**Deborah L Green**  
**Chief Operating Officer**  
**5<sup>th</sup> December 2007**

**Activity and Events Summary – 2008/9**

<b>Date</b>	<b>Event</b>	<b>Aim/Overview</b>	<b>Activity</b>	<b>Partners/Support from</b>
January	Publication of Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced.	
4 – 8 February	Exploratory visit to New York and Chicago	To establish relationship and explore opportunities to promote Leeds in the US.	<p>Key meetings with Consulate Staff in both locations and potential partners for collaborative working.</p> <p><b>Outputs</b> Significant relationship establishment with Association of Mergers and Acquisitions Advisers (AMAA) in Chicago resulting in their first international conference event being hosted by Leeds as part of Business Week 2008.</p> <p>Andrew Bole, UKTI Chicago to visit Leeds to gain insight into the city and its business sectors prior to writing a research report to assist identification of priority cities for future promotional work.</p>	LCC, Leeds Chamber of Commerce, UKTI
7 <sup>th</sup> February	Launch of the Yorkshire Icons	Not for profit initiative to celebrate the achievements of successful Yorkshire people in order to provide motivational and inspirational examples to young people.	<p>Major high profile launch event and dinner to induct first Yorkshire Icons into the 'Hall of Fame,' at Yorkshire Bank HQ, in order to boost the regions profile.</p> <p><b>Outputs</b> Significant regional press and TV coverage. Established relationships with key figures for future promotional activity.</p>	Yorkshire Bank, The Yorkshire Society, ITV Yorkshire, Yorkshire Post
27 <sup>th</sup> February	London Property Sector Reception at Sadlers Wells, London	Build relationships with national press, particularly property sector journalists. To promote the strength of the legal and financial sector in Leeds.	<p>Hosted a reception for national press and property sector representatives at Premier of Opera North's Pinocchio in London.</p> <p><b>Outputs</b> A promotional opportunity for the legal, financial services and property sectors in Leeds.</p> <p>Familiarisation visit by Renewal and Regeneration.</p> <p>Key contacts made, including Minister for Culture.</p>	Opera North, Leeds Legal, Leeds Financial Services Initiative, Property Sector.
28 <sup>th</sup> February	Carnegie World Club Challenge Dinner	To establish business links with key executives from Melbourne, Australia.	Working with Rugby Football League and Leeds Rugby, key Chief Executives from Melbourne were invited to Leeds and a networking dinner was held to enable them to engage with business leaders in the city.	RFL, Leeds Rugby, Room, Leeds Champions

Date	Event	Aim/Overview	Activity	Partners/Support from
			<p><b>Outputs</b> RFL and Leeds Rugby now work closely with ML to expand events in Leeds to include international business audiences. Model created for use with other organisations. Plans for the 2009 Ashes underway.</p>	
5th March	The Business	To attract senior business professionals to showcase Leeds as business focused and a key UK location for innovative business knowledge.	<p>Half day conference on- The Business of Communication, Change, Finance and the Built Environment</p> <p><b>Outputs</b> Regional press coverage. Growth of city brand.</p>	Yorkshire Evening Post, Leeds Chamber of Commerce, Brahm, ICAEW, The Law Society of England & Wales, Leeds Law Society.
14th March	Yorkshire Women in Business Conference	To attract senior business women in Yorkshire to Leeds for this prestigious event. To inspire young business women and allow opportunity to network with more senior business women.	<p>Full day keynote business conference for women in Yorkshire</p> <p><b>Outputs</b> Additional YF funding provided to deliver this event. Significant regional media coverage. Over 400 business women attended. Mentoring opportunities created. Growth of city brand.</p>	Yorkshire Forward, RIBC, Forward Ladies, Coutts Bank, Chamber of Commerce, Brahm, ICAEW (UK) Ltd, Tebays, Believe
11 - 14th March	MIPIM	The Location Leeds stand and apartment promotes Leeds on an international stage at this, the premier property event in Europe	<p>Input and attendance at International Property Conference in Cannes.</p> <p><b>Outputs</b> ML invited to be full partner in 2009 event with a view to significantly raising international audiences reached at the 2009 event and to suggest further ways to promote Leeds through the medium of this event.</p>	Location Leeds is a collaboration between Leeds City Development Department, Locate in Leeds, Marketing Leeds and numerous property developers.
March	FT Supplement	To raise the profile of Leeds and West Yorkshire as a significant business destination	<p>Doing business in West Yorkshire supplement and associated webcast produced to coincide with MIPIM. Full editorial (not advertorial) piece focusing on key industry sectors.</p> <p><b>Outputs</b> Circulation:-</p> <ul style="list-style-type: none"> <li>• UK 141,073</li> <li>• Centre Europe 123,192</li> <li>• US 156,162</li> <li>• Asia 40,606</li> </ul> <p>Website – 5 million unique users</p>	LCC inward Investment Team

Date	Event	Aim/Overview	Activity	Partners/Support from
March	Hamburg Promotion	Support the new route to and from Leeds Bradford Airport and promote Leeds as a destination for business and leisure.	Produce a YEP Hamburg special edition for distribution across Germany. ML staff support promotional events in Hamburg and press interviews.  <b>Outputs</b> Distributed 8,000 copies in Hamburg and Lubeck. Distributed copies on all Jet2.com planes travelling to Germany	Leeds Bradford International Airport, Jet2.com, Lubeck Airport, YEP
April	Publication of Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced.	
April	Relocation Leeds publication	A relocation guide for those considering moving to Leeds to showcase the business strengths of the city and the Leeds lifestyle.	10,000 copies produced and distributed to Chief Executives and HR professionals in the Leeds City region. Copies sent to Leeds MPs and Leeds Councillors.  <b>Outputs</b> Significant regional press coverage. Very well received by the Leeds Business community. Sold to business community as a recruitment tool.	Leeds Guide, Leeds City Council, Leeds Champions.
8 April	Corporate Wisdom Lecture Series	High profile series to engage top CEOs from throughout Yorkshire.	Lecture by John Moulton, Managing Director of Alchemy Partners followed by networking dinner.  <b>Outputs</b> 200 attendees. To assist University of Leeds aspiration to become one of the top 50 global universities.	University of Leeds, Whitehead Mann
23 April	Business Leaders Dinner	Event to introduce John Parkin, new CEO of Leeds Bradford International Airport and to consult senior business leaders on plans for LBIA.	Dinner held at Quebecs, Leeds for 20 Leeds business leaders.  <b>Outputs</b> Significant contribution by the Leeds business community to inform LBIA plans. Introduce new CEO to key business leaders resulting in new business. Close liaison established between ML and LBIA executives to inform MLs plans for future international activity.	LBIA
May	City Dressing Campaign	To communicate the wealth of city events taking place and to welcome our International/national visitors.	Worked collaboratively with City Centre Leeds and LCC Project Co-ordinator to achieve a full city dressing campaign.	LCC, City Centre Leeds, Leeds Champions.

Date	Event	Aim/Overview	Activity	Partners/Support from
			<b>Outputs</b> Significant use of city brand. Consistency of image Banners funded by Leeds Champions.	
19 – 20 May	Chelsea Flower Show	The promotion of Leeds at a significant national event.	ML CEO invited to attend and provide feedback on ways to capitalise on promotional opportunities created by LCCs participation at show.  <b>Outputs</b> ML to be involved in planning and promotional activity for 2009 event. Significant promotion of legal and financial services sector planned for 2009.	N.B LCC project, ML advises only.
19 – 21 May	Visit by Italy' UK Consul General, Laurence Bristow-Smith	To meet civic and business leaders and strengthen support for Leeds in Milan event.	Full programme of business meetings. Civic reception held in the Blue Room hosted by the Deputy Lord Mayor of Leeds and attended by senior Councillors.  <b>Outputs</b> Raised awareness of inward investment and trade opportunities to be created by Leeds in Milan event. Increased delegate numbers. Increased dialogue and understanding between 2 key business centres.	LCC, UKTI, LFSI, Leeds Legal, Property Sector, Leeds Chamber of Commerce, Leeds Hoteliers.
22 May	Regeneration & Renewal Familiarisation Visit	Raise the profile of Leeds business and property sectors in national media.	Journalist visit by Matthew Ross to look at business and property sectors in Leeds.  <b>Outputs</b> Direct result of Sadlers Well activity in February. Double page spread on 6 and 20 June.	
23 May	Fronteras de Papel Familiarisation Visit	Raise the profile of Leeds consumer, lifestyle and travel sectors in Spanish media.	Visit by 2 Spanish journalists highlighting Leeds leisure, retail, cultural and heritage offer.  <b>Outputs</b> Coverage on travel website. Support for new route to and from Leeds Bradford Airport.	Jet2.com, Leeds Champions
May	Filming of Peschardt's People in Leeds	Raise the profile of Leeds on the national and international stage.	Filming of episode focussing on Dr Sam Ramsamy, a former student at Carnegie PT College.  <b>Outputs</b> BBC World Series seen in 14,438 million households and 549,729 hotel rooms across Asia Pacific region.	BBC World News, LCC, Leeds Metropolitan University.

Date	Event	Aim/Overview	Activity	Partners/Support from
			<p>More than 65 million people watch BBC World across the Globe each week.</p> <p>BBC World available in more than 200 countries.</p> <p>Reaches 274 million households and 1.3 million hotel rooms Worldwide.</p> <p>Available on 46 cruise liners, 36 airlines and 18 mobile phone platforms.</p>	
May	Production of Education sector film	To promote Leeds excellent educational offer featuring the Universities, Park Lane College, Thomas Danby and Leeds College of Technology. To promote Leeds as a great place to work, live and study.	<p>Production of bespoke education film available for distribution to partners and stakeholders.</p> <p><b>Outputs</b> Address significant business need to attract more international students and academics to Leeds.</p>	Leeds Students, University of Leeds, Leeds Metropolitan University, Park Lane College, Thomas Danby and Leeds College of Technology.
2 - 6th June	Leeds Business Week	<p>To build on and extend the phenomenal success of the Yorkshire International Business Convention, whilst demonstrating our support for this Harrogate based regional event.</p> <p>This platform event used by partners to showcase their own sector offerings.</p> <p>To inspire young people to seek out careers in business.</p> <p>To support the inward investment activities of Yorkshire Forward and LCC.</p> <p>It is our intention, supported by our partners, that this will be an annual event.</p>	<p>Week long programme of business activity culminating in the Yorkshire International Business Convention.</p> <p><b>Outputs</b> First Leeds Business to Business Expo to take place in Leeds. (organised by Leeds Chamber of Commerce) Major International Conference 'Global Financial Markets and Mid Market Deals' attracting over 80 international delegates from 13 countries. Significant regional media coverage.</p>	RIBC, Yorkshire Post, Leeds Chamber of Commerce, Yorkshire Bank, Club LS1, Forward Ladies, Cicada Communications, IOD, Leeds Media, Addleshaw Goddard, PWC, Leeds Legal, LFSI, AMAA, The Transatlantic Business Council, Galaxy FM, DLA Piper, University of Leeds, Hilton Hotel, Park Lane College, Leeds College of Music
4 – 6 <sup>th</sup> June	Familiarisation Visit for Italian Business Sector Press	<p>Pre-publicity for Leeds in Milan event.</p> <p>Raising the profile of Leeds with Italian audiences.</p>	<p>Full familiarisation visit for financial services, property, food &amp; drink and luxury goods sector journalists. N.B deliberately to coincide with Leeds Business Week and Taste of Leeds Festival.</p> <p><b>Outputs</b> 14 specific interviews organised with Leeds City region key figures.</p>	British Consulate in Milan, Leeds Champions.

Date	Event	Aim/Overview	Activity	Partners/Support from
			Coverage tbc (to take place immediately prior to Leeds in Milan event 13 – 17 October).	
5 – 8 <sup>th</sup> June	Taste of Leeds	To attract visitors from outside the region to showcase the excellent restaurants, food and drink available in the Leeds City region.	4 day Taste Festival - the UK's most prestigious restaurant, food and drink event. The event featured 14 of the finest restaurants in Leeds and Yorkshire, preparing their signature dishes.  <b>Outputs</b> Significant national press and TV coverage. 9,500 visitors to the festival.	Leeds City Council Events Team, City Centre Leeds, Leeds Restaurant Association, Leeds Guide
6 <sup>th</sup> June	Familiarisation visit for Italian Food & Drink and Photography Magazine Journalists	To raise the profile of Leeds lifestyle offering.	Full familiarisation visit.  <b>Outputs</b> 13 pages of coverage on Italian online website – A Bagnomaria 2 videos produced	Jet2.Com, Leeds Champions
19 <sup>th</sup> June	Familiarisation Visit by Spanish Consumer Travel Journalists	To raise the profile of Leeds lifestyle, leisure and cultural offering.	Full familiarisation visit.  <b>Outputs</b> Coverage tbc	Jet2.com, Leeds Champions
20 <sup>th</sup> June	Chinese Inward Delegation	To raise the profile of Leeds with senior incoming Chinese delegation	ML CEO presented at reception for delegation from Chongqing, China.  <b>Outputs</b> Support for LCC initiative.	LCC
June	E-newsletter	First ML e-newsletter to promote and raise the profile of Leeds on the national and international stage.	First of regular newsletter highlighting key activity and achievements in the city.  <b>Outputs</b> Circulation 40,000 regional, national and international contacts.	Sport for Life
11 – 13 July	World Corporate Games	To raise the profile of Leeds on the national and international stage.  To demonstrate Leeds capacity to bid for, win and host international events.	3 day programme of sporting events.  <b>Output</b> 5,600 visitors to Leeds over 3 day period. A 6.2% increase in hotel occupancy rates. Increased spend at venues throughout the city. Full report being produced by LCC/ML. Extensive regional and national media coverage.	Sport for Life, Leeds City Council, Leeds Champions.

Date	Event	Aim/Overview	Activity	Partners/Support from
August	Familiarisation Visit by Property Week	To raise the profile of Leeds Property Sector.	Full familiarisation visit.  <b>Outputs</b> Tbc	Leeds Property Sector
September	Familiarisation Visit by high profile lifestyle/travel publications	To raise the profile of Leeds lifestyle, leisure and cultural sectors.	Full familiarisation visit by 5 top journalists from high profile lifestyle/travel publications, such as Conde Nast Traveller and Vanity Fair.  <b>Outputs</b> Tbc	Jet2.com, Yorkshire Tourist Board
9 September	Estates Gazette Yorkshire Summit	To raise the profile of Leeds City Region Property Sector.	Half day conference and networking dinner.  <b>Outputs</b> 100 delegates. Leeds featured in Estates Gazette and website. Coverage of Yorkshire Summit in Estates Gazette Magazine.	Estates Gazette
16 <sup>th</sup> September	Leeds Launch of Leeds in Milan Festival of Commerce and Culture	To support NBT's 'momentum' campaign to create a new home for Northern Ballet and Phoenix Dance Theatre in Leeds.  To raise the profile of this significant programme of international activity.	High profile reception at Leeds Art Gallery for senior business leaders for a private viewing of 'Whistlejacket & Scrub: Large as Life', by George Stubbs.  <b>Outputs</b> Tbc	NBT, Kevin Linfoot, Phoenix Dance Theatre
September	E-newsletter	E-newsletter to promote and raise the profile of Leeds on the national and international stage.	Regular newsletter highlighting key activity and achievements in the city.  <b>Outputs</b> Circulation 3,000 regional, national and international contacts.	
September	Publication of Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced.	
2 October	Welcome Reception for Yorkshire Olympic Medallists	To celebrate the success of Yorkshire medal winner in both the Olympic and Paralympic Games.  To inspire young people.  To raise the profile of Leeds and Yorkshire as a key centre of sporting excellence.	To host a key event for medal winners, their families and coaches.  To invite young people in Yorkshire participating in 'Seeds of Yorkshire' programme encouraging young athletes training for London 2012 and beyond.  <b>Outputs</b> Significant regional and national media coverage. Speaking opportunity for Councillor Proctor.	Yorkshire Icons, LCC Events and 2012 Teams, Yorkshire Bank, Yorkshire Forward,



Date	Event	Aim/Overview	Activity	Partners/Support from
9 October	Corporate Wisdom Lecture Series	High profile series to engage top CEOs from throughout Yorkshire.	<p>Lecture by Lord John Browne, former CEO of British Petroleum followed by networking dinner.</p> <p><b>Outputs</b> 200 attendees. To assist University of Leeds aspiration to become one of the top 50 global universities.</p>	University of Leeds, Whitehead Mann
3 – 10 <sup>th</sup> October	Leeds Shopping Week	<p>Support for City Centre Leeds event.</p> <p>To raise the profile of this significant event on the national stage.</p>	<p>Marketing, media and PR activity. Celebrity participation in and endorsement of event. Securing sponsorship for event.</p> <p><b>Outputs</b> Tbc</p>	City Centre Leeds, Leeds Champions, Thorntons
13 – 19 October	Leeds in Milan Festival of Commerce and Culture	<p>A week long festival of cultural and business events showcasing the best of Leeds.</p> <p>The event will encourage inward investment, visitors and business partnerships with Milan and Italy.</p> <p>Attendance of Sir Digby Jones, Minister for Trade, Councillor Carter and Lord Mayor of Leeds at events confirmed.</p>	<p>Week long event showcasing Leeds business and cultural offer.</p> <ul style="list-style-type: none"> <li>• ‘Live from Leeds’ Performance by Opera North, Northern Ballet Theatre and the anateresa project.</li> <li>• Legal Sector Conference</li> <li>• Financial Services Sector Public/Private Partnership Conference</li> <li>• Property Sector Regeneration Event</li> <li>• International Business Network Event</li> <li>• Manufacturing delegation</li> <li>• Education Sector Innovation Event</li> <li>• Hotel/Leisure Industries Event</li> <li>• YEP Supplement</li> <li>• YP journalist to report daily on events taking place</li> <li>• Galaxy FM DJ presents</li> <li>• Full city dressing campaign throughout Milan.</li> <li>• Various networking/business dinners and receptions</li> <li>• Press Launch</li> <li>• Private meeting between Councillor Carter and the Mayor of Milan, Letizia Morrati and full civic welcome</li> </ul> <p><b>Outputs</b> Significant relationships established with British Consulate in Milan, BCCI, Milan Commune, Visit Britain and British Council.</p> <p>Significant liaison with Leeds companies with offices in Milan.</p>	Confirmed support from:- Opera North, Northern Ballet Theatre, the anateresa project, Galaxy FM, Leeds City Council, Leeds Legal, LFSI, Leeds Chamber of Commerce, Property Sector, UKTI, Leeds University, Leeds Metropolitan University, Leeds Hoteliers Association, Visit Leeds, Conference Leeds, Minister for Trade – Sir Digby Jones, Councillor Carter, Lord Mayor of Leeds, YEP, YP, Leeds Manufacturing.

Date	Event	Aim/Overview	Activity	Partners/Support from
			<p>Significant liaison between compatible sector groups in Leeds and Milan.</p> <p>Significant sponsorship support achieved for festival. Others tbc.</p>	
31 <sup>st</sup> October	DADI Awards	Raise the profile of Leeds as the third largest centre for Media and Creative Industries in the UK.	<p>High profile national awards ceremony for the Media, Creative &amp; Digital Industries.</p> <p><b>Outputs</b> 15% increase in entries from the Yorkshire region.</p> <p>27% growth in entries from Leeds</p> <p>Significant opportunity for Leeds based companies in this sector to promote their business.</p> <p>Consideration now being given to holding awards in Leeds for the next 3 years.</p>	The Drum, Leeds Media, Holbeck Urban Village
7 <sup>th</sup> November	Leeds Construction Ball	To raise the profile of Leeds Property Sector.	<p>High profile sector specific ball to celebrate the achievements of the Leeds property sector.</p> <p><b>Outputs</b> 20-30% of attendees from outside Leeds.</p>	ARUP
13 <sup>th</sup> November	The Business of Culture – Thought Leadership Event	<p>Exclusive invitation only event aiming to explore some of the major issues facing the cultural sector and create a national platform for in-depth debate.</p> <p>To explore the economic power and influence of the cultural sector in today's society.</p> <p>To investigate the major issues currently shaping the sector and examine the initiatives that help to support and sustain it.</p> <p>Debate the inter-relationship between business and culture and discuss the benefit to society of collaboration between both parties.</p>	<p>The first in a series of high profile 'Question Time ' type events. A series of Panellists will include Government Ministers and National figures alongside top representatives of the relevant sector from Leeds and Yorkshire.</p> <p>A national audience will be invited together with representatives from Yorkshire.</p> <p>Topics for debate will be decided by representatives of the sector itself. But will aim to position Leeds and Yorkshire as leaders in the field and will highlight examples of innovation or enterprise drawn from the region.</p> <p>The debate itself will be followed (where appropriate) by a networking dinner to allow relevant agencies to influence and capture the audience</p>	Lord Bragg, University of Leeds, LCC, City Inns, Leeds Cultural Partnership.

Date	Event	Aim/Overview	Activity	Partners/Support from
		To identify the skills, knowledge and practices both sectors can exchange to enhance their performance and promote growth.	<b>Outputs</b> Tbc	
19 – 21 November	MAPIC	To support the growth of the retail sector in Leeds .  Increase uptake of the various new retail developments in the City, including Trinity Leeds, Clarence Dock, Eastgate Quarters and West End Leeds	Promotional activity at the leading International Retail Property Conference in collaboration with City Centre Leeds.  <b>Outputs</b> Tbc	City Centre Leeds
December (tbc)	Champions Carol Concert	To raise awareness of the work of Leeds Parish Church Choir.	Carol concert for Leeds Champions including presentation on the role of Leeds Parish Church Choir in assisting young people to reach their full potential. Followed by a networking reception.  <b>Outputs</b> Tbc	Leeds Champions, Leeds Parish Church Choir
January 09	E-newsletter	E-newsletter to promote and raise the profile of Leeds on the national and international stage.	Regular newsletter highlighting key activity and achievements in the city.  <b>Outputs</b> Circulation 3,000 regional, national and international contacts.	
February 09	Tbc – Sadlers Wells Event with Opera North			
6 <sup>th</sup> March 2009	Yorkshire Women in Business Conference	To attract senior business women in Yorkshire to Leeds for this prestigious event. To inspire young business women and allow opportunity to network with more senior business women.	Full day keynote business conference for women in Yorkshire  <b>Outputs</b> Tbc	Yorkshire Forward, RIBC, Forward Ladies, Coutts Bank, Chamber of Commerce, Brahm, ICAEW (UK) Ltd, Tebays, Believe
10 – 13 <sup>th</sup> March 09	MIPIM	To raise the profile of Leeds on the international stage.	To host a series of profile raising events as part of the Location Leeds programme at the International Property Conference in Cannes.  <b>Outputs</b> Tbc	Waterside Communications, Inward Investment Team and numerous property developers.
5 <sup>th</sup> March 2009	The Business of Security & Protection –	To address the perception that Leeds is a centre for crime and criminal behaviour. In	The second in a series of high profile ‘Question Time ‘ type events. A series of Panellists will include Government	Royal Armouries, Leeds University

Date	Event	Aim/Overview	Activity	Partners/Support from
	Thought Leadership Event	<p>reality, Leeds has a world reputation for research in to arms and armaments and programmes which have demonstrably reduced the number of young people involved in gun and knife crime.</p> <p>Panellists to include Senior Police Officers, leading authorities, Royal Armouries, West Yorkshire Police and Community Leaders.</p> <p>Invitations will be extended to all local authorities in the UK.</p>	<p>Ministers and National figures alongside top representatives of the relevant sector from Leeds and Yorkshire.</p> <p>A national audience will be invited together with representatives from Yorkshire.</p> <p>Topics for debate will be decided by representatives of the sector itself. But will aim to position Leeds and Yorkshire as leaders in the field and will highlight examples of innovation or enterprise drawn from the region.</p> <p>The debate itself will be followed (where appropriate) by a networking dinner to allow relevant agencies to influence and capture the audience</p> <p><b>Outputs</b> Tbc</p>	

**In addition**

[leedsliveitloveit.com](http://leedsliveitloveit.com)

The leedsliveitloveit.com website now receives 240,000 unique visitors per month at peak times and averages 210,000 unique visitors per month. Significant numbers of website visitors are from overseas. Information for Leeds Cast is supplied from the LILO website.

Leeds Champions

- 62 Leeds Champions recruited to date.
- Regular communication via quarterly meetings, newsletter and bi-weekly updates.
- Programme of networking events

Company Registration No. 5113663

**Marketing Leeds Limited**  
**STATUTORY FINANCIAL STATEMENTS**  
for the year ended  
31 March 2008

# Marketing Leeds Limited

## DIRECTORS AND OFFICERS

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### DIRECTORS

E J S Anderson  
J M Brady  
A J Da Costa  
C G Green  
M J Holmes  
N P D McClea  
D L Mycock  
Prof. S F Lee  
J A Rogers

### SECRETARY

A J Da Costa

### REGISTERED OFFICE

2<sup>nd</sup> Floor  
53 The Calls  
Leeds  
LS2 7EY

### AUDITORS

Baker Tilly UK Audit LLP  
2 Whitehall Quay  
Leeds  
LS1 4HG

# Marketing Leeds Limited

## DIRECTORS' REPORT

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The directors submit their report and the financial statements of Marketing Leeds Limited for the year ended 31 March 2008.

### PRINCIPAL ACTIVITIES AND BUSINESS REVIEW

Marketing Leeds Limited is the city's destination marketing company, and aims to ensure that Leeds fulfils its potential as a world-class destination for business, leisure and education. Our vision is to raise the profile of Leeds, as *the* place to do business, to visit and to study, positioning it as a vibrant, internationally competitive city, and as the gateway to its region and the UK.

During the accounting period, a new Chief Executive took up post and a thorough review of the company's operations, practices, procedures and objectives was conducted. Changes to practice and procedures were implemented and staff recruited to meet the needs identified. A full programme of activity was devised and communicated to our stakeholders. This programme will continue to be implemented and delivered throughout 2008/9.

Our objectives are:

- To raise the profile of Leeds at a regional, national and international level
- To host one major international event each year
- To bring more business to the city region
- To encourage more visitors, from the UK and overseas
- To raise the profile of Leeds as a centre of educational excellence
- To act as a catalyst for collaborative working with agencies and organisations across the City Region

The company commenced trade on 1 April 2006. Prior to this the promotional activity currently undertaken by the company was performed by Leeds City Council. The activities were transferred to the company on 1 April 2006 for £nil consideration. The balance sheet does not reflect the true current value of either the company's website [www.marketingleeds.com](http://www.marketingleeds.com), or that of the City of Leeds logo which is encapsulated in the "Leeds, Live it, Love it" logo. The directors believe that the fair value of these intangible assets far exceeds their historical cost.

The company is dependent upon grant providers and sponsorship income for funding. Without sufficient funding the company would have to curtail or cease its activities.

Through the annual budgeting process, the directors can satisfy themselves that they have sufficient funding to continue for the next twelve months, although additional funding is required to undertake all of the discretionary marketing activities that the Directors would like to commission. Furthermore, beyond the twelve months, continuation of the company is entirely dependant upon discretionary funding.

### RESULTS AND DIVIDENDS

Net income for the year amount to £103,428 and this amount has been carried forward. The Memorandum and Articles of Association does not provide for any distribution to members.

# Marketing Leeds Limited

## DIRECTORS' REPORT

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### DIRECTORS

The following directors have held office during the year.

E J S Anderson  
J M Brady  
A J Da Costa  
C G Green  
M J Holmes  
N P D McClea (appointed 1 July 2008)  
D L Mycock  
Prof. S F Lee  
J Fletcher OBE (resigned 30 June 2008)  
J A Rogers

### THIRD PARTY INDEMNITY PROVISIONS FOR DIRECTORS

Qualifying third party indemnity provision is in place for the benefit of all directors of the company.

### AUDITORS

A resolution to reappoint Baker Tilly UK Audit LLP, Chartered Accountants, as auditors will be put to the members at the annual general meeting.

### STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

The directors who were in office on the date of approval of these financial statements have confirmed, as far as they are aware, that there is no relevant audit information of which the auditors are unaware. Each of the directors have confirmed that they have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

By order of the board

  
J A Rogers  
Director

1 July 2008



# Marketing Leeds Limited

## DIRECTORS' RESPONSIBILITIES IN THE PREPARATION OF FINANCIAL STATEMENTS

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The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the income and expenditure of the company for that period. In preparing those financial statements, the directors are required to:

- a. select suitable accounting policies and then apply them consistently;
- b. make judgments and estimates that are reasonable and prudent;
- c. prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the requirement of the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MARKETING LEEDS LIMITED

We have audited the financial statements on pages 6 to 13.

This report is made solely to the company's members, as a body, in accordance with section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of directors and auditors**

The directors' responsibilities for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Directors' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you whether in our opinion the information given in the Directors' Report is consistent with the financial statements.

In addition, we report to you if, in our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Directors' remuneration and other transactions is not disclosed.

We read the Directors' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

### **Basis of audit opinion**

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

### **Opinion**

In our opinion

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice of the state of the company's affairs at 31 March 2008 and of its net expenditure for the year then ended and have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the Directors' Report is consistent with the financial statements.

*Baker Tilly UK Audit LLP*

BAKER TILLY UK AUDIT LLP

Registered Auditor

Chartered Accountants

Leeds

LS1 4HG

1 July 2008

**Marketing Leeds Limited**  
**INCOME & EXPENDITURE ACCOUNT**  
for the year ended 31 March 2008

	<i>Notes</i>	2008	2007
		£	£
<b>INCOME</b>			
Sponsorships		166,290	184,920
Contributions from Leeds City Council			
General contribution	400,000	200,000	
World Corporate Games	58,000	-	
City Centre Leeds	25,000	-	
		<u>483,000</u>	<u>200,000</u>
Revenue grants from Yorkshire Forward		270,000	200,000
CRII		-	15,650
Other income		653	-
Interest received		72	-
		<u>920,015</u>	<u>600,570</u>
<b>EXPENDITURE</b>			
Administration		373,099	241,196
Leeds champion initiative scheme		11,482	-
Events		191,288	-
Marketing activity and collateral		69,547	168,478
Collaborative marketing initiatives		32,169	109,612
Web development		60,049	43,301
Brand development		8,416	37,738
Professional and contracted services		69,441	88,136
Loan interest paid		1,096	7,208
		<u>(816,587)</u>	<u>(695,669)</u>
<b>NET INCOME/(EXPENDITURE)</b>	<b>1,11</b>		
<b>FOR THE YEAR</b>		<u>103,428</u>	<u>( 95,099)</u>

Net income for the year arises from the company's continuing operations.

No separate Statement of Recognised Gains and Losses has been presented as all such gains and losses have been dealt with in the income and expenditure account.

# Marketing Leeds Limited

## BALANCE SHEET

As at 31 March 2008

	<i>Notes</i>	2008 £	2007 £
<b>FIXED ASSETS</b>			
Intangible assets	4	10,000	15,000
Tangible assets	5	49,164	72,790
		<u>59,164</u>	<u>87,790</u>
<b>CURRENT ASSETS</b>			
Debtors	6	238,199	216,125
Cash at bank		72	-
		<u>238,271</u>	<u>216,125</u>
CREDITORS: Amounts falling due within one year	7	(243,908)	(353,816)
		<u>(243,908)</u>	<u>(353,816)</u>
NET CURRENT (LIABILITIES)/ASSETS		(5,637)	(137,691)
		<u>(5,637)</u>	<u>(137,691)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>53,527</u>	<u>(49,901)</u>
<b>CAPITAL AND RESERVES</b>			
Share capital	8	2	2
General fund	9	53,525	(49,903)
		<u>53,527</u>	<u>(49,901)</u>

The financial statements on pages 6 to 13 were approved by the board of directors and authorised for issue on 1 July 2008 and are signed on its behalf by:



J A Rogers  
Director

# Marketing Leeds Limited

## ACCOUNTING POLICIES

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### BASIS OF ACCOUNTING

The financial statements have been prepared under the historical cost convention and in accordance with applicable Accounting Standards.

The company has taken advantage of paragraph 3(3) of Schedule 4 Companies Act 1985 not to adopt the headings otherwise required by paragraph 1 of Schedule 4, as the special nature of the company's business requires such adaptation.

### INTANGIBLE FIXED ASSETS

Intangible fixed assets are stated at cost, and amortised as follows:

Brand	25% straight line
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### TANGIBLE FIXED ASSETS

Fixed assets are stated at cost. Depreciation is calculated to write off the cost less the estimated residual value of fixed assets over their estimated useful lives as follows:

Fixtures, fittings and computers	25% straight line
Website development expenditure	25% straight line

### COUNCIL INDEBTEDNESS

Council indebtedness represents the net amount of receipts and payments dealt with through Leeds City Council on behalf of the company, as part of an outsourced accounting arrangement.

### INCOME

Income represents the fair value of income receivable from sponsors and grant providers. This is derived from its principal activity wholly undertaken in the UK.

Income is deferred on the basis that each sponsor pays an annual contribution, commencing on the date that the contribution is paid.

### LEASED ASSETS AND OBLIGATIONS

Where assets are financed by leasing agreements that give rights approximating to ownership ("finance leases"), the assets are treated as if they had been purchased outright. The amount capitalised is the present value of the minimum lease payments payable during the lease term. The corresponding leasing commitments are shown as obligations to the lessor.

Lease payments are treated as consisting of capital interest elements, and the interest is charged to the profit and loss account in proportion to the remaining balance outstanding.

All other leases are "operating leases" and the annual rentals are charged to the profit and loss account on a straight line basis over the lease term.

### TAXATION

No provisions have been made for taxation on the basis that the company is a not-for-profit organisation and not within the charge to taxation.

**Marketing Leeds Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
for the year ended 31 March 2008

1	NET EXPENDITURE FROM ORDINARY ACTIVITIES	2008 £	2007 £
	Net outgoing resources is stated after charging:		
	Operating leases		
	- Plant and machinery	25,309	26,130
	- Land and buildings	28,331	28,371
		<u>53,640</u>	<u>54,501</u>
	Depreciation and amortisation of owned assets		
	Depreciation of tangible assets	8,226	8,015
	Amortisation of intangible assets	21,250	21,250
	Capital grants released	( 18,750)	( 18,750)
		<u>10,726</u>	<u>10,515</u>
	Auditors remuneration		
	- Audit	7,250	7,250
	- Other services	2,750	2,750
		<u>7,250</u>	<u>7,250</u>
2	EMPLOYEES	2008 No.	2007 No.
	The average monthly number of persons employed by the company during the year was:		
	Administration	6	4
		<u>6</u>	<u>4</u>
		2008 £	2007 £
	Staff costs for above persons:		
	Wages and salaries	225,521	105,265
	Social security costs	22,942	11,172
		<u>248,463</u>	<u>113,836</u>

**DIRECTORS' REMUNERATION**

No director received emoluments during the year.

# Marketing Leeds Limited

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2008

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### 3 TAXATION

No tax charge arises as the company is a not-for-profit organisation and in the opinion of the Directors not within the charge to corporation tax.

### 4 INTANGIBLE ASSETS

	<i>Brand</i>
	£
Cost	
At 1 April 2007 and 31 March 2008	20,000
	<u>          </u>
Amortisation	
At 1 April 2007	5,000
Charge for the year	5,000
	<u>          </u>
At 31 March 2008	10,000
	<u>          </u>
Net book value	
At 31 March 2008	10,000
	<u>          </u>
At 31 March 2007	15,000
	<u>          </u>

**Marketing Leeds Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
for the year ended 31 March 2008

5	FIXED ASSETS	<i>Office equipment and fixtures</i> £	<i>Website development</i> £	<i>Total</i> £
	Cost			
	At 1 April 2007	32,055	65,000	97,055
	Additions in the year	850	-	850
	At 31 March 2008	32,905	65,000	97,905
	Depreciation			
	At 1 April 2007	8,015	16,250	24,265
	Charge for the year	8,226	16,250	24,476
	At 31 March 2008	16,241	32,500	48,741
	Net book value			
	At 31 March 2008	16,664	32,500	49,164
	At 31 March 2007	24,040	48,750	72,790
6	DEBTORS		2008 £	2007 £
	Sponsorship debtors		74,816	129,612
	Grant Claims		-	75,000
	VAT		28,596	11,511
	Unpaid share capital subscribed		2	2
	Council indebtedness		132,785	-
	Prepayments		2,000	-
			238,199	216,125
7	CREDITORS: Amounts falling due within one year		2008 £	2007 £
	Trade creditors		109,073	129,201
	Council indebtedness		-	82,865
	Accruals and deferred income		134,835	141,750
			243,908	353,816



**Marketing Leeds Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
for the year ended 31 March 2008

8	SHARE CAPITAL	2008	2007
		£	£
	Authorised:		
	1,000 Ordinary Shares of £1 each	1,000	1,000
		<u>          </u>	<u>          </u>
	Allotted and issued:		
	2 Ordinary Shares of £1 each	2	2
		<u>          </u>	<u>          </u>

9	GENERAL FUND RESERVE	2008	2007
		£	£
	At 1 April 2007	( 49,903)	-
	Capital contribution (note 12)	-	45,196
	Net income/(expenditure) for the year	103,428	( 95,099)
		<u>          </u>	<u>          </u>
	At 31 March 2008	53,525	( 49,903)
		<u>          </u>	<u>          </u>

10 COMMITMENTS UNDER OPERATING LEASES

At 31 March 2008 the company had annual commitments under non-cancellable operating leases as follows:

	Land & Buildings 2008 £	Plant & Machinery 2008 £	Land & Buildings 2007 £	Plant & Machinery 2007 £
Expiring within one year	-	14,722	-	-
Expiring between two and five years	28,331	10,587	28,371	26,130
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
	28,331	25,309	28,371	26,130
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

11	RECONCILIATION OF MOVEMENT IN SHAREHOLDERS' FUNDS	2008	2007
		£	£
	Net income/(expenditure)	103,428	( 95,099)
	Capital contribution	-	45,196
	Shares issued	-	2
	At 1 April 2007	(49,901)	-
		<u>          </u>	<u>          </u>
	At 31 March 2008	53,527	( 49,901)
		<u>          </u>	<u>          </u>

# Marketing Leeds Limited

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2008

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### 12 CONTRIBUTION OF TRADE AND ASSETS

The activities of Marketing Leeds Limited were previously undertaken by Leeds City Council. On 1 April 2007 the trade and assets relating to these activities were contributed to Marketing Leeds Limited.

The book values and fair values of the related assets at date of contribution were as follows:

	Book value £	Fair value £	
Intangible assets	-	85,000	(1)
Fixed assets	-	30,000	(1)
Debtors	51,446	51,446	(2)
Creditors	(121,250)	(121,250)	
		<hr/>	
Net capital contribution		45,196	
		<hr/> <hr/>	

(1) The costs incurred in developing the website and creating and marketing the 'Leeds, Live it, Love it' brand were not capitalised by the council prior to the transfer. The fair value is based on the Directors' best estimate of replacement cost.

(2) It is not possible to ascertain the book value of the fixed assets acquired. The fair value is based on the Directors' best estimate of market value.

The capital contribution is a transaction with a shareholder and therefore has been credited directly to reserves and is shown within the reconciliation of movements in shareholders' funds (note 11).

### 13 TRANSACTIONS WITH DIRECTORS

Rent and service charges of £28,395 were paid to Montpellier Estates Limited, a company controlled by Mrs J Fletcher, a director of that company.

Advertising costs of £3,242 were paid to Johnston Publishing (North) Limited a company in which Mr C Green is a director.

# Marketing Leeds Limited

## DETAILED INCOME AND EXPENDITURE ACCOUNT for the year ended 31 March 2008

		2008		2007
	£	£	£	£
INCOME				
Platinum		40,000		40,000
Gold		80,500		110,000
Silver		25,000		10,000
Bronze		19,625		29,170
Deferred income adjustment		1,165		( 4,250)
		<u>166,290</u>		<u>184,920</u>
Contributions from Leeds City Council				
General contribution	400,000		200,000	
World Corporate Games	58,000		-	
City Centre Leeds	25,000		-	
	<u>483,000</u>		<u>200,000</u>	
Grant income from Yorkshire Forward		270,000		200,000
CRII		-		15,650
Other income		653		-
		<u>919,943</u>		<u>600,570</u>
Expenditure		( 815,491)		( 688,461)
		<u>104,452</u>		<u>( 87,891)</u>
Interest received		72		-
Interest paid		( 1,096)		( 7,208)
		<u>103,428</u>		<u>( 95,099)</u>

This page does not form part of the statutory financial statements.

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