

Public Document Pack

Late Item for 6th October 2008 Scrutiny Board (Central and Corporate)

Agenda Item 9 – Funding agreement between Leeds City Council and Marketing Leeds

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Report of the Head of Scrutiny and Member Development

Scrutiny Board (Central & Corporate Functions)

Date: 6th October 2008

Subject: Funding Agreement between Leeds City Council and Marketing Leeds.

Electoral Wards Affected:

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

1.0 INTRODUCTION

1.1 On 17th September 2008 Scrutiny Board (Central & Corporate Functions) considered a Call In request. The Call In related to an officer delegated decision, D34227 of the Chief Executive as follows:

‘In accordance with the Council’s agreed budget for 2008-09, a grant of £400,000 is payable to Marketing Leeds Limited to undertake a range of activities as detailed in the attached grant agreement.

1.2 The decision had been called-in for review by Councillors J Lewis, J Dowson, L Mulherin, E Nash and L Yeadon on the following grounds:-

‘I would like the Scrutiny Board to investigate whether the key aims of the partnership between the Council and Marketing Leeds have been, and will continue to be, achieved.’

1.3 The Board considered the following written evidence:-

- A copy of the Delegated Decision Form dated 18th August, 2008 of the Chief Executive, together with a copy of the accompanying report on which the decision was based.

1.4 The Board also considered the following additional information:-

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

- 1.5 Scrutiny Board resolved to release the decision for implementation. However the Scrutiny Board asked that the Chief Executive reports back to this meeting regarding amendments to paragraphs 6 (Obligations of Marketing Leeds) and 8 (Performance Monitoring) of the funding agreement between Leeds City Council and Marketing Leeds.
- 1.6 Attached to this cover report is a revised Funding Agreement together with a copy of Marketing Leeds' Business Plan and proposed Activity and Events Strategy for 2008/9. Members of the Board will note substantial changes to paragraphs 6 and 8 of the Funding Agreement.
- 1.7 James Rogers, Assistant Chief Executive (Planning, Policy and Improvement) will be in attendance at today's meeting to answer Member's questions.

2.0 RECOMMENDATIONS

- 2.1 Members are asked to;
 - (i) Consider the revised Funding Agreement and make appropriate comment

Background Papers

Scrutiny Board (Central & Corporate Functions) Call In agenda – 17th September 2008.

This is a funding agreement between:

<p>"THE COUNCIL"</p> <p>Leeds City Council Chief Executive's Office 3rd Floor East Civic Hall LS1 1UR</p>	<p>"THE ORGANISATION"</p> <p>Marketing Leeds 53 The Calls Leeds LS2 7EY</p>
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Represented by:

<p>"THE COUNCIL"</p> <p>Paul Rogerson Chief Executive</p>	<p>"THE ORGANISATION"</p> <p>Deborah Green Chief Executive</p>
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This agreement sets out the responsibilities of Leeds City Council and Marketing Leeds in respect of the funding granted by Leeds City Council to Marketing Leeds in the financial year 2008/09.

1.0. Date

1.2. The agreement shall cover the period 1.4.08 to 31.3.09

2.0. Purpose of this Agreement

2.1. The purpose of this Agreement is:

- To regulate the payment of grant aid funding for the year ending 31 March 2009;
- To agree the terms and conditions of grant aid funding provided by the Council, and;
- To provide a basis for the relationship between the Council and the Marketing Leeds, without compromising the independence of either party.

3.0. Principles of the Agreement

3.1. The Council and Marketing Leeds agree the following:

- (a) The Agreement recognises that Marketing Leeds is established to pursue the objectives set out in its Business Plan and operates in accordance with its own policies, practices and procedures.
- (b) Marketing Leeds has been established by the Council and the Chamber of Commerce to act as 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.

- (c) Variations to this funding agreement can only be made by specific written agreement between representatives of Marketing Leeds and the Council.
- (d) Funding is subject to the receipt of regular and satisfactory updates reporting progress against Marketing Leeds' agreed Business Plan objectives both to the Board of Marketing Leeds on a regular basis and, at least once a year, to the Council via the Chief Executive.
- (e) Funding in subsequent years is subject to the satisfactory fulfilment of the agreed obligations in relation to this Agreement and satisfactory performance according to the criteria laid down in Marketing Leeds' Business Plan.
- (f) If, at any time, a change in the level of funding becomes necessary, the Council will endeavour to give Marketing Leeds at least three months notice before implementing any change.
- (g) The parties hereto agree that the Funds shall be Marketing Leeds' sole entitlement to money from the Council in relation to this specific Agreement, unless specifically agreed otherwise.
- (h) Marketing Leeds will use the Leeds City brand on all appropriate marketing materials and the Leeds City Council logo where appropriate, particularly where partnership support and activity is apparent, as laid out in the Council's Corporate Identity Guidelines.

4.0 Funding

- 4.1 Following receipt of a signed copy of this funding agreement and subject to the receipt of the regular progress reports referred to in paragraph 3.3 above, an amount totalling £400,000 for the financial year 2008/09 will be paid by the Council to Marketing Leeds in quarterly instalments of £100,000 in advance.

5.0 Insurance

- 5.1 Marketing Leeds shall maintain employers' liability insurance to a minimum value of ten million pounds and public liability insurance to the value of five million pounds or such other value as is agreed between the parties with a reputable insurance firm. Marketing Leeds shall also provide such documentary evidence that the levels of insurance are being maintained in accordance with this clause and at such times as are required by the Council.

6.0 Obligations of Marketing Leeds

- 6.1 The Council is providing these funds to enable Marketing Leeds to pursue its vision of "raising the profile of Leeds as a vibrant, dynamic, internationally competitive city and as the gateway to Yorkshire and the UK".
- 6.2 In progressing this vision, Marketing Leeds will be expected to contribute to the delivery of the Vision for Leeds 2004-2020, particularly the visions themes of Going up a League and developing Leeds' role as the Regional Capital. Whilst the principal focus of Marketing Leeds' activity should be on marketing and profile raising activity outside of the city in order to raise the city's profile at the international level, it is also important that Marketing Leeds' activities recognise the contribution they can also make to the city's Narrowing the Gap aspirations. Therefore, Marketing Leeds, working collaboratively with others, should seek to maximise the involvement of local agencies and communities, wherever possible, in its activities.

6.2 Marketing Leeds will aim to achieve the following objectives:

- raise the profile of Leeds at a regional, national and international level;
- bring more business to the city region;
- encourage more visitors from the UK and overseas;
- raise the profile of Leeds as a centre of educational excellence;

6.3 Marketing Leeds will aim to achieve this vision and objectives through:

- co-ordinating an integrated communications strategy, promoting Leeds as a first-choice destination;
- re-energising the city's marketing, and delivering innovative marketing and promotional campaigns to attract visitors, encourage creativity, engage local communities and deliver real economic impact;
- securing and co-ordinating commitment, support and creative collaboration from key business sectors in the city, delivering measurable benefits to all stakeholders;
- working in partnership with public agencies, business and other key stakeholders, and;
- being focused on delivering tangible results, maximising the economic and promotional impact of its activities.

6.1 In progressing its objectives, Marketing Leeds will need to support the city in the delivery of the Leeds Strategic Plan (2008-2011). Whilst there are a number of Strategic Outcomes and Improvement Priorities that Marketing Leeds' work will contribute to, Marketing Leeds has a key role to play in our stated priority to "Increase international communications, marketing and business support activities to promote the city and attract investment".

6.2 Under this priority, the Council with its partners has agreed two key performance indicators as follows:

- (a) Percentage of UK residents surveyed who regard Leeds as a great place to live, and;
- (b) Improve Leeds' image as a major centre for business.

6.3 Both of these indicators are new and targets and milestones will be determined following the establishment of a baseline by March 2009. Marketing Leeds will be expected to assist in the development of these new indicators and establishment of baseline data. In future years, Marketing Leeds will be expected to contribute to the achievement of these indicators and it is expected that they will form a measure of performance for future Agreements.

6.4 In regard to specific areas of activity for 2008-9, Marketing Leeds is generally expected to:

- Act as a catalyst for collaboration;
- Work closely with key city partners to maximise opportunities and avoid duplication;
- Co-ordinate activity for maximum impact;

- Continue to recruit support from key stakeholders in the Leeds community and extend the Leeds Champions scheme;
- Provide showcasing opportunities for key sector groups in the city;
- Position Leeds as a thriving city in regional, national and international media to attract new business and investment;
- Communicate the bright future of Leeds through research, PR and events;
- Demonstrate support for development of the Leeds City Region and support City Region marketing activity and endeavours as may be required.

6.5 In regard to specific areas of activity for 2008-9, Marketing Leeds is specifically expected to:

- Provide a leadership role for the delivery of the World Corporate Games in Leeds in July 2008;
- Work collaboratively with city partners to either help develop and enhance existing events and initiatives or introduce new initiatives and events including. Examples include the development of Leeds Business Week, the introduction of Taste of Leeds, the development of the "Leeds Week in" approach with Leeds in Milan and enhancing events such as Leeds Shopping Week, the Leeds entry to the Chelsea Flower Show, MIPIM etc;
- Identify opportunities which present marketing and profile raising opportunities particularly at the international level;
- Arrange familiarisation visits for journalists to raise the profile of the city both at the national and international level;

6.6 A copy of Marketing Leeds' Business Plan for 2008/9 and current Activity and Events Strategy (dated September 2008) is attached detailing the key activities that the monies provided by this Agreement will be supporting.

6.7 General obligations include:

- (a) Marketing Leeds will use all reasonable endeavours to meet the target outcomes and performance indicators as detailed in its Business Plan.
- (b) Marketing Leeds shall perform its duties using all skill, care and attention as that of a reasonable competent body carrying out the same business as Marketing Leeds.
- (c) The Council will share relevant information with Marketing Leeds about the functions to be carried out under the agreement.
- (e) Marketing Leeds will provide information for the Council, and abide by general and special conditions, as required by this Agreement.
- (f) Marketing Leeds shall keep confidential at all times all information which comes into its possession relating to this Agreement, excepting when:
 - it has the Council's prior written consent;
 - the information is requested by the Council as part of this Agreement;
 - it is required to do so by Law or Statute.
- (g) Marketing Leeds shall abide by all relevant Health and Safety Legislation and Regulations at all times.

- (h) Marketing Leeds is not and shall not in any circumstances hold itself out as being the servant of the Council for any purpose other than those expressly conferred by this Agreement.
- (i) Marketing Leeds is not and shall not in any circumstances hold itself out as being authorised to enter into any contract on behalf of the Council or in any other way to bind the Council to the performance variation or release or discharge of any obligation.
- (j) The staff of Marketing Leeds are not and shall not hold themselves out to be and shall not be held out by Marketing Leeds as being servants or agents of the Council for any purpose other than that expressly conferred by this Agreement.
- (k) Marketing Leeds must take all reasonable steps including all preliminary investigations and enquiries to prevent the risk of fraud to the Council. Where such preliminary investigations suggest the possibility of fraud or other irregularity affecting the resources of the Council, Marketing Leeds shall immediately inform the Council.
- (l) Marketing Leeds shall at all times abide by the Human Rights Act 2000.
- (m) Funded organisations must not contravene the Local Government Act of 1986, regarding the publication of political material.
- (n) Marketing Leeds must be aware of the principles of equal opportunities, and is responsible for implementing an equal opportunities policy in all aspects of its activity.
- (o) Marketing Leeds must carry out its business within any other relevant government legislation, including that to do with employing staff. Marketing Leeds is responsible for getting any licenses, permissions and insurances that are necessary by law.

7.0 Financial Monitoring

- 7.1 Marketing Leeds shall keep and maintain accurate financial records of its transactions and shall provide copies of the annual audited accounts to the Council and provide financial information at such other times as reasonably requested by the Council.
- 7.2 The Council shall be entitled to withhold any or all of the Funds paid throughout the duration of this Agreement and/or to require re-payment of part or all of such Funds in the event of any of the following circumstances:
 - 7.2.1 Marketing Leeds does not spend the full amount of such Funds;
 - 7.2.2 Any of the information provided by Marketing Leeds in order to access the Funds is found to be substantially incorrect or incomplete.
 - 7.2.3 Marketing Leeds is in breach of any term of this Agreement and has failed to remedy such breach within twenty eight days of receipt of notice of such breach from the Council.
- 7.3 The Council may suspend payment of the Funds if Marketing Leeds does not provide the Council with a copy of the Audited accounts within 1 month of publication. Recommencement of the payment of the Funds shall be dependent upon the Council's approval at its sole discretion upon submission of the audited accounts.
- 7.4 The Funds shall only be used for the purposes of this Agreement. The Council may require repayment of all the Funds paid under this Agreement or such part thereof as the Council deems appropriate in its sole discretion should the Funds be used for purposes outside the scope of this Agreement.

8.0 Performance Monitoring Arrangements

- 8.1 Marketing Leeds shall provide the Council with regular reports and financial statements which shall detail areas of activity and progress against objectives and specify how the funding received from the Council has been used. Such documents shall include, but shall not be limited to, Marketing Leeds' annual Business Plan and Activity and Events Strategy and the company's audited annual accounts. It is acknowledged by the Council that the Business Plan and Activity and Events Strategy may, from time to time, be updated by Marketing Leeds. Marketing Leeds is, therefore, required to let the Council have updated copies of both the Business Plan and the Activity and Events Strategy as and when such documents are substantively updated.
- 8.2 The performance of Marketing Leeds will be monitored by its appointed Directors to the Board of Marketing Leeds; by formal reports to the Council via the Chief Executive, and through other reporting mechanisms as the Council may, from time to time, specify. Specifically, funding is subject to the receipt of regular and satisfactory updates reporting progress against Marketing Leeds agreed Business Plan objectives both to the Board of Marketing Leeds on a regular basis and, at least once a year, to the Council via the Chief Executive.
- 8.3 In accordance with the Council's arrangements for managing performance against the Leeds Strategic Plan 2008-2011, Marketing Leeds will be required to provide such information as may be required to ascertain progress against relevant indicators, most notably:
- (a) Percentage of UK residents surveyed who regard Leeds as a great place to live, and;
 - (b) Improve Leeds' image as a major centre for business.
- 8.4 Marketing Leeds shall provide all relevant information and related materials, at such times as the Council shall reasonably request such items, in order for the Council to monitor, evaluate and review Marketing Leeds' performance with regard to the Council's requirements in respect of this Agreement.
- 8.5 In accordance with the Council's political governance arrangements, officials of Marketing Leeds may be expected, from time to time, to attend meetings of the Council's Executive Board or relevant Scrutiny Committee to consider performance matters as identified within this Agreement.

9.0 Termination

- 9.1 In the event that Marketing Leeds is in breach of this Agreement the Council shall serve notice on Marketing Leeds of such breach. Should the breach not be remedied within twenty eight days of the receipt of such notice, the Council may terminate this Agreement forthwith without further notice and reclaim such quantity of the Funds as the Council deems appropriate in its sole discretion in the circumstances.
- 9.2 The Council shall be entitled to cancel this Agreement and to recover from Marketing Leeds the amount of any loss resulting from such cancellation if:
- 9.2.1 Marketing Leeds shall have offered or given or agreed to give to any person any gift or consideration of any kind inducement or reward for doing or forbearing to do or for having done or forborne to do any action in relation to this Agreement or any other contract with the Council;
 - 9.2.2 Or the like acts shall have been done by any person employed by Marketing Leeds or acting on its behalf (whether with or without the knowledge of Marketing Leeds);
 - 9.2.3 Or in relation to any contract with the Council, Marketing Leeds or person employed by it

or acting on its behalf shall:

- have committed any offence under the Prevention of Corruption Acts 1889 to 1916; or
- have given any fee or reward the receipt of which is an offence under S.117(2) of the Local Government Act 1972.

9.3 Any disputes or differences arising as between the Council and the Company as to their respective rights duties or obligations or as to any other matter or thing arising out of or connected with the subject matter of this Agreement (other than as herein provided) shall be referred in accordance with the provisions of the Arbitration Act 1996 or any statutory modification or re-enactment thereof for the time being in force to the determination of a single arbitrator to be agreed upon by the parties or failing agreement within seven days of a written request by one of the parties requesting such agreement then (upon the request of either of the parties) to a person nominated as arbitrator by the President for the time being of the Royal Institution of Chartered Surveyors.

9.4 For the avoidance of doubt nothing herein contained or implied shall prejudice or affect the Council's rights powers and obligations in the exercise of its functions as a local authority.

10.0 Indemnity

10.1 Marketing Leeds shall indemnify the Council against any loss claim and expenditure (over and above that required for the Council's proper performance of this Agreement) resulting from the performance of Marketing Leeds excepting in so far as such loss claim and expenditure is the result of the Council's negligence.

10.2 Without prejudice to the generality of clause 10.1, Marketing Leeds shall indemnify the Council against any loss claim or expenditure resulting from a breach of clause 6.7 (I).

11.0 Declaration

This Agreement was signed by:

.....	Date.....
For Leeds City Council	
And	
.....	Date.....
For Marketing Leeds	

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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 as 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
5th December 2007

Activity and Events Summary – 2008/9

Date	Event	Aim/Overview	Activity	Partners/Support from
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>Outputs 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 th 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>Outputs 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 th 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>Outputs 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 th 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>Outputs 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>Outputs 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>Outputs 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>Outputs 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>Outputs Circulation:-</p> <ul style="list-style-type: none"> • UK 141,073 • Centre Europe 123,192 • US 156,162 • Asia 40,606 <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. Outputs 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. Outputs 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. Outputs 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. Outputs 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
			Outputs 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. Outputs 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. Outputs 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. Outputs 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. Outputs 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. Outputs 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>Outputs 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>Outputs 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 th 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 & drink and luxury goods sector journalists. N.B deliberately to coincide with Leeds Business Week and Taste of Leeds Festival.</p> <p>Outputs 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 th 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. Outputs 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 th June	Familiarisation visit for Italian Food & Drink and Photography Magazine Journalists	To raise the profile of Leeds lifestyle offering.	Full familiarisation visit. Outputs 13 pages of coverage on Italian online website – A Bagnomaria 2 videos produced	Jet2.Com, Leeds Champions
19 th June	Familiarisation Visit by Spanish Consumer Travel Journalists	To raise the profile of Leeds lifestyle, leisure and cultural offering.	Full familiarisation visit. Outputs Coverage tbc	Jet2.com, Leeds Champions
20 th 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. Outputs 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. Outputs 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. Output 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. Outputs 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. Outputs 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. Outputs 100 delegates. Leeds featured in Estates Gazette and website. Coverage of Yorkshire Summit in Estates Gazette Magazine.	Estates Gazette
16 th 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. Outputs 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. Outputs 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. Outputs Significant regional and national media coverage. Speaking opportunity for Councillor Proctor.	Yorkshire Icons, LCC Events and 2012 Teams, Yorkshire Bank, Yorkshire Forward,

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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>Outputs 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 th 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>Outputs 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"> • ‘Live from Leeds’ Performance by Opera North, Northern Ballet Theatre and the anateresa project. • Legal Sector Conference • Financial Services Sector Public/Private Partnership Conference • Property Sector Regeneration Event • International Business Network Event • Manufacturing delegation • Education Sector Innovation Event • Hotel/Leisure Industries Event • YEP Supplement • YP journalist to report daily on events taking place • Galaxy FM DJ presents • Full city dressing campaign throughout Milan. • Various networking/business dinners and receptions • Press Launch • Private meeting between Councillor Carter and the Mayor of Milan, Letizia Morrati and full civic welcome <p>Outputs 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 st 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 & Digital Industries.</p> <p>Outputs 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 th 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>Outputs 20-30% of attendees from outside Leeds.</p>	ARUP
13 th 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.

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		To identify the skills, knowledge and practices both sectors can exchange to enhance their performance and promote growth.	Outputs 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. Outputs 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. Outputs 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. Outputs Circulation 3,000 regional, national and international contacts.	
February 09	Tbc – Sadlers Wells Event with Opera North			
6 th 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 Outputs Tbc	Yorkshire Forward, RIBC, Forward Ladies, Coutts Bank, Chamber of Commerce, Brahm, ICAEW (UK) Ltd, Tebays, Believe
10 – 13 th 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. Outputs Tbc	Waterside Communications, Inward Investment Team and numerous property developers.
5 th 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>Outputs Tbc</p>	

In addition

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