

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

