



## **Report of the Director of Neighbourhoods & Housing Department**

### **Inner North West Area Committee**

**Date: 7<sup>th</sup> December 2006**

**Subject: Marketing of Inner North West Leeds**

#### **Electoral Wards Affected:**

**Headingley**  
**Hyde Park & Woodhouse**  
**Kirkstall**  
**Weetwood**

#### **Specific Implications For:**

- |                        |                                     |
|------------------------|-------------------------------------|
| Equality and Diversity | <input type="checkbox"/>            |
| Community Cohesion     | <input checked="" type="checkbox"/> |
| Narrowing the Gap      | <input checked="" type="checkbox"/> |

Council Function

Delegated Executive Function available for Call In

Delegated Executive Function not available for Call In Details set out in the report

#### **Executive Summary**

The Inner North West of Leeds has long been synonymous with sports and students. It is home to both the city's universities and the majority of their approximately 50,000 students, it is the location of one of the city's two internationally recognised sporting venues, Headingley Cricket Stadium. The area is also home to an approximate population of 35,000 permanent residents, based on census 2001 figures.

For these reasons it is essential the Inner North West area is promoted by both stakeholders and external agencies in the most positive means possible, meeting the approval of both local residents and the organisations involved.

## **1.0 Purpose of the Report**

- 1.1 The purpose of this report is to provide the Inner North West Area Committee with a basis for discussion with Marketing Leeds on how the area is promoted.

## **2.0 Background Information**

- 2.1 Due to both the national and international attention that the Inner North West of Leeds often receives, a request was made at June's Area Committee to discuss, with Marketing Leeds, the promotion of the area.

### **3.0 The Issues**

- 3.1 The Inner North West wards of Leeds are unique within the city, not only are they home to the internationally recognised city sporting asset, Headingley Cricket Ground, they are also home to both universities in Leeds and the majority of students who attend the institutes.
- 3.2 As such the Inner North West wards attract a lot of national attention and are often the focus of mass influxes of non residents. Examples of these times are:-
- Student Exodus – annually during June  
Student Influx – annually during September  
Student Graduations – take place at various times from July to November  
Cricket – national and international matches, from test cricket to one day matches  
Rugby – Headingley Carnegie Stadium, home of the Leeds Rhinos and Leeds Tykes  
Conferences – national and international events held at various universities buildings
- 3.3 The area is also home to a number of high profile attractions, such as Kirkstall Abbey, Woodhouse Moor and Cardigan Fields Leisure Centre on Kirkstall Road, the only multi use complex of its type in Leeds.
- 3.4 In summary the area, and especially Headingley, are synonymous with sport and students. This is evident when searching the internet for information on the area; the majority of matches are in relation to these two topics.

### **4.0 Positive Promotion**

- 4.1 Given the issues raised above, which should all be positive contributors to the economic and social success of the Inner North West, it is essential that the area is promoted in a manner acceptable to its communities.
- 4.2 Through promotion of sports and higher education in the area, there is an inevitable knock on effect to the communities within the Inner North West. Whether this be through inconsiderate parking of people attending events, lack of consultation on events directly affecting the community or through activities related to business development, there is a responsibility on all stakeholders to give due consideration to the impact of their actions on the area.
- 4.3 Events and activities in the area must be promoted in such a way as to meet the approval of both residents and the organisers alike.

### **5.0 Recommendations**

- 5.1 The Area Committee is asked to use the contents of the report to inform a discussion on this topic.