



Report of Head of Scrutiny and Member Development

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 20 September 2012

Subject: Marketing Leeds

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. At its meeting in June, the Scrutiny Board identified an inquiry into 'marketing and promotion of the city' as one of its major pieces of work for this municipal year.
2. In order to assist the Board in deciding the scope of its proposed inquiry, the Chief Executive of Marketing Leeds, Lurene Joseph, has been invited to make an introductory presentation to the Board at this meeting. Ms Joseph took up her position with Marketing Leeds in April 2012, having previously worked for the London Development Agency.

Recommendations

3. Members are asked to:
 - a) Receive a presentation from the Chief Executive of Marketing Leeds
 - b) Decide the scope of the proposed inquiry into 'marketing and promotion of the city'.

Background papers¹

None used

¹ The background documents listed in this section are available for inspection on request for a period of four years following the date of the relevant meeting. Accordingly this list does not include documents containing exempt or confidential information, or any published works. Requests to inspect any background documents should be submitted to the report author.