

# LEEDS CHAMPIONS – THANK YOU FOR ALL YOUR SUPPORT

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Winter 11

Leeds®  
Live it  
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Marketing  
Leeds  
Newsletter



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## Welcome to the Marketing Leeds Winter 2011 stakeholder newsletter

Many of you will be aware that discussions have been taking place between Marketing Leeds, Leeds City Council, the Chamber and Financial Leeds about bringing together various functions within the city. As a result the Council's Executive Board are being asked to approve a proposal to combine a range of city marketing provided by the services listed below:

- Marketing Leeds
- Financial Leeds
- Leeds City Council's inward investment team 'Locate in Leeds'
- Leeds City Council's tourism team 'Visit Leeds' including the Leeds Visitor Centre
- Business tourism services provided by 'Conference Leeds'

The new combined service would become the place for the public and private sector to come together to market the city and develop the 'product' of Leeds. It would have a single executive structure operating under the leadership of a private sector led board, with directors also being appointed from the council. It is anticipated the new service will be able to attract increased levels of private sector involvement to further enhance the city's marketing.

All involved agree that now is the right time to provide a renewed focus on marketing the city, attracting investment and creating jobs. This new approach is designed to ensure that we have the right resources in place to support the city's objective to

be the 'best city in the UK' and will take account of public sector funding reductions.

The proposal will utilise existing Marketing Leeds company arrangements to form the basis of this new proposition. This will ensure that the work we have undertaken with champions and private sector partners, which is integral to our operations, will continue to be a pivotal part of the amalgamated service.

I believe this joined up approach will allow us to build even further on the work that Marketing Leeds has undertaken over the past few years and also represents the 'joined up thinking' that Marketing Leeds and our Champions have advocated for some time and I am delighted that the council are now taking this approach.

The decision goes before the Councils Executive Board meeting on Wednesday 15th December and if approved work will then begin on implementing these proposals.

Since its inception, Marketing Leeds has worked collaboratively to deliver the greatest impact to the widest possible audience and I would like to take this opportunity to thank our Champions for their support.

I look forward to working with you all to bring these exciting plans to fruition.

Kind Regards

Deborah Green, Chief Executive

# Winter 11

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FRONT COVER: DEBORAH GREEN WITH LEEDS IN VANCOUVER DESIGNERS LISA JAYNE DANN AND JAMES STEWARD



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### LEEDS IN VANCOUVER



THE STYLE HOUSE, LUXURY POP UP VENUE



MARKETING LEEDS CHIEF EXECUTIVE DEBORAH GREEN WITH LEEDS DESIGNERS LISA JAYNE DANN AND JAMES STEWARD



JAMES STEWARD WITH MODEL IN ONE OF HIS DESIGNS BACKSTAGE AT VANCOUVER FASHION WEEK

## Leeds Designers lead the way at Vancouver Fashion Week 2010

### Leeds in Vancouver

For the first time in its 10-year history, Vancouver welcomed British designers to the catwalk during its highly celebrated annual Fashion Week.

Marketing Leeds supported Leeds based award-winning designers James Steward and Lisa Jayne Dann to become the first ever UK designers to showcase their collections at Vancouver Fashion Week.

James has lived in Farsley his whole life, other than a stint in Milan working for one of Italy's oldest and most respected fashion houses, Gattinoni Couture. Lisa grew up in Boston, but has lived in Leeds for many years.

Both designers have achieved great success already. James has dressed Victoria Beckham and Kylie Minogue, and Lisa was the biggest selling independent designer on online fashion powerhouse, ASOS.com in the three months before Christmas last year.

Over 500 guests including regional and international media and international buyers gathered at the Empire Landmark Hotel in Vancouver to watch two of the most eagerly

anticipated shows of the week. Lisa Jayne Dann's collection hit the catwalk to a rapturous reception, as her natural and earthy animal prints in luxurious fabrics took centre stage. Inspired by ancient mythology and described as an 'eccentric collection', James Steward's designs led to thunderous applause, with members of the Asian media flocking to the post-show interview room.

A couture hat by Leeds-based milliner, Beth Hirst of Beth Hirst Couture Hats was also commissioned by Marketing Leeds, and proved hugely popular following its debut in James' collection.

Leeds in Vancouver has proved to be an overwhelming success, with both designers making invaluable contacts in retail and manufacturing, as well as receiving extensive press coverage. Lisa is also looking forward to appearing in an upcoming edition of Grazia Bulgaria and James in Hello.

International press and media coverage continues to arrive, with the PR value currently at £230k.

James Steward said: "The attention we have received has been unbelievable and both Lisa and I have been blown away with the amount of support we have received from Marketing Leeds, regional and international media, buyers, and the city of Vancouver as a whole."

The designers' collections can be viewed at [www.jamessteward.co.uk](http://www.jamessteward.co.uk) and [www.lisajaynedann.co.uk](http://www.lisajaynedann.co.uk)



LISA JAYNE DANN'S COLLECTION AT VANCOUVER FASHION WEEK



JAMES STEWARD'S COLLECTION HITS THE CATWALK

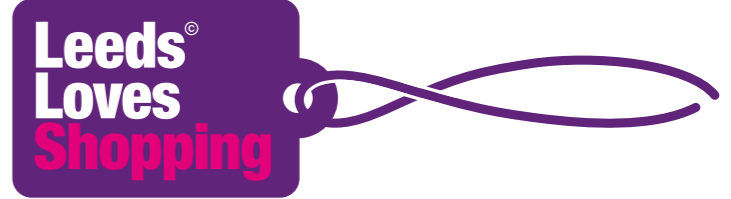
“Our aim was to offer a great platform for the city’s shoppers and visitors alike to gain access into the world of fashion and style through both high street and independent retailers”. Deborah Green



LEEDS FASHION SHOW HELD AT LEEDS CITY MUSEUM

LEEDS LOVES SHOPPING

Leeds Loves Shopping



SHANE WARD ENTERTAINS THE CROWD AT RADIO AIRE'S PARTY IN THE DARK



MODELS WEARING A SELECTION FROM INDEPENDENT STORE BIRD'S YARD



THE STYLE HOUSE VENUE INTERIOR



SAVVY FASHION SHOW AT THE MERRION CENTRE



LEEDS CITY COLLEGE STUDENTS SHOW FASHION THROUGH THE DECADES

Leeds Loves Shopping, a celebration of style, returned to the city from 14th – 24th October. Throughout the festival, the city’s stores, shopping centres, restaurants, hotels and designers presented a range of events, fashion shows, promotions, workshops, mini makeovers and VIP evenings with a focus of showcasing Leeds’ retail offer.

Marketing Leeds worked in partnership with City Centre Management and Leeds Retail Association to deliver the festival which saw 40 events taking place across the 10 day period. 26 Leeds Champions were involved, with a total of 62 businesses engaging in festival activity.

2010 saw the festival brand develop to Leeds Loves Shopping. Festival guides were distributed ahead of the festival, the social media campaign was brought in-house attracting over 500 followers through twitter and facebook channels. Consumer communication was maintained through a weekly e-shot campaign, online and on air presence, city dressing, on street promotional activity and press coverage. A point of sale kit allowed businesses taking part in the festival to show their support in their window dressings.

Marketing Leeds continued its partnership with National Magazine Group (NatMags), providing press coverage and creating pre-promotional opportunities. National Magazines also hosted an online Leeds Loves Shopping competition package on their website which gathered over 26,000 entries.

The Victoria Quarter’s Shopping Affair launched the festival, and guests enjoyed a party atmosphere whilst taking advantage of the many offers and discounts available in honour of centre’s 20th birthday. Radio Aire’s Party in the Dark at the Corn Exchange also drew in the masses with a stylish fashion show from Corn Exchange’s independent retailers followed by exclusive sets from Olly Murs and

Shayne Ward. The Merrion Centre joined in the festivities with an ethical and savvy fashion showcase, whilst shoppers enjoyed vintage fashion shows and makeovers at St Johns Vintage Fashion Fair.

Luxury pop-up venue The Style House opened its doors on Briggate for the first time as brands and stores took to the stage to present their latest ranges and styles. 16 businesses came to the stage at the purpose-built marquee promoting their key messages to captive audiences. The fashion team from SHE magazine and Galaxy’s JoJo launched The Style House with an exclusive style presentation of high street trends. Champions St Johns Centre and Leeds City College followed this up, showing ‘Fashion through the Decades’.

Saturday was dedicated to Leeds’ high street favourites with The Light, GAP, Dr Martens, Harvey Nichols, Westrow Salon, Bobbi Brown at House of Fraser and Hugo Boss showcasing Autumn/Winter trends in the Style House with help from celebrity compere Kate Lawler.

An economic impact study was produced for Leeds Loves Shopping and amongst other successes one retailer reported an increased turnover of 26 to 50% compared to a normal week’s trading.

We are continuing to receive coverage nationally and internationally, including pieces from journalists from Ireland and Jersey who attended the festival. This has enhanced press coverage to a PR value of over £422,000.

Thank you to everyone who took part in this year’s festival, we look forward to seeing you next October. For more information contact rachel.allen@marketingleeds.com.

LEEDS DIGITAL FESTIVAL

# Leeds Digital Festival 2010

**Digital experts shine at The Business of Digital**

Leeds Digital Festival which took place from 8th – 12th November was a great success, with over 20 events being hosted by creative agencies, organisations and practitioners.

Key partners included Leeds Media, Marketing Leeds, Leeds, York and North Yorkshire Chamber of Commerce, Holbeck Urban Village and Screen Yorkshire, but a whole host of other organisations joined together to bring a broad range of interesting events celebrating the digital expertise across the region, from freelance and viral artists to leading digital agencies and award-winning client teams.

**Digital experts shine at The Mint**

Three of the key events took place in The Mint, a new Grade A Office accommodation at the heart of Leeds' creative and digital district, Holbeck Urban Village: TedxLeeds 2010; the Leeds Media's second Thursday social and; the fourth debate in the Business of series, The Business of Digital, showcasing this fantastic building to all who attended.

**Tedx – 10th November**

TedxLeeds 2010: The City as a Platform was presented by Screen Yorkshire and CARBON: Imagineering bringing together speakers from IBM, Orange and Pachube.com. The event explored how technology, design and entertainment are reshaping how we think about cities and the notion of 'place'.

More information on Tedx Leeds can be found at: <http://www.tedxleeds.com>.



**Business of Digital and Leeds Media Social – 11th November**

More than 150 business leaders attended the fourth in the Business of series of debates which explored the future of digital technology and how it will affect business in the future.

The lively debate featured a panel of national and international experts who provided opinion about future trends,

advice on how businesses can bolster their bottom line by harnessing digital and technological advances.

The debate was chaired by David Parkin, editor of thebusinessdesk.com, the panel included Chinese entrepreneur, Buddy Ye, the co-founder of WangYou.com, one of the first and largest social networking companies in China and chief innovation officer of Open Knowledge, Dr Norman Lewis, Amanda Brown, first direct's head of PR, Kieran Matthews, marketing director of Internet Advertising Bureau and Daniel Pollick, head of IT for Global law firm DLA Piper completed the panel and offered practical advice on how technology and social media can benefit businesses.

The debate covered a number of key themes in the digital and technology sectors including how changes will affect business as well as everyday life. During the debate, Dr Norman Lewis and Daniel Pollick stressed that digital is still at an early stage. Daniel Pollick stated; "It's dangerous to pick too many trends because we are at the very beginning of the internet era." Dr Lewis agreed, stating "it took 45 years for the internet to become established".

Marketing Leeds Chief Executive, Deborah Green stated "We are used to welcoming participants from around the UK to debate issues and share best practice, but it was a privilege to be able to welcome an international panellist, Chinese entrepreneur Buddy Ye to the city. These debates not only give us the opportunity to showcase the city's strengths but are a great opportunity to build relationships with important business contacts for the city like Buddy Ye".

If you weren't able to attend and would like to view a short film on the debate please visit The Drum's website: [www.thedrum.co.uk](http://www.thedrum.co.uk).

The debate was followed by the Leeds Media monthly social which allowed delegates from The Business of Digital and Leeds Media members to network and continue the debate further.



SUSAN WILLIAMSON ASKS FOR WHOM DO WE BUILD, DESIGN, MAKE? AT TEDX LEEDS 2010 (CREDIT: IAN FORRESTER)



DANIEL POLLICK, HEAD OF IT FOR GLOBAL LAW FIRM DLA PIPER



THE BUSINESS OF DIGITAL PANEL TAKE QUESTIONS FROM THE AUDIENCE



THE BUSINESS OF DIGITAL PANEL L TO R DANIEL POLLICK, KIERAN MATTHEWS, DR NORMAN LEWIS, AMANDA BROWN AND BUDDY YE



"These debates not only give us the opportunity to showcase the city's strengths but are a great opportunity to build relationships with important business contacts for the city like Buddy Ye". Deborah Green



DEBORAH GREEN, MARKETING LEEDS CHIEF EXECUTIVE AND CHAIR FOR THE DEBATE, DAVID PARKIN, EDITOR OF THEBUSINESSDESK.COM

LEEDS DIGITAL FESTIVAL

# The DADI of all ceremonies takes place in Leeds

Leeds Digital Festival culminated with the DADI (Drum Awards for Digital Industries) Awards celebrating the finest creative and digital talent from across the UK, outside of London, with over 350 key figures from the UK's digital sector descending upon the city to hear the all important results.

Leeds based agency MadeByPi walked away with six trophies on the night including the award for Digital Agency of the Year as well as picking up prizes for work they have done for both First Direct and CBBC.

The ceremony which is sponsored by Marketing Leeds, Leeds Media and Holbeck Urban Village is viewed as one of the highlights within the digital industry calendar and has continued to grow year on year, reinforcing the importance of digital within the UK. The awards this year had the highest entry and attendance figures since they began and the ceremony provided a very fitting finale to a fantastic festival for the city.

**Other festival highlights**

60 people attended Leeds Hack Day from across the country, who created a total of 25 new products from web apps to games over the course of 24 hours at Mint Hotel Leeds.

The Agency Open Day saw ten digital media companies including Fuse 8, Made by Pi and Numiko open their doors for the first time to students, freelancers, other agencies and anyone else with an interest in digital media.

More than 100 people attended snZero, an informal networking event where digital professionals meet to share ideas and enjoy music provided by local Leeds bands. The event is organised by Matt Pallett, Technical Director at 26 Digital.

:/Leeds Digital Festival\_2010/:



LEEDS HACK DAY (CREDIT: MARTIN CUNNINGHAM)



DELEGATES NETWORK AT THE LEEDS MEDIA SOCIAL



DADI AWARDS READY FOR PRESENTATION

WORLD CURRY FESTIVAL

# World Curry Festival



The festival kicked off with The Future of Food Conference which recognised the vital role that the region's food sector plays in the economy and how the industry will change in the next five years.

Over the weekend visitors were treated to cookery demonstrations by internationally acclaimed Indian chef and head chef at the Taj Mahal Palace Hotel Chef Hermant Oberoi, and Michelin Starred TV chef Jean Christophe Novelli. The market area gave visitors the opportunity to buy everything they needed to make the perfect curry at home.

It is hoped that the festival will become a regular fixture in the city events calendar and discussions are already taking place on how to make next years event even more of a success.

The World Curry Festival, which took place in Millennium Square from the 1 to 3 October 2010, attracted 9875 visitors over the 3 days with significant media coverage, both print and TV. The festival coincided with the 200th anniversary of the first Indian restaurant in Britain – it's older than fish and chips!



# Festive Leeds

German delicacies, an authentic bier-keller experience and Christmas fairground rides for all the family.

The Ice Cube returns from 15th January to 6th March when Millennium Square will be transformed into a winter wonderland with over 1,250m<sup>2</sup> of real ice, including a rink side café.

Festive Leeds is delivered by Marketing Leeds, Leeds City Council and Visit Leeds to promote the city's Christmas campaign to a national and international audience.

For more information about Festive Leeds and events taking place as part of the festival, please visit [www.visitleeds.co.uk/festive-leeds](http://www.visitleeds.co.uk/festive-leeds).

One of the largest and most established traditional German markets in the UK, 'Christkindelmarkt' offers specialist

PRESS TRIPS

# The media fly in to discover Festive Leeds

A series of press visits are to take place across Leeds before the New Year. Journalists from Ireland and New Zealand are scheduled to visit the city as part of a programme of familiarisation events.

Representatives from the Ulster Life Magazine and the News of the World (Ireland) will visit the City to take in the delights of Festive Leeds. Once flown in by Jet2.com, they will be staying at Mint Hotel, visiting the German Christmas Market in Millennium Square, dining at Casa Mia and the Cosmopolitan Hotel before visiting Harewood House' Christmas Market. In early December, writers from the Australian Herald Sun and the New Zealand Herald on Sunday will also visit Leeds.

Press visits are a large part of the Marketing Leeds PR Strategy and this latest round of visits follows on from successful trips made this year by journalists from Chepstow, Holland, Ireland, Jersey London, Manchester and Spain. The aim of the visits is to showcase what the city has to offer so that journalists can draft accurate and lively features for their papers and stations.

Itineraries are created to include the best Leeds has to offer, including museums, theatres, buildings with substantial architectural heritage, grand retailers and independent yet local restaurants and hidden treasures. Interviews are also arranged with key members of the local business community.

Recently, journalists have attended the ever popular 'Business of...' events plus city festival such as Leeds Loves Food and Leeds Loves Shopping, and each trip is created in collaboration with Marketing Leeds Champions.

Deborah Green, Chief Executive of Marketing Leeds says: "Every endeavour is made to ensure that journalists who visit Leeds find what they're looking for, whether that's information about art, heritage or industry. It is, of course, also important that we demonstrate that Leeds is a proud city that manages to balance historical charm with major investment and forward-thinking. Press visits are an incredible way to sell our wonderful city across markets that would be otherwise difficult to reach."

Marketing Leeds is currently planning all 2011 press visits.



THE CHRISTKINDELMARKT GERMAN MARKET IN MILLENNIUM SQUARE

MIPIM

# Leeds City Region at MIPIM 2011

Marketing Leeds have been asked to lead on the city region's presence at MIPIM 2011. Deborah Green and Non Executive Director, Jean Dent have met with Chief Executive's from the City Region, as well as private sector organisations, to discuss sponsorship opportunities and joining up activity which they will be undertaking at MIPIM to promote Leeds as a great place to do business.

like to target and how they would like to use the events to bring real business benefits to the city.

In addition to the events, Leeds City Region will also have a stand in main hall at the Palais des Festivals which will host a number of presentations by key property experts from Leeds during the week.

It is more important than ever to get Leeds recognised at this major property fair and Marketing Leeds are working with key individuals in the city region to ensure that this is achieved and Leeds has a real presence in 2011.

Following feedback from the private sector, a series of breakfast, lunch and dinner events will be organised for a targeted audience. Marketing Leeds will take advice from the Leeds property sector as to who they would



NBT TOUR & MILAN PERFORMANCE

# Northern Ballet Theatre Tour & Milan Performance

Marketing Leeds continues to work with Northern Ballet to promote Leeds on the international stage.

also use the advertising space in the programme to promote Leeds business strengths which will be distributed to an audience of approximately 15,000.

As part of its sponsorship of Northern Ballet's Asia Tour, Marketing Leeds have tickets for their performance of Madam Butterfly in Beijing on the 5th January. Marketing Leeds are working with Welcome to Yorkshire and Leeds 2012 Olympics Project Board to host a pre-performance networking reception for a target audience in this major Chinese City.

Northern Ballet have received a personal invitation from the Consul General in Milan to perform at the UK Italy Business Awards Dinner on the 20th January. Marketing Leeds will use the opportunity to take key sector and civic leaders back to Milan to meet with their contacts from the Leeds in Milan project. It is also hoped that during their visit they will meet with Mayor Moratti and the Expo 2015 Team to discuss the opportunities for Leeds companies in the delivery of Expo 2015.

The opportunity will be used to promote the training facilities available in Leeds and Leeds and wider Yorkshire as a visitor destination. Marketing Leeds will



MARTHA LEEBOLT AS MINA AND CHRISTOPHER HINTON-LEWIS AS DRACULA. PHOTO BY MERLIN HENDY

LEEDS LIVE IT LOVE IT

# Live it Love it – Style guide to Leeds

The next edition of Live It Love It – a style guide to Leeds will be launched in January. The Style Guide is a visually compelling magazine which promotes the city's fantastic leisure offer and aims to attract visitors with a high purchasing power and to raise the profile of the city generally. Now in production for its second year, the magazine conveys the city's unique attributes including the vibrant art scene, edgy music venues, elegant shopping arcades, rich sporting heritage as well as the strength of the business sector, giving audiences a real taste and feel of the Leeds experience.

The publication is targeted predominantly towards professionals with high disposable income, aged 35-54 who would potentially visit the city for leisure or business and have the propensity to explore new leisure break destinations.

The magazine will be distributed internationally through five and four star hotels, first class cabins on international airlines, executive lounges at international airports and on relevant train routes.

Other distribution channels include Visit Leeds, the city's Universities and Marketing Leeds' own initiatives. The magazine is also supported by the Leeds Hotels Association and will be placed in their members hotel rooms.

Advertising opportunities are available in the magazine, please contact Charlotte.ansbro@marketingleeds.com for details or more information.



OVER YONDER

# Over Yonder

Marketing Leeds has been supporting Leeds City Council's International Relations team and visual arts company East Street Arts on their unique local twinning project 'Over Yonder', which explores the contexts of partner cities.

The programme focuses on the long standing relationship between West Yorkshire and Ruhr Valley, Germany which includes Leeds' twinning with Dortmund and Siegen in Germany.

The aim of 'Over Yonder' is to encourage people to get involved in activities ranging from walking, mapping, taking photographs and visiting art works, responding to and reflecting on the history, culture and political similarities and differences of both regions.

Along with their partners, East Street Arts have formed relationships with established and emerging artists

from across the UK and Germany, bringing new ideas regarding twinning and its relation to connectivity, communication, mobility and travel together.

Aspects of the exhibition, which involves 12 artists over 20 venues across 2 countries and lasts 12 weeks, have been shown at Old Broadcasting House, The Mint and Leeds Corn Exchange.

Leeds Champions, Leeds Bradford International Airport and Düsseldorf International Airport in Germany are supporting the East Street Arts exhibitions by hosting public art installations within their airports.

Marketing Leeds is also working with Champions Jet2.com on the project, which includes a radio campaign in Dusseldorf.



THE BUSINESS OF CSR

# The Business of CSR

After consultation with relevant MPs it is our understanding that there will be various developments over the next few months around the government's agenda to build a 'Big Society'. We are therefore moving this event from February 3 to spring/summer 2010 which will be a more appropriate time to conduct the debate. The debate will still be delivered by Marketing Leeds in association with Leeds Ahead.

Following on from the debate Leeds Ahead were planning to hold their Inaugural Annual Dinner. A particularly relevant speaker has expressed an interest in providing the key note address at the dinner and this event will be rescheduled to ensure that the speaker is able to do so. More details will follow with regards to the dinner but if you require more information in the meantime please contact Jane.Broadhead@leedsahead.org.uk.

Places at the debate are limited, if you would be interested in attending, please register your interest at [www.thebusinessof.co.uk](http://www.thebusinessof.co.uk).

FRANKENSTEIN

# Frankenstein's Wedding...

Marketing Leeds is thrilled to be working with the BBC on Frankenstein's Wedding... Live in Leeds, along with fellow partners Leeds City Council and Welcome to Yorkshire.

For one night only, in March 2011, the city of Leeds will play host to a spectacular live TV event - the marriage of scientist Victor Frankenstein and his bride-to-be, Elizabeth. Set against the gothic magnificence of Kirkstall Abbey, this classic tale will be brought to life in front of a live audience and broadcast on BBC Three.

Frankenstein's Wedding... Live in Leeds is an ambitious music and drama event based on a re-imagining of Mary Shelley's Frankenstein.

It will explore the iconic story through contemporary performance and cutting-edge musical content.

Frankenstein's Wedding... Live in Leeds will provide a great profile for the city nationally and internationally, and a production of this stature gives Leeds the opportunity to reach a huge audience, whilst showcasing the local offer.

The event will also boost the city's current culture, arts, music and dance offering as local organisations including Phoenix Dance Company will be involved.



Credit: BBC

EVENTS CALENDAR

December

**Festive Leeds**

Across the city from the Christkindelmarkt to the Ice Cube in March.

**15th December**

**Marketing Leeds Advisory Board Meeting & Christmas Lunch**

**21st December**

**Marketing Leeds Champions Social**

Christmas networking opportunity for Marketing Leeds Champions.

**10th February**

**The Queens Yorkshire PA of the Year Awards 2011**

**23rd February**

**Marketing Leeds Champions Meeting & Networking**

Meeting to discuss activities and initiatives, followed by a networking opportunity with fellow Champions.

**8th to 11th March**

**MIPIM**

International property conference to raise the profile of the Leeds City Region on a global stage.

CHAMPIONS SPOTLIGHT



**Q. Firstly, congratulations on winning Yorkshire Lawyer of the Decade. What does the award mean to you?**

**A.** I have spent all my professional life in Yorkshire, so I am very honoured to have been recognised by the Yorkshire Lawyer Awards in this way.

Whilst I have had the opportunity to work on some fantastic deals throughout my career, it has been the opportunity to support young lawyers in growing their careers that gives me the most satisfaction. I believe the key to our future success is that we continue to invest in our region's young talent as they are the lifeblood of our sector.

**Q. Why did DLA Piper decide to become a Leeds Champion?**

**A.** DLA Piper is incredibly proud of its Leeds roots - the firm has grown from this region to one of the largest in the world over the past

200 years. We believe it is part of our responsibility to the city to help promote its fantastic business offering, by both working with local companies and also showcasing the level of legal expertise available in the city through our work with international clients.

**Q. Which current/ upcoming ML projects are you most excited about?**

**A.** DLA Piper has a very strong commitment to its CSR Agenda - its too easy in a busy and challenging world to forget about those around you, and giving our staff the opportunity to take a moment away from the day to day challenges of their jobs can have a massive impact on the lives of others, as well as their own sense of well-being and motivation. We were instrumental in establishing the Manuel Bravo project in the city, which provides free legal advice to

refugees and asylum seekers who are struggling to stay in the UK.

I am delighted to see Marketing Leeds launching its 'Business of CSR' event, as its imperative that local businesses recognise the real business benefits of a strong CSR policy.

**Q. What is DLA Piper currently working on that you are particularly proud of?**

**A.** I think that the most satisfying work that we have are those situations where we work to restructure and refinance some great Yorkshire companies that are in difficulties due the current economic situation. Preserving and redeveloping the best of Yorkshire is key to future growth and prosperity.



**DLA Piper Champions Spotlight – Neil McLean, Managing Partner**

Neil McLean qualified as a lawyer in 1977 after studying law at the University of Leeds. Since then he has built his career in the Yorkshire region and become known as one of the leading real estate lawyers in the market. He was recognised for his work in the regional legal services market earlier this year as the Yorkshire Lawyer Awards celebrated its 10th Anniversary. As well as managing his legal practice, Neil is also Chair of Leeds City College.

A WARM WELCOME TO OUR NEW CHAMPIONS



Malmaison boasts 100 individually designed rooms with great beds and all of the usual Mal ingredients such as complimentary broadband and 24 hour room service. The stylish brasserie offers the perfect atmosphere to wine and dine for both business and pleasure, with produce sourced from within a 30 mile radius. A cosy private dining area is great for all business meetings, as are the private meeting rooms.

[www.malmaison-leeds.com](http://www.malmaison-leeds.com)

OULTON HALL



An incredible, mid 18th century mansion with beautiful gardens converted into a luxury hotel, Grade II listed Oulton Hall will linger long in the memory. All guests receive a warm Yorkshire welcome, luxurious bedrooms, award winning cuisine, fabulous spa as well as a 20 foot putt on the glorious Park course. With 152 rooms in total De Vere Oulton Hall is the perfect getaway.

[www.devere.co.uk](http://www.devere.co.uk)



MEPC has been a prominent name in UK commercial property for more than 60 years and has an outstanding track record of responsible management and development of large Business Estates. Wellington Place in Leeds is one of the eight Business Estates managed by MEPC. Combining 2.6 million sq ft of commercial, retail, leisure and residential space, the vision is for Wellington Place to be an exciting place to work, live and visit.

[www.mepc.com](http://www.mepc.com)



The striking four star Park Plaza hotel on City Square amenities include a gym, business centre, wi-fi and foreign currency exchange. There are also 11 meeting rooms, ideal for events of up to 200 people. The lobby bar is open to non residents as is the award-winning dining at Chino Latino Restaurant & Bar, a Pan-Asian restaurant mixing Asian food with Latin cocktails on the first floor.

[www.parkplaza/leeds.com](http://www.parkplaza/leeds.com)

RSM Tenon

RSM Tenon is one of the most progressive and entrepreneurial professional services firms in the UK. With leadership in the provision of business advisory, risk management, tax, recovery and financial management services, RSM Tenon are the UK's 7th largest accounting firm, employing nearly 3,000 people across the UK. RSM Tenon is a member of RSM International, the 6th largest global accounting network with in excess of 30,000 people worldwide.

[www.rsmtenon.com](http://www.rsmtenon.com)



Set within nine acres of woodland and gardens and built around a 17th Century Manor House, Weetwood Hall offers extensive four-star hotel services and facilities, along with extensive conference facilities. With 36 conference rooms, it was the first four star conference centre in the north of England to be awarded AIM gold accreditation by the Meetings Industry Association for its facilities, services and customer care.

[www.weetwood.co.uk](http://www.weetwood.co.uk)



WYG is a global infrastructure and advisory services consultancy. With its head office in Headingley, WYG has over 2,000 employees and operates in over 40 countries around the world. In 2010, the consultancy celebrated its 50th anniversary and is working on a number of high profile projects including recently being appointed by Ministry of Defence to provide professional and technical support services for property and construction projects under a four-year framework.

[www.wyg.com](http://www.wyg.com)



We are pleased to announce that Royal Armouries (International) have upgraded their involvement to become Partner Champions and we welcome Jim Vincent, Managing Director, to the Marketing Leeds Advisory Board.

[www.rai-events.co.uk](http://www.rai-events.co.uk)

WORLDS BEST TALL BUILDING

# Leeds beats off New York, Dubai and Singapore as home to the Best Tall Building in the World!

The home of Leeds Metropolitan University's Faculty of Art, Environment & Technology has been given the prestigious title of The World's Best Tall Building by a council of global architects, the Chicago-based Council on Tall Buildings and Urban Habitat. Earlier this year the American organisation selected the four best tallest buildings erected in 2010 from four world regions: Europe, Middle East/Africa, Asia/Australasia and Americas, with Broadcasting Place being the choice for Europe.

The four buildings, also including the Bank of America Tower in New

York, the Burj Khalifa tower in Dubai and the Pinnacle at Duxton, Singapore, were picked for their design and technical innovations, sustainable attributes and the enhancement they provide to those who live or work in them.

Sue Holmes, Director of Estates at Leeds Metropolitan, said: "We are thrilled that the Broadcasting Place development has won this prestigious international award.

"Leeds as a city has taken this building to its heart and the building is home to students and staff from our Arts, Environment & Technology

Faculty and provides a fantastic learning and working environment. Many of our students also choose to live in the tower which has some fantastic views over Leeds as well as providing a fantastic skyline for the city."

Professor Chris Bailey, Dean of the Faculty of Arts, Environment & Technology at Leeds Metropolitan, comments: "Broadcasting Place has quickly won a place in the hearts of the people of Leeds so we are delighted that it has now won this remarkable global award. This recognition of its quality as a model of a uniquely urban form is

doubly appropriate as it contains the studios, workshops and classrooms in which we prepare the architects, planners and designers of the future to enter their chosen professions. As their opinions also confirm a great environment inspires great achievement."

Architects Feilden Clegg Bradley were the developers.



READ ALL ABOUT IT

**Davis Langdon**

Davis Langdon has joined AECOM Technology Corporation, one of the world's largest providers of professional, technical and management support services in the world.

Mike Briffett who heads up the consultant's 30-strong office in Leeds is excited about what this new tie-up means for the company: "Joining AECOM is a significant development for Davis Langdon and one which will enable us to enrich the services we provide to our clients," he explained. "As a combined firm, we now have an increased ability to deliver large complex programs and offer integrated services as a 'whole solution' if that is what would result in the best outcome for the project. Equally we now have access to an even deeper pool of knowledge and expertise that will enhance our input to smaller and more modest assignments."



**The Met**

New appointment at The Met Hotel strengthens the award-winning team further.

The Met Hotel is pleased to announce the appointment of Alan Cass as Sales Manager. Alan, who joins The Met with over 8 years hotel industry experience, will be a valuable addition to the award winning team. Speaking about the appointment, Alan said: "I'm really excited to be joining this iconic hotel and working with such a dynamic team!" It's been a great year for The Met with the hotel scooping three highly regarded business awards including: Best Business Hotel and Outstanding Customer Service.

**Leeds Rugby**

Leeds Rugby and Leeds Rugby Foundation have committed their support to the organisation of the Festive Charity Trophy.

The traditional Rhinos v Wakefield Wildcats Boxing Day fixture aims to raise funds for disadvantaged children living in Leeds. Leeds Rhinos will donate £1.00 from every ticket sold from this event to the Sick Children's Trust (Registered Charity No 284416).

The Festive Charity Trophy – "A Day to Remember" project is Leeds Rugby Foundation's aim to provide a very special opportunity for children living in care in Leeds to have a wonderful festive day out.

If your business is interested in getting involved in this very special day, contact Chris Rostron 0113 239 9185. For ticket details visit [www.therhinos.co.uk](http://www.therhinos.co.uk)



**Leeds Metropolitan University**

Leeds Metropolitan University student Jo Jackson made history by winning gold at the Commonwealth Games in Delhi this summer with victory in the women's 20k walk.

Jo, a Sports Performance student, became the first British woman to win a major race walk championship clocking a time of one hour, 34 minutes, 22 seconds.

Meanwhile, eight Leeds Metropolitan students, studying a range of courses, also experienced Delhi as Commonwealth Games volunteers.



**Leeds Trinity University College**

The Centre for Journalism at Leeds Trinity University College has launched a unique community news project in association with Guardian Local.

With weekly drop-in sessions and guest speakers, the Leeds Community News Hub offers community groups the chance to learn from experienced journalists how to participate in the local news agenda. The hub will also enable journalism students to learn different ways of covering community news stories.

Visit [www.leadstrinity.ac.uk](http://www.leadstrinity.ac.uk) to find out more.

READ ALL ABOUT IT

**Weetwood Hall**

Weetwood Hall has become the first hotel in the Yorkshire & Humber to achieve the prestigious Investors in People (IIP) Gold status, the most recognised accolade in the UK for business improvement through people. By achieving Gold status Weetwood Hall is now part of the top 1% of UK organisations recognised by IIP. "We are extremely proud to accept this recognition but fully recognise that it is now our responsibility to ensure we maintain the standard for the future" says Peter Chubb, General Manager of Weetwood Hall.



**Victoria Quarter**

There's no better place than the Victoria Quarter for Christmas shopping, with 76 of the world's leading fashion and lifestyle brands, including Harvey Nichols, Paul Smith, Louis Vuitton, Mulberry and Links of London.

The beautiful architecture of the centre's historic buildings, coupled with its fabulous decorations – including the magnificent 20m tree – put the VQ at the top of Christmas lists for over 1 million shoppers in the month of December alone in 2009.

New to the centre this season are Joules on King Edward Street and Liz Earle, who opened a flagship store on Queen Victoria Street in November. The new arrivals continue in 2011, with independent fashion brand Seasons opening in Cross Arcade and Australian designers Mimco coming to County Arcade.

With a number of other significant brands due to open in the centre by Easter, VQ is well worth a visit at any time of year.

**Land Securities**

Construction of Land Securities' £350 million Trinity Leeds scheme is picking up pace with two tower cranes in operation on the prime city centre development site.

The landmark 1 million sq ft shopping and leisure destination, which will open in spring 2013, will include flagship stores for high street and international brands, nestled with a number of smaller boutique stores; the first Everyman cinema in the north; a stylish restaurant quarter and a roof top restaurant.



**Leeds College of Music**

Leeds College of Music and Leeds City College have announced plans to enter into a strategic alliance having received approval from the Higher Education Funding Council for England (HEFCE).

HEFCE has approved an application for funding to support the alliance, in which Leeds College of Music will become a wholly owned subsidiary within the Leeds City College group. The Leeds College of Music name and distinctive brand will be retained, as will the college's purpose built premises in the city's Quarry Hill arts quarter.

The strategic alliance will commence on 1 August 2011 for the start of the next academic year, and the two colleges are already working closely together to ensure a smooth transition.

**Jet2.com**

Jet2.com and Jet2Holidays both continue to go from strength to strength. In 2010, the Yorkshire company carried its 20 million passenger, opened an eighth UK base and now offers customers a huge choice of 53 destinations in 22 countries. Leeds Bradford is home to the companies and its biggest UK base. From Leeds Jet2.com flies to over 40 destinations – routes launched recently include Tunisia, Sharm el Sheikh, Dalaman and Bodrum. There are also flights to New York again for great value Christmas shopping breaks.

A large focus is also placed on inbound traffic. Marketing activity takes place in many key markets such as France, Germany, Italy, Spain and Netherlands to encourage visitors to discover the fabulous city of Leeds and the surrounding area.

For more information visit [www.jet2.com](http://www.jet2.com) or [www.jet2holidays.com](http://www.jet2holidays.com)

READ ALL ABOUT IT



**Capital FM comes to Yorkshire!**

There's exciting times ahead for Yorkshire as Galaxy FM becomes Capital FM in January 2011. Yorkshire's Capital FM will be launched by popular breakfast team Hirsty's Daily Dose with regular Adam O'Neil hosting drive time. The station's daytime shows will be presented by new talent Roberto and the Bassman.

Capital FM has the best hit music, the hottest showbiz & artist interviews, the biggest events, as well as local news and traffic & travel.

**The Chamber**

The Chamber has launched a new service to help businesses recruit, employ and train apprentices.

Chamber research revealed that 45 per cent of businesses in the region do not know how to find an apprentice or where to access the relevant funding and only one in ten had employed an apprentice in the last year.

The Chamber's new Workforce Development Team will work with employers to develop an integrated recruitment and training apprenticeship package based on their specific business needs, as well as facilitate access to the relevant public funding. The service is free and will help place 18-24 year olds. For details contact the Chamber's Workforce Development Team on 0113 247 0000.



**Buro Four**

Buro Four has successfully managed the completion of Phase 1 of the new Heslington East Campus for the University of York. The Campus, designed by BDP Architects, creates a world class 21st Century environment comprising 5 academic buildings, 600 student accommodation units and associated infrastructure including the largest lined lake in Europe. Buro Four has provided full Project and Programme Management for the £165 million development, which opened in time for the current academic year.



**Unity is key for LEP Success**

Leaders from Leeds public and private sectors came together in Leeds this Autumn to discuss the impact of the first 100 days of the coalition Government on the city, agreeing a unified approach will be vital to the success of a city region LEP and that investment in transport was crucial for the city's economic success.

The discussion was chaired by BBC commentator Jon Sopel at the Rose Bowl in Leeds

*First 100 Days panel - from left; Howard Kew, Financial Leeds, Jon Sopel, BBC Political Correspondent, Tom Riordan, CEO Leeds City Council, Mike Collier, Chair Leeds Teaching Hospitals NHS Trust and Barry Dodd, GSM Group*

**The Merrion Centre**

Merrion Centre is pleased to announce the arrival of 3 new retailers: Lily Café now open on the upper ground floor, specialising in snacks and main meals served within comfortable contemporary surroundings. Jaldi Jaldi by Mumtaz offering fast good quality Asian cuisine has also now opened it's doors, as has Hair City for all things hair related!

The brand new Merrion Centre website is now live featuring all you need to know about centre events and fantastic offers [www.merrioncentre.co.uk](http://www.merrioncentre.co.uk).

READ ALL ABOUT IT



**Eastgate Quarters**

Hammerson completed a public consultation on its £650 million retail-led Eastgate Quarters project in September. Feedback on the scheme was resoundingly positive, with 88% in favour of the scheme, as well as 76% of respondents agreeing that Leeds requires a stronger retail proposition.

Hammerson has proposed revisions designed to improve the shopping experience. It is expected to accommodate around 1 million sq ft of new retail and restaurant space, including John Lewis and M&S, and 2,700 shopper parking spaces. [www.eastgateleeds.co.uk](http://www.eastgateleeds.co.uk)



**Harewood House Trust**

Harewood have announced the appointment of the new CEO of the Harewood House Trust. Michael Schafer, formerly Chief Executive Officer of the Great Steward of Scotland's Dumfries House, a charitable trust established in 2007 to preserve Dumfries House and Estate in Ayrshire, will take up his new position in December.

Michael Shafer brings a wealth of experience across the financial, charity and heritage sectors, gleaned from a career progression from the financial markets, to a number of senior roles within the National Trust, and culminating in his current role as Chief Executive for one of the 'The Prince's Charities.'

**Irwin Mitchell**

Irwin Mitchell's business and private client team in Yorkshire continues to expand with the addition of Samantha Clark as Associate in the Employment team. Samantha has fourteen years' experience in advising on employment matters, including wide-ranging redundancy and restructuring programmes.

Also this month, Irwin Mitchell's specialist personal injury team hosted the first ever Big T Awards held in conjunction with Special Needs and Parental Support (SNAPS), a Leeds based charity set up by and for parents who have children with a disability. The awards recognised those who make a fantastic contribution to the lives of others.

**LBIA**

easyJet, the UK's largest airline, will begin operating it's first flights from Leeds Bradford International Airport on 17th December.

The airline will operate the popular winter ski route to Geneva 5 times a week though to 24th April with lead prices starting from £23.99 (one way including taxes).

[www.leedsbradfordairport.co.uk](http://www.leedsbradfordairport.co.uk).



# Is business the new rock & roll?

Dragon's Den star Theo Paphitis returned to SAVILES this autumn to inspire the next generation of business leaders.

"Business is the new rock and roll," enthused Theo to almost 1,500 delegates who had travelled from across the north of England and Scotland to hear the Ryman's stationery chairman speak on the importance of business and enterprise, and of course how to succeed at it.

Theo was back in Leeds to promote a revolutionary new degree in enterprise that he has backed since it started in 2008. Theo has played a pivotal role in ensuring its continuing success, not only speaking to promote the degree to young people but also providing crucial mentoring for the students.

This year's event was the biggest yet. Before he even got to the stage Theo, was receiving messages through Twitter from impatient fans asking him to hurry and when he bounded onto SAVILES stage he received a rock star reception.

Theo passed on his own advice and experience saying "In my business life I have followed my own rules and here's your chance to find out exactly what those rules are and why they've been so phenomenally successful for me."

The BA Hons in Business Enterprise degree was developed by Professor John Thompson from Huddersfield University and supported by Chris Owen, Marketing Director of Royal Armouries (Int) plc

Chris Owen states "I heard that John needed a large hall and support in marketing the event so I offered SAVILES Hall Leeds" which has proved itself as a formidable venue with a line-up of business celebrities, Bob Geldof, A-list superstars, HRH The Princess Royal, ex-Prime Minister Gordon Brown, politicians and Bank-of-England Governor Mervyn King who all used this impressive venue to launch their visions.

**Theo will be back in Leeds next October 2011. To find out more, follow the blog [royalarmouriesinternationalblog.co.uk](http://royalarmouriesinternationalblog.co.uk) or visit the website [www.rai-events.co.uk](http://www.rai-events.co.uk).**



THEO ADDRESSES THE NEXT GENERATION OF ENTREPRENEURS AT SAVILES HALL



OUR BOARD



**Nigel McClea**  
Chairman, Marketing Leeds  
Partner, Pinsent Masons



**Martin Holmes**  
Deputy Chairman, Marketing Leeds  
Marketing Director, University of Leeds



**James Rogers**  
Assistant Chief Executive  
Leeds City Council



**Gary Lumby MBE**  
President, Leeds Chamber of  
Commerce, Yorkshire Bank



**Alastair Da Costa**  
Global Partner  
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**Councillor Andrew Carter**  
Leader of the Conservative Group  
Leeds City Council



**Deborah Green**  
Chief Executive  
Marketing Leeds



**Jean Dent**  
Non Executive Director  
Independent Member



**Nigel Foster**  
Director  
Ove Arup & Partner Ltd



**Dirk Mischendahl**  
Founder & Managing Director  
Logistik



A warm welcome to Professor **Susan Price**, Vice Chancellor of Leeds Metropolitan University, who joins the Marketing Leeds Main Board.

ABOUT US

**Our Purpose**

Marketing Leeds is the city's strategic marketing organisation. It aims to raise the regional, national and international profile of Leeds, as a vibrant, dynamic, internationally competitive city region and as the gateway to Yorkshire and the UK.

**Our Objectives**

- To provide a leadership role for the city's marketing, acting as a catalyst for change and challenging the status quo where necessary.
- To re-energise the city's marketing and to deliver innovative marketing and promotional campaigns and events to support the delivery of real economic impact and the creation of wealth for the region.
- To secure and co-ordinate commitment, support and create collaboration from key business sectors in the city, delivering measurable benefits to stakeholders. Working in partnership with public agencies, business and our multi-cultural society.
- To deliver tangible, commercial results maximising economic and promotional impact.

**Our Values**

Marketing Leeds works in partnership with existing organisations wherever possible, collaborating to create the greatest

impact on the widest audience, ensuring that external perceptions reflect the high quality of the city's and region's offer.

**Our Team**

- Deborah Green**  
Chief Executive
- Sarah Stone**  
Office & Projects Manager
- Julia Cass**  
Champions Manager
- Natalie Gibson**  
PR & Marketing Manager
- Rachel Allen**  
Champions Co-ordinator
- Duncan Scobie**  
Web & Communications Support Executive
- Charlotte Ansbro**  
Business Development Assistant
- Eve Hanson**  
Marketing Assistant
- Bina Patel**  
Office Administrator

**Marketing Leeds,  
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T: 0113 214 5190  
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E: [firstname.surname@marketingleeds.com](mailto:firstname.surname@marketingleeds.com)  
Registered in England:  
0511 3663**



**Kirsty McKinnon**  
Marketing Executive

Kirsty will be leaving Marketing Leeds in December to go travelling across India and Asia. We would like to thank Kirsty for all her hard work and wish her all the best for the future.

**Advisory Board**

- |   |  |   |
|---|--|---|
| <b>Nick Bates</b><br>Partner, Irwin Mitchell                          | <b>Tony Hallwood</b><br>Commercial & Aviation Development Director, Leeds Bradford International Airport | <b>Jonathan Procter</b><br>Partner, DLA Piper                               |
| <b>Mike Briffett</b><br>Director, Head of Leeds Office, Davis Langdon | <b>Andrew Hilston</b><br>Project Director, Hammerson   | <b>Peter Roberts</b><br>Principal, Leeds City College                       |
| <b>Roger Cutsforth</b><br>Station Director, Galaxy 105                | <b>Gerald Jennings</b><br>Regional Portfolio Director, Land Securities                                   | <b>Jim Vincent</b><br>Managing Director, Royal Armouries International      |
| <b>Nigel Foster</b><br>Director, Arup                                 | <b>Shaun Mullins</b><br>Partner, Baker Tilly   | <b>Neil Williams</b><br>Regional Director, Santander                        |
| <b>Ian Gill</b><br>Marketing Director, Jet2.com                       | <b>Brian Oakley</b><br>Centre Director, The Light  | <b>Stephen Willis</b><br>Director of Finance, Leeds Metropolitan University |