

BLACK COUNTRY LOCAL ENTERPRISE PARTNERSHIP

23rd November 2015

MIPIM UK - Feedback

1. Purpose

The purpose of this note is to share information regarding the Global MIPIM Property Show and to highlight future opportunities for joint working.

2. Recommendation

2.1 That the feedback from MIPIM UK 2015 be noted and the principle of continued attendance be supported and a further report submitted to a future meeting on proposed arrangements.

2.2 That the proposed approaches to MIPIM 2016 and 2017 be supported and that further reports be submitted on funding and other arrangements.

3. Overview / Background

3.1 MIPIM is the largest exhibition and conference for property professionals. It provides a market place for exhibitors and international investors to meet, discuss projects and opportunities to do business.

3.2 In March 2015 the Black Country LEP attended MIPIM as part of the Greater Birmingham delegation alongside Invest Black Country and Wolverhampton City Council. The evaluation report set out clear benefits from attending these types of shows and subsequently the Black Country attended MIPIM UK, in London on 21st to 23rd March 2015.

3.3 This paper briefly evaluates MIPIM UK, and sets out the proposed approach to MIPIM 2016 and further ahead outlines an approach to MIPIM in recognition of the development of the Midlands Engine.

4. MIPIM UK

4.1 The Black Country delegation was led by Wolverhampton City Council and supported by Invest Black Country. The message to investors focused on the three development areas of the City with a focus on establishing contact with the types of investors who could firstly investigate Wolverhampton as an investment location but then look further at the opportunities in the Black Country.

4.2 These included residential developers, leisure investors, commercial development companies, master planning and finance services and student accommodation providers.

- 4.3 The Black Country took the decision not to exhibit this year, instead using the show to determine how we wanted to use the show in the future.
- 4.4 In partnership with UKTI, the Black Country was able to secure free admission to the show and a 45 minute speaking slot on the UKTI RIO (Regeneration Investment Organisation) programme of events.
- 4.4 The delegation undertook 20 meetings, of which at least 3 have led to further discussions. 2 firm Inward investment leads were generated which could result in circa 200 new jobs for the area. A full list of enquiries can be provided upon request.
- 4.5 It was a useful experience and the recommendation to the Board is that we definitely attend MIPIM UK in the future, but delay decisions around exactly how our presence looks until a later date.

5. MIPIM Cannes 2016

- 5.1 Under the partnership of Greater Birmingham, and cognisant of the development of the West Midlands Combined Authority, the Black Country has again been offered the opportunity to take a Strategic Partner status alongside Solihull and Birmingham.
- 5.2 At a cost of £25,000, with a further £10,000 maximum for flights, accommodation and collateral, and with the opportunity to shape and inform the partnership narrative for the show, the Directors of Regeneration have given their support to attend.
- 5.3 Invest Black Country will lead the co-ordination of the attendance and it is envisaged that the delegation will comprise of:
 - 1. BC LEP Board Member x 1
 - 2. BC Local Authority Chief Executive x 1
 - 3. BC Director of Regeneration x 1
 - 4. Invest Black Country x 1 or 2 (tbd depending on number of meetings)
- 5.4 Whilst the four Local Authorities support this approach, there is a shortfall in funding to pay for the Black Country to attend. Work will begin immediately, under the leadership of Tim Johnson, Executive Director, Wolverhampton CC, to find the required resources to enable the Black Country to play as full a role as possible. The LEP recognise that the more resource we can secure, the more value we can derive from the event.
- 5.5 It is envisaged that an ideal resource target would be circa £35,000. Progress towards this total will be reported back to Board.

6. MIPIM Cannes 2017

- 6.1 In recognition of the recent developments around the Midlands Engine, all of the Midlands Investment Agencies met at MIPIM UK to discuss a joint approach to MIPIM 2017.
- 6.2 Of note was the level of support for this initiative, recognising that together our offer was as strong as that of the Northern Powerhouse and London, and that the benefits of agglomeration far outweighed the issue of competition between the agencies.

6.3 It was felt it would also strengthen the UK presence at the show, and as such the Government will be asked to support.

6.4 Early discussions with the show organisers have been positive and it is possible that we will take a collective space of circa 200 sq. m at the show in a dedicated 'pavilion'. This will be sub divided into the component areas internally, but to all intents and purposes will look like one area, with shared collateral, branding and messaging.

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Source Documents: Published sources