

Agenda Item No. 4(b)

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – ECONOMIC DEVELOPMENT AND
REGENERATION**

13 December 2018

Report of the Strategic Director – Economy, Transport and Environment

**ATTENDANCE AT MIPIM ANNUAL CONFERENCE AND EXPO 12 – 15
MARCH 2019**

(1) **Purpose of Report** To seek approval for one officer to attend the annual MIPIM Conference and Expo in between 12-15 March 2019 and note arrangements for the procurement of travel, accommodation and subsistence through Marketing Derby.

(2) **Information and Analysis**

Background

MIPIM is the world's leading conference and expo for property development and inward investment and will be taking place, as in previous years, at the Palais de Festivals in Cannes, France between 12-15 March 2019.

The conference is a key feature in the property and development calendar and is well-attended globally by major investors, development companies, agents and contractors, as well as place promotion and inward investment agencies representing localities from the UK, Europe and across the world.

A regional presence has been provided at the event for many years, originally by East Midlands Development Agency (emda) and more recently by the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership (D2N2 LEP).

Since 2017, the Midlands Engine has provided the platform for multi-agency presence at MIPIM through the sponsorship of the Midlands Engine Pavilion which provides an international stage for marketing cities, towns, economic sectors, key development sites and meeting with developers, financeers and investors to discuss potential economic opportunities within Derbyshire.

As part of the Midlands Engine delegation, the County Council, via Derbyshire Economic Partnership (DEP), has worked closely with Marketing Derby and Destination Chesterfield to field a Derby/Derbyshire (D2) Team which

undertakes activity under the “Invest in Derbyshire” brand. The joined up approach has developed through collaborative inward investment activity, funded through the European Regional Development Fund (ERDF). As part of the promotional activity supported through the project, MIPIM is identified as a key event for promoting the D2 economic offer to a global audience.

MIPIM 2017 was highly successful with a number of meetings scheduled and leads developed that have been further cultivated over the last 12 months. The D2 presence was noticeable within the Midlands Engine Pavilion and the County Council/DEP representative took part in a well attended plenary session “Tourism & Culture – Opportunities and Impact on the Economy”.

It is proposed that one officer from the Council attends the event to represent DEP and lead any Derbyshire focused activity and discussions with potential clients. In addition, the representative will work closely with the dedicated Investment Executive (employed by Marketing Derbyshire as part of the project ERDF) who will also be attending MIPIM. This will further build the “Invest in Derbyshire” brand and yield further leads. The proposed representation at MIPIM has been endorsed by DEP Board and will be formally considered at its meeting on 11 December 2018.

All administrative arrangements for the D2 Team are being undertaken by Marketing Derby as part of its contractual role in delivery of the ERDF project. However, it should be noted that these costs are ineligible for ERDF support and delegate costs for the one Council officer will be met from the DEP budget.

(3) Financial Considerations All administrative arrangements are being managed by Marketing Derby on behalf of the proposed delegate. The final costs for the delegate are not likely to exceed £2,000 and will be invoiced by Marketing Derby. In recognition of the contractual role Marketing Derby has in relation to the current ERDF project, permission has been sought under Protocol 8 of the Council’s Financial Regulations and award procedures to treat Marketing Derby as a sole supplier. All costs will be met from the DEP budget.

(4) Legal Considerations Permission is being sought in line with the Council’s Employees Allowances Guidance with regard to foreign travel.

Other Considerations

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality and diversity, human resources, environmental, health, property, social value and transport considerations.

- (5) **Key Decision** No.
- (6) **Call-in** Is it required that call-in be waived in respect of the decisions proposed in the report? No.
- (7) **Background Papers** Held by the Economy and Regeneration Service within the Economy, Transport and Environment Department. Officer contact details – Frank Horsley, extension 38348.
- (8) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member:
- 8.1 Notes the proposed representation for Derby/Derbyshire (D2) at the MIPIM conference and expo 2019 and the endorsement of Derbyshire Economic Partnership (DEP) Board for attendance by a suitably qualified delegate.
- 8.2 Approves the participation of one Council officer to represent the interests of Derbyshire as part of the D2 delegation.
- 8.3 Approves the expenditure for travel, accommodation and subsistence in relation to the conference up to a maximum cost of £2,000 which is to be met from the DEP budget.
- 8.4 Notes the administrative arrangements provided by Marketing Derby and endorses their treatment as a sole supplier in line with Protocol 8 of the Council's Financial Regulations and awards procedures.

Mike Ashworth
Strategic Director – Economy, Transport and Environment