

Agenda Item No.3

DERBYSHIRE COUNTY COUNCIL

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

16 March 2018

Report of the Strategic Director – Economy, Transport and Environment

**ATTENDANCE AT MIPIM ANNUAL CONFERENCE AND EXPO, 12 – 16
MARCH 2018**

(1) **Purpose of Report** To seek retrospective approval for one officer to attend the annual MIPIM Conference and Expo in southern France between 12-16 March 2018 as part of the Midlands Engine delegation and note arrangements for the procurement of travel, accommodation and subsistence as the cost of attendance at the conference 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 southern France between 12 - 16 March 2018.

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 promotional and inward investment agencies representing localities both from the UK, but also Europe and the world.

In previous years, a regional presence has been provided by East Midlands Development Agency (emda) until its abolition and more recently via the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership (D2N2 LEP).

For 2018, the Midlands Engine will provide the umbrella presence for the region through the sponsorship of the Midlands Engine Pavilion, providing an international stage on which local partners and agencies can market cities, towns, sectors and key development sites and meet with developers, financiers and investors to discuss potential economic opportunities for Derbyshire's benefit.

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 will undertake activity under the “Invest in D2” brand. The joined up approach has been developing as a result of collaborative inward investment activity, funded through the European Regional Development Fund (ERDF) supported “Invest in D2N2” project. This new approach to place promotion has been successfully delivered to date at the “Site Match” event in London on 26 September 2017 and the recent Chesterfield Investment Summit on 30 November 2017.

The Council has contracted with Marketing Derby to develop a Derbyshire Inward Investment strategy and undertake a range of promotional activity under the D2 banner. Delivery of the project is co-ordinated and managed via DEP. MIPIM is seen as a key event in this respect and a critical part of the investment calendar.

It is proposed that one Officer attends on behalf of DEP to help represent the investment opportunities in Derbyshire and provide the lead for any relevant activity and discussions with potential investors. This proposed representation was agreed by the DEP Board at its meeting on 15 December 2018.

All administrative arrangements for the Derby/Derbyshire team have been undertaken by Marketing Derby as part of its contractual role for the delivery of the ERDF project. However, it should be noted that these costs are ineligible for ERDF support and delegate costs for the one Officer will be met from the DEP budget.

A full itinerary has been developed to support investment discussion, including 1-2-1 meetings and promotional activity at the Midlands Engine Pavilion, attendance at the Derby Embassy event and attendance as a panel member for an “Invest in D2” plenary session on “Tourism & Culture – Opportunities and Impact on the Economy”. A number of individual meetings have also been arranged with potential developers and agents.

(3) Financial Considerations The Council is the budget holder for the DEP which is made up of annual contributions from external local authority partners.

Marketing Derby has led on the preparation and administration for MIPIM as part of the Midlands Engine delegation. Due to the efficiencies secured through this approach, the final cost for the DEP delegate is not likely to exceed £1,800 and will be met in full by the Derbyshire Economic Partnership.

(4) **Legal Considerations** Permission is being sought retrospectively in line with the Council's Employees Allowances Guidance (page 13) with regard to foreign travel. Advice on this matter was sought from the Director of Legal Services with regard to the modest expenditure to be incurred. It was agreed that, due to the nature of the expenditure, formal Cabinet Member approval should be sought.

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 attendance of one Council Officer at the MIPIM Conference and Expo on behalf of Derbyshire Economic Partnership (DEP) to provide the Derbyshire wide lead for inward investment discussions and opportunities.
- 8.2 Approves the expenditure for travel, accommodation and subsistence in relation to the conference to an estimated cost of £1,800 to be met from the DEP budget.
- 8.3 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- Environment, Transport and Environment