

**DERBYSHIRE COUNTY COUNCIL**

**MEETING OF CABINET MEMBER – JOBS, ECONOMY AND  
TRANSPORT**

**11 February 2014**

Report of the Strategic Director – Economy, Transport and Environment

**ATTENDANCE AT MIPIM INTERNATIONAL PROPERTY SHOW  
AND CONFERENCE, 11 – 14 March 2014**

(1) **Purpose of the Report** To seek approval for up to two officers from Derbyshire County Council to attend the annual MIPIM conference in Cannes, France between 11 and 14 March 2014.

Specifically, approval is sought only for travel, accommodation and subsistence as the cost of attendance at the conference is being sponsored by the Derby, Derbyshire, Nottingham and Nottinghamshire (D2N2) Local Enterprise Partnership (LEP).

(2) **Information and Analysis** MIPIM is the annual, international property show which, this year, will be taking place in Cannes on 11 - 14 March.

The conference is a key feature in the property and development calendar and is well-attended by major development companies, architects, agents and contractors, including those already working in and around the region.

It provides an international stage on which to market the towns, cities and key development sites of Derbyshire and Nottinghamshire, to meet with developers and discuss economic opportunities.

D2N2 has been represented at the MIPIM conference in previous years and feedback has suggested the benefits of visible marketing and face to face discussions within a professional, trade environment are significant. Key outcomes have included:

- Positive press coverage by Midlands Insider, the Derby Evening Telegraph and MIPIM Magazine.
- Renewed interest and enhanced working relationships with existing developers and businesses looking to bring forward new sites.

## Public

- Increased profile of Derbyshire within an international environment.
- New interest in Derbyshire from investors and developers.
- New contact made with a number of businesses in and around Derbyshire.
- Excellent working relations developed within the LEP.
- Good working relationships developed with neighbouring LEPs.

The proposed focus of the D2N2 presence at the conference this year is:

- Staffing a marketing stand with at least one person present at all times on a rota basis during the event. (Marketing Derby is leading on this).
- Attendance at key events held by Marketing Derby, Invest in Nottingham and Sheffield City Region to promote the Derbyshire/Nottinghamshire region – e.g. D2N2 stand launch (11 March, am); Derby Embassy event (12 March am); Invest in Nottingham reception (12 March pm); Invest in Nottingham event (13 March noon).
- Meetings with developers and agents to move forward discussion regarding development at key sites (to be agreed in advance and using the employment sites study and discussions with local authorities as the basis for drawing up the list).
- Attendance at events hosted by other partners, LEPs or core cities to secure improved professional networks.

It is proposed that up to two officers from Derbyshire County Council (including Joe Battye (acting) Assistant Director - Economic Regeneration) attend the event on behalf of the County Council and the Derbyshire Economic Partnership (DEP). In addition to the above two officers who will be sponsored by the LEP, David Ralph and Peter Richardson will also be in attendance which will ensure good networking and coverage of critical events/meetings.

### Next Steps:

- Consideration across LEP partners of key sites suitable for focused discussion with developers. Relevant background information and packs pulled together to support discussion. Ensure meetings are arranged during the event.
- Review overall programme and ensure delegate attendance at key events e.g. London and Manchester events – use opportunity to make new contacts and promote Derbyshire/ Nottinghamshire.

(3) **Financial Considerations** The costs of two officers attending the conference is being met by the LEP. The cost of travel, accommodation and subsistence is estimated to be £1,200 and will be met from the Economic Regeneration budget.

## Public

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

(4) **Key Decision** No.

(5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(6) **Background Papers** Briefing note for Strategic Director - Economy, Transport and Environment and Cabinet Member – Jobs, Economy and Transport January 2014. Officer contact details – Joe Battye, extension 36574.

(7) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member approves:

- 7.1 The attendance at the MIPIIM conference by up to two appropriate Council employees on behalf of the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership D2N2 LEP and that such attendance is considered an 'approved duty' for the purposes of Officers' Allowances Regulations (travel and subsistence allowances).
- 7.2 The expenditure for travel, accommodation and subsistence in relation to the conference to an approximate cost of £1,200 and will be met from the Economic Regeneration budget.

**Mike Ashworth**  
**Strategic Director – Economy, Transport and Environment**