

Agenda Item No 3.

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – STRATEGIC POLICY, ECONOMIC
DEVELOPMENT AND BUDGET**

3 March 2015

Report of the Strategic Director – Economy, Transport and Environment

**ATTENDANCE AT MIPIM INTERNATIONAL PROPERTY SHOW AND
CONFERENCE, 10 – 13 MARCH 2015**

(1) **Purpose of the Report** To seek approval for up to two officers to attend the annual MIPIM conference in Cannes, France between 10 and 13 March 2015.

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 Local Enterprise Partnership (D2N2 LEP).

(2) **Information and Analysis** MIPIM is the annual, international property show which, this year, will be taking place in Cannes on 10 - 13 March.

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

The D2N2 LEP considers this to be a critical event for promoting the region to the rest of the world as 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.

The D2N2 area 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 and stalled sites.
- Increased profile of Derbyshire within an international environment.
- New interest in Derbyshire from investors and developers.
- New contacts 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 to promote the opportunities within the D2 and N2 areas.
- 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 (10 March); Sheffield City Region Development Opportunities event (10 March) Derby Embassy event (11 March); East Midlands Event (11 March); Invest in Nottingham reception (11 March);.
- Meetings with developers and agents to move forward discussion regarding development at key sites (to be agreed in advance 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 two officers from the Derbyshire Economic Partnership (DEP) attend the event. These two officers are grant funded by the D2 local authorities but are employed by Derbyshire County Council. On behalf of the whole region, DEP endorsed DEP representation at MIPIM 2015 at its Board Meeting on 23 January 2015. In addition to the above two officers, who will be sponsored by the D2N2 LEP, representatives from Marketing Derby and Invest in Nottingham will also be in attendance which will ensure good networking and coverage of critical events/meetings.

Note:

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** There will be no cost to Derbyshire County Council for the attendance of the two officers at the MIPIM conference; this is being met by the LEP. The cost of travel, accommodation and subsistence is estimated to be £1,200 and will be met by the Derbyshire Economic Partnership budget. To keep costs down, the DEP officers will be leaving the conference a day early (12 March) as the last formal day of the event (13 March) has very little planned activity on the itinerary.

Other Considerations

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** Held on file within the Economy Transport and Environment Department. Officer contact details – Joe Battye, extension 36574.

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

7.1 The attendance at the MIPIM conference 2015 of two Derbyshire Economic Partnership officers, 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 Derbyshire Economic Partnership budget.

Mike Ashworth
Strategic Director – Economy, Transport and Environment