



Coventry City Council

**Public report**

## **REPORT BACK ON CONFERENCE/SEMINAR**

**REPORT TO:** Business, Economy and Enterprise Scrutiny Board (3)  
**REPORT OF:** Executive Director Place  
**TITLE OF EVENT:** Marche International Des Professionnels De L'Immobilier – MIPIM 2015 – 10<sup>th</sup> – 13<sup>th</sup> March 2015  
**DATE:** 15<sup>th</sup> July 2015  
**VENUE:** Committee Rooms, Council House, Coventry

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### **1. Recommendation**

The purpose of this report is to provide feedback on MIPIM 2015, as approved by the Cabinet Member (Business, Enterprise and Employment) meeting on 6<sup>th</sup> January 2015.

Scrutiny Board 3 is asked to:

Note the outcomes of MIPIM 2015.

Recommend to the Cabinet Member (Business, Enterprise and Employment) that Coventry City Council attends MIPIM 2016, with the continued aspiration, of a Private Sector partnership, meeting the entire project costs.

### **2. Background**

This year marked the 25<sup>th</sup> anniversary of Europe's largest and most successful property conference/exhibition – MIPIM. With over 21,000 delegates, including some 4,500 investors from over 89 countries MIPIM continues to host the largest annual gathering of international property leaders.

The primary objective of the Coventry and Warwickshire presence is to attract and encourage investment into the area, raise the area's international image and demonstrate Coventry and Warwickshire is in the marketplace for business and new property investment.

## 2.1 "Coventry and Warwickshire @ MIPIIM Partnership"

MIPIIM 2007 saw the launch of the Coventry@MIPIIM partnership, a private sector partnership instigated and led by Coventry City Council which has helped ensure a co-ordinated approach, sharing of the costs across the private sector and a higher profile for the city at MIPIIM.

MIPIIM 2015 key partners included: Coventry and Warwickshire Local Enterprise Partnership (LEP), Friargate Coventry LLP, Jaguar Land Rover, Barberry, Deloitte Real Estate, Study Inn, University of Warwick, MIRA, Coventry University, Coventry & Warwickshire Development Partnership, Wasp's, Coventry Core, and McLaren.

Associate partners included: Complex Development Projects, Deeley, and Shortland Penn + Moore.

Although the wider region and Warwickshire has had a strong presence with Coventry in previous years (through the presence of the LEP) Warwickshire County Council took part in the MIPIIM for the first time this year with Cllr Izzie Secombe, Leader of the Council, Cllr June Tandy, Leader of the Labour Group, Mark Ryder, Head of Economic Growth, Monica Fogarty, Strategic Director for Communities and Sackie Somal Inward Investment Manager attending.

## 2.2 Private Sector Sponsorship

The MIPIIM 2015 partners' sponsorship contributions for MIPIIM 2015 totalled £188,204.22. The value of third party sponsorship achieved this year ensured that MIPIIM 2015 incurred no costs to Coventry City Council.

## 2.3 Coventry and Warwickshire's programme of activity

### 2.3.1 Coventry and Warwickshire exhibition stand



New, more stringent rules and regulations introduced by exhibition organisers this year, Reed Midem, required the partnership to use a larger exhibition space than previous years. This incurred extra costs and the need for a larger staff presence to manage the stand.

The stand was designed and co-ordinated using a 'Fast Track' theme profiling the Coventry and Warwickshire offer. Elements included a private meeting room, location maps and an interactive 'Scalextric' track where visitors had the opportunity to race Jaguar cars around the 'ring road' track which featured development opportunities.



Four events took place on the stand during the conference which attracted large numbers and widespread attention.

A suite of invitations were created using the 'fast track' theme (Appendix 2 of the report)

**2.3.3 Coventry and Warwickshire Business Lounge - No. 3 La Croisette**



The "Coventry and Warwickshire @ MIPIM partnership" rented an apartment in a prime location, directly opposite the main exhibition hall and highly visible branding was used to promote "The Coventry and Warwickshire Business Lounge".



The business lounge was used as a location for events and business meetings by members of the partnership. Plasma screens were located within the business lounge and the adapted Coventry and Warwickshire show reel was played continuously. A total of four events were held in the apartment including 'Investor Roundtable – setting the scene @ MIPIM for

Coventry & Warwickshire', 'Coventry & Warwickshire LEP Welcome Reception', 'Oxford Intelligence Inward Investment Briefing' and 'Key Cities – The UK untapped development opportunities'. (Appendix 2)

More than 130 people visited the apartment to attend business meetings or events.

The apartment also provided accommodation for four members of the Coventry City Council team.

#### 2.3.4 **Events Programme**

During the four day MIPIIM 2015 conference/exhibition, the Coventry and Warwickshire partnership hosted 12 events, four being held on the Coventry and Warwickshire exhibition stand, five in the Business Lounge, two off sites and one on the Birmingham exhibition stand.

##### **Investors Roundtable – Setting the Scene @ MIPIIM for Coventry & Warwickshire: Tuesday 10 March, Coventry & Warwickshire Business Lounge, No 3 La Croisette**

A facilitated roundtable discussion chaired and facilitated by Jackie Sadek, Chief Executive of UK Regeneration, with invited investors and funders from the South.

The politics reporter from BBC Coventry & Warwickshire was invited to film the event and also interviewed Jackie Sadek at the end of the event.

##### **Coventry & Warwickshire LEP Welcome Reception: Tuesday 10<sup>th</sup> March, Coventry & Warwickshire Business Lounge, No 3 La Croisette**

Sponsored by Coventry & Warwickshire LEP with 30 guests including MIPIIM 2015 partners. The politics reporter from BBC Coventry & Warwickshire filmed the event and interviewed members of the Partnership during the event.

##### **Oxford Intelligence Inward Investment Briefing: MIPIIM 2015: Wednesday 11<sup>th</sup> March Coventry & Warwickshire Business Lounge, No 3 La Croisette**

A breakfast presentation in partnership with Oxford Intelligence; a leader in the provision of consulting and quality business information to international businesses and government agencies.

Martin Reeves chaired the event, profiling Coventry & Warwickshire as an exemplar area for growth and regeneration opportunities. A total of 30 guests attended the event

##### **Coventry University Signing Ceremony: Wednesday 11<sup>th</sup> March on the Coventry & Warwickshire Exhibition Stand P-1.F82**

The signing of Coventry University's largest and most significant development since it was founded. The event gained positive international coverage.

**HS2 Linking Cities to Investment: Wednesday 11<sup>th</sup> March on the Greater Birmingham Exhibition Stand R7 B12**

The panel discussion, around strategies for growth, was chaired by Andy Street, Chief Executive of John Lewis. Speakers included, Martin Reeves, Mark Rogers Chief Executive of Birmingham City Council, Nick Page Chief Executive of Solihull MBC and Sir Michael Bear Chairman of UKTI Regeneration Investment Organisation.

**Key Cities – The UK untapped Development Opportunities: Wednesday 11<sup>th</sup> March Coventry & Warwickshire Business Lounge, No 3 La Croisette**

Key Cities was founded by the councils of Coventry, Derby, Preston, Sunderland and Wakefield and now has 26 member cities from across England and Wales. Cllr Lucas welcomed guests on behalf of the Leader of Sunderland Council and presented the opportunities that key cities, such as Coventry, can offer to investors and developers. A total of 29 guests attended.

**Coventry and Warwickshire VIP Dinner: Wednesday 11<sup>th</sup> March, Bruno Ogar Restaurant, La Cannel, Cannes**

A private dinner sponsored by the Friargate Coventry LLP Team focused on the Coventry & Warwickshire Growth agenda and highlighting major schemes planned or underway. A total of 30 were present during the evening.

**The West Midlands – Home of UK automotive from research to the road: Thursday 12<sup>th</sup> March on the Coventry & Warwickshire Exhibition Stand**

Presenting the region as the driving force in the renaissance of the UK automotive industry, combining cutting-edge research and development, leading academic excellence supported by an extensive skill base and supply chain.

**Coventry & Warwickshire Networking Reception with Jaguar Land Rover Thursday 12<sup>th</sup> March – Fouquets Marquee, Majestic Hotel**



Sponsored by Jaguar Land Rover, providing a networking opportunity with 140 guests. Jaguar Land Rover vehicles were displayed outside the venue and WASPs players supported the event.

### 2.3.5 Meetings Programme

A total of 165 meetings took place over the four days. Meetings were held with senior representatives from key property companies, developers, intermediaries and end users within the property sector. All contacts made at MIPIM 2015 continue to be followed up.

Dependent upon the nature of the enquiry a number of follow-up actions have already taken place, including meetings with major property development companies, funders and intermediaries. Other clients have received specific/tailored business case data, attended specific site visits, received generic information, and/or have been added to relevant contact databases. Members and Senior Officers also attended 'invitation only' events during MIPIM 2015 (Appendix 4).

### 3. Cost of attending

The total costs against the Coventry and Warwickshire presence at MIPIM 2015 was £172,466.68. Third party funds secured were in excess of the total costs which resulted in a carry forward of £15,737.54 which will be used to support MIPIM 2016.

<b>Expenditure</b>	<b>£</b>	
Travel and accommodation	£14,524.31	
Marketing and PR	£6,582.31	
Events	£25,560.21	
Exhibition areas	£109,468.80	
Project management Cost	£16,000	
Misc	£331.06	
<b>Total Expenditure</b>	<b>£172,466.68</b>	
Carry forward to support MIPIM 2016	£15,737.54	

#### Appendix 3 – list officer accommodation details

	<b>Costs Approved by Cabinet/Cabinet Member</b>	<b>Total of Actual Costs</b>
Conference Fees	£0.00	£0.00
Flights	£301.00	£532.11 per officer
Additional Travel Expenses	Included in flight cost allowance	£65.70 per officer
Accommodation	£766.00	£542.25 per officer
Subsistence	Included in cost allowances above.	£25.61 per officer
<b>Total cost per officer</b>	<b>£1067.00 (for 8 officers)</b>	<b>£ 1165.67 (for 8 officers)</b>

City Council Representation	No of Nights
Councillor Ann Lucas – Leader	3
Councillor Kevin Maton – Cabinet Member (Business, Enterprise & Employment)	3
Martin Reeves – Chief Executive	3
Martin Yardley – Executive Director Place ***	2
David Cockcroft – Assistant Director City Centre & Development Services	4
Déirdre Fitzhugh – Business Relationships and Destination Manager	4
Rachel Baker – Principle Investment Officer	4
Claire England – Business Development Officer	4

\*\*\* as a direct result of a major and urgent investment enquiry Martin Yardley did not attend MIPIM 2015

#### 4. Benefits

The primary objective of Coventry and Warwickshire's involvement is to attract and encourage investment into the area as part of an overall strategy to create and sustain jobs in the region. Participating and exhibiting at MIPIM allows Coventry and Warwickshire the opportunity to profile projects, achievements and development opportunities to major decision makers and intermediaries in the UK and international property markets.

MIPIM 2015 has already secured important and ongoing discussions with key contacts on retail development, investment funding and hotel development within the city.

##### 4.1 Partners Feedback

Due to the confidential nature of our partners' client discussions, partners will not disclose full specifics of contracts and deals discussed/secured until they have been finalised which in the property world can take months or years. A summary of feedback:

##### **Mark Ryder, Head of Economic Growth, Warwickshire County Council:**

“This premier property event is a fantastic opportunity to show Coventry and Warwickshire to the world and demonstrate to private sector investors that we are open for business. We are looking forward to building on the MIPIM partnership in 2016.”

##### **Les Ratcliffe, Head of Community Affairs – Jaguar Land Rover:**

“The 2015 MIPIM proved to be the most successful to date and Jaguar Land Rover were pleased to have been part of the story that highlights what is good about Coventry and Warwickshire as a region for inward investment and a desirable place to work and visit. We look forward to supporting again in 2016.”

##### **Jonathan Browning, Chairman of Coventry and Warwickshire Local Enterprise partnership (CWLEP):**

“Driving economic growth is one of the key objectives of the CWLEP and attracting investment opportunities is vital in helping us to achieve that.

“By attending MIPIM, the CWLEP was at the heart of encouraging inward investors to the area who will create high-value jobs.

“We fully support Coventry and Warwickshire’s presence at the annual show and we are keen to attend again in 2016.”

**Andy MacDonald, Property Director, MIRA:**

“MIRA have supported the Coventry and Warwickshire MIPIM presence for the last four years both through George Gillespie’s presence as LEP board member and also the corporate profile integrated with the C&W LEP marketing material, events and associated financial contribution.

“The C&W team co-ordinating the events and marketing had a highly professional and organised approach to the conference which reflected very positively on all of the partner represented at MIPIM this year. Importantly it also reinforced the value of the investment from each of the participants towards the stand, material and events which is key in the individual organisations justifying the continued support in future years.

“I would also credit the joined-up public/private sector approach to the event which is adopted by C&W, which is often not quite the case in other regions.

“All together a successful MIPIM 2015.”

**Bob Wilson University of Warwick**

“MIPIM 2015 was by far the most polished of the three years that Warwick has attended. The organisers demand to increase the size and activity within the Palais in our view, was right and was rewarded by increased 'chance' visits by delegates, while the apartment facility continued to provide a super base for discrete and confidential meetings.

“My particular target this year was to contact a series of overseas advisors to assist with anticipated future projects and this was achieved as a result of the sheer scale of the event. University of New York for example had over 100 delegates registered!

“My recommendation is that Warwick returns again next year!

**Rob Talliss, Coventry University-**

“MIPIM provides an opportunity for us to engage with many of our current and prospective partners during the course of a short and intense period, these are from both private and public sectors and of course the Council itself.

“Whilst these meetings which are a mixture of formal and informal may not provide immediate returns they are often the commencement of longer term opportunities. We hope to make a major announcement within the next month or so which will be as a direct result of a meeting at MIPIM in 2014.



“The larger presence in the Palais itself seems to have paid dividends with around half a dozen requests being made to meet the University as a direct consequence of having seen the stand.”

**Henry Bellfield, Barberry Developments:**

“Thank you for your support and hard work pre, during and post MIPIM. I enjoyed the event and believe it was successful for Barberry, as we know not all of the benefits are immediately tangible. The presence of Coventry City Council's senior politicians, directors and officers continue to give the partners confidence that the city is fully supportive and indeed integral to the new developments coming forward. Whilst this is very important for the partners it also provides a strong message to the market place and encourages new investors into the region.

**Nick Eastwood, Wasps:**

“We attended MIPIM for the first time in 2015 and found the whole event extremely useful. From our own point of view, we made a number of key contacts with senior important individuals. The simple fact is that we made those contacts in two days when, in the normal course of business, it could well have taken six months (or even not at all).

“Based on that alone, we intend to be there next year. From Coventry and Warwickshire’s perspective, it seems to me non-negotiable that the region is properly and professionally represented at an event where the key decisions on inward investment begin to be formulated.

**4.2 PR**

Advent Communications was contracted to work for the Coventry and Warwickshire MIPIM Partnership through its work with the Coventry and Warwickshire Place Board.

The company has worked at MIPIM for close to a decade and has a strong network of media contacts in the property sector and has deal with many of our key partners over several years.

That experience paid dividends at this year’s MIPIM in several ways, including a week of space in the Coventry and Warwickshire Telegraph by providing worthwhile stories ahead of the MIPIM week, as well as daily blogs to appear on the Coventry Telegraph website.

The BBC decided – through its Politics Show – to send a reporter to shadow Coventry and Warwickshire to see why cities and councils attend the event.

The decision to announce the Coventry University/City Council deal during MIPIM gave the week the focal point of a major deal which ensured widespread press interest – including international coverage.

The two leading property publications, leading websites and the MIPIM News covered the story.

The story also featured in a major MIPIM supplement which was put out through the Coventry Telegraph and Birmingham Post after the event.

#### 4.4 Recommendation to attend MIPIM 2016

MIPIM 2015 was considered to be the most positive and productive MIPIM to date. This can be evidenced by the partners' feedback in section 4.1 of this report, with zero cost to Coventry City Council.

It is proposed that Coventry City Council attends MIPIM 2016, with the continued aspiration of a Private Sector partnership meeting all of the project costs.

Given its prestigious location, the unrivalled branding opportunity it presents and the excellent feedback from the partners, it is recommended that Coventry re-secure the apartment (No. 3 La Croisette) for use by the Coventry and Warwickshire Partnership at MIPIM 2015 immediately.

It is also recommended that a Coventry and Warwickshire exhibition stand is secured as soon as possible to secure the 'best' location within the main exhibition hall. Furthermore, officer's hotel accommodation can only be secured following receipt of the signed exhibition stand contract.

A Travel Approval request will be submitted to Cabinet Member as soon as possible

#### 4.5 Improvements to maximise any future MIPIM presence

Following the excellent feedback from Warwickshire County Council, MIPIM 2016 will be developed as part of a cross team approach. A cohesive and joined up approach should in turn encourage further regional support from sub-regional private sector partners.

The Automotive event, *'The West Midlands – Home of UK automotive from research to the road'* in partnership with Marketing Birmingham generated a great deal of interest and allowed the opportunity to promote the city's collaborative regional approach. The team will work alongside the exhibition organiser's Reed Midem to look into the opportunity of hosting a regional event as part of the main conference programme – which tends to attract large international audiences.

List of background papers

Proper Officer: Martin Yardley, Executive Director Place

Author: Déirdre Fitzhugh, Business Relationship and Tourism Team Manager

Tel Number: 024 7683 1228

(Any enquiries should be directed to the above)

Other contributors:

David Cockroft, Assistant Director, City Centre and Development Services (Ext. 3964)

Fran Collingham – Head of Corporate Communications (Ext 1088)

Phil Helm, CSD Finance Manager (Ext. 1301)

Helen Lynch, Place & Regulatory Team Manager (Ext. 3011)

Jaz Bilen, HR Business Partner (Ext. 1054)

Claire England, Business Investment Officer (Ext 1281)

Papers open to public inspection

Description of paper: Report Back on Conference/Seminar

Location: CH60

**Approved by Cabinet/Cabinet Member on: 6th January 2015.**

## Appendix I – The Coventry & Warwickshire Theme

Appendix 1

# Positioning Coventry and Warwickshire as the place to invest in (at MIPIM).

## What Do We Want To Be Known For?

Going The Extra Mile

Welcoming

Friendly

The Place To Develop/ Great Potential Investment  
Opportunities

Seen As Successful Region

A Great Place To Do Business

Championed / Welcomed By The Decision Makers /  
Influencers

'Got Their Act Together'

'They Mean Business'

'Hungry For It'

## Known for Being.....

Can Do

Confident

Ambitious

Aspirational

Vale Added Event

Successful Stable Council

Direct

Fast Paced

'We put out the Red Carpet for you & Don't Hang About'

## By Whom?

Occupiers

Investors

Developers

UKTI

} Worldwide  
(Specific Focus Areas in  
Strategy)

Media

Global PPTY Sector

Competing Locations (Key / Core Cities)

## How Are We Going To Measure Success?

- A Major Occupier / Tenant for a Site Promoted at MIPIM
  - A New Developer is 'Visiting' The City
- Leaders & Cabinet Members are 'Happy' (C&W)
  - New Enquiries re: MIPIM '16' Received
    - Partners All 'Happy'
    - Competing Locations 'Impressed'
- Positive National / International Exposure

## So, What Do We Need To Do?

- Adopt A Simple Consistent Theme With Personal Messaging / Visuals / Imagery?
  - To Address 'Why Coventry & Warwickshire?

## Develop a Toolkit to Support Comprising:-

- Key Facts / Proof Points
  - Proposition (S) ie, What We Fast Track For You
- Success Stories, ie: Like We Fast Tracked For .....JLR / Aston Martin.
  -

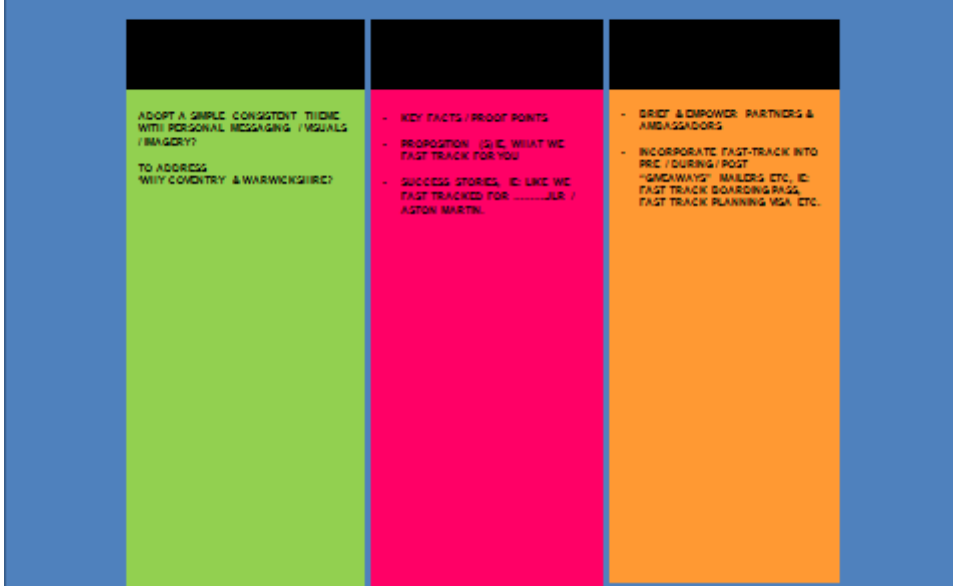
## Translate the Toolkit into How We're Seen at MIPIM

- Brief & Empower Partners & Ambassadors
- Incorporate Fast-track Into Pre / During / Post "Giveaways" Mailers Etc, ie: Fast Track Boarding Pass, Fast Track Planning Visa Etc.

Positioning Coventry and Warwickshire  
as the place to invest in (at MIPIM).



Positioning Coventry and Warwickshire  
as the place to invest in (at MIPIM).



**Appendix II - Invitations to events hosted/co-hosted by Coventry & Warwickshire Partnership**



Dear Partners,

Cllr Ann Lucas, CWLEP Board Director and Leader of Coventry City Council invites you to join us at the Coventry & Warwickshire MIPIM 2015 welcome reception. The reception will take place on **Tuesday 10th March** from **18.30-20.00** in the Coventry & Warwickshire business lounge (**3 La Croisette**). We look forward to welcoming you to mark the start of our largest ever presence at MIPIM.

**RSVP**

**CLICK HERE**



Website: [www.coventry-warwickshire.co.uk/mipim-2015/](http://www.coventry-warwickshire.co.uk/mipim-2015/)

[www.cwlep.com](http://www.cwlep.com)





# Race the WASPS at MIPIM



Visit us at the Coventry and Warwickshire Partnership stand at MIPIM to meet the Aviva Premiership Wasps players, Chris Bell and Joe Launchbury.

Go head to head with them in a Scalextric race and try to make the leaderboard, with many great prizes to be won.

Race them on stand **P-1.F82** from **15:30 to 17:00** on **Wednesday 11th of March** and hear about the exciting opportunities in Coventry and Warwickshire.

## RSVP

CLICK HERE



Website: [www.coventry-warwickshire.co.uk/mipim-2015/](http://www.coventry-warwickshire.co.uk/mipim-2015/)

# KEY CITIES UNLOCKING POTENTIAL

## Networking Reception Invitation: Key Cities - The UK's untapped development opportunity

**Date:** Wednesday 11th March

**Time:** 5pm - 6pm

**Location:** Coventry and Warwickshire Business Lounge

**Address:** 3 La Croisette, 4th Floor (opposite the exhibition centre)

During the summer of 2013, the Key Cities Group was officially brought together, comprising 25 UK cities initially founded by the councils of Coventry, Derby, Preston, Sunderland and Wakefield.

Cities with a GVA of £160billion and a population of more than seven million when combined, and ones which play a key role in their regional economy: some are centres of innovation, some are centres for production, whilst others may be the focus for trade. The attributes of Key Cities are by no means uniform, but the diverse nature of the individual cities' heritage and assets, when brought together, offers a significant combined presence.

Come along to the Key Cities event to discover more detail around the major investment and development opportunities available across the network of cities.

**RSVP**

In partnership with:





## Invitation

**Date:** Thursday 12th March

**Time:** 09.30 - 10:30

**Location:** Coventry and Warwickshire stand: P-1.F82

Coventry and Warwickshire is the driving force in the renaissance of the UK automotive industry, combining cutting-edge research and development, leading academic excellence supported by an extensive skill base and supply chain. We have teamed up with Birmingham, the Black Country and the University of Warwick for an exclusive debate on the region's world class automotive and engineering capability and we invite you to join us and share your views with our panel of experts.

### Speakers:

**Martin Reeves**, Chief Executive of Coventry City Council

**Wouter Schuitemaker**, Investment Director at Marketing Birmingham

**Tom Westley**, Black Country LEP Director

**Les Ratcliffe**, Head of Community Relations at Jaguar Land Rover,

**Bob Wilson**, Development Director (Real Estate) at the University of Warwick

RSVP

CLICK HERE



GREATER  
BIRMINGHAM



Website: [www.coventry-warwickshire.co.uk/mipim-2015/](http://www.coventry-warwickshire.co.uk/mipim-2015/)



# A Question of Sport with WASPS



Visit us at the Coventry and Warwickshire Partnership stand at MIPIM to meet the Aviva Premiership Wasps players, Chris Bell and Joe Launchbury.

They will lead two teams, to compete in a game of wits in, 'A Question of Sport'. Join us for this event on stand **P-1.F82** from **15:30 to 16:30** on **Thursday 12th of March**.

## RSVP

CLICK HERE



Website: [www.coventry-warwickshire.co.uk/mipim-2015/](http://www.coventry-warwickshire.co.uk/mipim-2015/)

**Coventry and Warwickshire networking reception invitation**

Join Jaguar Land Rover and the **Coventry and Warwickshire** team at one of MIPIM's most significant networking events. Also take the opportunity to meet two top international Rugby players from the Premiership Wasps team who have recently completed a £20 million investment into Coventry.

Date: Thursday, 12th March  
 Time: 5.30pm – 7.30pm  
 Location: Fouquet's Marquee  
 (Next to Majestic Hotel)

RSVP  
[CLICK HERE](#)

Coventry City Council | Warwickshire County Council | WASPS | JAGUAR | LAND-ROVER

0 702811 520561

## Additional Non-Ticketed Events

### Tuesday 10<sup>th</sup> March

10:30am – Investor Roundtable: Setting the Scene for Coventry and Warwickshire. No 3 la Croisette.

### Wednesday 11<sup>th</sup> March

8:30 – 9:30 – Oxford Intelligence Investment Briefing. No. 3 La Croisette.

13:45 – 14:15 – Coventry University Signing Ceremony. Stand P-1.F82.

14:30 – 15:30 – HS2: Linking Cities to Investment. Joint stand presentation. Great Birmingham Stand R7.B12.

### Thursday 12<sup>th</sup> March

12:30 – Private Friargate Lunch – The primary objective of Michael Cannon and Owen Kirk attending MIPIM. No.3 La Croisette.

### Appendix III - Officer Accommodation at MIPIM 2015

Officer Name	Accommodation	Address	Number of nights
Cllr Ann Lucas	Coventry & Warwickshire Business Lounge & Apartment	No.3 La Croisette, Cannes, France, 06400	3
Cllr Kevin Maton	Coventry & Warwickshire Business Lounge & Apartment	No.3 La Croisette, Cannes, France, 06400	3
Martin Reeves	Coventry & Warwickshire Business Lounge & Apartment	No.3 La Croisette, Cannes, France, 06400	3
David Cockroft	Coventry & Warwickshire Business Lounge & Apartment	No.3 La Croisette, Cannes, France, 06400	4
Déirdre Fitzhugh	Best Western Univers	2 Rue du Maréchal Foch, 06400 Cannes, <a href="http://www.univershotel.com/">http://www.univershotel.com/</a>	4
Rachel Baker	Golden Tulip De Paris	34 Boulevard D Alsace 06400 Cannes <a href="http://www.goldentulipcannes.com/en">http://www.goldentulipcannes.com/en</a>	4
Claire England	Golden Tulip De Paris	34 Boulevard D Alsace 06400 Cannes <a href="http://www.goldentulipcannes.com/en">http://www.goldentulipcannes.com/en</a>	4

All costs were met by the accrued 3<sup>rd</sup> party funds/sponsorship, which resulted in nil cost to Coventry City Council

## Appendix 4 - Events and Invitations Received at MIPIM 2015

Tuesday 10<sup>th</sup> March 2015



Formal invitation to Cofely Dinner at Restaurant Le Cesar, this invitation was submitted on the evening.

A Bilfinger Real Estate  
company

Our ref: IMS/SA09/MIPIM 2015  
30 December 2014

M Reeves Esq  
Chief Executive  
Coventry City Council  
Council House  
Earl Street  
Coventry  
CV1 5RR



3 Bindleyplace  
Birmingham B1 2JB  
T: +44 (0)8449 02 03 04  
F: +44 (0)121 609 8314

[gva.co.uk](http://gva.co.uk)

Dear Martin,

**EVE OF MIPIM DINNER - TUESDAY EVENING, 10TH MARCH 2015, CANNES**

Following the success of recent year's events, GVA is hosting another informal 'Eve of MIPIM' dinner for colleagues and friends from the Midlands Business Community.

MIPIM starts for real on the Wednesday morning so we would be delighted if you are able to join myself and my Birmingham co-directors, Steve Hollowood, Craig Alsbury and Carl Potter for a relaxing evening at **LE MARAIS**, 9 Rue du Suquet, 06400 Cannes on Tuesday 10th March.

At this stage we just need a confirmatory yes or no. Further details will then be circulated a little nearer the event.

I look forward to hearing from you and very much hope that you are able to join us.

Kind regards

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ian M Stringer'.

**Ian M Stringer BSc FRICS**  
Regional Senior Director

Direct Line: 0121 609 8308  
Mobile: 07831 820 448  
Email: [ian.stringer@gva.co.uk](mailto:ian.stringer@gva.co.uk)

Wednesday 11<sup>th</sup> March 2015

Dear Cllr Ann LUCAS,

YOU ARE KINDLY INVITED TO ATTEND



Disruptive strategies for attracting investment in cities

**7th edition of Mayors' Think Tank**

Wednesday, 11 March 2015 from 11.00 am to 1.00 pm

**Mayors'lunch**

On Wednesday, 11 March 2015 from 1.00 pm to 2.30 pm



I WILL ATTEND :

MIPIM & MIPIM Mayor's Think Tank	MIPIM	NONE
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For any questions contact our Protocol Department  
[protocol.mipim@reedmidem.com](mailto:protocol.mipim@reedmidem.com)

This invitation is strictly personal and non-transferable.

The costs of this invitation are covered by Reed Midem. Before accepting this invitation, please ensure that your acceptance complies with your local laws and any internal rules and regulations that may apply to you.





Savills are delighted to be sponsoring 'A Room with a View' in association with Ealing Council and Wragge Lawrence & Co.

Please come along for an informal chat and drinks reception.

Date: Wednesday 11<sup>th</sup> March  
Time: 3 to 4pm  
Venue: Yacht SOJA, Jetee Albert Edouard, Cannes (map below)  
RSVP: Please kindly contact [Alison.Watkins@wragge-law.com](mailto:Alison.Watkins@wragge-law.com)

We do hope you will be able to join us.

With best regards,  
Robert Grundy

**Robert Grundy**  
**Head of Housing**

Savills, 33 Margaret Street, London, W1G 0JD



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Dear Rachel

This is just a courtesy email to say that we are very much looking forward to welcoming David Cockcroft at our Public Sector lunch tomorrow, Wednesday, 12.30pm, at the Long Beach Restaurant. (Martin Yardley can't come, I recall you phoned last week, is that correct?)

This is about a 5 minute walk along the beach from the Palais.

Your GVA hosts are John Jones and Lisa Riva



**MIPIM 2015 NETWORKING EVENT**

**DEVOLUTION – INVESTING IN LEADING CITIES**

Wednesday 11th March 2015, 17:00-19:00  
4 Seasons Room, Gray D'Albion Hotel, 38 rue de Serbes, Cannes

Building on efforts to improve collaboration between the capital and other UK cities, this partnership event, led by London and Manchester will focus on the potential opportunities offered by devolved powers.

Representatives from across the UK are invited to hear from Sir Edward Lister, chief of staff and deputy mayor for policy and planning - London, and Sir Howard Bernstein, chief executive - Manchester City Council.

Attendance is strictly by guest list only, if you are available to attend please RSVP by clicking on this [link](#) as soon as possible to secure your place.

**M** SUPPORTED BY MAYOR OF LONDON

**NOMA** **BILFINGER** **GVA** **BARTON WILLMORE**



**FURTHER KEYNOTE SPEAKER ANNOUNCED -**

**MIPIM 2015 EVENING RECEPTIONS WITH MAKE IT STOKE-ON-TRENT & STAFFORDSHIRE**

**Location: Make it Stoke-on-Trent and Staffordshire's Business Lounge (located above Café Roma). [Click here for a map](#)**

We look forward to welcoming you to one of our evening receptions, spaces are limited so **REGISTER NOW**

Mon 9th March	Tues 10th March	Wed 11th March
<p><b>MAKE IT STOKE-ON-TRENT &amp; STAFFORDSHIRE OPENING RECEPTION</b></p>	<p><b>INVESTMENT OPPORTUNITIES IN A HIGH GROWTH CITY AND CONNECTED COUNTY</b></p>	<p><b>RENAISSANCE THROUGH HOUSING</b></p>
<p><b>Time: 18.30 - 20.30</b></p>	<p><b>Time: 18.00 – 19.30</b></p>	<p><b>Time: 18.00 – 19.30</b></p>
<p><b>Hosts</b> Cllr Terry Crowe (Stoke-on-Trent City Council) and Cllr Mark Winnington (Staffordshire County Council)</p>	<p><b>Host</b> David Frost (Stoke-on-Trent &amp; Staffordshire LEP)</p>	<p><b>Host</b> John Betty (Stoke-on-Trent City Council)</p>
	<p><b>Guest Speakers</b> John Wilkinson (Kier) and Duncan Sutherland (Regeneration Investment Organisation and Sigma Capital Group)</p>	<p><b>Guest Speakers</b> Pete Gladwell (Legal &amp; General Property)</p>

Places are limited and we would welcome your attendance: **REGISTER NOW**

Thursday 12<sup>th</sup> March 2015



**Thursday 12 March 2015**

19:00 onwards

**L'affabel**, 5 rue Lafontaine, Cannes

[Click here to RSVP](#)

Join us at our annual Mipim client dinner where we will be returning to L'affabel. We will start with networking drinks, followed by dinner, where we will be trying L'affabel's latest menu.

**RSVP by February 6, 2015.**

For further information and special dietary requirements contact **Olivia Williams**.

Email: [oliviawilliams@eversheds.com](mailto:oliviawilliams@eversheds.com)

Telephone: 0845 497 3873 / +44 776 741 8897