

Cabinet

8 March 2016

Name of Cabinet Member:

Cabinet Member (Business, Enterprise & Employment) – Councillor Maton

Director Approving Submission of the report:

Executive Director Place

Ward(s) affected:

None

Title:

MIPIM 2016 – Authority for Attendance 15th – 18th March 2016

Is this a key decision?

No

Executive Summary:

Marche International Des Professionals De L'Immobilier (MIPIM) is Europe's largest and most successful property conference/exhibition with representation from over 79 countries. MIPIM continues to be widely acknowledged as the place to meet leading international partners and prospects in the property world. The 2016 conference will witness 27 years of real estate business at MIPIM.

MIPIM continues to be the leading international real estate forum and global market place that brings together industry decision-makers from around the world.

This report seeks approval for attendance of a Coventry delegation at MIPIM 2016, with the primary objective being to attract and encourage investment into Coventry as part of an overall strategy to create and sustain jobs in the region. Participating and exhibiting at MIPIM provides a unique opportunity to profile Coventry and Warwickshire projects, achievements and development opportunities to major decision makers and intermediaries in the UK and international property markets. MIPIM also provides the opportunity to enhance the perception and image of Coventry and Warwickshire.

Recommendations:

Cabinet is recommended to:

Approve Councillor Gary Crookes, Shadow Cabinet Member for Business, Enterprise and Employment to accompany a delegation from Coventry to attend MIPIM. This delegation was given approval to travel on 5th January 2016 and comprises of: Cllr Lucas, The Leader Coventry City Council; Cllr R Brown, Deputy Cabinet Member (Business, Enterprise and Employment); Martin Reeves, Chief Executive; Martin Yardley,

Executive Director Place; David Cockroft, Assistant Director City Centre and Development Services; Déirdre Fitzhugh, Service Manager Destination and Business Relationships and Claire England, Business Development Officer

List of Appendices included:

Conference/Seminar Authority of Attendance Form.

Other useful background papers:

None.

Has it been or will it be considered by Scrutiny?

No.

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No.

Will this report go to Council?

No.

Report title: MIPIM 2016 – Authority for Attendance 15th – 18th March 2016

1. Context (or background)

- 1.1 Coventry has attended the MIPIM property show since 1993 and was one of the first UK cities to realise and exploit its potential. Our continued presence at the show indicates that Coventry and Warwickshire is actively seeking and supporting new property investment in the city. Participating and exhibiting at MIPIM allows Coventry and Warwickshire and its private sector partners the unique opportunity of profiling projects, demonstrating visible achievements and highlighting development opportunities to major decision makers and intermediaries in the UK and international property markets.
- 1.2 A strong presence of Coventry City Council’s senior personnel continues to give our partners confidence that the city is fully supportive of the new developments going forward.
- 1.3 The overall presence also provides the opportunity to enhance the perception and image of Coventry and Warwickshire. Highlighting developments and opportunities such as Friargate, City Centre South whilst promoting Coventry and Warwickshire as ‘open for businesses’.
- 1.4 It is recommended that Councillor Gary Crookes joins the delegation which includes two Elected Members and five officers from Coventry City Council attend the property exhibition to promote the region as a location for investment and development.
- 1.5 The event organisers, Reed Midem have re-emphasised the need for exhibitors to conduct the majority of their business activity within the exhibition hall, encouraging seminar, events and meeting to take place on the exhibition stand. Therefore once again a larger exhibition stand, 42,000sqm, will be co-ordinated and managed throughout the four days of the exhibition, hence the request for then number of officers.

2. Options considered and recommended proposal

- 2.1 Option 1 – Approve Councillor Crookes attendance (Recommended)
By attending MIPIM, Councillor Crookes will have the opportunity to see first-hand the Coventry and Warwickshire Mipim presence, events schedule and meetings programme that will attract and encourage investment into Coventry as part of an overall strategy to create and sustain jobs in the region. He will also have the opportunity to meet the private sector partnership that enable Coventry and Warwickshire to attend Mipim each year with a cost neutral position.
- 2.2 Option 2 – Do not approve Councillor Crookes to attend MIPIM (Not Recommended)
If Councillor Crookes does not attend MIPIM 2016 he will lose the opportunity to witness first-hand the Coventry and Warwickshire presence, events schedule and meetings programme during Mipim 2016.

3. Results of consultation undertaken

3.1 None.

4. Timetable for implementing this decision

4.1 Subject to approval, the delegation would attend MIPIM from 14th to 18th March 2015 in France.

5. Comments from Executive Director, Resources

5.1 Financial implications

The travel and accommodation cost of Councillor Crookes attending MIPIM 2016 is anticipated to be £1200. Coventry City Council has achieved a cost neutral position to attend MIPIM 2016. We have secured agreement from Warwickshire County Council to confirm that they will take full responsibility to meet 50% of the financial cost of the Coventry & Warwickshire presence at MIPIM 2016.

5.2 Legal implications

None.

6. Other implications

The primary objective of the delegation's proposed attendance at MIPIM is to attract and encourage investment into Coventry and Warwickshire as part of an overall strategy to create and sustain jobs into the region and encourage investment and development in the city.

6.2 How is risk being managed?

N/A

6.3 What is the impact on the organisation?

The Destination and Business Relationship team working closely with the Invest in Warwickshire Economy and Skills team; will lead on the MIPIM 2016 project from inception to completion on behalf of all private sector partners who join the delegation and agree to finance the partnership.

The project will also enable the Council to work with partners to attract and encourage investment into Coventry as part of an overall strategy to create and sustain jobs in the region.

6.4 Equalities / EIA

No equality impact assessment has been carried out as the recommendations do not constitute a change in service or policy.

6.5 Implications for (or impact on) the environment

There are no implications on the environment.

6.6 Implications for partner organisations?

There are no implications for partner organisations.

Report author(s):

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Contributor/approver name	Title	Directorate or organisation	Date doc sent out	Date response received or approved
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Names of approvers for submission: (officers and members)				
David Cockroft	Assistant Director (City Centre and Development Services)	Place	16/02/16	17/02/16

Executive Director: Martin Yardley	Executive Director Place	Place	16/02/16	17/02/16
Councillor K Maton	Cabinet Member (Business, Enterprise and Employment)	CCC	17/02/16	22/02/16

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