

MIPIM Background Note

Partnership Background

Trade & inward investment functions moved into the LEP/WYCA in 2015 following a review by Leeds City Council of the previous Leeds and Partners agency.

A business plan was produced in consultation with the member authorities and agreed by the LEP Board in November 2015, which included a strong mandate to continue to attend MIPIM to promote the city region on the global stage, in order to help attract investment and new jobs.

As with the LEP, our work on trade & inward investment is an example of the public and private sectors working together. We keep our business plan under regular review.

What is MIPIM?

It is an economic development conference with property and investment at its heart. It's the world's largest property and investment exhibition, which runs at key locations worldwide every year. Our team has attended the main event in France for the last 5 years (3 as LEP/WYCA) and the one in London for the last 4 years.

Over 550 cities and local authorities exhibit, including our main UK competitors for investment, i.e. London, Manchester, Birmingham, Liverpool, Sheffield, Newcastle and Scotland and a large number of European cities and regions.

Plus the UK Government has significant representation in a Pavilion linked to the Department for International Trade.

It attracts 24,000 delegates including 4,800 investors and 3,500 developers.

Plus 460 journalists so it's a good place to amplify our message to the world's media.

But it's also about personal relationships between regional partners, which are deepened and strengthened as a result of our joint exhibition and annual presence.

What's the role of the public sector?

This is about demonstrating civic leadership, welcoming investment, showing ambition for growth.

MIPIM offers a platform for our political leaders, local authority Chief Executives and Directors of Development to sell the benefits of investing in our city region and meet potential investors directly to discuss infrastructure plans and funding.

We also convene and coordinate the delegation, organise the stand and the overarching marketing campaign, consulting closely with our local authority chiefs as well as private sector partners.

What's the role of the private sector?

We have a very strong group of private sector developers, investors and the professional community uniting together to jointly promote our region's wide range of commercial opportunities with one voice.

Our delegation size has risen from 58 in 2016 to 93 in 2017 (for the main exhibition). We see the rising private sector involvement and financial commitment as a vote of confidence in the LEP and CA's professionalism in organising the programme and putting together a powerful communications message to the world, which individual companies or councils could never achieve on their own

So how do the Funding Arrangements work?

Partnership very much applies to the financial arrangements too. WYCA pays a contribution towards the exhibition space and stand only. The private sector sponsors pay for the events, hospitality, delegate passes, travel, subsistence and collateral (NB. all the expenditure and sponsorship income is handled via WYCA accounts).

We currently have a record number of sponsors, which has increased year on year, who collectively pay the majority of the costs, expected to increase to two thirds by 2018.

How do we measure success?

Directly and indirectly – as this is mostly about raising profile. So we can track success in three main ways:

Feedback from delegates

- Local authorities have hosted well-attended gatherings of potential investors at MIPIM, which have led to follow up investment;
- Fostering long term relationships with international investors and significant intermediaries including government reps;
- Chinese delegations have visited our stand for last 3 years;
- Our delegates have fed back that they have gained over 400 enquiries so far from taking part in MIPIM over the last 4 years.

Media Coverage (MIPIM 2015 – MIPIM UK 2017)

- 265 pieces of coverage;
- Media reach of 12.5m across press & social media;
- Advertising value equivalent for the above of £492k over 2 years (i.e. more than our net spend).

Foreign Direct Investment (FDI) Success rates

- We have moved up the national league tables for FDI significantly;
- Ernst & Young Report - Leeds moved up from 15th to 3rd 2011-2016;
- DIT 2016 – 100 FDI successes reported across the city region;
- Top FDI location in the Northern Powerhouse.

Plus our 'Directly Involved' track record with supporting inward investors has improved in parallel.

- 16/17 21 projects supported creating 649 jobs
- 17/18 to Dec so far 12 projects supported creating 2,444 jobs

For further information please see:

Website: <http://investleedscityregion.com/>

Twitter: @InvestLCR