

Report to: Leeds City Region Enterprise Partnership Board (LEP)

Date: 27 March 2018

Subject: **MIPIM feedback**

Director: Sue Cooke, Executive Head of Economic Services

Author(s): David Shepherd

1 Purpose of this report

- 1.1 To provide the LEP Board with an overview of activity at MIPIM 2018 and provide a verbal report from the event taking place 12-15 March.

2 Overview of MIPIM 2018

- 2.1 MIPIM is the world's largest property and investment show. It gathers together the most influential property leaders and senior decision makers in one place each March for four days of networking, learning and transactions.
- 2.2 Attendance is vital for building relationships with investors, developers and intermediaries within the region. Participation at the event strengthens relationships with these industries, which in turns leads to the sharing of enquiries throughout the year which contribute to the Trade and Investment team's Key Performance Indicators.
- 2.3 MIPIM has evolved into more than just a property conference, and now looks at the wider economic development agenda. It therefore offers City Regions the opportunity to increase their potential audience and the reach and profile of its key developments. In fact many leading City Regions attend MIPIM including Manchester, Sheffield, Liverpool, Birmingham, Newcastle and London among others.
- 2.4 This year the Leeds City Region Enterprise Partnership (LEP) raised record levels of private sector sponsorship exceeding their target. This sponsorship was used to fund the programme of events and activities throughout the conference. The team's programme of events for 2018 can be seen in **Appendix 1**. MIPIM activity is designed to showcase the confidence and potential which exists across the Leeds City Region, in a bid to secure investment, speculative development and occupier interest.
- 2.5 The programme of activity will highlight the strengths of individual districts within the Leeds City Region. These events are supported by leaders from the councils within each district, who attended MIPIM alongside the LEP.

3 Financial Implications

3.1 There are no financial implications directly arising from this report.

4 Legal Implications

4.1 There are no legal implications directly arising from this report.

5 External Consultees

5.1 No external consultations have been undertaken.

6 Recommendations

6.1 That the report on MIPIM 2018 be noted and feedback provided.

7 Background Documents

None.

8 Appendices

Appendix 1 – MIPIM 2018 Programme