



MIPIM UK 2016/MIPIM 2017 – Post Event Report

Background

MIPIM is the largest gathering of senior influential players from all international property sectors, offering unrivalled access to the greatest number of development projects and sources of capital worldwide. Taking place in Cannes each year since 1990, 2017's event attracted more than 24,200 delegates from more than 100 countries, with MIPIM spawning a number of spin off events including MIPIM UK, launched in 2014 and taking place at the Olympia in London.

Make It Stoke-on-Trent & Staffordshire have had a presence at MIPIM since 2012 as well as at the first three MIPIM UK events that have been hosted since 2014 in London. This report will specifically outline the approaches, outputs and next steps from MIPIM UK 2016 and MIPIM 2017 and how the team would advise we approach future MIPIM events moving forward.

Aims and Objectives

MIPIM provides a significant opportunity to access a global network of high net investors, influencers and property professionals that are otherwise hard to reach, especially those in positions of influence in these organisations. MIPIM offers the opportunity not only to undertake a year's worth of engagement in such a short space of time, but it is key to note that these individuals are in a mind-set to do deals and engage with local authorities, something that would be significantly more difficult to achieve if you were cold calling back in the UK.

The engagement strategy that Make It Stoke-on-Trent & Staffordshire took at MIPIM UK was to take a prominent stand branded under the Northern Gateway Development Zone partnership to capture unplanned engagements; a series of pre-booked 1-2-1 engagements; and a series of thematic events, which took place both on stand and in dedicated venues outside of Olympia.

For MIPIM, Make It Stoke-on-Trent & Staffordshire came together with nine other LEP areas to form the Midlands UK pavilion, a completely new concept for MIPIM 2017 to support a higher level of footfall and engage on a far greater events programme. The team also hosted a hospitality apartment that allowed the team to host specific Stoke-on-Trent and Staffordshire, and Northern Gateway Development Zone (rebranded to the Constellation Partnership at MIPIM 2017) events throughout the week.

Our key targets for both events were commercial and residential developers, property investors, multipliers and decision-makers within government and their agencies.

Overview of Approach

Each of these two events were approached slightly differently given the location, attendees and facilities available. I will therefore review the approaches taken at each of these events separately;

MIPIM UK 2016

The approach taken at MIPIM UK 2016 was to focus on the opportunities around the Northern Gateway Development Zone, specifically with the announcement of Jackie Sadek as its new Independent Chair. The Northern Gateway Development Zone (NGDZ) is a landmark partnership to spearhead the economic growth of the area by capitalising on the economic potential of HS2. The NGDZ Partnership is a collaboration of seven local authorities and the Cheshire and Warrington and Stoke-on-Trent and Staffordshire Local Enterprise Partnerships to unlock major new growth and investment opportunities to deliver more than 100,000 new homes and 120,000 new jobs by 2040.

This initiative was the catalyst for attracting a number of government ministers to meet with members of the team throughout the week, including Sajid Javid MP, Andrew Percy MP, Marcus Jones MP and Gavin Barwell MP.



The partnership took a 36m² stand at MIPIM UK in a highly prominent position close to the entrance of the exhibition, which was completely branded under Northern Gateway Development Zone. The stand was equipped with digital media, site information, seating areas and refreshments to host meetings, to be manned at all times and stocked with suitable marketing material.

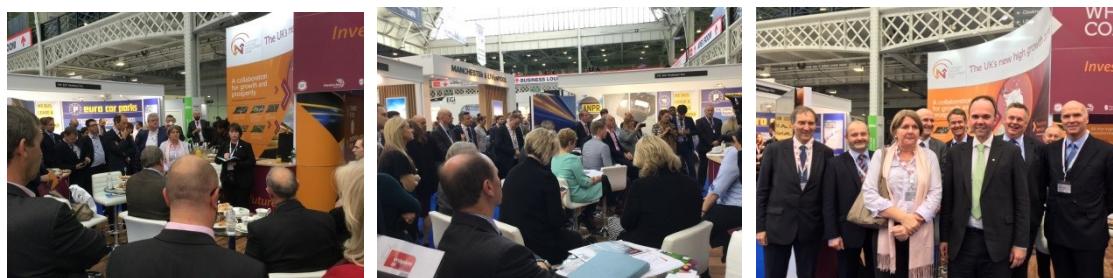


During the course of the week, the partnership also hired two venues to host an opening reception and launch, followed by two dinners. On the eve of MIPIM UK, the Institute of Engineering and Technology at Savoy Place was hired for a pre-MIPIM UK launch reception for the Northern Gateway Development Zone, which included a key note speech from Gavin Barwell MP supporting the partnership and acting as the launch event for the announcement of Jackie Sadek as the partnership's Independent Chair. The event was attended by approx. 80 individuals spanning the public and private sectors, with interest from more than 100 individuals shown registering for the event.



Both dinners were hosted at the Villandry St James', with the first of these being a Northern Gateway Development Zone leaders dinner, sponsored by CBRE and attended by 27 guests. The second was hosted by the Stoke-on-Trent and Staffordshire LEP and focused around cultural led regeneration opportunities and was attended by 15 guests, including Networks Space, Visit England, Ambassador Theatre Group, ACAVA, Creative Industries Federation and Aecom.

During MIPIM UK the partnership also hosted two on-stand business receptions; the first focusing more on Stoke-on-Trent and Staffordshire and titled "Good Design Underpinning Growth". This event was hosted by David Frost and included speeches from Ben Derbyshire (RIBA), David Waterhouse (Design Council CABE) and Cllr Abi Brown. The second on-stand reception was focused more on Cheshire and Warrington and titled "Regeneration around Rail Hubs" and was led by Christine Gaskell and Phillip Cox from the Cheshire and Warrington LEP and included key note speeches from Duncan Sutherland (HS2) and Pete Waterman. Both of these events were attended by more than 50 delegates and stimulated real interest in both opportunities in Stoke-on-Trent and Staffordshire as well as the wider Northern Gateway Development Zone.



MIPIM 2017

Make It Stoke-on-Trent and Staffordshire took the bold step of giving up a prime position within the Riviera of the Palais and joining partners from across the East and West Midlands to create a 200m² Midlands UK pavilion, positioned opposite the London and Manchester pavilions and next to the UK pavilion, managed by the Department of International Trade (DIT).



In previous years Stoke-on-Trent and Staffordshire, as with all other authorities in the Midlands and wider UK, sat on its own, taking space of between 12-18m² in various parts of the Palais. Although footfall in 2016 increased with an improved position, this bold step, which was instigated by the Make It Stoke-on-Trent and Staffordshire team, saw nearly 3,000 people visit the pavilion during the course of the week, a marked rise from what we have seen in previous years.

The pavilion was used as a base for the team and provided an excellent vantage point to promote the area and key infrastructure projects through bespoke marketing material produced specifically for MIPIM, video content and the opportunity to participate in seven panel sessions and “hotspot” presentations throughout the week. The Midlands pavilion hosted over 50 events during the week, featuring approximately 100 speakers from both the public and private sector. The events that the Stoke-on-Trent and Staffordshire team were involved with were as follows;

- Cllr Abi Brown hosted a hotspot presentation called “Stoke-on-Trent: Firing up a City”, focusing on the development opportunities around the city centre, from retail and leisure, to speculative office development, Stoke-on-Trent’s City of Culture bid and opportunities around cultural regeneration, the University Quarter and public realm.
- Cllr Abi Brown sat on a panel session titled “Stimulating economic growth through city centre regeneration and Enterprise Zones”, providing her the opportunity to discuss city centre investments including Smithfield office, hotel and PRS, Unity Walk, the Potteries Centre expansion and Ceramic Valley Enterprise Zone.
- Cllr Mark Winnington participated in a panel discussion titled “The future of High Speed Two: A gateway to the East and North Midlands”.
- Cllr Abi Brown was involved in a panel session focused on “Investment opportunities in culture and tourism in the Midlands”. This focused largely on the City’s bid for City

of Culture status, but also the city's ceramic heritage and the area as a destination for tourism.

- Cllr Patrick Farrington and Cllr Mark Winnington hosted a hotspot presentation titled "Stafford. What's next?". This presentation focused on the residential and commercial development opportunities around the town, including major retail and leisure investment and the proposed HS2 development at Stafford Gateway.
- Cllr Jack Brereton sat on a panel session titled "Getting the most out of Enterprise Zones: How Midlands destinations are focusing on sectors and skills to maximise investment opportunities and jobs". The event focused around sector based opportunities at Ceramic Valley Eneterprise Zone, investor confidence and skills.
- Our final panel session hosted by Jackie Sadek, also included David Frost as a key contributor on "Shaping Britain's Industrial Strategy through Enterprise Zones". This event focused on two areas, firstly automotive successes with JLR at i54 and the wider industrial strategy focused around the areas two enterprise zones and how they are a driver for growth.



It is difficult to put a definitive figure on attendees for each event within the pavilion, as the layout of allows delegates to dip in and out of any presentations and panel sessions taking place. I would however suggest that there were approx. 40-50 delegates at each event, highlighting the real interest in both opportunities in Stoke-on-Trent and Staffordshire and the panel sessions that our delegates were involved in.



The Midlands Pavilion also attracted government ministers throughout the week who were impressed with the quality and quantity of the on stand events, particularly as many related specifically to existing government initiatives and the developing industrial strategy and its key themes. The cohesiveness of the partners also turned Government heads, as keeping Midlands Engine in government sights is paramount. This has the potential to lead to additional funding and maintain the balance between Midlands Engine and Northern Powerhouse. Ministers attending and engaging with the Stoke-on-Trent and Staffordshire

delegation included Gavin Barwell MP, Mark Garnier MP, Mark Harper MP and Baroness Neville-Rolfe.



Alongside the stand, The Make It Service also secured for the fourth year, a hospitality suite above Caffe Roma, opposite the Palais. This event was used to host a range of 1-2-1 meetings, alongside a number of hosted events throughout the week. These events were split between those focused on Stoke-on-Trent and Staffordshire and the Northern Gateway Development Zone. The team's first event was the traditional opening networking reception on the Monday evening attended by approx. 80 delegates and focused on launching the Stoke-on-Trent and Staffordshire presence at MIPIM 2017. This informal event was opened with a brief note from David Frost, Chair of the Stoke-on-Trent and Staffordshire Enterprise Partnership.



The second event of the week on the Tuesday evening was the launch of the rebrand of the Northern Gateway Development Zone to the Constellation Partnership. The event was chaired by Mike Burton (MJ) and included keynote speeches from Jackie Sadek and Duncan Sutherland (HS2) as well as messages of support from all attending authorities and LEP's from the partnership and was attended by 85 delegates. The team hosted two events within the apartment on the Wednesday, a Culture led Regeneration round table on Wednesday morning, attending by approx. 25 delegates. The event, chaired by Cllr Brown also included contributions from Prof Ieuan Ellis (Staffordshire University) and David Sayer (GVA), which examined the successes from Liverpool's year as European Capital of Culture, what Stoke-

on-Trent could learn as part of the bid for UK City of Culture and the opportunities within the city. This sparked lively debate within the room, including specific areas of focus for the city.



The Wednesday evening session, was focused on Industrial Strategy from both an offsite modular housing and ceramics perspective. The session was chaired by Cllr Brown and included contributions from David Frost, Jackie Sadek, David Farmer (Cast) and Sir Edward Lister (HCA). The event was attended by approx. 50 delegates and again stimulated debate within the room and opened discussions for potential future modular build developments within the city. The final event within the apartment, taking place on Thursday morning focused on development opportunities across Staffordshire. The event, chaired by Cllr Mark Winnington, included presentations from Cllr Patrick Farrington on Stafford Gateway, Peter Redfern (Taylor Whimpey) and Tony Nash (Stoford), along with a contribution on the opportunities across Staffordshire from Gavin Barwell MP. This event was again attended by approx. 50 delegates.



Stoke-on-Trent & Staffordshire LEP also hosted a dinner at the Carlton Hotel, where a table of 29 delegates discussed opportunities across Stoke-on-Trent & Staffordshire. Guests included delegates from the likes of Hilton Hotels, Midlands Engine, Realis, DCLG, Harworth Estates and Historic England, as well as representation from all attending sponsors. The event was used to discuss specific opportunities with the invited guests, such as individual development sites and enquiries, opportunities linked to Northern Gateway Development Zone/Consolation Partnership, Stoke-on-Trent's bid for City of Culture and market demand for new build developments.

Both Events

A programme of 1-2-1 meetings was organised by the Investment team with target developers, strategic influencers, financiers and multipliers to generate interest in Stoke-on-Trent and Staffordshire. Examples of these have been included below, specifically from MIPIM 2017;

Cllr Brown met with Chris Smith, Head of Planning for Historic England, with whom she resurrected a relationship since 2015 and has secured their support to develop a new Heritage Action Zone pilot, which will bring national recognition to the work the city has done. Cllr Brown met with Chris last year at MIPIM, where he followed up with a visit to the city last summer. The city is also hosting a Historic England conference in Stoke-on-Trent in the next few weeks.

Cllr Brown also met Keith Mitchell, MD of Wardell Armstrong, an international civil engineering company who have their HQ in the city about both developments generally and how they can support around a key landmark sculpture for the city she has been working on. It is worth noting that Cllr Brown first met Keith last year at MIPIM when she had a long conversation about the city and vision and followed this up with a visit to their HQ.

Matt Potts met with Javed Hussain of J2 Global, who are looking at a potential housing development of approx. 300 units and was keen to engage with Stoke-on-Trent City Council. Matt agreed to follow up on this on the service's return from MIPIM and set up dialogue with the planning team.

Matt also met with four separate members of the Harworth Estates delegation, including Chief Executive, Owen Michaelson. Harworth were keen to re-establish dialogue with Make It Stoke-on-Trent and Staffordshire and Staffordshire County Council to discuss potential enquiries, along with minerals and planning issues to ensure steady progress for the Chatterley Valley West scheme, part of the Ceramic Valley Enterprise Zone. Further dialogue would be established again on the service's return to the UK.

A range of further meetings were also arranged throughout the course of the week, with outcomes, next steps and analysis still be processed. Examples of these meetings included; Cllr Brereton meeting Sir John Peace (Midlands Engine) and Peter Jackson/Stephen Manners (Seddon). David Sidaway meeting Mark Barrow (Arcadis), Richard Fielding (Morgan Sindall) and Cheryl Monk/Adam Tyndall (Heathrow Airport). Jo Tyyzer meeting Gary Church (Gleeds) and John Fozzard (Kier). Chris Kirkland and Cllr Mark Winnington meeting Bob Tattrie (Trebور), Peter Jackson/Stephen Manners (Seddon) and Andrew Woods/Mark Bugler (Expedite).

Further information on individual 1-2-1 meetings will be added once dialogue has taken place with all Stoke-on-Trent and Staffordshire MIPIM delegates. Meetings are due to take place within the next two weeks.

Cllr Abi Brown was also involved in the launch of the Midlands Engine Investment Portfolio, which took place within the UK Pavilion (DIT) during MIPIM, sitting on a panel alongside the likes of Duncan Sutherland (HS2), Ian Stringer (GVA) and Liz Peace (Curzon Urabn Regeneration Company). This launch saw Stoke-on-Trent's Smithfield development featured on the front of the portfolio, with Stoke-on-Trent City Centre also featured within the portfolio as a major investment and development opportunity, outlined with detail on the Smithfield, Unity Walk and Lear Management development sites.



Showcased at the event alongside the existing Make It Stoke-on-Trent & Staffordshire marketing collateral, strategic sites brochure used to promote the area, was a series of new documents used to promote specific sites and development opportunities. These included a MIPIM development sites brochure, updated Ceramics Valley Enterprise Zone brochure, Firing up a City (City Centre developments) and housing development sites brochure. These were supported by a number of commercial development sites and partner brochures including Smithfield (Stoke-on-Trent), Triton (Stafford), Liberty Park (Lichfield), ic5 (Keele University), Mucklow i54 (South Staffordshire), Tunstall Arrow (Stoke-on-Trent) and Staffordshire University. Alongside this were also a number of Stoke-on-Trent and Staffordshire gifts including notepads, pens, City of Culture badges and mugs and lanyards.



The investment team also coordinated existing inward investment films of key locations and selling messages across Stoke-on-Trent & Staffordshire to use on stand and within the apartment, alongside films of Smithfield, Keele University Science and Innovation Park and the Stoke-on-Trent City of Culture bid.

The investment team used their existing dedicated inward investment website, alongside social media to showcase the locations key selling messages and the support services available to investors, as well as reporting updates and images throughout the event.

Outputs

Details of all outputs are still being pulled together, however initial detail has been included below where available;

MIPIM UK

- Pre-arranged 10 1-2-1 meetings with target developers, strategic influencers, financiers, multipliers and end users.
- Engagement with 4 Government Ministers.
- Hosted 2 on-stand receptions attended by c100 representatives in total.
- Hosted 1 pre-event reception attended by 80 delegates.
- Hosted 2 dinners attended by a total of 42 delegates.
- 28,311 impressions and 735 engagements through Twitter throughout the event.
- 167 Tweets and re-Tweets through @MakeltSoTStaffs throughout the event.

MIPIM 2017

- Pre-arranged 20 at MIPIM with target developers, strategic influencers, financiers, multipliers and end users.
- Direct interaction with approx. 400 contacts.
- Engagement with 4 Government Ministers.
- Hosted 5 receptions attended by c290 representatives in total at MIPIM 2016.
- Hosted 1 LEP dinner attended by 29 delegates.
- Expressions of interest from 580 delegates for all events held throughout the week.
- Participated within 7 events within the Midlands Pavilion with estimated audience of 280-350 delegates.
- 74,200 impressions, 3,616 visits and 1,375 engagements through Twitter throughout the event.
- 22 press articles (including Constellation) reaching an audience of more than 3.7 million people.
- Coverage in a number of publications such as Business Desk, Sentinel, Estates Gazette, Insider and Place North West.
- Press coverage achieved through announcements made by Network Space and Trebor Developments. Coverage through positive articles in the Sentinel and Stafford Newsletter.

- 345 Tweets and re-Tweets through @MakeltSoTStaffs throughout the event.
- Attracted 50 new twitter followers (4.7% growth) during the event.
- Nearly 3,000 international delegates visited the Midlands UK pavilion.
- The Midlands team hosted over 50 events, featuring approximately 100 speakers.
- @UKMidlands Twitter account reached more than 120,000 users during the event and doubled its followers during MIPIM week.
- The #MidlandsUK hashtag has been used over 100,000 times.
- The Midlands UK website has received nearly 10,000 page views since mid-February.
- To date The Midlands have generated approximately 150 regional, national and international media articles published about the Midlands UK delegation.

MIPIM 2016 Outcomes

One of the traditional questions posed to the Investment Service is that of previous outcomes from MIPIM events. I have outlined details below of a range of leads and follow ups that have taken place and continue to be worked up following MIPIM 2016;

- Development of the relationship with Cheshire and Warrington LEP in relation to the Northern Gateway Development Zone (now rebranded as the Constellation Partnership).
- Pulling together the Midlands Engine partnership, the first time the West and East Midlands have come together for such an event on this scale. The initial idea to attend MIPIM as the Midlands came from Make It Stoke-on-Trent and Staffordshire.
- Discussions with Harworth Estates regarding Chatterley Valley West and support required to bring that site forward. Some interest generated from potential occupiers met at MIPIM.
- Increased profile of the area including significant interest from Government Ministers, including Brandon Lewis MP.
- Significant engagement with HS2 Ltd (Duncan Sutherland) at Make it Stoke-on-Trent & Staffordshire and NGDZ events.
- Launch of the Midlands Engine Regeneration Opportunities Pitchbook in partnership with UKTI (now DIT) including ROF Featherstone, Ceramic Valley Enterprise Zone and Branston Locks.
- Engagement with Network Space, Northern Trust, Clowes and Harworth Estates to support the development of the Ceramic Valley Enterprise Zone, review shared leads and engage with potential occupiers.
- Engagement with a number of additional developers, such as Stoford and Trebor who have subsequently sponsored Make It Stoke-on-Trent and Staffordshire's presence at MIPIM 2017.

Observations

Feedback received to date has praised the partnership approach from the service with engagement with Northern Gateway Development Zone at MIPIM UK and Midlands UK for MIPIM 2017. Delegates commented not only on the bold presence held at each event but also the positive messages coming from Stoke-on-Trent City Council, Staffordshire County Council, the Stoke-on-Trent and Staffordshire LEP, and the innovative collaborative work being undertaken with neighbouring Cheshire authorities and LEP and partners across the Midlands. It should be noted here that this has been seen as one factor in the service's ability to secure additional sponsorship, especially for MIPIM 2017. In 2016, only two partners were secured (not including SSLEP, NGDZ or other local authorities), bringing in £6,500 of funding. For 2017, the service was able to secure £21,450 from 9 contributors (not including SSLEP, NGDZ or other local authorities).



At both MIPIM and MIPIM UK, the full events programmes taking place provided a platform for promoting a wide variety of opportunities across Stoke-on-Trent and Staffordshire and the partnerships across the Midlands and Cheshire. Although MIPIM is seen as a key platform for engaging with a range of investors, developers and agents, the events are also one of the most important platforms for promotion, place marketing and raising awareness of the Stoke-on-Trent and Staffordshire identity, such as what was being promoted for the bid for City of Culture as well as development opportunities including Stoke-on-Trent City Centre, Ceramic Valley Enterprise Zone and Stafford Gateway.

At both events, the pre-MIPIM/MIPIM UK evening receptions hosted by the team, along with the LEP dinners were particularly successful, with the former providing a more informal opening to the week in a relaxed setting where specific announcements can be made and providing a good opportunity for the team to engage with delegates from a range of organisations. The LEP dinners offer senior officers and members a chance to engage in

more detailed discussion with decision makers within targeted public and private sector organisations in a setting it would be difficult to replicate outside of MIPIM.

The on-stand events at both events were successful but the nature of set up at MIPIM UK meant acoustics proved difficult, despite positive attendances. The pavilion set up at MIPIM and dedicated events area did allow for a far smoother flow with events where discussion and presentations could be expressed well. One of the key items that cannot be ignored is the influence of attracting key government ministers to both events. This in itself was seen as a key catalyst to drive interest in Stoke-on-Trent and Staffordshire.

At MIPIM UK, the stand provided the team with excellent positioning and profile, along with an area to host 1-2-1 meetings. The positioning of the stand chosen meant that the team maximised the flow of delegates between the entrance of the event and the two conference halls. The size and bold designs of the stand and key selling messages meant a wide range of delegates stopped at the stand to discuss opportunities. The pavilion at MIPIM provided a similar opportunity for profile raising, however the addition of the hospitality apartment allowed the team to host a number of more private meetings with partners and interested parties as well as providing a base to host Stoke-on-Trent and Staffordshire events and was an invaluable tool throughout the week.

Budget

For MIPIM UK, the Make It Service secured three private sector sponsors to the value of £9,500.00 as well as a contribution of £15,000.00 from the Stoke-on-Trent and Staffordshire LEP and £28,873.72 from the Cheshire and Warrington LEP (NGDZ), equating to almost 87% of total funding. This has supported a drastic reduction in funding from both Stoke-on-Trent City Council and Staffordshire County Council to £8,275.06, from £34,550.90 in 2015.

For MIPIM, a marked increase in private sector sponsorship was secured for 2017, with the Make It Service securing £21,450.00, alongside £35,000.00 from Stoke-on-Trent and Staffordshire LEP, £5,000.00 from Cheshire and Warrington LEP (NGDZ), totalling more than 64% of the expenditure for MIPIM 2017. It should however be noted that although there was a vast increase in sponsorship this year, public sector contributions were only slightly reduced. This was due to a number of factors including an increase in costs by Reed Midem, the poor exchange rate meaning a lower value of the pound and an increase in home team delegates. Stoke-on-Trent City Council and Staffordshire County Council provided £41,502.79 in 2016 compared to £36,802.00 in 2017, however there was a further £3,003.57 contribution from Stafford Borough Council this year meaning only a marginal reduction in public sector contribution in 2017.

A full breakdown of the budgets for each event can be found below. It should however be noted that final payments are being made towards MIPIM 2017 and as such the final values are correct at the time this report was completed;

MIPIM UK 2016

Expenditure:	Total	Percentage
Stand Space	£21,240.00	
Stand Design and Build and Brochure	£14,657.00	
Additional Passes	£4,180.00	
Hotel Accommodation	£5,515.67	
On-stand Catering	£1,115.36	
NGDZ Reception	£6,980.00	
NGDZ Dinner	£1,351.35	
SSLEP Dinner	£961.40	
Event Marketing	£1,240.00	
Consultancy Fees	£4,050.00	
Freight	£358.00	
Total Spend	£61,648.78	
Secured Sponsorship:		
Stoke-on-Trent and Staffordshire LEP	£15,000.00	24.3%
Cheshire and Warrington LEP (NGDZ)	£28,873.72	46.8%
Network Space (S&S)	£3,500.00	5.7%
Hadleigh Estates (S&S)	£3,500.00	5.7%
CBRE (NGDZ)	£2,500.00	4.1%
Total Secured Sponsorship	£53,373.72	86.6%
Local Authority Contribution:		
Stoke-on-Trent City Council	£4,137.53	6.7%
Staffordshire County Council	£4,137.53	6.7%
Total Local Authority Contribution	£8,275.06	13.4%

MIPIM 2017

Expenditure:	Total	Percentage
Contribution towards Midlands Pavilion	£25,000.00	
Hospitality Apartment	£20,462.42	
Event Management Support	£15,114.00	
Additional Passes	£7,300.00	
LEP Dinner	£4,390.00	
Accommodation	£1,650.00	
Travel	£6,429.04	
Additional Marketing	£7,492.00	
Catering	£4,250.00	
Consultancy	£2,700.00	
Transfers	£1,000.00	

Freight	£698.00	
Total Spend	£97,285.46*	
Secured Sponsorship:		
Stoke-on-Trent and Staffordshire LEP	£35,000.00	36%
Network Space	£5,500.00	5.7%
Stoford Developments	£5,000.00	5.1%
Northern Gateway Development Zone	£5,000.00	5.1%
Wardell Armstrong	£3,000.00	3.1%
Gleeds	£2,950.00	3.1%
Keele University Science & Innovation Park	£2,000.00	2.1%
Trebور Developments	£1,000.00	1%
Staffordshire University	£1,000.00	1%
A&J Mucklow	£1,000.00	1%
Total Secured Sponsorship	£61,450.00^	63.2%
Local Authority Contribution:		
Stoke-on-Trent City Council	£20,000.00	20.6%
Staffordshire County Council	£12,500.00	12.9%
Ceramic Valley Enterprise Zone	£4,302.00	4.4%
Stafford Borough Council	£3,003.57	3.1%
Total Local Authority Contribution	£39,333.57	40.4%

*Subject to return of c£3,200 security deposit for apartment / ^£3,970.11 remaining at present

Next Steps

- Confirm database contact details and meeting notes.
- Prioritise actions, brief relevant teams and agree approach for follow ups.
- Provide a debrief session to Stoke-on-Trent and Staffordshire Councillors and senior officers.
- Provide a debrief session to internal teams.
- Allocate direct ownership of leads to internal teams and assign key account managers to progress further.
- Feedback on all contacts to be provided by all attendees and collated.
- Review approach for MIPIM that will be taken forward for future MIPIM events.
- Review if/how NGDZ and Midlands UK can be incorporated into future MIPIM events.
- Consider PR and social media approach for future events.

Feedback

Outlined below are some quotes and comments from some of our sponsors and LEP dinner guests from MIPIM 2017;

Gary Church – Gleeds (Sponsor and dinner guest)

“Steve and I very much enjoyed everything in connection with being a supporter and sponsor of Stoke/Staffs at MIPIM this year. The discussions have led to a closer/better working relationship/understanding between us. The dinner was very enjoyable and I would underline my comments during it which is that it is all about developing “confidence” and also Steve’s comment that over the past few years we now have an excellent workbook of projects in the area which is proof indeed that the area is moving forwards. Let us look forward to building on this over the coming year and towards an even more successful working partnership at MIPIM’18.”

Owen Michaelson – Harworth Group (Dinner guest)

“It was a pleasure to be part of the dinner and very far reaching discussion. Various follow up meetings have already happened and are scheduled to happen. As such, a positive MIPIM for Harworth and excellent engagement from the Stoke on Trent and Staffordshire team.”

Mark Barrow – Arcadis (Dinner guest)

“I thought the dinner itself and the venue worked well. The attendance was strong and it was great to see so many people from a diverse range of organisations contributing to the discussion and debate. David Frost did a good job as chair and kept the discussion flowing and engaged people well.”

Bob Tattrie – Trebor Developments (Sponsor and dinner guest)

“I thought it was all well organised.”

Keith Mitchell – Wardell Armstrong (Sponsor and dinner guest)

“From our side, we were happy with the sponsorship. The events I attended we were well run and worth attending. The dinner was good and yes the debate and discussion worked well.”

Jeremy Mellor – Wood Goldstraw Yorath (Dinner guest)

“I have to say it was very welcoming and supportive knowing that you and your team were there, and more importantly promoting all of the greatness of Stoke-on-Trent and Staffordshire. The evening hosted by David Frost was enjoyable and there was a great amount of positive and encouraging discussions and debate around the table from both the

private sector and the local/county authorities. It actually felt as though we are all moving in the same direction to the benefit of both Stoke and Staffordshire. I attended some of the events you organised, wish I could have attended more but there just wasn't enough time! With regards to next year, Steve English and I have already had a discussion and we intend on attending MIPIM 2018, if we can sort out a 'package' between us we would be supportive of sponsoring yourselves. Keep up the great work in promoting Stoke and Staffordshire."

Martin Mellor – Network Space (Sponsor and sinner guest)

"We had a very good MIPIM, and congratulations to yourself and your team for promoting Stoke-on-Trent & Staffordshire so well. We got a lot from all the events we attended, and thought that the dinner and in particular the way that it was hosted by David Frost was first class. As a follow up I have e-mailed Abi Brown & David Sidaway in Stoke and Patrick Farrington & Richard Lawrence in Stafford in the hope that we can make arrangements to go and see them separately to discuss Network Spaces' current and hopefully future proposals for Staffordshire. I attach for your information and interest a copy of these e-mails which I sent out on Friday and hopefully we will be setting some meetings up in the not too distant future."

Chris Monkman – Urban Splash (Dinner guest)

"Many thanks for your note and for the fantastic meal. The discussion was informative and engaging. A colleague and I have already engaged with David Sidaway and I took him around some of our regen schemes in Manchester and we have another visit down to Stoke in the calendar. We are most keen to see Urban Splash in Stoke!"

Graham Dodd – Hilton (Dinner guest)

"As you know we are happy to support the City of Culture bid and allow PR around our involvement far ahead of when we would normally do so. I was therefore very much in listening mode on this occasion. Nonetheless, it was very inspiring to hear about the forward-thinking and ambitious plans for the city. I was also pleased to see how open and receptive the city is to constructive criticism from a wide range of stakeholders. I thought some of it was really important – road signage to the city centre for example. I thought Councillor Brown was extremely passionate about the city, as was the gentleman who talked about the residents of Stoke needing to 'lift their heads' and be proud of the city. I appreciate that taxpayers can often look at your representation at events like MIPIM with suspicion but I think it is critical to Stoke's plans to compete in the current climate, for the ultimate benefit of its tax-paying residents."

Simon Peters – Network Space (Sponsor and dinner guest)

“As I think I said to you at the time I thought that the Midlands Pavilion was a very good initiative and far better than individual stands in the exhibition hall. Every time I attended a panel discussion or called by there was always a throng of people chatting away. The dinner hosted by David Frost was very enjoyable with a lively discussion. I don’t agree with some of the comments of some of the less frequent visitors to the city about lack of confidence. Having been involved with Tunstall for just over a year now and visiting the city on almost a weekly basis – I have been very impressed by the leadership in the city from politicians and officers and I would say there is strong direction and confidence and pride in the city that will filter down and wide in time. This is evident to me in many ways, demonstrated by expanding businesses, demand for commercial property, falling unemployment, activity around the CVEZ, the bid for City of Culture etc. Wider job opportunities and greater employment is one of the fundamental factors to improving peoples’ health and wellbeing.

The city has had a lot of publicity and air time on TV and radio of late and most of it is for the right reasons. The new Chair of the Arts Council talking on radio 4 about his recent visit; the success of BBC’s “Great Pottery Throwdown”; and recent live interviews around Brexit was used as an opportunity to highlight how the city is thriving and more. I was at an event in Barnsley yesterday and the speaker from XPO Logistics was highlighting Stoke as a suitable place for expansion. Please get in touch early doors regarding mipim 2018 so that we can feed in Tunstall Arrow progress details. I am very much looking forward to work starting on site in earnest in a few weeks’ time. And I would like to say that it has been a pleasure working with the team in Stoke - with officers and politicians alike able and willing to assist and help enable this development. I am delighted that grant funding for the development has been approved and this will allow us to develop the speculative units.”

Félicie Krikler – Assael Architects (Dinner guest)

“It was a real pleasure to attend the evening, and I would be very happy to carry on the conversation on regeneration / housing with David Sidaway if that could be of use, and would welcome the possibility to come to Stoke to discuss this further.”

Duncan Mathieson – Realis Estates (Dinner guest)

“I thought it was a thoroughly enjoyable evening and thank you to you all for inviting me. There is certainly still some scepticism around the city’s future but I believe it was a more positive vibe than negative. Identity is clearly key, and we require to continue to focus attention on the city’s identity and branding. Signage to the city centre is terrible, such as Hanley (city centre). People need to know where the heart of the city is and “Stoke on Trent City Centre” signage is an absolute must. I appreciate the sensitivity of the 6 town culture locally, but regionally and nationally not presenting yourselves as a city and having a true city centre is the main reason the city does not move forward. You are a city in the top 15 in

terms of population in the UK, be proud and shout about it! The city council is doing a great job and must continue to do so to encourage further inward investment. You have my full support to assist on this matter in any way I possibly can.”

Options for MIPIM UK 2017/MIPIM 2018

MIPIM UK 2017 (outlined in order of suggested preference)

It should firstly be noted that no budget from the requested SSLEP funding has been allocated to MIPIM UK, whilst funding has also not been budgeted for this event by Stoke-on-Trent City Council and Staffordshire County Council and would need to be reviewed should any attendance wish to be taken.

Option 1 – Attend as Delegates Only

This would require the Service to somewhat pull back from the event compared to the previous three years, however this option would allow the team to remain active but reduce overall costs. This would however limit the ability to host events externally. It should be noted that a number of Midlands authorities and LEPs including Coventry, Warwickshire, Derby and Nottingham are pulling back from MIPIM UK and as such this would be the recommended route. The view of the Make It Service would be to focus all LEP, authority and private sector funding towards MIPIM Cannes.

Option 2 – Attend as the Constellation Partnership

This approach would allow continued traction with the efforts being made by the partnership and reduce the amount of expenditure required by Stoke-on-Trent and Staffordshire. This could be an option to consider should the Constellation Partnership fully fund the exhibition, with the Make It Service providing support with event management and with stand hosting only, without providing funding support.

Option 3 – Attend as Make It Stoke-on-Trent & Staffordshire

This would mirror the approach that has taken place over the first two years of attendance, which proved successful as part of the wider MIPIM campaign as well as providing an opportunity to engage with central government figures. Consideration would need to be given to the focus of the event, given last year's significant push towards the Northern Gateway Development Zone (now Constellation Partnership), whilst also noting issues with the availability of funding for this model.

Option 4 – Attend as Part of the Midlands Engine

This option is still being worked up by Midlands partners, however given the lack of buy in from Midlands partners for MIPIM UK, this is unlikely to be taken forward further than an

initial review of potential costs. This will be reviewed at a Midlands MIPIM partners meeting in June.

MIPIM 2018 (outlined in order of suggested preference)

Option 1 – Attend as Part of the Midlands Engine Only

Initial feedback received both internally, by partners and through media coverage is hailing the first Midlands UK pavilion as a real success for partnership working, engagement and a UK first approach, with footfall numbers incredibly high and a programme that was informative and engaging for MIPIM delegates. It would be the view of the Make It Service that continuing this approach would be the way forward for the team, allowing for continued engagement with Midlands partners and provide access to funding from DIT to support the development of an improved pavilion. All LEP areas from across the East and West Midlands have provisionally agreed to continue to work together, subject to a final review of outcomes from MIPIM 2017, with a request from partners to increase financial contributions from all Midlands LEP areas and to raise sponsorship to increase the pavilion size from 200m² to 300m² as well as improving the layout, design and focus of the pavilion. This option would also include keeping the apartment space secured for each of the last four MIPIMs to promote specific Stoke-on-Trent and Staffordshire events.

Option 2 – Attend as Make It Stoke-on-Trent & Staffordshire Only

This may be seen as a step back given the success of the Midlands UK model this year but is a model followed in previous MIPIMs, however would see the service very much sitting outside of what the rest of the Midlands would be undertaking. This would also mean that the team would need to identify a new stand position and not guarantee a prime spot within the Palais. This option would also include keeping the apartment space secured for each of the last four events.

Option 3 – Attend as the Constellation Partnership Only

To follow this approach would require buy in from both the authorities and LEPs from the partnership and has not previously been considered. This would also mean the service would sit outside what the rest of the Midlands would be undertaking and as such we may be seen as outsiders to the wider Midlands. There may be opportunities to continue the work undertaken with the Constellation Partnership through similar models taken this year by hosting events within the apartment. This option would also include keeping the apartment space secured for each of the last four MIPIMs to promote specific Stoke-on-Trent and Staffordshire events.

Option 4 – Attend as Delegates Only

This option would allow the Service the opportunity to attend MIPIM without the costs associated. The team would however not be able to host any events or have a dedicated stand or apartment to meet with delegates from the event. This is an approach undertaken by the likes of Bristol and Bath, however it is not an approach the team has taken in the past and would offer minimal opportunities to promote Stoke-on-Trent and Staffordshire.

NOTE - Travel, Accommodation and Venue Bookings

Should a decision be made to participate in MIPIM 2018, there is a need to continue our efficiencies from this year and make bookings as early as possible. This year, we found that this reduced costs for flights and accommodation specifically, but also identified additional venues for events, such as being able to host the LEP dinner this year at the Carlton Hotel, which has not been available to us in previous years.

We are also aware that Sector Marketing have received expressions of interest from other parties in taking the hospitality apartment, so a booking for this should be made as soon as possible if it is felt that this is something that we wish to keep moving forward.

Finally, Reed Midem are already in discussions with Midlands partners to secure a Midlands pavilion presence for MIPIM 2018. It would be the recommendation of the Make It Service that a decision on attendance and model is made at the earliest opportunity in order to feed in as to Stoke-on-Trent and Staffordshire's commitment to the pavilion model moving forward.

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