



Subject:	Belfast at MIPIM 2019
Date:	5 th December 2018
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Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report
1.1	To update the Committee on proposals for MIPIM 2019.
2.0	Recommendations
2.1	The Committee is asked to note: <ul style="list-style-type: none">• the successful launch event on 9th October, 2018 and the ongoing preparations for MIPIM 2019;• the designs for the proposed new larger Belfast stand in its current location, which was approved in principle by the Committee in April 2018, subject to officers presenting more detailed proposals at a later meeting; and• the approach to MIPIM 2019, including activities being undertaken to promote Belfast to the investment and development community.

3.0	Main Report
3.1	<p>Members will be aware that MIPIM is the premier event in the European real estate calendar where many of the world's investors, developers and funders from both the private and public sectors gather to showcase cities and investment and regeneration opportunities. Over 27,000 people attended MIPIM 2018.</p>
3.2	<p>In April 2018, the Committee authorised officers to commence preparations for MIPIM 2019 (to be held 12-16 March 2019) including budget spend. Specialist support for programming, event management, communications and design have subsequently been procured and work is ongoing in terms of securing sponsorship, speakers and programming of events.</p>
3.3	<p>Belfast at MIPIM 2019 was successfully launched on 9th October, with strong media interest and attendance. Cllr. Donal Lyons, as the Chair of the City Growth and Regeneration Committee, delivered the opening speech at the event, which was attended by over 100 representatives from across public and private sectors. It was highlighted at the launch that if we are to attract further growth, investment and regeneration, we must work collectively with all stakeholders to set out our ambitions to achieving sustainable, inclusive growth and building resilient cities. Subsequent sponsorship support for the Belfast at MIPIM 2019 delegation has been strong, both from the public and private sectors.</p>
3.4	<p>At the time of writing, organisations committed to supporting Belfast at MIPIM 2019 include: Aecom, Arup, Aurora Prime Real Estate, Belfast City Council and Belfast City Region Councils, Belfast Harbour, Benmore Developments, Bruceshaw, Bywater Properties, Carson McDowell, Castlebrooke, Causeway Asset Management, Deloitte, Heron Bros, Invest NI, Killultagh Estates, McAleer and Rushe, Oakland, Queens University, Titanic Quarter, TLT, TODD Architects, Tourism NI, Tughans, Ulster University, Valor Homes, Osborne & Co. It is anticipated that further organisations will support the delegation in coming weeks. The level of support to date is creating a platform for the strongest Belfast delegation at MIPIM yet.</p>
3.5	<p>Following the announcement from the Chancellor in the Autumn budget statement in relation to the Belfast Region City Deal, Members should note that this year's MIPIM delegation will, for the first time, include representatives from the five councils partnering with Belfast City Council in the Belfast Region City Deal bid. This represents a strong commitment to collaborative working as part of the BRCD proposition.</p>

3.6	<p>A dedicated MIPIM landing page has been built into the Council's 'investinbelfast.com' website. This page was live in line with the launch event and provides a platform for organisations and individuals to register their interest and support. The website provides details on investment opportunities in the City and provides news updates. .</p>
3.7	<p>Key objectives for MIPIM 2019 are to:</p> <ul style="list-style-type: none">• attract the interest of real estate investors, developers, occupiers and funders in the context of development and investment that provides for sustainable inclusive growth in the city;• positively influence perceptions of the city showing its investment potential;• create and continue to foster a strong public-private sector collaborative effort; and• deliver an initiative which reflects the ambitions of the Belfast Agenda;
3.8	<p>MIPIM is a real estate conference aimed at investment, development and regeneration but it important to note that it is not just about commercial development. It is intended that we will have an increased focus on housing this year in the context of inclusive growth across the city, mixed use developments and increased city centre living.</p>
3.9	<p>The 4-day event conference at MIPIM involves a concentrated programme of events, meetings and engagements which allow us to showcase Belfast as an exciting location for investment. A 4-day programme at MIPIM based on initial work by officers with the appointed contractor and MIPIM at Belfast Task Force is being drafted and includes:</p> <ul style="list-style-type: none">• Speaking engagements on and off stand involving high profile speakers from the City and beyond• Joint ventures with other Cities from across the UK and Europe• BRCD focused session• Panel sessions focusing on the following initial proposed themes:<ul style="list-style-type: none">- City centre living; mixed use developments and housing- City of Innovation- Smart City- Screen Tourism- Office Market- BRCD- Waterfront Cities

	<ul style="list-style-type: none"> • On and off stand presentations to identified potential city investors, developers and funders • Media interviews and social media slots
3.10	<p>Officers, along with the MIPIM at Belfast Task Force and the appointed consultant, will work to firm the event programme, including building the narrative and engaging speakers. There will also be further work undertaken to increase and build on sponsorship. It is also proposed to have a pre MIPIM Huddle event for February 2019 in advance of the delegation heading out to MIPIM.</p>
3.11	<p>At its meeting in April 2018, approval was given by Members to scope out options for re-positioning the Belfast stand or increasing its size in its current position, with approval for additional investment in a larger stand, subject to final details being presented to Committee. The Council contribution represents less than 20% of the cost of the stand, marketing, speaking events etc that take place at MIPIM. The remainder will be paid for via the business community.</p>
3.12	<p>Given the larger Belfast delegation proposed for this year and, in particular, the addition of the BRCD Councils, an increase in size of the stand is considered appropriate. Whilst Reed MIDEM, the MIPIM event organisers have been unable to offer an alternative location for the Belfast stand there is an opportunity to increase the size of the Belfast stand in its original location.</p>
3.13	<p>Members may recall that we were limited in previous years as to what events we could hold on stand due to its size and capacity. With 2019 set to have a record number of Belfast delegates the larger stand is required not only to hold the delegation including those from the private sector and City Region Councils but also those from the international and global markets who want to visit and hear the Belfast story. The larger stand will allow Belfast to raise its profile and compete with those regional Cities from across the UK who upped their game in 2018 through increasing their foothold at the conference. Belfast has built a reputation in MIPIM attracting a lot of interest regionally and internationally and the larger stand will enable the accommodation of larger groups and networking, allowing us to get our message across to a bigger audience and removing the need to hire of stand venues. The larger stand will have a dedicated BRCD area whilst showcasing Belfast as the regional driver.</p>

3.14	<p>Details of the proposed stand designs are enclosed at Appendix 1. These designs allow the stand to double in size and with an extended terrace to the rear and an open terrace to the front giving Belfast a more visible presence. The new increased stand incorporates a glazed frontage which gives the feeling of bringing the main thoroughfare of Croisette in, and Belfast out to the Croisette. The designs also include a dedicated BRCD area.</p> <p><u>Equality, Good Relations and Rural Needs implications</u></p>
3.15	None
3.16	<p><u>Finance and Resources Implications</u></p> <p>At the time of writing, £350,000 of private sector sponsorship for Belfast at MIPIM has been raised.</p>
4.0	Documents Attached
	Belfast at MIPIM 2019 Stand Designs