**Cheshire and Warrington Local Enterprise Partnership Board Meeting**

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| **Agenda Item:** | 6 |
| **Subject:** | MIPIM 2020 |
| **Author:** | Catherine Walker |
| **Date:** | 15 May 2019 |

**Executive Summary**

Building on the success of three year’s presence at MIPIM Cannes, this paper seeks the Board’s approval for attendance at MIPIM 2020.

Working with the private sector, we propose to deliver: an exhibition stand, comprehensive programme of events (on and off-stand) and an extended programme of activity in partnership with NP11 colleagues, full details of which will be brought back to the Board in due course.

**Recommendations**

1. The board is asked to approve spend of £25,286 / €29358 (1 GBP = 1.16104 EUR 09/05/19) which is the cost of the stand space of 31sqm,
2. The board is asked to note that a full budget and programme will be presented to the Marketing & Comms sub-committee in due course for approval, which we intend should be in-line with income and expenditure in previous years,
3. Approve an additional £7,000 as Cheshire and Warrington’s contribution to a potential extended NP11 programme.

**Background**

1. 2019’s presence was the third consecutive year that Cheshire and Warrington LEP led a public/private sector delegation to MIPIM. Having grown steadily each year, 2019 saw 75 individuals from 38 different companies join the delegation and contribute towards costs.
2. Our presence at MIPIM is now established with awareness of the offer increasing, we are an active partner of Northern Powerhouse and UK government activity during the week and generate a strong return on investment through press coverage.
3. The total cost of the Cheshire and Warrington presence in 2019 was £98,542.00 with the LEP contributing £47,665.00. Additional in-kind support from partners such as Arup, Addleshaw Goddard and Bentley Motors had a combined value of approximately £9500.
4. In addition the LEP programme attracted media coverage with an editorial value of £106,229.

**Proposal**

1. The Cheshire & Warrington programme at MIPIM 2020 will seek to further establish our reputation as a grat place to great invest, develop and occupy. With partners, we will agree clear objectives and develop a narrative that engages end-users and the media.
2. The programme will incorporate events that are valued by partners, including social events and collaborative partner events both on and off stand. It is intended that we will include a greater focus with 2 or 3 major announcements / launches and some thought-leadership content so that we can have more influence over the overall theme to ensure it meets objectives and can generate media coverage. We expect to have national speakers within the programme and will develop an approach to attracting a national audience to wider our reach, through greater use of the MIPIM database.
3. Several options have been explored with NP11 with the likely outcome being a programme of events and promotional activity that brings the Northern LEP’s together with a consistent message. This programme would complement our own, and that of the other LEP’s in attendance, and will build further on the Northern Powerhouse over-arching priorities. It is expected that this additional programme will also add further value to private sector partners, generating an increased level of private sector contributions.
4. Catherine Walker will have overall strategic responsibility for MIPIM, with Marketing Cheshire being appointed to deliver the programme. Additional administrative support will be needed to coordinate partner engagement and to harvest the MIPIM database.
5. A full budget proposal and programme will be presented to the Marketing & Comms sub-committee for approval, this will detail target income from private sector partnership with the budget expected to be in-line with previous years.
6. The marketing and communications sub-committee (Marketing Cheshire board) will monitor MIPIM delivery and ensure effective governance.

**Conclusion**

The Board are asked to confirm support for MIPIM attendance in 2020, based on a potential enhanced programme of activity with NP11 and other partners. The initial commitment of £25,286 will allow the LEP to contract for stand space, with a full budget and programme being presented to the Marketing & Comms sub-committee in due course. It is intended that the partnership and programme will be formally launched before the summer holidays in order to optimise private sector support.