

Committee(s):	Date(s):
Policy and Resources Planning and Transportation Property Investment Board	2 May 2013 14 May 2013 14 May 2013
Subject: Marché International des Professionnels d'Immobilier (MIPIM property conference) 2013	Public
Report of: City Surveyor	For Decision

Summary

1. The purpose of this report is to inform your Committees of the City of London Corporation's activities at the MIPIM property exhibition in March 2013, and to gain your Committees' approval for City of London Corporation attendance at MIPIM 2014.
2. A team of 10 City of London representatives attended MIPIM 2013, including the Chairman of Policy & Resources Committee, the Chairman of Planning & Transportation Committee, and a representative of the Property Investment Board.
3. Outcomes from the trip include (summary):
 - 14 meetings with high level representatives of property companies active in the Square Mile.
 - A meeting with a design company commissioned by the City Property Advisory Team (CPAT) to review concepts for the development of a new brochure promoting the City.
 - The public launch of an important piece of property research commissioned by the City.
 - Promotion of the City as a place to invest and base a business.
 - A successful City-hosted dinner with 9 high-level guests.
 - A key-note speech by the Chairman of Policy & Resources
 - Promotion of the City's existing and future building stock.

Recommendation(s)

- That this report on MIPIM 2013 is received.
- That the Policy & Resources and Planning & Transportation Committees, and the Property Investment Board, decide that the City of London Corporation should attend MIPIM 2014 with a total budget not exceeding £85,000.

Main Report

Background

1. In May 2012, approval was given for the City of London Corporation's attendance at MIPIIM (Marché International des Professionnels d'Immobilier) 2013 in Cannes, 12th-15th March, at a cost not exceeding £85,000 to be met from existing budgets. Provision of £17,500 came from the City Surveyor's Department (Property Investment Board), £7,500 from the Department of the Built Environment (Planning and Transportation Committee), £5,000 from Public Relations (Policy & Resources Committee), and the remainder from the City Property Advisory Team's (CPAT) local risk budget.
2. MIPIIM is widely recognised as the world's leading and most influential event for the Property Industry. It is a global marketplace that offers the opportunity to connect with key players in the industry, from investors to end-users and local government to international corporations.
3. This was the City of London Corporation's twentieth attendance at MIPIIM and was organised by the City Property Advisory Team (CPAT).
4. City of London Corporation attendance was based on the following objectives:
 - Marketing the City and its fringes as the world's leading international financial and business services centre with representative offices in Brussels, China and India.
 - Providing support for City constituents at MIPIIM.
 - Demonstrating to our existing occupiers the commitment of the City Corporation to the commercial development of the City and its fringes.
 - Promoting the City Corporation's role as facilitator and enabler for inward investment, inner City regeneration and economic development research.
 - Developing the City Corporation's contacts and alliances both within the City and overseas.
 - Promoting the City's property stock as being relevant and available for the needs of City type occupiers.
5. Attendance at MIPIIM 2013 was higher than 2012, with approximately 20,000 delegates from 79 countries. The City Corporation delegation found that senior executives from the property industry were very much in attendance and keen to capitalise on the opportunity to do business.
6. The focus of The City of London Corporation's attendance centred on four main areas of activity:
 - a) Exhibition attendance – this includes supporting the City Corporation's part of the larger London exhibition, focused on Central London.
 - b) City Corporation seminar where themes of significance for the City of London are developed and debated.

- c) Hosting high-level events for specially invited key individuals (a City dinner and Seminar for senior guests and delegates), and 14 private meetings with developers.
 - d) Keynote Speech on the London Stand (Policy & Resources Chairman).
7. City of London Corporation representatives attending MIPIM included three Members (the Chairman of the Policy & Resources Committee, the Chairman of the Planning and Transportation Committee, and a representative of the Property Investment Board), in addition to the City Surveyor, the City Planning Officer, and the Director of the Built Environment. The senior team was supported by three representatives from the City Property Advisory Team, and one PR officer.

Achievements

City Corporation profile on the London Stand:

8. The London Stand is located in a prominent area of the Palais des Festivals complex, alongside that of Paris. Over 244 companies and more than 710 delegates were registered with the London Stand (many more businesses and delegates with a London connection were not specifically registered to the Stand) and the City Corporation was one of the principal exhibitors. The 1:500 City of London Model from the City Marketing Suite was again the central focus of the London Stand. The Model helped the City Corporation to achieve a very high profile and attracted much attention from delegates throughout the exhibition. A broad range of literature and research material produced by the Corporation complemented the City Model and was much in demand.
9. The City stand - with two meeting rooms, reception and a screen showing the City of London short film - was in a central position within the main London Stand, directly opposite the City model. The City stand was again a major draw for City stakeholders who developed their own contact programmes around the City Model. City officers manning the reception talked to many MIPIM delegates who came to ask questions and pick up City of London research reports and other literature. Useful contacts were made in this way over the four days. Stand events during the exhibition allowed delegates to pre-plan peak networking opportunities.

Meetings & networking opportunities:

10. Meetings held with 14 senior developer representatives and one design company were held over a 48 hour period, offering the chance to focus on significant issues, foster new relationships, and cement existing relationships and alliances.

Companies met (with development schemes in brackets):

- Helical Bar (Mitre Square, St Bartholomew Square)
- British Land (122 Leadenhall Street, 5 Broadgate)

- Land Securities (20 Fenchurch Street, Old Bailey / Ludgate Hill, 1 New Street Square)
- Exemplar (London Fruit and Wool Exchange)
- Brookfield (St Alphage House, 100 Bishopsgate, Principal Place)
- Beltane Global (71 Queen Victoria Street, St Paul's House, 108 Cannon Street)
- CarVal Investors/Quadrant (Moorgate Exchange, 100 Cheapside)
- Mitsui Fudosan (70 Mark Lane, 10 Moorgate)
- Greycoat/CORE/Generali (120 Fenchurch Street)
- Crossrail (Farringdon and Liverpool Street Station over site development)
- MEC UK Ltd (Park House, 6-8 Bishopsgate/150 Leadenhall Street)
- Orion Capital Management (100 Cheapside, Carmelite House)
- Axa (60 Holborn Viaduct, 6 Bevis Marks)
- Aldgate Developments (Aldgate Tower)
- Stepladder (design company)

11. The opportunities to network at MIPIM were extensive, both within the exhibition itself and at other events organised as part of the programme. Events provided an opportunity to discuss key issues and allowed Corporation delegates to further promote the City itself, and continue the Corporation's work in attracting and supporting investors, developers and occupiers. Networking opportunities attended included events by London First, Jones Lang LaSalle, Linklaters, Aecom, Hoare Lea, Generali and Herbert Smith.

City Corporation events and speeches:

12. The City Property Advisory Team organised a seminar entitled "Taking Stock – the relationship between businesses and office provision in the City", based on a piece of research by Ramidus Consulting, commissioned by CPAT and the Economic Development Office. The seminar was chaired by the Chairman of Policy & Resources, with a panel of experts contributing: Mark Swetman of Hines, Gerald Kaye of Helical Bar, Matthew Elliott of Deloitte Real Estate, and Clive Bush of Exemplar. Over 100 delegates attended the seminar. The session began with a presentation by report author, Sandra Jones of Ramidus Consulting, on the findings of the research. Each panel member was then asked to comment on the findings, based on their experience. This was followed by a Q&A session, which brought out a number of interesting issues to follow-up. The seminar was extremely well-received and emphasised the change in the breadth of the City property offer over the last 10 years and the nature of businesses occupying space. The research provides a qualitative and quantitative basis to inform on-going development of office policy.

13. The Chairman of Policy & Resources Committee gave a key-note address to the London Stand in front of the City model. The Chairman emphasised the City's position as the leading financial centre in the world and delivered key messages about issues facing the future development of the Square Mile. The Chairman highlighted the Corporation's support for investment in the City's infrastructure, and the need to ensure the City is 'fit for purpose' as a leading business centre with a top quality retail, hotel and cultural offer.

14. Corporation Members hosted a dinner for nine high level guests, comprising senior representatives from British Land, Crossrail, Helical Bar, British Property Federation, Brookfield, Greycoat, CarVal Investors, and two Deputy Mayor's from the Greater London Council (Richard Blakeway, Deputy Mayor for Housing, Land and Property, and Sir Edward Lister, Chief of Staff and Deputy Mayor, Policy and Planning).

Media coverage:

15. The Corporation's attendance at MIPIM secured coverage in both the UK trade press and specialist publications. The Evening Standard referenced the visit beforehand, while City Planning and Estates Gazette both conducted interviews. The City of London Corporation and Policy Chairman Twitter accounts were also used to promote the visit and seminar.

Outcomes from the trip

16. There were a number of meetings with developers where Members and Senior Officers attending agreed how to tactically progress key issues relating to current planning applications and properties held within the City Corporation's investment portfolio.
17. A meeting was held with the Crossrail team to discuss progress with proposals for over site development for Farringdon Station (including Lindsey Street) and Moorfields / Liverpool Street and the associated area enhancements for which a strategy for future engagement relating to the improvements was discussed.
18. A range of other relevant issues for CoL to consider also came up, including the future profile of occupiers in the City. While the size of the financial sector appears to be reducing, other sectors such as Technology, Media and Telecommunications (TMT) are growing and showing an interest in the City as a place to locate. Research shows that firms historically based in the West End are also choosing to move to the City, due to the lower rents, as well as the quality of buildings and the built environment. The issue of residential development in the City remained a topic for debate, along with resilience of power supply and Rights of Light.
19. A meeting with a design company commissioned by the City Property Advisory Team (CPAT) to review concepts for the development of a new brochure promoting the City as a place to locate a business.
20. The high demand for invitations to attend the City seminar was a clear demonstration of the value of the City Corporation attending MIPIM.
21. CoL's promotion of the City as a place to invest and base a business generated enquiries from both developers and occupiers, which were followed up on the team's return to the UK.
22. The dinner, speech and seminar were designed to develop key high level relationships whilst further promoting the City and encouraging an informed dialogue on key issues affecting the future development of the City.

23. The City model forms the centrepiece of the London Stand and is a valuable tool for promoting the City in a focussed way, showcasing the developments of the future in the context of the City's existing stock. Members of the team use the model as a focal point for meeting with high level dignitaries and property professionals from the UK and a number of other EU countries. In addition it was a focus for discussion with inward investors and occupiers to discuss opportunities and provide some background about the Square Mile as a business location.

MIPIM 2013 Expenditure

24. Authorised funding for MIPIM 2013 was £85,000. Expenditure for the event was as follows:

	Budgeted (£)	Actual (£)
a. Exhibition		
City model, stand with meeting rooms and reception, (11 delegate passes included), transportation of model, literature to and from MIPIM	58,275	58,275
b. Travel & Transfers, accommodation, and subsistence	19,675	17,045
c. Seminar – room hire; technical support & equipment hire, printing	4,250	2,258
d. Hospitality	<u>2,800</u>	<u>2,916</u>
Total Expenditure	85,000	80,494

25. Expenditure came in under budget. The Team was able to take advantage of special early bird offers on some flights, and all flights were Economy class, securing significant savings.

Current Position

26. This report has set out for your Committees the wide range of activities and considerable achievements of MIPIM 2013, and has given details of the amount spent by the City Corporation in attending. Members are asked to agree to take a delegation to MIPIM 2014.

27. The benefits of attending MIPIM are set out above and it is considered appropriate that the City of London should have a similar presence at MIPIM 2014. The team to attend MIPIM should include a similar delegation of Members as 2013, including representatives of the Policy & Resources Committee, Planning and Transportation Committee and Property Investment Board. It is proposed that Members be accompanied by the same Officer team that attended MIPIM in 2013. The aim for the attendance will remain those objectives set out in Para 4 above.
28. Based on this report, the Committee is asked to decide if the City of London Corporation should attend MIPIM 2014 with a budget not exceeding £85,000. Should costs or circumstances change for any reason, a report will be brought to your committee in November with further recommendations.

Financial & Risk Implications

29. It is expected that the cost of attending MIPIM in 2014 will be similar to that in 2013, and will not exceed £85,000. Contributions will be sought from departments/Committees on the same basis as for 2012: £17,500 from the City Surveyor's Department (Property Investment Board), £7,500 from the Department of the Built Environment (Planning and Transportation Committee) and £5,000 from Public Relations (Policy & Resources Committee), and the shortfall from the City Property Advisory Team's (CPAT) local risk budget. Should costs or circumstances change for any reason, a report will be brought to your committees in November with further recommendations.

Strategic Implications

30. The City of London Corporation's attendance and activities at MIPIM fall under three Community Strategy Themes:

Theme 1 - 'is competitive and promotes opportunity'

Theme 3 – 'protects, promotes and enhances our environment'

Theme 4 – 'is vibrant and culturally rich'

It is also relevant to the following aspects of the Corporate Plan:

Strategic Aim SA1 – to support and promote the City

Key Policy Priority 5 – providing cultural opportunities for all (providing a free public information resource to all and promoting good practice and dissemination of knowledge in areas relating to the built environment)

Key Policy Priority 3 - Supporting people and business through the current economic downturn (providing free bespoke property searches to all businesses, along with advice and information on key policies affecting city owners and occupiers)

Consultees

31. The Chamberlain, Director of the Built Environment, Director of Economic Development, City Planning Officer and Public Relations Office have been consulted.

Conclusion

32. MIPIM 2013 provided the City of London Corporation with an excellent opportunity to showcase London's attributes as a place to live, work and invest. It also provided a forum through which to forge links with other cities. MIPIM is still the premier event of its kind, and it is felt that there is no real alternative to MIPIM at which the City Corporation's City of London message would be as effectively disseminated, given the predominance of senior and influential property professionals attending MIPIM, and the amount of press attention that it receives. It is also felt that the City Corporation's attendance at this continuing time of economic uncertainty is a key factor in underpinning confidence in London as the leading global financial centre.
33. MIPIM 2014 takes place from 11th-14th March and will, it is reasonable to assume, provide similar opportunities as experienced at MIPIM 2013. The Policy & Resources Committee, Planning and Transportation Committee, and the Property Investment Board are now asked to decide if the City of London Corporation should attend MIPIM 2014 with the delegation outlined in para 27 above.

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