



28 JUNE 2021

PROPOSAL FOR MIPIM 2022

REPORT OF CARDIFF CAPITAL REGION DIRECTOR

AGENDA ITEM 10

Reason for this Report

1. To seek approval for Cardiff Capital Region's (CCR) participation at MIPIM 2022.
2. To propose the continuation of the partnership to participating at MIPIM 2022 previously proposed for the postponed event in 2020. This is, working in close partnership with Cardiff Council, other regions, Welsh Government and wider strategic partnerships such as the Western Gateway. Participation is also strongly supported by the Regional Business Council as a key plank of their emergent strategic forward plan.

Background

3. MIPIM is a global showcase for the real estate and development industry bringing together the entire value chain and enabling unique access to a large number of projects, programmes and sources of investment capital. MIPIM is increasingly promoting a focus on sustainability and is a platform for accessing the kind of partnerships and collaborations that will be key to the resilient growth and development of the Cardiff Capital Region – in particular as it builds institutional capability in the form of a Corporate Joint Committee.
4. Having attended MIPIM 2019 as a test case, it is clear that as a developing Capital City Region – CCR needs to be seen and visible at such an event. In a post-Brexit world in which addressing the scarring effects of a global pandemic whilst stepping up to the even bigger challenge of doing our bit to arrest climate change – it is clear that forging international collaborations, sourcing new partners, investors and co-investors and demonstrating the ability to gauge market conditions will be more critical than ever. Promoting our place to a global audience and helping to improve sustainable growth potential for our business partners, is an important plank of our economic strategy and indeed, Global Wales.
5. The experience of MIPIM demonstrates that it is of a scale that places of international significance attend – namely, large city regions and countries. In the UK alone, the South West of England, West Midlands, Liverpool, London, Manchester, Belfast, Edinburgh, Leeds and Sheffield City Regions have all participated in previous MIPIM events, alongside national government departments such as the Department for International Trade. Welsh Government delegates have attended in recent years as in 2019, did colleagues from Swansea Bay City Deal. Critical mass is key and the wider

'destination sell' of an area is a crucial part of the offer. MIPIM is about putting forward the 'whole place' offer and needs to be done in absolute collaboration with the business and private sectors. The size of the event is significant – it is a four-day programme, typically attended by c26,000 delegates, contributions are made from 480 keynotes and speakers and over 120 countries attend with 130+ conferences taking place within the main exhibition area. Location is key as is having a gathering and collaboration space, as evidenced by the success of both the Cardiff and CCR shared stand and the Cardiff Hub in 2019.

6. Recommending participation at MIPIM is not done lightly. The event is held in France, requiring air transit and will incur cost as a means of investing in attending. CCR is acutely aware of perception issues which it takes seriously and proposals to attend have to be carefully informed and the scale and shape of attendance given thorough consideration. Via the wider network, it appears to be the case that city-regions across the UK are planning to participate as fully as is possible with a view to placing economic recovery high on the agenda and re-embracing international opportunities. It is always difficult to estimate the exact benefits of attending up-front, as MIPIM is a mechanism for landing new opportunities. However, there is an opportunity cost associated with not attending and having weighed up all factors, it is felt the benefits of participating, alongside other UK City Regions, outweigh the risks associated with non-attendance. In building the Capital Region, CCR's role is to ensure all available opportunities are explored and understood. Participation in MIPIM is part and parcel of this – albeit in recognition of the post-Pandemic environment, it will need ever-careful planning as well as scale being proportionate to the new operating environment and continued challenges associated with safe participation.

Participating @MIPIM 2022 One Year Out from a Global Pandemic

7. The experience will be somewhat different for 2022, and will undoubtedly be a different proposition than the pre-pandemic event with a more detailed planned schedule of interactions taking place, making use of both virtual and physical meeting opportunities. The event organisers are anticipating a significant interest in returning cities, regions and countries due to the 2-year absence. With successful uptake for the September conference this year in Cannes, the organisers are hopeful of strong levels of attendance. With this in mind, the organisers have produced a detailed guide *MIPIM – The New Normal – a Global Health & Safety Strategy in a COVID 19 World*.
8. Partner businesses and sponsors have continued to support Cardiff and CCR's participation at MIPIM 2022, with their previous commitments being carried forward. All of the 30+ businesses previously on board, plus Welsh Government, engaging in a bronze, silver, gold or platinum package. This has enabled the CCR, for the first time, to secure a prime exhibition spot within the Palais curtilage. The stand will be on the outside terrace situated closely to many of our West of England partners and other leading UK businesses.
9. For many Cities and City-regions, MIPIM 2022 will also be a timely showcase for potential capital projects in their post-COVID recovery strategies, and it is expected that there will be a particularly strong presence from both project sponsors and project investors, linking in with government recovery programmes. Attendance at MIPIM 2022 reinforces investment aspirations that have been identified in the CCR's recently approved Investment Prospectus. For 2022 therefore, the Region is in a strong position with a number of investment opportunities to showcase and co-investment opportunities to demonstrate.

10. With this in mind, the main objectives of the Regions attendance at MIPM 2022 will be:
 - Raise the overall profile of the Cardiff Capital Region as an investment location
 - Promote specific projects as highlighted in our Investment Prospectus, which include capital investments for sites such as Bro Tathan.
 - Promote uptake of investment funds across the region, such as the Strategic Premises Fund, Housing Fund and the emergent Innovation Investment Fund
 - Maintain links with European partners and leverage relationships developed via our interaction with Trade and Invest Wales and Department for International Trade
 - Promote investment opportunities of MIPIM partners
 - Promote the professional services of our MIPIM partners
 - Celebrate the Regions commitment to Zero Carbon and commitment to sustainable development goals through the Wellbeing of Future Generations
11. In delivering these objectives, it is proposed that a diverse and engaging programme of events will be developed for all partners. The programme of engagement is based on both traditional events and presentations that would take place, as well as securing direct one to one meetings with key potential inward investors; representatives from partner countries and connecting with other UK-based City Regions. This approach requires a significant amount of time to be invested in advance to ensure a meaningful programme is created.
12. Given the requirement for a more focussed event for 2022, it is proposed that a small delegation of officials and officers, along with representatives from the Regional Business Council represent the region - and agreed with Welsh Government.
13. Other key strategic partners attending the event include the Western Gateway, Swansea Bay City Region and a wealth of other Combined Authorities and regional partnerships from across the UK. This means that opportunities to collaborate and align programme activity will enhance and attract the required breadth of opportunity.

Supporting Attendance in 2022

14. The provisions of the 10 June 2019 report to Regional Cabinet on participation in the since postponed-MIPIM 2020 event stand. In order to maintain momentum over this period, CCR and its partner Councils have participated in virtual events and webinars.
15. Private sector interest has continued to be positive, with all partners and Welsh Government rolling over their sponsorship from 2020. The partner contributions rolled over with the commitments previously made by CCR and Cardiff Council remain and investments made in reserving the stand purchasing equipment and materials will be sufficient to cover the costs of attendance at the 2022 event. Any further investment from new partners will be used to expand the programme of events. No further contributions from existing partners are requested at this time. CCR and Cardiff are one integrated and unified brand with an emphasis on the attractor of the Capital City, alongside highlighting the rich set of opportunities within the wider hinterland. Budgeting undertaken for the event will be via Cardiff Council and Invest in Cardiff and as always, will be developed on an open book basis ensuring high levels of visibility and accountability.

16. It is proposed that the Cardiff Council 'Invest in Cardiff' delivery team, as per 2018/19, will act as the delivery unit for the shared venture between the Cardiff Capital Region and Cardiff Council. However, there will be staff support provided from the Cardiff Capital Region City Deal and temporary support will be procured to assist as required.
17. It should also be noted that travel and accommodation costs will need to be covered and administered by individual organisations and attendees. It is not proposed that the delivery team will manage issues such as hotel bookings in 2022, which will unlock resources to concentrate on the main aspects of delivering the main programme.
18. Attendance at MIPIM will also require a set of wider actions around our approach to internationalisation, inward investment and trade especially around our priority sectors. A further calendar of events will be shared with Regional Cabinet as work in these areas develops, under the auspices of the Corporate Joint Committee, in which there will be a keen and early emphasis on place-branding and inward investment.
19. It is proposed that a sum of £10,000 is ring-fenced for use by CCR in supporting the event in 2021 and this will only be drawn on at the discretion of the Director and in ways which support the enrichment of participation linked to clear goals and outcomes.

Financial Implications

20. The Business Council is yet to submit their 2021/22 business plan to Regional Cabinet for approval. It is anticipated the proposal will include attendance at events which focus on trade and inward investment opportunities. Allocated funds from the 2019/20 Annual Business Plan have been rolled over from previous years. Due to the nature of some of the contracts only a proportion of some of the costs are being honoured for the 2022 event. Therefore, a request of £10,000 is being sought to ensure sufficient resources are available to the Region to attend.
21. HM Treasury grant funding is 'passported' via Welsh Government and the terms and conditions attached to this funding were approved by Regional Cabinet in 2017/18. In summary, these outline:
 - the funding must be used solely to support the objectives of the Cardiff Capital Region City Deal (CCRCD) through the implementation of projects and schemes agreed by the Regional Cabinet in accordance with the arrangements set out in its Joint Working Agreement (JWA), Wider Investment Fund, Assurance Framework and JWA Business Plan;
22. In awarding HM Treasury funding, Regional Cabinet must satisfy itself that any such funding is used to directly contribute to supporting the objectives of CCRCD.
23. This report requests the setting aside of £10,000 as the CCR Contribution, in partnership with Cardiff Council to securing a space, position and profile at MIPIM 2022. The Wider Investment Fund 'Top-Slice' budget as contained in the Annual Business Plan approved by Regional Cabinet contains sufficient resources to accommodate this as well as travel and accommodation costs. Use of Joint Committee and Wider Investment Fund resources will be included in future monitoring reports.

Legal Implications

24. The proposals in this report do not raise any direct legal implications. If any third party sponsorship is sought this should be done in an open and transparent manner. Matters such as potential conflict of interest would also need to be considered, as regards any attendance of Regional Business Council members at MIPIM or others, who are funded from CCRCD monies. Further, if the proposal is dependent upon agreement and or funding from other parties, then the willingness of such other parties will need to be secured to the proposal along with their requisite funding contribution before CCRCD incurs financial commitments in respect of MIPIM.

Well-being of Future Generations (Wales) Act 2015

25. In developing the proposals and in considering its endorsement regard should be had, amongst other matters, to:
- a) the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards,
 - b) Public sector duties under the Equalities Act 2010 (including specific Welsh public sector duties). Pursuant to these legal duties Councils must in making decisions have due regard to the need to (1) eliminate unlawful discrimination, (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics. Protected characteristics are : a. Age; b. Gender reassignment; c. Sex; d. Race – including ethnic or national origin, colour or nationality; e. Disability; f. Pregnancy and maternity; g. Marriage and civil partnership; h. Sexual orientation; i. Religion or belief – including lack of belief and
 - c) the Well Being of Future Generations (Wales) Act 2015. The Well-Being of Future Generations (Wales) Act 2015 ('the Act') is about improving the social, economic, environmental and cultural well-being of Wales. The Act places a 'well-being duty' on public bodies aimed at achieving 7 national well-being goals for Wales - a Wales that is prosperous, resilient, healthier, more equal, has cohesive communities, a vibrant culture and thriving Welsh language and is globally responsible. In discharging their respective duties under the Act, each public body listed in the Act (which includes the Councils comprising the CCRCD) must set and published wellbeing objectives. These objectives will show how each public body will work to achieve the vision for Wales set out in the national wellbeing goals. When exercising its functions, the Regional Cabinet should consider how the proposed decision will contribute towards meeting the wellbeing objectives set by each Council and in so doing achieve the national wellbeing goals. The wellbeing duty also requires the Councils to act in accordance with a 'sustainable development principle'. This principle requires the Councils to act in a way that seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.
26. Put simply, this means that Regional Cabinet must take account of the impact of their decisions on people living their lives in Wales in the future. In doing so, Regional Cabinet must:
- look to the long term;
 - focus on prevention by understanding the root causes of problems;
 - deliver an integrated approach to achieving the 7 national well-being goals;

- work in collaboration with others to find shared sustainable solutions;
- involve people from all sections of the community in the decisions which affect them.

27. Regional Cabinet must be satisfied that the proposed decision accords with the principles above. To assist Regional Cabinet to consider the duties under the Act in respect of the decision sought, an assessment has been undertaken, which is attached at appendix 1.

Equality Act 2010

28. In considering this matter, regard should be had, amongst other matters, to the Councils' duties under the Equality Act 2010. Pursuant to these legal duties the Regional Cabinet must in making decisions have due regard to the need to (1) eliminate unlawful discrimination (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics. Protected characteristics are:

- age;
- gender reassignment;
- sex;
- race – including ethnic or national origin, colour or nationality;
- disability;
- pregnancy and maternity;
- marriage and civil partnership;
- sexual orientation;
- religion or belief – including lack of belief.

RECOMMENDATIONS

29. It is recommended that the Cardiff Capital Region Joint Cabinet:

- (1) agree CCR's participation at MIPIM 2022, in line with the objectives set out in this report, in collaboration with the Invest in Cardiff Team at Cardiff Council, and in accordance with the business model set out in this report;
- (2) agree to ring-fence £10,000 of the Project Development Budget to allow the CCR Director discretion to supplement the resources already in place on the basis that attendance at the event will be enhanced and optimised as a result.

Kellie Beirne
Director, Cardiff Capital Region
28 June 2021

Appendices

Appendix 1 Well-being of Future Generations Assessment

Background Paper

MIPIM 2019 Report - 10 June 2019

<https://www.cardiffcapitalregion.wales/wp-content/uploads/2019/06/ccr-regional-cabinet-10-06-19-item-12-mipim.pdf>

<https://www.cardiffcapitalregion.wales/wp-content/uploads/2019/06/addendum-to-report-to-regional-cabinet-mipim-2020.pdf>

Future Generations Assessment Evaluation

(includes Equalities and Sustainability Impact Assessments)

Name of the Officer completing the evaluation: Kellie Beirne Phone no: 07826 919286 E-mail: kellie.beirne@cardiff.gov.uk	Please give a brief description of the aims of the proposal Continued support for MIPIIM, with CCR attendance at the 2022 event.
Proposal: MIPIIM 2022	Date Future Generations Evaluation form completed: 28 June 2021

1. Does your proposal deliver any of the well-being goals below? Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal.

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs	The proposal relates to building the brand, comparative advantage and profile of the region in a global context	The proposal has been informed by the Regional Business Council. This demonstrates partnership, collaboration and a business-led proposition based on strong knowledge of regional strengths. This will become part of the ongoing work programme and business plan of the Regional Business Council in order to enhance accountability.

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p>A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>All investment opportunities will have regard for CCR's Responsible Investing Policy and its energy strategy, as we embrace the Race to Zero.</p>	<p>A main focus of MIPIIM is around sustainability and climate change, which is integral to all conversation and engagements that take place. Having a clear policy position in place will help ensure that any partnerships developed are on the basis on shared value-sets.</p>
<p>A healthier Wales People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>Developing the conditions, through new links and networks – and opportunities for future engagement – will make a contribution to prosperity, which in turn will support wellness and wellbeing.</p>	
<p>A Wales of cohesive communities Communities are attractive, viable, safe and well connected</p>	<p>The report seeks to position our region and its competitive strengths – economic and wider and will seek to yield demonstrative legacy benefit for the country as a whole.</p>	<p>Expert advice on how to leverage opportunities and optimize the time and contacts made. Securing investment connections and opportunities is key to investing in our communities and helping shape strength of place.</p>
<p>A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p>Attending MIPIIM to promote the Region will see us play a stronger part in developing the economic wellbeing of our region and country, thus impacting social and community objectives. It will help make our country feel more connected and outward looking.</p>	<p>Develop the legacy impact of the event, sustaining new connections, sharing great practice and potentially securing propositions and deals that support economic growth.</p> <p>This is in line with Welsh Government's Global Wales and is an opportunity to showcase key clusters and partnerships.</p>
<p>A Wales of vibrant culture and thriving Welsh language</p>	<p>Our City Deal is uniquely Welsh – but pitches towards being world leading in areas of competitive</p>	<p>A uniquely Welsh and CCR proposition will be developed, working with partners at national,</p>

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	strength. This enables a strong reflection on our rich culture and heritage and the liveability of our region – all of which contributes to our brand and identity.	regional and local levels to market the brand more cohesively.
A more equal Wales People can fulfil their potential no matter what their background or circumstances	City Deal is about delivering as far as possible across 10 LAs and a population of 1.5m people. It is about economic gains – but importantly how this will convert as tools for improving people’s lives.	Putting CCR on a footing with other regions who promote their economic geography is a key part of levelling up.

2. How has your proposal embedded and prioritized the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Balancing short term need with long term and planning for the future</p> <p>Long Term</p>	Attendance at MIPIM starts to build and enhance the reputational profile of the region – the benefits of which should demonstrate longevity and added value	A wider plan will be drawn up of international events and investment opportunities. This includes continued work with Department for International Trade, Trade and Invest Wales and as part of the delegation for COP 26.
 <p>Working together with other partners to deliver objectives</p> <p>Collaboration</p>	The event is being shaped through a consortium approach comprising partners, the 10 LAs, including ‘lead’ LA Cardiff Council and business sponsors.	Much of the involvement will be coordinated through the Regional Business Council to maximize reach and impact and benefits for businesses in the region.
 <p>Involving those with an interest and seeking their views</p> <p>Involvement</p>	Engagement events will be staged in the run up to the event.	Hybrid approach of engagement will be adopted to ensure opportunities for partners across the region can get involved.

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Prevention</p> <p>Putting resources into preventing problems occurring or getting worse</p>	<p>Ensuring we have strong trading relationships post-Brexit will be critical to our economic viability in the medium and long-term</p>	<p>Getting clusters and R&D groups involved in order to leverage benefits of Horizon status and international learning exchange.</p>
 <p>Integration</p> <p>Considering impact on all wellbeing goals together and on other bodies</p>	<p>MIPIM is an investment that seeks to yield returns for current and future generations.</p>	

3. Are your proposals going to affect any people or groups of people with protected characteristics? Please explain the impact, the evidence you have used and any action you are taking below.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	<p>The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.</p>	<p>None arising at this time.</p>	

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Disability	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Gender reassignment	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Marriage or civil partnership	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Pregnancy or maternity	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Race	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Religion or Belief	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Sex	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Sexual Orientation	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Welsh Language	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all and in particular, raise the international profile of the Welsh language	Not at this time but the situation will be kept under review.	

4. Safeguarding & Corporate Parenting. Are your proposals going to affect either of these responsibilities?

	Describe any positive impacts your proposal has on safeguarding and corporate parenting	Describe any negative impacts your proposal has on safeguarding and corporate parenting	What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?
Safeguarding	Not directly relevant –however, building the future economy should have a profoundly positive impact on ability to safeguard the future of our residents		

Corporate Parenting	Not directly relevant – however building strength in the economy should create opportunities for all of the young people entrusted in our care		
---------------------	--	--	--

5. What evidence and data has informed the development of your proposal?

- Evidence and data from other cities, regions and countries
- Evidence from Cardiff Council and their previous endeavours
- Evidence from previous attendance as a region

6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?

The proposal will continue to be shaped over the coming weeks and months and the CCR Director will engage with the Innovation and Business portfolio lead and the lead for International Strategy. The process will be an iterative one and this will be reflected in the continued work across City Deal, the business council and the wider business community.

7. MONITORING: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.

The impacts of this proposal will be evaluated on:	At the next review point in summer 2022 and post MIPIM 2022
--	---