



Subject:	MIPIM update
Date:	9 November 2016
Reporting Officer:	Nuala Gallagher, Director of City Centre Development
Contact Officer:	Christopher McCracken, Programme Manager

Is this report restricted?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
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 Committee on preparations for MIPIM 2017.
2.0	Recommendations
2.1	The Committee is asked to; <ul style="list-style-type: none">Note the contents of the report
3.0	Main Report
3.1	<p>In March 2016 Council led a Belfast delegation of 53 people from 23 sponsoring organisations to MIPIM – the international market for real estate professionals held annually in Cannes. Three key outcomes were achieved:</p> <ul style="list-style-type: none">the strong Belfast PLC proposition put the city back on the investment map;the internal coherence of the Belfast partnership was been strengthened and;15 expressions of interest to visit Belfast were made by major institutional investors and a number of funders sourced at MIPIM are now actively investing in developments or very seriously considering investments in the very near future. <p>A significant hotel company is now also actively seeking a site as a result of introduction at MIPIM.</p>
3.2	On 1 June Council confirmed the Committee decision to attend MIPIM 2017.

3.3	<p>To lead preparations for MIPIM the Director of City Centre Development has been appointed as senior responsible officer. The internal City Centre Programme Board, constituted in June 2016 and led by the Chief Executive, will provide strategic oversight. In addition a private sector steering group has been set up to support work around sponsorship and messaging.</p>
3.4	<p>On 14 October 2016, following a competitive procurement process, Council appointed Lanyon Communications Ltd. to support preparations, sponsorship and stand development.</p>
3.5	<p>The following preparations are underway:</p> <ul style="list-style-type: none">• Sponsor's launch event on 1 December. This will be held at the Belfast Telegraph building; now jointly owned by Council and a venue that symbolises the future regeneration of the City. Eighty potential sponsoring organisations will be invited to support the city delegation for 2017. The intention is to raise over two thirds of the costs in private sector sponsorship.• Public launch in late February 2017, to be held at the Belfast Waterfront. The event is an opportunity to galvanise the Belfast delegation, and publically project the international ambitions of the city. Members of Committee will receive personal Invitations and the chairperson will have a key role.• MIPIM itself will take place between 14 and 17 March 2017. Last year Belfast hosted 22 separate events, as well as providing full time enquiry handling on the stand. There is likely to be a similar requirement in 2017, although the focus will be as much on promotion of content as quantity of events.• In 2016 Belfast went to MIPIM with strong messages around tax, talent and technology. Messaging for 2017 will build on these strengths, but are likely to include strong references to tourism and transport. The aim of MIPIM is to showcase specific investment opportunities around these themes – for example delivery of the Transport Hub which will transform Belfast, the visitor attractions, North Foreshore, Sirocco, North East Quarter, and also specific development opportunities for new hotels, retail, offices, and leisure space.• The Steering Group agreed to hold sponsorship at 2016 levels but incentivise partners to move up the value chain through distinct benefits between tiers.

3.6	<p>Immediate next steps will focus on galvanising partners to support the City Delegation. This includes financial support, development of marketing collateral, and active networking. Two of the distinct ways we aim to evolve our approach include greater identification of specific investment opportunities, and leveraging networks from the overall delegation to much greater effect. While Council can provide overall leadership, the active participation of the private sector is essential if we are to effectively achieve our aims.</p>
3.7	<p>Finally, preparations for MIPIM 2017 will not proceed in isolation but will be progressed in tandem with other strategic initiatives. This includes the Belfast Agenda, Place Positioning, and the International Marketing Strategy. Relevant officers meet on a regular basis to ensure there are strategic synergies and a mutually supportive approach.</p>
3.8	<p>Officer continue to engage with other organisations to promote the city, including the Insider Property Conference on 6 December at the Waterfront Hall. This half day conference will debate key issues related to investment and development, drawing in around 100 professionals from across the UK.</p>
3.9	<p><u>Financial & Resource Implications</u> The Council has allocated £60,000 to MIPIM, with additional costs met from private sector sponsorship. Project management resource has been allocated to existing staff in City Centre Development, Corporate Communications, and the Chief Executive's Office.</p>
3.10	<p><u>Equality & Good Relations Implications</u> None</p>
4.0	<p>Appendices - Documents Attached</p>
4.1	<p>None</p>