

10 JUNE 2019

PROPOSAL FOR MIPIM 2020

**REPORT OF CARDIFF CAPITAL REGION DIRECTOR & CHAIR OF THE
REGIONAL BUSINESS COUNCIL**

AGENDA ITEM: 12

Reason for this Report

1. To provide an overview of the experience and key benefits of Cardiff Capital Region (CCR) participation in MIPIM 2019.
2. To propose an approach to participating in MIPIM 2020, having regard to the interface with, and connections across, the Cardiff Capital Region, Cardiff Council, other regions and the Welsh Government – as supported by the Cardiff Capital Region Business Council
3. To set out the purpose of the CCR MIPIM Partner event planned by the Regional Business Council for 1 May 2019 in Treforest

Background

4. Attendance at MIPIM in March 2019, came about at short notice in September 2018 and as a result, it was agreed that the approach to first-time participation should take the form of attaching to experienced MIPIM participants, Cardiff Council and effectively, piggybacking off their offer and package.
5. In September 2018, Cabinet approved a report of the Regional Business Council, which set out a business case for CCR City Deal engaging in and attending MIPIM 2019. This proposed a £47k contribution to the investment in participation. This enabled the CCR to partner with Cardiff Council and its wider set of sponsors and contribute to a) investment in the Cardiff stand and specific marketing materials relating to CCR; b) the cost of the Cardiff Hub from which CCR launched its Industrial Growth Strategy and held a number of stakeholder events; c) access to partner and investor networks and events and d) access to the main conference and exhibition. In addition to this, was a cost of c£15k relating to travel and accommodation for the 10 attendees for the CCR – spanning the public and private sectors. All of the contributions and investments relating to the CCR have been developed on an open book basis and overseen by the City Deal Office in conjunction with Cabinet lead, Cllr Peter Fox.

The experience

6. The experience of MIPIM demonstrates that it is of a scale that places of international scale attend – namely, large city regions and countries. In the UK alone, the South West of England, Liverpool, London, Manchester, Belfast, Edinburgh, Leeds and Sheffield City Regions all participated in MIPIM 2019 to name but a few alongside national government departments such as the Department for International Trade. Welsh Government delegates attended also, as did representatives of the 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, 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.
7. Research undertaken by the Local Government Chronicle shows that 51 top-tier (unitary) English authorities and one district authority participated in MIPIM. Delegations typically included local businesses or firms working in the area, which sponsor and partner LAs. Over 6,000 delegates attended from the UK which was up 9% on 2018. Interviews with elected Metro Mayors in attendance suggests that political support and co-operation is key to attracting and giving confidence to the investor community.
8. MIPIM requires high levels of energy, active participation and the ability to take forward significant conversations. It is clear that a huge amount of goodwill exists towards Wales internationally, given historical links and foundations laid by the former Welsh Development Agency. Success depends on preparation and readiness and the ability to establish good relationships and connections with others. Beyond just a real estate convention, MIPIM offers opportunities for engagement in wider and richer conversations, events and partnerships. In 2019, CCR engaged in and directly participated in events, panel discussions, networks and investment discussions relating to – UK Industrial Strategy, the Department for International Trade (and the launch of the Wales Prospectus), innovation, impact of city deals, economic inclusion, climate change and the circular economy, as well as prospective investment proposals. MIPIM is a competitive space and places are judged on their brand and identity profiles. Ambition needs to be high – this is an international agenda and selling the region alongside the country as a whole is a significant undertaking.

The benefits and lessons learnt

- Attending MIPIM has signalled that CCR is in the game and invested in developing its international presence and platform. Based on experience in 2019, the interaction of the CCR and Invest in Cardiff brands worked well – but can clearly be improved and strengthened as we move forwards. This has been a clear focus of partner feedback and as we move into a stronger potential whole-Wales presence and identity, the interplay between brands in ways which maximise synergistic benefits, will be critical;
- MIPIM is hard work with 21 hour days requiring stamina and endurance. It is suggested that participation in the future will see four days of intensity broken down into two-day high intensity shifts with handover points;
- A range of high-potential contacts and new high-value networks were formed. It is clear that whilst CCR was never going to leave MIPIM with a done deal, the potential

for future collaboration and investment opportunities clearly exists. For the first time attendance at MIPIM, CCR has learned that it is about establishing reciprocity, interest, creating a buzz and targeting those networks and investors with whom we can build high-value propositions. The first positive signs of investment intent into the region were felt;

- Nurturing these early stage relationships, keeping with them and establishing the basis for future working is key to the 'conversion' piece. It provides unparalleled access to businesses, investors, other governments and countries that it would be impossible to access over the course of the same few days in the UK. Over 60 new contacts were made and a significant number of both regional and wider partners expressed interest in continuing the conversation about mutuality and partnerships. All new contacts have been invited to the CCR MIPIM Partner Event on 1 May in Treforest;
- There is a demonstrable case for returning in 2020 and moving beyond a 'recce' to doing it for real. This will require a comprehensive business plan, agreement of partnership alignments both across government and business and development of the brand relationships;
- The importance of social media for developing reach, profile and influence is critical as well as strong links to both the 'on site' and home-based communications. Our social media reach and profile spiked during Day 2 of MIPIM and by 19 March there were more than 5,900 views of the CCR MIPIM promotional video;
- To succeed at MIPIM there is a need to interact, constantly seek out the unknown faces and continually gain confidence. Attendees have to be active participants and be willing to constantly pitch-in for the region and what it has to offer; and,
- Over the course of two days, CCR launched its Industrial Growth Plan to a packed space, attracting serious known investors; took part in a City Regions Panel debate along with the CEXs of Edinburgh and Belfast City Councils; met with the global Chairman of Bouygues about UK-France opportunities and potential ventures, helped launch the DTI Wales Prospectus, engaged directly with a major institutional investor and provided policy input to the UK2070 Commission on Economic Inequality and arranged for a CCR follow-up event with the Commission and Her Majesty's Treasury.

Partner and Business Feedback

9. Measuring the full success of participating in MIPIM 2019, will be a longer-term endeavour. A more in-depth report is attached at Appendix 1. A full database of new contacts has also been established with a plan for follow-up, which includes the stakeholder event on 1 May, which is being hosted by the CCR Business Council. Also attached (Appendix 2) is Media Reach and Social Media Report which conveys the breadth of CCR reach and profile over the duration of the event. Following the launch of the Industrial and Economic Growth Plan on 12 March by the Chair of the Regional Economic Growth Partnership and Regional Cabinet representatives, feedback showed that not only did the audience better understand purpose, intent and ways to engage with

CCR around investment potential – the certainty of understanding the CCR as a stable long-term partnership emerged as a key selling point. The role of Regional Cabinet representatives in portraying the region as an enabling and facilitating place in which to do business was critical to this – as borne out by the feedback from CCR Business Council members and wider private sector partners, cited below:

- The aim for the CCR delegation was to experience the size, scale and opportunities of MIPIM – direct. Everyone who participated returned with a clear view of the importance of the event and importantly, the sheer scale of potential. MIPIM is a place where relationships are created and where in the future, deals can get done. It was important for everyone to see how City Regions and Countries co-ordinate their offer and pitch;
- It is critical that participants reinforce the size, scale and profile of the wider competition. The world is not waiting for CCR and in future more detailed competitor analysis and assessments of the investor markets needs to be undertaken to inform the approach. The ‘why’ we need to be at MIPIM and have a broader strategy for internationalisation has been made clear. What CCR does next and how it does it, is key;
- As a starter for ten, investment opportunities should be readied for a future MIPIM London event to provide early sight of opportunities for MIPIM (Cannes) in 2020. This will require connected communications across Department for International Trade and Trade and Invest Wales;
- Keen consideration must be given to branding and co-alignment of identities and profiles in order to connect the Wales-wide presence, role of the regions and the profile of the Capital City – Cardiff. The whole is greater than the sum and even though there will be a distinctive approach needed to reflect the offer of Wales as a country, the distinguishing features and competitive edge of Cardiff, the nations’ Capital City and the uniqueness and offer of the wider region – this needs to happen in a co-ordinated way. The key is to find ways to demonstrate the ‘standalone’ nature of the brands when needed, alongside the positioning of the brands in order to demonstrate inter-dependencies and mutually reinforcing propositions; and,
- Co-ordinated business, government and community sector engagement needs to occur on the same footprint. This will make for more business input and leadership into the process and ensure we capture all of the key aspects, offers and advantages of the region. The CCR Business Council can help drive the input and offer of the wider business community and ensure that there is a proportionate focus on business and industry-led issues and opportunities – in order that business and government are seen as equal and joined-up partners.

The Proposal for MIPIM 2020

10. As noted above the CCR Regional Business Council in conjunction with CCR City Deal outlined its intent to participate in MIPIM 2020 at the Partner Event on 1 May in Treforest. This was the first step in commencing the process of building the business case, seeking the necessary approvals and establishing the co-ordinated presence captured above. This will begin to scope out the ideas, inputs and suggestions of partners and identify potential sources of investment.

11. Following this event officers from the CCR and Invest in Cardiff (Cardiff Council) convened to consider arrangements for the delivery of MIPIM in 2020. It was proposed that a partnership approach with a single funding pot would be established that would deliver a jointly branded event, as opposed to CCR supporting the Invest in Cardiff as per the event in 2019. This would effectively mean a 50/50 presence, with a dedicated presence and space for both brands. This approach would be based on establishing a joint working group to agree on the overall programme and presence, including items such as stand design and conference representation. This joint working group would also consult regularly with the Welsh Government.
12. It is still intended that the programme will be primarily funded by partners, with a £50,000 contribution each from the Cardiff Capital Region and Cardiff Council. Approaching partners for contributions will be a joint exercise between Cardiff Council and the Cardiff Capital Region.
13. To that end, it is important to note that attending MIPIM needs to be done in collaboration and cooperation with the private sector. This is more than public sector opportunity and finding investors for government-led schemes. It's about an integrated and rich approach to seeking investment in opportunities – wherever they are and whichever sector they are in. It is the collective duty of Invest in Cardiff and the Cardiff Capital Region to make sure that we support partners at MIPIM who offer professional services across the globe.
14. It is proposed that the Cardiff Council 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 to the team from the Cardiff Capital Region City Deal Office.
15. 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 2020, which will unlock resources to concentrate on the main aspects of delivering the MIPIM 2020 programme.
16. Attendance at MIPIM will also require a set of wider actions around our approach to internationalisation arising from this. Some of the interest stirred by MIPIM has been around our investments in and commitment to Compound Semiconductors and as such, plans are afoot to participate in the global CSMantech conference alongside Welsh Government. In addition, discussions are underway with the Office of the Chief Scientific Advisor for Wales to develop a CCR presence in the Welsh Government Office in London and to leverage some of the international talent acquisition opportunities presented through Ser Cymru. The forthcoming launch of the Investment Framework and the three fund priorities – Innovation, Infrastructure and Challenge – will make a further key contribution to setting out the CCR offer.

Legal Implications

17. 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 RBC 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.

Wellbeing of Future Generations

18. In developing the proposals and in considering its endorsement regard should be had, amongst other matters, to:

1. the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards,
2. 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 which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. 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.

19. 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 3

Financial Implications

20. At its meeting of 18th February 2019, Regional Cabinet approved its Annual Business Plan in respect of 2019/20, which also included a range of budgets required to support the planned activity for that year. The Wider Investment Fund 'Top Slice' budget was established by setting aside 3% of the total investment fund (HM Treasury grant funding) on an annual basis and is used to cover the costs and/or financial contributions to regional bodies and the costs of Programme Development and Support.
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;
 - that CCRCD must comply with the European Commission's State Aid Rules and that any goods and/or services bought by CCRCD must be purchased in a competitive and sustainable way so as to demonstrate best value in the use of public funds.
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 £50,000 as the CCR Contribution, in partnership with Cardiff Council to securing a space, position and profile at MIPIIM 2020. The Wider Investment Fund 'Top-Slice' budget as contained in the Annual Business Plan approved by Regional Cabinet contains sufficient resources to accommodate this.
24. The report also states that travel and accommodation costs will need to be covered by individual organisations and attendees, so it should be noted that these and any other further costs will need to be funded from Joint Committee and Wider Investment Fund resources and details of these will be brought to Regional Cabinet in future reports.

RECOMMENDATIONS

18. It is recommended that the Cardiff Capital Region Joint Cabinet:
 1. Note the overview of experience, key benefits and lessons learnt from MIPIIM 2019.
 2. Agree in principle participation of the CCR at MIPIIM 2020, in line with the objectives set out in this report (see The Proposal for MIPIIM 2020), to develop

a partnership approach between the CCR and Cardiff Council, primarily funded through partner contributions.

3. Agree to set aside £50,000 of the Wider Investment Fund as the CCR contribution to securing a space, position and profile at MIPIM 2020, alongside Cardiff Council, and key partners, and delegate authority to the City Deal Director to put in place the associated arrangements within the approved budget.

Kellie Beirne
Director, Cardiff Capital Region City Deal
10 June 2019

Appendices

- Appendix 1 MIPIM 2019
- Appendix 2 Media and Social Media Report
- Appendix 3 Wellbeing of Future Generations Assessment

MIPIM 2019 – the experience and key benefits, measuring success and next steps and next steps

Key observations:

- MIPIM is of a scale that places of scale attend. City Regions, countries and wide-reaching international corporations attend, exhibit and participate. A 1.5m region offers a viable size for a presence
- Where there is a single focus on one body, institution or organisation, it is nearly always conjoined or co-located with its wider hinterland, area of interest or 'cluster'. Critical mass is key and whilst hundreds of major cities are represented – the wider 'destination sell' was a critical piece of the offer (Manchester, Leeds, West Midland, Liverpool, London, Italy, Poland, US, Belgium etc.)
- MIPIM is not about promoting 'the Council/s' or any other public body for that matter. It's about the whole place offer and needs to be done in absolute collaboration and co-operation with the private sector. This is more than public sector opportunity and finding investors for government-led schemes. It's about an integrated and rich approach to seeking investment in opportunities – wherever they are and whichever sector they are in. We must develop more than a 'public body plus sponsors' arrangement. Sponsors want different things and if we can't deliver on that, we must be up front about it.
- Location and 'pull-ability' is key. The Palais is a big amorphous space and it is easy for a modest stand to get lost amidst lavish stands. The weather poses a risk - but the tented villages offer versatility and scope for a more distinctive offer that resonates with Welsh identity and the refinement we must project. It is also possible to think about how use other spaces as Cardiff did so effectively in creating a central 'Hub'.
- MIPIM is not place for the shy and retiring! You have to be curious, prepared to get involved and happy to pitch in and adapt to conversations. You get out what you put in.
- A huge amount of goodwill towards the WDA and the Welsh exists. There are key lessons to remind ourselves of.
- Success is clearly about pre-work / preparation - the chances of random success are low
- Power of human relationships – whilst the 'offer' is critical, good people want to do business with good people. Chemistry, bonhomie and like-mindedness is key to doing good business at MIPIM. PowerPoint presentations and scripted speeches appeared to create less of a buzz than more spontaneous panel discussions, informal addresses and impromptu inputs. However, maintaining an 'on message' feel is vital to the unscripted being repeatedly successful.
- MIPIM is much than a real estate/ assets event – whilst this is a focus, the best discussions were much broader and forward-looking – UK Industrial Strategy, international trade, innovation, impact of city deals, economic inclusion, climate change and the circular economy. Having Ban Ki Moon as headliner speaker set the course.
- MIPIM is about being seen; visible and 'on show' to 120 different countries, the whole spectrum of investors, 26k+ visitors and constantly developing the platform, brand and 'personality' presence. It's the opportunity to present the best version of ourselves and to have the confidence to enter a competitive space and be judged on it alongside thousands of others. It's a signal that we're in the game and we have a plan for internationalisation.

- MIPIM is hard-work. 21 hour days back to back and requires stamina and endurance. Four days of intensity could be broken down into focussed high-intensity shifts with handovers.
- Opportunity exists to think about how 'Invest in Cardiff' and CCR interact and are displayed and showcased in the future on the back of partner and other feedback and suggestions.
- There is a demonstrable case for returning in 2020 and moving beyond a 'recce' to doing it for real. This is going to cost and time and attention needs to focus on how the CCR brand develops and readies itself for launch in collaboration with partners – focussing on how public/private opportunities are complementary and core to the whole offer.
- Wales needs a presence - other regions are represented – Scotland, NI and England. Opportunity exists to think about how the country, its regions & cities interplay & join-up.
- A range of high-potential contacts and new high-value networks were formed. It is clear that we were never going to leave MIPIM with a deal. In this case, it was about establishing reciprocity, interest, creating buzz, connecting on a personal level and beginning to set out purpose & intent. First positive signs regarding potential future investment interest were felt
- Vital importance of social media and the 'on site' and 'back-home' comms and engagement.

The experience and key benefits:

- MIPIM is extraordinary, colossal and on another scale. It was great to be amidst the cut and thrust and to observe the ways of doing business. MIPIM provides a unique distilled appreciation of the opportunities and current issues.
- Understanding the need to be clear about why you are there; what you are looking to achieve and who you want to meet to best facilitate that. This is not a place for casual ad-hoc strategies. Listening and learning about how we best position our offer in future has been an invaluable experience.
- MIPIM affords the time and space with neighbouring spaces, international places and investors to talk in more informal ways about alignment, opportunity, expected returns, risk appetitive, the impact of global trends, policy change and the future.
- A number of 'pre-investment' and 'pre-partnership' conversations and connections were made. Nurturing these early stage relationships, keeping with them and establishing the basis for future working is key to the 'conversion' piece.
- Over X new contacts were made and a significant number of both regional and wider partners expressed interest in continuing the conversation about mutuality and partnerships in the near future.
- MIPIM is attended by investors, countries and city regions, financial institutions, public bodies, developers, innovators and the media. A multi-pronged strategy for navigating a path through this collective is needed.
- To succeed you need to interact, constantly seek out the unknown faces and continually gain confidence. Attendees have to be active participants and be willing to constantly pitch-in for the region and what it has to offer.
- Meeting and connecting with a vast array of people whom we wouldn't have access to in the UK – especially in the course of the same few days.
- Over the course of two days, CCR launched its Industrial Growth Plan to a packed space, attracting serious known investors; took part in a City Regions Panel debate along with the CEXs of Edinburgh and Belfast City Councils; met with the global

Chairman of Bouygues about UK-France opportunities and potential ventures, helped launch the DTI Wales Prospectus, engaged directly with a major institutional investor and provided policy input to the UK2070 Commission on Economic Inequality and arranged for a CCR follow-up event with the Commission and HMT.

Measuring Success:

The list of new (not existing) contacts is attached to this report with commentary on the nature of conversations, follow-up required and areas of common interest. Also appended is the Media Reach and Social Media impressions, perceptions and 'reach' report from Effective Communications – which provided an effective 'mission control' for comms and engagement back in the UK. MIPIM as a whole and in particular, the launch of the CCR Industrial Growth Plan, resulted in many partners and associates stating that they now understood what CCR was, our purpose/ what we stood for and felt better sighted on opportunities and ways to connect with us. A particularly strong Unique Selling Point was the certainty of knowing the region is a long-term stable partnership. Conversations are already underway about 2020 and the potential for collaboration and teamwork around the 'one region' CCR brand. This is an attractive prospect for potential partners given the scale the region, aggregate investment potential, the role of the City Deal and its three funds as a key catalyst and the active 'industrial leadership' the region offers. The role of Leaders was critical in creating the belief the region is a good, enabling and facilitating place in which to do business and make things happen.

Next steps:

- The Regional Business Council, in conjunction with CCR has expressed a strong interest in holding a MIPIM follow-up event on 1 May (venue to be agreed – but either Caerphilly or Treforest)
- The purpose of this event is to reflect on success with partners, but to also extend a hand of friendship and intent to new partners and associates and signal once again, our offer and intent
- Further, the event would seek to announce CCR intent to attend MIPIM 2020 and begin to set out some early plans and thinking
- Share key information and data with WG and agree their part in future plans, beginning with 2020, and the alignment of Wales as a country with its regions, cities and partners
- This will involve agreeing the scale and nature of interaction and brand relationships and intersects across Wales Government, City Region and Invest in Cardiff (Cardiff Council) and the approach to sponsorships and partnerships
- Develop the broader plan for Internationalisation
- Establish the database of New Contacts and embed into the Comms, Marketing and Engagement Strategy
- Follow-up on the specific developments, opportunities and networks set out in the initial feedback/ insight capture exercise and send out the Industrial Growth Plan
- Liaise with the Chief Scientific Adviser re: CCR presence in the WG London Office on Victoria Street and the international opportunity of Ser Cymru
- Visible launch of the Investment Framework and widening reach of comms to get the message out far and wide and into the new contact spaces made
- Follow-up the 'offer' made by DTI and update the OSSW
- Establish a relationship and rapport with MIPIM organisers and sound out the value of the MIPIM London event

Key insights and thoughts from Business/ Industrial partners:

Reflection 1 – the aim for the delegation to experience MIPIM for themselves and appreciate size and scale and opportunities. It appeared that everyone came home with a different view of the event and most importantly, the potential. It is important that the delegation takes time to articulate this to colleagues in order to achieve traction and support for our crucial role in the future. MIPIM is a place where relationships are created and beyond that, where deals can get done. It was important that everyone took time out to walk the stands and see how other places sell their regions and give profile to their ambitions.

Reflection 2 – key is that CCR sees and understands the size, scale and profile of the competition. The region is a small fish in a big pond – but it is the scale and investability of the opportunity presented that counts most. It's important to undertake more detailed competitor analysis to understand future target groups and markets. The Eastern European market is an interesting space to understand in particular. Why we should be there is clear - what and how must come next.

Reflection 3 – work also needs to be done on the investor market and who to target and what kinds and types of IRR/ROI is expected. We need to think about the suitability of our propositions vis a vis the investor market.

Reflection 4 – as a starter for ten, investment opportunities should be readied for MIPIM London with a lunch/ dinner arranged with targeted customers, to sight them early on the propositions that will go out to MIPIM Cannes.

Reflection 5 – early work is needed with Dept for International Trade and Trade and Invest Wales in order to connect communications and align plans.

Reflection 6 – whilst the tide is changing, MIPIM is principally focussed on infrastructure deals and cannot be the only string to our bow. Identifying similar events and experiences that align with our innovation and challenge objectives is also key. This could involve technology showcases, entrepreneurship events and wider regeneration events involving investment opportunities.

Reflection 7 – consideration should be given to committing to MIPIM beyond the annual cycle, in order to build on momentum and more firmly establish the CCR on an international investment stage. This longer lead-in affords to time to plan and build momentum.

Reflection 8 – urgent consideration should be given to branding and co-alignment of identities in a clear and easily understood way. Is it Cardiff Capital Region and Invest in Cardiff or the Cardiff Capital Region? We need to resolve any notions of any perceived dilution of brand and split of identity. It should be possible to develop something that showcases Cardiff as the Capital City and simultaneously highlights the strengths and advantages of the wider region – so that the whole is seen as much more than the sum of parts.

Reflection 9 - co-ordinated engagement with businesses needs to occur across the Cardiff and wider CCR networks. This will make for more business input and leadership into the process and ensure we capture all of the key aspects, offers and advantages of the region. The City Deal opportunity pipeline should play into this in a big way.

Reflection 10 – it is imperative that WG is strongly encouraged to attend in 2020 and work alongside CCR to support a truly country-wide presence at MIPIM. The CCR Business Council can help drive the input and offer of the wider business community and ensure that there is a proportionate focus on business and industry-led issues and opportunities – in order that business and government are seen as equal and joined-up partners.

An aerial night view of a city, likely London, featuring a large stadium (Wembley) and a prominent curved skyscraper (The Gherkin). The city lights are visible against a dark sky. A blue rectangular overlay is centered on the image, containing white text.

COVERAGE REPORT

CCR at MIPIM

effective
communication

Summary of all coverage captured as part of The Cardiff Capital Region attending the 2019 MIPIM conference:

TOTAL COVERAGE



DIRECT



OTHER



TOTAL REACH



Outlet	No. of Coverage	Outlet	No. of Coverage
Insider Media	2	Wales 247	1
Commercial News Media	1	News from Wales	2
Western Mail	1	Business News Wales	1
South Wales Echo	1	Caerphilly Observer	1
South Wales Argus	1	MIPIM News	1



TOP TWEETS

TWEETS

31

IMPRESSIONS

64,388

VIDEO VIEWS

5,882

RETWEETS

188

LIKES

381

LINK CLICKS

100

March 13:

Today CCR unveiled its new animated video at [@MIPIMWorld](#) highlighting its ambitions for the region. [#MIPIM2019](#)
pic.twitter.com/avgPNOxFTM

5,089 Impressions

March 14:

We are delighted to have shown the entire region at [@MIPIMWorld](#) this week. A huge thank you to the local authorities who provided footage for this amazing video of the Cardiff Capital Region. [#MIPIM2019](#) [#CCR](#)
pic.twitter.com/mzNOjUdAFc

5,007 Impressions

March 8:

Team [@ccrcitydeal](#) heads out to [@MIPIMWorld](#) tomorrow (Monday) to promote [@aCapitalRegion](#) as 'the' place to invest - thanks to our star line up of [@PeterFox61](#) [@PaulMatthews67](#) [@AndrewMorganRCT](#) [@HuwJDavidCC](#) [@ChristinaHarry](#) [@kelliebeirne](#) [@nicp15](#) for cutting out the time [#MIPIM2019](#)

3,927 Impressions



MENTIONS

@CCRcitydeal

MENTIONS



LIKES ON MENTIONS



RETWEETS ON MENTIONS



@aCapitalRegion

MENTIONS



LIKES ON MENTIONS



RETWEETS ON MENTIONS



TOP MENTIONS

Kellie Beirne @kelliebeirne · Mar 12

Strong messages from @investincardiff and @ccrcitydeal here @MIPIMWorld about importance of presenting ourselves as one region - @aCapitalRegion. Excellent job by @AndrewMorganRCT and @huwthomas_Wales

1 19 33

Kellie Beirne @kelliebeirne · Mar 11

Arrived @MIPIMWorld and pleased to be house-sharing with @For_Cardiff. Ready to make @aCapitalRegion presence known to the 26,000+ attendees and investors attending over next three days @ccrcitydeal

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Future Generations Assessment

<p>Name of the Officer completing the evaluation:</p> <p>Kellie Beirne</p> <p>Phone no: 07826 9219286 E-mail: kellie.beirne@cardiff.gov.uk</p>	<p>Please give a brief description of the aims of the proposal</p> <p>Providing feedback on the success of MIPIM 2018 and making a case for an integrated CCR presence at MIPIM 2020.</p>
<p>Proposal: MIPIM 2019 & 2020</p>	<p>Date Future Generations Evaluation form completed: 28 May 2019</p>

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?
<p>A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p>The proposal relates to building the brand, comparative advantage and profile of the region in a global context</p>	<p>The proposal has been led and shaped by the Regional Business Council. This demonstrates partnership, collaboration and a business-led proposition based on strong knowledge of regional strengths.</p>
<p>A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>Not directly applicable at this early stage.</p>	<p>MIPIM 2019 spawned the Construction Wales FG Charter which has been supported by CCR and Constructing Excellence.</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?
<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>ROI assessments and expert advice on how to leverage opportunities and optimize the time and contacts made</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 MIPIM to promote the CCR 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>A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p>Our City Deal is uniquely Welsh – but pitches towards being world leading in areas of competitive strength. This enables a strong reflection on our rich culture and heritage.</p>	<p>In 2020 a uniquely Welsh and CCR proposition will be developed, working with partners at national, regional and local levels to market the brand more cohesively.</p>
<p>A more equal Wales People can fulfil their potential no matter what their background or circumstances</p>	<p>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.</p>	

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>Attendance at MIPIM starts to build and enhance the reputational profile of the region – the benefits of which should demonstrate longevity and added value</p>	
 <p>Working together with other partners to deliver objectives</p>	<p>The event is being shaped through a consortium approach comprising partners, the 10 LAs, including 'lead' LA Cardiff Council and business sponsors.</p>	<p>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>
 <p>Involving those with an interest and seeking their views</p>	<p>Engagement events will be staged in the run up to the event.</p>	<p>Two partner events have been held already post MIPIM 2019 and further will be staged over the coming months.</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>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	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.	None arising at this time.	
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.		

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?
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.		
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

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. This is being delegated to the City Deal Director in conjunction with the Cabinet lead for Innovation and Business. 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 Spring 2020 and post MIPIIM 2020
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