

Thursday, 12 January 2023

Promoting South Yorkshire: South Yorkshire Presence at UK Real Estate Investment & Infrastructure Forum (UKREiiF)

Is the paper exempt from the press and public? No

Reason why exempt: Not applicable

Purpose of this report: Discussion

Strategic Priority Cross Cutting

Director Approving Submission of the Report:

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Recommendations:

- Note the early plans to attend the 2023 UKREIIIF event in May.
- Note the intention to redevelop the South Yorkshire investment and regeneration proposition ahead of this event.

Consideration by any other Board, Committee, Assurance or Advisory Panel

None.

1. Introduction

UKREiiF is the UK's Real Estate Investment & Infrastructure Forum, a 3-day event that takes place 16-18th May 2023 in Leeds City Centre at the Royal Armouries Leeds & Leeds Dock.

It is the second iteration of what is intended to become an annual event that brings together investors, developers, funders and the public sector - with the intention to become a UK version of MIPIM.

The forum aims to:

- accelerate the Build Back Better and Levelling Up agendas;
- actively promote Social Value and EDI;
- help to inspire the future of real estate and property;
- encourage and energise the transition to a more sustainable and Net Zero mindset within the industry.

This forum is a good fit within SYMCA's and individual councils emerging investor engagement approach providing an opportunity to coordinate a programme of Mayoral and Leader profile engagement.

We propose to build a programme of Mayoral, political and officer engagement, including on-stage speaking slots, based out of a combined South Yorkshire exhibition stand within the main conference hall.

This paper sets out our intention and seeks the LEP's support, as a body and as individuals, to make the UKREiiF 2023 event a success.

2. The issue and connection to delivering on our economic objectives:

Though a newly created event, the inaugural 2022 forum was attended by more than 4000 people, including a significant number of MCAs/LEPs. Feedback on the event, including from Sheffield City Council who had a presence at the event was positive and that the event would be stronger with a South Yorkshire presence.

The focus for UKREiiF in 2023 around economic growth, net zero development, capital investment and innovation provides a clear strategic fit with our economic objectives and assets.

The 2022 event had a significant government presence, led principally by DIT and the GREAT Britain campaign (with an export and investment focus) but also supporting attendance by BEIS, DfT, Cabinet Office, DEFRA, DLUHC, DHSC and Homes England.

The event programme includes ministerial attendance and extended opportunities to meet investors, influencers and intermediaries.

On that basis it is proposed that we should take a wider South Yorkshire presence at the 2023 event.

We are at the early stage of planning our approach but intend to focus on:

1. Creating a combined exhibition area with Sheffield City Council (which has already booked stand space) to show either a joined up SY-approach or to connect the strength of the regional offer with the existing core city proposition.
2. Creating a programme of engagement with targeted attendees that support our core SEP priorities.
3. Promoting a refreshed portfolio of investable propositions across SY, linked specifically to the SEP and to the emerging innovation corridor.
4. Create opportunities to test attitudes towards South Yorkshire's brand and the distinct South Yorkshire offer.

We plan to include a focus on innovation to demonstrate how South Yorkshire is developing an innovation corridor, tied to the South Yorkshire growth plan.

An exercise to catalogue available sites in public ownership, housing and or industrial land is in hand.

The event also creates opportunities to reconnect with local authority partners and investment opportunities, following a lapse in engagement during the pandemic and the changing face of activity across the region, with the aim of contributing to the building and telling of the South Yorkshire story, developed for domestic and international audiences.

This new South Yorkshire narrative is under construction – the UKREiiF event will be a first opportunity to test it amongst a business and investment audience.

We will develop the content for the exhibition and programme in line with the SEP priorities of:

- Growing the economy and enhancing its strength and resilience.
- Driving low carbon, green and circular economy opportunities within the economy and delivering net-zero emissions and lower overall environmental impact.
- Ensuring that everyone has a fair opportunity to contribute to and benefit from economic growth, that people have a greater stake in their economy, and that work is more closely linked to wellbeing and a decent life.

3. What are we doing in South Yorkshire already – and what could we do?

We last worked up a South Yorkshire pitch for MIPIM Cannes, covering investible propositions and the regeneration proposition which was all set to run as part of a Northern Powerhouse and NP11 collective proposition for March 2020.

The pandemic changed the course of direction, resulting in this UK version of MIPIM in May this year, run by the Built Environment and named UK's Real Estate Investment & Infrastructure Forum (UKREiiF).

SYMCA decided at the time not to take part in the first UKREiiF event, with a view to reviewing how successful it was. At that time, there was mixed commitment from counterpart organisations. The Mayoral Election was also taking place the weeks before the event.

Where possible it makes sense to build a stronger South Yorkshire-wide representation at the event, with each Local Authority central to that approach. We intend to factor into the programme unified asks for South Yorkshire through a working group led by SYMCA and including members from each Local Authority and the LEP.

Attendance will require a refresh of our Proposition and Place pitch for South Yorkshire.

4. Discussion points

Are Board members interested in working more intensively on this issue?

Are Board members supportive of the direction of travel?

Do Board members wish to be part of a sub-group?

5. Next Steps

- We will formalise the working group, led by SYMCA, for Local Authorities, LEP members and other partners to join.

- The working group will finalise the budget requirement and note necessary requirements in both the current year budget and 2022/23 business planning round.
- The MCA and partners will draw together the proposition, event and programme planning.

List of Appendices Included:

A None.