

Thursday, 09 March 2023

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

<b>Is the paper exempt from the press and public?</b>	No
<b>Reason why exempt:</b>	Not applicable
<b>Purpose of this report:</b>	Discussion
<b>Strategic Priority</b>	Cross Cutting

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### **Director Approving Submission of the Report:**

John Dowie, Executive Director of Infrastructure and Place

### **Report Author(s):**

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### **Recommendations:**

- Note the plans for 2023 UKREiIF 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 which 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 bringing together investors, developers, funders and the public sector - with the intention of becoming a UK version of MIPIM.

The forum aims to:

- accelerate the Build Back Better and Levelling Up agendas;
- actively promote Social Value and Equality Diversity and Inclusion in UK real estate;
- 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.

At the January meeting the LEP Board endorsed a proposal to develop a South Yorkshire presence at May's UKREiiF and requested an update on progress at the next Board meeting.

This paper updates the LEP Board on how the MCA is seeking to make the UKREiiF 2023 event a success for South Yorkshire.

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

The focus for UKREiiF 2023 is around economic growth, net zero development, capital investment and innovation. This 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 with supporting attendance by BEIS, DfT, Cabinet Office, DEFRA, DLUHC, DHSC and Homes England.

The 2023 event programme includes ministerial attendance and extended opportunities to meet investors, influencers and intermediaries.

The event also creates opportunities to reconnect with Local Authority partners and investment opportunities, following a lapse in engagement during the pandemic and reflecting the changing face of activity across the region, with the aim of contributing to the development and articulation of the South Yorkshire story, for domestic and international audiences.

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

1. Growing the economy and enhancing its strength and resilience.
2. Driving low carbon, green and circular economy opportunities within the economy and delivering net-zero emissions and lower overall environmental impact.
3. 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?**

Subsequent to the January LEP Board meeting progress is being made:

- A steering group and working group have been set up including members from each Local Authority, the LEP and select stakeholders such as the Universities.
- We continue 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.
- Speaker roles have been put forward to the organisers for panel placement, and each Local Authority plans to host a promotional session on the stand space where they can undertake their own set piece of project promotion.

- Conversations are ongoing with: Jessica Fund, Yorkshire Housing and the Harworth Group with the ambition of building a programme of fringe engagements.
- Exhibiting and engaging at UKREiIF will require a refresh of our Proposition and Place pitch for South Yorkshire. The online portfolio <https://portfolio.southyorkshire-ca.gov.uk/> is undergoing updates to reflect current portfolio opportunities, updates to existing presence, and will have new layers adding to support storytelling. A new feature will be applied which allows browsers to select preferred propositions and to create an on-the-spot bespoke portfolio for download with contacts embedded.
- Related SYMCA website areas will also be receiving updates to incorporate our UKREiIF propositions and narrative.
- Collectively the working group will be building the concept for the exhibition area. Each Local Authority will have the opportunity to deliver a showcase session during the event, so will be able to draw focus to their own major projects and profiles.
- Branding and messaging: there is still work to do with the group to define a set of messages that we wish to use UKREiIF to promote. There is an opportunity to focus on innovation to demonstrate South Yorkshire's innovation corridor, tied to the South Yorkshire growth plan.

#### 4. Discussion points

Are Board members supportive of the direction of travel?

Are Board members interested in working more intensively on specific issues?

#### 5. Next Steps

- Move from forecast budgeting to wider approval of forecast costs, as the direction is agreed.
- Populate a grid of events, engagements for wider view of where speakers are placed.
- Update the online portfolio with known updates.
- Convene a group to work on the exhibition build concept.
- Build the headline proposition narrative and offer.

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#### List of Appendices Included:

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