

# Policy and Sustainability Committee

10.00am, Tuesday, 21 January 2020

## MIPIM 2020 – Attendance Arrangements

Executive/routine Wards Council Commitments	Executive All <a href="#">1, 2, 4, 10</a>
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### 1. Recommendations

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- 1.1 It is recommended that Committee:
  - 1.1.1 notes the Council’s position as a strategic partner in the ‘Team Scotland’ approach to MIPIM; and
  - 1.1.2 agrees the travel, accommodation and the attendance of the Council representatives attending the event as detailed in this report.

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Executive Director of Place

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## MIPIM 2020 – Attendance Arrangements

### 2. Executive Summary

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- 2.1 This report seeks authority for the Council's attendance at MIPIM 2020 as part of a 'Team Scotland' approach and sets out the planning underway for attendance at the event.

### 3. Background

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- 3.1 MIPIM is a major real estate and investment conference, taking place annually in Cannes, France. Edinburgh has used MIPIM over the last ten years to:
- profile the city's investment opportunities,
  - gain intelligence on investment appetite,
  - sources and flows of investment,
  - benchmark the city's attractiveness to investors, and
  - to nurture and increase investor relationships.
- 3.2 In attending the event in 2019 the Council worked with the Scottish Government and other Scottish cities and key agencies to deliver a new, three year strategy to maximise Scotland's presence and value from engagement at the event.

### 4. Main report

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#### **MIPIM 2020**

- 4.1 A thematic approach will be taken at MIPIM 2020 stand which will involve Scotland and its cities setting out the vision for the future and the types of investment required to deliver it. There will be a stronger focus on international engagement to promote Scotland's investment opportunities. This will be complemented by a wider programme of outreach by Team Scotland's key influencers to maximise engagement opportunities across the MIPIM programme and at off-site events. Brexit was a key talking point at the 2019 event and as the UK and Scotland moves

through the process of actually leaving the EU it will continue to be important to engage with the international community and promote investment opportunities.

- 4.2 The key themes of the Team Scotland approach are Green Investment, Placemaking and Regeneration, Skills, Talent and Innovation, Living and International Gateways.

### **Attendance**

- 4.3 The attendees at the event will be the Council Deputy Leader, the Convenor of Planning, the Chief Executive, the Executive Director of Place and the Commercial Development and Inward Investment Manager. The number of attendees has reduced from six in 2019 to five in 2020.

### **Travel and Accommodation**

- 4.4 Travel by flight would be Edinburgh to Nice, via either London or Paris. Per person travelling the carbon cost of this proposal is 490.2 kg CO<sub>2</sub>e (Source [Gov.UK](#), estimated travel distance of 3,148 km for return trip). The overall travel time would be approximately five hours one way.
- 4.5 The alternative would be to travel by train. This would have a carbon cost per person of 135.7kg CO<sub>2</sub>e (Source [Gov.UK](#), estimated travel distance of 4,072 km for return trip) but would involve an overall travel time of approximately 21 hours (one way). This would also require additional overnight accommodation.
- 4.6 On the basis of the travel options considered, it is recommended that the group travel by return flight from Edinburgh to Nice. While there are adverse impacts on air quality and noise associated with air travel, overland travel is not considered practical given the distance and excessive travel time. A return flight to Nice offers best value, has no additional requirement for overnight accommodation and is the most time effective.

## **5. Next Steps**

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- 5.1 A Performance Monitoring Framework has been developed for recording outcomes. This will be updated annually and reported to the Housing, Homelessness and Fair Work Committee on a regular basis.

## **6. Financial impact**

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- 6.1 The cost of this year's attendance is contained within existing agreed budgets. A budget of £10,000 to cover travel, including any carbon offsetting payment, and accommodation costs is available and will not be exceeded.

## **7. Stakeholder/Community Impact**

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- 7.1 The promotion of opportunities in the city and the investors targeted in relation to those opportunities were developed having regard to the Council's Commitments and the Economy Strategy and the objectives relating to addressing inequality and achieving carbon neutrality. In this regard, the Council's involvement at MIPIM is intended to have a positive impact in terms of addressing inequality in the city.
- 7.2 Consultation and engagement with the private sector to maximise the profile for Edinburgh at MIPIM 2019 was undertaken. It should also be noted that the investment propositions that were promoted are development opportunities in the city that have been or that continue to be the subject of public consultation. This approach will continue for 2020 and 2021.

## **8. Background reading/external references**

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- 8.1 City of Edinburgh Council, International Travel and Conferences, [24 October 2019](#)
- 8.2 Housing, Homelessness and Fair Work Committee, MIPIM 2019 Evaluation Report, [29 August 2019](#)

## **9. Appendices**

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None