AGENDA ITEM:


LEAD OFFICER: Director of Planning and Transportation

CABINET MEMBERS: Councillor Tim Pollard, Cabinet Member for Regeneration

Councillor Jason Perry, Cabinet Member for Planning

WARDS: All

CORPORATE PRIORITY/POLICY CONTEXT: Regenerating the Borough and Improving the Environment. MIPIM is the prime opportunity for Croydon, in common with other major authorities, to communicate with investors, developers and other senior decision makers linked to the property world, including, the press/media, The Mayor for London, Government Ministers and agencies such as the LDA, GLA, English Partnerships, English Heritage and CABE who all make decisions on the physical infrastructure. An important linked pre-MIPIM exhibition focusing on outer London Boroughs will provide further exposure for Croydon’s proposals and its regeneration aspirations leading up to MIPIM 2009

FINANCIAL SUMMARY: The total cost of Croydon’s participation in MIPIM 2009 and pre MIPIM event is likely to be £120,000 and it is expected that as in previous years this expenditure will be fully met through private sector sponsorship. It is proposed, however, that the Council should properly cover the subsistence costs for members and officers attending MIPIM from the Vision 2020 budget, estimated at a maximum £1,500. In the unlikely event of any shortfall in sponsorship, such expenditure can appropriately be met from the Vision 2020 budget.

FORWARD PLAN KEY DECISION REFERENCE NO.: not a key decision

For general release

1. RECOMMENDATIONS

The Committee is asked to agree:
1.1 that a team of Members and Officers similar to previous years be permitted to attend the 20\textsuperscript{th} edition of the MIPIM international property investment market (10-13\textsuperscript{th} March 2009) in Cannes to operate a Croydon stand promoting Croydon and its investment opportunities and stage a pre-MIPIM exhibition in central London (25\textsuperscript{th} Sept- 15\textsuperscript{th} November 2008).

1.2 that any unlikely shortfall in sponsorship be met from the Section 106 budget for Vision 2020; and

1.3 that Council subsistence costs for attendance at MIPIM, estimated at £1,000, be met from the Section 106 budget for Vision 2020.

2. EXECUTIVE SUMMARY

2.1 This report highlights the benefits of Croydon continuing to be represented at MIPIM and a unique one off pre-MIPIM exhibition in autumn 2008 in terms of the importance of these high profile marketing events and their relevance to the achievement of Croydon’s regeneration objectives. The prime objective in 2009 will be to:

- Promote Central Croydon as a major commercial centre in the context of its emerging Metropolitan Area Action Plan
- Promote the key development opportunity sites in Croydon
- Raise Croydon’s profile further in its quest to become London’s third City
- Stimulate further interest in the leading town centre sites, namely Croydon Gateway, Park Place, Cherry orchard Rd, IYLO, 100 George St. Wellesley Sq, Altitude 25, Centrum Place, Whitgift Centre enlargements/improvements, Aurora, West Croydon, URV sites including Taberner House and the YMCA site developments.
- Maximise press interest in Croydon’s potential.
- Raise the investment profile of the borough generally.

2.2 An early agreement to secure exhibition space at both events will guarantee the Council a price fixed by Pipers (the organisers of both events) at 2008 prices and ensure our favoured stand location at MIPIM.

2.3 It should be emphasised that Croydon’s presence at MIPIM is now an established partnership between Croydon Business and Croydon Council primarily aimed at the promotion of Vision 2020.

2.4 The primary purpose of this report is to secure committee agreement for a team of members and officers, similar to previous years, to attend the international event alongside Croydon Business to provide professional support.

3. DETAIL

3.1 Whilst Croydon is seeking authorisation to participate again at the renowned international property event in Cannes, South of France, which next year will be staged between 10\textsuperscript{th} \& 13\textsuperscript{th} March, a further unique opportunity has arisen for Croydon to participate in an exciting two month autumn 2008 event, originally
called ‘Not the Central London Show’, but recently renamed ‘London’s towns-shaping the polycentric city’ at the New London Architecture (NLA) Centre in London’s West End.

3.2 The September 25th- November 15th UK event will look at the characteristics of the suburban ring of London and the part these areas, of which Croydon forms a key link, play in the planning and future regeneration of the capital.

3.3 This high profile event, at a time when the new mayor of London, Boris Johnson has signalled his intention to focus more on outer London issues, is organised around exhibitions, conferences and workshops. It will offer Croydon and its main sponsors and development partners a major opportunity to raise more awareness of Croydon’s regeneration and City 3 aspirations as well as promotion of its major town centre projects as a prelude to next year’s MIPIM.

3.4 The annual March MIPIM event (www.mipim.com) is by far the property industry’s largest and most important international annual event bringing together decision-makers, Investors and end-users throughout the sector.

3.5 All UK cities and most regions now have their own stands at MIPIM. All major European cities and their hinterlands have their own stands and there is a large and increasing global presence. Croydon, one of only three London boroughs to be represented (the others being City of London and Southwark), has had a significant and growing presence on the London stand since 2002 promoting its Town centre development opportunities.

3.6 In 2008, the 19th MIPIM event, there were more than 29,000 participants with 89 countries represented, a 12% rise on 2007. With 7,625 end-users and investors, a 17% rise on 2007, 26,842 sq. m of exhibiting area, 2,687 exhibiting companies and 613 journalists the event continues to grow year on year attracting greater attention in the property world.

3.7 Attendance at MIPIM is seen as important in sustaining the Borough’s investment objectives. Council representation at this event is consistent with the Council’s strategic aspirations for the development of Croydon, as highlighted in the 2020 Vision and Community Strategies. In line with previous years Croydon will be represented by a team of senior members and officers likely to be as follows: Cllr Pollard, Cllr Perry, J.Rouse, A. Middleton, the new Executive Director of Planning, Regeneration and Conservation, A. Beedham, K.Briars and B.Stapleton- Chief Executive of Croydon Business.

3.8 Sponsors and developers see the continuing benefit of promoting Croydon as a whole rather than taking individual stands promoting their projects. They like the benefits of working with the Council and the access they get to key government decision makers, e.g. the Mayor’s Office, the LDA and the GLA. There is a holistic approach to promoting Croydon with the Council – with Officers and Councillors, developers of major schemes in Croydon and other companies based in Croydon all working together to promote the town.
3.9 It is more cost effective for sponsors to be part of the Croydon stand rather than take individual stands.

3.10 The 2008 event was fully covered by sponsorship received from Arrowcroft, Berwin Leighton Paisner, Gerald Eve, Good Relations, Howard Holdings, Menta, Minerva, Berkeley Homes, Westmead Business Group, WT Partnership, Phoenix Logistics, Menta, Terrace Hill, Stiles Harold Williams, Kevin Murray Associates, Mott MacDonald Group, Pacific Group, Schal/TPS, CBRE in association with Savills/Jones Lang LaSalle and Purespace Group.

3.12 The major areas of expenditure involved in attending MIPIM are the cost of the exhibition stand, transport and marketing materials. The total estimated cost for 2009 is £120,000, which also includes participation in a pre MIPIM event (as explained in paragraph 3.1-3.3 above). Initial indications about covering this sum through sponsorship are positive.

3.13 In 2008 the Croydon Stand was one of the most successful at MIPIM with over 1,500 Visitors, a considerable number of focused discussions and a large number of follow up meetings (see Appendix 1 for summary of benefits from 2008).

The main objectives of our promotional activities will be to:

(a) **Promote Croydon as a major commercial centre**

(b) **Promote the key development opportunity sites in central Croydon**

(c) **Stimulate further interest in the five main town centre sites, namely Croydon Gateway, Park Place, The Wider Whitgift Centre, West Croydon and the URV sites.**

(d) **Promote the Croydon Metropolitan Area Action Plan**

(e) **Promote the Central Croydon Business Improvement District (BID)**

(f) **Maximise press interest in Croydon’s potential**
4. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

4.1 Revenue and Capital consequences of report recommendations

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4.2 The effect of the decision

The cost of attendance at MIPIM 2008 was fully covered by private sector sponsorship.

The basic package cost of Croydon’s participation at MIPIM 2009 coupled with the autumn 2008 exhibition will be £84,397.50 and it is again expected that this expenditure will be met through private sector sponsorship. As in previous years an early deposit payment or 50% of the overall contract price is normally required to guarantee in particular the exhibition space at MIPIM, which this year will be paid direct by Croydon Business to be recouped in full through major developer and business sponsorship in support of Croydon’s stand. Additional design and build costs, production of associated marketing material, upgrading of the 1:500 scale model and its transportation to both the South of France for MIPIM 2009 and to Central London for the autumn 2008 exhibition, together with other sundry items, is likely to bring up the total anticipated cost to £120,000 for Croydon’s participation at both events. By working in close partnership with Croydon Business, the Council will be able to secure exhibition space at both events and ensure a financial saving (as outlined in paragraph 3.14 above). These factors would be at risk if Croydon Business had to delay until the sufficient sponsorship income had been received before the deposit was paid.

It is proposed that the Council should cover the subsistence costs for members and officers attending MIPIM from the Vision 2020 budget, estimated at £1,000.

4.3 Risks

In the unlikely event of any shortfall in sponsorship to cover the overall estimated £120,000 participation cost, (identified in paragraph 3.9) such
expenditure can be appropriately met from the Council’s Section 106 budget for Vision 2020.

If Croydon does not participate in both events, there is the risk of a loss of profile and influence, and the loss of a unique opportunity to lobby for essential support for high level proposals that are of economic significance to the Borough.

The Council’s gifts & hospitality framework will be adhered to in full.

4.4 Options
None.

4.5 Future savings/efficiencies
None.

4.6 (Approved by: Aiden McManus, Divisional Director of Development Services & Management Systems)

5. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

5.1 The Council Solicitor and Monitoring Officer comments that it has been confirmed by case law that local authorities may exercise their powers under s.111 of the Local Government Act 1972 to facilitate trips made by members of a local authority. The payments should be handled directly between the Council and the providers of any necessary services such as flights and accommodation. In this way it will not be necessary for members to recoup expenses for the larger items via the allowances scheme as the limits for payments under that scheme are limited and may not be sufficient to cover the costs of travel abroad.

5.2 (Approved by Sean Murphy, Corporate Solicitor on behalf of the Council Solicitor and Monitoring Officer)

6. HUMAN RESOURCES IMPACT

6.1 There are no human resources considerations arising from this report.

7. CUSTOMER FOCUS IMPACT

7.1 There are no customer focus considerations arising from this report.

8. EQUALITIES IMPACT ASSESSMENT

8.1 The marketing and achievement of new investment in Croydon using influential events of this nature will impact on the local economy in terms of urban renewal, job creation and retention, and wealth creation. This growth will create a range of new economic opportunities for all communities represented by Croydon’s diverse population.
9. ENVIRONMENTAL AND DESIGN IMPACT

9.1 A prime objective of Croydon’s new Metropolitan Area Action Plan is the high quality redevelopment of the Borough with environmental considerations very high on the agenda. These considerations are of key importance to customers in retaining businesses and in attracting new investment.

9.2 Opportunities promoted at MIPIM and the autumn exhibition in Central London will also seek to bring about physical and aesthetic improvements, including the public realm and transport interchanges, for the benefit of all residents and visitors to Croydon.

10. CRIME AND DISORDER REDUCTION IMPACT

10.1 Designing out the potential for crime and disorder is a fundamental part of any proposed new development.

11. HUMAN RIGHTS IMPACT

11.1 There are no human rights considerations arising from this report.

12. FREEDOM OF INFORMATION/DATA PROTECTION CONSIDERATIONS

12.1 None.

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BACKGROUND DOCUMENTS: None
Appendix 1

MIPIM 2008 – THE CROYDON STAND

• NEW RECORD ATTENDANCE– Over 29,000 DELEGATES

• Improved stand with attractive design, logos, branding, plasma screen and timelines of the leading schemes added

• Eye catching and dynamic 1:500 Scale model of the town centre taking centre stage- rated one of the best at MIPIM. -significantly upgraded with new high profile schemes added, including Pacific Group’s Centrum Place, Menta’s Cherry Orchard Rd and Howard Holdings Whitgift Centre proposals plus examples of Will Alsop imagery and public realm aspects detailed together with Council URV area identified.


• John Gummer – former government planning minister on stand

• Approximately 1500 visitors to the Stand

• Approximately 350 Business Cards collected each one representing a serious business/Croydon conversation

• High profile visitors to the Stand including:----

• Official celebration launch on stand of Wellesley Square by Berkeley Homes announcing the countdown to work beginning on site

• Significant interest in Urban Regeneration Vehicle proposals

• Meeting with -------- amongst others

• Strong interest & support for Will Alsop’s proposals for the centre

• Much interest in Piers Gough proposals for the YMCA site

• New interest shown in West Croydon area with Purespace and Barretts involvement

• Much interest in Croydon Business District proposals (BID) details of which were highlighted on Croydon’s stand
• Significant recognition of Croydon’s serious approach to achieving its desired Vision 2020 proposals and that implementation of some of the leading schemes had truly begun with more exciting schemes being shown on the model and coming forward.

• Strong support for Peter Bishop’s Design for London’s proposals for Wellesley Rd.

• Meetings arranged with Cabinet member for Finance and Regeneration to discuss URV and for Chief Executive Croydon Business to discuss improved ways of partnership working with ---

• ---meetings arranged with prospective developers and DPT

• A very productive MIPIM with a significantly raised and positive profile for Croydon and serious investor interest now coming through