



North East Combined Authority, Economic Development and Regeneration Advisory Board

Wednesday 15th February, 2017 at 2.00 pm

Meeting to be held at Skylight, The Beacon, Westgate Road, Newcastle upon Tyne, NE4 9PQ

www.northeastca.gov.uk

AGENDA

Page No

1. **Apologies for absence**

2. **Declarations of interest**

Please remember to declare any personal interest where appropriate both verbally and by recording it on the relevant form (to be handed to the Democratic Services Officer). Please also remember to leave the meeting where any personal interest requires this.

3. **Terms of Reference** 1 - 2

For information and reference.

4. **Minutes of the previous meeting** 3 - 8

For approval as a correct record.

5. **Appointment of Vice-Chair for the municipal year 2016/17**

The Advisory Board is invited to appoint a second Vice-Chair for the current municipal year from its business representative co-optees.

6. **Economic development and regeneration - progress update** 9 - 32

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|----|--|----------------|
| 7. | Impact of Brexit on North East businesses | 33 - 36 |
| 8. | Export services for North East businesses | 37 - 40 |
| 9. | Industrial Strategy | |

Members are requested to note the intention to circulate the above report on a supplemental agenda in accordance with the provisions of the Local Government (Access to Information) Act 1985

10. **Date and time of the next meeting**

Tuesday 4 April 2017 at 10am at Northumberland County Council, County Hall, Morpeth.

Contact Officer: Karen Christon Tel: 0191 211 5024 E-mail: karen.christon@newcastle.gov.uk

To All Members

Part 3.5 Economic Development and Regeneration Advisory Board

Membership: 7 (one Member from each of the Constituent Authorities)

Quorum: 5 (not including the co-opted or LEP members)

Also: 1 non-voting member from the LEP
Any non-voting co-opted members approved by the Leadership Board representing key sectors in the region including the North East Chamber of Commerce and the CBI and the FSB.

The aim of the Economic Development and Regeneration Advisory Board (EDRAB) is to support the Leadership Board in the development of the Economic Development and Regeneration Theme by:

- Making recommendations to the Leadership Board based on insight and intelligence that is not otherwise available to Board so that the decisions taken reflect the needs and ambitions of the key stakeholders in the region.
- Providing strategic advice and intelligence relating to key drivers of growth and barriers to investment and growth and other issues relevant to NECA's aim to pursue sustainable economic growth in the region.
- Advising and supporting the NECA in the development of the Economic Development and Regeneration strategic priorities and implementation plans.
- Supporting the Economic Development and Regeneration Thematic Lead in the delivery of the Economic Development and Regeneration Implementation Plan.

The Leadership Board shall seek the advice and recommendations of the EDRAB on such economic development and regeneration matters as the Leadership Board considers appropriate, which shall include (but are not limited to):

1. The development of a Regional Investment Plan that will support economic growth and build on the opportunities presented by the region's growth assets.
2. The implementation of activity that is consistent with the strategic intent outlined in the Strategic Economic Plan and associated Economic Development and Regeneration Implementation Plan.
3. Recommendations on the allocation of resources and approval of funding proposals and the prioritisation of planned regional investment in infrastructure and assets.
4. Monitoring and overseeing collaborative initiatives to promote inward investment.
5. Commissioning provision that is consistent with the agreed objectives.
6. Ensuring that measures associated with the delivery of the Economic Development and Regeneration work programme are linked effectively with other related service areas.

7. Advising and approving evaluation measures for the Economic Development and Regeneration related activities.
8. Monitoring performance of the delivery of the Economic Development and Regeneration work programme.
9. Considering Economic Development and Regeneration related matters specifically referred to the Advisory Board by the Leadership Board.
10. Informing the evolution of Economic Development and Regeneration related activities, taking account of government policy, global trends and capability and capacity in the region.
11. Establishing and engaging in working groups formed to progress specific priorities with the Economic Development and Regeneration work programme.
12. Approve an Annual Report summarising the work of the Board over the previous year for submission to Annual Meeting of the Leadership Board.

Information:

1. The Advisory Board will be chaired by the Economic Development and Regeneration Thematic Lead.
2. One substitute member is permitted for each Constituent Authority.

North East Combined Authority

Economic Development and Regeneration Advisory Board

25 October 2016

Meeting held Committee Room, County Hall, Durham, DH1 5UQ

Present:

Councillor I Malcolm (Chair)

Councillors N Foster, G Haley, G Bell, B Pickard and H Trueman

Co-opted Members G Hall, B Farhat, S Glendinning and S Hanson

35 APOLOGIES FOR ABSENCE

Councillors A Hepple and P Watson and Mr J Walker.

36 DECLARATIONS OF INTEREST

None.

37 MINUTES OF THE PREVIOUS MEETING

The minutes of the previous meeting held on 26 July 2016 were approved as a correct record and signed by the Chair.

38 MINUTES OF THE MEETING HELD ON 31 MARCH 2016

The minutes of the previous meeting held on 31 March 2016 were approved as a correct record and signed by the Chair.

Matters Arising

(a) Perspectives on Inward Investment

- The Advisory Board highlighted the importance of inviting UK Trade and Investment (UKTI) to a future meeting to provide an update on matters such as targets, current and future trade missions, ways for businesses to buy in, involvement of a dedicated officer for the North East and so on.
- The Advisory Board noted that UKTI had been replaced by the Department for International Trade, dividing further into (a) Export Services which linked with the Chamber of Commerce and (b) Inward Investment which linked with the Local Investment Team.
- A Member commented that it was the Local Investment Team in particular that the NECA needed to develop closer links with.

- A Member highlighted the importance of having the right systems in place to ensure enquiries were referred to the right places.
- In relation to the current level of enquires, which was low, a Member suggested that consideration should be given to inviting the Enquiries Specialists to a future meeting of the Advisory Board.
- It was noted that the North East Local Enterprise Partnership (North East LEP), the North East England Chamber of Commerce and partners were working to produce an initial assessment of the impact of Brexit and prepare the region's response to the government. Information on this work would be submitted to a future meeting.

39 **APPOINTMENT OF VICE-CHAIR FOR THE MUNICIPAL YEAR 2016/17**

Submitted: A report of the Monitoring Officer (previously circulated and copy attached to Official Minutes).

Members considered the report which invited them to appoint a Vice-Chair of the Advisory Board for the current municipal year 2016/17.

The Chair asked that consideration should be given to identifying whether provision could be made to allow appointment of a second Vice-Chair and whether the second Vice-Chair could be appointed from amongst the non-local government Members of the Advisory Board.

RESOLVED – That Councillor Neil Foster be appointed as Vice-Chair of the Advisory Board for the current municipal year 2016/17.

40 **ECONOMIC DEVELOPMENT AND REGENERATION – PROGRESS UPDATE**

Submitted: A report of the Thematic Lead for Economic Development and Regeneration (previously circulated and copy attached to Official Minutes).

Members considered the report which provided an update on progress with regard to the key areas within the Economic Development and Regeneration theme.

Devolution Update

Members also received a brief verbal update from the Head of Paid Service on devolution. It was noted that following the Leadership Board decision not to proceed with the consultation on the Governance Review and Scheme pursuant to section 112 of the Local Democracy, Economic Development and Construction Act 2009, the government had withdrawn the legislation for a devolution deal to go ahead.

This is a summary of the matters raised during the ensuing discussion:

- The Chair commented on the importance of continuation of NECA and local authorities working together notwithstanding the entitlement of individual local authorities to hold negotiations with the government. It was also noted that

NECA was a statutory body and it would remain in existence until relevant legislation was issued to the contrary.

- A Member suggested that the government should review the governance model it had asked for as part of the original devolution deal, as it had been one of the key challenges of the deal.
- A suggestion also was made that, until the time an agreement could be reached with the constituent local authorities of NECA, the government should offer the devolution deal funding to the North East LEP, in accordance with the priorities set out in the existing Strategic Economic Plan (SEP).
- Members felt it was important that the dialogue with the government continued.

Economic Development and Regeneration Update

During the consideration of the report, amongst the matters raised in discussion were the following:

- The Chair asked that the Director of Inward Investment should prepare a short briefing note for Members on (a) MIPIM UK and (b) Invest North East England Website, to be circulated before the next meeting.
- The Chair commented on the continuing frustration of the private sector over the apparent disconnect with local government. Although this position was understandable and work should continue to improve joint working, it had been explained to the private sector that it was not realistic to expect local authorities to relocate their economic function into one regional pot.
- Members discussed the position in relation to opportunities for funding. It was noted that:
 - In response to a query about whether there were alternative options being considered to secure sufficient funding to compensate for the lost devolution funding, it was confirmed that other options were being worked on. These were inclusive of a programme of projects that was being prepared for submission to the government for funding.
 - Further information on funding was awaited as part of the Autumn Statement.
 - A Member commented on various difficulties associated with grants, including the lack of permanency, and the need for a careful approach to ensure a collaborative regional solution, including in order to secure grants that were tied up to the area.

RESOLVED – That the report and Members' comments be noted.

Submitted: A report of the Thematic Lead for Economic Development and Regeneration (previously circulated and copy attached to Official Minutes).

Members considered the report which provided information on the refresh of the North East Strategic Economic Plan and Local Growth Fund 3.

Local Growth Fund 3 (LGF)

It was noted that the North East LEP Board would meet this Friday to prioritise projects for submission to the government as part of a smaller programme of projects, which was a consequence of the position with regard to the devolution deal.

The submission was inclusive of three mini-programmes which included skills, business growth and innovation and what had been previously known as the Transport Access Fund. A briefing note on this work would be circulated to Members for information in due course.

North East Strategic Economic Plan (SEP)

In discussion on the work to refresh the SEP, it was noted that:

- There had been many opportunities for partners to get on board as part of the process to refresh the SEP;
- The updated document included deliverables;
- It was envisaged that the document would be finalised by the end of this calendar year;
- Provisions would be made to ensure the document was written in plain English; and
- The document was written to ensure that its parts could be extracted for use by different audiences.

RESOLVED – That the report be noted.

42 FUTURE TOPICS FOR DEEP-DIVES

Submitted: A report of the Thematic Lead for Economic Development and Regeneration (previously circulated and copy attached to Official Minutes).

Members considered the report which aimed to invite and facilitate a discussion regarding deep-dive topics for future meetings.

In discussion, Members suggested that the following topics should be considered at future meetings:

- Success stories, including of the North East LEP
- UKTI
- Impact of Brexit
- Transport
- Key challenges of the region for businesses
- The cost of developments

- Infrastructure, space and related challenges

A comment was also made about the need to ensure a strategic, effective and timely output in relation to the work of the Advisory Board, in line with its Terms of Reference.

RESOLVED – That the deep-dive topics set out above be discussed at future meetings.

43 **DATE AND TIME OF THE NEXT MEETING**

It was agreed that the next scheduled meeting, the 3 January 2017, should be rearranged towards the end of January.

It was also agreed that the meeting should be held in a business location.

The Chair asked that consideration be given to holding future meetings at business locations, including where the North East LEP had been successful.

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North East Combined Authority

Economic Development and Regeneration Advisory Board

DATE: 15 February 2017

SUBJECT: Economic Development and Regeneration – Progress Update

REPORT OF: Economic Development and Regeneration Thematic Lead

EXECUTIVE SUMMARY

The purpose of this report is to provide Members with a progress update for the key areas within the Economic Development and Regeneration theme.

RECOMMENDATIONS

The Advisory Board is requested to receive progress updates and provide views on the development of the regional inward investment function and Regional Investment Pipeline.

1 Executive Summary

- 1.1 The purpose of this report is to provide Members with a progress update for the key areas within the Economic Development and Regeneration theme.
- 1.2 The Advisory Board is requested to receive progress updates and provide views on the development of the regional inward investment function and Regional Investment Pipeline.

2.0 Inward Investment

2.1 Inward Investment 2016/17 (Quarters 1, 2 and 3) Successes

In the first three quarters of this financial year (April-December 2016), in total there were 64 inward investments into the NECA area which will lead to the creation of 5,530 jobs. This contrasts with the full four-quarter year in 2015/16 of 107 inward investments leading to 3,368 jobs. The North East has seen a number of very large job-creating investments this year in comparison to more, smaller investments last year.

This year's successes to date are made up of:

a) Foreign Direct Investment

There were 44 investments leading to the creation of 3611 new jobs, and many thousands safeguarded (mainly from Nissan as a result of the Qashqai and X-Trail announcement). Investors included:

- Teleperformance (Call centre outsourcer)
- Accenture (Software ICT)
- Janus international (Manufacturing)
- Unipress (Automotive)
- Sitel (Outsourcing)
- Convergys (Outsourcing)
- Nissan (Automotive)
- Faurecia (Automotive)
- Smulders Projects (Energy)
- Accord Healthcare (Life Sciences)
- JDR Cables (Energy)

b) Investments by UK-owned Companies from Outside of the Region

There were 20 investments leading to the creation of 1,919 jobs. Companies announcing investments included:

- ResQ (Contact Centre)
- Estover Energy (Energy)
- Fermeda (Life Sciences)
- Amicus ITS (IT Support)

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- Lhasa (Digital)
- Vardags (FPBS)

Q1-3 2016/17 Successes by sector

Sector	FDI	UK Owned from Outside Region	Totals	Total Jobs created (three years)
Digital Creative	1	3	4	217
Software/ICT	4	2	6	616
Financial & Professional Business Services (FPBS)	8	10	18	2947
Energy	4	1	5	530
Life Sciences	2	1	3	121
Automotive	6	0	6	784
Other Advanced Manufacturing	19	3	22	315
Total	44	20	64	5530

2.2 Enquiries

Enquiry levels have been encouraging towards the end of the year with enquiries coming through to the INEE team both through the new website and by an increasing number of DIT leads. This comes on the back of a very quiet period spanning a number of months, due in part to the effect of Brexit. Recent figures provided by DIT show that this pattern of new enquiries dipping dramatically last year matched the national picture.

Current enquiries on the INEE pipeline include both UK and foreign owned enquiries in a number of sectors from life sciences, software, contact centres, automotive and other advanced manufacturing. Recent visits to the region hosted by INEE have included companies engaged in digital media, life sciences, agritech and financial and professional business services.

2.3 Invest North East England Website/proactive work

One way in which the INEE team is planning to increase the size and quality of its investment enquiry pipeline is by becoming a proactive service, actively generating new investment enquiries. A key element of this new approach is the launch of the new INEE website, which launched at the end of October 2016. To complement the website launch, an associated social media campaign is taking place, aimed at generating enquiries from key sectors.

The web site is currently being enhanced with an improved property search function and a new regional 'Soft Landing' package to be launched shortly.

To back up the website, a number of promotional brochures are being produced to provide hard copies (also available electronically) for investors/events etc.

The INEE team is currently procuring a lead generation contractor. It is planned for the contract to commence in early February 2017. The contractor will provide in-market representation for North East England in London and the South East. The focus of the contract is twofold:

- Actively generate new leads for the NE, with a particular focus on software/digital, and financial, professional and business services.
- Work with key London-based intermediaries (e.g. property agents, solicitors, accountants etc.) to ensure they understand the NE offer to companies so they will consider the area for current and future client requirements.

2.4 **MIPIM UK**

INEE had a coordinated stand presence at the UK's largest property investment event, MIPIM UK, which was held in London on 19-21 October. Six private sector partner sponsors attended from the North East along with representatives from NECA's constituent local authorities. As part of the event, there was a business showcase event held with a private/public sector panel discussing key recent property deals and new opportunities available to investors in North East England.

The evaluation report compiled from feedback from the attendees is attached for information.

2.5 **Business Grants**

Since the abolition of One North East in 2012, agencies in the North East seeking to offer grants to secure mobile investment have had four options open to them, all supported by Regional Growth Fund. This included the Let's Grow Fund, the Northumberland Business Grant Fund, national RGF bidding rounds, and Exceptional Regional Growth Fund (ERGF). In the 5 year period since mid-2011, these sources of RGF combined provided grant funding to business investment projects in the NECA area totalling £152m, an average of £30m pa. This includes grants for inward investment and strategic re-investment projects, as well as for indigenous SMEs. However, these important sources of funding are no longer available.

There is no further national RGF funding (or similar) on the horizon following closure of the programme in Autumn 2015. The Let's Grow fund has now spent or committed its full allocation, while the Northumberland Business Grant Fund closed in 2015. Finally, there is no longer a ring-fenced budget for ERF, and this tool is now reserved for highly exceptional projects creating a minimum of 1,000 jobs, so the likelihood of ERF being used to support an investment in the NECA area is low.

A business case was prepared by INEE in the Summer of 2016 with the aim of developing a new grant fund for inward investment projects based on allocations of LGF3 and Devolution deal funding. This is no longer an option.

The lack of any regional grant scheme is becoming a growing concern, particularly as many of the potential inward investors the INEE team are talking to are stating that financial incentives are a key requirement to get on longlists. The North East in this respect does not compare favourably with many other areas including Scotland, Wales and Tees Valley all of which have grant schemes in place.

The INEE team is working with local authorities, the NELEP and others to try to find a solution to this and the Advisory Board will be provided with updates in due course.

3.0 Regional Investment Plan / Project Pipeline

The Economic Development and Regeneration theme has the lead responsibility for coordinating efforts to enhance the region's important economic assets and to develop new ones that will promote growth.

A pipeline of both employment sites and housing sites was developed to underpin this approach. This pipeline informed the North East Local Enterprise Partnerships (NELEP) submission to round 3 of the Local Growth Fund.

The Chancellor's Autumn Statement announced that Local Enterprise Partnerships in the North of England would be allocated £556 million.

Following this, in January 2017 £49.7m Local Growth Fund was awarded to the North East Local Enterprise Partnership. The majority of this funding is to be allocated to the International Advanced Manufacturing Park (IAMP) scheme in Sunderland/South Tyneside, which will secure 5,200 jobs for the North East economy by 2025.

The LEP Board will allocate the remaining resource.

4.0 Potential Impact on Objectives

The information contained in this report and any views put forward by the Advisory Board, will support the NECA in meeting its objectives.

5.0 Finance and Other Resources

There are no specific resource implications arising from this item.

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6.0 Legal

There are no specific legal implications arising from this item.

7.0 Other Considerations

7.1 Consultation/Community Engagement

There are no issues arising from this item for consultation.

7.2 Human Rights

There are no specific human rights implications arising from this item.

7.3 Equalities and Diversity

There are no specific equalities and diversity implications arising from this item.

7.4 Risk Management

There are no specific risk implications arising from this item.

7.5 Crime and Disorder

There are no specific crime and disorder implications arising from this item.

7.6 Environment and Sustainability

There are no specific environment and sustainability implications arising from this item.

8.0 Background Documents

North East Strategic Economic Plan – More and Better Jobs

9.0 Links to Plans in the Policy Framework

This item links to the Strategic Economic Plan and other plans in the Policy Framework.

10.0 Appendices

There are no appendices

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11.0 Contact Officers

Guy Currey, guy.currey@northeastca.gov.uk, 07825 430315;
John Scott, john.scott@southtyneside.gov.uk, (0191) 424 6250

12.0 Sign off

- Head of Paid Service ✓
- Monitoring Officer ✓
- Chief Finance Officer ✓

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Invest North East England
MIPIM UK 19th – 21st Oct 2016

Overview

MIPIM UK took place at Olympia, London between 19th – 21st October 2016 and Invest North East England (INEE) attended with seven Local Authorities plus six private sector partners:

- Citrus Durham
- Carillion-Arlington
- Hanro Group
- Broadoak Asset Management (Quorum Business Park)
- Siglion
- Ward Hadaway

The **INEE stand** (27m²) was located in the central walk-way at Olympia and accommodated two meeting areas, an informal break area, storage space plus tea/coffee making facilities. During the three day event, INEE hosted a business showcase panel and a drinks reception.

The **business showcase panel**, held on Wed 19th Oct, was entitled 'North East England Works for Investors – The Deals and the Opportunities'. It centred on recent property investment deals that had been struck in North East England, why North East England is an attractive place for investors and developers to consider new projects, and the considerable appetite and support available from the region's public sector. Panel Members were Pete Gladwell, Head of Public Sector Partnerships, Legal & General; Patrick Going, Managing Director, Marick Real Estate Ltd; Irene Lucas, CBE, Chief Executive Sunderland City Council and Tom Warburton, Director of Investment and Development, Newcastle City Council.

A **drinks reception** was held on the stand on Thurs 20th Oct, where examples of regionally produced drinks were served. The suppliers for 2016 were Poetic License distillery, Fentimans Botanical Brewery, Sunderland's CBL and Maxim Brewery.

To support the North East offer, INEE produced a **Development Opportunities Brochure** which showcased key development and investment sites in North East England. The brochure included city centre, out of town and Enterprise Zone developments to illustrate the diverse investment sites on offer in the region.

In addition to the Development Opportunity Brochure, the INEE team produced marketing collateral to enhance and promote the key events, hosted by INEE:

- A5 Flyer for Business Showcase and Drinks Reception (this was also produced as a HTML version)
- Press Release (released 11.10.2016)
- E-mail footer and pictures for Social Media
- Branded INEE Cups for hot drinks on the stand

- Branded name badges for delegates
- USB sticks loaded with brochure
- INEE team updated the MIPIM Database with projects / development sites
- INEE team launched their improved website (18.10.2016) which features a section for MIPIM (<https://investnortheastengland.co.uk/development-opportunities/>)

Feedback from partners following MIPIM

Lead Generation / Return on Investment

Feedback from Partners as to the **value of MIPIM** and what they achieved:

- Partners have confirmed that there were significant enquiries / leads made on key sites and contacts made with potential new business partners/clients
- The event was used successfully to raise the profile of the company / development opportunity
- Relationship building was positive both within the NE delegation and with national players
- Intelligence sourcing – attendance at the programme of business showcase events and conference events and seminars were very useful
- Used the event as a platform to arrange meeting outside of MIPIM
- The event was useful to raise the profile of the region working collaboratively, public and private partnership
- From an inward investment perspective (the remit of INEE), MIPIM is unlikely to deliver significant leads for end users/relocating companies. However, two possible leads were made and are being followed up (in addition to the many property/investment leads which will be taken forward by Las/private sector).

Specific Feedback relating to INEE stand / events

Stand

<p>Positives:</p> <ul style="list-style-type: none"> • Good position at Olympia and captured footfall • Stand design and brochure were good quality and liked by majority • Private partners were happy with the size of the logos on the stand • The open sides of the stands made it feel welcoming • Layout worked well with the correct level of seating / meeting areas • Size of the stand was good, for the 	<p>Negatives:</p> <ul style="list-style-type: none"> • Would like to see more images (rolling images) or the use of videos • Look at an improved meeting space area for future years – chairs not stools, higher tables <p>Recommendations:</p> <ul style="list-style-type: none"> • What may add value is an approach with DIT / Northern Powerhouse – The ‘London Corner’ added weight so possibly enter discussions with DIT over a NPH corridor
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<p>amount of delegates (if this changes in future years the size of the stand will need to be addressed)</p> <ul style="list-style-type: none"> Tea/coffee making facilities were good and the branded cups worked well (would do again, with two machines) 	<ul style="list-style-type: none"> Use of images / videos Think of an innovative strategy on how the NE can demonstrate our strengths and create a buzz for the region, utilising the stand. For example, having a VR demo for people to try of one of our NE-developed games is something a little unique and hopefully draws in further interest and engagement To avoid overcrowding on the stand (by partners), a formal rota may help by having one LA rep on stand with the INEE team, at any one time
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Development Opportunities Brochure

<p>Positives:</p> <ul style="list-style-type: none"> Well received by partners and delegates Good level of content and image driven (good quality images helped) 	<p>Negatives:</p>
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Business Showcase

<p>Positives:</p> <ul style="list-style-type: none"> Key Note speakers were very knowledgeable and engaging The discussion was excellent and really promoted the NE in very positive manner The topic was interesting and relevant to MIPIM audience (and examples used were recent) 	<p>Negatives:</p> <ul style="list-style-type: none"> The PA system (or lack of initially for a few minutes) at the business showcase event was very disappointing (this was a ReedMidem mistake) Little footfall to the event The attendance at the business showcase seemed very NE centric Limited promotion prior to event meant it was poorly attended (it was in the conference programme and some leaflets were distributed) <p>Recommendations:</p> <ul style="list-style-type: none"> Additional promotion for future years - look at a different approach to promote the event <u>before</u> MIPIM (i.e. e-mail campaign, more social, mail drop) E-mail delegates prior event (via NE delegates targeting key people / full mail drop) – this may incur additional costs from ReedMidem to acquire full delegate
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	<p>list</p> <ul style="list-style-type: none"> Enhanced proactive in targeting other delegates, handing out leaflets following seminars and drawing attention to the stand/showcase event Using a 'celebrity' host (cost incurred) Research earlier the possibility of a suitable strategic event which is part of the wider programme and therefore promoted widely to all participants including listed in show programme (this would incur further cost)
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Drinks Reception

<p>Positives:</p> <ul style="list-style-type: none"> Overall very positive comments from all Highlight for many of the delegates Was well attended with a good mix of private and public sector attendees, with lots 'out of region' The event was a good opportunity for networking, relationship building 	<p>Negatives:</p> <ul style="list-style-type: none"> Drinks were delivered late to the stand (only just arrived in time) Security guards were overly surly on departure – although the event did go on longer than expected! <p>Recommendations:</p> <ul style="list-style-type: none"> Delegates to be more proactive in inviting people to the drinks reception Possibly look at hosting another on stand event – it was noted that there was a 'lull' around the lunchtimes so possibly look at sandwiches / afternoon tea on the stand as a new way of networking Enhanced proactive in targeting other delegates, handing out leaflets following seminars and even walking around with samples of the gin (from drinks reception) to draw attention and a wider audience to the stand.
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Additional Observations from MIPIM

- As with previous years, those attendees who spent time researching leads prior to MIPIM, using the database to organise meetings and networking prior to the event,

and being proactive when down in London tend to get most out of MIPIM. Feedback from private partners who used the database to segment the delegate list found it of great value.

- INEE stand and delegation worked well in terms of collaboration between all the Local Authorities and the private sector partners - providing a good networking and relationship building opportunity too

Negatives:

- A lot of residential enquiries (particularly Student Housing) and a lot of sales and marketing companies
- PR – Government Ministers failed to visit the stand (were scheduled for both days)

Initial Discussions for 2017 MIPIM UK Planning

MIPIM 2017 will take place in the larger hall at Olympia, INEE have expressed an interest in exhibiting at the event (non-committal at this stage, as budgets need to be secured)

If INEE was to exhibit and take a lead for 2017, some high level discussion points need to be addressed at the initial planning stage

1. Size / Space of the stand

- For the number of partners INEE had this year, the space/size of the stand was adequate
- This may need to be reduced / increased depending on the delegation numbers for future years

2. Private Sector Partnership

- Two of this year's private sector partners have already expressed a strong interest in joining INEE next year at MIPIM UK.
- INEE would seek to secure more partners for future years and engaging with possible partners earlier on in 2017

3. Pre-Networking

- Delegates wishing to get the most out of MIPIM need to use the database and pre-network prior to the event in order to set up meetings and contacts

4. Business Showcase Event

- The topic and the key note speakers worked well and we would look to have a similar topic at next year's event. We need to consider
 - More sophisticated approach to promotion of event prior to MIPIM
 - More proactive at conference handing flyers and engaging with wider audience to attract to Business Showcase
 - Discussion over paying extra for a 45 minute slot (with this added promotion at MIPIM)

Press and Social Media Coverage:

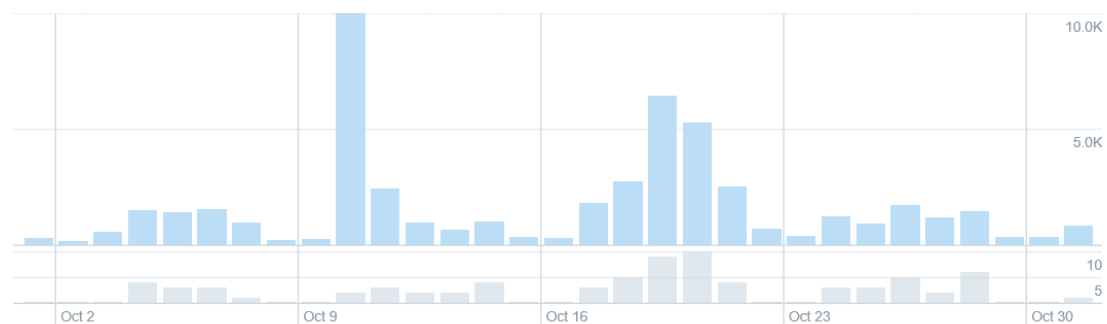
Press Release:

- Featured in the Journal / Evening Chronicle
- Invest North East England
- Make it Sunderland
- Invest North Tyneside
- Invest South Tyneside

Social Media:

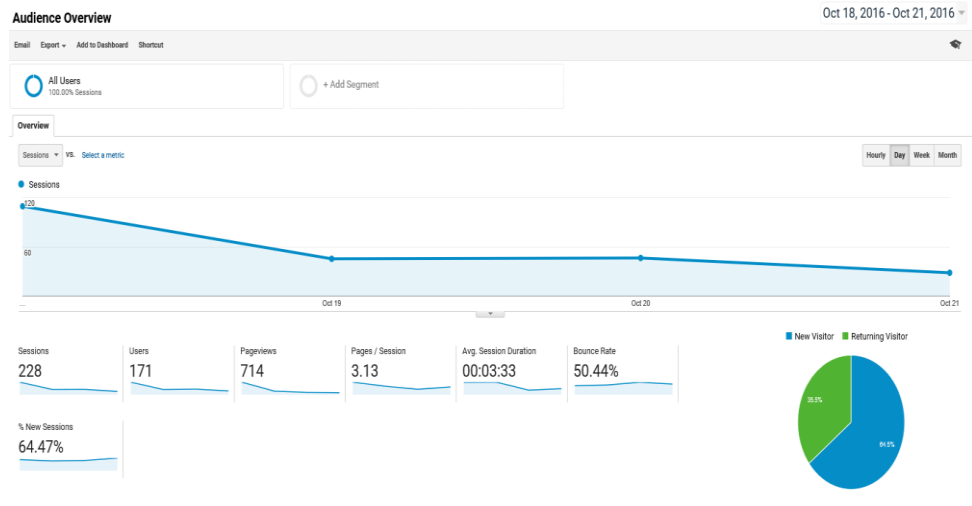
- Social media activity before and during MIPIM UK saw an increase in impressions (46.1K in October 2016 – 20k more than Sept 2016)
- Top tweets and engagements focussed around private sector partners
- Gained 62 new followers during October

Your Tweets earned **46.1K impressions** over this **31 day** period



Website:

- To support MIPIM, INEE and our marketing consultants launched the improved website which features a section for MIPIM UK (<https://investnortheastengland.co.uk/development-opportunities/>)
- The new INEE website was launched on 18/10/2016 which saw a spike in activity, however throughout MIPIM sessions were constant at around 50 sessions per day



Appendix 1 – INEE Stand



Appendix 2- Press release (11.10.2016)

INVEST NORTH EAST ENGLAND SHOWCASES REGION TO THE UK'S PROPERTY SECTOR



Representatives from the North East Combined Authority's (NECA) seven local authorities, Invest North East England, and the region's property and business sectors are showcasing the North East to domestic and overseas investors next week.

They are attending MIPIM UK, the UK's largest exhibition for property professionals that begins on Wednesday 19 and runs to Friday 21 October at London's Olympia.

The exhibition provides opportunities for the region to make connections with major overseas and UK investors and developers, and illustrate the wide range of North East development opportunities.

In the last two years, Invest North East England, together with its seven NECA partners and the UK Government, has helped to attract 204 inward investments into the North East from both foreign and UK-owned businesses and leading to the creation of 9,500 jobs.

MIPIM plays a key part in showcasing the region's strengths and opportunities to potential investors

Guy Currey from Invest North East England (INEE), which has organised and is leading the delegation, said: "This is one of the biggest events in the property industry's calendar so it's important that we take the opportunity to represent the North East and let people know why the region is such an attractive place for investors and developers to base their projects.

"We have a strong tradition in our region of public and private sector collaboration, and it pays off."

Invest North East England will be joined at the event by property developers Broadoak Asset Management, Carillion-Arlington, Citrus Durham, Hanro Group and Siglion, law firm Ward Hadaway, and representatives from the region's local authorities.

Neil Robson, Partner and Head of Property at Ward Hadaway who will be attending with fellow Property Partners Lesley Fairclough and Alex Cox, said: "North East England has a lot to shout about when it comes to the property sector and we are very proud to be able to add our voice to this at MIPIM UK.

"We work with a wide range of private and public sector clients in helping to deliver developments across the region so we recognise this is an excellent opportunity to spread the word about the North East's capabilities to a national and international audience."

North East sites being highlighted to potential investors include the Milburngate development in Durham, Newcastle's Quorum Business Park, projects in Gateshead, Northumberland and North Tyneside, plus South Tyneside and Sunderland's International Advanced Manufacturing Park (IAMP) project.

Speakers from companies including Legal & General and Marick Real Estate will also talk about why they chose to invest in the North East.

Other investment sites being highlighted at MIPIM include:

- County Durham: Durham City Park and Integra 61
- Gateshead: Gateshead Central and Baltic Business Quarter
- Newcastle: East Pilgrim Street and Newcastle International Airport Business Park
- Northumberland: Energy Central in Blyth, and Wansbeck Business Park
- North Tyneside: Indigo Park and Swans
- South Tyneside: Tyne Dock Enterprise Park and Holborn Riverside Office Quarter.
- Sunderland: Vaux and the Port of Sunderland

More than 5,000 people are expected to attend this year's MIPIM which provides a marketplace for British and international investors to meet and discuss forthcoming projects and opportunities.

"During the three days, we'll be hosting a Business Showcase event which will focus on some of the significant property investments and new opportunities here in North East England.

"Our sector strengths coupled with extremely strong support from the region's public and private sector, means we are particularly well placed to cater to investors and developers interested in advanced manufacturing, life sciences, energy, business services and IT / digital opportunities," added Guy.

Investors will be invited to discuss opportunities with the regional delegation throughout the event and at a drinks reception where examples of regionally produced drinks will be provided by Poetic License distillery, Fentimans Botanical Brewery, Sunderland's CBL and Maxim Brewery.

Councillor Paul Watson, Chair of NECA, said: “Inward investment plays an important role in supporting the growth of the North East economy. MIPIM offers an unrivalled opportunity to get in front of leading investors and developers and highlight what we have to offer as a region.

“It’s good to see Invest North East England leading a strong delegation that all focused on the same end goal of more economic growth.”

Invest North East England is the first point of contact for companies looking to invest in the region, and co-ordinates investment enquiries on behalf of the North East local authorities to ensure businesses have access to real-time information. It supports investors with a range of practical relocation support, including advice on availability of land and property, information on the regional economy and workforce, HR support and access to finance.

MIPIM UK is at London’s Olympia from Wednesday 19 to Friday 21 October. Invest North East England will be at stand F30. More details are available on investment opportunities in the North East are available at www.investnortheastengland.co.uk.

Appendix 3 – A5 Double-sided Flyers



The flyer is a double-sided A5 format. The top half has a green background with white and purple text. The bottom half has a white background with green and purple text. A large, faint silhouette of a person stands in the background of the bottom half. The bottom of the flyer has a solid purple bar.

Business Showcase Event

Wednesday 19th October - 13:30

BUSINESS SHOWCASE ROOM

NORTH EAST ENGLAND WORKS FOR INVESTORS - THE DEALS AND THE OPPORTUNITIES

Join our discussion and find out about **recent property investment deals** that have been struck in North East England and why North East England is an attractive place for **investors and developers to consider new projects.**

Panel Members:
Pete Gladwell, Head of Public Sector Partnerships, Legal & General
Patrick Going, Managing Director, Marick Real Estate
Irene Lucas, CBE, Chief Executive, Sunderland City Council
Tom Warburton, Director of Investment and Development, Newcastle City Council

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Drinks Reception

Thursday 20th October - 16:00-18:00

INVEST NORTH EAST ENGLAND STAND - F30

You are invited to join us and our partners at a drinks reception on our stand (F30) for an informal discussion about **development opportunities in North East England** and sample some of our locally produced beverages.



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Appendix 4 – E-Footers

Invest North East England Footer:

We are exhibiting at **MIPIM UK**,
19 - 21st October at Olympia, London.

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**COME AND VISIT US AND
OUR PARTNERS ON STAND F30**



Partner Footer:

We are exhibiting at **mipim** UK,
19-21st October at Olympia, London.

Come and visit us on the
Invest North East England stand - **F30**



Appendix 5 – Final Budget (excl. VAT)

Space at MIPIM	27 m ²	£15,930.00
Stand / Brochure / Project Management	Stand Production, Construction and Delivery	£13,000.00
	Stand Extras (i.e. fridge, furniture)	
	Brochure production and fulfilment	
	Project Management	
	Courier to London for extra stock and return	
Corkage	Corkage and delivery of drinks to stand (drinks provided free by suppliers)	£462.00
Extra tickets for sponsors (over and above stand allocation)	x6	£1,320.00
Contingency (set at £2,000)	Extras through Creo Communications: - INEE branded Cups and stirrers (£248.58) - Tea/Coffee and Cold Drinks (£198.57) - Name badges x 31 (£136.85) - A5 Flyers, additional art work and tent card (£129.87) - Business Card Holder, Sweet Tray, Collection Box (£40.00)	£753.87
Additional Marketing	Steve Brock Photography for Press Release	£81.00
	Total	£31,546.87
Sponsorship (£2,000 each)	6 x £2,000	(£12,000.00)
Total Cost to INEE		£19,546.87

*** does not include INEE accommodation, travel staff time incurred in organising the event*

North East Combined Authority

Economic Development and Regeneration Advisory Board

DATE: 15 February 2017

SUBJECT: Impact of Brexit on North East Businesses

REPORT OF: Economic Development and Regeneration Thematic Lead

EXECUTIVE SUMMARY

The purpose of this report is to provide Members with an overview of the impact of Brexit on the private sector in the North East of England.

RECOMMENDATIONS

The Advisory Board is requested to receive an overview of and discuss the impact of Brexit on the business sector in the North East.

1.0 Executive Summary

- 1.1 The purpose of this report is to provide Members with an overview of the impact of Brexit on the private sector in the North East and facilitate a discussion with Members.
- 1.2 The Advisory Board is requested to discuss and provide views on the findings of the research into the impact of Brexit on businesses to date.

2.0 Impact of Brexit on North East Businesses

- 2.1 Representatives from private sector representative organisations will provide a presentation on the latest findings of the survey work carried out regarding the impact of Brexit on businesses in the North East of England.

3.0 Potential Impact on Objectives

- 3.1 The information provided and any views put forward by the Advisory Board, will support the NECA in meeting its objectives.

4.0 Finance and Other Resources

- 4.1 There are no specific resource implications arising from this item.

5.0 Legal

- 5.1 There are no specific legal implications arising from this item.

6.0 Other Considerations

6.1 Consultation/Community Engagement

There are no issues arising from this item for consultation.

6.2 Human Rights

There are no specific human rights implications arising from this item.

6.3 Equalities and Diversity

There are no specific equalities and diversity implications arising from this item.

6.4 Risk Management

There are no specific risk implications arising from this item.

North East Combined Authority

Economic Development and Regeneration Advisory Board

6.5 Crime and Disorder

There are no specific crime and disorder implications arising from this item.

6.6 Environment and Sustainability

There are no specific environment and sustainability implications arising from this item.

7.0 Background Documents

7.1 North East Strategic Economic Plan – More and Better Jobs

8.0 Links to Plans in the Policy Framework

8.1 This item links to the Strategic Economic Plan and other plans in the Policy Framework.

9.0 Appendices

There are no appendices

10.0 Contact Officers

10.1 John Scott, john.scott@southtyneside.gov.uk, (0191) 424 6250

11.0 Sign off

- Head of Paid Service ✓
- Monitoring Officer ✓
- Chief Finance Officer ✓

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North East Combined Authority

Economic Development and Regeneration Advisory Board

DATE: 15 February 2017

SUBJECT: Export Services for North East Businesses

REPORT OF: Economic Development and Regeneration Thematic Lead

EXECUTIVE SUMMARY

The purpose of this report is to provide Members with an overview of export services available to businesses in the North East of England.

RECOMMENDATIONS

The Advisory Board is requested to receive an update on, and provide views in relation to, export services available to North East businesses.

North East Combined Authority

Economic Development and Regeneration Advisory Board

1.0 Executive Summary

- 1.1 The purpose of this report is to provide Members with an overview of the export services available to businesses located in the North East of England.
- 1.2 The Advisory Board is requested to discuss and provide views on the above.

2.0 Export Services for North East Businesses

- 2.1 A representative of the Department for International Trade (DIT) will provide a verbal overview of the export services available to businesses in the North East.

3.0 Potential Impact on Objectives

- 3.1 The information provided and any views put forward by the Advisory Board, will support the NECA in meeting its objectives.

4.0 Finance and Other Resources

- 4.1 There are no specific resource implications arising from this item.

5.0 Legal

- 5.1 There are no specific legal implications arising from this item.

6.0 Other Considerations

6.1 Consultation/Community Engagement

There are no issues arising from this item for consultation.

6.2 Human Rights

There are no specific human rights implications arising from this item.

6.3 Equalities and Diversity

There are no specific equalities and diversity implications arising from this item.

6.4 Risk Management

There are no specific risk implications arising from this item.

North East Combined Authority

Economic Development and Regeneration Advisory Board

6.5 Crime and Disorder

There are no specific crime and disorder implications arising from this item.

6.6 Environment and Sustainability

There are no specific environment and sustainability implications arising from this item.

7.0 Background Documents

7.1 North East Strategic Economic Plan – More and Better Jobs

8.0 Links to Plans in the Policy Framework

8.1 This item links to the Strategic Economic Plan and other plans in the Policy Framework.

9.0 Appendices

There are no appendices

10.0 Contact Officers

10.1 John Scott, john.scott@southtyneside.gov.uk, (0191) 424 6250

11.0 Sign off

- Head of Paid Service ✓
- Monitoring Officer ✓
- Chief Finance Officer ✓

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