

## **24<sup>th</sup> SEPTEMBER 2018 MEETING**

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### **REGIONAL BUSINESS COUNCIL – MAKING THE CASE FOR MIPIM 2019 – REQUEST OF THE REGIONAL BUSINESS COUNCIL**

### **REPORT OF CCR CITY DEAL, DIRECTOR ON BEHALF OF THE REGIONAL BUSINESS COUNCIL**

#### **AGENDA ITEM: 9**

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##### **Reason for this Report**

1. The Regional Business Council in conjunction with the City Deal Director has developed a case to attend and showcase regional investment opportunities at MIPIM 2019 (March 12-15). Given this marks a potential ‘first’ for the Cardiff Capital Region, this report sets out a case for attendance, supported by the experience, knowledge and networks established through historic participation in the event by Cardiff Council. The proposal also forms an integral part of the Regional Business Council’s emerging wider business plan, which shall be brought forward for consideration and approval by Regional Cabinet in December 2018.

##### **The Cardiff Capital Region Business Council – plan and approach**

2. As a fledging body, the Regional Business Council is increasingly carrying out significant and meaningful work. Established in March 2018, the Business Council, chaired by Neil Brierley, is responsible for engaging with all businesses in order to shape and influence investment opportunities and strong enterprise development. Comprising representatives across business, industry and entrepreneurship; HE, FE and trade and community bodies – the Business Council has a clear purpose and a key role to play in harnessing engagement, energy and opportunity.
3. The Business Council has prioritised three main areas for intervention in order to support, challenge and accelerate regional economic advancement. These have been carefully constructed and shaped by a strong knowledge of

research, insight into key market opportunities and foresight around future trends. They have engaged with influential bodies such as Innovate UK and drawn extensively on their wider network, to shape: Priority 1 – Developing distinction through Marketing/ Branding & Internationalisation; Priority 2) Increasing Influence and Mobilising Networks and Priority 3) Improving Competitiveness through Challenge-led approaches. Work is currently underway to shape the content, deliverables and discrete projects that sit behind these priorities. Sufficient progress is being made to instil confidence and support. Members are engaged and increasingly bringing the resources and expertise of their trade and organisations to the table to make things happen. The Regional Business Council's first Business Plan will shortly be produced and set out objectives, activity and outcomes until 2021.

4. In the process of developing the Business Plan, the opportunity around MIPIM 2019 has arisen. Ideally, the Business Plan would have been developed ahead of making a case for MIPIM, however, part of the remit of the Business Council is to identify and respond to opportunities as they arise. Given the strengthening performance of the Business Council and the potential identified, sufficient confidence exists to merit consideration of the proposal ahead of presentation of the wider Business Plan.
5. Arguably, attendance at MIPIM 2019 to showcase the Cardiff Capital Region and its City Deal, is aligned with all three of the priority objectives that form part of the forthcoming Business Plan, bringing together marketing, potential to broker new international partnerships and increase global competitiveness through new relationships and investment opportunities.

### **What is MIPIM?**

6. MIPIM – Marche International des Professionnels d'Immobilier - is the world's premier real estate event, at which the most influential players from all sectors of the international property industry gather for four days of networking, learning and transaction through premium events, exhibition, conference and peripheral activities. Over the last ten years, cities and regions have leveraged the potential MIPIM offers and it is now regarded as the main international event through which to showcase opportunities to attract inward investment.
7. MIPIM is attended by professionals from across the globe who are engaged with property, land and real estate. From a public sector perspective, the following have had a strong presence at MIPIM in recent years with plans for this to continue (with lifted content):
  - **Bristol and Bath / WECA** - The West of England is showcasing investment opportunities worth at least £10 billion at this year's MIPIM. We are one of the UK's most prosperous regions; over the last decade,

our economic contribution has outperformed the national average. We are recognised by major global investors as a vibrant and attractive location and have recently been chosen as a global hub by Dyson, Oracle, JustEat, Cray Supercomputers and the Airbus Wing Integration Centre. There are four world-class universities in the West of England, producing some of the best graduates in the country and we attract and retain more highly skilled people than anywhere else in England. To meet the demands of our success and growth, we have exciting plans to develop our cities. Building on the success of our Enterprise Zones and Areas, we are ambitious and committed to growing our economy. We will do this through a joined-up plan to build at least 105,500 new homes over the next 20 years. We are also investing in new workspaces and have plans for £10billion of major transport infrastructure to keep our region moving. As part of our ambitious plans we want to build long-term partnerships with investors, creating dynamic places to live and work, at the same time as creating opportunities for long-term yields.

- **Greater Manchester Combined Authority and Manchester Science Partnerships** – a pioneering £18m was secured by the partnership for the second phase of City Labs 2 (within the Manchester Innovation District) and announced at the Manchester Pavilion at MIPIM in 2018.
- **Leeds City Region** – Leeds is returning to MIPIM in 2019, with its programme set to focus on highlighting the strength, success and ambition of the wider region. In view of the region's strength in delivering results for international businesses that have chosen to invest (Burberry, Reed Smith, Perform Group), MIPIM 2019 is seen as 'springboard to invite the world to discover that our region is not just best for business, but best for lifestyle, talent and growth'.
- **City of Edinburgh Council** - The City of Edinburgh Council's Investor Support Team is dedicated to promoting Scotland's capital city at MIPIM as an international investment location while continuing to support and assist existing investors. Actively encouraging and assisting investment and promoting the city as one of the most business-friendly locations in the UK and beyond. In attracting and retaining investors to the city, the investor support team offers a bespoke, tailored soft-landing service that includes:
  - A rapid response to all investor enquiries
  - A single point of contact within the team co-ordinate all aspects of your investment enquiry
  - Comprehensive support and guidance on recruitment, commercial property and market intelligence
  - Fast-track introduction to planning support and other Council Services
  - Assistance to identify availability of relevant business grants, loans and funding
  - Dedicated aftercare serviceThis professional, collaborative approach addresses the needs of investors and businesses alike and facilitates access to a wide range of partners across the city: Scottish Enterprise, Scottish Development International, Edinburgh Chamber of Commerce, property agents and other Council services such as Planning and Economic Development Services.

- **Coventry and Warwickshire LEP** - The Coventry & Warwickshire Local Enterprise Partnership (CWLEP) is an alliance of private and public sector organisations working towards a common, shared purpose: to grow the local economy, attract new jobs and investment, and increase prosperity. Legally incorporated in 2011, CWLEP has become a powerful platform for achieving its ambitions. With strong links to the business community and considerable public sector insight and influence, we're perfectly positioned to bring key influencers together to forge productive relationships and make things happen. In fact, the CWLEP and its regional advocacy partner, CW Champions, have secured more than £360m in public and private sector funding for the local area to date. This funding has allowed us to drive forward key projects in priority areas such as transport, small business support and skills training, and work closely with the region's biggest employers to encourage further investment and expansion within Coventry and Warwickshire.
  - **Invest Liverpool** - We are the investment promotion agency for Liverpool. We're committed to attracting investment and growing your business. We aim to support and accelerate the city's growth and build a sustainable economy. As part of our free and bespoke services, we offer a broad portfolio of support to companies interested in growing or establishing their business in Liverpool. Liverpool is at the centre of the UK's second largest regional economy with access to six million customers. Our economy is worth more than £121 billion and 252,000 businesses. We're strongly connected to global markets. Multinationals are already investing in our business friendly and cost competitive environment. Entrepreneurs and emerging talent are drawn to Liverpool by market opportunities, business benefits and an outstanding quality of life.
  - **Midland UK** - The West Midlands Growth Company (WMGC) will help to create new jobs, expand existing businesses and attract new businesses and investment to the region, aligned to the ambitions set out in the West Midlands Combined Authority (WMCA) Strategic Economic Plan.
8. All of the above regions have sophisticated campaigns with clear 'scale' investment propositions. There is a coherent message to the investor market and associated high quality collateral to assist in articulating targeted opportunities in their regions. In addition to the above, other smaller cities and regions such as Derby, Nottingham, the Black Country and London Boroughs have a similarly strong presence at MIPIM. Aside from UK cities and regions, more than 100 countries and 500 global cities send delegates to MIPIM, with the UK, France, Germany and Belgium leading the way. The delegation from US Cities in 2018 was also up 10% on the previous year. MIPIM reports that investment from Asia has grown in recent years, increasing investment in Europe 96% year-on-year. The Asian delegation at MIPIM represents around 15 countries.

9. There is a time imperative associated with this. The Cardiff Council launch for MIPIM is on 18 September and this will be an opportunity to begin wider positioning around the Cardiff Capital Region. In addition, space is fast filling up, tickets are selling quickly with prices rising and there is a short window of opportunity to make the progress needed.

### **The opportunity for the Cardiff Capital Region**

10. MIPIM offers the Cardiff Capital Region significant potential to:
  - a. Showcase the skills and investment potential of the region to over 26,000 participants, including circa 5,000 investors
  - b. Identify potential partners from over 4,800 developers
  - c. Gain international exposure via circa 500 journalists
  - d. To also see what other Regions across the UK are doing
11. Cardiff Council is a seasoned MIPIM attendee and has reaped the benefits over several years with MIPIM being the backdrop to a number of high-profile investments secured in recent years. Cardiff has long promoted its plan to attend MIPIM 2019. The Regional Business Council has identified an important opportunity to begin establishing a wider CCR presence at MIPIM 2019 and as this would be a first venture for the region, the opportunity is to piggyback on Cardiff's established form and effectively buy into an existing package of experience, support and know-how that would show-case Cardiff Capital Region to best effect.
12. Cardiff Council has a dedicated Events Team working on MIPIM 2019 and so there is specialist support available for the regional venture. In addition, the services of an experienced and specialist private sector consultancy has been secured to optimise the opportunities of attending and participating; to develop content and resources and to ensure all efforts are made to maximise reach and the potential for Return on Investment (ROI). At the conclusion of the event, a full evaluation report will be developed, setting out the benefits and returns of participating in MIPIM 2019.
13. As an inaugural venture, and given the short window in which to develop the high-order materials and 'product' required – the example of others demonstrates that timing and maturity of the proposition are important factors. Our brand identity, elevator pitch and core proposition are not well developed enough for a standalone CCR offer. Instead, the plan is to align the Cardiff and wider CCR brands, identify and promote shared marketing and investment propositions and to develop common messages and materials. This will derive mutual benefits and enable a balanced approach to showcasing the distinct features and 'offer' of the capital city, alongside promoting the wider richness,

vibrancy and invest-ability of the wider Capital Region. In so doing, the significant task of attending is made more manageable and deliverable for CCR; recognising our relatively embryonic standing as a brand. At the same time, it will fuel our ambition for a stronger profile, reputational enhancement and improved global connections and credentials. It sends a clear message to the market that in key ways we are stronger as a Capital Region and that there are interdependent and connected opportunities for growth, advancement and scale, by selling the bigger stage and picture.

14. With the opportunity, comes a significant challenge. This is more than 'dipping our toe into the water'. Whilst it's a first endeavour of this kind for CCR, it does not mean expectations and aspirations should be low. The experience of other regions demonstrates 'non-attendance is better than ill-considered attendance' since the stakes are reputational value. The consideration for CCR is therefore more than just being prepared with good branding, marketing, a colourful stand and a clever pitch. There has to be substance; real and right now scale propositions that are embedded in our strategy, features of our delivery pipeline and can be evidenced on a map. This goes to the heart of the 'asks' and 'offers' of City Deal. Beyond MIPIM, the developmental and preparatory work that will take place will strongly equip CCR for further national and international opportunities and showcases – ensuring we have style and substance.
15. Whilst there are clear risks and challenges presented in attending and adequately preparing to attend, the Business Council contends that the bigger risk is in failing to show at all. In order to market and sell itself as a credible region, capable of attracting inward and overseas investment, a properly organised presence, supported by strong strategic intent is vital. A failure to show sends a message that despite securing the UK's largest City Deal, the region is not open for business and we risk our profile and reputation lagging behind the rest of the UK and Europe.

### **The costs and the benefits**

16. In order to attend MIPIM and secure a stand in the Palais de Festivals, develop marketing materials, key resources and support to run fringe events is estimated, aside from its own investment, Cardiff Council seeks contributions from partners, spanning the public and private sectors, achieving corporate and business sponsorship and endorsement in the main. In order to establish a relevant and meaningful foothold for CCR and City Deal, the estimated required contribution is £30,000. Already, the Business Council has garnered interest from within its membership and beyond in sponsorship and endorsements. This shows that the ability to attract such sponsorship will be significantly greater if the MIPIM presence is more reflective in key parts, of the wider Capital Region.

To date, the Cardiff Business Improvement District is signed up and financial contributions from private sector partners have been secured.

17. In terms of ROI, the nature of such events are often at first, intangible. It is unlikely that any new attendee at MIPIM leaves Cannes with a raft of deals! However, as the experience of other regions clearly demonstrates and as reinforced by Cardiff's own involvement and successes in recent years, the opportunity is to build a bank of new contacts and potential leads, to connect with sovereign wealth and philanthropists; to understand what investors are looking for and to leverage global Welsh connections and share and explore inter-regional and inter-continental links. The real works begins on arrival back in Wales, where the process of converting interest and speculative discussions into real prospects, begins.
18. This process of follow-up and follow-through - converting and building upon leads and networks will feature prominently in the Business Council's Business Plan. In terms of attendance and preparation, there is a need for Regional Cabinet to nominate key leads (aligned to portfolio lead for Business) to work with the Business Council, Cardiff Council and the City Deal Director to develop the proposition and carry out the activities necessary.
19. It is suggested that the £30,000 be approved in principle, subject to receipt and approval of the wider Business Plan of the Regional Business Council. The £30,000 will be made as a direct contribution to Cardiff Council and will secure a package of support consistent with CCR's ambitions. The contribution will be made on an 'open book' basis and a breakdown of the costs and the wider package secured will be shared with the Regional Cabinet once secured and agreed.

### **Reasons for Recommendations**

20. The reasons for the recommendations are:
  - MIPIM 2019 presents a real opportunity to showcase the region as an investment proposition, linked to the already established strong capital city brand, in a way that minimises risk; creates strong brand alignment and maximises the opportunity to deliver with purpose and intent;
  - To support the good endeavours of the Regional Business Council and the meaningful progress they are making around engagement, identifying opportunities linked to their emergent business plan and using their own assets and resources to enhance the reputational profile and status of the region;

- To create an understanding that a significant amount of preparatory work must now be undertaken. This work is not limited to the easier tasks around marketing, pitch and style. It goes to the heart of the City Deal's core investment propositions, delivery pipeline and its scale proposals; and,
- To bring together a small team – comprising regional cabinet lead, lead officers, members of the Business Council and the CCR Director, to make the progress necessary in the shortening window of opportunity between now and March 2019.

## **Financial Implications**

21. At its meeting of the 26<sup>th</sup> March 2018, Regional Cabinet approved its Annual Business Plan in respect of 2018-19, which also included a range of budgets required to support the planned activity for that year. The Wider Investment Fund 'Top-Slice' budget was established by setting aside 3% of the total investment fund (HM Treasury grant funding) on an annual basis and is, in part, used to cover the costs and/or financial contributions to regional bodies.
22. The 2018-19 budget includes an allocation of £50,000 in respect of the Regional Business Council (RBC), however, drawdown is subject to:
  - a. Regional Cabinet approving RBC's business plan;
  - b. Regional Cabinet being content that RBC's Terms of Reference are clear in terms of the support and value they will add to furthering the objectives of the City Deal;
  - c. The Accountable Body putting in the place the necessary grant agreements and related schedules in respect of any approved City Deal funding.
23. HM Treasury grant funding is 'passported' via Welsh Government and the terms and conditions attached to this funding were approved by Regional Cabinet in 2017/18. In summary, these outline:
  - The funding must be used solely to support the objectives of the Cardiff Capital Region City Deal (CCRCD) through the implementation of projects and schemes agreed by the Regional Cabinet in accordance with the arrangements set out in its Joint Working Agreement (JWA), Wider Investment Fund, Assurance Framework and JWA Business Plan;
  - That CCRCD must comply with the European Commission's State Aid Rules and that any goods and/or services bought by CCRCD must be purchased in a competitive and sustainable way so as to demonstrate best value in the use of public funds.
24. The report outlines that the RBC was established in March 2018 and is in the process of preparing its formal business plan. Furthermore, Regional Cabinet are yet to see and approve their Terms of Reference, to the extent these are

directly aimed at supporting the objectives of the CCRCD. It understood that these documents will be brought forward for consideration in December 2018.

25. Whilst an in-principle approval seeks to support the RBC's endeavour to respond to key opportunities as these arise, it does create a risk, in that legal commitments will be entered into with the expectation that the business plan and the Terms of Reference are acceptable to Regional Cabinet. Furthermore, it anticipates that the RBC will be prepared to enter into any grant agreement deemed necessary by the Accountable Body to protect the interests of the Regional Cabinet and to ensure that expenditure incurred fully complies with funding conditions.
26. In awarding HM Treasury funding, Regional Cabinet must satisfy itself that any such funding is used to directly contribute to supporting the objectives of CCRCD. The business plan will need to clearly demonstrate this, as well as amongst other things, articulate the council's legal structure, status and that it is capable of financially sustaining itself to deliver its intended outcomes. Further details in this regard are outlined in the Legal Implications section of this report.
27. Finally, this initial allocation is to be managed via Cardiff Council, which is necessary to ensure compliance with the funding terms and conditions in relation to State Aid and procurement rules, as outlined above.

### **Legal Implications**

28. The Joint Working Agreement in relation to the delivery of the Cardiff Capital Region City Deal, concluded on 1.3.17, envisaged the CCRCD Regional Cabinet would establish a group known as the Regional Business Council. The Regional Cabinet has not established such a group but a Regional Business Council ('RBC) has been established by third parties.
29. It is understood that the RBC will submit to the Regional Cabinet (i) its Terms of Reference for information and (ii) for approval the RBC's business case (or part thereof) addressing the; consultative, advisory and supportive role that the RBC propose to provide to the CCRCD. In return the RBC would seek funding from the CCRCD to fund such activities. Legal Services are instructed that such matters will be considered in a future report to Regional Cabinet. Further information is required from RBC to understand how the mechanics of any proposed arrangement would work in practice. By way of example only, what legal person /entity would receive any such funding and enter into any legal obligations imposed in respect of any grant or other funding that the CCRCD may agree to provide.
30. It is understood that at this stage a conditional decision only is being sought to provide the RBC with funding to support its aspirations in respect of MIPIM 2019, as detailed in the report. The conditions being that any such funding decision is subject to the CCRCD approving the RBC's terms of reference and business case and with the funding being paid direct to Cardiff Council .

31. If funding is agreed then consideration will need to be given to the terms and conditions that the CCRCD would attach to such funding, to ensure compliance with , amongst other matters the HMT and WG funding conditions, which in turn govern the CCRCD funding. Other matters such as potential conflict of interest would also need to be considered, as regards any attendance of RBC members at MIPIN, which are funded from CCRCD monies. Further, if the proposal is dependent upon agreement and or funding from other parties, then the willingness of such other parties will need to be secured to the proposal along with their requisite funding contribution. The CCRCD funding, if approved, should be made conditional upon the same.

### **Future Generations and Wellbeing Considerations / Well-being and Equalities Assessment**

32. Consideration to aspects concerning the Future Generations (Wales) Act 2015 and Well-being and Equality are described in Appendix 2.

### **RECOMMENDATIONS**

It is recommended that the Cardiff Capital Region Joint Cabinet:

- a) Approve an allocation of up to £30,000, from the 2018-19 budget approved in respect of the Regional Business Council to support the activity of the Regional Business Council, to secure a CCR presence at MIPIM 2019, in collaboration with Cardiff Council, WG, private sector partners and sponsors. The allocation is subject to receipt and approval of the Business Council's full Business Plan which shall be received in due course;
- b) Note that the allocation will be managed via Cardiff Council to ensure compliance with the funding terms and conditions and to observe all other regulations that govern public funds in securing the required package for CCR. This will be carried out on an open book basis and the full breakdown of costs and the detail of the package will be reported back once understood and agreed;
- c) Agree to delegate authority to the City Deal Director in consultation with the Cabinet Lead for Innovation & Business, Cllr Peter Fox, to convene a small group, comprising Business Council representatives, lead officers and the City Deal Director, to work with Cardiff Council colleagues to develop the detail, agree attendance, the wider package and deal with all associated matters relating to this proposal ; and,
- d) Note, endorse and contribute as required to the preparatory work needed, to ensure CCR has a strong, credible and compelling proposition to showcase at MIPIM 2019.

**Kellie Beirne**  
**Cardiff Capital Region City Deal Programme Director, on behalf of the Regional**  
**Business Council**  
**18<sup>th</sup> September 2018**

The following Appendix is attached:

**Appendix 1: Future Generations Evaluation RBC MIPIM**

## Future Generations Assessment Evaluation

<b>Name of the Officer completing the evaluation:</b>  <b>Kellie Beirne</b>  <b>Phone no: 07826 9219286</b> <b>E-mail: <a href="mailto:kellie.beirne@cardiff.gov.uk">kellie.beirne@cardiff.gov.uk</a></b>	<b>Please give a brief description of the aims of the proposal</b>  Setting out a case on behalf of the CCR Regional Business Council, to develop a CCR presence – alongside that of Cardiff Council – at MIPIM 2019.
<b>Proposal: Making the case for MIPIM</b>	<b>Date Future Generations Evaluation form completed: 14 Sept 2018</b>

**1. Does your proposal deliver any of the well-being goals below?** Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal.

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs	The proposal relates to building the brand, comparative advantage and profile of the region in a global context	The proposal has been led and shaped by the Regional Business Council. This demonstrates partnership, collaboration and a business-led proposition based on strong knowledge of regional strengths.
<b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)	Not directly applicable at this early stage.	
<b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood	Developing the conditions, through new links and networks – and opportunities for future engagement – will make a contribution to prosperity, which in turn will support wellness and wellbeing.	

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected	The report seeks to position our region and its competitive strengths – economic and wider and will seek to yield demonstrative legacy benefit for the country as a whole.	ROI assessments and expert advice on how to leverage opportunities and optimize the time and contacts made
<b>A globally responsible Wales</b> Taking account of impact on global well-being when considering local social, economic and environmental wellbeing	Attending MIPIM to promote the CCR will see us play a stronger part in developing the economic wellbeing of our region and country, thus impacting social and community objectives. It will help make our country feel more connected and outward looking.	Develop the legacy impact of the event, sustaining new connections, sharing great practice and potentially securing propositions and deals that support economic growth.
<b>A Wales of vibrant culture and thriving Welsh language</b> Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	Our City Deal is uniquely Welsh – but pitches towards being world leading in areas of competitive strength. This enables a strong reflection on our rich culture and heritage.	
<b>A more equal Wales</b> People can fulfil their potential no matter what their background or circumstances	City Deal is about delivering as far as possible across 10 LAs and a population of £1.5m people. It is about economic gains – but importantly how this will convert as tools for improving people’s lives.	

2. How has your proposal embedded and prioritized the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Long Term</p> <p>Balancing short term need with long term and planning for the future</p>	<p>Attendance at MIPIM starts to build and enhance the reputational profile of the region – the benefits of which should demonstrate longevity and added value</p>	
 <p>Collaboration</p> <p>Working together with other partners to deliver objectives</p>	<p>The event is being shaped through a consortium approach comprising partners, the 10 LAs, including ‘lead’ LA Cardiff Council and business sponsors.</p>	<p>Much of the involvement will be coordinated through the Regional Business Council to maximize reach and impact and benefits for businesses in the region.</p>
 <p>Involvement</p> <p>Involving those with an interest and seeking their views</p>	<p>Engagement events will be staged in the run up to the event.</p>	
 <p>Prevention</p> <p>Putting resources into preventing problems occurring or getting worse</p>	<p>Ensuring we have strong trading relationships post-Brexit will be critical to our economic viability in the medium and long-term</p>	
 <p>Integration</p> <p>Considering impact on all wellbeing goals together and on other bodies</p>	<p>MIPIM is an investment that seeks to yield returns for current and future generations.</p>	

**3. Are your proposals going to affect any people or groups of people with protected characteristics?** Please explain the impact, the evidence you have used and any action you are taking below.

<b>Protected Characteristics</b>	<b>Describe any positive impacts your proposal has on the protected characteristic</b>	<b>Describe any negative impacts your proposal has on the protected characteristic</b>	<b>What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?</b>
Age	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	None arising at this time.	
Disability	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Gender reassignment	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Marriage or civil partnership	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Pregnancy or maternity	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		

Appendix 1

<b>Protected Characteristics</b>	<b>Describe any positive impacts your proposal has on the protected characteristic</b>	<b>Describe any negative impacts your proposal has on the protected characteristic</b>	<b>What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?</b>
Race	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Religion or Belief	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Sex	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Sexual Orientation	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Welsh Language	The proposal is about attendance at an international event. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all and in particular, raise the international profile of the Welsh language	Not at this time but the situation will be kept under review.	

**4. Safeguarding & Corporate Parenting. Are your proposals going to affect either of these responsibilities?**

	<b>Describe any positive impacts your proposal has on safeguarding and corporate parenting</b>	<b>Describe any negative impacts your proposal has on safeguarding and corporate parenting</b>	<b>What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?</b>
Safeguarding	Not directly relevant –however, building the future economy should have a profoundly positive impact on ability to safeguard the future of our residents		
Corporate Parenting	Not directly relevant – however building strength in the economy should create opportunities for all of the young people entrusted in our care		

**5. What evidence and data has informed the development of your proposal?**

- Evidence and data from other cities, regions and countries
- Evidence from Cardiff Council and their previous endeavours

**6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?**

*The proposal will continue to be shaped over the coming weeks and months. This is being delegated to the City Deal Director in conjunction with the Cabinet lead for Innovation and Business. The process will be an iterative one and this will be reflected in the continued work across City Deal, the business council and the wider business community.*

**7. MONITORING: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.**

<b>The impacts of this proposal will be evaluated on:</b>	<b>Following the first meeting of the sub-group in October 2018</b>
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