

S-PA Members Meeting Minutes [19 September 2018]

Location: CMS Cameron McKenna Nabarro Olswang LLP | 1 South Quay | Victoria Quays | Sheffield S2 5SY

Time: 5:00pm-7:00pm

Attendees:

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|---|---|
| 1. Arup – Jim Bell | 12. NG Bailey – Chris Catterick, Ian Marron |
| 2. BAM Construction – Paul Cleminson | 13. Monaghans – Steve Bird |
| 3. BDP – Mihalis Walsh, Rod Vann | 14. Quest Property – Matt Stephens |
| 4. Cheyne Capital – Owain Thomas | 15. PwC – Lee Wilkinson |
| 5. CMS – Tanya Holt, Carol Davies | 16. Scotfield Group – Gerald Duniec |
| 6. Coda Planning – Adam Murray | 17. Shoosmiths – Kellie Hatton |
| 7. Counter Context – Alexis Krachai, Christof Turzynski | 18. Taylor & Emmet – Neil Riley |
| 8. Henry Boot – Simon Griffiths | 19. Vinci Construction – Keith Shivers |
| 9. HLM Architects – Alan Taylor | 20. Wake Smith – Neil Salter |
| 10. Jefferson Sheard Architects – Mike Hall | 21. Whittam Cox Architects – Nick Riley |
| 11. Irwin Mitchell – Danny Revitt | 22. WT Partnership – Luke Barker |

Guests:

1. Museums Sheffield – Kim Streets, Grace Brierley

Apologies:

- | | |
|---|---|
| 1. Anderton Gables – John MacMillan | 7. RLB – Matt Summerhill |
| 2. J F Finnegan – Heidi Haigh, Nick Gillott | 8. Sheffield City Council – Nalin Seneviratne |
| 3. Kier – Julie Steward | 9. Sheffield Hallam University – Mark Swales, Dan Ladbury |
| 4. Mott MacDonald – Ian Hurst, John Bowes | 10. Sheffield Property Association – Martin McKervey |
| 5. NG Bailey – John Hodgson | |
| 6. Network Space – Simon Peters | |

Agenda:

1. **Welcome**
2. **Apologies**
3. **Operational update (Alexis Krachai)**

Chief executive Alexis Krachai provided an introduction and a brief overview of the plans and actions that Association had carried out over the last couple of weeks. This included:

- City Buzz Features – These articles had been initially selected from developments and projects proposed by the Executive but it was agreed that this would be extended to the wider membership. It was agreed that an email would be sent to the wider membership, encouraging any interested organisations wishing to showcase or celebrate projects in Sheffield to get in touch and register their interest as content for future articles.
- PRS Response – Alexis confirmed that the submission of the official stance of the Association on the PRS issue was in the final stages and would be submitted to John Mothersole in the new few weeks.
- Tier 2 Cities relationship – It was noted that an invitation had been extended to Edmonton as part of a reciprocal offer which was designed to help build the profile of Sheffield and further relationships between the cities.

- LPA visit – The LPA’s informal visit was briefly discussed and its intention as a way of strengthening relationships between the two organisations and building deeper relationships with those in the capital.
- Sheffield Star supplement – It was confirmed that the 8 page supplement would be published on Wednesday 26th September containing much of the S-PA’s proposed manifesto.
- Rotherham Event – Alexis confirmed that this event had been provisionally scheduled for 4th December, focusing on “the power of economic of economic collaboration across borders”. It was discussed the provisional attendees included Julie Dore and Chris Read and that the Estates Gazette had demonstrated interest in covering the event. It was agreed that the Secretariat would circulate details of this event to the wider membership once the details had been finalised.
- McKinsey report – Alexis also introduced the wider membership to the idea of commissioning a report by McKinsey on how Sheffield should look to grow assertively in its role as a Tier 2 City. This would look to build on initial conversations born through the hosting of the Tier 2 Cities Dinner at MIPIM 2018. It was noted that the cost of this was likely to be substantial, though this would be addressed once the actual cost was received.
- Formally constituting the organisation – The idea of formally constituting the Association as a Limited Company was raised, with it being agreed that Neil Salter would begin to look into the legal groundwork to ensure that that the process could be completed and implemented by the start of 2019. This process arose as a result of the potential for increased paid work for the Association in the upcoming months.

4. Museums Sheffield Presentation (Kim Streets & Grace Brierley)

Alexis Krachai introduced the guest speakers, Kim Streets, Chief Executive of Museums Sheffield and Grace Brierley, Partnership Development Officer at Museums Sheffield to share their proposal for sponsorship for an event in early 2019. To view this presentation in full, see *appendix 1*.

The proposal related to a 150 person event to be hosted at Two Temple Place in London which was earmarked to take place on the 28th February, marking the start of the 2-week run up to MIPIM 2019. The event would be linked to an exhibition and celebration of the works of artist John Ruskin, who was heavily connected throughout his life with the city of Sheffield. Grace also outlined the possibility of hosting an exclusive sponsors’ pre-launch event for the exhibition in Sheffield, which the S-PA would receive approximately 100 invitations to.

The approximate cost of this package was £25,000 and included the following:

- Sheffield in Focus event in Two Temple Place
- Exclusive sponsors’ pre-launch event (prior to official Ruskin and Science exhibition launch).
- Ruskin & Science Exhibition Sponsorship

It was discussed that the London event would provide an audience both in the capital and at an international level, by creating an opportunity to showcase Sheffield and its culture and offerings through a high impact, ambitious exhibition. It would also be an opportunity to further forge links in the capital and reach new and influential demographics. Further opportunities were also available in the city of Sheffield itself through branding and marketing possibilities, including having the Association’s logo on the front of prominent locations such as the Millennium Galley at the Arundel Gate and Winter Garden entrances. It was noted these subsequent events would look to build on discussions and momentum generated by the event in the capital. It was agreed that the Association would look to make a decision on this by the 28th September, with the membership voting on the proposals.

5. Plans for MIPIM 2019

Executive member Nick Riley of Whittam Cox, then addressed the audience about the importance of MIPIM and the plans that were envisaged for the event in 2019. To view his presentation in full, please see *appendix 2*.

He noted that while demonstrating confidence and connecting with London was vitally important, MIPIM was increasingly a focal point and unique platform for Property and the Property Industry. While the event presented massive opportunity, it also presented massive challenges, due to the intensely competitive environment from the

different cities and companies in attendance. Nick also outlined what he saw as the main reasons for attending the event which were as follows:

- Building Profile and Visibility
- Doing Business
- Meeting People and Networking
- Generating Credibility (creating events that people want to attend)

Nick also reflected on the S-PA's inaugural MIPIM in 2018 and its successes. This included:

- Launching the Investor Prospectus
- Tier 2 Cities Dinner
- Building relationships with the LPA (considering the importance of London)
- Chartering the DSA flight
- Hosting the S-PA drinks reception (and attracting a large, external audience)

The discussions proceeded to MIPIM 2019, with Nick outlining the proposed working budget of £30,000 for the duration of the week, which including costings for events and advertising opportunities. In terms of advertising, two proposals were presented:

- The first related the sponsorship of hoardings directly outside the entrance to the Palais. The cost of €9,000 was approved by the Executive as a cost-effective way of having a visible profile and catching a high footfall as all the attendees with MIPIM passes would need to pass these hoardings multiple times a day to enter the central hall where the majority of exhibitions took place. It was discussed that the message which would be projected would need to be determined (whether this simply stated "S-PA", or looked to incorporate the wider city such with "Invest in Sheffield").
- Creating a 3D Sheffield sign that would sit in the Parvais outside the Palais compound. There would be the possibility of including member organisations on the bottom of the sign who could also contribute outside of the S-PA's funds to secure a spot and offset some of the cost that is required. Cost – €13,800 subject to design.

Finally, the remainder of the money would set aside for events, speaking opportunities and dinners – the contents of which would likely be determined through input from the MIPIM working group, S-PA Executive and wider membership.

6. AOB

Alexis Krachai closed out the meeting by thanking attendees for coming and listening to the proposals. He noted that there were now 2 free spaces on the Executive due to members stepping down. It was agreed that nominations would be sought for suitable replacements from the wider membership which would be subject to a vote. It was noted that the Secretariat would put together a criteria for Executive members, prior to circulation. There was also a final call regarding the Challenge Team with expressions of interest being asked for by Friday 28th September.

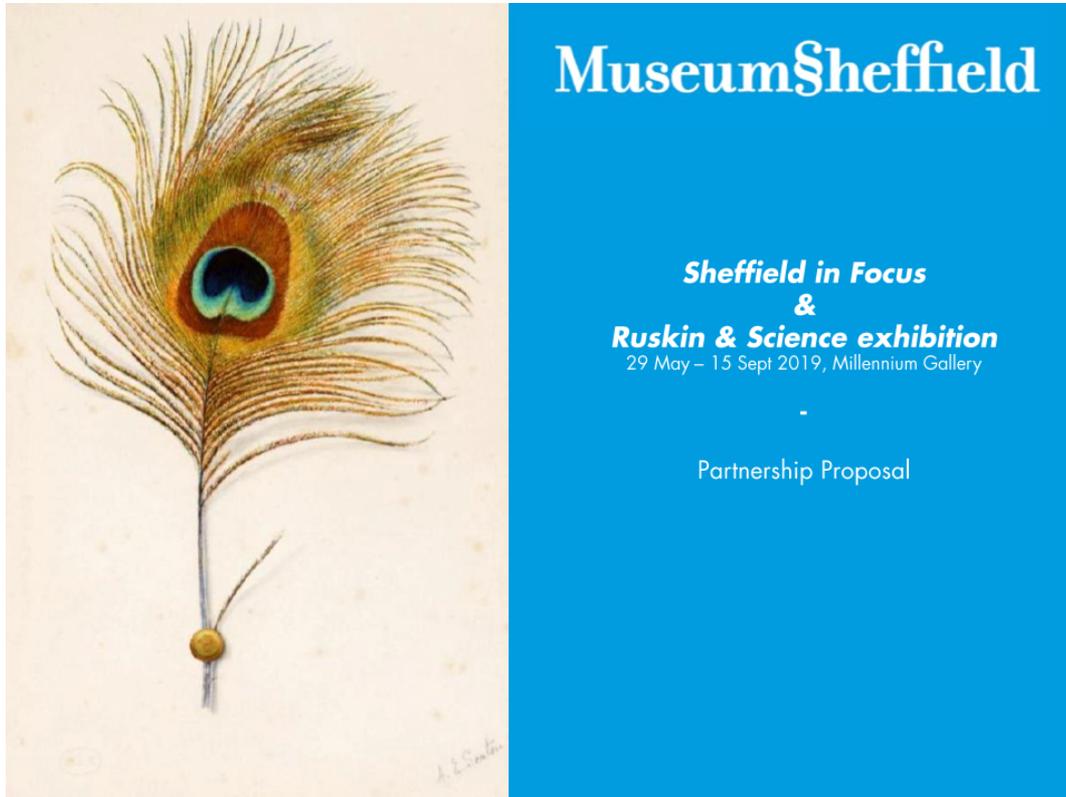
Actions:

1. Send out email to membership inviting nominations for the 2 currently vacant Executive positions. **(Secretariat to action).**
2. Send out a final reminder to those that wish to join the Challenge Team. **(Secretariat to action).**
3. Secretariat to circulate details of Rotherham event once finalised. **(Secretariat to action).**
4. Begin groundwork to formally constitute the association as an Ltd company by the start of 2019. **(Neil Salter to action).**
5. Consider how best to leverage opportunities with council surrounding investment prospectus. **(S-PA Executive to action).**
6. Vote on the sponsorship of the Two Temple Place event by 28th September. **(S-PA to action).**

7. Send email out to wider membership inviting them to submit schemes and developments for inclusion in City Buzz articles. **(Secretariat to action)**.
8. Confirm advertising options for MIPIM 2019. **(S-PA to action)**.
9. Determine MIPIM event schedule. **(S-PA to action)**.
10. Share McKinsey report costs once estimate received **(S-PA to action)**.

Date of next meeting: 15.11.18, 5-7pm. Venue – Arup, 3 St Paul's Place, Norfolk Street, Sheffield S1 2JE

Appendix 1 (click to view):



Appendix 2 (click to view):

