

Day Four – Thursday

Ironically today is World Sleep Day. Fancy that.

The Sheffield Property Association (S-PA) is being represented at MIPIM by its members including: Anderton Gables, Arup, Bond Bryan, CMS, Coda Planning, Colloco, Counter Context, Crossbow Investments, CTP, Finnegan, HLM, Irwin Mitchell, Monaghans, Network Space, Rider Levett Bucknall, Scarborough International, Sheffield Hallam University, Shoosmiths, Turner and Townsend, Urban Splash and Whittam Cox Architects.

Special mention to Quest Properties who have also being part of the S-PA delegation but somehow slipped off the radar during the production of previous bulletins.

SIPA Members Delegation



Yesterday

Day 3 at MIPIM saw S-PA members involved in countless meetings and conversations. It was evident that the profile of the Association is proving to be a useful calling card for those of us looking to draw investment into Sheffield.

Dan Ladbury from Sheffield Hallam University drew a large crowd to the SCR apartment as he set out the university's

vision for their campus. Sheffield has brought a number of high profile schemes to Cannes this year but the masterplan for Sheffield Hallam University has arguably garnered the most attention. At the last count Dan has had over 10 conversations with genuine investors who have shared their real ambition to get involved in this defining scheme.

It was also great to see new S-PA Members actively seeking out their counterparts to build relationships which will help to bind our sector closer together when we return to Sheffield. We return to South Yorkshire as a stronger Association bound by an ambition to make our city greater, better and more beautiful.



What's Happening Today

A lot of people are revelling in the fact we will be flying home directly to Doncaster Sheffield Airport. The fact that the airport is only 30 minutes drive from Sheffield City Centre has never provoked so much delight amongst so many.

S-PA will also be represented at Tom Bloxham's iconic end of MIPIM gathering which he hosts at his unique house up in the Provencal hills. A special salute to Board Members, Tim Bottrill and Nick Riley, whose enthusiasm to promote Sheffield remains undimmed despite it now being Day 4.



The Conversation

This week S-PA has looked to have a high-profile digital footprint. We've seen our key messages spread across 41,000 twitter accounts. We've generated over 1,000 views of our online profile. We've attracted 70 followers in just 3 days. The S-PA message has spread far and wide. Interestingly many of those now following S-PA are developers and investors new to Sheffield. We've also generated interest from account managed by Her Majesty's Government.

We'll be crunching the numbers next week but in the meantime the honours go to Adam Murray at Coda Planning for being the most effective amplifier of our message. Special mention should also go to the West Bar development being promoted by Urbo. Tweets about this significant scheme generated the most online views.

For those questioning the importance of Twitter, yesterday afternoon saw an international investor seek a meeting to learn more about opportunities in Sheffield. Their interested was piqued by seeing our digital profile grow over the week and they reached out to the Association via our account. We have introduced them to Members promoting schemes across the city.





Signing off for 2018

This is the last MIPIM bulletin for 2018. We hope you have found the updates helpful. Whilst in Cannes we've met with the MIPIM organisers about raising our profile next year. Plans are already being put in place to make next year bigger and better for the only Property Association outside of London.

Until then. Au revoir and bon voyage.



Become a member

Membership is open to any individual or organisation committed to making a meaningful difference to Sheffield's built environment.

A membership fee is levied at £1,000 per year from the date of joining.

For more information on becoming a member, please [click here](#).

To express interest, or to find out more please get in touch:





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