



## Daily Bulletin

### Daily Bulletin – Day 2 – Tuesday

Tuesday at MIPIM started bright and early for the S-PA as we co-hosted a private roundtable discussion with the DIT, Centre for London and the London Property Alliance to discuss strengthening relations between the capital and the rest of the UK. Our partnership with the LPA continues to go from strength to strength as we were welcomed by the CPA Chair, David Ainsworth from CORE and Craig McWilliam, the Chief Executive of Grosvenor in the UK and Ireland.

Sheffield made a significant contribution to an interesting discussion that also involved contributions from Nottingham, Belfast and Bristol. John Mothersole made a particular point of highlighting the important contribution the S-PA was making to strengthen relations with London.

This was a short event that involved limited participation from S-PA members but it provided the ideal opportunity to again raise our profile with some important stakeholders in the capital and central government.

The S-PA is raising its profile in Whitehall, Westminster and across the City of London. These relationships will become increasingly important as we look to further build our profile nationally.



## Has anyone seen the Sheffield sign?

Question: What's the best way to raise the profile of a city?

Answer: Install a 6m long by 2m high sculpture that weighs over 1000kg.

It is very likely that all of the 25,000 delegates here at MIPM this week have now seen the hugely impactful Sheffield sign that is located opposite the London pavilion. We are obviously biased but there is a strong argument that the Sheffield sign is the most prominent city advertising in Cannes this week.

Many thanks to all the sponsors for making this sign possible. The general consensus is that seeing Sheffield's name in lights has been a really positive way of boosting confidence and interest in the city.



## Spread the Word

Many thanks to David Topham from CTP for representing the S-PA at the London Property Alliance lunch on Tuesday. The report of the conversation was that it involved an interesting discussion about how to attract HQ occupiers.

Alexis Krachai and John Mothersole both attended the EG UK Cities Investor dinner last night. The room was busy with high-profile guests from the UK and around the world, including Ban-Ki Moon the former Secretary General of the United Nations\*. Over dinner a guest from Dundee talked eloquently about how they brought the V&A to the city and delivered a globally significant development on their waterfront.

Their recommendation?

Have a confident vision for your city and stick to it.

Wise words to finish off another busy day for the S-PA.

\*Rumour has it that Ban-Ki Moon was heard saying that he was very impressed to be in the same room as the S-PA.



## Windy Wednesday

Day 3 has started with the infamous Mistral blowing a gale.

The day starts with John Mothersole providing his now famous Sheffield Briefing in the SCR apartment. John will also be talking at the S-PA Reception this afternoon aboard Arup's yacht. He will be joined by Tom Bloxham from Urban Splash, David Campbell from Alumno and Tim Heatley from Capital & Centric. We are looking forward to welcoming over 40 investors and developers to think

about Sheffield and the opportunity to invest in our increasingly confident growth story.

**What  
temperature  
is a warm  
welcome?**



## **Eyes and Ears**

The property world is at MIPIM. Being here is not just about promoting what we have to offer but also learning from others. The S-PA is already planning for MIPIM 2020 and are interested in events, themes and ideas that catch your eye.

Please share any thoughts by emailing [info@sheffieldpropertyassociation.com](mailto:info@sheffieldpropertyassociation.com) or finding one of the S-PA team down in Cannes.

## **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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