



Daily Bulletin

Daily Bulletin – Day 3 – Wednesday

Following a busy first day on Tuesday at the EG investor dinner and working with the London Property Alliance and the Department for International Trade, our programme of events on Wednesday at MIPIM kicked off with our build-to-rent roundtable, hosted by executive members Jim Bell, Arup, and Nick Riley, Whittam Cox Architects.

This event saw attendance from 10 prominent figures in the build-to-rent sector, including Grainger, Platform_ and Sigma Capital, exploring one of the construction industry's rapidly rising trends. There was also attendance from those with a more local perspective, including S-PA members CTP, and the public sector. John Mothersole represented Sheffield City Council.

The event also built upon a thought piece done by the S-PA during the latter stages of 2018, which provides analysis and series of recommendations to ensure that Sheffield's offering and regulatory environment was geared towards ensuring that schemes of this nature can prosper in the city. You can read a copy of the piece [here](#).

Key outcomes from the hour's discussions included:

- The external perspective of Sheffield is very positive in terms of the 'place' and 'experience' of the city.
- The profile of the city is continually evolving and building in credibility.
- There remains certain challenges in the viability of development, but numerous investment deals have been done in the last 12 months and are making a positive impact. Sheffield has an authenticity which is tangible and increasingly important to drawing investment interest.

- Public/private partnerships are regarded by all to be a necessary and important way to unlock more development.

- The general view from all parties is that Sheffield is genuinely going places and needs to be confident in communicating successes and progress.

Build-to-Rent Roundtable



Hosted by:



Jim Bell
S-PA Executive Member,
Arup



Nick Riley,
S-PA Executive Member,
Whittam Cox Architects

How does Sheffield position itself to reap the benefits of this new phenomenon?

S-PA Drinks Reception

Wednesday afternoon saw us host the annual MIPIM S-PA drinks reception, with over 50 prominent investors and developers attending to learn more about the positive changes that are going on in Sheffield.

Attendees heard from:

- John Mothersole, Chief Executive of Sheffield City Council
- Tim Heatley, co-founder of Capital & Centric
- Tom Bloxham, founder of Urban Splash

Many thanks to Arup for hosting us. The event highlighted that the perception of Sheffield is changing. National and International investors are starting to take an even bigger interest in the city. We had attendance from organisations including Legal & General, Willmott Dixon and Peabody, who are all want to know more about what the city and the organisation has to offer.

A key take-away from the event is that we should not be surprised that things are happening in Sheffield. The established networks, collaborative partnerships already taking place between organisations in the city and the impact of the S-PA are helping to make things happen



Sheffield outside the Palais

In yesterday's bulletin and across social media, you may have seen our sign that is located opposite the London pavilion which has helped generate significant interest in Sheffield.

We're working with Sheffield City Council on bringing it back for a more permanent home in Sheffield city centre. We'll announce more information about this on our social media feeds in due course, but what we can say that for now is we're looking at a warm, indoor location, surrounded by a lot of plants.

The 6m x 3m sign is not the only visible presence we have in Cannes. We've also strategically placed a series of thought pieces on barriers in front of the entrance to the main MIPIM Palais.

The S-PA has utilised colours from a new branding scheme for the city – developed by Jaywing and Sheffield City Council. Their purpose is to further stimulate discussion and provide impact with the global audience in attendance at MIPIM. It builds on our social media hashtag from across the week which encourages people to #thinksheffield.

We would love to see any pictures that include these barriers – please do send any images to info@sheffieldpropertyassociation.com.



Thursday

Day 4 has begun and we're still going strong, not least because of the positive discussions and tangible impact Sheffield has managed to have over the week.

The focal point of the day will be our MIPIM Skive event this afternoon at Le Petit Zinc. A special thanks to RBH Properties for helping sponsor this event. All members, any clients and colleagues are all very welcome to celebrate and reflect the S-PA's impact as another successful MIPIM draws to a close.

We hope to see you there.

<p>the MIPIM Skive</p> <p>— Cannes —</p>		
 		
<p>In association with</p> 	<p>Sponsored by</p> 	<p>14th March</p> <p>-- 3-5pm--</p> <p>Le Petit Zinc</p>
NO SAILING	NO DECK SHOES	NO CARDS

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 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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