



# Combined Authority Board

**24th July 2024**

Title:	Report on CPCA Participation at the UK Real Estate Infrastructure and Investment Forum (UKREiiF) 21 <sup>st</sup> to 23 <sup>rd</sup> May 2024
Report of:	Jim Cunningham, Assistant Director Delivery Economy and Growth
Lead Member:	Mayor Dr Nik Johnson
Public Report:	Yes
Key Decision:	No
Voting Arrangements:	No vote required

## Recommendations:

A	To note the contents of the Report
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## Strategic Objective(s):

The proposals within this report fit under the following strategic objective(s):

X	Achieving ambitious skills and employment opportunities
X	Achieving good growth
X	Increased connectivity
X	Enabling resilient communities
X	Achieving Best Value and High Performance

## 1. Purpose

1.1	To inform the Board of the impact achieved from attendance at UKREiiF 2024
1.2	The Report will be amplified by a short slide presentation at the Board Meeting

## 2. Proposal

2.1	Attendance at UKREiiF 2024 has laid the foundations of CPCA and partners efforts to promote our region and attract additional investment towards its regeneration. External showcasing of our area's opportunities and requirements should become an integral part of our economic growth activity moving forward
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### 3. Opportunity and Preparation

3.1	The CPCA invested in a Pavilion at the UK Real Estate and Infrastructure Forum (UKREiIF) which took place in Leeds from May 21-23, 2024. This was the first time that the Combined Authority had taken a presence at such a promotional event. UKREiIF is the largest property and regeneration event held in the United Kingdom and attracts UK and international investors, developers, and occupiers as well as property professionals, economic regeneration agencies, local authorities, combined authorities, Government Ministers and other senior politicians.
3.2	The anticipated audience was sufficient justification for CPCA's participation to showcase our region but it also crucially provided the opportunity for CPCA to demonstrate leadership and partnership working at a time when the CPCA had been subject to challenge and scrutiny around partnership working. The UKREiIF project provided an opportunity for CPCA to address this challenge and demonstrate improvement through convening our constituent Council colleagues and other partners to work collectively to develop and promote the compelling economic narrative of Cambridgeshire and Peterborough.
3.3	The partners worked together to identify, shortlist and agree investment opportunities and projects, asks and case studies to be showcased; to agree the desired look and feel of the pavilion, to inform the development of the investment prospectus and develop, design and deliver a programme of events.

### 4. The Event

4.1	<p>CPCA and partners delivered six panel events which took place over the three days of the Forum. These were designed to highlight issues and promote opportunities which are relevant to the local economy. The events were</p> <ul style="list-style-type: none"><li>• How do we develop the Cambridge Phenomenon with Community at its Heart</li><li>• Delivering an International Railway Terminal in Peterborough</li><li>• Agri Tech in the East and Tackling International Food Security</li><li>• How can the UK's Science Superpower grow Sustainably. What role for Infrastructure</li><li>• Levelling Up in Action – the Peterborough Story</li><li>• Restoring our Market Towns</li></ul>
4.2	Panellists included senior politicians, investors in the area, Business Board members, civil servants, Infrastructure providers, Chief Executives of constituent Councils and other businesses involved in the ongoing regeneration of Cambridgeshire and Peterborough
4.3	In addition to these primary events, there were two fringe events focussing on Women in Local Government and Rising Stars as well as a preview of the 'Opportunity East - driving national productivity through innovation' report
4.4	Each event attracted considerable interest and thought-provoking debate.
4.5	The pavilion also hosted a visit from a delegation of Chinese Investors who were being hosted by the Department of Business and Trade (DBT) as well as meetings arranged by partners.
4.6	Across the three days there were more than 450 visits to our Pavilion. Contact has been established by the CPCA Chief Executive with all the visitors to the Pavilion and further follow through inviting them to visit the Region to discuss their interests in more detail is being led by the relevant CPCA and constituent Council teams.
4.7	As well as our own events delegates from Team Cambridgeshire and Peterborough also had speaking slots on panels organised by UKREiIF which provided the opportunity to promote our region to the wider audience attending the Forum. Speakers at these events included the Mayor, the Principal of ARU Peterborough, the Chair and members of the Business Board and Chief Executives of constituent councils.

4.8	Our delegation also had the opportunity to attend these panels as well as having access to more than 100 fringe events across the three days of the Forum. We also worked closely to support the presence of partner organisations with their events and programmes of activity most notably the Oxcam Pan Regional Partnership, DBT and the UK Innovation Corridor. The Cambridge Biomedical Campus and Biomed Realty the developers of Granta Park in South Cambridge also supported our presence,
4.9	So, our reach and influence over the three days stretched beyond our own pavilion presence.
4.10	We are also following through on the interest generated in Cambridgeshire and Peterborough through these engagements as well as meetings which were arranged in advance of the event
4.11	Our prospectus which can be accessed through the attached link <a href="https://investwithus.cambridgeshirepeterborough-ca.gov.uk">Invest With Us - Cambridgeshire &amp; Peterborough Combined Authority (cambridgeshirepeterborough-ca.gov.uk)</a> showcases Cambridgeshire & Peterborough to the UK and the wider world and details our investment opportunities
4.12	Participation at UKREiiF has achieved its primary objectives. We have showcased our region to a collective audience of more than 12,000 delegates and are moving forward with potential investors; we have demonstrated the strength and benefits of effective partnership working and the reputation of CPCA as an ambitious Combined Authority has been enhanced

## 5. The Way Forward

5.1	Follow Up and Reflections Sessions are in place with partners
5.2	Key points to note include the extremely positive impact of the Team Cambridgeshire and Peterborough approach. Attendance at UKREiiF and the personal interaction there has helped to enhance this. It has also been exemplified in the work on Shared Ambition, State of the Region and the Infrastructure Development Framework
5.3	There is an opportunity to build on this moving forward which we will grasp as we develop our Local Growth Plan, our Investment Pipeline and our asks of the new Government
5.4	The confidence gained from our first example of external promotion of our area has led to the booking of a Pavilion at UKREiiF 2025
5.5	The success of our experience at UKREiiF was underpinned by effective planning, dedicated programme management and the commissioning of external support to supplement the skillsets of our own teams. It is recommended that a similar approach is taken in the preparations for 2025.
5.6	A crucial element in the preparation for 2025 should be a continuing focus on the development of a robust investment pipeline including projects which may emerge from the ongoing work on the Infrastructure Development Framework and indeed form part of our asks of the new Government.
5.7	We are also launching a new Investment Bulletin which it is planned to issue on a quarterly basis targeted at the audience we met at UKREiiF as well as other members of the Investment Community
5.8	It is also hoped that the success of 2024 will help to embed external promotion of our area at appropriately identified events as business-as-usual activity for the Combined Authority and its partners moving forward.
5.9	In the meantime, reports on progress and the impact of UKREiiF 2024 will be brought to the Board and thematic committees. As well as hard data from the progress made with direct contacts which will demonstrate return on investment we are also capturing and building on softer information on areas such as positive perceptions gathered through social media activity.

## 6. Appendices

6.1	None
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## 7. Implications

### Financial Implications

7.1	The investment in UKREiiF was contained within existing departmental budgets
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### Legal Implications

7.2	There are no direct legal implications arising out of this report.
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### Public Health Implications

7.3	None
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### Environmental & Climate Change Implications

7.4	None
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### Other Significant Implications

7.5	None
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### Background Papers

7.6	None
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