

INVESTING IN UK Cities

Leading the Way on Growth

‘SERIOUS AMBITION’

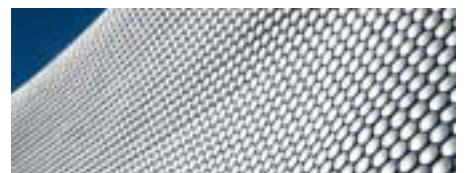
Get the inside track on opportunities across UK cities and regions – and on the programmes being run at MIPIM 2025.

‘THE PERFECT TIME’

Mayors and leaders make their case for inward investment – from London to Liverpool, Cardiff to Belfast and beyond.

‘DEMAND IS THERE’

Investors set out their stall. Beds, sheds and meds still matter, but data centres are hungry for capital too – if their hunger for power can be satisfied.



A publication from

mipim **ing.**

in partnership with



Discover the UK Hub: A Gateway to Opportunity

11-14 March 2025

Palais des Festivals, Verrière Grand Audi, Cannes

MIPIM proudly presents the UK Hub, **an exclusive platform to uncover the wealth of opportunities within the thriving UK property market.**

At the UK Hub, **international investors, developers, and decision-makers** will gain unparalleled access to regional authorities, groundbreaking projects, and key private sector leaders. This premium space is **your gateway to discovering the UK's most attractive investment opportunities**, forging high-value connections, and unlocking new business potential.

Discover the
UK by MIPIM
programme



Exhibiting pavilions



UK Hub Exhibitors, sponsors and partners



Supported by



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A special thank you to all the UK cities, regions and boroughs for attending and supporting MIPIM 2025

UK City Pavilions

Belfast, Cardiff, Central South, Liverpool, London, Manchester, Newcastle

UK Hub Participants

Blackpool, Bolton, Derby, Place North, Salford, Stockport, Tees Valley, Trafford, Universities as Drivers of Growth, West Midlands, Wigan

London Councils

City of London, Greenwich, Hackney, Hounslow, Islington, Lambeth, Newham, Tower Hamlets, Waltham Forest

London BIDS

Aldgate Connect BID, Central District Alliance BID, Cheapside Business Alliance BID, Culture Mile BID, EC BID, Fleet Street Quarter BID, Harley Street BID, Knightsbridge Partnership BID, London Heritage Quarter BID

UK Regions

Birmingham, Blaenau Gwent, Bournemouth, Christchurch, Gateshead, Newport, Nottingham, Poole, Slough, Southampton, Sunderland, Wolverhampton

mipim

Connect at real estate's global forum



Nicolas Kozubek
MIPIM director



With creativity, liquidity and resilience that are second to none, the UK has always been one of MIPIM's most important markets. And this year in Cannes, its cities, regions and businesses have a new platform to showcase their credentials to international investors.

There really is no better place for them to do so. Investors and sovereign wealth funds with a combined €4 trillion in assets under management are present, offering an unprecedented concentration of capital. MIPIM provides an opportunity to connect investors to places, developers and policymakers seamlessly.

Much of this will happen at the new UK Hub, a three-day conference and events programme, complemented by an exhibition area, showcasing investment opportunities across the UK. The Department for Business and Trade will be a main partner of the hub, as will the Ministry of Housing, Communities and Local Government.

We look forward to hearing from housing minister Matthew Pennycook as well as political leaders from cities and regions across the UK. And while it wouldn't be fair

to single out any one city leader, I cannot pass up the opportunity to welcome London mayor Sir Sadiq Khan to his first MIPIM.

The global urban festival

Of course, the impact of few issues in real estate are confined to a single territory. There is plenty on the wider 2025 MIPIM agenda that will impact continental Europe and beyond as much as it does the UK.

As the global urban festival, this year's MIPIM programme will be concerned with shifting demographics, geopolitical changes, sustainability demands and technological advancements. With Europe's economic competitiveness under pressure, industry leaders will explore the future of sustainable investment, infrastructure development and policy innovation.

Housing Matters, the international half-day summit focused on addressing practical housing solutions, returns. The event will explore the mismatch between housing supply and demand, and address issues such as population growth, reduced housing availability, ageing demographics and migration.

The Road to Zero stage is also

“Real estate is evolving faster than ever, and MIPIM has become more than just a marketplace – it's now a global forum for learning, innovation, and collaboration.”

back, featuring discussions on cities' decarbonisation roadmaps, innovative business models that facilitate decarbonisation, and effective strategies to mitigate climate risks.

Artificial intelligence? Of course, we're covering it. AI is reshaping real estate, and with Columbia University, MIPIM 2025 will deliver an in-depth programme to help industry leaders navigate this shift.

Securing talent

Our battle for talent session will focus on attracting and retaining talent and, with our UK diversity partners, we'll be highlighting how this can be achieved inclusively. Personally, I'm especially pleased to welcome our second cohort of MIPIM Challengers. Once again, the UK is well represented among these competition winners.

Real estate is evolving faster than ever, and MIPIM has become more than just a marketplace – it's now a global forum for learning, innovation, and collaboration. We want to ensure the industry attracts and retains the best minds for the future and firmly believe that MIPIM can help make this a reality.

A place where business gets done



Damian Wild
Managing director, ING



Welcome to MIPIM and welcome to this guide to investing in UK cities.

I make this my 15th consecutive MIPIM. Each of them has felt important but perhaps none more so than this.

2025 is a critical year for the UK's presence at the show. We have a new government and with it the political stability the market has craved. I firmly believe in looking forward not back but let's not forget the stasis of 12 months ago either.

We have an investment environment that may not be benign but is a little more predictable than its recent past. And we have a sector that is ready to act, as evidenced by the increased UK presence in Cannes this week.

Perhaps most importantly after years

of partial estrangement, we have visible engagement between the public and private sectors.

This MIPIM alone sees the housing minister in attendance, a critical but not inevitable stopping off point if the government is to come close to meeting its goal of delivering 1.5 million homes during this parliament. Metro mayors are here in force and none more notable than London mayor Sir Sadiq Khan. It's his first MIPIM and the first attended by a London mayor since Boris Johnson last visited in 2014. Sir Sadiq joins Andy Burnham, Steve Rotherham and other major mayors.

City leaders are also well represented – from London to Manchester, Belfast to Cardiff,

“Nowhere can provide a better home for creative thinking, long-term capital and fruitful collaboration than the UK right now”

Newcastle to the south coast.

More London-listed REITs and propcos are back – not least leaders of Landsec, SEGRO and Canary Wharf Group – and some of the more elusive investors are more conspicuous than they perhaps have been in recent years.

As importantly, there are the right forums for conversations to happen – from the recently introduced (Housing Matters) to the long-established (the RE-Invest Summit). And there are more places for inspiration and good fortune to strike – from the London stand to the new UK Hub.

MIPIM is, of course, the global urban festival, a place where ideas can flourish and experiences be shared. But it's also a place where business gets done. There's nowhere else where more global investors can meet domestic politicians, where advisors and place creators can better conceive sustainable cities and drive forward the real estate and infrastructure they require.

And given that this is a publication focused on the UK opportunity, nowhere can provide a better home for creative thinking, long-term capital and fruitful collaboration than the UK right now.

Have a productive week.





Prime targets

As leading investors, developers and landlords prepared to head to Cannes, we asked them where they see the greatest UK opportunities for future growth



By Joanna Hodgson

This month five years ago, we were being told to stay at home and work from kitchen tables rather than headquarters. Once-bustling high streets appeared more like ghost towns. Travel restrictions halted deals, valuations were wounded and rental incomes suddenly looked far from steady.

If 2020 was a tough year for real estate, life in the sector hasn't been easy since. But it has been getting better and this MIPIM might mark a turning point. Cannes in March has always afforded the industry an opportunity to take stock. And since that setback half a decade ago, through debate, transaction talk and networking, confidence has steadily returned. 2025 might be the moment that challenge tips decisively to opportunity.

Annette Kröger, CEO Europe at

PIMCO Prime Real Estate, says: "MIPIM remains a pivotal event for the European industry, offering an excellent opportunity to assess market trends and developments, particularly in these rapidly evolving times."

For attendees such as John O'Driscoll, global co-head of real estate at AXA IM Alts, MIPIM is a "valuable forum for testing market views and gauging investor sentiment towards global real estate segments, as well as serving as a platform for launching new deals and partnerships".

A few months into the second half of this decade, many businesses are firmly looking forward and planning for growth. This week's edition of the property world's biggest gathering, which typically attracts some 20,000 delegates, comes at a time when momentum looks to be building. Real

estate consultancy JLL predicts UK commercial property transactions will likely exceed £40bn this year, up from the £38.8bn recorded in the prior 12 months.

So just what is the mood among those targeting UK deals, and what are some of the asset classes developer and landlord giants are eyeing in 2025? From homes to offices, data centres and beyond, a host of firms have provided their insights into what looks attractive.

The mood on the Croisette will likely be one of enthusiasm for opportunities ahead, tempered with realism, suggests Gareth Lewis, real estate director at PwC.

Lewis, who oversees the accountancy group's annual *Emerging Trends in Real Estate* report with ULI, says: "Following a quite positive outlook back in the summer or 2024, driven largely by expectations of

8 INVESTMENT TRENDS

declining interest rates in 2025, we're going through a period of recognition that interest rates are not going to come down as quickly as we thought they were. There's also a view that the window of opportunity over which the recovery will be realised could be quite elongated."

Lewis points to core capital returning to the market gradually rather than flooding in, appetite for emerging and growing asset classes including data centres and new energy infrastructure, as well as refinancings and the resolution of legacy portfolio issues, such as upgrading office and retail sites. "This all suggests an active

transactional market in 2025 in the UK," he says.

Quality counts for offices

In the office sector, London remains attractive to many. AXA IM Alts' upcoming projects include construction starting on a 650,000 sq ft scheme. It has been encouraged by levels of demand seen at 22 Bishopsgate, the firm's flagship central London office development, which recently reached full occupancy.

AXA IM Alts also last month lodged plans for a new 46-storey City office scheme with access to gardens and fresh air from every office floor.

"Higher interest rates and inflation can make the cost of building more expensive, but we are confident demand is there. There is a chronic undersupply of housing."

Aviva Investors is also among those that continue to bet on demand for top-quality space remaining high. It is on site with two blocks in London's Square Mile. Ben Sanderson, managing director of real estate at the company, says leasing levels and rents agreed so far are ahead of expectations. The firm is seeing demand coming from expanding businesses, tenants wanting "green" buildings that meet their own ESG ambitions, and occupiers that reduced their property footprint and are now coming back to the market.

Rental resi rising

Elsewhere in Aviva's investment division, securing more sites to create single-family rental homes is on the to-do list. So far, it has a 2,000-strong pipeline of homes completed or under development in the UK.

Sanderson says: "There are macro challenges that persist for the sector, with land values often too high to make certain developments viable."

But the plan is to do more of these homes – Aviva Investors sees solid demand for two-to-five-bedroom properties outside of the M25 in commuter towns.

Another company with more rental home ambitions is Greystar, which has invested around £20bn in UK living since 2013. Mark Allnutt, executive director Europe, says the residential specialist has the capability to deliver 20,000 mid-market homes over the next four years in the UK.

It will be looking to roll out its tried and tested garden-style communities, which have proven popular in cities across the US including Dallas and San Diego. That could look like developments of 250-300 flats spread across low-rise, three-storey blocks, set around garden space, potentially with facilities such as children's play areas. Land in Oxford and Cambridge will be a target.

Allnutt says: "Higher interest rates and inflation can make the cost of building more expensive, but we are confident demand is there. There is a chronic undersupply of housing. There is a real need for good



Plug into the potential of data centres

There is one sector that may be more equal than others this year at MIPIM.

"The growth of digital data has accelerated over recent years," says SEGRO chief executive David Sleath. "We see this continuing in 2025 and beyond, with data centres now recognised as part of the UK's Critical National Infrastructure."

CBRE predicts there will be 244MW of take-up in the UK this year, a 44% increase on the figure recorded in 2024. Paul Mortlock the firm's head of European data centre capital markets, says: "The UK data centre market is undergoing a period of unparalleled growth as public cloud and artificial intelligence adoption have led to

a huge wave of demand and a data centre construction boom."

But for Paul Weston, regional head of Prologis UK, there is an obstacle when it comes to realising the sector's full potential. The US giant is a major investor in the UK, with \$9.6bn AUM, and has been investing in data centres for over 25 years

"There is a missing link in the UK's ambitious AI plans: access to, and the cost of, power," he says. "Without making serious improvements to the country's integrated energy infrastructure, it will be difficult to drive forward the AI plans that are central to the government's economic growth strategy."

quality rental homes.” He adds that government commentary around speeding up the planning process is welcome.

Industrial’s upward trajectory

PIMCO Prime Real Estate’s Kröger sees the appeal of the UK residential market and also highlights continuing demand in the warehousing sector.

“Though geopolitics may influence demand, logistics facilities linked to digitalisation trends, such as e-commerce, appear to have a more reliable demand trajectory,” Kröger says. “In the UK, though there has been significant supply delivered in recent years, there continues to be good demand, particularly for last-mile facilities.”

For Randy Giraldo, head of real estate Europe at asset manager Nuveen, MIPIM will provide a look at some of what is being showcased in regional cities. The firm continues to allocate a large amount of capital to the South East, but Giraldo adds: “We also really like the fundamentals in Greater Manchester, Leeds and Edinburgh. Generally, we are interested in knowledge centres driven by some of the top universities in the world in the UK, which is really one of its crown jewels.”

“We really like the fundamentals in Greater Manchester, Leeds and Edinburgh. Generally, we are interested in knowledge centres driven by some of the top universities in the world in the UK, which is really one of its crown jewels.”

AXA IM Alts has lodged plans for a new 46-storey City office scheme



In these areas Nuveen would potentially look at a wide range of property types, spanning student housing, affordable residential, industrial, storage and retail.

The right time to buy

CBRE Investment Management spent more than £1bn on UK acquisitions last year, encouraged by a belief that pricing was nearing its lowest point. It views this year as an attractive cyclical entry point for long-term investors. The company anticipates investing a similar amount in 2025, according to Paul Gibson, CIO, EMEA direct real estate strategies at the group. It will be primarily targeting the living, industrial and logistics sectors in the UK this year.

For investors such as AXA IM Alts, the growth prospects of established sectors, such as life sciences, and emerging asset classes like creative industries and film studios, are appealing.

O’Driscoll says: “The growth of UK life sciences real estate will be crucial for the UK economy as it seeks to retain its status as a hub for innovation and research.”

Meanwhile, Chris Gill, managing

director at Kajima Partnerships, says social infrastructure, regeneration and renewables remain at the core of its business.

“This year, we are closely following the UK’s changing policy landscape and the growing push for private investment in public infrastructure,” he says. “We are ready to step up.”

MIPIM comes at an interesting time for the investor and developer. Gill says: “There is real momentum behind public and private sector collaboration, and a growing recognition that private investment is essential to delivering major projects. I am looking forward to meeting both new and existing partners to explore how we can keep this ambition moving forward.”

Gill will be in good company this week, as scores of like-minded delegates look to keep on “moving forward”. The second half of this decade will hopefully be one of further progress and growth.

Specialising in property, retail, luxury goods and leisure, Joanna Hodgson is an award-winning business journalist who has written extensively about FTSE 100 companies, non-listed businesses and start-ups. She has previously worked for titles including the Evening Standard, The Independent and Estates Gazette.

An unrivalled location for investment



Sadiq Khan
Mayor of London

It is a pleasure to be here at MIPIM to promote London not only as the greatest city in the world but also the greatest place to invest. As Mayor, I'm looking forward to meeting with key developers and investors to help deliver new transport infrastructure, new housing schemes and

regeneration opportunities across all corners of our wonderful city.

Now is the perfect time to invest, and I'm delighted to be launching the brand-new Opportunity London prospectus – which presents a host of opportunities to invest in London's major transport



“London is the most attractive city in the world to invest in, with a clear mission for growth supported by an unmatched pipeline of investment opportunities.”

hubs, renewable energy projects, build-to-rent schemes, student accommodation, logistic hubs, urban science projects and leisure facilities. I'm also here to promote London's Growth Plan, published last month, which will turbocharge economic growth in London and across the UK.

London truly is an unrivalled location for investment. We are a global leader in finance, innovation, sustainability, diversity, and education. Our financial centre status, world-leading built environment sector coupled with our booming innovation and technology ecosystem, attracts businesses and talent from across the world. We are consistently among the largest markets traded globally for international real estate investment, with more than £250bn invested in the past decade.

My message at MIPIM is clear – London is the most attractive city in the world to invest in, with a clear mission for growth supported by an unmatched pipeline of investment opportunities.

Meet the London team at MIPIM on stand no: C14



Doubling down on growth



Gus Wiseman
Global head of investor relations,
Department for Business and Trade

It is a pleasure to lead the UK government team at MIPIM.

A lot has changed since the last MIPIM: we have a new government energised by the biggest pro-development mandate in 60 years, interest rates are falling, growth is outpacing the EU, and major schemes (airports, data centres, regenerations) are being approved. But saying yes to things is not enough. Investors need to know that we are fixing the system too, radically simplifying planning and using new powers to assemble and de-risk land, which will enable deployment into UK real estate at a scale and pace not seen before.

But the biggest shift since last year is one of mindset. This is a government which believes in the power of institutional capital to improve lives. Institutional funds are like-minded: outstanding stewards of our built environment, landlords and long-term partners. We know the UK is in competition for scarce capital and we appreciate the conviction of investors. We set up an Office for Investment, reporting to the prime minister and chancellor, using ambassadors to strengthen channels to global capital.

Growth is the overwhelming priority. The plan is to remove the brakes that curtail through regulation, and double down on what works, such as growing our world-class university sector, and building infrastructure and homes between Oxford and Cambridge. All this is enabled by domestic pension funds which are growing fast and increasingly participants in direct and indirect real estate.

If real estate matters hugely to growth, it matters even more to addressing societal challenges. It enables worker mobility for better jobs, gives families space to grow, liberates the lonely and vulnerable from outdated housing, and builds the infrastructure, energy and logistics we need. Every MIPIM attendee is helping fix this.

It's obvious that since last year's MIPIM all hasn't gone our way. Inflation and interest rates left a deep mark, debt is too high and growth faltered. But in an insecure world, the UK looks stable, with a reform and growth agenda that provides certainty. The UK is the international headquarters of choice among global funds. Our AI, VC and tech sectors are booming, giving



“Growth is the overwhelming priority. The plan is to remove the brakes that curtail through regulation, and double down on what works.”

exposure to innovation tailwinds.

There is no one better to make our pitch than the UK regions here. Each has a track record of getting major projects done, is a global leader in one or many technologies, and has a plan for local growth. Investors will see a wide range of opportunities, and local government which understands that viability has changed with recent economic circumstances and knows how to use their tools to enhance returns or mitigate risk.

Collectively, this is a Team UK of government, local leaders, managers and suppliers that is energised and ready to do business. We wish you the best of luck in building platforms, achieving scale and finding capital.

Kicking off a new decade of growth



Andy Burnham
Mayor of Greater Manchester

Greater Manchester is ready to kick-start a new decade of growth.

Our city-region has emerged as the UK's success story over the past 20 years. When people visit Manchester today, they are stunned by the transformation of the skyline.

We have been growing faster than the rest of the country and that is predicted to continue. We have attracted more foreign direct investment than any other region. And we are closing the productivity gap with London.

At MIPIM we have an opportunity to tell this story on a global stage. But we also want to look ahead and share our vision for Greater Manchester's future.

We have a plan to turbocharge growth and deliver the homes, jobs and infrastructure that we need over the next 10 years.

At the heart of our plan is the creation of a single pipeline for growth which will target investment at Growth Locations – areas where there is enormous potential for tens of thousands of new homes and employment sites.

The Old Trafford regeneration project is a prime example of the scale of the opportunity – it represents

“The Old Trafford regeneration project represents the biggest sports-led regeneration scheme since the London 2012 Olympics.”

the biggest sports-led regeneration scheme since the London 2012 Olympics. At its heart will be a new or refurbished home for Manchester United, with development of the wider area creating new housing, commercial and public space. It would see Greater Manchester cement its position as the global capital of football.

As well as identifying the sites for development, we are fixing the fundamentals of growth.

Devolution has given us greater powers and funding, and we are using these to create a more productive economy, where our public transport system better connects people to jobs and opportunities, and our skills

system responds to the needs of employers.

Perhaps most important is Greater Manchester's unique model of city-region governance. Our system unites all sectors – public, private, academic, voluntary, faith – in one big mission, producing a level of collaboration that makes us one of the most innovative and inclusive places anywhere in the world.

We have the highest ambitions for the future and we want to work with partners who share our vision for what Greater Manchester can become.

Meet the Greater Manchester team at MIPIM on stand no: C15.B



Bev Craig
Leader of
Manchester
City Council

Manchester today is realising the benefits of an ambitious vision stretching back decades, with some of the fastest growth in Europe and a vibrant and constantly evolving cityscape.

This year we continue to raise the bar. Our programme showcases a number of transformational projects that signal an even more exciting decade ahead, growing our city

and wider region while building an economy that every resident is empowered to benefit from.

With a new government that has made growth its central mission, our programme reiterates Manchester's track record of delivery and status as the UK's growth opportunity. We're excited to talk to developers and investors who get behind our ambition

A prime investment destination



Steve Rotheram
Mayor of the Liverpool City Region



Liverpool City Region has always been a place that delivers. From pioneering the world's first passenger railway to leading the UK's offshore wind revolution, we've built a reputation for innovation and results.

As we head to MIPIM 2025, we're showcasing £11bn of investible opportunities in regeneration, advanced manufacturing, life sciences, digital and green energy.

For global investors seeking a high-growth, high-impact location, our message is clear: the Liverpool City Region is the smart choice.

Few places can match our skilled workforce, investor-friendly leadership, and world-class infrastructure. We are one of the UK's fastest-growing city regions, backed by ambitious public-private

partnerships that get things done.

At MIPIM, we will highlight investment-ready projects, including:

- Maghull Health Park – a 30,000 sq m life sciences hub set to be a national leader in mental health research.
- Paddington South, Knowledge Quarter Liverpool – the next phase of our innovation district, home to the UK's fastest-growing biotech firms.
- Festival Gardens and Hind Street Urban Village – major sustainable housing developments.
- Littlewoods Film Studios – our flagship creative hub, supporting a booming film and TV sector.
- Bootle Town Centre and Liverpool Waters – large-scale regeneration projects.

We have the sites, the skills and the strategy to help businesses scale

“We are one of the UK's fastest-growing city regions, backed by ambitious public-private partnerships that get things done.”

and succeed. With four world-class universities producing top-tier talent, the most comprehensive public transport offer outside of London, and cutting-edge digital infrastructure, the Liverpool City Region is primed for success.

Crucially, we offer investors direct access to abundant clean energy and ultrafast digital connectivity. As the UK's Renewable Energy Coast, we are home to one of the world's largest offshore wind farms, while Mersey Tidal Power – the largest and most ambitious project of its kind in the world – will deliver secure, low-cost power for generations. Meanwhile, LCR Connect, our 214km full-fibre network, gives businesses access to ultrafast broadband and AI-driven digital services.

Since becoming Mayor, we've created 60,000 new jobs, delivered 350,000 training opportunities, and invested more than £1.6bn into transformational projects.

To investors looking for the next big opportunity: Liverpool City Region is ready for you.

See you in Cannes.



Meet the Liverpool City Region team at MIPIM on stand no: C19.A

The Global Urban Festival

Pre-opening 10 March

11-14 March 2025

Palais des Festivals, Cannes, France



Connect with the key decision-makers driving the UK's growth and unlock new opportunities for collaboration



Mark ALLAN
CEO
Landsec



Neil Andrew SLATER
CEO
Redevco BV



Tom BLOXHAM MBE
Chair
Urban Splash



Anne BREEN
Global Head of Real Estate
abrdn Investments



Mary Ann BROCKLESBY
Chair
Cardiff Capital Region



Andy BURNHAM
Mayor
Greater Manchester



Bev CRAIG
Leader
Manchester City Council



Katherine FAIRCLOUGH
Chief Executive
Liverpool City Region
Combined Authority



Bill HUGHES
Global Head of Real Assets and
Co Head of Private Markets
Legal & General Investment
Management



Shobi KHAN
CEO
Canary Wharf Group



Cllr Karen KILGOUR
Leader
Newcastle City Council



Melanie LEECH
Chief Executive
British Property Federation



Alexandra NOTAY
Chair
Radix Big Tent Housing
Commission



David PARTRIDGE
Chairman
UK Net Zero Carbon Buildings
Standard



Matthew PENNYCOOK
Minister of State for Housing
and Planning
UK Government



Jules PIPE
Deputy Mayor of London
Greater London Authority



Andy PYLE
Global Head of Real Estate
KPMG



Colette ROCHE
Chief Operating Officer
Manchester United



Joanne RONEY CBE
Managing Director
Birmingham City Council



Steve ROTHERAM
Mayor
Liverpool City Region



Jackie SADEK
Independant Chair
UK Innovation Corridor



David SLEATH
CEO
SEGRO



Jess TOMLINSON
Head of Real Estate
LLOYDS Banking Group



John WALSH
CEO
Belfast City Council



Discover the
UK by MIPIM
programme

Harnessing the power of partnership



Karen Kilgour
Leader, Newcastle City Council

Newcastle has continued to have a strong presence at MIPIM since our debut in 2016. We recognise the unique platform it provides to showcase our multi-billion-pound pipeline of opportunities directly to a global investment audience.

It is a real example of our city's track record for public-private partnerships, leveraging our strong connection with the local business community to promote our city as an attractive place in which to invest. Collaboration is something that Newcastle and the North East of England does better than anywhere else. We all recognise that when our people thrive, the city and its businesses thrive too.

Our vision for Newcastle is one that prioritises social as well as economic returns. Whether it's building homes or creating jobs for local people, we encourage our investment partners

to focus on delivering something that is socially and environmentally impactful, that allows people to flourish in the city for years to come.

In another sign of our ever-strengthening regional partnerships, this year we are pleased to welcome Sunderland City Council to our MIPIM delegation alongside our long-term strategic city partners Gateshead Council, and our champions in the private sector, Avison Young, Eldon Square, Gainford Group, NCG and Ryder Architecture to name but a few.

Working with colleagues from across the region allows us to promote an even wider range of investment propositions, utilising our diverse assets to attract a different profile of investors. It is an important way for us to achieve critical mass and become an even more attractive destination.

We have an exciting range of



The Pilgrim Street regeneration project will soon bring 9,000 HMRC workers into Newcastle city centre

projects to bring to MIPIM this year, including Forth Yards, which is Newcastle's last undeveloped waterfront brownfield site and has the potential for thousands of homes.

We are also celebrating the success of Pilgrim Street, a massive regeneration project that will soon bring 9,000 HMRC workers into the city centre at a purpose-built government hub, as well as the city's first five-star hotel, Hotel Gotham, located in the listed former fire and police stations.

Our colleagues in Gateshead have a healthy pipeline of opportunities around the Baltic Quarter, Town Centre and Metrocentre, as does Sunderland, where an ambitious building programme on the Riverside development has ushered in a new era for the city, including plans for the £450m Crown Works Studios.

At MIPIM 2025, we aim to build on this momentum, fostering new partnerships and reaffirming our position on the global stage. We look forward to welcoming investors and partners to explore the vast potential our city and region have to offer.



Sunderland is joining the Newcastle delegation at MIPIM this year to showcase opportunities such as Riverside

Meet the Newcastle team at MIPIM on stand no: C19.C

A wealth of opportunities for investors



Leigh-Sara Timberlake
CEO, Business South

Business South is a business-led consortium that has come together to promote the Central South UK on a global stage.

It is our willingness to join together that has enabled us to open our arms and welcome potential investors and developers to discuss further how they can become part of the Central South.

At MIPIM we will be promoting

a wealth of opportunities from Bournemouth to Portsmouth and beyond, encompassing the Renaissance Plans for Southampton, major investment opportunities in Basingstoke and the full benefits of the Solent Freeport.

It is vital that the Central South is represented at this important event to showcase the fantastic economic

and environmental assets of our region and to highlight the significant opportunities for investment in key development and regeneration projects.

This initiative is being championed by Business South and endorsed by business leaders, local authorities and organisations such as Hampshire Chamber of Commerce.

Together we are promoting a wealth of opportunities for investors, developers and businesses in the Central South region.

Portsmouth; Southampton; Bournemouth Christchurch and Poole; Winchester; Basingstoke; and Salisbury are included in the Central South UK region and the team visiting MIPIM will promote key benefits including:

- First-class connectivity.
- Southampton Airport – Navigator Quarter (Freeport status).
- Solent Freeport.
- World-leading universities.
- Major development opportunities.
- A world-class lifestyle offer including two national parks and miles of golden beaches.

Meet the Business South team at MIPIM on stand no: R7.D26



Business South's partners include:

- Arup
- Basingstoke & Deane
- BCP Council
- Blake Morgan
- Boyle & Summers
- Cavendish
- Eps
- Fareham Borough Council
- Gillings Planning
- Hampshire Chamber of

Commerce

- Havant Borough Council
- Igloo
- Knights Brown
- Marina Projects
- Mildren Construction
- Morgan Sindall Construction
- Ordnance Survey
- Portsmouth City Council
- Prior & PTNRS
- Rund
- Savills

• Unilife

- Solent Freeport
- Southampton Airport
- Southampton City Council
- Southampton Football Club
- Savills
- Blake Morgan
- Rund
- Knights Brown
- Boyle & Summers
- Southampton Football Club
- University of Southampton

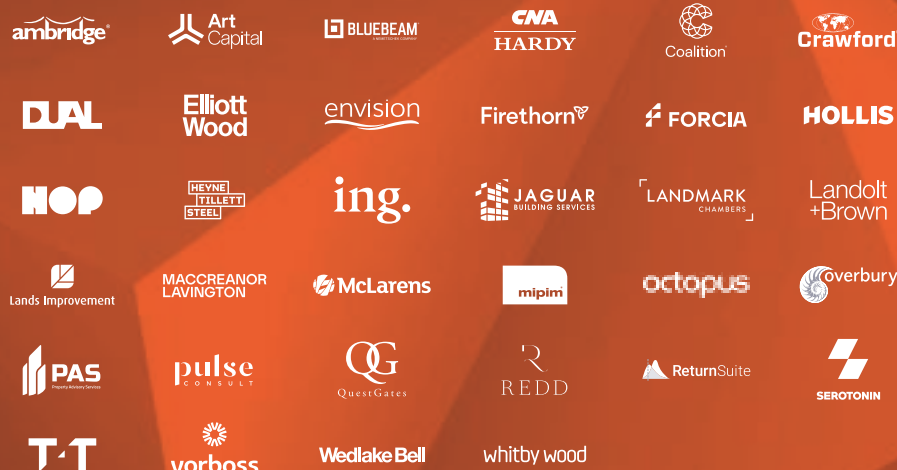


Well done to this year's 64 property industry professionals

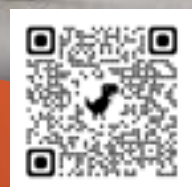
on completing Knight Frank Cycle to MIPIM 2025, who arrived into Cannes on 11th March after completing the 1,400kms relay challenge from London or Blois.

They are fundraising for Club Peloton's charitable projects transforming the lives of young people - please support them if you can!

KEY SPONSORS & PARTNERS



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TRANSFORMING YOUNG LIVES

[CLUBPELTON.ORG/EVENTS](https://clubpeloton.org/events)

@clubpeloton

#CycletoMIPIM

REGISTERED CHARITY NO. 1122230

Increasing diversity in the UK property industry since 2017.

One of MIPIM's UK Diversity partners, Regeneration Brainery is a not-for-profit programme that gives brilliant young minds a pathway into property and regeneration careers.

It's already inspired more than 6,000 young people from under-represented backgrounds through its free immersive bootcamps, networking with industry leaders, hands-on work experience and internships.

And it's on the hunt for more partners to join its mission!

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REGENERATION BRAINERY

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GET INVOLVED!



Accelerating ambitions in a pivotal year



Mary Ann Brocklesby,
Chair, Cardiff Capital Region



This year, Cardiff Capital Region (CCR) is back on the Croisette in a new prime position and with one of our most ambitious pipelines of projects yet.

Our region is at its best when we work in partnership. This is why CCR's leaders will be out in force to showcase the best of what our region has to offer, while seeking out the partnerships needed to drive inclusive growth and prosperity for South East Wales.

This year is pivotal for both us and prospective investors. By 2028, CCR will be home to a new electrified Crossrail network including a £2bn GDV Cardiff Parkway station, a prime multi-purpose arena at Atlantic Wharf, and a £160m investment zone well underway.

With one of Europe's most

progressive climate and net zero targets, CCR has investment frameworks in place for landmark ESG projects, including the 500-acre Aberthaw low-carbon park and major high-tech manufacturing projects. This adds to our strength in sustainable tech, exemplified by the world-first compound semiconductor cluster in Newport.

As a region, CCR has a vital role to play in realising the government's mission of economic growth. In fact, Cardiff is already growing at a faster pace than other UK cities on a number of measures.

Our unique strengths on the global stage, including our devolved statutory powers, political access and substantial investment funds, are unparalleled.

We also have a proven track record of working with the private sector as co-investors, meaning that we can offer speed and certainty in delivering shovel-ready projects.

We are determined to continue transforming our regional economy and infrastructure, providing inclusive opportunities for residents and businesses to thrive. The support of the private sector is crucial in achieving this. Working together strengthens our presence, commitment, and ability to realise our vision of a connected, competitive, and resilient Cardiff Capital Region for future generations.

**Meet the Cardiff Capital Region team
at MIPIM on stand no: C16.D**

“Working together strengthens our presence, commitment, and ability to realise our vision of a connected, competitive, and resilient Cardiff Capital Region.”



The new £2bn
Cardiff Parkway
station

A unique position, a bright future



John Walsh
Chief Executive, Belfast City Council



The Belfast region presents an exceptional opportunity for investment, with unmatched potential on the international stage.

Boasting a dynamic, youthful, and highly educated population, a thriving economy, and an array of world-class projects across industries and tourism, the region is primed for continued growth and development.

Our region is home to a thriving ecosystem of indigenous companies, global brands, world-class researchers and emerging start-ups. They can take advantage of our unique position under the Windsor Framework, which gives our businesses access to trade in both the UK and European Union; a unique investment opportunity.

We have a robust talent pipeline and two world-renowned universities producing highly skilled graduates who are rapidly contributing to the region's success, as well as contributing globally through research.

Our education system is highly attuned to the changing needs of business and the new world of AI and robotics. A large and diverse student population has quickly

“Our unique position under the Windsor Framework, which gives our businesses access to trade in both the UK and European Union – a unique investment opportunity.”

filled newly developed, purpose-built student housing, bringing new vibrancy to our city centre.

Beyond the student years, demand continues to grow for further city-centre living options, with the build-to-rent (BTR) market remaining largely untapped and poised for further expansion. The completion of Loft Lines, the first major BTR development in the city's Titanic Quarter, will be a major milestone for this burgeoning sector.

Belfast Grand Central Station, the island of Ireland's largest integrated transport hub, has significantly bolstered connectivity throughout the island, paving the way for a new hourly service between Belfast and Dublin.

Adjacent to the landmark Belfast Grand Central, Weavers Cross offers a million square feet for mixed-use development, while the Belfast Waterfront, spanning more than 10 kilometres along the River Lagan and home to Titanic Quarter – one of Europe's largest urban waterfront regeneration projects – and Belfast Harbour – Northern Ireland's largest port – provides a generational opportunity to make Belfast one of the world's great waterfront cities.

Major projects in the £1bn Belfast Region City Deal programme of investment are delivering significant opportunity for even greater growth, including the Studio Ulster global virtual production studios and research facilities, the Advanced Manufacturing Innovation Centre (AMIC), and the iREACH Health clinical research centre at Queen's University Belfast.

The region's tourism sector is also flourishing, with the hotel industry benefiting from rising visitor numbers, a trend expected to continue as exciting new tourism experiences such as Belfast Stories and the Mourne Mountains Gateway are realised in the coming years.

Belfast's future is bright.

With a unique location pivoting between the major capital cities of London and Dublin, an educated, flexible workforce and a strong pipeline of investor opportunities, the region is poised for continued success.

It makes sense to invest here.

**Meet the Belfast team at
MIPIM on stand no: C19.D**

Why MIPIM matters



Melanie Leech
Chief executive, British Property Federation

In a world where demands on time are fluid and ever-changing, MIPIM has been a fixture on the industry's calendar for more than 30 years. While its shape and emphasis has adjusted over time to trends in real estate and wider society, it remains a key part of the global property rhythm.

It's importance within the UK property market in particular can be seen through the numbers – despite a challenging year for investment and competition from other events, in 2024 almost a third of MIPIM's delegates were from the UK. That is testament to the ongoing relevance of the conference to the UK industry. It is also confirmation of the attractiveness of the UK market, particularly thanks to the sophistication and maturity of the industry, underpinned by historic advantages such as language, the rule of law and expertise in professional services.

In 2025, we can overlay this picture with the current government's growth agenda – not just the target of 1.5m new homes by 2029 but also the desire to invest in infrastructure, from airports to data centres and renewable energy. Property is fundamental to

delivery of all of these, and so much more, from new towns to rejuvenated town centres. We have a government explicitly recognising the importance of harnessing the appetite of long-term investors to the delivery of public policy priorities – good for the stakeholders on behalf of whom they invest and also for the country. I expect this agenda to be core to conversations in Cannes this year.

Also important from an English perspective is the government's devolution agenda, with more new mayors planned in addition to the many new ones elected last year, and with more powers being devolved to them over time.

Mayors are strategically key players in attracting investment because they operate at a scale that works for a lot of global capital, and MIPIM provides a unique platform for the UK's public sector leaders to set out their stall.

As the industry's primary trade body, at the BPF we see our role as providing a key link between government, overseas investors and the pension funds, developers and investors that make up our membership.

We are acutely conscious that MIPIM is the UK's shop window



for global real estate capital, and we seek to play our part in helping connect our members to investment opportunities, as well promoting the UK more broadly. We will be there to fly the flag and bang the drum for the industry and the country (if you can do both simultaneously!).

The importance of MIPIM can be expressed through this thought experiment – imagine for a moment that it didn't exist. Do you think someone at some point would have the idea that we need a globally-facing, Europe-based property event that connects capital to investment opportunities? That sounds like a good idea to me.

“MIPIM provides a unique platform for the UK's public sector leaders to set out their stall.”

LONDON



“The city’s extensive pipeline of strategic projects reinforces London’s position as a resilient, long-term destination for investors - open, ambitious, and primed for the next wave of growth. Now is the time to secure long-term partnerships and private investment to build a fairer, safer and greener London that delivers for everyone.”

Jace Tyrrell
CEO, Opportunity London



Inward investment has transformed London over the last two decades. London is the global capital and a haven for real estate investment, with the highest level of transactional activity in Europe.

London's esteemed reputation, history of resilience, premium on liquidity and proven track record of delivering solid returns on investment continue to appeal to international investors, with many choosing London as their signature investment within their European portfolio.

Recent major investment in some of London's most iconic assets, including Heathrow Airport, St Katharine Docks, the Knowledge Quarter around King's Cross and New Bond Street are all proof of London's economic dynamism, with opportunities for growth and development across Greater London.

MIPIM stand no: C14
<https://opportunity.london>

Why invest?

- London is a global leader in finance, innovation, sustainability, diversity and education
- Our unrivalled financial centre status and world-leading built environment sector, coupled with our booming innovation and technology ecosystem, attracts businesses and talent from across the world
- Our commitment to sustainability and connectivity further enhances our demand allure and sets us apart globally
- With the UK ranked the world's most transparent place to invest in real estate, London is consistently among the largest international real estate investment markets, with more than £250bn traded in the past decade
- London's rich history and stable political, legal, financial and regulatory environments offer unique opportunities for investment

Opportunities at a glance

- Major regeneration across London's key transport hubs in Liverpool Street, Victoria, Waterloo and Euston stations
- Pioneering energy projects, including Bunhill Heat Network
- Mixed-use regeneration schemes in Brent Cross Town, Earls Court, Old Oak and Royal Docks

BELFAST

“Belfast City Region is primed for investment and ready to grow. Through fostering cooperation and coordinating resources across the private, public and third sectors, we’re creating vibrant, inclusive spaces that support economic growth, community wellbeing and environmental sustainability.”

John Walsh
Chief executive,
Belfast City Council

The £1bn Belfast Region City Deal is creating world-class visitor attractions, regenerating our towns and cities and enhancing regional connectivity and infrastructure. We are also investing in our digital innovation capability through regional innovation hubs and testbeds.

The completion of Belfast Grand Central Station – the largest integrated transport facility on the island of Ireland – has already been transformational for Belfast and Northern Ireland by providing enhanced local and international connectivity.

Weavers Cross, a transport-led regeneration project in the immediate vicinity of the station, will provide an opportunity for investment in the 1.3m sq ft mixed office, life science, residential, student housing, hotel,

and retail/leisure space.

Belfast Harbour has recently unveiled a bold strategy setting out an ambitious programme to invest more than £300m in capital projects across the port and Harbour Estate over the next five years.

The resurgent tourism sector has posted record annual visitor numbers and is expected to grow further in the years ahead. Momentum is set to build in the coming years with the Department for the Economy announcing plans to double the size of the tourism sector over the next decade.

MIPIM stand no: C19.D
www.belfastcity.gov.uk/investinbelfast/connections/belfast-city-and-region-place-partnership



Why invest?

- Located between Europe and the rest of the UK, we are perfectly positioned to grow significantly as a trading hub and global centre of innovation. As the powerhouse of Northern Ireland's economy, we are home to a thriving ecosystem of global brands, world-class researchers and start-ups. Our two outstanding universities, network of further education colleges and skills academies ensure the highly educated, adaptable talent pipeline needed to meet industry's demands.

Opportunities at a glance

- Weaver's Cross - transport-led, regeneration project
- £300m investment in port developments and ongoing regeneration of Belfast Harbour Estate
- Loft Lines - Belfast's largest residential development
- Tourism resurgence - significant investment in the hotel sector

CARDIFF

“I am delighted to see South East Wales represented on the international stage of MIPIM once again. Our presence shows we are serious about our ambitions and the critical role that inward investment plays to drive inclusive growth and prosperity, in collaboration with the private sector.”

Mary Ann Brocklesby
Chair, Cardiff Capital Region



Cardiff Capital Region is one of the UK's most attractive regions for sustainable growth, with a proven record in delivering projects for its population, investors and businesses. Wales' largest regeneration scheme is the 1.5m sq ft Central Square development in Cardiff, home to international broadcasters, government, businesses and universities; Central Square's genesis began at MIPIM.

MIPIM stand no: C16.D
www.ccrmipim.wales

Why invest?

- **Retail** Average achieved rent: £16.75 per sq m (£180 per sq ft); average yield: 7%
- **Offices** Average achieved rent £2.79 per sq m (£30 per sq ft); average yield: 6.75%
- **Housing** Average house price £267,600 (detached house average £527,500)
- **Planning** Allocation of space for circa 100,000 homes and 75,000 jobs

Opportunities at a glance

- Aberthaw Energy Plant, £500m-plus GDV
- Atlantic Wharf, £1bn GDV
- Bridgend town centre, £150m
- Caerphilly hotel and leisure quarter, £45m
- Blaenau Gwent, The Works, £150m
- Northern Gateway, Newport, £100m
- Pontypridd Town centre, £100m

LIVERPOOL

“We are building a sustainable, innovative and prosperous future for our region. From our thriving waterfront to our world-leading innovations in health and life sciences, as well as our Freeport and Innovation Zone programmes that are stimulating development, the Liverpool City Region is creating unique opportunities for investors to be part of our success story.”

Steve Rotheram
Mayor, Liverpool City Region



Major developments include the Life Sciences Innovation Zone, which is set to attract £800m in public and private investment and generate 8,000 new jobs. The region's transport infrastructure is also undergoing revolutionary upgrades, with new rail stations, a £500m fleet of trains, enhanced ferry services and an integrated bus network opening new development corridors and connecting businesses and communities across the region.

Additionally, the intersection

of sport, real estate and urban development presents opportunities such as Everton FC's new stadium at Bramley-Moore Dock, Liverpool FC's expansion into hospitality, Aintree Racecourse's role in the local economy and the global impact of hosting events like The Open Championship 2026 at Royal Birkdale.

MIPIM stand no: C19.A
www.liverpoolcityregion-ca.gov.uk

Why invest?

- When organisations choose to work with us and invest in our region, they become part of an ecosystem that includes some of the world's most influential institutions. Our clusters of economic opportunity, combined with world-leading innovation assets and strong leadership, put us in a golden position to grow.

Opportunities at a glance

- Life sciences
- Creative industries
- Stadium redevelopment
- Waterfront regeneration

MANCHESTER

“In recent years we’ve seen the transformation of Manchester, from a changing skyline to becoming one of Europe’s fastest-growing economies. We’ve laid the foundations for the next decade of growth. Our innovation-led economy harnesses leading industries, universities and public-private partnerships to make Greater Manchester the best place in the UK to invest.”

Bev Craig
Leader, Manchester City Council



With the fastest-growing economy in the UK and as a leader in attracting FDI, Greater Manchester is ready to accelerate its growth mission.

The region has unveiled an ambitious 10-year plan to turbocharge growth and deliver tens of thousands of new jobs. Using its devolved powers to target six growth locations – nationally significant sites with massive economic potential across 10 boroughs – via a place-based approach, the region hopes to attract £10bn in investment and pioneer a new way of delivering large-scale development.

Each Growth Location will have a distinct focus, building on existing sector strengths and opportunities. Just one Growth Location scheme could unlock 48,000 new jobs, 17,000 new homes and add £4.2bn to the local economy.

At the heart of this plan is an integrated single pipeline for growth, which will ensure developments are complementary and have the infrastructure needed to create thriving, well-connected communities.

This approach will help us deliver projects of similar size and scale to the Old Trafford Regeneration Scheme – the biggest sports-led regeneration since the London 2012 Olympics and a part of the Western Gateway Growth Location. Comprising homes, public realm and commercial opportunities, this scheme could deliver £7.3bn to the UK economy and more than 90,000 jobs.

MIPIM stand no: C15.B
www.investinmanchester.com

Why invest?

- Greater Manchester has been growing faster than the UK economy for the past decade
- More businesses launched per capita than any other place outside London
- A UK leader in attracting FDI
- The UK’s most AI-ready city and best city in which to start a tech business
- £80bn economy and diverse business base
- Home to the UK’s third busiest international airport, serving 200-plus destinations
- A student population of 100,000 with a 51% retention rate
- £630m funding settlement from UK government to give more flexibility and freedom over local services and investments
- £10bn regeneration strategy across all 10 boroughs
- Commitment to build 75,000 homes by 2028
- Leading the way in bus franchising and integrated sustainable transport
- Target to be a zero-carbon city

Opportunities at a glance

- Airport & Southern Growth Corridor
- Central Growth Cluster
- Eastern Growth Cluster
- North East Growth Corridor
- Western Gateway
- Wigan & Bolton Growth Corridor

NEWCASTLE

“In Newcastle, our driving ambition is to deliver inclusive economic growth for the people who live and work here by creating an internationally recognised city that we can all be proud of. Attracting investment is crucial to our goal of creating high quality jobs and opportunities for all and we look forward to working with partners at MIPIM to drive regeneration and development.”

Karen Kilgour
Leader, Newcastle City Council



Cranes continue to pop up across the skyline of Newcastle and serve as a visual representation of the ongoing transformation of the city.

Led by an ambitious city council, world-class universities and college groups, and a passionate private sector, the development of Newcastle is being driven by a commitment to shape a brighter future for local communities.

Partners are bringing a number of major projects to the market at MIPIM, including the redevelopment of Eldon Square shopping centre to usher in a new future for the high street, and the regeneration of Pilgrim Street, which will soon be home to a state-of-the-art HMRC Government Hub, a five-star hotel and extensive new hospitality offerings.

One of the city's biggest opportunities is Forth Yards, a 51-acre brownfield site set to deliver up to 2,000 homes and act as a new western gateway to the city.

Forth Yards forms part of a £3.1bn pipeline of investment-ready projects across Newcastle and neighbouring Gateshead, which is bringing new opportunities to market and building on the success of Baltic Quarter, Team Valley and Follingsby Park.

A new scheme for 2025 is the £130m New Bridge Project, which will be a mixed-use destination including luxury high-rise homes, a hotel and significant public realm.

MIPIM stand no: C19.C
<https://investnewcastle.com>

Why invest?

- A regional working-age population of 1.2m
- Newcastle produces £19.4bn GVA every year.
- 60,000 students in Newcastle city centre, with the highest proportion of STEM graduates of any region in England
- A Northern Research Powerhouse, the North East of England has the largest concentration of researchers in the UK outside of London
- Average office rent of £32 per sq m
- Median salary of £35,000
- 6,500 hectares of development land
- The region attracts more than 60 million visitors/tourists annually

Opportunities at a glance

- Forth Yards, <£725m GVA
- New Bridge Project, £130m GVA
- Health Innovation Neighbourhood, <£500m GVA
- Rye Hill Campus, <£90m GVA
- Centre for Health and Social Equity, £100m GVA

CENTRAL SOUTH



“The region excels in human health and the marine sector and has growth ambitions in high-value, global and emerging tech industries, which should in turn help improve the retention of graduates. A combined population of 2.7 million people, around 495,000 jobs and six universities containing 83,000 students provide the bedrock for transformation and for your organisation to tap into.”

Gavin Hall, Savills

With three large waterfront communities, two national parks, and Historic England’s first capital (Winchester – a city that is often dubbed one of the most desirable places to live in the UK), the Central South has an abundance of positives to offer, along with excellent transport links to London and the rest of the UK.

MIPIM stand no: R7.D26
<https://talkingcentralsouth.co.uk>

Why invest?

- “The Central South UK is superbly connected by land, sea and air, is awash with world-class industries and universities, and is home to many of the UK’s most liveable places. As a fintech entrepreneur who is proud to call the Central South home, I would strongly recommend investing in our region and growing your business here,” says Conrad Ford, chief strategy officer at Allica Bank – the fastest growing UK fintech in history.

Opportunities at a glance

- **Portsmouth** is an ambitious city with a multi-billion-pound transformation programme
- **Southampton** has a once-in-a-generation opportunity with its Renaissance vision
- **Basingstoke and Deane** has transformative opportunities at the heart of the Central South

Influencing investment

Perception is key, profile is everything.
New data reveals which cities are winning hearts
and minds – and which platforms matter most,
writes ING head of research James Child

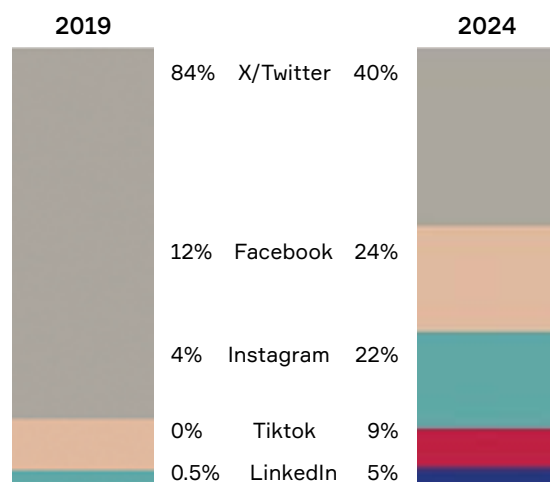
The concept of cities as brands competing for attention on the global investment markets will not be new to anyone attending MIPIM. But efforts to shape perception and influence sentiment on the ever-evolving social platforms are increasingly crucial for UK cities.

Indeed, Manchester has seen a 28% increase in inward investment conversations on social platforms in the past year – outpacing even London – according to ING's latest *Europe's Most Talked About Cities* research, which ranks the continent's most visible cities. The city's performance underscores the importance of knowing how and where to communicate your value proposition.

Drawing on ING's research, which has been tracking European cities' digital and media presence for seven years, here we identify which cities are set to dominate global conversations over the next five years – and which digital platforms will host those conversations.

For the UK's top cities this presents a seismic opportunity. They need to

Share of European city conversations by platform*



* Among the five big digital platforms (excludes news and also smaller digital platforms that make up less than 1.5% of mentions in 2024: Reddit, Forums, Pinterest, blogs, comments, YouTube, Twitch)

leverage digital platforms, articulating their unique strengths, to bolster their international presence and drive inward investment.

TikTok, not Twitter

If platform usage grows as it has over the past five years, then TikTok looks set to become the pre-eminent

channel for conversations about cities by 2030, with Instagram and LinkedIn second and third. Current trends suggest X (formerly Twitter) will only account for 2% of all cities' digital content by the end of the decade.

Soft power, or sentiment, can be just as important as economic markers to would-be investors. While online news media and LinkedIn remain essential for engaging with investors, policymakers and business leaders, Instagram and TikTok are increasingly being used by cities to attract younger audiences and elevate their cultural assets through video-driven content. Attract the next generation of talent, and investment will follow.

It is a competitive global landscape, and how cities tell their stories will define their success. ING's analysis tells us that London, Glasgow, Edinburgh, Birmingham and Manchester are harnessing soft power, emerging digital platforms and strategic communications to position themselves as attractive destinations for investment – and talent.

London

Going for gold

London is a world leader in finance, culture and innovation. Despite collecting silver in ING's rankings since last year, having previously topped the table for five consecutive years, projections suggest it could surpass Paris again by 2030, driven largely by its strong presence on TikTok.

Paris holding top spot was largely driven by the "Olympic effect" – the spike in content that came with hosting the Games in 2024. But excluding Olympics-related content would mean London is only 8% behind the French capital. Nearly 30% of all online content about Paris in relation to the Olympics was on emerging platforms, and 20% of that was video. The event was less visible on legacy platforms like Facebook and X.

Glasgow

Culture, talent and green innovation

In recent years Glasgow has positioned itself as a cultural powerhouse and a leader in sustainability. Building on the legacy of hosting the COP26 climate summit in 2021, the city continues to draw attention to its ambitious green energy and climate resilience initiatives.

Glasgow's digital footprint is heavily weighted towards talent and employment. Some 21% of conversations about the city were found to be about talent retention and attraction, dwarfing the European average of 14% and reinforcing Glasgow's strength as a hub for skilled workers in emerging green economies.

Based on its current trajectory, Glasgow is set to improve its position in terms of traditional online news coverage, too. Its current rank of 32 out of the 60 cities studied is set to increase to 12th by 2030.

Edinburgh

Rising on heritage and innovation

Edinburgh is a standout performer, consistently punching above its weight in terms of its digital visibility. Already a global tourism and festival

hotspot, the city is also rapidly emerging as a financial and tech hub. ING's projections indicate that Edinburgh will break into the top 15 most talked about cities by 2030, in part by building digital legacy from high-profile events such as Taylor Swift's Eras Tour, particularly on TikTok.

This cultural clout is delivering tangible financial gains too. The Scottish capital has increased the amount it is being talked about with inward investment in mind by 43% – the European average sits at 22%. The city continues to leverage its world-class universities and burgeoning fintech sector to attract global capital.

Birmingham

A city in transformation

Birmingham is undergoing an industrial and infrastructural transformation that is reshaping its economic landscape. Major projects such as HS2 have positioned it as a highly connected city with immense potential for business growth and additional investment projects.

Much like Glasgow, Birmingham leads on conversations about talent. The city ranks second out of the 60 European cities monitored in terms of talent share, highlighting its growing workforce and skills base.

Manchester

The northern powerhouse

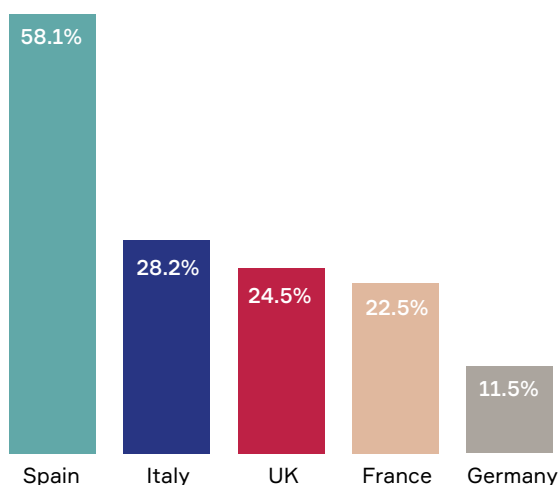
Manchester is one of the UK's strongest cultural and economic brands, ranked as the second most talked-about European city in terms of cultural share of voice. This is paying dividends, the city has seen a 28% increase in inward investment conversations, outperforming even London's 25% growth rate.

Manchester's communication strategy is built around media, sports and technology, leveraging its world-famous football clubs and established music scene. The city's digital profile is particularly strong on X, Instagram and TikTok.

Talking the language of investors

In an increasingly competitive global landscape, how cities tell their stories

Growth of investment conversations 2023-2024



Average growth across selected cities in each country.
Data covers news articles and social media

The "Olympic effect" gave Paris a

30%
uplift in online mentions in 2024

will define their success. London, Glasgow, Edinburgh, Birmingham, and Manchester are harnessing soft power, digital platforms and strategic messaging to position themselves as attractive destinations for investment and talent.

As well as strategically broadcasting the best of the UK's soft power, these cities must speak the language of investment, too.

ING's analysis shows that despite the UK's investment prospects turning a corner in recent years, there is work to do. London, Glasgow, Edinburgh, Birmingham, and Manchester have increased the amount they have been mentioned online with regards to inward investment by 24.5% year-on-year, ahead of Germany and France, but behind Italy and standout Spain, buoyed by lower operational costs and a robust post-pandemic economic landing.

Despite strong competition, the UK remains a key investment destination, with its major cities playing a crucial role in attracting international capital.

As we look towards 2030, these cities must continue to innovate, engage and adapt. By leveraging cutting-edge digital storytelling and reinforcing their economic strengths, they can secure their place among the world's most talked-about and invested-in cities. The race for influence is on.

To read more of ING's cities coverage download our latest report, *Europe's Most Talked About Cities 2025*, from ing-media.com. This year's edition looks at how social media trends are shaking up Europe's most talked about cities – and which cities are set to top future rankings.



Your daily guide to
events being held at
the UK Hub and
UK City Pavilions

BELFAST

STAND NO: C19.D

Tuesday 11 March 2025

10.00-10.45

City within a city: How demand for student accommodation and build-to-rent is set to soar in Belfast

11.00-11.45

Weavers Cross: The unique investment opportunities at Belfast's transport-led regeneration project

14.00-15.00

Dublin Belfast Economic Corridor – A corridor of opportunity: How dual market access, a broad talent base and sustainability will drive growth

Wednesday 12 March 2025

10.30-11.15

Harbouring potential: How Belfast Harbour's ambitious £300m strategy will be transformative for the Belfast region

15.00-16.00

Prime destination: The investment opportunities which the Belfast region's booming tourist sector offers

CARDIFF CAPITAL REGION

STAND NO: C16.D

Tuesday 11 March 2025

08.30-09.30

Cardiff Capital Region – The UK's most attractive region for sustainable investment

10.30-11.15

Co-investing in and with the Cardiff Capital Region

14.30-15.30

Destination Cardiff 2028

17.00-19.00

Networking reception

Wednesday 12 March 2025

08.30-09.30

Presentation: Transport-led regeneration – unlocking growth through Cardiff Crossrail, the Metro and the Regional Transport Plan

10.30-11.15

Aberthaw – "A just transition"

14.30-15.30

CCR Investment Zone: Creating the conditions for investment and innovation

16.00-18.00

Networking reception
Sponsored by Ogi

Thursday 13 March 2025

10.30-11.30

Inspire, innovate, infuse – an inaugural "ladies-only" event on the stand led by two unique Welsh businesses

CENTRAL SOUTH

STAND NO: R7.D26

Tuesday 11 March 2025

09.30-10.30

Meet the Central South UK Partners over light breakfast

11.00-12.00

Central South UK: Navigator Quarter – Solent Freeport

12.30-15.00 La Mandala

Central South UK Investors Lunch (invitation only)

16.00-17.30

Placemaking at scale with
Prior + Partners

Wednesday 12 March 2025

09.30-10.30

Meet the Central South UK Partners over light breakfast

11.00-12.00

Southampton: A vision for renaissance

14.00-15.00

Innovation Districts: Their role in the economic growth of the Central South

16.00-17.30

The market now: Trends, insights & opportunities, hosted by Savills

Thursday 13 March 2025

08.00-10.00 Green Bagel Café

Central South UK Networking Breakfast

09.30-10.30

Meet the Central South UK Partners over light breakfast

11.00-12.00

Reclaiming space for all with our Central South MIPIM Challenger, Becky Rayner of Savills

15.00-16.00

Portsmouth: Central South Partners panel discussion

16.00-17.00

Central South reception drinks: Connect with our partners and let's do business!

LONDON

STAND NO: C14

Tuesday 11 March 2025

11:00-11:45

Planning change, driving growth

12:00-12:45

Affordable homes

14:00-14:4

Five years on: Workplace trends

14:45

Bringing the London Model to life

16:00-16:45

Stronger together: Cross-borough working in London

17:00 London Stand Opening Reception.

Sponsored by Lendlease

Wednesday 11 March 2025

10:45-10:50

SwiMIPIM

11:00-11:45

Delivering property for science and innovation

14:00-14:45

Navigating the growth of rental living

14:45

Bringing the London Model to life

15:00-15:45

Nighttime economy and 24-hour cities

16:00-16:44

Sport and placemaking

Thursday 13 March 2025

10:00-10:45

Value of good design

11:00-11:45

Tall buildings

12:00-12:31

Keynote: London past and future

14:45

Bringing the London Model to life

15:00-15:45

Planning healthy cities

LIVERPOOL CITY REGION

STAND NO: C19.A

Tuesday 11 March 2025

10:00-10:45

Transformational waterfronts: Unlocking investment and maritime innovation

15:30-16:15

From discovery to investment: Building the future of life sciences and innovation in Liverpool City Region

16:15-19:00

Apéritifs with Liverpool City Region x MIPIM 2025 Opening Party

Wednesday 12 March 2025

10:30-11:30

Stadia redevelopment and the Bramley-Moore Dock opportunity

15:30-16:15

Business of sport

16:15

Apéritifs with Liverpool City Region

Thursday 13 March 2025

09:00-09:45

City centres reimaged: The role of BIDs in driving urban transformation

10:00-10:45

Creative industries as catalysts for urban regeneration

16:00

Apéritifs with Liverpool City Region

MANCHESTER

STAND NO: C15.B

Tuesday 11 March 2025

09.00-09.30

Welcome keynote

10.00-10.45

Manchester: Unlocking the next decade of growth

11.00-11.45

Place-based sustainable growth: How the Manchester City Region is unlocking and supporting development

15.00-15.45

Two cities and a river: Strangeways Strategic Regeneration Framework

16.00-16.45

Accommodating a new generation: Where developers and investors can help Manchester City Region grow

17.00-18.00

Aperitif hour.

Sponsored by Inside Housing

Wednesday 12 March 2025

10.00-10.45

Turning bright ideas into business: The power of innovation

11.45-12.30 UK Stage

Old Trafford Regeneration: A catalyst for UK growth

14.00-14.45

Liverpool-Manchester Railway: Purpose, opportunity, growth and prosperity

15.30-16.15

Build it and they will come: How prime office investment is reaping rewards in Manchester

16.30-17.15

Welcome to NorthFold: Find your opportunity in this new growth corridor

17.30-18.30

Aperitif hour.

Sponsored by Bolton Council

Thursday 13 March 2025

10.30-11.15

A room with a view: How hospitality, leisure and culture are shaping Manchester

11.30-12.15

City to city: Embedding social impact in large-scale urban regeneration

14.30-15.15

Beyond the city centre: A pathway to inclusive growth

15.30-16.00

Mike Ingall: The creation of a global story

16.00-18.00

Manchester closing reception

34 PROGRAMME

NEWCASTLE

STAND NO: C19.C

Tuesday 11 March 2025

09:00-10:00

NGI welcome breakfast and opening address

10:00-10:45

Investment opportunities in North East England

11:15-12:00

Power to the regions: Devolution and the future of urbanisation

12:00-13:30

Meet the Invest Newcastle delegation

14:45-15:30

Creative capital: Driving culture-led regeneration

16:00-16:45

Football, fashion, food and fun: What the F is going on in Newcastle?

17:00-20:00

Eldon Square networking reception

Wednesday 12 March 2025

9:00-10:00

Delivering sustainable energy and infrastructure to power the industrial and data-driven revolution

10:00-10:45

New Bridge Project: Taking Newcastle to new heights

11:15-12:00

Healthy places: Blurring the boundaries across social infrastructure

12:30-14:00

Newcastle's global ambition: International cities networking lunch

14:00-14:45

The business of sports-led regeneration

15:15-16:00

New frontiers of foreign direct investment

16:15-17:00

Creating investible cities: The role of education and skills

17:00-18:00

NCG networking reception

Thursday 13 March 2025

9:00-10:00

Ryder Architecture networking breakfast

10:15-11:00

Enabling zero-carbon urban futures: Deploying clean energy networks

11:30-12:15

Building global gateways: How connectivity drives investment and growth

17:00-18:00

Develop North networking reception

UK STAGE PROGRAMME

Tuesday 11 March 2025

14:15- 15:00

The UK Hub Stage official launch

16:15-17:00

Partner session: Place North

Faster, bigger, better – How can the North become the UK's development driver?

17:15- 18:00

Partner session: West Midlands

From trains to cranes: a residential development boom in the UK's best connected region

18:00- 19:00

Universities as Drivers of Growth drinks reception

Wednesday 12 March 2025

8:30-10:00

UK Investor Breakfast (invite only)

10:00- 10:30

DBT – Fireside chat: Investing in the UK

10:45- 11:30

Attracting investment: Sound future strategies for UK real estate

11:45- 12:30

Partner session: Manchester

Old Trafford regeneration: A catalyst for UK Growth

14:00- 14:45

Building the innovation economy: working together to shape up a new breed of investment assets

15:00-15:45

Partner session: Estates Gazette

Ox(vs)Cam Arc: the relationship between the UK's top life sciences markets

16:00-16:45

Funding tomorrow's housing market: Debating investment opportunities, the role of government and evolving product types in residential

17:00-19:00

Get Britain Building: Constructing our Future drinks reception. Considerate Constructors Scheme

Thursday 13 March 2025

10:00-10:15

Keynote: The importance of integrating nature into masterplans and developments

10:15- 11:00

Urban reinvention to boost resilience:

The crucial role of placemaking to attract investment in city centres, new towns, business and retail parks

11:15- 12:00

Partner session: Place North

Investible North: where should investors put their money?

12:15- 13:00

Partner session: PropTech Association and MHCLG partnership



An Agenda for Growth

The British Property Federation is the voice of the UK real estate industry.

We're working in partnership with the UK Government and local partners to support growth and investment in new homes, places and the green economy.

Read our new '**Agenda for Growth**', which assesses progress made together with the Government in these areas and sets out a pathway for harnessing the power of the property industry for economic growth.

Download our
Agenda for Growth



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