1.0 PURPOSE OF REPORT
1.1 To report back on the outcomes of Harrogate Borough Council’s (HBC) attendance at Smart City Expo 2019

2.0 RECOMMENDATION/S
2.1 That the CMREED notes the outcomes of HBC’s attendance at the Smart City Expo.

2.2 That the CMREED supports HBC’s attendance in principle at Smart City Expo 2020.

3.0 RECOMMENDED REASON/S FOR DECISION/S
3.1 It is the Council’s policy that Members and Officers making foreign visits must also report back to the relevant Cabinet Member on the outcome of the visit at the next available meeting, identifying the realised and potential benefits.

4.0 ALTERNATIVE OPTION/S CONSIDERED AND RECOMMENDED FOR REJECTION (Must be used for reports to Cabinet & Cabinet Members)
4.1 That CMREED does not support HBC’s in principle attendance at Smart City Expo 2020.
5.0 THE REPORT

5.1 Background
For the last three years the Leeds City Region Local Enterprise Partnership (LCR LEP) has taken an exhibition stand at Smart City Expo and brings a delegation of public sector and private sector attendees from the region to the event at FIRA, Barcelona. The event provides an opportunity to showcase the city region to the world, to push key projects and potentially attract investment into the city region, with the emphasis on Smart technologies.

5.2 At the end of 2017 HBC was successful in securing £300,000 from the Leeds City Region Business Rates Pool in order to deliver inward investment activities in a two-year period surrounding the UCI World Road Race Championships 2019. Part of the action plan developed to deliver this inward investment activity involved working with the LCR LEP to attend events/conferences that the HBC would not be able to do so were it to do it alone. Smart City Expo is a prime example of this (along with MIPIM); for a relatively modest financial commitment (from the external funding above) HBC was able to benefit from being involved with £112k delegation to the leading Smart City expo in the World.

5.3 Smart City Expo 2019 took place in Barcelona 19-21 November and attracted over 24,000 visitors from around the world. There were 1,010 exhibitors – the LCR stand was the only UK region represented with a physical presence at the show.

5.4 The Event
HBC was represented by a delegation consisting of Inward Investment Officer (Sue Brandom) and ICT Manager (Laura Griffiths). HBC attended as part of the Leeds City Region delegation; which consisted of approximately 57 delegates. These included senior officers from Leeds City Council, Make It York and the Universities of Bradford, Huddersfield and Leeds/Nexus. Private sector delegates included Shoosmiths LLP, Arup, PWC, Amazon Web Services, InTechnology, Connexin, Addleshaw Goddard, Mott McDonald and others from the region’s digital / tech sector.

5.6 A ‘Z-card’ was designed and produced with a focus on ‘smart’ Harrogate. This proved very useful as a business card/mini-brochure in one and will be used at future events. The cards promoted key projects and assets in Harrogate district, such as Appy parking and our facilitation of the UCI World Road Race Championships and were displayed prominently on the LCR stand throughout the event as well as being handed out by the HBC officers.

5.7 Each day a series of presentations took place on the LCR stand – this programme was widely promoted and ensure a good flow of visitors to the stand. The programme was designed around the theme of ‘Tech for Good’ and featured speakers from Local Authorities, private sector businesses and local universities.

5.8 Three networking receptions were arranged: one the night before the expo was very useful to get to know for the delegates and to share our aims and expectations for the event. On the LCR stand on Tuesday a ‘Leeds City
Region and London’ networking reception was held which drew a number of attendees from London and other UK cities who were attending the Expo as delegates. On Wednesday there was a ‘DIT and Northern Powerhouse’ networking reception which saw visitors and delegates from Invest Newcastle, Manchester and others.

5.9 There were two areas of focus for HBC at the event:
Inward investment – raising the profile of Harrogate district both among the delegation and to visitors, delegates and exhibitors.
Learning – by sharing knowledge with partners, meeting with service providers and suppliers and hearing best practice examples from other cities.

5.10 The delegation’s expectation was that contacts made at Smart City Expo would not lead to immediate investment decisions but rather would develop opportunities and relationships over time. Over the two-day event the HBC delegation met with 12 different organisations / businesses and attended three networking sessions. Officers have followed up on the contacts made at the event. From within the LCR delegation Lawrence Dudley & James Hall of Parallax (based in Leeds) attended a Smart Harrogate meeting in Northallerton on 16.01.20 at the invite of HBC; a meeting is in the diary for 13.02.20 Smart Harrogate meeting between HBC and Barry Singleton of Scaled Insights (based at Nexus in Leeds) who specialise in tech solutions for public health initiatives and who was also part of the LCR delegation. Further meetings / introductions are being arranged where appropriate. HBC has invited Grant Murray, Regional Manager, UK North, xe.com and Robert Searle, Head of 5G, Telefonica to the Place Narrative launch on 02.03.20. Both Grant and Robert live in Harrogate but work outside the district and were attending Smart City Expo representing their companies separately from the LCR stand; and expressed interest in the work the council is doing within the ‘Smart’ realm as well as the wider Place promotion.

5.11 The costs to the council were as follows:
Flights £303.07
Accommodation in Barcelona for 2 people x 3 nights £1,110.42
Travel & subsistence £283.13
Total £1,693.62

5.12 Lessons learned from the attendance at Smart City Expo:
Participating in Smart City Expo confirms Harrogate district as an integral part of the wider Leeds City Region; with our own ‘smart’ stories to tell. By attending as part of the LCR delegation we are exposed to many more opportunities to engage with, learn from and work with partners from the public and private sector. If HBC attends this event again there are other examples of the transformative ‘smart’ initiatives that could be showcased ie Street Aid.

5.13 It is recommended that HBC agree in principle to attend this event again in 2020, subject to discussions with the Leeds City Region LEP about representation from the wider city region geography.
6.0 REQUIRED ASSESSMENTS AND IMPLICATIONS

6.1 The following were considered: Financial Implications; Human Resources Implications; Legal Implications; ICT Implications; Strategic Property/Asset Management Considerations; Risk Assessment; Equality and Diversity (the Public Sector Equality Duty and impact upon people with protected characteristics). If applicable, the outcomes of any consultations, assessments, considerations and implications considered necessary during preparation of this report are detailed below.

7.0 CONCLUSIONS

7.1 Attending Smart City Expo was beneficial to HBC in a number of ways:
- Promoting Harrogate district as an integral part of the Leeds City Region.
- Strengthening existing relationships with partners.
- Making new connections and relationships with strategic interests that otherwise wouldn’t happen.
- Giving the message to an international audience that Harrogate district is both ‘open for business’ and a ‘smart’ town.

7.2 By attending as part of the LCR LEP delegation (for a relatively modest cost) HBC benefitted from being part of a large delegation that would not be possible were we to attend on our own accord. HBC has leveraged in access to partners, stakeholders, technology providers and innovators and key intermediaries in a short space of time and in a focused environment. To make the same connections otherwise would take a considerable amount of time and cost. To build on the momentum of attending in 2019 it is recommended that HBC agree in principle to send a delegation to the Smart Cities Expo 2020, which will again be funded from the Leeds City Region Business Rates Pool money allocated for Inward Investment, subject to ongoing discussions with Leeds City Region LEP about representation from the wider city region geography.

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