

[REDACTED]

From: [REDACTED]
Sent: 02 May 2017 16:56
To: [REDACTED]
Cc: Old Oak and Park Royal Development Corporation
Subject: OPDC FoI request: Great Places Scheme: Park Royal, London
Attachments: Case Studies_Redacted.pdf; Detailed Budget_Redacted.pdf; Partner Organisations and Supporting Statements_Redacted.pdf

Dear [REDACTED],

Thank you for your request for information which the Old Oak and Park Royal Development Corporation (OPDC) received on 21 March 2017. Your request has been dealt with under the Freedom of Information Act 2000. You requested:

"Old Oak and Park Royal has just been awarded (on 16 March) a grant of £1,489,255 from Arts Council England and Heritage Lottery Fund's Great Place Scheme "to ensure that art, culture and heritage are at the heart of the major developments planned for the area. Please provide a copy of all material reasonably relating to this award, such as aims, timelines, costings, risks, auditing plans, and so on."

Further to my email of 21 April, we are now in a position to release the remainder of the information that falls within the scope of your request. I am sorry for the delay and I hope that it has not caused too much inconvenience.

The budget and programme information is indicative only and a very early draft which we will be revised as the programme is developed. The budgets are only partially defined and may well need reallocating.

To demonstrate our commitment to transparency, we have published the overall figures. However, we have redacted parts of the budget which relate to specific elements of the project for which we will be seeking bids as we consider this information to be exempt information by virtue of section 43(2) of the Freedom of Information Act 2000.

Act. Section 43(2) of the Act provides that information may be exempt information if the release of that information into the public domain (in response to a request under that Act) would, or would be likely, to be prejudicial to the commercial interests of any person - i.e. the commercial interests of the OPDC, any company, or any other legal entity. A commercial interest relates to a person's ability to participate competitively in a commercial activity and their ability to trade, i.e. the purchase and sale of goods or services. In this case, the release or publication of this information into the public domain at this time would be likely to prejudice the commercial interests of the OPDC.

While there is an obvious public interest that would be served by publishing this information, in that it relates to taxpayer funded activities, there is also public interest in ensuring that the OPDC is able to compete fairly in an open marketplace. It would not be in the best interests of the public - i.e. the public interest - to disclose information that might unfairly affect the OPDC's ability to participate competitively in a commercial activity.

We have also made some redactions to withhold names and email addresses from document 'Partner organisations and supporting statements' as they constitute third-party personal data which is exempt from release under the provision of section 40(2) of the FoI Act. This provides that personal data (as defined under the Data Protection Act 1998) can be withheld from disclosure in to the public domain where that disclosure would be contrary to one of the Data Protection Principles under that Act. In this case, disclosure would be in breach of the first principle and constitute unfair processing of that data.

We are also re-releasing the case studies doc with some of the images as we have established the permissions for these.

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this email.

Yours sincerely

[REDACTED]
Head of Design, OPDC

Made in Park Royal

Case Studies



Ex-Warner project, Lucy Harrison and Katherine Green, 2014

A major arts and heritage project that begun in 2014 and will continue into 2017, which explores the social history and continuing importance of the Warner Estate in Waltham Forest, London by artists Lucy Harrison and Katherine Green / Rendezvous Projects CIC. The project includes photography, oral history, exhibitions, a publication and forthcoming mobile phone app, as well as walks, open days, talks and events for local people. A call out for photographs of the properties in different eras has resulted in a collection of around 100 images from 1902 to the present day, and the Warner Estate's archive, now owned by Walthamstow Historical Society, has also been explored in detail.

<http://www.exwarnerproject.co.uk/about/>

Mobile Museum, Verity Jane Keefe, 2015–present

A Museum. A collection. A public programme. A filmwork. A series of publications. A lot of fun. The Mobile Museum is a new kind of community-led museum. Working with people living in Barking and Dagenham, visual artist Verity-Jane Keefe has compiled artefacts, photos and memories that not only tell the history of the borough, but speculate on how it will be represented in the future, and its position within London.

<http://www.themobilemuseum.co.uk/about>



Odd Guides to the Leaway, Create London, 2015/2016

The Leaway is a new route being developed along the River Lea that will connect the Queen Elizabeth Olympic Park to the Royal Docks and the River Thames. Areas of the river will be made fully accessible to the public for the first time. In summer 2015, teenagers from the Lower Lea Valley and artists Leigh Clarke, Dash N' Dem and Gayle Chong Kwan made alternative guides to the Leaway, responding to themes of Dirt, Trade and Industry, and Nature. In addition, in the summer and autumn of 2016, alternative audio guides were made in collaboration with youth centre Spotlight and resident Grime artists Slyx and Rapid, responding to historical themes of the river.

<http://createlondon.org/event/the-odd-guides/>

Made in Park Royal

Case Studies



The Signs Project, South London Gallery, 2013–2015

From 2013-2015 the SLG and invited artists and designers have worked with residents from neighbouring Sceaux Gardens Estate to improve way-finding and the visual identity of the estate. Residents were invited to test, debate and create a series of new signs and community notice boards and were involved in selecting from the artists' proposals. Artists and designers proposed ideas to make Sceaux Gardens more accessible and easier to negotiate, and to improve the overall experience of the local area and present community information in clearer and more exciting ways.

<http://southlondongallery.org/page/thesignsproject>

We Made That, Signage and way finding in Blackhorse Road, Walthamstow, 2014

We Made That led a team working with the London Borough of Waltham Forest on its regeneration programme for Blackhorse Lane in East London. The proposals sought to address issues of poor perception and functional operation of the existing industrial estates, respond to the area's unique industrial heritage and support the diverse enterprises in the area. The modest available budget and complex urban context led We Made That to develop a dexterous series of proposals for the area. Delivered elements of the project included both physical interventions and 'soft' enterprise support, ranging from improvements to industrial estate frontages and shops to co-ordinated wayfinding signage and a new civic clock.

<http://www.wemadethat.co.uk/projects/view/blackhorse-lane>



The Decorator's Ridley's Temporary Restaurant. 2011

Ridley's was a project by The Decorators in collaboration with Atelier Chan Chan. It was a public realm intervention that combined food and architecture, featuring a food-for-food exchange organism. Ideally located alongside a street market, Ridley's worked within the market's existing infrastructure to negotiate its social and economic contingencies.

<http://www.the-decorators.net/Ridley-s-Temporary-Restaurant>

Made in Park Royal

Case Studies



The Missing Voice (Case Study B), Janet Cardiff, Whitechapel Gallery, 1991

In 1999, The Missing Voice (Case Study B) began in Whitechapel Library. Part urban guide, part detective story, part film noir, this audio walk transported individual listeners on foot through the streets and alley ways of Spitalfields, a historic part of London next to the City. Intimate, even conspiratorial in tone, it entwines the listener in an elusive narrative that shifts through space and time, confession, conjecture and dream.

<https://www.artangel.org.uk/project/the-missing-voice-case-study-b/>



We are Artists, MUF, 2010–present

We are artists, is an ongoing research project initiated in response to the curatorial strategy to 'home grow' public art and enable art practice to actively inform policy making in an area that is highly contested.

<http://www.muf.co.uk/portfolio/we-are-artists>



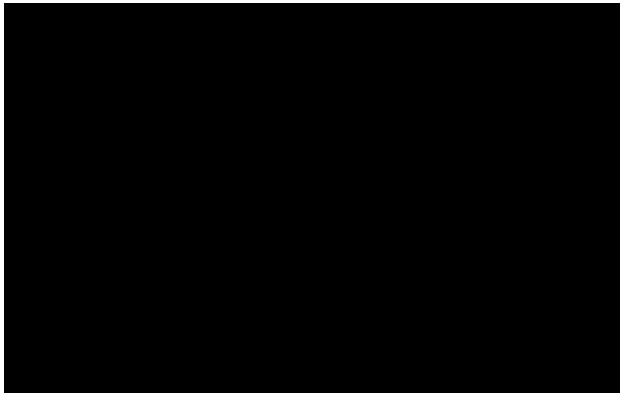
Linked, Graeme Miller, 2003

Commissioned by the Museum of London, Graeme Miller's ongoing Linked project opened in July 2003 as a massive semi-permanent sound work and off-site exhibition of the contemporary collection of the Museum of London. Stretching across from Hackney Marshes to Redbridge, the M11 Link Road was completed in 1999 after the demolition of 400 homes, including Miller's own, amid dramatic and passionate protest. Concealed along the three-mile route, 20 new transmitters continually broadcast hidden voices, recorded testimonies and rekindled memories of those who once lived and worked where the motorway now runs evoking a cross-section of East London life. Day and night, voices and music were broadcast along the length of the route. Individuals can borrow a receiver and map to explore the streets alongside the road.

<https://www.artsadmin.co.uk/projects/linked>

Made in Park Royal

Case Studies



Pilcrow Pub, Manchester, 2016

A pub with a difference Drinkers can look forward to a rotating selection of seasonal Cloudwater beers, alongside a house brew made in a barrel assembled by volunteers at the White Rose Co-op-erage in Wetherby, West Yorkshire.

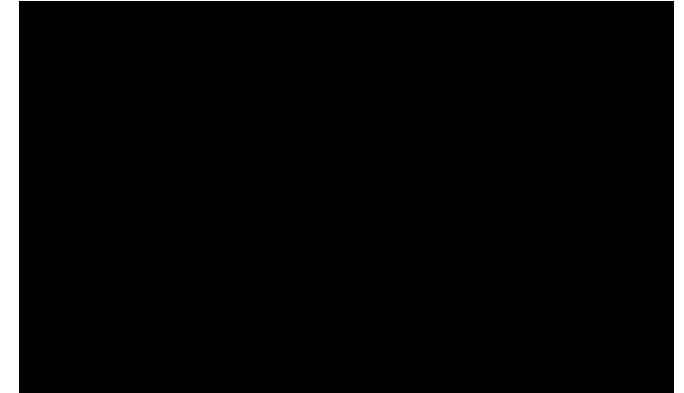
From the beer pumps to the tiles that decorate the bar, everything inside the building has been hand-made by members of the public using traditional crafts methods taught by local artists, designers and makers in a series of free workshops throughout 2016.

<http://www.thepilcrowpub.com/>

Folly for a Flyover, Assemble, 2011

'Built by limitless volunteer energy and ingenuity, the Folly is about the enjoyment of actions, with other people, from the building to the events.' – The Observer Selected as the winner of the 2011 edition of the Create Art Award, Folly for a Flyover saw a disused motorway undercroft transformed into a dynamic performance and screening space. Folly was conceived, built, programmed and run by Assemble, a not-for-profit collective of London designers, artists and architects who explore the reuse of redundant and overlooked city spaces. The project explored uncovering the potential pleasures that exist on the fringes of everyday life and the built environment.

<http://createlondon.org/event/2011-create-art-award/>



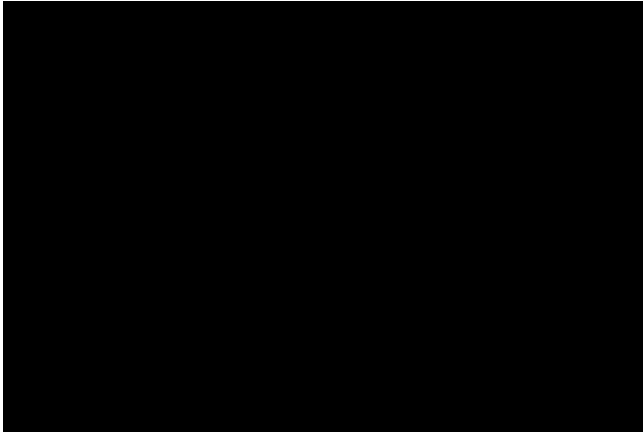
The Passion, National Theatre of Wales Port Talbot, 2011

In a spectacular finale to its triumphant launch year, National Theatre Wales joined forces with Michael Sheen and WildWorks for a one-off ground-breaking theatre event that placed the Port Talbot community at its very heart. Taking inspiration from one of the defining narratives of our times, this riotous contemporary re-telling of the Passion story took place across the town, with the people of Port Talbot as its cast, crew and heros. Supported by over 1,000 community volunteers the production celebrated a town and its people bringing over 22,000 people to the town. During the weekend a group of community bloggers updated audiences beyond Port Talbot via a designated online world at port-talbot.com.

<https://www.nationaltheatrewales.org/passion>

Made in Park Royal

Case Studies



Scotland Can Make It!, Panel, 2014

Scotland Can Make It! is a collection of six limited edition souvenirs, designed and manufactured entirely in Scotland. Commissioned by Panel for 2014 the souvenirs have been created by leading Scottish designers and artists in close collaboration with producers, fabricators and developers across Scotland. Presented for sale, they are the focus of a programme of events that celebrates our cultural heritage, creative practice, skill and production.

<https://scotlandcanmakeit.com/about>

The Barrowlands Project, Michael Clarke, Glasgow 2012

As part of the 2012 celebrations in Scotland, Michael Clark Company created a landmark dance event for Glasgow over the final weekend of the London 2012 festival. Taking over the celebrated Glasgow Barrowlands, now a revered rock music venue and with a history as Glasgow's premier dance hall, this performance project was specially created by Michael Clark, and the project invited local people to become performers in the choreography alongside company dancers, accentuating the communal dance experience.

"Each corner of this legendary space was carefully considered and beautifully used"
The Scotsman

<http://www.michaelclarkcompany.com/current.php>



Souvenirs, 2012

'Souvenirs are significant, and well-considered, they encapsulate a place and time and force us to consider what it means to commemorate.' New York Times Five leading east London designers and artists created a range of affectionate, irreverent mementos that celebrate the area's cultural heritage in 2012. As a welcome antidote to the throwaway mass-produced souvenir, these solidly crafted pieces, all proudly made in the UK, were commissioned to inspire fond memories for decades to come, and aimed to support and celebrate east London design and UK manufacturing.

<http://createlondon.org/event/create-souvenirs/>

Programme Budget

	Apr 2017 - Mar 2018	Apr 2018 - Mar 2019	Apr 2019 - Mar 2020	Total	Notes and Assumptions
Income Cash (ex VAT)					
Grant request	£500,000.00	£500,000.00	£500,000.00	£1,500,000.00	
OPDC match funding	£50,000.00	£50,000.00	£50,000.00	£150,000.00	
Corporate Sponsorship	£50,000.00	£75,000.00	£75,000.00	£200,000.00	
Other public sector	£25,000.00	£25,000.00	£25,000.00	£75,000.00	
Total	£625,000.00	£650,000.00	£650,000.00	£1,925,000.00	
Income In-kind					
Non cash contributions- staff	£108,200.00	£108,200.00	£108,200.00	£324,600.00	See Annual OPDC/GLAStaff Support
Non cash contributions- programme	£128,000.00	£75,000.00	£75,000.00	£278,000.00	See Non Cash Contributions OPDC
Volunteer time	£150,000.00	£252,000.00	£360,000.00	£762,000.00	See Volunteer Contribution
Total	£386,200.00	£435,200.00	£543,200.00	£1,364,600.00	
Value of the Programme	£1,011,200.00	£1,085,200.00	£1,193,200.00	£3,289,600.00	Match funding (cash + in-kind) = 31%

	Apr 2017 - Mar 2018	Apr 2018 - Mar 2019	Apr 2019 - Mar 2020	Total	Notes and Assumptions
Expenditure Cash (ex VAT)					
Activity					
New staff costs	£118,000.00	£129,000.00	£129,000.00	£376,000.00	Will take a minimum of a month to recruit, so lower costs for the first year, annual compensation package with on-costs: Great Place Scheme Programme Manager £53,000, Community Organisers £35,000
Training for staff					Covered by OPDC staff
Training for volunteers	£31,250.00	£27,500.00	£33,000.00	£91,750.00	Assume really engaged @ £150 each and lesser engaged @ £50 each and 80% return
Travel and expenses for volunteers	£4,750.00	£7,500.00	£10,000.00	£22,250.00	Assume £10 per volunteer
Equipment and materials					
Other costs					See Activity Other Costs
Professional fees					Includes Cultural Consultancy
Other costs					
Recruitment					Assume new staff stay for duration, cost only for Community Organisers
Publicity and promotion					OPDC Comms & Marketing channels will be utilised where possible, and in-kind and earned sources leveraged
Evaluation					Higher in year one, to break down the RSA Heritage Index from borough wide, to our area
Contingency (Activity + Capital)					
Non cash contributions- staff	£108,200.00	£108,200.00	£108,200.00	£324,600.00	See Annual OPDC/GLAStaff Support
Non cash contributions- programme	£128,000.00	£75,000.00	£75,000.00	£278,000.00	See Non Cash Contributions OPDC
Volunteer time	£150,000.00	£252,000.00	£360,000.00	£762,000.00	See Volunteer Contribution
Capital					
Capital work					Fit out of Lyra Court
Professional fees					Fit out of Lyra Court
Total	£1,011,200.00	£1,085,200.00	£1,193,200.00	£3,289,600.00	

	Cash (ex VAT)	Cash (ex VAT)	Cash (ex VAT)	Cash (ex VAT)
Surplus/Deficit	£0.00	£0.00	£0.00	£0.00

Annual OPDC/GLA Staff Support

Employee	Time	Full On Cost	Annual Value
Park Royal Manager	25%	£65,000.00	£16,250.00
Park Royal PSO	15%	£34,000.00	£5,100.00
Head of Comms	25%	£85,000.00	£21,250.00
Marketing Officer	15%	£34,000.00	£5,100.00
Head of Design	25%	£85,000.00	£21,250.00
Senior Engagement Officer	25%	£53,000.00	£13,250.00
Total			£82,200.00

Employee	Time	Full On Cost	Annual Value
Team London	15%	£65,000.00	£9,750.00
GLA Regen Team	10%	£65,000.00	£6,500.00
Corporate Sponsorships	5%	£65,000.00	£3,250.00
Culture Team	10%	£65,000.00	£6,500.00
Total			£26,000.00

Non Cash Contributions from OPDC

Item	Value		
	2017/2018	2018/2019	2019/2020
Place Brand & Identity project	£30,000.00		
Marketing & Communications support	£35,000.00	£35,000.00	£35,000.00
Community engagement support	£30,000.00	£30,000.00	£30,000.00
Business engagement support	£10,000.00	£10,000.00	£10,000.00
Youth engagement strategy	£8,000.00		
Cultural strategy	£15,000.00		
Total	£128,000.00	£75,000.00	£75,000.00

Note: Values for 2018/2019 and 2019/2020 are estimates based on 2017/2017 budgets

Made in Park Royal

Volunteer Contribution

Annual Value		Professional (5%)	Skilled (10%)	Unskilled (85%)	Notes
2017/2018					
	No. volunteers	£46.67	£20.00	£6.67	Rate/hour
Heavily engaged at 6 hour/month	75	£12,600.00	£10,800.00	£30,600.00	
Lesser engaged at 2 hour/month	400	£22,400.00	£19,200.00	£54,400.00	
	Total/qual	£35,000.00	£30,000.00	£85,000.00	
	Grand Total	£150,000.00			

Annual Value		Professional (5%)	Skilled (10%)	Unskilled (85%)	Notes
2018/2019					
	No. volunteers	£46.67	£20.00	£6.67	Rate/hour
Heavily engaged at 6 hour/month	150	£25,200.00	£21,600.00	£61,200.00	
Lesser engaged at 2 hour/month	600	£33,600.00	£28,800.00	£81,600.00	
	Total/qual	£58,800.00	£50,400.00	£142,800.00	
	Grand Total	£252,000.00			

Annual Value		Professional (5%)	Skilled (10%)	Unskilled (85%)	Notes
2019/2020					
	No. volunteers	£46.67	£20.00	£6.67	Rate/hour
Heavily engaged at 6 hour/month	250	£42,000.00	£36,000.00	£102,000.00	
Lesser engaged at 2 hour/month	750	£42,000.00	£36,000.00	£102,000.00	
	Total/qual	£84,000.00	£72,000.00	£204,000.00	
	Grand Total	£360,000.00			

Assume a volunteer mix of 5% at a professional skill level, 10% at a skilled level and 85% unskilled.
 Of the volunteers, some are heavily engaged, volunteering 6 hours per month, the rest volunteer 2 hours per month.
 Rates/hour based off the volunteer rate guidance in the application, assuming 7.5 hours/day.

Activity Other Costs

Activity	2017/2018	2018/2019	2019/2020	Notes
Park Royal is Open				Over the 2nd and 3rd years we will host 1 weekend each year for open days to the site. The weekends will incorporate try-out sessions with local businesses, community meals and family Treasure Hunts. Opening up the businesses to residents, students and workers. Creating transparency and openness across the area. We will work the GLA Corporate Sponsorship team to secure a Corporate Sponsor to subsidise the cost of this event, and look to participating businesses to provide in-kind support.
Park Royal Tourist Information				The community would lead on this project and this will be a mechanism unveil their stories. Our Community Organiser, with the Park Royal Business Group will find businesses to sponsor the collateral that is created.
Signage, Landmarks and Wayfinding				A signage project to help uncover and find routes around Park Royal for visitors. We would like this to be distinctive like Oasts Houses in Kent, Thatched roofs in Cotswolds, or cobbles streets in Cathedral Towns or beach huts in Eastbourne. We want the design to tell us about Park Royal and make it distinct. To find these routes it is key to work with communities to find out what there is to highlight and what physical challenges need to be overcome.
Community Dining Tables and Street Kitchens				This would include 2 dinners the first year and 4 dinners per year for the next two years. Each dinner and event will have a business or community organisation as a sponsor.
Annual Open Park Royal Commissions				Each year we will ask an artist to do a major commission. This should be responsive to Park Royal, be socially engaged. This will be an 'open call' to artists who must respond to the brief.
Park Royal Grant Programme				Up to 10 grants per year, maximum of £1500
Made In Park Royal				(In partnership with 10 businesses who provide in-kind support) The design and manufacture of a range of bespoke products which are the result of a collaboration between local businesses, past and present, designers, local people and artists.
Additional events				Kick off event, grand opening of Lyra Court, and other events. There will be more smaller events in year one to generate awareness. Sponsorship opportunities will be offered for all events.
Total				£

Partner Organisations and Supporting Statements

Creative Organisations

[Create London](#) is a National Portfolio Organisation of Arts Council England and an Associate Partner of the Barbican. Create's mission is to help artists to connect more closely with communities through an ambitious programme of projects. Create have expertise in delivering long-term creative projects and strategies that contribute to improvements in neighbourhoods across London and champion communities and artists to be part of the changing nature of the city. All of their work is underpinned by the [Create Jobs](#) initiative, which provides mentoring, support and paid employment opportunities for local young people. Create London has worked collaboratively with OPDC in the preparation of this bid.

"We are writing to support the bid by OPDC to the Great Places Scheme. With London struggling more than ever to secure space for making, for artists, for manufacturing and creative businesses it seems incredibly important to us to recognise the importance of industrial areas of the city and the part they have always played in making London a vibrant, inventive and productive city. The Great Places Scheme presents, at a time of seismic change in the area, an opportunity for the arts to involve a whole community in uncovering and celebrating the rich history of productivity in Park Royal and helping to shape an exciting future for this and the neighbouring area of Old Oak, informed by arts and heritage. We support OPDC in their application and we hope to be able to support the programme if successful." **Hadrian Garrard, CEO Create London**

Key contact: Hadrian Garrard, CEO Create London
hadrian@createlondon.org

[ARTification](#) delivers innovative, accessible arts experiences. Established in 2003 (Registered Charity 1152149) in recognition of the important role that art plays in community development, our proactive partnership approach creates empowering arts opportunities that deliver engaging, quality arts initiatives. ARTification has built a reputation as a trusted, community rooted cultural organisation.

"ARTification is based in North Acton and has delivered innovative, empowering arts experiences since 2003 having built a reputation as a trusted, community rooted cultural organisation. We feel that the Great Place Scheme offers a unique opportunity to work across perceived and real boundaries that are evident in the Old Oak Park Royal area. This engaging and experimental project provides a taste of how the area's diverse and disparate communities can imagine and co-create a future together."

The Great Place project will develop new relationships, generate imaginative experiences and unite the area and its people. We are excited to house the Community Organiser and feel this approach will build on our work programme in the area, embedding the project through our connecting role. We are confident in our ability to build on our positive relationships, working closely with the other partners to make this a success."

We at ARTification are delighted at the opportunity afforded by this scheme to animate and celebrate the area across the generations through arts and enterprise, communities, creative industries and culture." **Dr. Rachel Pepper, Director of ARTification**

Key contact: Dr. Rachel Pepper, Director of ARTification


[A New Direction](#) helps London create, think and learn. A New Direction is a London-based not-for-profit organisation that works in the field of cultural education and creative careers. We connect children, young people and education with the best of arts and culture in London. We want to make London the leading city in the world for young people's cultural and creative development.

“Our work is increasingly concerned with ensuring that new London, that is places and spaces undergoing major development and renewal, are able to offer the conditions where creativity can thrive and where young people and families can enjoy a creative childhood which will be key to building a healthy and prosperous London. We are therefore really excited about the potential to develop a proposal in Park Royal and Old Oak.” **Steve Moffitt, CEO, A New Direction**

Key contact: Holly Donagh, Partnerships Director
Holly.donagh@anewdirection.org.uk

West Creative aims to bridge a gap between creativity and business, fostering deeper links between commercial aims with creative and cultural organisations. Often working on hyper localised projects, finding a creative narrative to connect and communicate with various communities. A highlight of which was a three year place making programme with an emerging creative community in South Tottenham, North London.

Alongside various other localised commissions from magazines to digital platforms, West Creative also coaches creative business owners to develop growth strategies/raise finance on various funded programmes; including Arts Council England funded Creative Industry Finance.

"When a project has a clearly defined location and a detailed understanding of the demographic, it creates an opportunity where unexpected creative content can be fostered. Working closely with the community keeps content relevant, credible and allows it to be curated for a wider audience. The OPDC's Great Places project is set to be just that - an opportunity to bring everyday voices to forefront of the community, across businesses and residents. We are really excited to play a role in helping to articulate an identity for Old Oak and Park Royal." **James West, Director, West Creative and Creative Industries Sub Group Lead for Park Royal Business Group (PRBG)**

Key contact: James West, Director, West Creative
james@westcreative.co

For over 10 years **Yonescat** as a tech agency has been working with local BME and not-for-profit organisations in West London. They have partnered to deliver projects for the Arts Council, Mayor of London and numerous European lead initiatives. Their local work includes “Love Acton Campaign”, storytelling through film as part of South Acton Regeneration Project and annual involvement in the planning of the Acton Carnival. Their core focus is working with the community to create engaging and meaningful ways to increase and measure participation.

“Great Place Scheme is vital to ensure we create a bridge, connecting the vibrant work in Park Royal with the local residents and the wider community. As a governor of a local school I welcome the opportunity to get the primary, secondary and the university students involved. I am confident that the project will create a meaningful legacy, a better understanding of the opportunities and rich heritage that the community has to offer.” **Heman Yones**

Key contact: Heman Yones, Founder Yonescat
[REDACTED]

Business Organisations

The **Park Royal Business Group (PRBG)** is a membership body that provides the businesses of Europe's leading industrial and commercial estate with a strong voice. PRBG was launched in early 2014 as a forum for businesses to meet, discuss issues and interact with councils, MPs, law enforcement and other relevant parties. Currently this is achieved through an events programme, built around three key pillars: Insight, Voice, and Connections. With the support of OPDC, PRBG is working to expand their support to the business community. A Business Improvement District

feasibility study is underway and will wrap up by the end of March, 2017. PRBG has a Food sub-group and a Creative Industries sub-group which are key partners for the Great Place Scheme.

“As Chair of Park Royal Business Group and a local business owner, I believe Park Royal would be a great place to pilot the Great Place Scheme because of the mix of residential and business occupancy the proposed area has. From overseas students new to London, to some far more long term residents and a mix of established and newer businesses covering all areas from food, to logistics and creative industries. We are already working with the OPDC to build strong links between all these groups and get them to collectively work together to improve amenities that benefit residents and the workforce alike. Through those initiatives many great new ideas have already come like a food market that sells food made on the Estate to residents from the local area and across the borough, letting them enjoy what is made locally and understand the contribution of the businesses on the Estate to London and the wider UK economy. We also hope this may in turn build relationships that could encourage more local residents to work with local businesses. We believe that many similar projects could be encouraged and seeded as a result of collaboration on the Great Place Scheme and could help to make Park Royal an even more vibrant place to live and work.” **Jane Milton, Chair PRBG and Owner/Founder of Jane Milton Ltd**

Key contact: Jane Milton, Chair PRBG
jane@janemilton.com

West London Business (WLB) is the voice of business in North-West London, covering seven local authority areas. Their mission is to drive forward the region's global economic competitiveness, whilst pursuing social and environmental sustainability.

“West London Business – north-west London's business leadership forum – works closely with OPDC through our local Park Royal Business Group. We share in OPDC's commitment, reflected in this bid to the Great Place Scheme, to working together to embed arts, culture and heritage in local plans and decision-making. The local business community believes this is vital to strengthening the identity of this part of West London and the sub-region as a whole. We are clear that people choose to live, work and play in locations where culture is strong and this supports community cohesion and a sustainable economy.” **Andrew Dakers, Chief Executive, WLB**

Key contact: Andrew Dakers, Chief Executive, WLB
andrew.dakers@westlondon.com

Greater London Authority (GLA)

The **GLA Regeneration Team** manages regeneration funds on behalf of the Mayor and the London Enterprise Panel. They lead regeneration schemes that maximise the economic and social benefits of Mayoral investment, and work alongside local authorities, community groups and business groups to bring physical improvements to London. There are GLA regeneration team members dedicated to the OPDC area of London, and we work very closely with the regeneration team on a number of initiatives including the Victoria Road and Old Oak Lane Masterplan, the Industrial Estates Study, the Heritage Strategy, the Future Growth Sectors Strategy and the Park Royal Intensification Study. Members of the regeneration team have been a key part of creating the expression of interest and the full application for the Great Place Scheme and they will continue to support the delivery.

“We have been working closely with OPDC on a masterplan for Victoria Road and Old Oak Lane. The Great Places Scheme bid brings together a series of recommendations and proposals identified in this important piece of work. We support the bid's ambitions to uncover Park Royal, London's largest industrial area, and celebrate its unique industrial heritage. The proposal to foster integration between local businesses and residents through an innovative collaborative model of decision-making is an exciting pilot that we support, as it will enable the community to shape the ongoing regeneration in the area.” **Debbie Jackson, Assistant Director Regeneration**

Key contact: [REDACTED], Senior Project Officer, GLA
[REDACTED]

The Mayor's Culture Team is passionate about creativity and ensuring that Londoners and visitors alike can enjoy London's unrivalled wealth of cultural riches. Throughout the next 4 years it will deliver the Mayor's manifesto commitments and will support and promote London's thriving creative industries, ensure all Londoner can benefit from arts and culture, ensure London's continued global leadership through life ambitious outdoor events, and develop the most pro-cultural London Plan ever. The Culture Team worked with OPDC to create our Cultural Priorities and will be actively involved in creating the Cultural Strategy for OPDC with the support of the Active Citizens and innovative and inclusive business and community engagement.

"The GLA Culture Team is committed supporting OPDC in making art and culture more accessible to local OPDC residents and in developing a supportive environment to ensure planning, development and regeneration encourages culture to flourish. We fully support the OPDC in their Great Place Scheme bid." [REDACTED], **Senior Culture Strategy Officer**

Key contact: [REDACTED], Senior Culture Strategy Officer
[REDACTED]

Team London is the Mayor's social action and volunteering team, based within the GLA. We work both with other teams within the GLA and also externally to use volunteering and social action to improve social mobility, social cohesion and community engagement, including supporting a strong and vibrant voluntary and community sector for London. We work with over 120 Mayor's corporate commitment businesses, who value volunteering, and with over 1,800 charities and 120,000 registered volunteers all over London. London was awarded the accolade of European volunteering capital 2016 for its work including partnership working and using skills based volunteering.

Park Royal and Old Oak gives us an amazing opportunity to try and build community engagement and community development approaches, including using volunteering and working in partnership with civil society organisations to create a successful new community. We are keen to try out new ways of engaging with communities that historically have not accessed volunteering opportunities to a significant level, and volunteering and community action has strong links to community cohesion and skills and confidence development as well as wellbeing and resilience.

Ideas tested here will be of significant wider interest and potential benefit to other residents and communities across London and an exciting way to expand existing initiatives or explore new ones.

"Team London works closely with OPDC through our relationship via the GLA. We share in the commitment, reflected in this bid to the Great Place Scheme, to working together to embed arts, culture and heritage and their associated volunteering and community engagement opportunities within local plans and decision making. We believe that the positive benefits brought about by including volunteering will help strengthen the success and identity of this new part of West London and the sub-region as a whole. We know that community cohesion, social mobility and community engagement are all part of what make a place attractive for people to live, work and play, and this in turn supports a sustainable economy. We are very keen to work with OPDC on this exciting proposal."

[REDACTED], **Senior Manager Team London**

Key contact: [REDACTED], [REDACTED]
[REDACTED]

Local Authorities

Our Great Place, Park Royal covers the **London Boroughs of Brent**, and **Ealing** and the Great Place Scheme will impact residents and workers from these boroughs and beyond. These two boroughs and OPDC officers work closely on Planning, Regeneration, Heath, Skills & Employability,

Culture, Heritage and Infrastructure. The Great Place Scheme programme delivery will be integrated into our joint work programmes and magnify many of the targeted outcomes.

'Brent Council is hugely supportive of the Great Place Bid for Old Oak and Park Royal. The proposal is an exciting opportunity to unlock the creative potential and heritage of the area, as well as developing the skills needed or the growing creative industries of the area that local businesses and residents can benefit from through jobs and enterprise.' **Matt Dibben, Head of Employment, Skills and Enterprise**

"We are supportive of the ambition of the OPDC to locate arts, culture and heritage at the heart of the transformation of Old Oak and Park Royal. The Great Places programme is impressive and inclusive, bringing together creative practitioners with local residents and businesses to create a modern eco-urban space with a distinct creative economy and local identity, that at the same time serves as a visitor destination". **Carole Stewart, Assistant Director Arts, Heritage and Libraries**

Key contacts:

Brent – Matthew Dibben, Head of Employment, Skills and Enterprise, matthew.dibben@brent.gov.uk
Ealing – Carole Stewart, Assistant Director Arts, Heritage and Libraries, cstewart@ealing.gov.uk

The [West London Alliance \(WLA\)](#) is a grouping of seven west London boroughs who work together to improve the economic and social wellbeing of our two million residents and 100,000 businesses, for instance by supporting investment, improving transport connectivity, increasing the supply of housing, and increasing skills levels in the population.

"Park Royal and Old Oak, located at the very heart of the sub-region, is by some way the largest single opportunity to create a successful and balanced new community in London since the 2012 Olympics. It presents a fantastic canvas for testing new ideas, introduce innovative approaches to engaging residents and businesses with the arts and culture, and to safeguard the best of our heritage for future generations. Ideas tested here will be of significant wider interest and potential benefit to residents and communities across West London, as well as to those who already live or work within the regeneration area." **Dan Gascoyne, WLA Director**

Key contact: Luke Ward, Head of Growth, Employment and Skills

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