

DIRECTOR DECISION – DD 179

Title: OPDC membership to Opportunity London

Executive summary

OPDC is committed to investing in the future of the London and ensuring new homes, businesses and the new Old Oak Common station thrive. Opportunity London is an initiative established by New London Architecture, promoting sustainable investment into real estate, regeneration and green infrastructure across London's boroughs and communities.

This decision seeks approval for £20,000 which will allow OPDC to renew its membership and continue as a key partner of Opportunity London, along with the GLA and a number of other key development opportunities in London, to maximise the potential to promote OPDC to a local, national and international audience and support the mayor's aims of positioning London as a global city.


Decision

The Director approves:

- i. Expenditure of £20,000 to allow OPDC to renew membership and continue as a key partner of Opportunity London.

Authorising Director

I do not have any disclosable interest in the proposed Decision. It is consistent with OPDC's priorities and has my approval.

Signature: 

Date: 07/11/2023

PART 1: NON-CONFIDENTIAL FACTS AND ADVICE

1. Background and context

- 1.1 We are asking for approval to spend £20,000 to support the Opportunity London campaign and allow OPDC to continue as a key partner, giving us the opportunity to promote OPDC on both a global and national scale.

- 1.2 Continuing as a key partner of Opportunity London will enable OPDC to join many high-profile events and activities throughout the year including speaking opportunities at the London Real Estate Forum, MIPIM (an international real estate market event) and The UK's Real Estate Investment and Infrastructure Forum, as well as political party conferences and numerous other events. Included in our contract, OPDC will receive ten delegate passes to these relevant conferences, enabling OPDC staff to work on their learning and development.
- 1.3 We will also have the opportunity to help shape narrative for the Opportunity London campaign and the programme for 2024, including contributions to research and insight pieces, and have representation at two overseas events, two regional events and two London-based events.
- 1.4 As part of the contract, OPDC will shape key objectives that will support us in profiling our project ready for developer procurement and private sector investment opportunities.

2. Objectives and expected outcomes

- 2.1 The success of developments like Old Oak West and Old Oak Common station rely on successful cross party, cross departmental and cross sector partnerships. Opportunity London will allow us to connect with and have an audience with many of the key partners needed to deliver schemes of this scale.
- 2.2 Following the adoption of OPDC's Local Plan and government funding OPDC has received, 2023/24 is a key time for us to engage with the wider sector, decision makers and investors. This will help us to promote OPDC and highlight the need for coordination of land, secure further government funding and procure the right development partner for future development in Old Oak West. Supporting Opportunity London will allow a number of positive outcomes for OPDC, which include:
- 2.3 Marketing and exposure across a broad range of channels including printed promotional materials at events, social media and branding on exhibition stands which will promote OPDC to a broad audience of industry, decision makers and businesses. This will allow us build support and awareness of OPDC's core mission, building recognition and highlighting our brand.
- 2.4 Enabling OPDC to profile its ambitious plans for Old Oak West, providing engagement opportunities with a wide range of businesses, industry decision makers and the wider public, building support for our plans.
- 2.5 Building stronger relationships with key stakeholders, enabling us to have conversations and a platform to build on existing relationships, but also, cultivate new ones.
- 2.6 Supporting Learning and Development objectives by providing networking and industry knowledge-sharing opportunities for OPDC team members, including junior members of staff.
- 2.7 OPDC will also have the opportunity to contribute to editorials on the Opportunity London and NLA website – further increasing visibility and awareness of our work.

3. Strategic fit

- 3.1 As the Mayor of London is a principal partner of Opportunity London, OPDC's support will be key in supporting the wider aims of the Greater London Authority (GLA) and the Mayor. Our involvement will help to cultivate more conversations around London as a global destination and support the Mayor's aims around this. Old Oak Common Station is a major new development and represents the scale of investment happening in London, and we will be able to showcase our work to date in support of the Mayor's aims.
- 3.2 The Mayor has set out a key ambition for the capital to be zero carbon by 2030 and through our involvement in Opportunity London, we can demonstrate OPDC's commitment to supporting the Mayor to achieve this target through our investment in Old Oak West and surrounding areas. We can also use our involvement to work closely with the Mayor and work out better ways to support further targets.
- 3.3 Involvement in Opportunity London also supports the Mayor's wider aims on delivering affordable housing and his pledge to "build back better". Further to this, a key agenda for government is 'levelling up', ensuring that struggling areas in the UK are part of the conversation and receive a fair share of funding.
- 3.4 OPDC's planned work in Old Oak West seeks to regenerate one of the most deprived areas of West London and a key objective for Opportunity is to demonstrate that investment in London can help to level-up the UK as a whole, and so supports both the Mayor of London and wider government's aims to level up the UK and deliver genuinely affordable housing for Londoners.
- 3.5 Joining Opportunity London also responds to a key ask from government for OPDC to engage with partners on a wider London scale, broadening our reach beyond our current key stakeholders. Partnership with Opportunity London will enable us to raise the profile of OPDC and meet many new prospective partners.
- 3.6 Partnership with Opportunity London will provide excellent Learning & Development opportunities for all OPDC staff, giving them access to attend key conferences, speaking opportunities and more wider learning opportunities. It will ensure staff stay up to date with key sector news and are involved in London wide conversations about regeneration, economic development, sustainability, and growth.
- 3.7 Joining Opportunity London also provides good value for money for OPDC. The £20,000 ensures we have a stand and speaking opportunities at a minimum of three high-profile events, which on their own cost upwards of £15,000 each. We also receive free delegate passes as part of our package so becoming a partner of Opportunity London will save money in the long term.
- 3.8 Since joining Opportunity London last year, OPDC has seen the benefits of membership. Throughout 2022/23 OPDC received free delegate passes to LREF, and discounted tickets to MIPIM, plus numerous high-profile speaking opportunities at LREF, MIPIM and various other conferences. OPDC's CEO, David Lunts sits on the Opportunity London Steering Board, along with senior GLA officers, political leaders across London boroughs and senior executives across the private sector.
- 3.9 We received invitations to invaluable networking conferences, roundtables and discussions which otherwise, we would not have participated in. These events

have allowed us to further engage and meet with important stakeholders, prospective partners and developers.

- 3.10 We also had representation at two overseas conferences – putting OPDC on the map and helping to promote both London and OPDC to wider international audience.

4. Project governance and assurance

- 4.1 OPDC will enter into a one-year contract with Opportunity London. This contract will be managed by the Director of Communications, Engagement and Strategy, supported by the Senior Communications Officer.
- 4.2 All associated costs and opportunities will be approved by the Director of Communications, Engagement and Strategy and will be closely monitored at all times.

5. Risks and issues

- 5.1 Opportunity London is still a relatively new initiative and there is a risk that it does not have an established or far reaching presence. As a key partner of Opportunity London, we will mitigate this risk by driving communications through our own channels and content, ensuring we are promoting all events and opportunities as much as possible and maximising all prospective opportunities available to us.
- 5.2 In its first year, Opportunity London gained senior level partnership from London Councils, London boroughs and major UK developers so has already gained significant buy-in from across industry. There is a risk that as it grows, it may become more difficult for OPDC secure the same level of prominence at conferences and in marketing materials. To mitigate this risk, OPDC's Chief Executive sits on the Opportunity London steering committee – meeting regularly with the NLA and all other OL members, setting strategy and priorities for the programme and having a direct influence on the direction of the overall programme.

6. Equality comments

- 6.1 Under Section 149 of the Equality Act 2010, as a public authority, OPDC must have 'due regard' to the need to eliminate unlawful discrimination, harassment, and victimisation as well as to the need to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not.
- 6.2 Being part of Opportunity London supports OPDC's EDI strategy and Learning and Development programme by enabling staff from all backgrounds to have networking and knowledge sharing opportunities across the development sector.

[OBJ]

7. Other considerations

- 7.1 There are no other considerations in respect of this decision.

8. Conflicts of interest

- 8.1 No one involved in the preparation or clearance of this Form, or its substantive proposal, has any conflict of interest.

9. Financial comments

- 9.1 The expenditure of £20,000 to become a member of Opportunity London, to be funded from the Communications budget. WBS - (PA.0110.002)
- 9.2 The twelve-month duration of this membership, based on an estimated commencement date of October 2023 and will be paid in the 2023/24 budget.

10. Summary timeline

Activity	Date
Sign contract with Opportunity London	October 2023
Events and speaking opportunities to take place throughout 22/23	October 23 – September 24
Contract completion	September 24

Appendices

- None

PUBLIC ACCESS TO INFORMATION

Information in this Form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA). OPDC aims to publish the Form within three working day of approval.

If immediate publication risks compromising the implementation of the Decision (for example, impacting a procurement process), it can be deferred until a specific date (when it will be published). Deferral periods are kept to the shortest length strictly necessary.

Part 1 – Deferral

Publication of this Part 1 is to be deferred: **No**

The deferral is until: N/A.

This is because: N/A.

Part 2 – Confidential information

Only the facts or advice that would be exempt from disclosure under FoIA should be included in or attached to any separate Part 2 Form, together with the rationale for withholding the information at this time.

There is a separate and confidential Part 2 Form: **No**

DECLARATIONS

Drafting officer: Grace Kelly, Senior Communications Officer has drafted this Form in accordance with OPDC procedures, including for handling conflicts of interests, and confirms that:



Advice: The Finance teams have commented on the proposal.



CONFIRMATIONS

Section 106 funding: This use of S106 to fund the expenditure proposal was approved via a Section 106 spend proposal form on N/A.

SMT review: This Decision was circulated to the **Senior Management Team** for review on Monday 23rd October 2023.

Chief Finance Officer

Financial and legal implications have been appropriately considered in the preparation of this Form.

Signature:



Date: 07/11/2023