

DIRECTOR DECISION – DD 180

Title: The UK's Real Estate Investment & Infrastructure Forum 2024

Executive summary

To approve expenditure of £14,000 for OPDC to be represented at the UK's Real Estate Investment & Infrastructure Forum (UKREiiF) from 21st to 23rd May 2024.


Decision

The Director approves:

- i. Expenditure of £14,000 for OPDC to be represented at the UK's Real Estate Investment & Infrastructure Forum.

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: 23.01.2024

PART 1: NON-CONFIDENTIAL FACTS AND ADVICE

1. Background and context

- 1.1 The UK's Real Estate Investment & Infrastructure Forum (UKREiiF) will be taking place from 21st to 23rd May 2024 in Leeds. The conference brings together the real estate and infrastructure sectors. Built around the Build Back Better and Levelling Up agendas, the event is used to help the sector engage, develop and build relationships, share insight and create solutions to industry problems.
- 1.2 This three day-in-person event provides a forum to connect the public sector, investors, funders and developers to bring regeneration and development across the UK and provides an online platform connecting landowners and public sector to investors and developers to unlock future schemes.
- 1.3 The event will see 500+ speakers (including OPDC's CEO and other senior leaders) and 150+ exhibitors, allowing attendees to listen, get involved in key

discussions, debates on 'Building better communities', the future of real estate, levelling up, social value and much more.

- 1.4 As well as representation as an Opportunity London Ambassador along with the GLA and Deputy Mayors, OPDC will be a key partner of the Capital West London Stand. Partnering with West London Business, LB Ealing, LB Brent and west London developers, presence at the West London Stand will highlight the OPDC area as key to West London's regeneration plans, demonstrating partnership working with both the public and private sectors as well as giving OPDC spotlights to highlight our key aims, objectives and achievements to key stakeholders, politicians, investors and developers.
- 1.5 By attending and exhibiting, OPDC will build valuable relationships and forge new opportunities, as well as strengthen our existing contacts. Meeting and exhibiting in person at such a large-scale event will help spread OPDC's message and key aims and is an effective marketing tool to build confidence and trust.

2. Objectives and expected outcomes

- 2.1 Supporting and attending this event will allow a number of positive outcomes for OPDC, which will create a platform to help to further our development plans by raising awareness and building advocacy. This includes:
 - Marketing and exposure for OPDC to a broad audience of industry and businesses, to promote and build recognition and support for the brand. This will allow us build support and awareness of OPDC's core mission.
 - Providing an engagement opportunity with a wide range of businesses, wider public and stakeholders. Building stronger relationships, enabling us to have conversations and a platform to build on existing relationships, but also, cultivate new ones.
 - Ensuring OPDC colleagues stay up to date with the sector across the UK and connect with people, places and businesses, including junior staff.
 - 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.

3. Strategic fit

- 3.1 Attendance at UKREiiF will allow us to further engage and meet with important stakeholders, prospective partners and developers, as well as putting OPDC on the map and helping to promote both London and OPDC to wider international audience.
- 3.2 Attending this conference allows colleagues across the organisation to engage with various stakeholders and make crucial connections and partnerships to further develop our vision.
- 3.3 By joining forces with key stakeholders and partners to exhibit, OPDC can share the cost of exhibiting with prominent exposure, as well as demonstrating partner collaboration and profiling the West London region on a UK platform, as well as

supporting the Mayor's aims around London as a global destination. 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.

- 3.4 Our attendance at UKREiiF will support the London Priority Missions by advocating London, amplifying London voices and championing city wide objectives and investment opportunities, profiling the UK's largest regeneration project on a national scale to the 10,000+ attendees and 3,000+ investors and developers.
- 3.5 OPDC has also ensured value for money by ensuring discounted rates as a public sector organisation and Opportunity London ambassador wherever possible.

4. Project governance and assurance

- 4.1 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 UKREiiF is managed by an external organisation and therefore there is a risk that the 3-day event could be cancelled which would mean that we're not able to spotlight OPDC and our work as planned. We mitigate this risk through our membership to Opportunity London, which provides us with invitations to networking conferences, roundtables and discussions and numerous high-profile speaking opportunities at LREF, MIPIM and various other conferences.
- 5.2 The upcoming general election in May could generate conversation and questions around OPDC's future developments and projects. There is also a risk that following the Mayoral election, a new candidate could be elected which would raise questions around the future of OPDC and our plans for Old Oak West.
- 5.3 We would seek to mitigate these risks by working across the organisation and preparing materials in advance that address any questions and concerns that might arise from the above risks.

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 UKREiiF champions inclusion by ensuring diverse representation through providing discounted rates for public sector and charity organisations as well as free passes for groups with protected characteristics, including those under the age of 25. ^[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 £14,000 for OPDC to be represented at UKREiF 2024 will be funded from 2023/24 CEO, Communications and Strategy budget. This includes:

- Exhibition space at the West London Stand across the event, including print and postage of marketing collateral
- Passes for OPDC colleagues, secured at discounted rates
- Accommodation, train travel, secured at discounted rates, and expenses

9.2 Payment will be split across PA.0100.001, PA.0110.002, PA.0110.003 and PA.0120.001.

9.3 All associated costs and opportunities will be approved by the Director of Communications, Engagement and Strategy and will be closely monitored at all times.

10. Summary timeline

Activity	Date
Finalise Decision and raise PO's	January 2024
UK's Real Estate Investment & Infrastructure Forum takes place	May 21 st – May 23 rd 2024

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: Mia Williams, 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 22nd January 2024.

Chief Finance Officer, Gurdip Juty

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

Signature:



Date: 24.01.2024