

ADHS DECISION – 14

Title: OPDC Short Film 2025

Executive summary

OPDC is commissioning a new short film to showcase progress and future plans for Old Oak. Expenditure of £25,000 for the production and delivery of a new OPDC short film will highlight community voices, new developments, and OPDC's vision for the area. The film will help OPDC engage with residents, stakeholders and investors – building trust and excitement about the future of Old Oak.

Decision

That the Interim Director of Communications, Engagement and Strategy approves:

- £25,000 for OPDC to appoint Two Thunder to produce and design a new and updated OPDC short film.

Interim Director of Communications, Engagement and Strategy

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

Signature: 

Date: 28/08/25

PART 1: NON-CONFIDENTIAL FACTS AND ADVICE

1. Background and context

- 1.1 OPDC is at an exciting and important milestone in the Old Oak project. With OPDC due to launch the procurement for a development and investment partner in the autumn – it is crucial that we have up to date communications assets in place to support a successful launch and wider communications following the launch.
- 1.2 OPDC's existing short film was created in 2022 and it has proved a powerful and useful communications tool, showcasing OPDC, the project and our work with the wider community. OPDC has made significant progress in the three years since this film was produced and it is important that we create a new short film that reflects the current status of the Old Oak project, wider OPDC aspirations and showcases our continuing work with the local community.
- 1.3 OPDC's new Chief Executive is due to start at the organisation in October which is an important moment to update senior leaders' voices in the video, making the timing of this another key consideration in updating the OPDC film now.
- 1.4 This new short film will be used in a variety of different settings to convey the scale, opportunity and ambition of OPDC's plans for the future of the area. It will be designed so that it can be used flexibly across the organisation including at external events, meetings with key stakeholders, community focused events, in internal communications and social media.

2. The proposal and how it will be delivered

- 2.1 The new short film will be devised in partnership with all directorates across the organisation, ensuring the film accurately reflects the activity and priorities of the whole of OPDC.
- 2.2 OPDC ran a competitive exercise for the appointment of an agency to develop the film and through this – we will be appointing Two Thunder.
- 2.3 Two Thunder is film and digital agency whose two founders have over 37 years' combined experience in production and design. Their submission demonstrated passion and understanding about OPDC's aims for the new short film.
- 2.4 OPDC's new film will be shot over 5-6 weeks throughout September and October and will be meticulously planned and shot by Two Thunder.
- 2.5 The film will deliver:
 - **1 x 3 - 4 min Film (Subtitled and clean)**
 - **1 x 2 min cutdown of main film**
 - **Shorter edits tailored to selected audiences**
 - **10 x Social cutdowns (tbc)**

2.6 Two Thunder will develop the script, filming locations and select the interviewees in close collaboration with the OPDC team who will work with Two Thunder to maximise the filming schedule. Two Thunder will devise a storyboard and production schedule that will capture key OPDC events, the local area and interviews with key stakeholders.

2.7 The film will include:

- New drone footage showing a bird's eye view of Old Oak
- Conceptual imagery overlaid on new and existing imagery, visualising future plans for Old Oak, showing the potential of the site
- Key facts highlighted throughout demonstrating what the area will deliver in terms of new homes, jobs, commercial, retail and infrastructure
- New bespoke motion graphics to bring information to life
- Sit down and on location interviews with key local stakeholders, the local community, senior OPDC staff including the new Chief Executive, and the Mayor of London (subject to diary availability)
- New photography taken behind the scenes on shoot days.

3. Objectives and expected outcomes

3.1 The new short film will be used across a variety of different media and communications channels, supporting OPDC's ambitions for Old Oak.

3.2 The new film is planned to be completed in October, ahead of planned development partner procurement launch in November (securing sign off in the weeks leading up to the launch event)

3.3 The new and updated video will allow OPDC to showcase the progress made at Old Oak, demonstrating the attractive development opportunity on offer. It will also enable us to show the broad range of community engagement activity we have undertaken – deepening our relationship with the local community and supporting organisations that are helping residents now.

3.4 We'll utilise the video across a number of online and offline channel including through OPDC's own social media channels, through newsletters, at strategic partnership meetings, at internal events and at external events.

4. Strategic fit

4.1 The development of a new OPDC video fits within our strategic aims particularly focusing on:

- Collaboration – collaborating with key stakeholders, local community members and local community members ensures that the video is a true collaboration between OPDC, the local community and the wider area.

- Inclusivity – Video content enables us to reach a variety of different audiences – including people who may not be able to attend OPDC events or meet us in person, ensuring our comms are inclusive and wide reaching.
- Integrity - ensuring that our messages reach all those who may be interested in our work, video is a powerful tool to share messages across a wide variety of audiences in an easy, but effective way.

5. Project governance and assurance

- 5.1 The Senior Responsible Officers for the procurement and delivery of video will be the Interim Director of Communications, Engagement and Strategy, working with the Communications and External Relations Manager and the Communications Officer who will provide day-to-day support and quality control of the video and production, ensuring that deadlines are met.

6. Risk, Issues and Opportunities

Risk description	Inherent score	Mitigations	Target score
As OPDC moves towards the launch of development partner procurement, it is important its video assets are up to date – otherwise this could impact its position as a credible and serious delivery agent	Likelihood: [4] Impact: [4] Total: [16]	Without an up-to-date video that features senior figures from OPDC, we risk damaging our reputation as an organisation.	Likelihood: [4] Impact: [2] Total: [8]
Videos are expensive assets to produce and there is a risk the costs could be higher than predicted	Likelihood: [5] Impact: [4] Total: [20]	We will work closely with our agency to keep costs on budget and inline with our approved budget	Likelihood: [5] Impact: [2] Total: [10]

7. Equity, Diversity and Inclusion Comments

- 7.1 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.
- 7.2 OPDC also has a duty to run fair and open tenders where established contracts are not in place. We ran a competitive tender process to find a suitable supplier to deliver the new short film – getting quotes from 3 different suppliers.

8. Social Value and Environment

- 8.1 **Community Engagement** – the video will be used to communicate to number of different audiences – including our local community, promoting OPDC as a strong, informed and dedicated agency that is going to deliver meaningful change for the area.

9. Other considerations

- 9.1 There are no other considerations that need to be considered in the taking of this decision.

10. Conflicts of interest

- 10.1 No one involved in the preparation or clearance of the form has any conflicts of interest.

11. Financial comments

- 11.1 There is sufficient budget under the Comms & Engagement budget within Creative service & Production WBS as the current forecast tracker that is held is within the scope including the £25k within this.

12. Summary timeline

Activity	Date
Procurement of contract /Grant award	August 2025
Delivery start date	September 2025
Milestone 1 ¹	End of September 2025
Delivery end date	End of October 2025

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.

¹ In order to demonstrate VFM/Contract being managed, it is good practice for each project to have a review and ensure the project is fulfilling its objectives.

Part 1 – Deferral

Publication of this Part 1 is to be deferred: **No** [Delete as applicable]

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, Communications and External Relations Manager has drafted this Form in accordance with OPDC procedures, including for handling conflicts of interests, and confirm that:



Advice: The Governance, Finance and Legal 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

Review: This Decision was circulated for **Senior Review** on 27 August 2025

Head of Finance

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

Signature: 

Date: 28/08/2025