

ADHS DECISION – 2

Title: MIPIM 2025 Costs

Executive summary

Expenditure of £15,000 for four senior OPDC staff members to attend the four-day MIPIM conference in Cannes from 10th – 14th March 2025.

Decision

That the Director of Communications, Engagement and Strategy approves:

- i. The total expenditure of £15,000 for costs associated with MIPIM 2025.

Assistant Director/ Head of Service

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

Signature: 

Date: 21/11/2024

PART 1: NON-CONFIDENTIAL FACTS AND ADVICE

1. Background and context

- 1.1 MIPIM Cannes is a four-day real estate event designed to allow people to network and meet the most influential stakeholders from all sectors of the international real estate industry. The conference brings the entire value chain together and gives unrivalled access to the greatest number of development projects and sources of capital worldwide. It is a unique exhibition and networking platform and allows companies, projects to reach out to thousands of industry professionals.
- 1.2 It is one of the world's leading property market events, bringing together the most influential stakeholders and key investors from all international property sectors, from office, residential, retail, healthcare, sport, logistics and industrial.
- 1.3 As one of the biggest regeneration and Opportunity Area's in London – it is important that OPDC is represented on both a national and international level. OPDC's attendance at MIPIM ensures that we are able to meet with important stakeholders and showcase both OPDC and London to a large-scale audience.
- 1.4 This decision seeks approval for £15,000 for costs associated with four OPDC senior staff members attending the conference. The £15,000 will cover entry to the conference, travel, hotels, and any other related costs as set out below.

2. The proposal and how it will be delivered

- 2.1 OPDC's attendance at MIPIM is instrumental in showcasing our plans for Old Oak and the new Old Oak Common Station. Given the size and scale of the development and regeneration opportunity, particularly following the adoption of OPDC's Local Plan and large investment and backing from government, now is a key time for us to engage with the wider sector, decision makers and investors.
- 2.2 As OPDC scales up delivery, with large investment from key government departments – MIPIM 2025 is an integral time for us to engage with key stakeholders and investors.
- 2.3 Opportunity London (OL) will also have a significant presence at MIPIM. They will be taking a central stand at the event which will feature prominent Opportunity London branding. As a key partner and supporter of OL, OPDC's attendance will ensure we have the opportunity to attend further meetings, speaking opportunities and attendance at receptions and events to ensure that our message and profile are well represented at the show.
- 2.4 OPDC will send four senior staff members to represent the organisation at conference.

3. Objectives and expected outcomes

- 3.1 The continued success of developments like Old Oak and Old Oak Common station relies on successful cross party, cross departmental and cross sector partnerships. Attending MIPIM will allow OPDC to connect with and have an audience with many of the key partners needed to deliver schemes of this scale.

- 3.2 MIPIM will allow OPDC staff members to meet directly with stakeholders and partners. Representation at the conference will allow OPDC staff to discuss the current progression and future milestones of OPDC, as well as a chance for interested parties to stay in touch and tender for work as and when opportunities arise.
- 3.3 Expenditure of £8,000 will cover four delegate passes to the event.
- 3.4 Expenditure of £3,820 will cover accommodation costs for four days for the attendees.
- 3.5 The remaining £3,180 will cover the additional expenses of travel, printing and preparation materials needed to support OPDC's attendance over the four-day period due to the event being held in France.

4. Strategic fit

- 4.1 OPDC's Opportunity Area is one of the biggest in London and coupled with the construction of Old Oak Common station – the whole project has a significant national and international reputation. Attending MIPIM ensures that OPDC is represented at this level, with many influential and important UK stakeholders in attendance at the conference.
- 4.2 As OPDC's development programme scales up, we have recently received significant funding and investment from the government – this highlights the importance and significance of delivering the scheme. At MIPIM, OPDC will have the opportunity to attend meetings, events, and potential speaking slots to highlight the important and influential status of the project.
- 4.3 The Mayor recognises the importance of OPDC as key London development – with our Opportunity Area representing London to international audiences. Our partnership with Opportunity London ensures we are part of the London stand, representing and showcasing London to a broad audience.
- 4.4 Attending MIPIM 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. Attending the conference will enable us to raise the profile of OPDC and meet many new prospective partners.

5. Project governance and assurance

- 5.1 The conference and all bookings will be closely managed by the OPDC communications team – ensuring that attendance is maximised and OPDC is well represented throughout the duration of the conference.
- 5.2 This decision will be signed off in November 2024 and travel, accommodation and additional costs will be arranged over the following months until the event in March 2025.

6. Risk, Issues and Opportunities

- 6.1 There is reputational risk associated with the costs of sending four team members to MIPIM, however – as OPDC moves towards procuring a development partner, it is important that we are represented at conference of this scale. The communications team will ensure that OPDC is properly represented throughout the duration of the conference and that we get maximum value for money.

Risk description	Inherent score	Mitigations	Target score
Reputational risk associated with sending four team members to MIPIM	Likelihood: 2 Impact: 3 Total: 6	OPDC is only sending very senior staff to represent. It is extremely important OPDC has representation at these types of conferences – a detailed diary of speaking opportunities and promotion will ensure maximum value for money	Likelihood: 1 Impact: 3 Total: 3
Costs exceed budget due to unforeseen areas of expenditure	Likelihood: 2 Impact: 3 Total: 6	The comms team to keep a very close on budget to ensure it is not exceeded. All spend closely monitored.	Likelihood: 1 Impact: 3 Total: 3

7. Equity, Diversity and Inclusion Comments

- 7.1 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.¹
- 7.2 The decision is not anticipated to give rise to any positive or negative impacts on any groups identified with protected characteristics.

8. Social Value and Environment

The protected characteristics and groups are: age, disability, gender reassignment, pregnancy and maternity, race, gender, religion or belief, sexual orientation and marriage/ civil partnership status. Fulfilling this duty involves having due regard to: the need to remove or minimise any disadvantage suffered by those who share a protected characteristic or one that is connected to that characteristic; taking steps to meet the different needs of such people; and encouraging them to participate in public life or in any other activity where their participation is disproportionately low. Compliance with the Equality Act may involve treating people with a protected characteristic more favourably than those without the characteristic. The duty must be exercised with an open mind and at the time a Decision is taken in the exercise of the OPDC's functions.

- 8.1 OPDC's approach to social value delivery is made up of a series of different "priority themes" that articulate our ambitions.
- 8.2 **Sustainability** – Deliver a place where we drive the highest standards in sustainability, supporting the Mayor's net zero by 2030 carbon target
- 8.3 MIPIIM launched their 'Road to Zero' initiative in 2023 and are expanding their global strategy to maximise the event's social impact. At MIPIIM 2024, badges were plastic free and after the event, printed badges and badge-holders were recycled, while hooks within the lanyards were turned into bags by a local association.
- 8.4 **Inclusive Growth** – Using our investment activities to deliver jobs, skills, business and education benefits for all. Payment of the London Living Wage is mandated.
- 8.5 Attendance at MIPIIM 2025 will allow OPDC to engage with key investors and developers from around the globe and promote the Old Oak and Park Royal Opportunity Area as a place to live, work and visit.
- 8.6 **Community Engagement** – Meaningful and participative long-term engagement to inform, involve and empower the communities and businesses we serve
- 8.7 MIPIIM 2025 features a host of workshops and talks from industry professionals around the world. By attending these, OPDC staff can take away key lessons learnt and examples on how OPDC can better engage with its community.
- 8.8 **Design Quality** – The key principles, processes and technical requirements needed to embed the highest standards of design and place-making
- 8.9 The communications team will work to ensure that materials printed for MIPIIM are of a high quality and in line with OPDC brand guidelines.

9. **Other considerations**

Communications and engagement

- 9.1 The Communications and Engagement team will have oversight of the conference organisation and diaries associated with the conference.

Health in all policies

- 9.2 Health and safety protocol will be followed at all times, ensuring that guidance from MIPIIM is followed when travelling and attending the conference.

10. **Conflicts of interest**

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

11. **Financial comments**

- 11.1 This proposal is included in the budget and represents good value for money.
- 11.2 Payment will be split across PA.0110.003, PA.0110.001 and PA.0100.001.

12. Summary timeline

Activity	Date
Decision is agreed and signed	November 2024
Length of agreement	November 2024 – March 2025

Appendices

- None.

Other supporting papers

- 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**

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 confirm that:

Advice: The Governance and Finance 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 20/11/2024.

Head of Finance – Philip Hall

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

Signature: 

Date: 20/11/2024