

**ADHS DECISION – 8**

**Title: Anagram Additional Design Fee**

**Executive summary**

This decision form seeks approval for an increase to the previous Decision (DD188) for £14,000 to the cumulative total value of £16,340, an increase of £2,340 for the work being carried out by Anagram, a brand-led creative graphic designer, to support OPDC in designing a fresh look and feel for three key strategy documents:

- Corporate Strategy
- Old Oak Regeneration Strategy
- Sustainability Charter

Each document will be public facing and used by OPDC to accompany promotional material to engage important stakeholders and the wider public on our upcoming plans to regenerate London's biggest and most important brownfield development opportunity. The objective is to create a suite of inspiring, high-impact and functional documents for each strategy that is attractive and engaging.

**Decision**

That the Assistant Director, Agnes Callaghan, approves:

- Increased Expenditure of £2,340, giving a cumulative total of £16,340 to continue with the existing contract with Anagram Design to provide Graphic Design services for three key strategy documents.

**Assistant Director, Agnes Callaghan**

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

**Signature:**



**Date:** 30/01/2025

## **PART 1: NON-CONFIDENTIAL FACTS AND ADVICE**

### **1. Background and context**

- 1.1 OPDC are drafting three key strategy documents, all of which will be public facing documents and used by OPDC to accompany promotional material to engage important stakeholders and the wider public on our upcoming plans to regenerate London's biggest and most important brownfield development opportunity.
- 1.2 To support this, we require these documents to be compelling, with bespoke maps, diagrams and infographics that go beyond our own in-house capabilities, to effectively help these documents stand out. Therefore, we needed to appoint a graphic designer who could use aspects of our brand guidelines as a baseline to freshen these three documents, making them more accessible, modern and engaging.
- 1.3 The three documents for the graphic designer to prepare are the Corporate Strategy, the Old Oak Regeneration Strategy and the Sustainability Charter. Each strategy has its own detailed overview, brief, key audience and key aims, with further details provided in section 2.
- 1.4 The Director of Communications, Engagement and Strategy and the Senior Development Manager for Delivery completed independent competitive procurement process in April 2024 and in line with OPDC's Contracts and Funding Code and Procurement Guidance. Anagram are a brand-led creative studio based in London, who have worked with and created brands for a range of industries. Collectively, the team has a deep set of knowledge and experience in strategic branding and marketing across a wide range of industries and sectors.

### **2. The proposal and how it will be delivered.**

- 2.1 Funding for the initial work was split between the Communications, Engagement and Strategy budget and the Delivery budget.
- 2.2 This proposal is asking for an increase in expenditure of £2,340 taking the cumulative spend from £14,000 (authorised in DD188) to £16,340. This is required for the Regeneration Strategy specifically and will cover the costs to include further map designs, production and project management to ensure it is an accessible, engaging and aspirational document.
- 2.3 The Old Oak Regeneration Strategy sets out OPDC's ambition for the comprehensive regeneration over the next 20-30 years. Informed collaboratively with central government, key stakeholders and the local community it sets out a project vision, key principles and a series of actions and measures for how the scheme will be delivered. We want the designed strategy to convey the regeneration opportunity at Old Oak in an accessible, impactful and visual way, using imagery, photography, infographics, iconography and bespoke diagrams and maps, with our key aims to:

- Demonstrate ambition – we want to be an exemplar in social, environmental and economic development, addressing key issues, pioneering innovative ideas and championing high-quality placemaking.
- Communicate our vision and priorities for sustainable and inclusive regeneration at Old Oak.
- Build support and advocacy by making the opportunity compelling, relatable, and attractive.
- Set out an expectation for developers ahead of procuring a major development/investment partner in 2025.

### **3. Objectives and expected outcomes**

- 3.1 The outcome of this proposal is to have a high-quality Regeneration Strategy to enable OPDC to engage with key stakeholders on its upcoming plans.
- 3.2 The Regeneration Strategy will be an engaging and aspirational public-facing document reflective of its individual brief, audience and aims, that can be used to positively engage key stakeholders and the wider public on our upcoming plans.

### **4. Strategic fit**

- 4.1 Anagram will ensure OPDC has a fresh look and feel across the strategies, making them compelling, engaging, modern and accessible. They will ensure this is completed with a variety of activity on the design concept that includes:
  - Compelling, relevant and distinctive visuals that work seamlessly across print and digital.
- 4.2 Develop a suite of brand assets, i.e. iconography, map, diagrams and tables.
- 4.3 Completing a presentation on two concepts and assets for concept sign-off.
- 4.4 Anagram will develop the design further to include a brochure cover and sample spread styles and also use typesetting to arrange all text and images on a page to ensure the content of each document is clear, engaging and easy to follow.

### **5. Project governance and assurance**

- 5.1 The Senior Responsible Officer for the procurement and delivery of Anagram will be the Director of Communications, Engagement and Strategy and Director of Delivery. OPDC's Senior Communications Officer, the Senior Development Manager for Sustainability and the Strategic Regeneration Adviser will provide day-to-day support and quality control on the documents, ensuring that deadlines are met.
- 5.2 The Senior Responsible Officers will liaise closely with the regeneration and communications team providing overarching project and budget assurance. They will work with Anagram to devise design, layout and providing approvals on drafts and revisions.

## **6. Risk, Issues and Opportunities**

- 6.1 There is minimal risk attached to this proposal. OPDC have already contracted Anagram on the earlier stages of this work and continuing the contract removes risks of delays that would arise if we were to retender.
- 6.2 Retaining the existing relationship with Anagram will ensure consistency of design and branding used in the Regeneration Strategy and other strategies as part of the original decision.

## **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.<sup>1</sup>
- 7.2 This project supports Equality, Diversity and Inclusion by ensuring the document is fully accessible and inclusive to a diverse range of audiences. All materials will be written in Plain English, adhering to the GLA's accessibility guidelines, and also ensuring that designs, imagery and photography reflect the rich diversity of the community in Old Oak and Londoners.
- 7.3 This decision is not anticipated to give rise to any negative impacts on any groups identified with protected characteristics.

## **8. Other considerations**

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

## **9. Conflicts of interest**

- 9.1 No one involved in the preparation or clearance of this form, or its substantive proposal, has any conflicts of interests.

## **10. Financial comments**

- 10.1 The increased expenditure of £2,340 will be funded from the Development budget approved under CD205 against the Commercial advice budget line PA.0600.017.001.

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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.

## 11. Summary timeline

Activity	Date
Delivery start date	September 2024
Delivery end date	January 2025

## Appendices

- Appendix 1: DD188

## 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 days 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:** Jody Boyce 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: N/A**

**Review:** This Decision was circulated for **Senior Review** on 29/01/2025

**Head of Finance**

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

**Signature:** 

**Date:** 29/01/2025