

REQUEST FOR DIRECTOR DECISION – DD2832

Title: Oxford Street Development Corporation Place Management Provision Arrangements

Programme: Boosting London's Growth Sectors

Executive Summary:

The Oxford Street Development Corporation (OSDC) is progressing delivery of the Mayor's vision for the transformation of Oxford Street. The OSDC received its planning powers and became a Local Planning Authority on 10 August 2026. The next major milestone is the closure of the section between Great Portland Street and Orchard Street to traffic from 26 October 2026.

New West End Company (NWECC) is the Business Improvement District for the area in which Oxford Street is located. NWECC has approached the OSDC with a proposal seeking funding to expand its existing enhanced street cleaning and security project to meet additional needs arising from the pedestrianisation of Oxford Street. The OSDC considers that this aligns with its objective for Oxford Street to be a safe, clean and welcoming environment and intends to award a grant of up to £354,597.40 to NWECC to take the proposal forward. Transport for London (TfL), the highway authority for Oxford Street, has consented to NWECC carrying out its enhanced cleaning and security project within the area.

Under paragraph 3.1(c) of the OSDC Governance Direction, the OSDC requires the Mayor's consent before providing financial assistance that falls outside the scope of an existing standing consent. This decision seeks approval from the Executive Director of Good Growth, acting under delegated authority, to provide that consent, enabling the OSDC to enter into the necessary grant arrangements with NWECC and support the successful operation of the Oxford Street scheme.

This decision does not approve expenditure by the GLA. Approval for the OSDC to incur the associated expenditure will be approved through the OSDC's decision-making process via a CEO decision form.

This Director Decision seeks the Executive Director of Good Growth's approval, acting under delegated authority, to provide the Mayor's consent under paragraph 3.1(c) of the OSDC Governance Direction, enabling OSDC to award a grant of up to £354,597.40 to NWECC.

Decision:

That the Executive Director of Good Growth approves the provision of Mayoral consent, under paragraph 3.1(c) of the OSDC Governance Direction, to the Oxford Street Development Corporation (OSDC) awarding a grant of up to £354,597.40 to New West End Company to expand its enhanced street cleaning and security activities project within the OSDC area.

AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Phil Graham

Position: Executive Director – Good Growth

Signature:



Date: 12 October 2026

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. Oxford Street Development Corporation (OSDC) is leading the delivery of the Mayor's vision for the transformation and regeneration of Oxford Street and its environs. The OSDC received its planning powers and became a Local Planning Authority on 10 August 2026. The next major milestone is the closure of the section between Great Portland Street and Orchard Street to traffic on 26 October 2026.
- 1.2. New West End Company (NWECC) is the Business Improvement District for the area in which Oxford Street is located. NWECC has an existing project of enhanced street cleaning and security activities and brought forward a proposal to the OSDC seeking funding to expand this project to address additional enhanced street cleaning and security needs that may arise from pedestrianising Oxford Street. Following its consideration of the proposal, the OSDC has concluded that it aligns with its objective for Oxford Street to be a safe, clean and welcoming environment.
- 1.3. Accordingly, the OSDC proposes to award a grant of up to £354,597.40 to NWECC to expand its enhanced street cleaning and security activities project in the Oxford Street area. Transport for London (TfL), the highway authority for Oxford Street, has consented to NWECC carrying out its enhanced cleaning and security project in the Oxford Street area. NWECC is an established business partnership representing several hundred retailers, restaurateurs, and property owners in the West End and has a proven track record around street cleaning and security.
- 1.4. The grant-funded activities will run for a three-month period. The OSDC will enter into appropriate funding and monitoring arrangements with NWECC.
- 1.5. Paragraph 3.1(c) of the OSDC Governance Direction requires the OSDC to obtain the Mayor's consent before providing financial assistance unless covered by an existing standing consent. The proposed grant to NWECC falls outside the scope of the OSDC's standing General Financial Assistance (Grant) Consent and therefore requires specific consent. Accordingly, this Director Decision seeks approval from the Executive Director of Good Growth, acting under delegated authority, to provide that consent.

2. Objectives and expected outcomes

- 2.1. The objective of the proposed grant is to enable NWECC to expand its street cleaning and security activities project during the initial period of the Oxford Street transitional scheme.
- 2.2. Expected outcomes include:
 - enhanced cleanliness and maintenance of the public realm within the Oxford Street area
 - increased on-street operational presence to support public safety and visitor experience
 - improved coordination between related local stakeholders and service providers operating within the area
 - collection of operational learning and performance information to inform future street cleaning and security activities.

3. Equality comments

- 3.1. In taking this decision, the Executive Director should have due regard to the Public Sector Equality Duty set out in section 149 of the Equality Act 2010, namely the need to eliminate unlawful discrimination, harassment and victimisation, advance equality of opportunity between persons who share a relevant protected characteristic and those who do not, and foster good relations between persons who share a relevant protected characteristic and those who do not.
- 3.2. The proposed decision relates to the provision of consent for the OSDC to award a grant to NWECC to deliver enhanced place management services in support of the Oxford Street transitional scheme. No adverse impacts on persons with protected characteristics have been identified as a result of this decision.
- 3.3. Enhanced cleansing, security and place management activities are expected to contribute to a safer, cleaner and more accessible public environment for all users of the area, including disabled people, older people and other groups with protected characteristics. The OSDC will continue to have regard to its equality duties through the implementation and monitoring of the grant-funded activities.

4. Other considerations

Governance

- 4.1. This Director Decision does not seek approval for expenditure by the GLA and does not authorise additional GLA funding. Rather, it seeks the provision of the Mayor's consent under paragraph 3.1(c) of the OSDC Governance Direction. In accordance with the GLA's delegated decision-making arrangements, that consent may be provided by the Executive Director of Good Growth acting under delegated authority.
- 4.2. Officers have considered whether the proposal has significant budgetary, legal or delivery implications for the GLA such that consent should be sought through a Mayoral Decision. Officers are satisfied that the proposal may appropriately be determined under delegated authority through this Director Decision.

Grant Management and Monitoring

- 4.3. The grant will be governed by a grant agreement between the OSDC and NWECC. OSDC officers will monitor the grant outputs and milestones, with payment provided in arrears.

Risks

- 4.4. The principal risk associated with the proposal is that the expansion of the street cleaning and security activities does not substantively take place as expected. This risk will be mitigated through clearly defined and appropriate grant outputs with continued ongoing engagement between the OSDC and NWECC.

Stakeholder Considerations

- 4.5. NWECC's enhanced street cleaning and securities project adds to but does not replace the statutory responsibilities of others, such as TfL, Westminster City Council and the Metropolitan Police.

5. Financial comments

- 5.1. There are no direct financial implications arising from this decision to the GLA.

- 5.2 The proposal for grant funding totalling £354,597.40 to NWECC will be funded directly from the OSDC's approved 2026-27 budget. However, this proposal requires Mayoral consent, under paragraph 3.1(c) of the OSDC Governance Direction as detailed in the main body of this report.
- 5.3 This funding supports the implementation of the Oxford Street transitional scheme within the Boosting London's Growth Sectors delivery plan. The proposed spending is financed from the OSDC's Place Management budget as approved as part of the GLA's Group Budget process for 2026-27.
- 5.4 The proposed grant award will be subject to a funding agreement between OSDC and NWECC, with outputs, deliverables and time frames for delivery clearly defined to facilitate performance and project monitoring in line with the OSDC's governance framework.
- 5.5 Any changes to this proposal will be subject to further approval via the MDCs decision-making process. All appropriate budget adjustments will be made.

6. Legal comments

- 6.1. Pursuant to its powers under section 201 of the Localism Act 2011 ('the Localism Act'), OSDC has the power to do anything for the purposes of, or incidental to, the securing of the regeneration of its area. The OSDC's area includes Oxford Street and its environs.
- 6.2. The foregoing sections of this decision form indicate that proposed grant to NWECC will enhance the cleanliness and security of the newly-pedestrianised Oxford Street. To that end, the proposed grant may be viewed as falling within the OSDC's powers under section 201 of the Localism Act.
- 6.3. As officers have set out above, the OSDC proposes to provide grant funding so that NWECC may expand its existing enhanced cleaning and security project to include the Oxford Street area, after it has been pedestrianised. The benefits of the project will inure to those members of the public who visit the newly-pedestrianised Oxford Street and, whilst the proposed funded activity is in keeping within the OSDC's objectives, there is no direct benefit to the OSDC. To that end, the proposed funding may be viewed as a grant rather than a contract for services.

7. Planned delivery approach and next steps

- 7.1. Next steps are outlined below:

Activity	Timeline
The OSDC finalises and executes the grant agreement with NWECC.	Following receipt of consent.
The OSDC awards grant funding to NWECC and mobilises enhanced place management services.	Following execution of grant agreement.
NWECC delivers enhanced place management services in accordance with the grant agreement.	During the three-month funding period.
The OSDC monitors delivery and grant expenditure and reports in accordance with its governance and grant management requirements.	Ongoing.

Appendices and supporting papers:

None.

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

Strategic Programmes

Does this decision seek approval for activity falling within the remit of a programme delivery plan? YES

If YES, which programme/s does this fall within: **Boosting London's Growth Sectors**

Part 1 - Deferral

Is the publication of Part 1 of this approval to be deferred? NO

If YES, for what reason: **n/a**

Until what date: (a date is required if deferring) **n/a**

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Drafting officer:

Tina Jadev has drafted this report in accordance with GLA procedures and confirms the following:

✓

Assistant Director/Head of Service:

Louise Duggan has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

Mayoral Delivery Board

A summary of this decision was reviewed by the Mayoral Delivery Board on 12 October 2026.

CHIEF FINANCE OFFICER:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature 

Date 13 October 2026

pp Peter Sebastian Assistant Director Financial Services on behalf of Fay Hammond