



www.sitematchlondon.com

01.03.2012

Press Release

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## **Sitematch London brings developers and councils together to discuss London's top priority sites**

In a move to stimulate development activity in London most of the city's councils are gathering at City Hall on 1 March to take part in Sitematch London, a day of fast and efficient meetings with developers to discuss the city's top priority development sites.

Each council has posted a list of its top five priority development sites on the website [www.SitematchLondon.com](http://www.SitematchLondon.com). Participating developers can use the website to obtain details of the city's 120 sites most in need of development. They can use the website to pre-book 15-minute meetings to discuss sites they are interested in with the appropriate local authorities. The meetings take place on 1 March 2012 at City Hall, London.

Sitematch London was launched this week by Ealing Council, consultant 3Fox International and the GLA. It takes place the week before the MIPIM property event in Cannes, France, where many of London's boroughs and schemes will be making bold and compelling statements about the city's attractiveness for investment and development. But many councils are unable to take part in MIPIM.

### **Backed by the Mayor of London**

Boris Johnson, Mayor of London, said: "I very much support Sitematch London: an excellent opportunity for the public sector to show the private sector that it is open for business, by putting developers directly in touch with London's boroughs to discuss sites that they have selected as the highest priorities for development. It is a great chance therefore for London's



local authorities to take a commercial approach to their property assets, to help stimulate investment and generate revenue – and at no cost to the public purse.

"This initiative is a significant way for us to work with the private sector, to attract their interest and to stimulate investment in our city."

Explaining the origins of Sitematch London, Brendon Walsh, director of property and regeneration at Ealing Council said:

"While in discussion with Toby Fox from 3Fox International on the way back from MIPIM we identified that very few local authorities were prepared or able to attend the conference and we felt it was an opportunity missed."

### **Making introductions and doing deals**

"The idea came to us that if we could facilitate a way to complement MIPIM, by getting the public and private sectors into one room for a no-frills event that was purely about making introductions and doing deals, there could be significant benefits for everyone.

"Our hope is that the event will appeal to private sector developers and investors as an easy way to get information on a whole range of opportunities, initially in London and then further afield. But most importantly we want to provide them with an efficient way for them to speak to the right people at local authorities."

### **C2C cycle ride to MIPIM starts at Sitematch London**

Sitematch London begins with the start of the impressive C2C charity cycle ride from London to MIPIM, which begins at City Hall on 1 March with GLA chief of staff and deputy mayor for planning, Sir Edward Lister, seeing the cyclists off before opening Sitematch London.

– More –



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**Background information:**

Sitematch London is a new initiative bringing councils and developers together to discuss the city's top priority development sites. It was founded by Ealing Council and publishing and events company 3Fox International in 2012. The first event takes place at City Hall on 1 March 2012.

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– Images follow –



High res image available at: <http://www.3foxfiles.co.uk/downloads/sitematch/sitematch.jpg>



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**SITEMATCH LONDON**

**Your chance to meet London's local authorities at City Hall on 1 March 2012 to discuss their priority development sites**

23 of London's councils	414 meetings with developers	London 1 March 2012
5 priority development sites each	7 hours at City Hall	35 days to go...

**Which site is for you? Join Sitematch London to find out**  
 Visit [www.sitematchlondon.com](http://www.sitematchlondon.com) or call 020 7978 6840

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