

WPA Business Plan: 2024/25 Priorities

KEY THEMES			
Economic growth and social prosperity	Creating a sustainable city	Public private partnership	Diversity, Equity and Inclusion
OBJECTIVES AND DELIVERABLES			
<p>In 2024/5 we will:</p> <p>Champion Westminster's economic growth as a driver of social and cultural prosperity.</p> <p>Supporting its obligations to deliver jobs and growth under the London Plan as the largest part of the strategically important Commercial Activities Zone (CAZ).</p> <p>Project its role as global destination for business and investment, underpinned by world-class workplaces and culture and leisure.</p> <p>Explaining through our research and insight how economic and social prosperity go hand-in-hand, with the property sector playing a significant role in generating revenues to support local communities.</p> <p>Advocate our Delivering Good Growth in Westminster research setting out the three scenarios for Westminster.</p> <p>Use our extensive membership and deep technical knowledge and resource to ensure local planning policy has a strategic role.</p>	<p>In 2024/5 we will:</p> <p>Continue to promote and inform best practice environmental sustainability.</p> <p>Share intelligence and best practice among members and policymakers to help accelerate the drive to a truly sustainable city.</p> <p>Advocate for commercially viable policies which can support Westminster's net zero aspirations.</p> <p>Advise on technologies and policies which factor in a building's carbon from its operational use over its lifetime – biggest component of emissions from development often overlooked by policy makers.</p> <p>Continue to champion and promote sustainability through Westminster City Council and WPA's Sustainable City Charter, which is playing an important role in helping Westminster's businesses reduce carbon emissions from their buildings.</p>	<p>In 2024/5 we will:</p> <p>Strengthen relationships with private and public sector bodies to deliver on shared goals, ambitions and policies.</p> <p>Seek to engage with Westminster City Council on its partial review of its City Plan in a spirit of openness and honesty.</p> <p>Act as a critical friend, helping to ensure partners fully understand the impact of policies on future development, and its stated shared objectives as supporting economic and social prosperity.</p> <p>Work with surrounding CAZ boroughs and the London Mayor in Westminster to support the capitals mutual interests.</p> <p>Support and feed into WCC's Retrofit Taskforce and Responsible Business Network.</p> <p>Foster greater understanding of development and planning challenges and constraints, along with market pressures and trends, among members and officers at WCC. This includes through the delivery of workshops, roundtables, research, onsite tours and meetings.</p>	<p>In 2024/5 we will:</p> <p>Work towards a more diverse, equitable and inclusive property industry.</p> <p>Engage with Westminster's young people through our charity partners Young Westminster Foundation (YWF) and 2-3 Degrees to open up opportunities for careers in real estate, using our three year £255,000 Mastering my Future employability programme.</p> <p>Support young property professionals through our established and impactful NextGen and Newgen programmes.</p> <p>Engage with Board members and the wider WPA membership on opportunities for young Westminster residents linked to our members' activities, such as work experience and placements.</p> <p>Continue to support YWF as WPA's partner charity, with donations and member engagement, as well as our long-standing support for LandAid, the property industry charity which works to end youth homelessness.</p>

Appendix

The four pillars of Marcus Geddes' second year as Chair of the WPA are set out below. These have been updated to better reflect the changing priorities of the WPA for 2024 – 2025, which will see the adoption of an updated Westminster City Plan, a General Election and a welcome focus on the importance of the Central Activities Zone (CAZ), under the re-elected London Mayor Sadiq Khan, as a driver of jobs and economic growth.

OBJECTIVES AND DELIVERABLES

Engage with local and national policymakers to call for more policies and regulatory frameworks which support the objectives of sustainable development as set out in the National Planning Policy Framework.	As part of this we will implement a 2024/25 programme for participants, raise the Charter's profile and increase the number of signatories. This programme of work includes stakeholder engagement, case study development, events and the delivery of a 'think paper'.	Continue to address challenges in the planning service, providing constructive feedback to WCC's planning team, senior officers and elected members. Engage and collaborate with relevant bodies and organisations on policy, shared challenges and guidance impacting Westminster's built environment, such as BusinessLDN, Historic England, BBP (Better Buildings Partnership) and UKGBC (UK Green Building Council) and Westminster's BIDs (Business Improvement Districts).	Continue to support WPA NextGen's bespoke programme of events, research and engagement for the next generation of industry leaders. This will include new research on AI and the Built Environment.
Continue to publish our Global Cities Survey under our London Property Alliance banner in a bi-annual format – comparing London's appeal and success as an international hub for business and investment alongside that of global rivals and draw out areas of competitive advantage.	Tackle challenges around the retrofit of historic buildings by sharing insights and hosting a roundtable with Westminster City Council and Historic England .	Engage with national political parties on our key campaigns and issues, including pre-election manifestos and an engagement programme at Labour, Conservative and Liberal Democrat Party Conferences.	Advocate our Diversifying Real Estate guidebooks (under our London Property Alliance banner) which have covered Gender, Race, Sexuality, Disability, Social Mobility and Faith, and promote the findings of this series to the membership and London's wider property industry through events and engagement.
Commission research on the role of 'London as an HQ City' (from Centre for London), exploring what has changed since the last report in 2019, and what is needed to attract, grow and retain global businesses in the capital.	Seek for money generated by carbon offsetting to be invested in schemes which support the decarbonisation of the built environment.	Engage with national political parties on our key campaigns and issues, including pre-election manifestos and an engagement programme at Labour, Conservative and Liberal Democrat Party Conferences.	Collaboration with stakeholders to ensure Westminster remains the most attractive place to invest, build, live, work and visit.
Engage with partners and policymakers on innovative investment models (such as TIF) to fund infrastructure and other interventions needed for central London's growth, including public realm masterplans.	Publish the Retrofit First, Not Retrofit First: Planning and Net Zero paper, which will review the planning and regulatory environment around retrofit and redevelopment and make recommendations to help drive a more environmentally and economically sustainability-built environment.	Attend industry conferences , including MIPIM and UKREIF, in partnership or in collaboration with public sector bodies to promote central London's property industry and key campaigns. At MIPIM, the Alliance's programme will include co-hosting the Opportunity London lunch (with NLA).	On behalf of our members, we will provide detailed responses to policy consultations.
Continue to engage with Parliamentarians and groups , including APPGs, to campaign for reforms that will support investment and economic resilience of the West End as a world-class retail, entertainment and business district, including the reform of business rates; reintroduction of VAT free shopping; and a 'retrofit first, not retrofit only' approach to 20th century buildings.	Publish research on embodied carbon , how the industry has been able to reduce emissions and levels being achieved. We will showcase exemplar practices and schemes, with recommendations for members and stakeholders.	Engage with GLA and Transport for London (TfL) on relevant policy and guidance impacting the built environment sector.	Providing a range of insight seminars and showcase receptions, that bring together our 250 member companies to hear directly from industry makers and policymakers, share best practice and forge new business partnerships.

IMPLEMENTATION

ADVOCACY	EVENTS	THOUGHT LEADERSHIP
Regular engagement with politicians and policymakers, including Westminster City Council, the GLA, national government and oppositions.	Providing a range of insight seminars and showcase receptions, that bring together our 250 member companies to hear directly from industry makers and policymakers, share best practice and forge new business partnerships.	Commissioning new research to help with our representations to policymakers at local and national governments on key campaigns.
Collaboration with stakeholders to ensure Westminster remains the most attractive place to invest, build, live, work and visit.		Providing our members the opportunity to promote and engage with genuine thought leadership within the industry, sharing best practice.
On behalf of our members, we will provide detailed responses to policy consultations.		Communications and PR activity to support and raise the profile of our key campaigns and messaging.