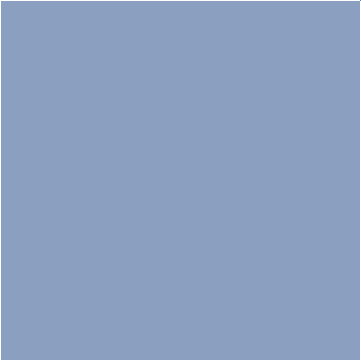
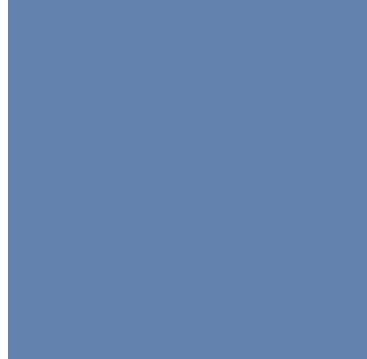


# Annual Report 2022/3

**WPA**  
Westminster Property Association







# Summary

- Foreword \_\_\_\_\_ 05
  
- Westminster Property Association \_\_\_\_\_ 07
  
- 1. Reporting back on 2022/23 priorities \_\_\_\_\_ 08
  
- 2. Research \_\_\_\_\_ 10
  
- 3. Policy engagement and campaigns \_\_\_\_\_ 15
  
- 4. Membership engagement & events \_\_\_\_\_ 16
  
- 5. Supporting WPA NextGen \_\_\_\_\_ 26
  
- WPA Business Plan: 2023 Priorities \_\_\_\_\_ 28

# Foreword



My second and final year as chair saw substantial political changes at the heart of the UK Government, together with a cost-of-living crisis for many in London and the country following the ongoing tragic war in the Ukraine. Our first thoughts must be with the victims of Russia's invasion.

Despite this we also saw recovery from the effects of the global pandemic, with the West End showing its resilience and continuing to surpass all expectations. This also coincided with the opening of the fantastic Elizabeth Line - a real game changer.

In this context we can look back on the delivery of the WPA's programme with a sense of achievement. We have continued to represent our members' interests through exceptional research, policy development and engagement with key stakeholders across the public, private and third sector.

Partnership underpins the WPA's mission, working to tackle some of the biggest challenges of our time. Our most important and enduring collaboration is arguably with Westminster City Council, which itself has seen significant change with a new administration taking power last May.

I am particularly proud of the Sustainable City Charter, which we developed in partnership with the council. Likewise, the work of the Young Westminster Foundation, which for a second year is the WPA's nominated charity partner, is very close to my heart. It is opening-up opportunities for young people across local communities who risk being left behind. The property industry plays a critical role in Westminster's economic success and is well placed to play an even bigger one in promoting social prosperity within it.

There are many other areas of the WPA's work and engagement which deserve recognition, such as our NextGen group, diversity guides and Global Cities Survey, to name a few.

It's been an honour and a privilege to lead the organisation over the past two years, and I am grateful to our members and stakeholders for putting your trust in me. I must also relay my thanks to the board, my CEO Charles Begley and all the executive team for their support and hard work. I am confident the Association will continue to go from strength to strength.



**Paul Williams**  
**WPA Chair**  
Derwent London



Westminster  
Property  
Association ■

The Westminster Property Association (WPA) is a not-for-profit membership and advocacy group representing the leading owners, investors, professional advisers and developers of real estate across the City of Westminster.

The association, under the leadership of **Paul Williams** (WPA Chair & Derwent London - Chief Executive) and **Marcus Geddes** (WPA Vice Chair & Landsec – Managing Director, Workplace), agreed the following business plan priorities for 2022/3:

1. **Support Westminster's economic, social and cultural recovery**
2. **Champion ESG outcomes, helping to secure a cleaner, greener and more inclusive future**
3. **Cultivate strong private and public sector collaboration on shared goals and policy**
4. **Promote diversity, equality and inclusion in the built environment sector**

This report summarises how the association met these priorities in the year following the Annual General Meeting of 28 April 2022, including details of the WPA's research, policy engagement and events programme. Some activities were delivered by London Property Alliance (LPA): the name used when WPA is working in partnership with its sister organisation City Property Association, representing the property industry across central London.

## 2022/3 at a glance

18 events

257 member organisations

10 research reports & publications

3000<sup>+</sup> event attendees

400<sup>+</sup> NextGen members

12 policy & consultation responses

# 1 Reporting back on 2022/3 priorities



Support Westminster's economic, social and cultural recovery

WPA has continued to work closely with the City Council and other bodies to help ensure Westminster remains an attractive location to work and invest. The organisation has supported efforts to encourage owners not to lease space to candy stores or other sub-standard retail on Oxford Street. Meanwhile, our members have continued to deliver world class new development within the district, including a new theatre and other cultural spaces.

A barometer of wider progress is the demand among occupiers to locate to the area and the mix of high-quality space available. Grade A office space commands a higher rent in the West End than other locations, with Knight Frank finding that **prime headline rent in the core West End is 67% higher** than the City and Southbank. Indeed, **2022 was a record year** for high value office take-up in the West End according to CBRE. The West End's vacancy rate is also far lower, at 4.4%, than its global peers, according to the **London Property Alliance's Global Cities Survey**.

Our work has included policy responses at local, London and national level, and we continue to campaign for business rates reform and the recognition of London's vital role in driving the UK's economic recovery. Accordingly, we have fed into Westminster City Council's Regulation 18 and its Planning Obligations and Affordable Housing SPD consultations, as well as the Government's reviews of the National Planning Policy Framework review and business rates.



Champion ESG outcomes, helping to secure a cleaner greener and more inclusive future

WPA has partnered with Westminster City Council to develop and launch London's first Sustainable City Charter: a voluntary set of eight commitments for commercial landlords and occupiers that are seeking to work together to reduce operational carbon emissions from their buildings. This is a key Piece of Westminster City Council's Climate Action Plan and is fundamental to it meeting its net zero ambitions by 2040.

The association has also published ground-breaking research, **Retrofit First, Not Retrofit Only**, in partnership with our sister organisation, CPA, which demonstrates how our members are driving the decarbonisation of their buildings. Our analysis is being used to help inform policies to support the City Council's Net Zero pledges. In the year 2021-2022 (the most recent measure available), Westminster City Council recorded that 41,399 tonnes of carbon were emitted in the City, a 7.2% reduction on its baseline, reinforcing the positive action our members are taking on the issue.

We continue to share best practice across the industry, using the expertise and commitment from our highly engaged and senior level membership to drive innovation on environmental sustainability.





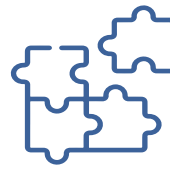
## Promote diversity equality and inclusion in the built environment sector

We have continued to make the case for greater inclusion in the property sector, publishing diversity guides on disability and social mobility over the last year, to complement previous publications on gender, race and sexuality. Our NextGen network has played a key role in the development of the guides, along with additional workstreams supporting NewGen reaching into universities and companies' graduate schemes. In 2022 we published research into the attitudes of young professionals working in the City and Westminster, their views on the future of our sector, the built environment and work.

**Real Estate Balance's 2022 industry survey** on diversity, equity and inclusion reveals improvements in disparities on ethnicity and gender at entry and junior levels in the property sector, showing the positive steps being made, although recognising that there is a lot more to be done.

Our partnership with Young Westminster Foundation (YWF) and its delivery partner 2-3 Degrees has helped to promote their work to hundreds of members. It has supported the learning and development of young people who participated in WPA member or NextGen events and activities throughout the year. Crucially, in co-ordination with Westminster City Council's efforts, and acting as link between YWF and our membership network, we are helping to drive greater take-up by the property sector in their work.

Greater use of social media is helping to get our positive message out to wider audience than ever, for example we have grown our LinkedIn channel by 36% in the last year.



## Cultivate strong private and public sector collaboration on shared goals and policy

In a recent review with UK100 on the development of the Sustainable City Charter, Westminster City Council cited how essential it was to have the partnership and expertise of the WPA on this project, bringing with it a business perspective and clear routes to engaging with members. We continue to engage closely with councillors and officers across planning, sustainability and economic growth. In 2022 this included workshops, tours and regular meetings: working collaboratively with our public sector partners to face shared challenges.

We have expanded the role of WPA partnership through the London Property Alliance. This has included engagement with surrounding central London boroughs, particularly Camden, with whom we manage a developer forum, alongside our Knowledge Quarter Group with partners operating across King's Cross and Euston.

We supported Opportunity London at MIPIM to help promote inward investment into London alongside the public sector bodies which underpin the initiative, namely the Mayor of London, London & Partners, London Councils and the City of London Corporation. Working alongside BIDs and other bodies, including the initiative's delivery partner NLA, we continue to drive collaboration across the public and private sectors.

## 2 Research

Last year the WPA commissioned or produced the following insight and thought leadership reports.

### Global Cities Survey – July 2022 edition



Launched 8 July

The third edition of LPA's Global Cities Survey provided an analysis of the latest data available across a range of 19 economic and societal indices for London, New York, Paris, Berlin and Hong Kong.

This report revealed that London's economic recovery is racing ahead of global competitors, reinforcing the capital's position as an economic powerhouse.

Research undertaken by the Centre for London think tank.

### NextGen Perspectives Report



Launched 14 July

Commissioned by WPA and CPA NextGen groups, this report explores the changing workplace attitudes and motivations of young workers in the capital. It was authored by Future Places Studio.

Surveying over 2,000 people across multiple industries and demographics, the research finds that purpose, flexibility, culture, aspirations and wellbeing are some of the key priorities for the next generation of workers.

## Diversifying Real Estate guidebook: Disability



Launched 3 August

Commissioned by WPA and CPA NextGen groups, this guidebook suggests how individuals and organisations can make central London's built environment and workplaces more inclusive for people with disabilities of all forms.

It provides best-practice case studies, suggestions for implementing positive changes at board, middle management and NextGen levels, and signposts helpful resources.

## Global Cities Survey – October 2022 edition



Launched 20 October

The fourth edition of the survey found that London is performing well on employment, prime office rent, and foreign direct investment, but is struggling (along with all other cities) with retail demand.

The report also drew attention to rising economic uncertainty, which along with growing inflation and interest rates, could hamper London's recovery.

## 2 Research

### Sustainable City Charter

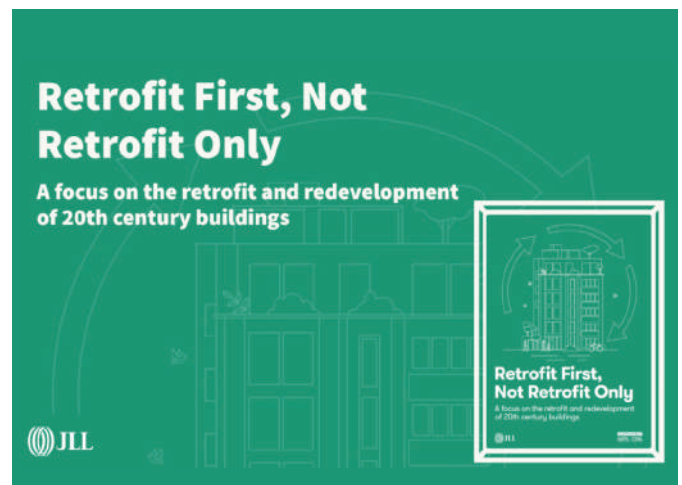


Launched 16 November

Developed by WPA and Westminster City Council, in close collaboration with leading businesses.

The charter creates a unique partnership between organisations committed to delivering a greener and cleaner Westminster, and building climate resilience for its communities. It features a set of eight voluntary pledges designed to encourage building owners and occupiers to reduce their operational carbon emissions, and support others on their net zero journey.

### Retrofit First, Not Retrofit Only: a focus on the retrofit and redevelopment of 20<sup>th</sup> century buildings



Launched 8 December

The research paper reviews the current challenges and opportunities faced by central London policymakers and property owners in the race to net zero.

The report aims to bring greater clarity to planning and investment criteria, which ultimately underpins future development. It was authored by JLL, and produced with support from BentallGreenOak, British Land, Derwent London, GPE and Landsec.

## Global Cities Survey

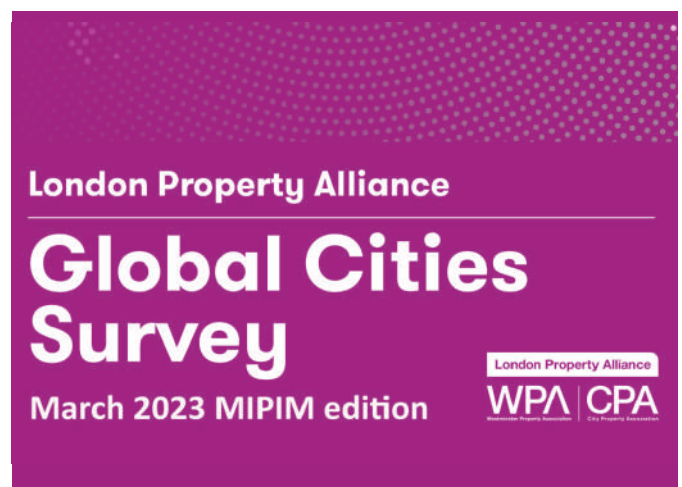


Launched 16 January

The findings of report set out London's economic recovery post pandemic, as well as the impact of Brexit, the war in Ukraine and the aftershocks of a tumultuous political period in 2022.

The survey finds that although central London's office market is helping to drive economic recovery, Paris is edging ahead on employment growth, office occupancy levels and public transport usage.

## Global Cities Survey: Mipim special



Launched 14 March

This special edition of the survey features new data from Oxford Economics.

It finds that whilst London performed better than its key global competitor cities in terms of economic output in 2022, the UK capital is predicted to experience negative growth along with Berlin in 2023 due the numerous economic headwinds expected this year. Central London's economic output is predicted to outperform its key global peers, including New York, Paris, Berlin and Hong Kong by 2030.

## 2 Research

Bitesize edition of Retrofit First, Not Retrofit Only: A focus on the retrofit and redevelopment of 20th century buildings

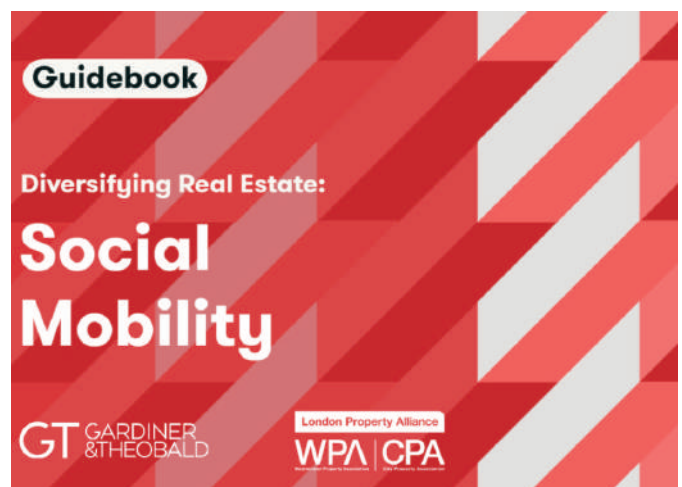


Launched 28 March

Following our breakfast seminar on Tuesday 28 March exploring the findings of the Retrofit First, Not Retrofit Only research, we released a bitesize edition of the report.

This edition provides a comprehensive overview of the research, including key findings and an overview of the case studies used. Produced with support from BentallGreenOak, British Land, Derwent London, GPE and Landsec.

Diversifying Real Estate Guidebook: Social Mobility



Launched 29 March

Commissioned by WPA and CPA NextGen groups, this guidebook addresses the key barriers to social mobility in property careers and suggests simple ways for organisations and individuals to implement positive change.

Like the other guidebooks in the series, it features best practice examples, signposts to resources and reflects on personal experiences.

# 3 Policy engagement and campaigns

Throughout last year WPA engaged with policymakers at local, London and national Government to represent our members' interests on a range of issues aligned with our campaigning priorities. This engagement included regular meetings with politicians and senior officers from Westminster City Council and the GLA, letters to Government and responses to major policy consultations.

## Consultation responses

- **20 June:** London Property Alliance responds to **Fire Safety London Plan Guidance consultation**
- **26 July:** London Property Alliance responds to **Business Rates Revaluation 2023: Consultation on Transitional Arrangements**
- **1 August:** London Property Alliance responds to **Camden Highline planning application**
- **21 November:** WPA responds to **Regulation 18 consultation on the partial review of Westminster's City Plan**
- **21 November:** London Property Alliance responds to the Government's **Autumn Statement**
- **25 January:** London Property Alliance responds to **Camden Local Plan review**
- **6 February:** London Property Alliance Representation to the **2023 Spring Budget**
- **6 March:** London Property Alliance responds to the **Levelling-up and Regeneration Bill: Reforms to National Planning Policy consultation**
- **15 March:** WPA responds to Westminster City Council's **Draft Statement of Community Involvement**

## Campaigns

- **22 June:** London Property Alliance co-signed an open letter to the Secretary of State for Transport and the Chancellor of the Exchequer calling for **agreement on TfL's capital investment to avoid a 'managed decline' scenario**
- **8 December:** London Property Alliance wrote a letter to the Secretary of State for Levelling Up, Housing and Communities in which it outlined its recommendations for how best to approach the **decarbonisation of London's building stock based on the Retrofit First, Not Retrofit Only research**
- **16 December:** WPA Chief Executive Charles Begley featured in the Evening Standard where he discussed the London Property Alliance's **Retrofit First, Not Retrofit Only Report and the importance of rethinking our approach to decarbonising the industry**
- **16 December:** WPA Chair Paul Williams wrote a letter to Property Week discussing the **evolution of Oxford Street and need for business rates reform**
- **3 February:** The London Property Alliance co-signed a letter from the Mayor of London to the Chancellor **supporting a call for a return to tax-free shopping.**

## 4 Membership engagement & events

The WPA's programme of breakfast seminars, evening receptions and webinars (combined) attracted 3,000 attendees over the past 12 months.

### Post-election webinar

19 May

The online briefing explored London's new political landscape following London-wide local elections on 5 May. Speakers included Professor Tony Travers (LSE London, Director), Jenna Goldberg (LCA, Board Director), Nick Brindley (Gerald Eve, Partner) and Charles Begley, (London Property Alliance, Chief Executive), who discussed how the election results are likely to impact future local policy, particularly within property, development, investment and planning. The LPA webinar was watched live by over 100 people.



### WPA Annual Dinner

25 May

Taking place at the Londoner hotel in Leicester Square, the Annual Dinner brought together WPA members and guests to celebrate what makes the West End so special. Guests were welcomed by WPA Chair Paul Williams (Chief Executive, Derwent London) and they heard from Mark Pollock, who delivered an inspirational speech on the importance of resilience, perseverance, and collaboration to achieve success.





## The Future of Westminster reception

16 June

WPA invited members and stakeholders to an evening drinks reception at 78 St James's Street to celebrate the future of Westminster. The event was hosted by BentallGreenOak at their newly refurbished and developed Georgian Grade II\* listed building. Guests heard from WPA NextGen Chair, Ciara Daffy (WPA NextGen Chair, Asset Manager,

CBRE Investment Management) who discussed the importance of wellness and how this is shaping the new workplaces in Westminster. WPA Board member Ker Gilchrist (Managing Partner, BentallGreenOak) also provided an overview of the building. The event was attended by 76 people.



## WPA Supercharging Social Mobility seminar

7 July

WPA organised a seminar in partnership with the Young Westminster Foundation at the Lord Mayor's reception room. The event brought together members and key local bodies and organisations to help put tackling social mobility at the forefront of the DEI debate.

Guests were welcomed by WPA Chair Paul Williams (Chief Executive, Derwent London) before Cllr Adam Hug (Leader, Westminster City Council) gave an opening speech. This was followed by a panel discussion chaired by Carl Konadu (Co-founder, 2-3 Degrees), and included Brian Bickell (WPA Deputy Vice Chair; CEO, Shaftesbury), Oyin Olaoshun (Programme Manager, 2-3 Degrees), Cllr Tim Roca (Deputy Leader and Cabinet Member for Young People, Learning and Leisure, Westminster Council) and Jamil Uddin (Young Westminster Foundation, Trustee). Phil Barron (Young Westminster Foundation) gave a closing speech. The event was attended by 40 people.



## NextGen Summer celebration and London NextGen Perspective research launch

14 July



This joint NextGen Summer Reception also celebrated the launch of the London NextGen Perspective report. Following an introduction by WPA NextGen Vice Chair Cal Matthews (Partner, Gardiner & Theobald), guests heard from CPA NextGen Chair Liam Lawson Jones (Associate,



Gerald Eve) and Jack Sallabank of Future Places Studios, who discussed the findings of the report and the implications they have for young workers in London. The event was hosted by Gardiner & Theobald and was attended by 70 people.

## NextGen West End walking tour

15 August

WPA NextGen and 2-3 Degrees hosted a West End walking tour in partnership with Shaftesbury. Students taking part in the 'Mastering My Future' programme by 2-3 Degrees were given an introduction to the range of careers available within the built environment and were advised how these have helped to shape the West End.

The tour ended with a chance to meet and speak to some property professionals at a networking session at Shaftesbury's head office. WPA NextGen committee members present included committee Chair Ciara Daffy (Asset Manager, CBRE Investment Management), Warda Ahmed (Development Manager, Dolphin Living), Emma Lally (Senior Consultant, Momentum Transport Consultancy), Claire Hepher-Davies (Development Manager, The Crown Estate) and Andrew Hing (Portfolio Executive, Shaftesbury). The event was attended by 29 people.



## Market update breakfast seminar

13 September



Mishcon de Reya hosted this breakfast seminar, bringing together the capital's leading property experts to provide a review of central London's commercial, residential, and retail property markets.

Panellists gave short presentations outlining market outlooks, including challenges and opportunities ahead. This was followed by a panel discussion



moderated by WPA Vice Chair Marcus Geddes ('Managing Director, Workplace, Landsec) including Adam Cosgrove (Senior Director, CBRE), Rory Paton (Senior Director, Central London Agency, JLL), Tiffany Luckett (Director, Central London Retail, Savills), and Tom Bill (Head of UK Residential Research, Knight Frank). The event was attended by 120 people.

## WPA and WCC planning workshop

28 September

The WPA held a planning workshop with Westminster City Council aimed at providing an open dialogue with the council's planning department.

The workshop was attended by 24 planning officers from Westminster City Council including Deirdra Armsby, Director of Place Shaping and Town Planning. Alongside members of the planning department were representatives from JLL, Derwent London, Lichfields, Landsec, Gerald Eve and DP9.

The discussion included a WCC planning update and Q&A, a market update, and conversations that focused on the complexity of planning applications, areas of contention, and the risk and importance of planning. After the workshop, Derwent London hosted a site visit of the award-winning Brunel building, showcasing the positive execution of planning and delivery on a major project. The event was attended by 38 people.



## The Future of the Strand

19 October

This WPA evening reception at Eighty Strand was held in partnership with Northbank BID. The event featured a keynote speech from Cllr Geoff Barraclough (Cabinet Member for Planning and Economic Development, Westminster City Council) and brought together the key stakeholders spearheading the vast transformation of the Strand. Guests heard more on the council's vision to



revive the area, while Northbank BID updated guests on its strategy to enhance the public realm.

Other speakers included Michelle McGrath (WPA Board & Executive Director, Capco), Andrew Davidson (Partner, PDP London) and Ruth Duston OBE (Chief Executive, Northbank BID). The event was attended by 130 people.



## Sustainable City Charter launch

15 November

The WPA launched the above-mentioned Sustainable City Charter at an event held in partnership with Westminster City Council and supported by New West End Company and London Heritage Quarter.

Guests heard from Cllr Adam Hug, Leader of Westminster City Council and Cllr Matt Noble, Cabinet Member for Climate Action, Regeneration and Renters, who spoke about the need for collaboration between private and public sectors to decarbonise Westminster's commercial building stock. Our two expert panels discussed the business imperative for sustainability, and how the Charter will work in practice.

Other speakers and panellists included Paul Williams (WPA Chair and CEO, Derwent London), Dee Corsi (CEO, New West End Company - NWE), Katherine Fleming (Operations Director, London Heritage Quarter & Northbank BID), Lenna Lou (Director,

Westminster Business Council), Caroline Haines (WPA NextGen and Derwent London), Jennie Colville (Head of Sustainability, Landsec), Will Dyson (Head of Sustainability & Urban Infrastructure, NWE), Amy Jones (Director of Environment, Westminster Council), and Ollie Morris (Director – Sustainability Asset Advisory Lead, CBRE). The launch event was attended by over 160 people.



## WPA Annual Lunch

17 November

WPA members and stakeholders were welcomed back to our Annual WPA Lunch at the Grosvenor House Hotel. This year's keynote speaker was renowned broadcaster, writer, and economist Ed Balls, who discussed the Government's Autumn Statement, as well as the need for collaboration between government and business to drive positive change in Westminster. WPA Chair and Derwent



London CEO Paul Williams thanked members for their continued support and reflected on what has been a particularly turbulent year. The lunch was attended by over 1,200 people.



## NextGen King's Cross walking tour

24 November

WPA and CPA NextGen groups, in partnership with Gardiner & Theobald NextGen, organised a walking tour exploring the redevelopment of King's Cross. The group were shown around the site, Google's new UK HQ, 5 Pancras Square, The Triangle Site, The

Gasholders and Coal Drops Yard. They learnt about how efforts have been focused on preserving the area's rich heritage, whilst planning for the future needs of visitors, workers and residents. The tour was attended by 30 people.



## LPA NextGen winter reception

12 January

The joint NextGen Winter Reception was hosted by Gerald Eve at their offices at One Fitzroy. The evening event included live entertainment from a gospel choir and provided an opportunity for Alliance NextGen members to network and celebrate the start of a new year in property and planning.

CPA and WPA NextGen chairs Liam Lawson Jones (Associate, Gerald Eve) and Ciara Daffy (Asset Manager, CBRE Investment Management) gave updates on the achievements of NextGen in 2022 while Nick Brindley (Partner, Gerald Eve) spoke about key planning trends to look out for in 2023. The event was attended by 70 people.



## 2023 Outlook and Global Cities Survey Seminar

12 January

LPA hosted its Global Cities Seminar at Derwent London's DL/78, bringing together the capital's leading economists, property and business experts to discuss the economic outlook for 2023 after a tumultuous 12 months across global markets.

Utilising data and insight from LPA's quarterly survey, an expert panel explored how London's economy has fared in contrast with other major cities such as New York, Berlin, Paris and Hong Kong.

Speakers included Paul Williams (WPA Chair and Chief Executive, Derwent London), Alexander Jan (Chief Economic Advisor, London Property Alliance), Kaela Fenn-Smith, WPA Board & Managing Director, Sustainability & ESG, CBRE, panel chair), Laura Citron (CEO, London & Partners), Marcus Geddes (WPA Vice Chair and Managing Director, Landsec), Andrew Hawkins (EU Offices – Capital Markets Lead, Cushman & Wakefield), and Professor Tony Travers (Director, London School of Economics and Political Science). The event was attended by 100 people.



## Delivering Smart Workspaces evening reception

26 January

Organised by WPA NextGen, this LPA event hosted at Google's King's Cross HQ explored how smart technology can help us tackle some of the industry's most pressing issues.

Through the lens of Google's portfolio, our expert panel explored, amongst other things, how smart buildings can aid us in the race to Net Zero Carbon, encourage a return to offices, and achieve wellbeing in the workplace. Speakers included, Dan Drogman (CEO, Smart Spaces), Michael Hudson (Associate Director, CBRE), Kathy Farrington (Digital Buildings Lead Workplace Design & Delivery, Google), Cal Matthews (WPA NextGen Vice Chair and Partner, Gardiner & Theobald) and Karen Warner (Associate Director, Arup). The event was hosted at 6 Pancras Square and attended by 200 people.



## Innovating for Net Zero seminar

2 March

Hosted by Landsec at 80 Victoria Street, this seminar explored the innovations that are delivering a greener, cleaner Westminster. Guests heard a keynote speech from Westminster City Council's Cabinet Member for Climate Action, Regeneration and Renters, Cllr Matt Noble. This was followed by an expert panel who discussed how cross-sector collaboration, new technology, and the WPA and Westminster City Council's Sustainable City Charter are driving progress in the City.

Other speakers included Marcus Geddes (WPA Vice Chair, Managing Director-Workplace, Landsec), Bola Abisogun OBE FRICS (Digital Director, BIM Academy), Jennie Colville (Head of Sustainability, Landsec), John Davies (Head of Sustainability, Derwent London), Dr Amy Jones (Director for Environment and Climate Change, Westminster City Council) and Rosa Han (Chair of Westminster's Zero Emissions Group and Associate Director, The Portman Estate).



## International Women's Day roundtable

7 March

In partnership with Grosvenor, LPA held a roundtable discussion on the theme of equality vs equity. The event featured a presentation from Anne Sloper, (Head of Organisational Effectiveness, Grosvenor), and was chaired by Sue Brown, (Managing Director of Real Estate Balance).



## Global Cities Survey breakfast briefing

14 March

London Property Alliance hosted a breakfast seminar to launch the 6th edition of its Global Cities Survey at The London Stand at this year's MIPIM conference. The event included a presentation on the research from LPA's Chief Economic Advisor, Alexander Jan, followed by a panel discussion comprising city and industry leaders and investors from London and New York. Speakers included

Charles Begley (Chief Executive, London Property Alliance), Laura Citron (Chief Executive, London & Partners), Chris Hayward (Policy Chair, City of London Corporation), Andrew Hawkins (International Partner, London Capital Markets, Cushman & Wakefield) and Melissa Román Burch (COO, NYC Economic Development Corporation).

## Retrofit First, Not Retrofit Only breakfast seminar

28 March

175 WPA and CPA members and stakeholders attended London Property Alliance's seminar exploring the findings of our Retrofit First, Not Retrofit Only research.

Jules Pipe CBE, Deputy Mayor of London for Planning, Regeneration & Skills delivered the opening address focusing on the Mayor's commitment to supporting environmentally sustainable buildings through a 'retrofit first' approach. The author of the report, Kirsty Draper (JLL and WPA Sustainability & Planning Group Vice Chair) presented its key findings before an expert panel discussion chaired by Andrew White (GPE and WPA Board member). The panel included Deirdra Armsby from Westminster City Council; Nikki Dibley from Helical (and CPA Board member); Michael Meadows from British Land, and James Wickham, Gerald Eve (WPA Board adviser).





# Supporting events

Recognising the importance of collaboration, and the celebration of London's built environment, the association also supported industry events.

## LREF VIP opening reception

27 September

WPA co-sponsored this VIP reception at the Royal Academy, attended by Westminster City Council officials and politicians WPA Deputy Vice Chair Brian Bickell (CEO, Shaftesbury)

spoke of the West End's resilience and how we must take a long-term view beyond political and economic cycles, and work together to find solutions to the big issues.



## Bisnow Women Leading Real Estate

22 November

LPA partnered with BISNOW for their Women Leading Real Estate event celebrating the women spearheading change in the industry. The alliance had an interactive pop up stand asking for attendees opinions on how to achieve gender equity in central London's property industry.

# 5 Supporting WPA NextGen

The WPA NextGen network is made up of over 400 young property professionals from WPA member organisation. Funding provided by G&T has enabled WPA NextGen to support, educate and connect with its network, led by an engaged steering group of NextGen members and delivered by WPA's executive team.

Over the past year, WPA NextGen programme has delivered:

- 3 in person events attended by over 340 people
- Multiple walking tours around Westminster for members of the NextGen committee and students on Young Westminster Foundation's Mastering My Future programme
- The NextGen Perspectives Report providing insights into the kind of places where young people want to work, live and play to help shape and inform placemaking and investment decisions in central London
- 1 podcast on disability in the built environment featuring Mike Adams, Chief Executive of campaigning group Purple
- 2 expert roundtables exploring social mobility in the property industry for the Diversifying Real Estate Guidebook series
- 1 networking session for students on 2-3 degrees mastering my future programme, giving them the opportunity to meet and talk to a number of industry professionals
- 1 workshop session on sustainability and Net Zero in Westminster



# Appendix



# WPA Business Plan: 2023 Priorities

The themes of Marcus Geddes' Chairmanship of the WPA are set out on the next three pages. They build upon the key themes of the previous Chair, but have evolved and been refined to reflect the changing priorities of both the WPA and our partners at Westminster City Council – namely, the Fairer Westminster programme, a greater focus on environmental sustainability and climate change, and the need to champion an ambitious vision for the future of the West End.

## KEY THEMES



Supporting the West End's economic, social and cultural resilience



Championing a Sustainable City



Strong private and public sector collaboration



A more diverse and equitable future for Westminster's young people

## OBJECTIVES

Continue to support Westminster's economic resilience in the face of economic uncertainty and challenges that are impacting consumers and businesses

Support the drive for a Fairer Westminster: exploring how the business community can better support the City Council's focus on delivering social housing and addressing inequality. This should include championing the role of economic growth in supporting local communities

Campaign for ambitious, long-term changes to Westminster's public environment and infrastructure which maintain the West End's position as a global destination for visitors and businesses, as well as an incredible place to live, work and play

Champion initiatives and policies which promote the evolution and growth of Westminster's business eco-system; provide greater certainty for the private sector to invest in the district's future success; and advocate for London's role as a global and open city

Promote property owners' role as enablers of growth, work with the City Council to drive footfall to Westminster's commercial and cultural hubs and high streets, and adapt to a different pattern of visitation

Build upon the success of the launch of the Sustainable City Charter, a unique framework created by WPA and Westminster City Council. The charter unites organisations committed to delivering a greener and cleaner Westminster whilst building climate resilience for its communities

Widen the remit of WPA's role to include championing economic and social sustainability in the built environment

Promote the role of city centres as leaders in low carbon living and places for environmental innovation

Strengthen our strong working relationships with private and public sector bodies to deliver on shared goals, ambitions and policies. This includes local and national government, BIDs and other external bodies

Promote diversity, equality and inclusion in the built environment sector

Work with Westminster City Council and the wider business community on positive programmes which support people, culture and inclusion

Engage with Westminster's hard-to-reach communities and young people, and provide access to opportunities and information on Westminster's built environment

Help local young people access jobs and other opportunities linked to our member's activities

## WPA: DELIVERABLES

In 2023 we will...



Continue to work with our members, Westminster City Council and other partners to promote the unique strengths of the West End. Key to this is a high-quality retail offer across the West End, led by the nation's high street Oxford Street, but also including areas such as Paddington

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 and Crossrail 2

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



Work with Westminster City Council to develop and implement a 2023 and 2024 charter programme for participants, and establish the steering committees / Technical Working Group which will drive the Sustainable City Charter forwards. Encourage WPA members to sign up!



Work with Westminster City Council on our shared ambitions, including the key objectives of the Fairer Westminster programme covering communities, housing, economy, environment and council

Engage with Westminster City Council, GLA and other bodies on relevant policy and guidance impacting the built environment sector

Deepen links with BIDs and other groups to help meet some of the industry's biggest challenges, such as Net Zero Carbon, and promote our work nationally

Address challenges around engagement and understanding between Westminster's planning team and elected members, and provide constructive feedback on the planning service



Build upon the close working relationship with Young Westminster Foundation (YWF) and 2-3 degrees, exploring opportunities for further partnerships which provide opportunities to the City's young and diverse residents

Continue to support YWF as WPA's partner charity, with donations and member engagement

Continue our long-standing support for LandAid, the property industry charity which works to end youth homelessness

Engage with Board members and the wider WPA membership on opportunities for young Westminster residents linked to our member's activities, such as work experience and placements

## LONDON PROPERTY ALLIANCE: DELIVERABLES

Continue to publish London Property Alliance's quarterly Global Cities Survey – 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. The surveys will be bolstered with sector and issue-specific themes of interest to our members, such as tourism and sustainability

Publish thought leadership, including a series of sustainability and planning white papers

Continue to share intelligence and best practice among members and policymakers to help accelerate the drive to a truly sustainable city. This will include building upon the findings of the Retrofit First, Not Retrofit Only research, including stakeholder roundtables with policymakers

Publish research on the role of central London and UK city centres in low carbon living, with metrics such as CO2 emissions for economic output, green space, building energy efficiency and low carbon transport. The paper will explore how sustainable approaches to planning and development can further support our cities' contribution to a Net Zero Carbon future

Commission a research report into consultation and engagement with amenity societies and local representative bodies, and how to improve consultation with hard-to-reach and less traditional well-represented groups

Use the London Property Alliance's wider platform to deepen links with central London's political body Central London Forward (comprised of 12 central London local authorities) and national Parliamentarians

Engage with national political parties on our key campaigns and issues, including an engagement programme at Labour and Conservative Party Conference

Publish a review of the economic and environmental (sustainability + built environment) impact of delivery of the Crossrail project on central London

Publish a compendium of the Diversifying Real Estate guidebooks (under London Property Alliance) which have covered Gender, Race, Sexuality, Disability, Social Mobility and Faith (due in H1 2023), and promote the findings of this series to the membership and London's wider property industry through events and engagement

Expand the role and ambition of WPA's Diversity, Equity & Inclusion committee to cover diversity for central London's property industry (not just Westminster). The relaunched committee will include representatives from WPA's sister body City Property Association, and come under the London Property Alliance remit

## OUR ENGAGEMENT

ADVOCACY	EVENTS	THOUGHT LEADERSHIP
<p>Working with Westminster City Council, the GLA, national Government and wider stakeholders to ensure Westminster remains the most attractive place to invest, build, live, work and visit</p> <p>On behalf of our members, we will provide detailed responses to policy consultations and regularly engage with key officers and politicians at the City Council to enhance the area's built environment</p>	<p>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</p>	<p>Commissioning and supporting new research to help with our representations to policymakers at local and national governments on key campaigns</p> <p>Give members the opportunity to promote and engage with genuine thought leadership within the industry, ensuring we are leading on key conversations</p> <p>Implement a communications programme to support and raise the profile of WPA and London Property Alliance's brand, key campaigns and messaging</p>

