

# 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>