

WPA Priorities 2022

This is an update on WPA’s business planning priorities as the association embarks on its second year with WPA Chair, **Paul Williams** (CEO, Derwent London) at the helm. The themes of 2022 have been updated to reflect the changing focus of Westminster Council and market and industry priorities. As we continue to emerge from the Covid-19 pandemic, supporting Westminster’s economic and social recovery remain key throughout the next 12 months. We have identified our core priorities for 2022 as the following:

			
<p>Support Westminster’s economic, social and cultural recovery</p>	<p>Champion ESG outcomes, helping to secure a cleaner greener and more inclusive future</p>	<p>Cultivate strong private and public sector collaboration on shared goals and policy</p>	<p>Promote diversity equality & inclusion in the built environment sector</p>

<p>Support Westminster’s economic, social and cultural recovery</p> <p>Building on existing progress, we will continue to support Westminster’s ongoing economic recovery following Covid-19. This includes supporting Westminster’s ambition to be a world leader in innovation, inclusivity, and sustainability.</p> <p>The WPA will champion initiatives and policies which will further encourage the return of footfall to Westminster’s commercial and cultural hubs; promote the evolution and growth of its business ecosystem; 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.</p> <p>In 2022 we will:</p> <ul style="list-style-type: none"> Continue to work with members, Westminster Council and other partners to promote the unique strengths of the West End, Theatreland and help progress the delivery of the Oxford Street District project. Key to this is a high quality offer for Oxford Street. Candy shops cannot be part of any successful future. 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 New York, Paris, Berlin and Hong Kong. Champion the office as a key driver of economic and social recovery, and work with our members and other partners to promote the future of the office. The office forms a key element of the business eco-system, with every 100 office workers supporting 18 jobs in retail, leisure and hospitality. Work with Westminster Council on promotion of sustainable growth, community engagement and tackle officer resourcing issues and address challenges around engagement, understanding and training among planning staff. 	<p>Champion ESG outcomes, helping to secure a cleaner greener and more inclusive future</p> <p>We will promote the tangible benefits from socially responsible and sustainable real estate development – including job creation, a green and healthy environment, improved and activated public realm and the delivery of affordable homes.</p> <p>The UK, London and Westminster Council are making significant ESG commitments and investments in green finance, technology and infrastructure. It is important that we build on this desire to promote best practice across our industry and champion real estate activities which deliver positive social and environmental outcomes.</p> <p>In 2022 we will:</p> <ul style="list-style-type: none"> Build on the success of our sustainability series of research and insights, including last year’s Zero Carbon Westminster: A focus on Retrofit in Historic Buildings and WPA NextGen podcasts with research into a review of commercial retrofit of 20th century buildings and future uses under the London Property Alliance banner. In partnership with Westminster City Council develop a Sustainable City Charter, to help the borough, our members and wider occupiers meet Net Zero Carbon ambitions. Continue to share intelligence and best practice amongst members and policy makers to help accelerate sustainable initiatives. Work with London Property Alliance on the Skills for a Sustainable Skyline Taskforce which is seeking to identify and address barriers to employment in ‘green jobs’.
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Promote diversity equality and inclusion in the built environment sector

We will champion a more inclusive real estate industry amongst WPA’s membership, and support greater engagement with Westminster’s communities of residents, workers and visitors.

In 2022 we will:

- Support WPA NextGen’s growing workstreams on diversity and outreach, including the publication of additional Diversifying Real Estate guidebooks on Disability, Social Mobility and Faith as part of the wider series.
- Implement an engagement programme with Westminster Council including establishing a WPA/WCC diversity champion.
- Engage Westminster’s hard-to-reach communities and young people, and provide access to opportunities and information on Westminster’s built environment, supporting Westminster Council’s ambition to be socially inclusive.
- Under the London Property Alliance banner, publish research into the attitudes of young professionals working in the City and Westminster, on the future of the sector, the built environment and work.

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

As in 2021, WPA will continue to strengthen our strong working relationships with private and public sector bodies to deliver on shared goals, ambitions and policies. This includes local and national governments, BIDs and other external bodies where necessary.

In 2022 we will:

- Working with Westminster Council and other bodies, we will support engagement and partnership-working which serves the area’s residents, workers and business community, particularly around local employment.
- Consult with Westminster 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.
- Work with bodies to advocate London’s role in the UK as a key driver of economic prosperity, whilst advocating policies to help address deprivation across many parts of the capital.