

INVEST WITH US TO IMPROVE EMPLOYABILITY PROSPECTS FOR YOUNG PEOPLE IN WESTMINSTER AND SHOWCASE OPPORTUNITIES IN THE PROPERTY SECTOR



CHARLES BEGLEY, CHIEF EXECUTIVE WPA

WPA members are invited to join forces with us and our charity partner this year, the **Young Westminster Foundation (YWF)**, to help attract more local people into the property industry. YWF works across Westminster to support young people who face multiple barriers to entering the world of work. The borough has some of the highest levels of deprivation and youth unemployment in the country, despite the wealth of the West End.

Supporters are being asked to commit between **£5,000-£15,000** (depending on the level of your engagement) to participate in WPA's flagship partnership with YWF aimed at helping our members tap into a diverse pool of local talent currently excluded from opportunities in the sector.



City of Westminster

YWF has been endorsed by **Westminster City Council** as a key partner for delivering impactful and positive change to the lives of young people in the Borough. For 2022/2023 YWF was the **chosen charity for then Lord Mayor Councillor Hamza Taouzzale** - pictured awarding certificates to young people who completed the programme.



"Westminster Property and Careers Week is a flagship programme which YWF has developed with our delivery partners. A focussed Property week is a highlight of the programme."

HELEN MANN, CEO YWF



"Supporting the WPA/YWF Mastering My Future initiative is an effective and proven way to **improve the life chances of diverse, talented and enthusiastic young people from across Westminster**, who would otherwise never have considered a career in real estate."

BRIAN BICKELL, CHAIR OF YWF TRUSTEES



"We can't underestimate the importance of helping young people engage with **relatable role models** and gain experiences in the companies they wouldn't usually get access to. According to research, the **more contact a young person has with the professional world the more likely they are to flourish in their career.**"

CARL KONADU, CEO 2-3 DEGREES



**DEVELOPING THE MASTERING MY FUTURE
PROGRAMME 2023 - 2026**

We are asking WPA members to contribute between **£5,000 and £15,000** and collectively collaborate to raise a minimum of £50,000 annually to enable us to create a **property focussed specialism in the Mastering My Future programme for three years.**

This total contribution will enable further delivery of the Mastering My Future programme for young people from underrepresented and deprived socio-economic backgrounds in Westminster.

Mastering My Future will introduce the property sector to young people across our borough, through working with teacher networks and attending school assemblies, and building on that through introducing the breadth of opportunities in the property sector in Westminster with our workshops.

Investment and partnership around Mastering My Future would support the WPA in its 2023 Business Plan commitments to **engage with Westminster's hard-to-reach communities and young people**, provide **access to opportunities and information on Westminster's built environment** and help local young people **access jobs and other opportunities** linked to our member's activities.

Workshops during Westminster Property and Careers Week to cover the breadth of opportunity in property:

- Understanding the property sector
- Digital Marketing and Communications
- Social Value
- Sustainability
- Technology
- Placemaking
- Mentoring opportunities
- Work experience placement
- Young people supported across all strands and introduced to the property sector



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

70% OF YOUNG PEOPLE TAKING PART IN THE PROGRAMME WILL:



Successfully
complete
a work experience
placement



Show increased
confidence



Have a better
understanding of
employability skills



Follow up on work
opportunities



Join the MMF
Movers group

ANNUAL INDIVIDUAL CONTRIBUTION OF £5,000 WPA MEMBERS WILL RECEIVE:



Named partner
on the
programme



Take part in the Westminster
Property and Careers Week
and a panel where we
showcase the property
industry to young people in
Westminster



Diversify your talent
pipeline and increase
your exposure to young
people directly from the
programme



Information on
mentoring
support

ANNUAL INDIVIDUAL CONTRIBUTION OF £10,000 WPA MEMBERS WILL RECEIVE:



Named partner on the
programme, with option
to co-create and deliver
a Masterclass as part of
the programme



Partner in Westminster
Property and Careers Week
to showcase the property
industry. Receive a
testimonial video and data
from the programme to
showcase your impact



Up to 20 local young
people from
underrepresented
backgrounds will take
part in an experience
day at your office



Information on
mentoring support
and information on
work experience
partnerships

ANNUAL INDIVIDUAL CONTRIBUTION OF **£15,000** WPA MEMBERS WILL RECEIVE OPTIONS ABOVE



- **Bespoke workshop** delivered to your staff team by youth engagement experts 2-3 Degrees on developing best practice to engage with young people. This workshop will share best practise techniques on how to achieve meaningful participation and feedback from young people
- Work with relatable role models with lived experience to **help inform your Diversity & Inclusion Strategy**
- **Lead sponsor** in the MMF Property Careers Week with a **tailored masterclass** with up to 20 young people from underrepresented backgrounds
- Your organisation will be enlisted as a work experience partner to offer work placements to our young people through Inspire! And your staff can become mentors through our partners.

Please contact **Rosie Day** at Rosie.Day@cwpa.org.uk or **Zahid Nawaz** at Zahid@youngwestminster.com to discuss this opportunity further.