

**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.



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**

**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
- Young people supported across all strands and introduced to the property sector



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