



Say hello to the future

■ A diverse workforce is key to the future health and prosperity of the industry. Sign up now.

Since we launched our Open Plan diversity campaign in June 2014, the response has been overwhelming, with support and interest coming in from all parts of the property industry. The industry clearly recognises the problem and is painfully aware how far behind other industries it now is.

We have also been impressed by the work many companies have been putting into making their workforces more diverse. Most, however, have enough self-awareness to know there is still a long way to go and sufficient humility to recognise they

have much to learn from others' efforts.

It is with this in mind that this week we are launching the PW Diversity Charter - and we want you to be a part of it.

Signing up to the charter involves both commitments and opportunities, but it is above all a statement of intent - to pursue diversity as something that is both a good in itself and something that is good for the bottom line.

The charter is also a serious initiative and a major commitment on behalf of *Property Week*. We know that creating a diverse workforce takes time, so we

will be collating data every year and publishing an annual PW Diversity Report detailing progress. We're in this for the long term.

The plan is that the PW Diversity Charter becomes a fixture in the industry and that it will over time provide the definitive monitoring service, as well as a one-stop shop for case studies and other useful materials. It is our contribution to helping build an industry that truly represents modern Britain.

If you want to be part of it then sign up to the PW Diversity Charter.

The PW Diversity Charter

- 1** We will monitor diversity in our workplace and provide *Property Week* with data and information on company policies designed to support a more diverse workforce.

- 2** We will share resources, including best-practice guides and case studies, with other signatories via *Property Week's* Diversity Charter online portal.

- 3** We will strive to appoint senior 'diversity champions' within our organisation to act as the main contact with *Property Week* on matters relating to the charter.

- 4** We will provide mentoring to support employees' career development, both at entry level and mid-career.

- 5** We will endeavour to work with at least one state senior school in each town or city in which we operate to promote careers in the built environment to young people from diverse backgrounds.

- 6** Where possible, we will offer - and advertise externally - paid internships and apprenticeships.

- 7** We will use a blind recruitment process where appropriate to prevent unconscious bias in the shortlisting process.

- 8** We will enforce a zero-tolerance policy on homophobia, sexism, ageism and any other form of discrimination and encourage employees to report instances of prejudice to the diversity champions.

- 9** We will ensure all our buildings are fully accessible and provide appropriate equipment and support to allow employees with disabilities to play a full role in the workplace.

- 10** We will make diversity a key criterion when procuring services from other companies to help ensure the example we set is followed by others.



What we will do

The PW Diversity Charter is not a one-way street. In addition to making demands on signatories, we want to ensure your businesses benefit. So *Property Week* makes the following pledges to signatories. We will:

- Provide publicity in print and on propertyweek.com to companies that sign up to the charter.
- Offer the opportunity for signatories to publish case studies highlighting their work on diversity.
- Publish annual updates on cross-industry trends based on data provided by signatories.
- Publish an annual PW Diversity Report charting progress, including a league table highlighting companies that have made the most progress.
- We will develop and host an online portal on propertyweek.com:
 - A listing of 'best in class' initiatives implemented by property companies and industry bodies to improve diversity.
 - A library of resources pulling together research and practical guides from organisations in the property industry and beyond.
 - An events calendar listing important diversity events and networking opportunities.



The next steps

In the 6 June issue of *Property Week* we will reveal how many companies have signed up to the charter. We will also begin to promote signatories' work to improve diversity and launch our first regular diversity survey to assess progress and identify areas for improvement, with a view to publishing our first annual PW Diversity Report in September. So let us know what new initiatives you are launching.

To coincide with the launch, we also hope to have the online portal and calendar up and running. By its very nature this will be a constantly evolving resource, and we will be in touch with signatories to invite them to submit documents and other resources in digital form over the coming months.



NAME :

TITLE :

COMPANY:

ADDRESS:

EMAIL:

TEL:

WE ARE SIGNING UP TO THE PW DIVERSITY CHARTER BECAUSE:

To sign up, visit PropertyWeek.com or fill out and return the form.

SEND YOUR FORMS TO:

Property Week
Metropolis International
6th floor, Davis House
2 Robert Street
Croydon
CR0 1QQ

PropertyWeek.com

Visit propertyweek.com/openplan for all our diversity content and to view interactive data

PW+