

CASE STUDY

THE HOWARD de WALDEN ESTATE

Our **10 CEO Commitments on Diversity** have been a flagship Real Estate Balance policy for close to a decade. Setting out 10 inclusive actions that each member CEO agrees to take on equity, diversity and inclusion (EDI), the Commitments are designed to be interpreted and implemented by our member organisations in ways that are appropriate for them.

We know our members are all at different stages in their journeys with the Commitments, so we showcase some of the fantastic work already taking place to inspire and encourage others to find new and creative ways of engaging with them.

Here we look at Commitment 10 and how **The Howard de Walden Estate** provides support and opportunities in its local community.

THE
HOWARD
de
WALDEN
ESTATE

REAL
ESTATE
BALANCE

Commitment 10

Community support and engagement

10 CEO
Commitments
on Diversity

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Supporting and enhancing the local community and promoting real estate careers

The Howard de Walden Estate is the steward for a diverse community of residents, educational institutions and businesses covering 95 acres in central London, including the retail and leisure destinations of Marylebone Village and the renowned healthcare providers of Harley Street Health District.

It supports the local community in a number of ways, including two free publications: a lifestyle magazine, The Marylebone Journal, and a health journal, Prognosis. It provides a loyalty card for offers in Marylebone Village, and events

and festivals for residents and visitors to the area. Howard de Walden works with charities and community organisations across a number of initiatives addressing food poverty, mental health, wellbeing and homelessness. Howard de Walden also provides subsidised housing to key workers, largely healthcare. Its charity and community support contributions alone were worth more than £1 million in 2023.

"We have always been proud of our community investment and engagement, but in recent years we've narrowed our focus. We believe that by concentrating on our local area and the diverse communities in our part of London, we can make the most meaningful impact."

Ashley Nixon, Community Investment Manager at The Estate

A central part of Howard de Walden's community work is its programmes with young people through partnerships with several schools in the City of Westminster and the University of Westminster – the most ethnically diverse higher education institution in the UK. Howard de Walden works with young people to encourage interest in the property industry by busting myths and breaking down barriers to the real estate industry while supporting them to reach their full potential.

The wide variety of initiatives with school and sixth form pupils include attending career fairs, involvement in employability programmes, taking part in STEM week, facilitating speed networking, conducting mock interviews, speaking with parents and presenting to individual classes.

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"Our industry has a lasting impact—it is about creating spaces and communities that will endure for generations. We want to ensure that the people shaping these places reflect the diversity of the communities we serve."

Ashley Nixon

Howard de Walden has also hosted groups of pupils at their offices, speaking with them about how the real estate industry is not just estate agents, construction workers and what they've seen on Netflix; that our industry provides opportunities for creatives and designers, those with digital and technology skills, people with legal and financial backgrounds and more.

It also offers mentoring to the young people, either in group sessions, one-to-one or on a one-off basis relating to a particular professional issue.

Howard de Walden's partnership with the University of Westminster goes back more than six years, with the organisation a proud founding partner of the university's Chancellor's Circle – a group of organisations committed to making a meaningful difference to the lives of its students.

"The University of Westminster is deeply grateful for its longstanding partnership with The Howard de Walden Estate. Their support through scholarships has been transformative for students from underrepresented communities, allowing them to reduce part-time work and fully commit to their studies. This vital support helps these students reach their full potential."

**Jordan Scammell, Head of
Development and Fundraising at the
University of Westminster**

Howard de Walden provides scholarships to two students in their second and third years on property-related courses at the university every year, with selection partly determined with representation in mind – priority for students estranged from their parents or the first in their families to go to university, for example.

The scholarships and internships are aligned, meaning those students are also invited to take part in a four-week internship in their summer breaks. The experience involves rotating through different departments, going to sites and attending an Executive Committee meeting. Scholars are also provided support with their graduate job applications and more.

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"Working with Howard de Walden was an incredible experience where I felt welcomed and valued from day one. The team's support and the range of tasks I was given, particularly those that developed my communication and presentation skills, significantly enhanced my confidence. I gained valuable insights into the real estate industry and built strong connections that will be instrumental as I pursue a future career in architecture, interior design or real estate. I am grateful for the opportunity and the skills I've developed during my time here."

Khawla Ahmed, BA Architecture Student, University of Westminster



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Alongside the educational partnerships, Howard de Walden has partnerships with organisations that run employability programmes including The Academy of Real Assets, Young Westminster Foundation and Mastering My Future to encourage young people from underrepresented backgrounds to consider careers in the built environment.

"From our earliest days, Howard de Walden have supported our work and have made a conscious decision to be actively involved in changing lives of young people in Westminster."

Helen Mann, CEO, Young Westminster Foundation

Howard de Walden staff are encouraged to volunteer in these partnerships and initiatives, as it not only boosts employee satisfaction and engagement but also fosters personal growth and a stronger connection to the community. Through their community engagement, Howard de Walden endeavours to create meaningful, mutually beneficial relationships with local stakeholders, support vulnerable people in Westminster and encourage diversity.



"Our staff really enjoy getting involved and taking part in volunteering and employability initiatives with local young people. It gives them a chance to learn new skills and feel engaged. Building relationships that benefit both sides is crucial, as it increases the likelihood that our community efforts will be impactful and sustainable in the long term."

Ashley Nixon

Everyone at Real Estate Balance is thankful to Ashley and the team at The Howard de Walden Estate for providing this case study.

Find out more about Howard de Walden at www.hdwe.co.uk