

# REDEFINING REAL ESTATE

## THE COMMITMENT

## Redefining Real Estate

Is a long-term agenda for change, committing the BPF and its members to make a greater contribution to the UK's communities and to improve trust in what we do in partnership with national and local governments.

The BPF will support the action of its members by working as a convener and co-ordinator of industry action, in partnership with other bodies, and by ensuring that the social value it creates is recognised.

The real estate industry builds our country's future. We create the workspaces that inspire innovation and improve productivity, the places we call home, the retail and leisure facilities where we relax and socialise, and the buildings and spaces that support happier, healthier and safer communities.

The world is changing – and our industry is both responding to external challenges and driving change internally to build our future success. We are increasingly under challenge to be, and to be held accountable to be, a force for good. Our ability to support local communities depends on their trust, and on creating effective partnerships and collaborations.

## THE FOUR ELEMENTS OF REDEFINING REAL ESTATE



Creating wealth and contributing to a productive economy



Nurturing a diverse and skilled workforce



Reinvigorating and strengthening communities



Safeguarding the environment

## ACCOUNTABILITY AND NEXT STEPS

### 2 July 2019

BPF launches Redefining Real Estate

### November 2019

BPF will publish Redefining Real Estate action plan at BPF Annual Dinner

### November 2020

BPF will publish the first annual social value report on behalf of the real estate sector

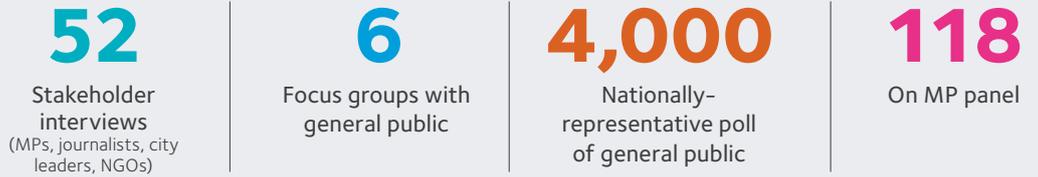


# CURRENT PERCEPTIONS OF THE PROPERTY SECTOR

To support our campaign to redefine real estate, BPF commissioned the largest ever perception audit of the sector to give us a benchmark and insight into both the size of the challenge and opportunity.

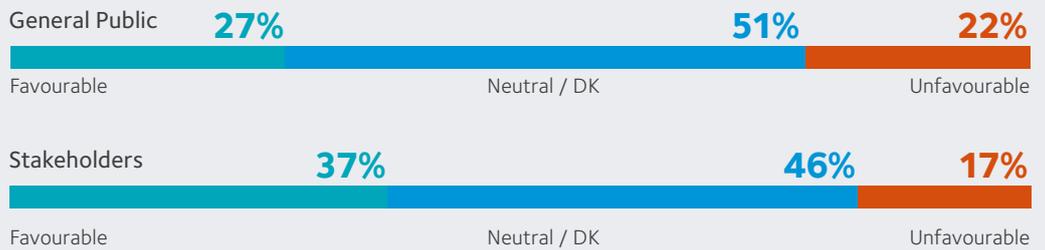
Undertaken by Populus for the BPF in 2018.

## OUR METHODOLOGY AND AUDIENCES



## THE FINDINGS

How favourable do key stakeholders and the wider general public feel towards the property sector?



## OUR CHALLENGES

Current perception does not reflect the reality of the modern industry we would like to be – just 27% of the public would encourage their child to take a career in property.

● Agree ● Neutral ● Disagree



## OUR OPPORTUNITY

Our economic contribution is understood. 51% of the general public and 46% of key stakeholders are neither favourable or unfavourable towards the property sector. We touch everyone's lives so have unrivalled opportunities to improve understanding and change perceptions.

● Agree ● Neutral ● Disagree

Source: stakeholder interviews

