



Dawsons Estate Agent supports local economy through development of skills from a young age

Dawsons Estate Agents is the largest independent Estate Agents in Swansea with 8 branches across the region. This is in addition to their higher end property division, Fine and Country and their Learning and Development arm, Dawsons Training.

Their commitment to the local community was evident when they became one of the earliest business partners to join the Honeywood Community when the programme launched in September 2021.

They chose to support Penyrheol Primary School in Gorseinon, Swansea, with 245 pupils and a high level of free school meals at 26.9% which is above the national average of 23.8%. The school is located less than a mile from their branch in Gorseinon. The programme aligns with their involvement in "All things community" and the support they already give



across the community, including their annual school high viz jacket giveaway and supporting computers for schools. At the start of the partnership they commented "We totally understand how tight education funding is for local schools and we want to help the community so this project was a no-brainer!"

Dawsons was founded over thirty years ago and being independently owned by three partners, they saw how well The Bumbles of Honeywood Programme aligned with the entrepreneurial ethos of their business. They employ over 130 staff across the region, many of whom have been with the company over 20 years giving it a real family feel. Therefore, being able to support the children of those within their workforce, customers, and the local community, within a close proximity to one of their branches, was an important factor when choosing which school to support.

The entire team at Dawsons Estate Agents is dedicated to the local community, so having the opportunity to become a Corporate Engagement Partner on The Bumbles of Honeywood Programme has given them the opportunity to inspire the future generation of estate or letting agents through sharing their professional experience, working directly with the school to showcase the company and explain the roles within their business and the skills required within the industry.

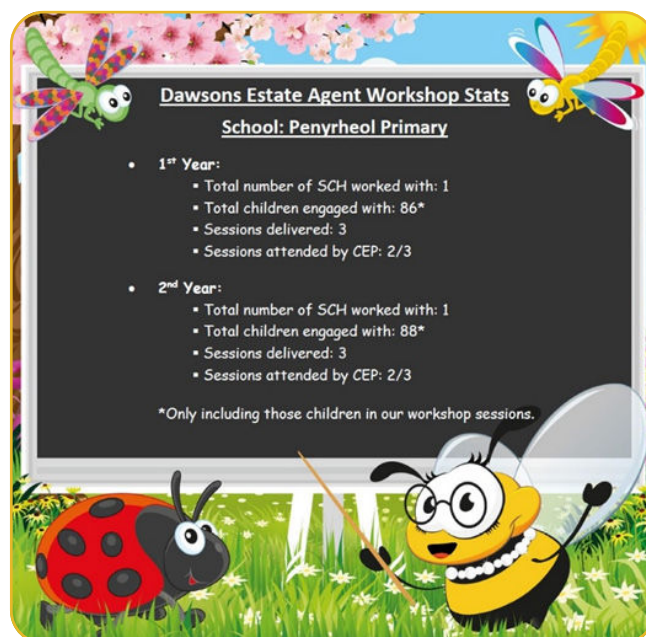
Naomi Webborn, Marketing Coordinator for Dawsons says "The partnership is a fabulous way for local businesses to help within the community, we are engaging with the children in Penyrheol School to learn and develop their understanding of the environment and we are delighted to offer access to resources which will enhance the children's life skills and encourage their future aspirations."

Chris Hope, Senior Partner, Dawsons, said of the partnership:

"Whilst we consider ourselves a well-established local estate agent and we already have great visibility and 'brand awareness' from our sales boards, it is important to us that we go further to ensure people understand how we can be of help and recognise our point of difference. We pride ourselves with the support we look to give in the local communities we work within and we are very keen to invest in the next generation.

To do this, we look to support our local economy through development of skills from a young age and specifically from us, encouraging 'entrepreneurship' within individuals. In this way of local involvement and development, there may be future careers of our young ones in the property industry.

We have had great fun visiting our partner primary schools and the engagement has been a wonderful opportunity to raise the profile of Dawsons amongst teachers and parents."



Jayne Brewer, Chief Executive, 2B Enterprising:

"It's wonderful that a business such as Dawsons has engaged in our programme. Given people are so familiar with their brand/name, it is great that they have an opportunity to talk to the young people about what they do and how they work. Giving children an insight into a range of career possibilities is key to arming them with the ability to make confident decisions in the future."