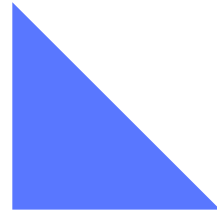




the land collective



Corporate Brochure



2022



About The Land Collective

The Land Collective is an award-winning commercial awareness and career development platform which aims to engage more young people with the built environment sector.

Our work champions the voice of young people who are interested in this dynamic sector through a range of channels which include articles, media, research, and events. We focus on breaking down difficult concepts into more digestible content to share and engage with young people, to highlight the sector as a viable career option and important aspect of our society.

We are a hub of current students and recent graduates from a range of different cultural and educational backgrounds which include law, construction, politics, economics, and planning.

In December 2021, The Land Collective was officially registered as a Community Interest Company (CIC).

Values We Live By

SEND THE LADDER BACK DOWN

Unfortunately, we live in a world that's far from equal and fair. We advocate for always sending the ladder back down to those behind you, and not keeping opportunities to yourself. We break down doors here and allow everyone, no matter their background to come through and have a chance at new opportunities.

DO

Whilst many things in life and in work require planning and strategy, we also prefer to just do. Our successes to date have come about due to that ideal. We don't sit on ideas for months and months or take years to make decisions. We don't leave projects in the dust, because we've already completed them - we go back and make them even better.

THE HOUSE ALWAYS WINS

We aren't the house though. Sometimes, things go wrong or don't turn out the way that we'd like. So, whether we have helped three young people or a thousand, that's a job well done. The work we do directly impacts youth, the opportunities they come across, go after and even what they learn. We take pride in making a difference.

The Need

PLATFORM

There are (still) little to no free industry platforms available to young people who want to learn more about the sector.

INDUSTRY VISIBILITY

84% of young people are not aware of the range of career opportunities across the industry.*

ACCESSIBILITY

Many industry platforms are subscription-based, which generally isn't suitable for those just starting their careers or curious about the industry. Membership costs and events also tend to be very expensive for those starting their careers or just exploring options.

**Based on survey carried out by The Land Collective of 156 people aged 16-25.*



BPF Futures Award for 'Promoting The Industry', May 2019.



EG Award for 'Social Impact', October 2021

Our Solution

Create a free, online platform full of enriching and informative content about the built environment industry.

Be super active on social media and within local communities to showcase the range of career options available.

Plan and host events for our audience that are free.
Always.

Social Media Statistics

Last Updated: June 2022

Evaluating external social media influence using analytical tools will result in tangible data.

TikTok

531 Followers

Twitter

1,001 Followers

LinkedIn

1,552 Followers

Instagram

1,503 Followers

52.5% Men and 47.5% Women

Online Network

791 Subscribers

Our Goals

We have four goals that we set out to achieve in running this platform.

- Education – equip our readership with critically written articles to encourage independent thinking, develop commercial awareness and identify new learning concepts;
- Employability – make our readership aware of the sheer amount of job opportunities available across the sector;
- Engagement – run interactive 'hot topic' events for students, graduates and young people interested in property and built environment;
- The 'Go-To' – become the 'go-to' source for property and built environment commentary for young people or those early in their careers.

Why are we different?

The Land Collective is a unique platform that incorporates a holistic approach to learning and engaging with the industry. While there are known platforms for industries such as law and finance, a gap was recognised for property and the built environment - and we decided to fill it.

Spanning across a wide range of sectors, we are interested in the way in which different sectors come together to push the industry forward.

A Global Brand

Where do we reach?

Our dedicated team of volunteer writers and editors are predominately based in the United Kingdom, but also extend to Japan, Hong Kong and Canada. Our readership is international, with our second-largest audience being in the United States.

The Land Collective has a global team, that has contributed to a range of topic areas and debates on our platform that we hope to expand on as we grow.

Our readership location statistics are as follows:

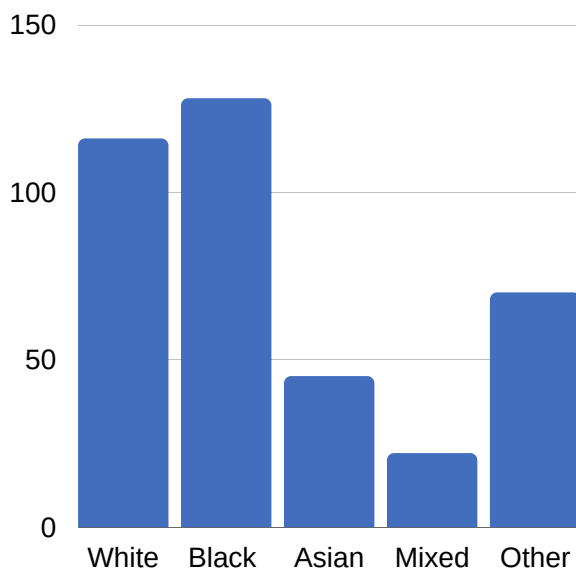
United Kingdom (58.1%), United States (11.2%), Canada (9.7%), China (8%), Germany (7%) and, UAE (6%).



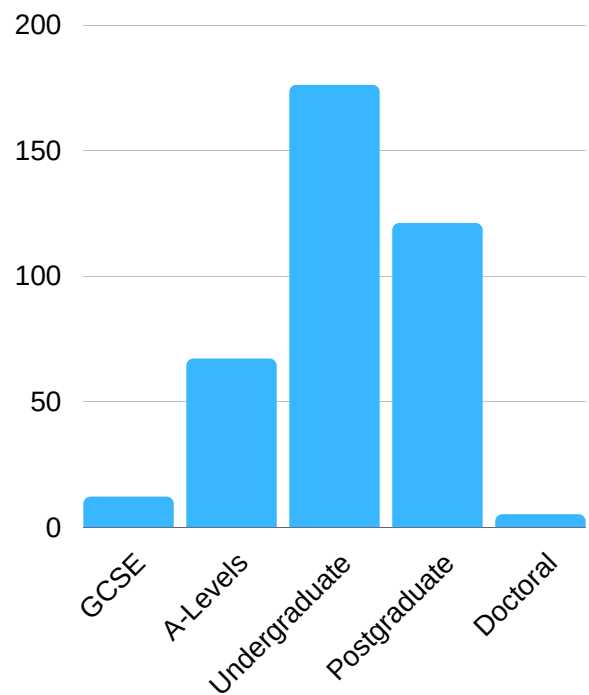
Audience Breakdown

Following a survey of our readership in November 2021, we identified a majority of our audience fall into the following categories.

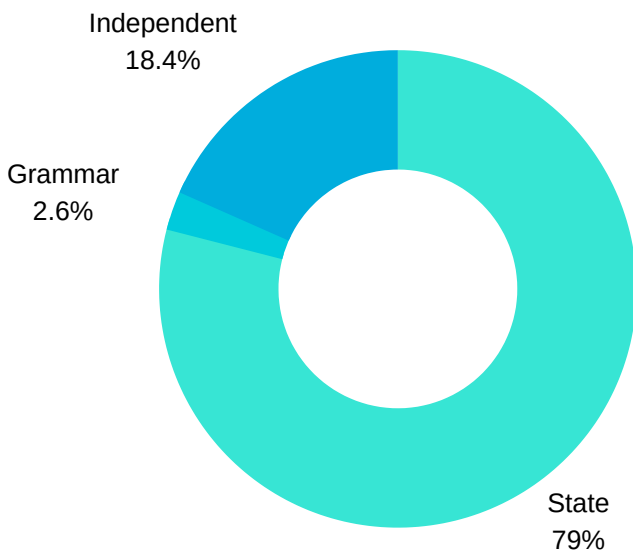
ETHNIC BACKGROUND



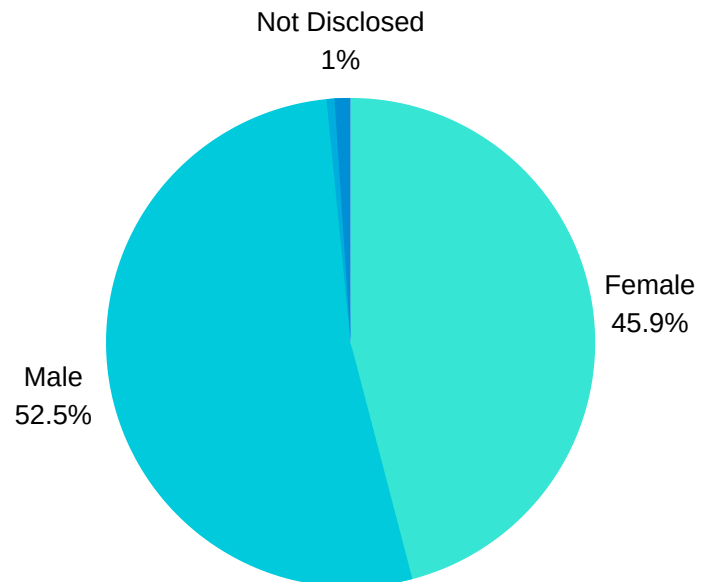
EDUCATIONAL ATTAINMENT



EDUCATIONAL BACKGROUND (11+)



GENDER



*381 People Surveyed

Partnership Opportunities

We offer an annual partnership package for companies who align with our vision and goals and want to work with us on a regular basis. Depending on your goals, we can curate a package for you.

CORPORATE SPONSORSHIP

STARTING FROM £200 PER MONTH / £2,400 PER YEAR

MARKETING

- Logo on The Land Collective website with link to the company site.
- Website advertising opportunities.

WEBSITE & SOCIAL MEDIA

- Opportunity to post topical articles on The Land Collective website up to twice a year.
- Opportunity to make announcements via LinkedIn, Twitter and post material via Instagram.

EVENTS

- Exclusive Co-Events - Up to three per year - venue, timing and content are to be negotiated.

COLLABORATION

- Twice yearly meetings with The Land Collective throughout the year to explore other opportunities.
- First to know about projects and programmes we are hosting.
- First refusal for future annual partnership.
- An internal workshop about Gen-Z and Early Careers research that we have carried out.

Early Career Opportunities

Through our diverse and extensive student and graduate network, we help organisations attract, engage, recruit and retain talent.

ATTRACTION & RECRUITMENT STARTING FROM £425

MARKETING

- The job opportunity shared across all of our social media channels which include Twitter, TikTok, Linked In and Instagram.

WEBSITE & SOCIAL MEDIA

- The job advertisement shared and promoted across our website.
- The job advertisement and information about the company shared across our network.

COLLABORATION

- Dedicated account manager to oversee the progress of applications.
- A kick-off call to discuss the role in more detail and the requirements.
- Tailored CVs and summaries of each candidate, including how many events or programmes of ours they have attended/taken part in.

Programme Sponsorship Package

We offer the opportunity to sponsor our programmes throughout the year. Funding will be used to cover staffing, marketing and programme development.

PROGRAMME SPONSOR
STARTING FROM £750

In 2022 and 2023.

Vantage Programme (2023)

A three-month programme aimed at Black 16 to 18-year-olds from low socio-economic backgrounds across London, who want to explore the built environment sector from a career and personal perspective.

The sessions of the programme will take place throughout the spring and will feature employer-led workshops about industry topics and developments, personal development and skills sessions and the chance for participants to gain further work experience.

ESG Launchpad (2022)

Aiming to produce the next leaders in ESG. This programme will teach a small group of graduates and career changers the fundamentals of ESG in the built environment sector.

Participants of this programme will learn how to build a network and get started in employment, how to measure impact and develop the skills and confidence to present ideas and provide real-life business solutions on the corporate challenge day.

Proposed Events & Topics Pipeline

September 2022	Data, Tech and The Future of Commercial Real Estate
October 2022	On-Site Tour of Residential Unit + BHM
November 2022	The Role of Retail & Hospitality in Property
December 2022	Employability Workshop - Speed Dating

Quarterlies - Large events that are held seasonally throughout the year, typically attracting 100+ people.

Networks - Medium size events of 50-100 people throughout the year designed to maximise network building in an informal, social environment.

Seminars - Medium size educational events for 20-40 people throughout the year.

#Offlines - Small and intimate events of 10-20 people designed to discuss or explore a specific topic area in detail.

Event Sponsorship Opportunities

The Land Collective offers flexible event sponsorship opportunities for businesses in accordance with our Event Calendar.

Sponsorship options include:

Event Funding - Funding of a one-off event or series of events throughout the year.

Event Hosting - Venue space, equipment and refreshments for morning and evening events.

Event Speakers - Contribution of key speakers.

University Partnerships

We hope to partner with more universities in the coming year, to promote our platform to current real estate and built environment students across the world.

1

Website & Social Media – Tagging and referencing in all announcements (social media, gallery and website).

2

Campus Ambassadors – Having a small team of campus ambassadors to promote our brand on campus.

3

Collaboration – Working together to host industry specific events and competitions to engage students.

CURRENT UNIVERSITY PARTNERS



Kingston
University
London

Contact us!

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CONTACT US