

IMPACT REPORT

2021-2022



the land collective

THELANDCOLLECTIVE.COM

FOREWARD

Over the course of the pandemic, young people and those from working-class backgrounds have been some of the hardest-hit groups. Our work hosting programmes, workshops, and events and providing educational resources ensures that our core audience [young people from working-class and diverse ethnic backgrounds] don't have their futures jeopardised. Despite some setbacks such as the curb on government funding for community organisations and charities similar to ours, 2021 was a positive year for the organisation and for a lot of sub-sectors of the built environment sector. With recovery being the main theme throughout, 2021 was the year that we managed to reach a record number of young people through our programmes and events and made governance changes to further the organisation such as the forming of our advisory board.

This report highlights our key impact from 2021 to 2022. It was greatly encouraging to see our virtual internship programme show signs of growth compared to the year before, with our members overwhelmingly reporting increased commercial awareness, confidence in the ability to network and the acquiring of new soft and technical skills. We were also incredibly grateful to see the numbers of volunteers grow substantially.

Our hope is that our community will continue to grow and reach as many young people as possible nationwide. Our work is not just about supporting young people to gain employment in the built environment nor is it just about providing commercial awareness surrounding the industry. It's about creating ample opportunities to engage, teach and personally develop the skills of young people in the built environment space. For a sector that is so instrumental in our day-to-day

lives, the built environment is often misunderstood and pushed aside in four other sectors when it comes to youth engagement and career advice.

As we come up to five years in operation, we will continue to commit to demystifying the sector, dismantling unfair structures and systems that prevent young people from realising their potential and being a helping hand for young people from various backgrounds who want to engage with this wonderful sector.

Looking to the future, our approach will continue to be wholly collaborative. We will continue to partner with employers across the built environment to provide our community with engaging events, meaningful employment opportunities and the freedom to learn and upskill at no cost. We will be focusing on scaling up our programme development for members, outreach to secondary schools and recruitment services for employers who are committed to attracting, hiring and retaining diverse candidates.

I'm really excited to see what is in store come to fruition!



Sarah Hayford
Founder & CEO



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WHO WE ARE

Purpose

To break down barriers to entry and demystify the built environment for young people.

For a sector that impacts our day-to-day lives so strongly, the built environment is still considered by many to be a 'secret' and 'misunderstood' sector. With negative stereotypes and misconceptions about the sector still rife at an early age and concerns in the sector surrounding diversity and inclusion, we are an organisation that wants to help move things forward.

Vision

An industry that is diverse and accessible all around, without the need for familial connections. We want the workings of the industry to be taught widely and considered in high regard.

Following research carried out by The Land Collective in 2019, 84% of young people (16-25) were not aware of the range of career opportunities across the industry and a further 91% of 16-18-year-olds from state schools have never come into contact with built environment professionals at school or college via careers services.

Mission

To ensure that young people, no matter their background can learn about and enter the built environment sector for career opportunities without the need for personal connections

To combat these issues surrounding diversity, inclusion social mobility and awareness – our organisation creates free, accessible, enriching content, employability programmes and events focussing on the built environment industry.

Values

**SPEAK UP
NEVER STOP
LEARNING**

DO

**SEND THE
LADDER
BACK DOWN**

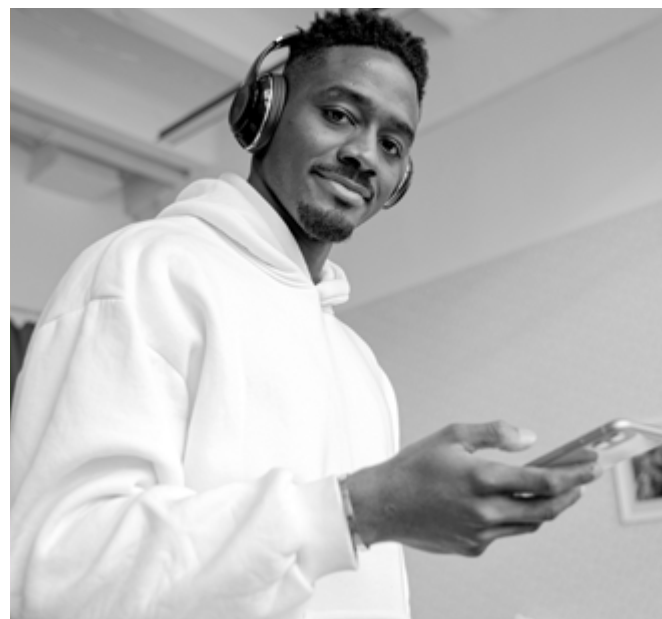
**'THE HOUSE
ALWAYS WINS'**



VIEWS FROM YOUNG PEOPLE

We regularly get in contact with members of our community to get their honest opinions of issues that are impacting them, so we can better support and facilitate change.

Here are some of the things they had to say.



The Recruitment Process

"It's nice to see when employers take a different approach to hiring. I applied for an internship with a video and a CV once, things like this are great because it takes away from how you just look on paper. I like that the company could actually see a bit of my personality."

"I don't think that having a degree in real estate should be a requirement at companies when it comes to hiring graduates."

"I believe that there should be a better vetting process when it comes to apprenticeship (educational) providers. Some of them aren't good at all."



Employer Engagement throughout School, College & University

"I knew that I was interested in property in my third and final year, but no property companies came to my university as they didn't offer built courses. I think if companies are serious about attracting non-cognate candidates, they should look at other universities."

"It would be nice to see more construction employers doing presentations."

**“DON'T
FOCUS ON
LONDON
SO MUCH.”**



Practices to Improve Social Mobility

“I think that companies should provide better financial support for interns and work experience candidates during their time. In my internship cohort, there were quite a few of us really struggling financially. If there were a way to get advances for things like travel, that would help so so much.”

“Don't focus on London so much.”

“It would be nice to see more property and construction professionals going back to their former places of education to speak. I noticed that it happens often at places like Oxford Brookes and Reading, but not so much at the others. Especially if they are non-cognate. I'm not sure if that's on the educational establishments themselves and allowing access or professionals in the industry, but speaking at schools and universities really can make a difference for those that didn't see themselves in the industry to begin with.”

Visa Sponsorship

“It's hard to know which companies sponsor graduates and trainees, as most don't usually declare it. It's quite unhelpful for those of us applying who want to build a life here.”

“It's quite disheartening to see that a lot of the companies I've wanted to work at don't sponsor graduates. I've even been told that I'm better off moving to another industry like finance where sponsorships are more common and likely.”

“I think that the market here is quite hostile for international students. Having to pay a premium for education and then having little to no opportunities to apply it here due to a small number of firms sponsoring makes things very hard. I understand that it's expensive and that firms are taking somewhat of a risk in junior talent, but it's hard to get support in this sector.”

“We (international students) have to figure out a lot on our own. When employers come to my university to speak, I always ask about sponsorship for international students. The speakers either don't know what the policy is or outright say no. I think employers should be mindful when approaching certain universities and think about their course demographic. Most of the people on my course are international students, so when employers come and talk about graduate opportunities that don't actually apply for a majority of us, it's a pretty rubbish feeling.”



More Thought Given to Disabled Candidates

"I'm ashamed to say that I've nearly interviewed at places that didn't have accessible office space, despite how far we've come in aspects of the diversity conversation - it still isn't great."

"I feel like I'll never get a job in construction due to my disability."

"I think that there have been some positive movements when it comes to more inclusive practices for those with disabilities, but I

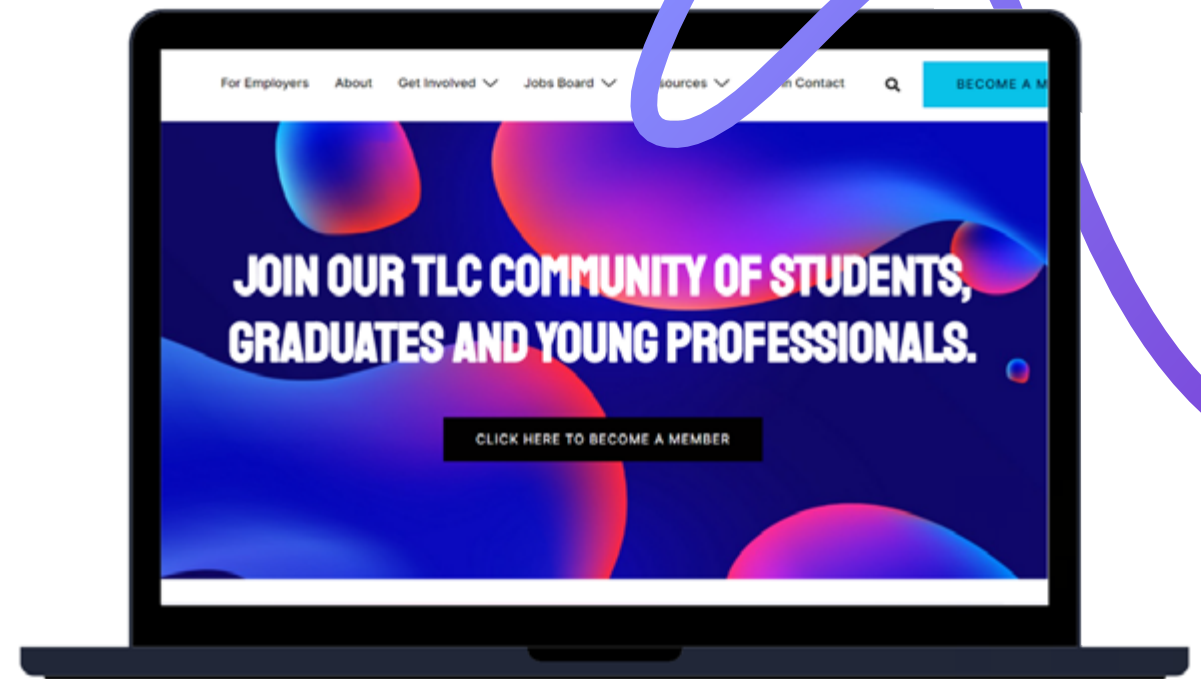
think when it comes to programmes aimed at young people it would help if companies made activities more accessible.

"It's understandable that interviews have to be conducted in a certain way and they have been for quite some time. But it would help if employers were welcoming to reasonable adjustments for those with more invisible conditions. It seems as though they aren't too happy with doing it most of the time."

“ I FEEL LIKE I’LL NEVER GET A JOB IN CONSTRUCTION DUE TO MY DISABILITY. ”



ADVICE & SUPPORT FOR YOUNG PEOPLE



Social Media Engagement

Social media is a large part of our outreach strategy when it comes to reaching young people across the country and internationally. The ongoing strategy behind our social media efforts is to showcase the built environment as a whole. To date, The Land Collective's social accounts feature industry updates and news, open discussion points about the sector, employment opportunities in the sector and general employability advice. As it stands we are currently on four social platforms including Instagram, LinkedIn, Twitter and TikTok which have all seen positive growth and reception from our content. In the future, we will be putting a lot more effort into TikTok as a platform. TikTok is still a hugely underutilised platform for community outreach, despite the press, it gets as a social media giant. We have seen very positive feedback and engagement on the app and as a majority of our target audience appear to have TikTok accounts, we believe that it is important to tap into that area more aggressively.

Website Resources

We're constantly updating and improving our site in response to user feedback and input from partners. This year, we have made changes to how we categorise our resources and have improved the speed of the site.

We've also made changes to ensure that we appear high up in relevant search engines and have partnered with more colleges and universities to have our content on their platforms.

Here are some more highlights:

- We have published over 70 articles written by young people under 25 about a range of topics in the built environment, from sustainability to geopolitics and its relationship with real estate.
- We co-created four new information pages, including expanding our Career Insights section with more professionals.
- We created an Application Tracker for those who are currently applying for early talent programmes.
- We have made registering online to volunteer with us a lot easier and streamlined.

Online Community

Our online community is where additional support and value are shared with our members. This support includes additional and smaller-scale events, CV and application support, specific job postings and a supportive forum for members to connect, ask questions and post their successes. Over the years, our community has received a lot of great feedback from users and we will continue to expand the network and provide high-value resources and support for our members.

Access to our online community starts with an application, where we find out where they are at and what their personal and professional goals are. Following this, they are accepted and can browse the community freely whilst being in constant contact with members of our team. The community is free to access and is monitored by the Founder and Community Managers, to ensure that members are getting the best out of the platform and are adhering to community safety guidelines.

VIRTUAL INTERNSHIP PROGRAMME 2021

Background

After the success of our pilot programme in August 2020 in response to the pandemic, we received many messages from our community members to relaunch the programme. Once again the programme was a success with young people all over the United Kingdom and internationally taking part.

Different Pathways

In 2020, we launched the programme with two pathways. The first being Commercial Property and the second being Construction. This year, we continued with the Commercial Property pathway based on feedback from our members and introduced a new pathway for Planning and Development.

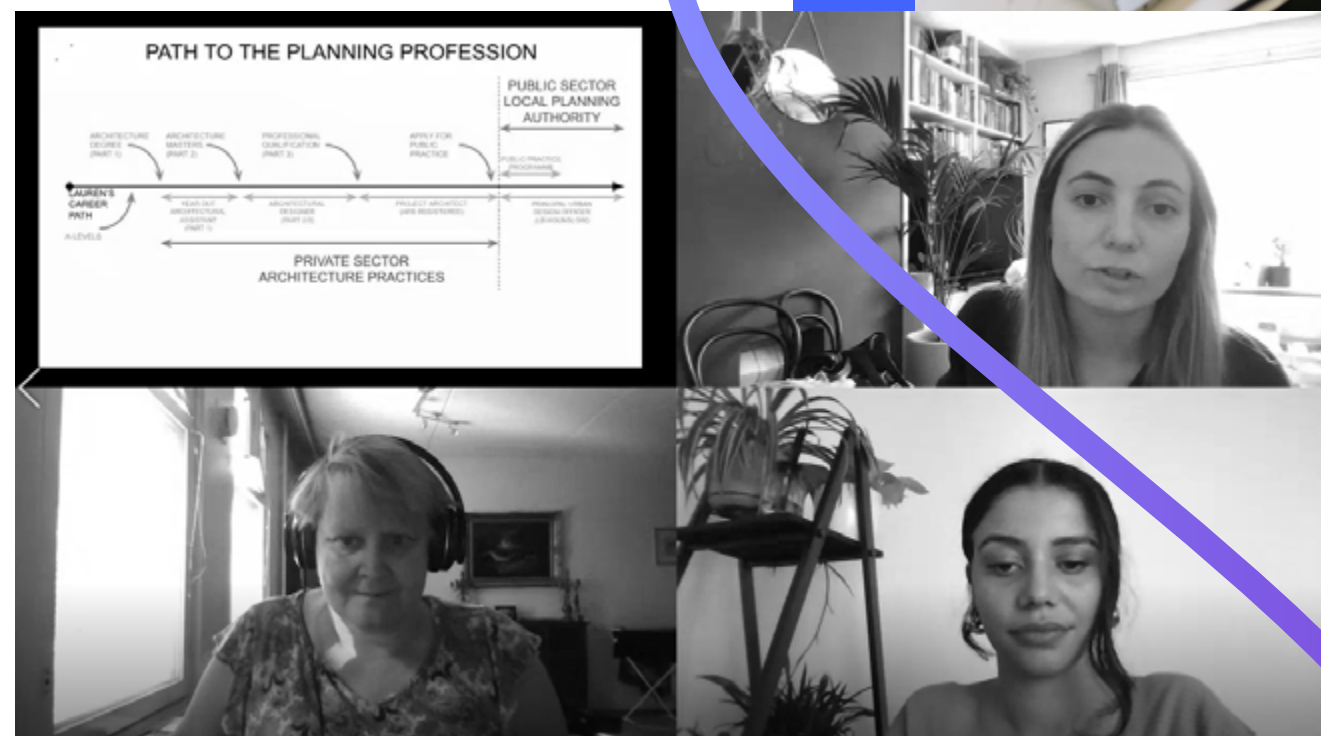
Employer Partners

In 2021, we were delighted to work with Arup, Avison Young, Deverell Smith, DTZ Investors, Ellandi, Nexus Planning, Meridian Water (Enfield Council) and Public Practice.

Future of the Programme

Following a hiatus in 2022, we plan on bringing back the programme in 2023 as a staple offering.

A virtual option for experience and knowledge appears to be in demand for members of our community and outside of it. Due to this, we are always on the lookout for employer partners willing to collaborate with us.



By the Numbers

331

APPLICATIONS

239

PARTICIPANTS

10

COUNTRIES

2

PATHWAYS

SUPPORTING SCHOOLS & COLLEGES WITH CAREER EDUCATION



Schools & FE Establishments are Struggling

Upon visiting and speaking with the career support staff at secondary schools across Greater London and Bedfordshire, we have noticed that they are struggling significantly with career education provision and in hitting the Gatsby Benchmark frameworks set out by the government. We realise that this is often down to a lack of resources and staff available to take on this responsibility

We believe that good career education is a collaborative effort and shouldn't just fall onto one group. If we are to hit our organisational goals of making the built environment a more accessible and diverse place for all, despite background or connections; that starts with proper education about the sector at the school level. Organisations like ours, employers, recruiters and educational establishments need to work together to reach a common goal of delivering better career guidance across the board, as a lack of this creates challenges later on in the recruitment pipeline that we are all aware of.

Some of these challenges include:

- A lack of quality and prepared candidates applying for opportunities;
- A lack of diverse candidates across all spectrums but namely ethnicity, gender, disability and class.

In the new year, we will be focusing a lot on this collaborative effort. We aim to do this by partnering with more secondary schools to provide tailored employability programmes, events and workshops surrounding the built environment and the many different routes that students can take within this sector. The exciting thing about the built environment is how broad it is, there truly is something for everyone and is down to those of us in the industry already to showcase this better.

"You can't be what you can't see" rings especially true here, and we want to be a large part of this change.

Filling Knowledge Gaps

Along with material supplied by the RICS and other governing bodies, we are currently working on putting together our own educational packs for students, teachers, career support staff, and parents about different areas of the built environment sector.

Our belief is that these resources can help fill knowledge gaps when it comes to educating students on career options and pathways. We understand that most things are "a google away", however for some, it is less daunting to have core information in hand to refer to. Alongside our school programmes and workshops, we feel like these will be helpful and supportive aids for those who have little to no knowledge about the sector and are unsure about where to even start.

A Change in Approach

A large part of the support we are and will continue to provide students at this level, will not only focus on the sector as it stands now but what is to come in the future. Building our strategy on the 'Future of Work', keeping up to date with changes across the sector, new roles and interests gaining popularity and changing life priorities will be key in ensuring the success of supporting schools.



GAINING MEAN- INGFUL EMPLOY- MENT



Our Place in the Pipeline

The Land Collective places itself at the beginning of the talent pipeline into the sector. We actively support young people from the age of 16 upwards to 25. While a majority of our members are in the 18-22 age bracket and at university, in 2022 we have seen a significant rise in our members at school-leaver age (16-18) who are interested in apprenticeship opportunities.

Often, we hear about how there is too much focus on early talent attraction strategy and not enough on the diverse mid-senior level retention. There is truth in that statement, however when addressing gaps in knowledge,

education and talent; it's important to have a powerful start from the very beginning. The sector still falls extremely behind in comparison to others when it comes to industry awareness which is a significant issue that negatively impacts the pipeline of talent from both a quality and diversity perspective.

We are working in tandem with a range of organisations to ensure that there is a consistent flow of support from level to level so that groups of people aren't left without a professional support network and community.

Success Stories

The Land Collective gave a very good presentation at my college about careers in construction which was very exciting for me. I had never thought about a career in this area and I'm now seriously considering it. The team have been very supportive of me and has even connected me with professionals already in the sector.

Shanice I, Student at Harrow College



My work experience was really educative, which helped me put a lot of career options in perspective and all the staff at DTZ were really amazing and welcoming. My questions were met with enthusiasm and I really got a sense of how DTZ conducted their business in general. I appreciate what you and the Land collective have done and I thank you for all that you're doing!

Okedinachi C, University of Warwick - MSc Graduate



The Land Collective has been extremely helpful and supportive in my career journey thus far from providing regular updates on grad scheme opportunities which I found to be immensely helpful when I was actively seeking a grad scheme; to providing key news/bulletin on activities in the property industry. I can confidently say TLC have equipped many aspiring surveyors like myself with educational content, support and interview tips on how to ace our interviews. I was lucky enough to partake in the Commercial Property Virtual Internship program hosted by TLC in August 2021 which was very useful for me as it broadened my commercial acumen and emboldened me to continue my pursuit as a surveyor in the commercial sector which is where I hold a keen interest.

As TLC continues to grow and evolve, I am super excited to witness what else they have in store for the future and the continued aid and support to future and upcoming property professionals. I would strongly recommend it.

Abdul Alimi, Graduate Surveyor at Knight Frank LLP



EMPLOYER TESTIMONIALS

Ellandi launched its first internship programme for the summer of 2022. Our overall aim for the internship was to provide 2 university students, particularly from marginalised groups, the opportunity to intern at a market-leading property firm, to offer a positive business environment to support the students study and career goals. To reach students effectively we knew we needed to work with organisations that would support and strengthen this initiative. From the moment we reached out to The Land Collective we knew the relationship would be a positive one. Their guidance throughout the process was excellent, they listened and encouraged our aims and perhaps most importantly through them we reached over 100 talented students who applied for the positions. We look forward to working with them in the future as we continue to support diversity within the industry.

**Charlotte Robinson, Ellandi -
General Manager**



Part of SitusAMC's ESG goals is to ensure equal opportunities for applicants entering the real estate finance industry. We are pleased to have partnered with The Land Collective, whose mission and vision align with ours, and have helped us reach a diverse candidate base for our inaugural European graduate program. Through their partnership and support, we made offers to two high-potential individuals and are excited for them to join our London office in September 2022. Thank you to The Land Collective team for their guidance and support throughout this process.

**Sehr Aziz, SitusAMC - Business
Development Manager**



FUTURE PLANS



Employability Programmes

In 2023, one of our key focus areas for development will be employability programmes in conjunction with employers across the built environment.

Our programmes to date have been received very positively with a majority of our participants wanting to take part again. In September 2022, we will be commencing our very first programme surrounding ESG in

the built environment that we have called the 'ESG Launchpad'.

The ESG Launchpad will be aimed at a small group of 18-25 year-olds who are currently at university or have just graduated. The aim of the programme is to educate and engage the next generation of diverse trailblazers in the ESG space.

Additional Support for International Students

Feedback from our international student members has been quite compelling.

The Land Collective is currently building a longlist of employers across the built environment sector that offers sponsorship opportunities.

We notice that there already is a longlist provided by the government, however, it is far too vast and can be quite confusing to navigate digitally. Through our online community and website, we're working on offering a quick and accessible digital solution, where our members can search for relevant opportunities across the sector. The current process for our international student members is frustrating and drawn out, so it's in all of our best interests to ensure this part of the application process is as simple for them as is their domestic peers.

Expanding School & College Engagement

Currently, The Land Collective works with universities that offer both cognate and non-cognate study disciplines. Due to this, the main makeup of our community members is students, graduates and young professionals. In 2023, we hope to shift our focus to include secondary schools and further education institutions by way of partnerships.

We believe that the value that a well-connected organisation like ours can provide to secondary schools and further education institutions will be well received by staff and students alike. Since coming out of the pandemic, in-person events and opportunities to go out and see what the sector has to offer are a lot more viable. We hope to target schools starting in London, with a connected approach - beginning with schools and colleges that our volunteers and staff have attended and then following on, selecting specific schools and learning trusts based in boroughs that are socially and/or economically deprived.

This targeted approach will aid us greatly in continuing our support of young people at a time when proper, impartial career education and upskilling are critical for future success.



OUR SUPPORTERS & VOLUNTEERS

We are incredibly grateful to all of our supporters, sponsors and volunteers for their donations, generosity and time. In particular, we'd like to thank the following people and businesses for their support in 2021 and 2022.

AECOM

CBRE

District 34

DTZ Investors

Nii Klotey Quaye (Quaye Services)

Professor Julian Agyeman (Tufts University)

University College London (The Bartlett)

GET INVOLVED

There are lots of ways you can get involved, including sponsoring our programmes or events, volunteering, making a donation, or even just sharing what we do with your network!

MORE INFORMATION:

<http://thelandcollective.com/get-involved/>

GET IN TOUCH:

info@thelandcollective.com

