

the land collective

Impact Report

OUR STORY TO DATE

FOREWORD



The Land Collective started off as a blog, in a claggy, poorly-ventilated student bedroom in the summer of 2016. It had sprouted a small online community, which was beginning to spur a modest buzz of exchanges from various time zones, between students who had been in search of a space - this space - to exhibit their passion for the built environment sector. Not halfway into the year, our inbox was brimming with pitches from students and graduates worldwide, in a bid for their article slot.

All were ready, all were dedicated to sharing their respective ideas, insights, knowledge, experiences, developments, research, for the perusal of prospective employers, of their peers - and most of all, for the influence of new generations we hoped would follow suit and catch their break in this prestigious, multi-faceted industry. It is the latter value that has allowed us to keep growing, keeping our purpose in mind.

In four years, we have been fortunate to grow significantly. In December 2020, we achieved our goal of registering as a Community Interest Company, following three years of efforts to expand offline. Along the way, we even picked up some awards that applauded our contributions to the industry's visibility. We're delighted to finally share this journey with you, which marks our highs, lows, the lessons that ensued, and all the initiatives in between.

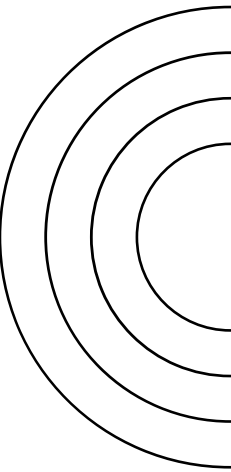
A handwritten signature in black ink, which appears to read "Sarah Hayford". The signature is fluid and cursive, with a large initial "S" and "H".

Sarah Hayford, Chief Executive Officer



IN A NUTSHELL

We want to break down the barriers to entry, making the built environment sector accessible and interesting to young people.



Praises on Social Media

People this an amazing resource - [@TheLandCo_](#). Can't believe only just found out about it. Congrats [@shayford_uk](#). Like your style. [#leader](#) [#rolemodel](#) [#visibilitymatters](#)

6:57 PM · May 3, 2019 · Twitter for Android

I'm not a shout-out person but guysssssssd check out [@TheLandCo_](#) I've really learnt a lot from them(in regards to property, investment ect)

Everyone give [@TheLandCo_](#) a follow. Great publication on property from a more youthcentric perspective.

9:00 PM · Feb 6, 2018 · Twitter for iPhone

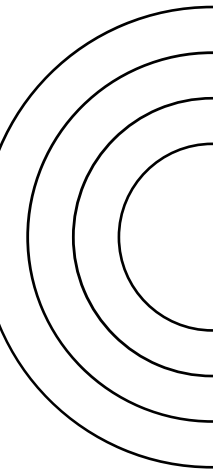
Thanks to reading TLC articles and chatting to a few people from the career insights section on LinkedIn, I've managed to secure an internship with a great property firm in Birmingham! Coming from someone who didn't know much about the property industry a year ago, it's a huge achievement for me, thank you!

★★★★★ a year ago

The Land Collective is quite an interesting way to be informed on a range of topics and opinions. The articles on the site are informative and entertaining without being condescending. Its become a favourite go-to of mine and I hope that it sticks around!



Our Projects To Date



Tenant Protection Scheme

2018

Nearing the end of 2018, we launched the Tenant Protection Scheme on our website. This was our first tangible act of service to student communities, so we were thrilled to see the popularity of this avenue on our site, along with an overall surge in student traffic. The scheme featured four young professionals working in estate agency, housing and law who volunteered their time to assist and correspond with university students on issues they faced with their landlords and/or property managers at their student accommodation.

Over the course of that year, the team administered a total of 341 emails and messages from students across the UK seeking legal or professional assistance with these issues. The data the programme generated suggested significant gaps in the support available to student tenants, with the most common occurrences among these cases being deposit disputes and concerns over tenant rights.

We were saddened to have to cut the programme short as the availability of our advisors curtailed over the year. We are however very pleased with the impact the scheme was able to have and see great potential in extended service. As such, we plan to reinstate the scheme and continue our efforts to support students with such housing-related matters in the near future.

341

EMAILS ADMINISTERED

94

UNIVERSITIES COVERED

500+

STUDENTS SUPPORTED

Campus Ambassador Programme

2019

In 2019, we began to pilot, roll out and test our campus ambassador schemes across different universities in the UK, starting with the alma mater of the CEO, the University of Nottingham. For our first launch, three campus ambassadors from HSS disciplines were selected for the scheme (Geography, International Relations and Economics). Each ambassador committed an average of ten hours per month, at numerous events, to expand our brand on campus.

The purpose of the campus ambassador programme was two-fold. Not only was it intended to grow our campus presence via word of mouth, but to give students access to part-time, paid opportunities that would teach them a transferable, desirable selection of career skills, and further enrich their university experience. Among the skills acquired by students who participated in the campus ambassador programme were event planning and management, budgets, public speaking, social media marketing, business development, stakeholder relationships, organisation, and teamwork.

As the scheme collaborated with the Nottingham Careers' Service, it could also co-facilitate CV and Employability workshops and regularly invite guest speakers from across the industry to speak to students about careers in the property sector.

Over the course of the academic year, we held ten on-campus events with an average attendance of 34 students in each. We managed to persuade 13 students who had previously known nothing about the property or built environment sectors to apply for work experience and job opportunities, 9 of whom were successful and are working in the industry now.

This programme is now also in full effect at Kingston University, as we liaise with and support the development of its first Real Estate Society.

3

CAMPUS AMBASSADORS

10

ON-CAMPUS EVENTS

120+

HOURS LOGGED

Virtual Internship Programme

2020

The onset of the pandemic forced many businesses and firms across the sector to rapidly halt or adapt their practices, or restructure. This meant many young people were suddenly losing out on internships, placements, graduate job opportunities, all too often at the last minute. Some companies were able to migrate online quicker than others due to having more agile working practices, but for a large chunk of the industry, this was just not the case.

We already had the online infrastructure to support a virtual project like an internship programme. All that was left was the matter of forging some commercial partnerships across the sector, and the task of developing good, user-friendly content that programme participants could learn from.

The programme was a success for all. Participants got a comprehensive insight into the property and construction sectors and employers had a new set of diverse, emerging talent viewing and engaging with their content (most of whom would apply to their early careers schemes the following year).

We found an opportunity to help people and provide value during a financially unpredictable, all-round depressive period.

321

TOTAL APPLICANTS

69/5

UNIVERSITIES/COLLEGES

9

COUNTRIES

80.72%

BAME IDENTIFIED PARTICIPANTS

Landlord & Tenant Act 1954

Introduction

The Landlord & Tenant Act 1954 governs the relationship between landlords and tenants of business premises and it offers a number of rights and obligations to both parties, principally offering business tenants security of tenure.

In essence, that means that a business tenancy will not automatically come to an end upon expiry of the contractual term, as specified under section 24, unless terminated in one of the methods specified by The Act. That's not to say that a business tenancy cannot be ended, it can be. A landlord may forfeit a lease if the tenant is in breach of the covenants within the lease, for example failure to pay rent or to to keep the premises in good repair as stated in the lease.

Alternatively, a landlord and tenant may agree to surrender the lease by mutual agreement.

When does the Act apply

For the Act to be applicable to a tenancy, the property comprised in the tenancy must be occupied by the tenant for the purposes of a business and must not have been specifically excluded from The Act.

A tenancy can be excluded from The Act if the landlord serves notice in writing on the tenant, confirming the lease will not be protected by The Act and the tenant must confirm their agreement in writing. Such notice must be given with no less than 14 days notice, however, if notice is given less than 14 days, the tenant must give a statutory declaration.

8/18/20

How to read a commercial lease:

Important clauses to look out for

- **Definition of premises & description of premises**
- **Term of the lease**
- **Assignment & sub-lease**
- **Warranted quiet enjoyment**
- **Right to first refusal**
- **Break clauses**
- **Insurance**
- **Alterations**
- **Restrictions on use**
- **Restrictions on assignment**
- **Restrictions on sub-letting**
- **Restrictions on mortgage**
- **Restrictions on further lease**
- **Restrictions on assignment**
- **Restrictions on sub-letting**
- **Restrictions on mortgage**
- **Restrictions on further lease**

PHOTO TAKEN BY SIMONA HELENE, A VIRTUAL INTERNSHIP PROGRAMME PARTICIPANT.

Virtual Internship Programme

THE BREAK DOWN

Topics for the Commercial Real Estate pathway comprised elements such as the Landlord & Tenant Act, with the practical integration of class classifications, transactions, negotiations, and learning about tenant mix and leasing.

We also designed industry-specific tasks in the programme to mimic the tasks participants would be required to do if they were a graduate surveyor or construction manager.

The programme is partnered with Colliers International, Gardiner & Theobald and BCLP.

These partners have provided content promoting insight to their graduate programmes, held topic-focused webinars on current, relevant industry projects, and offered invaluable personal development support to our internship participants.

Following the effervescent feedback and success of last year, we are now planning our second virtual internship programme, in the areas of:

1. Commercial Property
2. Planning & Development



Virtual Internship Programme

FEEDBACK

PADDY MUKASA, ACCOUNTING & FINANCE STUDENT

"It was great getting instant feedback on some of the projects/tasks we had to do during the internship. This was an amazing experience, especially for a person like me who is not from a property related degree but would want to work in the property industry."



NIAMH LYDON, GEOGRAPHY & BUSINESS GRADUATE

"I have thoroughly enjoyed the whole process and feel as though I have learnt so much practical knowledge, as well as theoretical understandings of commercial laws and leasing. As well as finding the academic side of the programme helpful, I found that the Q&A sessions and the inside knowledge from the industry in terms of graduate application processes and firm cultures etc to be super informative. This experience has really solidified my passions for real estate and I'm now even more excited to start my masters qualification."



CATRIN STEPHENS, GEOGRAPHY GRADUATE

"It was very interesting - I knew nothing about this industry before the internship so it gave me a very useful insight into the commercial property industry. Thank you!"



Virtual Internship Programme

FEEDBACK (MORE!)

RAHUL KUMAWAT, CIVIL ENGINEERING GRADUATE

"I really liked the way content of the internship program designed. It was a very insightful experience. I liked the forum feature to interact with other students, and I had the chance to ask questions & clear any doubts."



TASLIMA ZAMAN, HISPANIC STUDIES STUDENT

"The programme had excellent resources and was easy to follow along. I would really like to thank the team at The Land Collective for developing such a helpful programme at this time."



KYLE WRIGHT RUIZ, POLITICS & ECONOMICS GRADUATE

"I really enjoyed this virtual experience as it gave me a very useful insight into how the commercial property industry works in addition to what jobs are available within the sector. Being able to put into practice what I read and learnt throughout the scheme was also very helpful as it showed exactly what a job within the sector could specifically entail me achieving."



Our Next Steps

In the year ahead, our task is concrete: to amplify the impact of our work in these last four years. We continue to research and apply for the relevant grants that can enhance our profile, help us to reach new audiences offline, and further develop the infrastructure that enables us to expand our efforts and evolve as an inclusive, educational service.

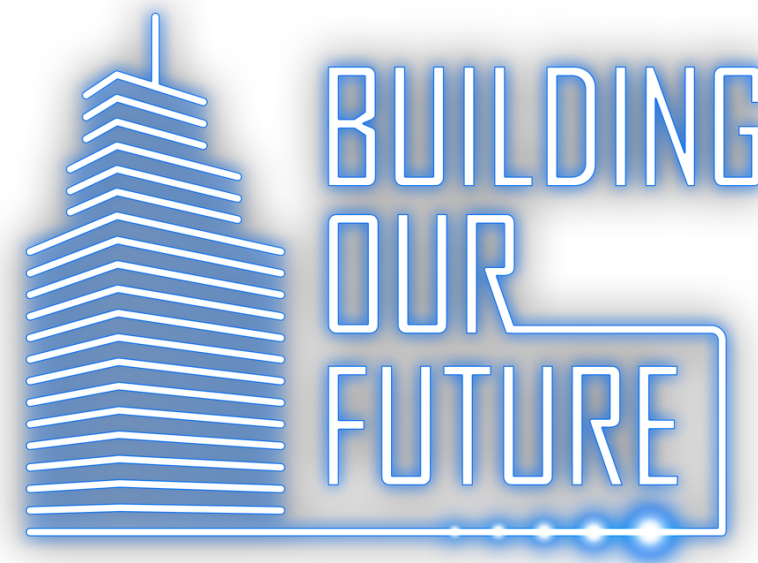
We have some brilliant new initiatives in the pipeline for the remainder of 2021, among which are:

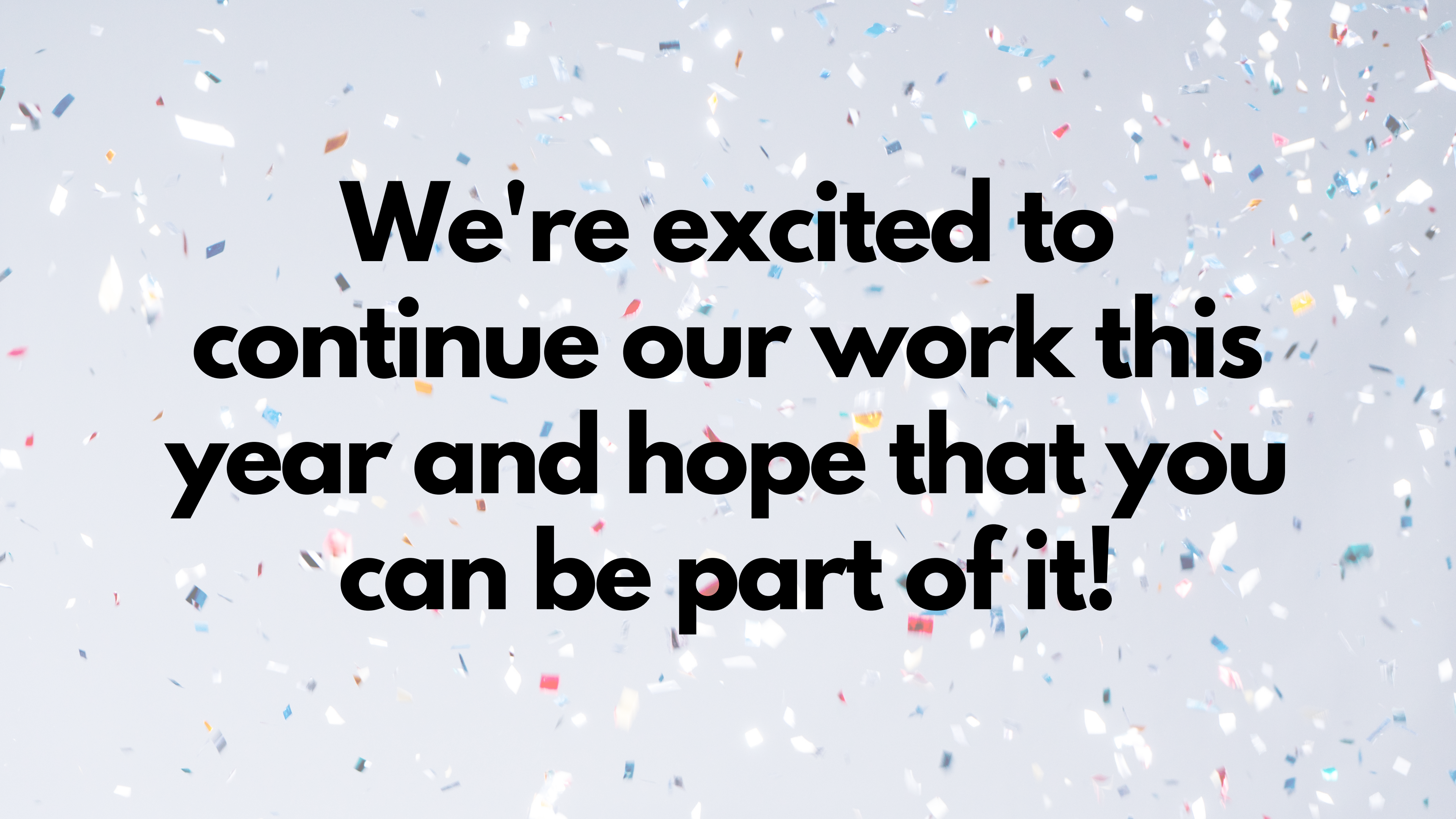
- Producing a mini docu-series about regeneration in selected London areas (YouTube).
- Collaborating with councils and local authorities to develop programmes that boost the involvement of youth in the planning process.
- Holding our 2nd Virtual Internship Programme.

Resuming our monthly events strategy - we have successfully hosted two events so far this year, with an average of 47 attendees.

Our Partners & Sponsors

We would like to thank all of our sponsors and partners for supporting us throughout this journey.





**We're excited to
continue our work this
year and hope that you
can be part of it!**