Podcast Episode

Season 1, Episode 4: Alice Lamb, Deputy Chief Executive, LandAid

From the ULI's New Real Estate Vanguard

Date: May 27, 2021

00:00:02 --> 00:00:04: Welcome, my name is Andrea Carpenter.
00:00:04 --> 00:00:06: I'm the director of women talk real estate and I'm
00:00:06 --> 00:00:09: delighted to be hosting this new podcast series from the
00:00:09 --> 00:00:10: Urban Land Institute.
00:00:10 --> 00:00:13: You lie brings together real estate and land use experts
00:00:13 --> 00:00:15: from around the world with a mission to shape the
00:00:16 --> 00:00:19: future of the built environment and to make transformative impact
00:00:19 --> 00:00:22: in communities. And this podcast will focus on that future
00:00:22 --> 00:00:24: and that transformative impact.
00:00:24 --> 00:00:26: Utilized European Young leaders group.
00:00:26 --> 00:00:29: Recently selected 10 outstanding contributors to the industry,
00:00:29 --> 00:00:31: hailing them as a new real estate vanguard.
00:00:31 --> 00:00:34: These are people in the early years of their career
00:00:34 --> 00:00:38: have already demonstrated entrepreneurial flair or shaken up the corporate
00:00:38 --> 00:00:39: world.
00:00:39 --> 00:00:41: Will use these podcasts to hear from each of them
00:00:41 --> 00:00:42: about their story.
00:00:42 --> 00:00:44: What brought them to real estate and how they are
00:00:44 --> 00:00:45: disrupting our industry.
00:00:45 --> 00:00:48: Today I'm delighted to welcome Alice Lam,
00:00:48 --> 00:00:49: Deputy CEO of property industry,
00:00:49 --> 00:00:51: charity Land Aid, through her role,
00:00:51 --> 00:00:54: engaging with the industry to tackle youth homelessness,
00:00:54 --> 00:00:57: Alice at the forefront of the changing conversation on CSR
00:00:57 --> 00:00:57: and ESG.
00:00:57 --> 00:01:00: Now as the real estate industry looks to improve its
00:01:00 --> 00:01:01: social outcomes.

00:01:01 --> 00:01:03: Alice is a great perspective on how we can affect
00:01:03 --> 00:01:05: real change in our communities.
00:01:05 --> 00:01:07: Alice and welcome today. Thanks for joining us.
00:01:07 --> 00:01:10: Thank you for having me it's pleasure to be here,
00:01:10 --> 00:01:12: could you? I mean, we've got a kind of European
00:01:12 --> 00:01:14: audience here and land aid is a kind of a
00:01:14 --> 00:01:15: UK charity,
00:01:15 --> 00:01:17: so could you tell us a little bit about that
00:01:17 --> 00:01:20: and why it's kind of so special in this industry?
00:01:20 --> 00:01:23: Of course, so land aid is the property industry charity.
00:01:23 --> 00:01:26: We were set up in 1986 as a result to
00:01:26 --> 00:01:26: band aid.
00:01:26 --> 00:01:30: As their name suggests, and we've been through a number
00:01:30 --> 00:01:31: of guys is over the years.
00:01:31 --> 00:01:34: But about four years ago now we set ourselves the
00:01:34 --> 00:01:36: mission to end youth homelessness,
00:01:36 --> 00:01:40: which works really well for the property industry because it's
00:01:40 --> 00:01:41: bricks and mortar.
00:01:41 --> 00:01:45: It's what the industry understands and over the last three
00:01:45 --> 00:01:50: years we've created 520 homes for young people experiencing homelessness.
00:01:50 --> 00:01:53: We do so by providing grants to charities right across
00:01:53 --> 00:01:54: the UK to create safe,
00:01:54 --> 00:01:57: secure accommodation for young people aged 16 to 25.
00:01:57 --> 00:02:00: Yeah, and this is unusual for an industry to have
00:02:00 --> 00:02:01: its own charity.
00:02:01 --> 00:02:03: In this way dedicated charity I think.
00:02:03 --> 00:02:06: So yeah, London is quite unique as an organization and
00:02:06 --> 00:02:09: the fact that we work with one industry to tackle
00:02:09 --> 00:02:12: one key issue makes us really special in my opinion.
00:02:12 --> 00:02:13: And how did you find land aid then?
00:02:13 --> 00:02:16: How did how did it find you in terms of
00:02:16 --> 00:02:17: working for the organization?
00:02:17 --> 00:02:19: 'cause most of people we talked to,
00:02:19 --> 00:02:23: probably real estate experts, you're a charity expert in that
00:02:23 --> 00:02:23: way.
00:02:23 --> 00:02:25: So tell us about how you've.
00:02:25 --> 00:02:27: Ended up in the real estate sector,
00:02:27 --> 00:02:29: sure. Well, I've had a lot of contact with the
00:02:30 --> 00:02:33: real estate industry throughout my career and my previous role
00:02:33 --> 00:02:34: was at Coram,

00:02:34 --> 00:02:37: which is a children's charity that supports young children,
00:02:37 --> 00:02:40: young people in their care system,
00:02:40 --> 00:02:43: and from there I managed the club Peloton Partnership,
00:02:43 --> 00:02:45: which looks after the cycle tipping ride,
00:02:45 --> 00:02:48: which a lot of property people will know very well
00:02:48 --> 00:02:51: and a lot of those relationships have continued to now,
00:02:51 --> 00:02:54: but I've known of land aid for quite some time,
00:02:54 --> 00:02:57: so I applied for some funding from band aid when
00:02:57 --> 00:02:58: it Corum.
00:02:58 --> 00:03:00: To create a creative therapy center,
00:03:00 --> 00:03:04: I applied for ??50,000 and was successful in doing so.
00:03:04 --> 00:03:07: So land aid is on the donor board on the
00:03:07 --> 00:03:08: quorum campus,
00:03:08 --> 00:03:12: which is quite serendipitous. But another way that I was
00:03:12 --> 00:03:15: LinkedIn with band aid was we we shared a lot
00:03:15 --> 00:03:19: of partnerships between Coram and land aid and I was
00:03:19 --> 00:03:21: at an event with Mace called Torda Mace.
00:03:21 --> 00:03:25: Funny enough, which is a cycling event and we had
00:03:25 --> 00:03:28: to cycle around the Olympic Park on a Brompton.
00:03:28 --> 00:03:30: And had to do 5 laps which equated to a
00:03:31 --> 00:03:33: mile and I was in the same team as Paul
00:03:33 --> 00:03:35: Morris who's our CEO and we won so it just
00:03:35 --> 00:03:37: goes to show we're a great team.
00:03:37 --> 00:03:38: Yeah, and you wanna job?
00:03:38 --> 00:03:41: Yeah sounds good. Exactly have you done the cycle to
00:03:41 --> 00:03:42: miss him yourself?
00:03:42 --> 00:03:45: I haven't cycled it. I'm going to be honest but
00:03:45 --> 00:03:47: I have been along on the ride in a support
00:03:47 --> 00:03:50: vehicle so I sat in a van made 1000 coffees
00:03:50 --> 00:03:52: in six days and shared a lot of people on
00:03:52 --> 00:03:53: with their dance routines.
00:03:53 --> 00:03:55: OK and made many friends for life.
00:03:55 --> 00:03:58: I think it's such a bonding experience that cycle to
00:03:58 --> 00:03:59: miss him,
00:03:59 --> 00:04:01: right? Absolutely, it's like nothing else.
00:04:01 --> 00:04:05: Absolutely yeah, OK. And when you came into the industry,
00:04:05 --> 00:04:09: what was your kind of initial perception of real estate
00:04:09 --> 00:04:09: then,
00:04:09 --> 00:04:11: as a sort of maybe a giving,
00:04:11 --> 00:04:14: you know, giving industry from that perspective?
00:04:14 --> 00:04:18: Well, I think experiencing Mipim was an eye opener as
00:04:18 --> 00:04:19: the first port of call.

00:04:19 --> 00:04:22: But I think in terms of an industry that it's
00:04:22 --> 00:04:26: unrivaled in the sense of community that you have in
00:04:26 --> 00:04:27: the real estate industry.
00:04:27 --> 00:04:31: And to have that dedicated charity land aid is often
00:04:31 --> 00:04:32: the thing that.
00:04:32 --> 00:04:35: People have that property professionals have in common,
00:04:35 --> 00:04:38: which makes it feel really nice in terms of the
00:04:38 --> 00:04:40: real estate industry.
00:04:40 --> 00:04:43: It's got incredible power and is uniquely placed to tackle
00:04:43 --> 00:04:45: the issue of youth homelessness.
00:04:45 --> 00:04:48: An I think the the the element of competition that
00:04:48 --> 00:04:52: is throughout the industry as well works in land aids
00:04:52 --> 00:04:52: favor so,
00:04:52 --> 00:04:56: but it's an amazing community in the way that people
00:04:56 --> 00:04:57: unite and come together,
00:04:57 --> 00:05:01: even if their competitors to try and make a difference
00:05:01 --> 00:05:03: and change the lives of young people.
00:05:03 --> 00:05:06: Yeah, I think it is an interesting industry that we
00:05:06 --> 00:05:10: sometimes competitors sometimes working together so that probably goes in
00:05:10 --> 00:05:13: their favor and I know it's a generous industry.
00:05:13 --> 00:05:16: I've been along to enough of those dinners and things
00:05:16 --> 00:05:17: like that myself,
00:05:17 --> 00:05:19: but I wonder if the nature of how the industry
00:05:19 --> 00:05:22: wants to interact with you know the charity side is
00:05:22 --> 00:05:23: changing.
00:05:23 --> 00:05:24: To me. It's, you know,
00:05:24 --> 00:05:26: it's been corporate social responsibility,
00:05:26 --> 00:05:29: is it now ESG and can you explain the difference
00:05:29 --> 00:05:29: for us?
00:05:29 --> 00:05:31: So I get off this alot and CSR and ESG
00:05:31 --> 00:05:34: are different things and ESG has not replaced CSR in
00:05:34 --> 00:05:35: the slightest.
00:05:35 --> 00:05:38: And also important to note that they both have their
00:05:38 --> 00:05:41: own merits and one is not more outdated than the
00:05:41 --> 00:05:42: other,
00:05:42 --> 00:05:45: but I was listening to another podcast this morning with
00:05:45 --> 00:05:46: John Woodman of Hollis,
00:05:46 --> 00:05:50: who was talking about their five year CSR strategy,
00:05:50 --> 00:05:53: which just launched. He defined it quite well in that
00:05:53 --> 00:05:56: ESG is more about the business in the client side
00:05:56 --> 00:05:56: of stuff,

00:05:56 --> 00:06:00: and it's much more measurable and you're able to test
00:06:00 --> 00:06:01: each element of ESG.
00:06:01 --> 00:06:03: There's been a huge focus on the E due to
00:06:03 --> 00:06:05: the climate crisis,
00:06:05 --> 00:06:07: as you would expect. But with the S,
00:06:07 --> 00:06:11: we're finding that that is less measurable.
00:06:11 --> 00:06:14: Soul and aid. We were positioning it firmly in the
00:06:14 --> 00:06:16: S as part of our new three year strategy,
00:06:16 --> 00:06:18: and we want to be seen as the best way
00:06:18 --> 00:06:21: for the property industry to achieve that social impact and
00:06:21 --> 00:06:24: value and make a real difference to two young people.
00:06:24 --> 00:06:27: Yeah, so huge issue at the moment the S isn't
00:06:27 --> 00:06:30: it and I think that's being compounded by the pandemic.
00:06:30 --> 00:06:33: And you know, seeing inequality in places and that becoming
00:06:33 --> 00:06:34: much more exposed.
00:06:34 --> 00:06:37: And but it sounds to me like you want to
00:06:37 --> 00:06:39: be part of that ESG conversation then,
00:06:39 --> 00:06:42: whereas maybe before you. Public put in the CSR kind
00:06:42 --> 00:06:43: of bracket.
00:06:43 --> 00:06:47: Yeah, and I think charitable giving and partnerships are definitely
00:06:47 --> 00:06:48: evolving.
00:06:48 --> 00:06:51: We definitely want to be part of the S conversation
00:06:51 --> 00:06:54: in the ESG an we want we think it's less
00:06:54 --> 00:06:55: about donations now.
00:06:55 --> 00:06:59: Much more focus on the social impact and the social
00:06:59 --> 00:07:01: value that businesses are creating.
00:07:01 --> 00:07:04: So when I started at land aid we we had
00:07:04 --> 00:07:07: a lot of partnerships but they were quite transactional and
00:07:07 --> 00:07:10: over the last three or four years or so,
00:07:10 --> 00:07:12: we've really worked hard to.
00:07:12 --> 00:07:17: Provide depth to those partnerships and really communicate what difference
00:07:17 --> 00:07:19: the companies are now.
00:07:19 --> 00:07:21: Partners are making to young people,
00:07:21 --> 00:07:24: which I think is so important and I will just
00:07:24 --> 00:07:25: give you an example.
00:07:25 --> 00:07:28: When I first started at land aid.
00:07:28 --> 00:07:31: I went to a summer conference of one of the
00:07:31 --> 00:07:35: large agents and I did a whole presentation about land
00:07:35 --> 00:07:35: Aidan.
00:07:35 --> 00:07:37: What we do and our cause.

00:07:37 --> 00:07:40: And I asked everybody in the room to stand up.
00:07:40 --> 00:07:43: And there's about 300 people in the room.
00:07:43 --> 00:07:45: And I said, can you stay standing if you've heard
00:07:45 --> 00:07:47: of land aid and everyone stayed standing?
00:07:47 --> 00:07:49: And I said, can you say standing if you've done
00:07:50 --> 00:07:51: some fundraising for land,
00:07:51 --> 00:07:54: Aiden? Probably about 80% of them stay standing and I
00:07:54 --> 00:07:57: said can you stay standing if you could tell me
00:07:57 --> 00:07:58: what Landay does?
00:07:58 --> 00:08:01: And everyone's sat down apart from one of our board
00:08:01 --> 00:08:01: members.
00:08:01 --> 00:08:03: So I knew I had my work cut out,
00:08:03 --> 00:08:05: but I think that's now changed and I think that
00:08:05 --> 00:08:09: we're really focusing on the cause and businesses are much
00:08:09 --> 00:08:12: more interested in in what that fund raising is achieving.
00:08:12 --> 00:08:14: So does that mean you have to change as a
00:08:14 --> 00:08:16: as a charity in an organization?
00:08:16 --> 00:08:19: And also, I mean, I'm interested whether that's happening across
00:08:20 --> 00:08:21: the charity sector.
00:08:21 --> 00:08:23: Is this actually a trend where you know it is
00:08:23 --> 00:08:26: more about engaging with those who give you money more
00:08:26 --> 00:08:29: to have that longer conversation for them to understand the
00:08:29 --> 00:08:33: impact as well? I think it is across the charity
00:08:33 --> 00:08:33: sector,
00:08:33 --> 00:08:36: but I think I suppose I would say this,
00:08:36 --> 00:08:39: but land is ahead of the game on on that
00:08:39 --> 00:08:43: because we are partnered with an industry that positions.
00:08:43 --> 00:08:44: Social impact and social value.
00:08:44 --> 00:08:48: Front and center. There's changes right across the property and
00:08:48 --> 00:08:51: construction industry to position that and land it needs to
00:08:51 --> 00:08:54: be at the forefront of that and driving that forward
00:08:54 --> 00:08:56: and seen as the the way to achieve the S
00:08:56 --> 00:08:56: in the ESG,
00:08:56 --> 00:08:58: which is what we want to be.
00:08:58 --> 00:08:59: And what does that mean?
00:08:59 --> 00:09:01: You have to be as a leader.
00:09:01 --> 00:09:04: Do you obviously confident enough to get 300 people from
00:09:04 --> 00:09:06: the industry to stand up and you know,
00:09:06 --> 00:09:08: get them? Sit down when they're not doing something.
00:09:08 --> 00:09:10: But who does that mean?
00:09:10 --> 00:09:12: You have to be to be kind of that modern

00:09:12 --> 00:09:14: face of giving in our industry.
00:09:14 --> 00:09:16: I think it's we need to be leveling with the
00:09:17 --> 00:09:20: organizations and companies and partners that we're working with and
00:09:21 --> 00:09:22: as part of our new strategy,
00:09:22 --> 00:09:25: we want to be seen as part of the industry
00:09:25 --> 00:09:27: very much rather than an add on or just a
00:09:27 --> 00:09:29: charity that sits alongside it.
00:09:29 --> 00:09:31: We want to be seen as part of that and
00:09:31 --> 00:09:34: a vehicle for the for the industry to achieve that
00:09:34 --> 00:09:37: impact and and the social change that they want to
00:09:37 --> 00:09:40: create. And you've got some kind of the first steps.
00:09:40 --> 00:09:43: Initiative has come out quite recently.
00:09:43 --> 00:09:44: Tell us a bit about that and.
00:09:44 --> 00:09:48: Why is that different? Why is that not transactional and
00:09:48 --> 00:09:51: not about kind of just having the arm for that
00:09:51 --> 00:09:52: relationship of giving money?
00:09:52 --> 00:09:56: Sure, so the first step appeal launched yesterday,
00:09:56 --> 00:09:58: so hot off the press and it's the first step
00:09:58 --> 00:10:01: of our new three year strategy and we want to
00:10:01 --> 00:10:04: create a thousand homes over over the next three years
00:10:04 --> 00:10:08: as well as leverage ??1,000,000 in pro bono support every
00:10:08 --> 00:10:10: year for the next three years.
00:10:10 --> 00:10:13: But the first step appeal it came from number of
00:10:13 --> 00:10:15: conversations with our charity partners.
00:10:15 --> 00:10:19: After the pandemic, our charity partners are seeing a huge
00:10:19 --> 00:10:22: rise in youth homelessness numbers.
00:10:22 --> 00:10:24: There are an all time high.
00:10:24 --> 00:10:28: I think the London rough sleeping population is now made
00:10:28 --> 00:10:28: up of 11%
00:10:28 --> 00:10:31: of under 11 percent is underage 25,
00:10:31 --> 00:10:35: which is an all time high which we just won't
00:10:35 --> 00:10:37: sit by and watch.
00:10:37 --> 00:10:42: And so there's a huge rising need for emergency accommodation.
00:10:42 --> 00:10:45: Which is what first step will provide in eight key
00:10:45 --> 00:10:47: projects across the UK,
00:10:47 --> 00:10:49: and that's also come out.
00:10:49 --> 00:10:52: The appeals also come out of conversations with our partners
00:10:53 --> 00:10:56: who have an increasing need and call for us to
00:10:56 --> 00:10:59: create that tangible impact that they really need and that

00:10:59 --> 00:11:02: to demonstrate where that funding is going.
00:11:02 --> 00:11:06: So we've got four founding partners on board with that
00:11:06 --> 00:11:07: appeal already,
00:11:07 --> 00:11:11: and each of those founding partners has been connected to
00:11:11 --> 00:11:13: one of those projects so they can see.
00:11:13 --> 00:11:15: What difference their money's making?
00:11:15 --> 00:11:17: They can be connected to that charity.
00:11:17 --> 00:11:20: They can provide pro bono support alongside their fund raising
00:11:21 --> 00:11:23: and really see what difference that money is making to
00:11:23 --> 00:11:24: young people.
00:11:24 --> 00:11:28: So it's really about getting companies more practically involved and
00:11:28 --> 00:11:30: you talked about pro bono work,
00:11:30 --> 00:11:31: so is that what you wanted?
00:11:31 --> 00:11:34: You think that's a more longer term ambition for an
00:11:34 --> 00:11:37: organization like yours that you don't that you do have
00:11:37 --> 00:11:40: people who are involved and engaged in different ways rather
00:11:40 --> 00:11:42: than they usually just giving the money?
00:11:42 --> 00:11:45: Yeah solutely, I think. With so with first step we've
00:11:45 --> 00:11:49: given a suite of ways which organizations can get involved.
00:11:49 --> 00:11:51: Of course it includes fund raising,
00:11:51 --> 00:11:53: but also the pro bono side.
00:11:53 --> 00:11:56: And we're also in conversations with the build to rent
00:11:56 --> 00:11:59: sector about donation of space and property in order to
00:11:59 --> 00:12:02: re purpose that for as homes for young people.
00:12:02 --> 00:12:05: So there's a number of ways at the property industry
00:12:05 --> 00:12:06: can help.
00:12:06 --> 00:12:09: I don't think it's necessarily exclusive to any of those
00:12:09 --> 00:12:13: an the ideal situation is if an organization can take
00:12:13 --> 00:12:14: all those boxes or.
00:12:14 --> 00:12:17: Balance the fund raising with pro bono and we realize
00:12:17 --> 00:12:19: how important it is to engage.
00:12:19 --> 00:12:22: Employees in A cause. So we want to make sure
00:12:22 --> 00:12:25: that each and every employee in an organization in that
00:12:25 --> 00:12:26: room of 300,
00:12:26 --> 00:12:29: for example, knows why they're doing that.
00:12:29 --> 00:12:31: We do, I think, for many companies that become is
00:12:31 --> 00:12:35: there's a business case now to be more socially sustainable
00:12:35 --> 00:12:37: and to kind of support social value.
00:12:37 --> 00:12:40: I wonder if you're if you feel that's reflecting that
00:12:40 --> 00:12:41: actually land.

00:12:41 --> 00:12:44: They might get more momentum because of that.
00:12:44 --> 00:12:46: I hope so, and I think it's just about us
00:12:46 --> 00:12:49: being clever and staying at the sharp end of where
00:12:49 --> 00:12:51: the property industry.
00:12:51 --> 00:12:54: And where the they want to achieve social value.
00:12:54 --> 00:12:57: So for example, we before we focused on youth homelessness,
00:12:57 --> 00:13:02: we were generally just supporting young people disadvantaged young people
00:13:02 --> 00:13:03: in general.
00:13:03 --> 00:13:07: And you famousness was the issue that the property industry
00:13:07 --> 00:13:08: wanted us to focus on,
00:13:08 --> 00:13:12: and that's what we're focusing on for the time being.
00:13:12 --> 00:13:14: But it may be that that evolves and land aid
00:13:14 --> 00:13:16: will evolve alongside it.
00:13:16 --> 00:13:20: So we're very small, nimble organization and will continue to
00:13:20 --> 00:13:21: evolve.
00:13:21 --> 00:13:22: Alongside the industry I think.
00:13:22 --> 00:13:25: And how was the pandemic for land acres,
00:13:25 --> 00:13:28: you know, charity raising obviously took a hit across the
00:13:28 --> 00:13:29: board during that.
00:13:29 --> 00:13:32: That we weren't active and unable to fundraise.
00:13:32 --> 00:13:34: How did you counter that?
00:13:34 --> 00:13:37: What did you do with your Members and your those
00:13:37 --> 00:13:39: your partners during that.
00:13:39 --> 00:13:41: So it was a tricky time,
00:13:41 --> 00:13:43: but it was for everybody and I think I I
00:13:43 --> 00:13:47: personally and the whole team were absolutely humbled by the
00:13:47 --> 00:13:50: support that the industry continued to to provide to us.
00:13:50 --> 00:13:52: So in the first month,
00:13:52 --> 00:13:55: well, I think this month last year we spoke to
00:13:55 --> 00:13:58: each and everyone of our partners just to explain where
00:13:58 --> 00:14:01: we were and talk to them about their ongoing partnership.
00:14:01 --> 00:14:04: And I would say every single one of them said
00:14:04 --> 00:14:06: we want to continue to support you.
00:14:06 --> 00:14:09: And what can we do to help you through this
00:14:09 --> 00:14:10: tricky time?
00:14:10 --> 00:14:14: And that was so. Validating and just confirmed the dedication
00:14:14 --> 00:14:17: of the property industry towards land aid,
00:14:17 --> 00:14:20: which was quite a difficult process to go through,
00:14:20 --> 00:14:22: but very rewarding in a lot of ways.
00:14:22 --> 00:14:24: And I think the world of the pandemic which I

00:14:25 --> 00:14:27: keep hearing all the time is pivot and that's what
00:14:28 --> 00:14:30: we had to do with all of everything that we
00:14:30 --> 00:14:33: were doing. We completely changed the way that we worked,
00:14:33 --> 00:14:36: so we launched our COVID emergency appeal last April,
00:14:36 --> 00:14:39: which we set the target of 1,000,000 pounds.
00:14:39 --> 00:14:41: Never thought we'd raise ??1,000,000,
00:14:41 --> 00:14:44: and we raised a million in three months.
00:14:44 --> 00:14:47: Which is just testament to the power of the property
00:14:47 --> 00:14:48: industry.
00:14:48 --> 00:14:51: And usually we raise money and we give out grants
00:14:51 --> 00:14:53: within a three month period.
00:14:53 --> 00:14:56: We were raising money and giving out money within seven
00:14:56 --> 00:14:58: day within a seven day.
00:14:58 --> 00:15:02: So to really answer those urgent calls from the charities
00:15:02 --> 00:15:05: in the young people that needed our help.
00:15:05 --> 00:15:07: And that was amazing to be part of.
00:15:07 --> 00:15:10: And we funded over 70 charities across the UK who
00:15:10 --> 00:15:15: were looking after young people who were isolated and experiencing
00:15:15 --> 00:15:16: homelessness at the time.
00:15:16 --> 00:15:18: All of our events went.
00:15:18 --> 00:15:21: Virtual. Uh, and I was just talking to you before
00:15:22 --> 00:15:25: we went on record about the quarantine challenge,
00:15:25 --> 00:15:28: which is a working title that stuck and all of
00:15:28 --> 00:15:32: our events have chimed really well with the industry this
00:15:32 --> 00:15:32: year.
00:15:32 --> 00:15:35: We think that they've been a nice way for people
00:15:35 --> 00:15:36: to come together,
00:15:36 --> 00:15:39: even if they're not together.
00:15:39 --> 00:15:42: And so we've had a number of events across the
00:15:42 --> 00:15:46: year which have exceeded all of our expectations and meant
00:15:46 --> 00:15:48: that we're able to provide even more homes.
00:15:48 --> 00:15:51: And you've been sleeping outside recently as well.
00:15:51 --> 00:15:54: How did that work? I have I slept in a
00:15:54 --> 00:15:54: tent,
00:15:54 --> 00:15:57: so technically, I cheated, but we had the sleep out
00:15:57 --> 00:15:58: back in in March,
00:15:58 --> 00:16:01: which was sponsored by Knight Frank Ann and we had
00:16:01 --> 00:16:05: over 600 people sleeping out in their gardens on their
00:16:05 --> 00:16:06: balconies in the bath.
00:16:06 --> 00:16:09: Some someone slept on a paddle board in the middle
00:16:09 --> 00:16:10: of the.

00:16:10 --> 00:16:12: He was tethered to a boy,
00:16:12 --> 00:16:15: really. Yes, we had a lot of crazy people taking
00:16:15 --> 00:16:16: part,
00:16:16 --> 00:16:19: but we raised ??400,000 from that one night,
00:16:19 --> 00:16:21: which was yeah, which was fantastic.
00:16:21 --> 00:16:25: But people got their children involved and yeah,
00:16:25 --> 00:16:29: begrudgingly, but they did and that was just one example
00:16:29 --> 00:16:32: of the events that we won last year and you
00:16:32 --> 00:16:35: take away any lessons as to you know things.
00:16:35 --> 00:16:39: You might keep the same going after the pandemic.
00:16:39 --> 00:16:43: Maybe some of this virtual fund raising does work.
00:16:43 --> 00:16:46: I think so will definitely have a hybrid version of
00:16:46 --> 00:16:48: our events moving forwards,
00:16:48 --> 00:16:52: and previously we had events in key cities across the
00:16:52 --> 00:16:52: UK,
00:16:52 --> 00:16:55: but we really want people wider than that to get
00:16:55 --> 00:16:56: involved,
00:16:56 --> 00:16:59: so people across Europe for example,
00:16:59 --> 00:17:01: we've got a couple of events coming up,
00:17:01 --> 00:17:04: so a virtual 10K run and a virtual cycling event
00:17:05 --> 00:17:08: called Tour de Land Aid which people can get involved
00:17:08 --> 00:17:10: in wherever they are,
00:17:10 --> 00:17:14: and I think that's really important that people feel that
00:17:14 --> 00:17:14: even if.
00:17:14 --> 00:17:17: There in deepest darkest Yorkshire which some of our partners
00:17:17 --> 00:17:20: are that they can still get involved in our events
00:17:20 --> 00:17:22: and not have to come into a major city.
00:17:22 --> 00:17:24: So yeah, it's broadened our horizons definitely,
00:17:24 --> 00:17:27: and you have clearly very passionate about the work you
00:17:27 --> 00:17:27: do,
00:17:27 --> 00:17:29: and you know, I hope we keep you at land
00:17:29 --> 00:17:30: for a long time,
00:17:30 --> 00:17:32: but how do you feel about where your career might
00:17:32 --> 00:17:35: go within the charity sector as opposed to the real
00:17:35 --> 00:17:36: estate sector?
00:17:36 --> 00:17:38: Well, I was thinking about this and I was going
00:17:38 --> 00:17:39: to say I've peaked.
00:17:41 --> 00:17:45: I'm incredibly proud to be Deputy chief executive at Land
00:17:45 --> 00:17:48: aid and to be involved with the charity and with
00:17:48 --> 00:17:48: the industry.
00:17:48 --> 00:17:51: As I said, we're very unique in our position and

00:17:52 --> 00:17:55: to have the full weight of the property industry behind
00:17:55 --> 00:17:57: you and behind a charity,
00:17:57 --> 00:18:00: and to have all of the support of our committees
00:18:00 --> 00:18:03: and our board is astounding and great thing to be
00:18:03 --> 00:18:03: part of.
00:18:03 --> 00:18:07: So obviously we just launched our new three year strategy
00:18:07 --> 00:18:10: and all I want to do is make a difference.
00:18:10 --> 00:18:12: That's all I've ever wanted to do.
00:18:12 --> 00:18:14: And Al, and I believe that we can make a
00:18:14 --> 00:18:17: difference and I'm really excited to see how the new
00:18:17 --> 00:18:20: strategy that has been two years in the making I.
00:18:20 --> 00:18:23: I'm excited to see where that takes us and what
00:18:23 --> 00:18:23: we can achieve.
00:18:23 --> 00:18:26: So we got you at least another 2-3 years then
00:18:26 --> 00:18:27: to see at rollout.
00:18:27 --> 00:18:28: I think I'd say so.
00:18:28 --> 00:18:31: And I was also gonna say like a damehood at
00:18:31 --> 00:18:31: some point.
00:18:31 --> 00:18:34: Well, I think you carry on the way you are.
00:18:34 --> 00:18:36: I think it's definitely on the cards.
00:18:36 --> 00:18:39: Yeah, but what about others who want to get involved
00:18:39 --> 00:18:39: first?
00:18:39 --> 00:18:41: Those in the UK who can more,
00:18:41 --> 00:18:44: maybe more actively get involved in land 8 itself.
00:18:44 --> 00:18:47: And they kind of make a meaningful contribution.
00:18:47 --> 00:18:50: Whether you looking for young people from young people today
00:18:50 --> 00:18:54: so we have obviously are events that I've mentioned already,
00:18:54 --> 00:18:56: which we'd love to get people involved in,
00:18:56 --> 00:18:58: not just in the UK but outside of the UK.
00:18:58 --> 00:19:01: But then we also have an ambassador program which has
00:19:01 --> 00:19:03: been running for a few years,
00:19:03 --> 00:19:05: which is typically, but not exclusively,
00:19:05 --> 00:19:08: for property professionals in the first sort of 5-10 years
00:19:08 --> 00:19:09: of their career.
00:19:09 --> 00:19:11: But if you're outside of that,
00:19:11 --> 00:19:13: if you feel like an ambassador,
00:19:13 --> 00:19:15: you can be in a bastard no matter how old
00:19:15 --> 00:19:16: you are.
00:19:16 --> 00:19:19: Doesn't really. Matter and we bring that network together so
00:19:19 --> 00:19:23: they are the rising stars of the industry essentially and
00:19:23 --> 00:19:26: they are offered soldiers so they raise funds and awareness

00:19:26 --> 00:19:30: of our work, but also there each recognized and rewarded
00:19:30 --> 00:19:31: for that contribution.
00:19:31 --> 00:19:34: So a lot of our ambassadors say to us,
00:19:34 --> 00:19:37: I would never get invited to that dinner with our
00:19:37 --> 00:19:40: senior partner if it wasn't for my involvement with land
00:19:40 --> 00:19:41: aid.
00:19:41 --> 00:19:43: So it really gives that that recognition.
00:19:43 --> 00:19:46: Or that's what we tried to give an edge,
00:19:46 --> 00:19:48: really. Yeah, exactly exactly bad thing.
00:19:48 --> 00:19:50: Yeah, and they were fantastic,
00:19:50 --> 00:19:53: OK, and what about those who you know we've got
00:19:53 --> 00:19:54: a European audience?
00:19:54 --> 00:19:56: Those outside the UK? What would be your advice on
00:19:56 --> 00:19:57: trying to,
00:19:57 --> 00:20:00: you know, maximize their impact as an individual within their
00:20:00 --> 00:20:01: industry.
00:20:01 --> 00:20:03: Within you know the what they want to do within
00:20:03 --> 00:20:05: the social side of their career.
00:20:08 --> 00:20:10: Are there any particular goods you know?
00:20:10 --> 00:20:12: Should they look out for something good in the charity
00:20:12 --> 00:20:13: you know?
00:20:13 --> 00:20:15: Should they look to not just raise money,
00:20:15 --> 00:20:17: but to look for volunteering opportunities?
00:20:17 --> 00:20:21: For example, yeah, I think fund raising is really important,
00:20:21 --> 00:20:22: but I think it it's everything.
00:20:22 --> 00:20:24: It's the full package as I said.
00:20:24 --> 00:20:27: So we match up pro bono opportunities with our charities
00:20:27 --> 00:20:30: with the industry and the charities are so grateful for
00:20:30 --> 00:20:32: for that support and it really does make a huge
00:20:32 --> 00:20:36: difference and that's just expertise and time that individuals give,
00:20:36 --> 00:20:39: not just. Funding, I think if you're going to support
00:20:39 --> 00:20:40: a charity locally,
00:20:40 --> 00:20:43: it's looking at what is thinking about what matters to
00:20:43 --> 00:20:45: you and the social issues that are close to your
00:20:45 --> 00:20:46: heart.
00:20:46 --> 00:20:47: What are you passionate about?
00:20:47 --> 00:20:49: What do you want to change?
00:20:49 --> 00:20:51: And I think you can do that on an individual
00:20:51 --> 00:20:51: level,
00:20:51 --> 00:20:55: but also through your organization and make a difference.
00:20:55 --> 00:20:57: So for example, obviously I work for land aid,

00:20:57 --> 00:20:59: but I'm also a trustee of a local charity and
00:20:59 --> 00:21:02: there's a number of local charities who are crying out
00:21:02 --> 00:21:03: for board members,
00:21:03 --> 00:21:06: particularly from the property industry.
00:21:06 --> 00:21:08: Who can help them and support their work so.
00:21:08 --> 00:21:11: I would say look in your local area as a
00:21:11 --> 00:21:14: first port of call and with the 'cause that you
00:21:14 --> 00:21:18: love and is there something about that issue of homelessness
00:21:18 --> 00:21:21: or youth homelessness that resonates with this industry?
00:21:21 --> 00:21:25: So I mentioned the bricks and mortar side of stuff
00:21:25 --> 00:21:27: and I and I do understand that not the entire
00:21:28 --> 00:21:30: real estate industry is in residential space,
00:21:30 --> 00:21:33: but I think it comes back to the fact that
00:21:33 --> 00:21:37: we create capital projects and capital builds and at the
00:21:37 --> 00:21:38: end of the day where.
00:21:38 --> 00:21:43: Supporting young people. Everyone remembers being 16 and not knowing
00:21:43 --> 00:21:46: who they are and not knowing what their direction was,
00:21:46 --> 00:21:49: but also it boils down to shelter and we always
00:21:49 --> 00:21:52: say that home is at the heart of everything that
00:21:52 --> 00:21:53: we do,
00:21:53 --> 00:21:56: so it's just I think that resonates with everybody,
00:21:56 --> 00:21:59: but particularly with the property industry.
00:21:59 --> 00:22:03: So tell me, how did you get into charity work?
00:22:03 --> 00:22:06: Is that always been your passion?
00:22:06 --> 00:22:10: So my first job when I left Uni was in
00:22:10 --> 00:22:12: charity and I was in Croydon,
00:22:12 --> 00:22:17: my hometown, placing young people who were disadvantaged.
00:22:17 --> 00:22:22: And I was finding them employment and work experience.
00:22:22 --> 00:22:26: So these were young mums ex offenders in the like
00:22:26 --> 00:22:30: and I helped to get them jobs in the local
00:22:30 --> 00:22:30: area.
00:22:30 --> 00:22:33: And after I done a contract in that role,
00:22:33 --> 00:22:36: I placed a number of young people and a lot
00:22:36 --> 00:22:38: of them went on to permanent employment,
00:22:38 --> 00:22:42: which was hugely rewarding and gave gives you that warm
00:22:42 --> 00:22:45: fuzzy feeling that you never kind of shake off.
00:22:45 --> 00:22:48: But after that I got cocky and decided that I
00:22:48 --> 00:22:50: could make money from finding people work.
00:22:50 --> 00:22:53: So I did what every 23 year old does and
00:22:53 --> 00:22:56: I went into recruitment for a bit for my sins.

00:22:56 --> 00:22:59: So I did 18 months in recruitment that I can
00:22:59 --> 00:23:00: make money from it and.
00:23:00 --> 00:23:03: Definitely didn't.
00:23:03 --> 00:23:05: And the financial crash came,
00:23:05 --> 00:23:07: but in recruitment that my boss said to me,
00:23:07 --> 00:23:09: do you see your future here?
00:23:09 --> 00:23:11: And I was honest and said no,
00:23:11 --> 00:23:12: I don't and she said,
00:23:12 --> 00:23:15: I think you'll be running a charity one day,
00:23:15 --> 00:23:18: which is quite an interesting insight.
00:23:18 --> 00:23:20: But then when the financial crash came,
00:23:20 --> 00:23:23: I managed to get a job in public realm at
00:23:23 --> 00:23:24: Harrow Council.
00:23:24 --> 00:23:26: So I was there for 2 1/2 years,
00:23:26 --> 00:23:29: which I think has paid off in my time and
00:23:29 --> 00:23:32: date as well as have a understanding of that side
00:23:32 --> 00:23:33: of things.
00:23:33 --> 00:23:36: And then after that I came back to charity.
00:23:36 --> 00:23:38: So I've kind of gone full circle,
00:23:38 --> 00:23:41: tried a bit of everything and realize that my purpose
00:23:41 --> 00:23:43: is to make a difference and I have a social
00:23:43 --> 00:23:46: conscience that and that warm fuzzy feeling as I said
00:23:46 --> 00:23:48: is really hard to shake.
00:23:48 --> 00:23:50: So yeah, it's a great thing to take home at
00:23:50 --> 00:23:51: the end of the day,
00:23:51 --> 00:23:53: or as you switch your computer off.
00:23:53 --> 00:23:56: I'm quite sure absolutely absolutely.
00:23:56 --> 00:23:59: I mean, I don't think we always think of charities
00:23:59 --> 00:24:02: as being the most dynamic places or the most modern
00:24:02 --> 00:24:04: or disruptive of of organisations I mean.
00:24:04 --> 00:24:07: How are you keeping land aid kind of relevant to
00:24:07 --> 00:24:11: its audience and how you how you can commit the
00:24:11 --> 00:24:13: kind of sharper end of the charity world.
00:24:13 --> 00:24:16: So charity can be very slow paced,
00:24:16 --> 00:24:18: but land aid is not like that at all.
00:24:18 --> 00:24:21: So one of the benefits of being part of an
00:24:21 --> 00:24:23: industry or an industry charity,
00:24:23 --> 00:24:26: if you like, is that we have to keep up
00:24:26 --> 00:24:29: with the pace of the real estate industry in the
00:24:29 --> 00:24:30: built environment.
00:24:30 --> 00:24:35: So we operate very corporately compared to other charities that

00:24:35 --> 00:24:36: I've worked for.
00:24:36 --> 00:24:40: We're extremely nimble, fast paced and I think quite innovative
00:24:40 --> 00:24:42: in what in what we're doing,
00:24:42 --> 00:24:44: and that's an exciting thing to be a part of.
00:24:44 --> 00:24:47: So land is very different in my view.
00:24:47 --> 00:24:50: OK, so being part of the industry almost puts it
00:24:50 --> 00:24:53: under the scrutiny of how the industry works,
00:24:53 --> 00:24:56: where they want targets and then returns and all those
00:24:56 --> 00:24:57: types of things.
00:24:57 --> 00:25:00: Absolutely, I think returns is the key there,
00:25:00 --> 00:25:04: so the amount of money that we spend and overheads
00:25:04 --> 00:25:05: often comes under scrutiny,
00:25:05 --> 00:25:08: but the. Amount of money that we invest in charities
00:25:08 --> 00:25:10: right across the UK and that is a huge amount.
00:25:10 --> 00:25:13: So I think in terms of return on investment we
00:25:13 --> 00:25:13: do well.
00:25:13 --> 00:25:16: And we've talked a lot about kind of raising money
00:25:16 --> 00:25:17: in different ways,
00:25:17 --> 00:25:19: but I've enjoyed many a dinner dance and you know,
00:25:19 --> 00:25:22: charity evening you know one of the hotels on Park
00:25:22 --> 00:25:22: Lane,
00:25:22 --> 00:25:24: please tell me that's not completely disappearing.
00:25:24 --> 00:25:27: Well I hope not. 'cause I've got some cocktail dresses
00:25:27 --> 00:25:28: exactly.
00:25:28 --> 00:25:30: We need to dust those down at some point.
00:25:30 --> 00:25:32: So do you think there's still kind of work that
00:25:32 --> 00:25:35: you know the industry really enjoys that coming together in
00:25:35 --> 00:25:36: that raising money in that?
00:25:36 --> 00:25:38: That kind of way, right?
00:25:38 --> 00:25:40: Absolutely. And I think there is.
00:25:40 --> 00:25:43: There will always be a place for the virtual event
00:25:43 --> 00:25:44: from now on,
00:25:44 --> 00:25:46: but I think those physical events,
00:25:46 --> 00:25:48: and specifically the gala dinners,
00:25:48 --> 00:25:51: will come back landed. Would love to run a gala
00:25:51 --> 00:25:52: dinner.
00:25:52 --> 00:25:54: We had plans to run one last year when we
00:25:54 --> 00:25:57: were supposed to launch our strategy,
00:25:57 --> 00:25:59: for example, and we hope we can run one in
00:25:59 --> 00:26:00: the future.
00:26:00 --> 00:26:03: We held one in twin on our 30th birthday with

00:26:03 --> 00:26:05: Prince William came to say a few words,
00:26:05 --> 00:26:07: which was an amazing event.
00:26:07 --> 00:26:09: And we love to do that again and bring everyone
00:26:09 --> 00:26:10: together physically.
00:26:10 --> 00:26:13: I think those tickets would set up really fast at
00:26:13 --> 00:26:13: the moment,
00:26:13 --> 00:26:15: so you and your friends to meet my friend.
00:26:15 --> 00:26:18: Yes, we used to hang around those Garland in this
00:26:18 --> 00:26:20: way too much to hold you to that.
00:26:20 --> 00:26:22: Yeah, and we talked with talked about kind of people
00:26:22 --> 00:26:24: in UK getting involved in landed.
00:26:24 --> 00:26:25: What if you are kind of outside?
00:26:25 --> 00:26:27: You know you're listening to this podcast?
00:26:27 --> 00:26:31: Do you think that's a really inspiring dedicated industry charity?
00:26:31 --> 00:26:33: How can they become more involved in either land aid
00:26:33 --> 00:26:34: or kind of?
00:26:34 --> 00:26:36: You know, what would you tell them to do in
00:26:36 --> 00:26:37: their own country in terms of.
00:26:37 --> 00:26:41: Charity giving and support. So we have the virtual events
00:26:41 --> 00:26:43: that we're running this year,
00:26:43 --> 00:26:44: so we've got the. As I said,
00:26:44 --> 00:26:47: the 10K and that order and aid coming up both
00:26:47 --> 00:26:48: coming up in June.
00:26:48 --> 00:26:52: We also have a national and international service,
00:26:52 --> 00:26:54: a step challenge coming up in October,
00:26:54 --> 00:26:56: which is called stepped over.
00:26:56 --> 00:26:59: You can get involved anywhere in the world in that
00:26:59 --> 00:27:02: particular event and then next February will be holding the
00:27:02 --> 00:27:03: sleep out again.
00:27:03 --> 00:27:08: If anyone fancies getting absolutely freezing and sleeping in their
00:27:08 --> 00:27:09: garden again.
00:27:09 --> 00:27:12: Can you recommend us a business book or a podcast
00:27:12 --> 00:27:14: or something similar that has inspired you?
00:27:14 --> 00:27:17: Is it going to be something from within the charity
00:27:17 --> 00:27:19: side or the real estate side?
00:27:19 --> 00:27:22: Then we quite interesting to know what can I say
00:27:22 --> 00:27:24: one that's not in either definitely,
00:27:24 --> 00:27:27: so I'm I'm a huge fan of Desert Island Discs
00:27:27 --> 00:27:29: that I always have been when I got married.
00:27:29 --> 00:27:32: I did a speech and my speech was there's an
00:27:32 --> 00:27:35: additional dedicated a song to groups of people in in

00:27:35 --> 00:27:36: the room,
00:27:36 --> 00:27:39: but the there's a recent episode with Dame Louise Casey
00:27:39 --> 00:27:42: who headed up the everyone in campaign earlier this year,
00:27:42 --> 00:27:45: was head of the Homelessness Task Force.
00:27:45 --> 00:27:48: Getting the 15,000 people off the streets in the pandemic,
00:27:48 --> 00:27:52: but she's had a huge career of tackling homelessness and
00:27:52 --> 00:27:55: she is so inspiring she set her mind on one
00:27:55 --> 00:27:58: key issue and no matter who she upset along the
00:27:58 --> 00:28:01: way, she is going to make a difference no matter
00:28:01 --> 00:28:01: what.
00:28:01 --> 00:28:04: And I just found a hugely inspiring as a as
00:28:04 --> 00:28:04: a person,
00:28:04 --> 00:28:07: and that podcast had, as an industry is one of
00:28:07 --> 00:28:10: my favourites are typically good one.
00:28:10 --> 00:28:12: Yeah yeah, I would recommend it.
00:28:12 --> 00:28:16: OK, Well Alice, we look forward to your damehood in
00:28:16 --> 00:28:16: the future.
00:28:16 --> 00:28:18: Otherwise, thank you so much for joining us today.
00:28:18 --> 00:28:20: It's been a pleasure to talk to you.
00:28:20 --> 00:28:22: Thank you for having me.
00:28:22 --> 00:28:25: We hope you've enjoyed this podcast to find out more
00:28:25 --> 00:28:28: about the other episodes of this series,
00:28:28 --> 00:28:30: go to the young leaders page on the ULI Europe
00:28:30 --> 00:28:31: website.

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