

LEARNING VISIT REPORT

LandAid Charitable Trust 12859

1.1 Date of visit: 19/06/2018	1.2 Name of visiting Grants Officer: Tim Wilson and Deputy Chairman	1.3 People met with: CEO and Grants and Projects Manager
1.4 Programme Area & Outcomes: Strengthening London's Voluntary Sector		
1.5 Purpose of the award: £58,500 over three years to cover half the costs of LandAid's full-time Pro Bono Manager.		
Grant start date: 01/04/2016		Grant end date: 01/04/2019
MONITORING INFORMATION		
<p>2.1 Project Outcome 1: Charities receiving pro bono property assistance are more informed and confident in managing, maintaining or improving their premises.</p> <p>Progress made: LandAid met its targets comfortably, with a growing number of property companies engaging in the pro bono service. During the last 12 months 25 organisations delivered support, 15 of which were London-based. There is growing awareness of LandAid's work through the its fundraising events, networking activities and coverage in property publications. Several 'big names' are listed among the firms providing support including Savills, Knight Frank and CBRE. The LandAid Chief Executive also spoke at the 2017-18 Investment Committee dinner hosted by the City of London where he promoted the charity's work.</p> <p>LandAid has posted several case studies online to encourage more firms to pledge their time and skills, as well encouraging charities to seek support. In addition,</p>		
<p>2.2 Project Outcome 2: Charities receiving pro bono assistance have saved money in professional fees.</p> <p>Progress made: LandAid estimates the total value of the pro bono service in London in a typical year to be approximately £140k with the most common areas of support including architectural surveys, lease advice, purchase negotiation and premises search. Firms are increasingly proactive, suggesting subject areas where pro bono might be of use. LandAid's officer provides matching assistance as well as quality control during the life of each scheme, and frequently supports charities to hone their request to their commercial partner. Firms adhere to a code of conduct and are expected to treat their charity client with the same quality of care they would any commercial customer. In the past year 35 charitable organisations have benefitted from the support available, and whilst this is a rough calculation based on organisational reach, LandAid estimates that there has been a cascade benefit to 12,000 people through its services.</p>		
<p>2.3 Project Outcome 3: Participation in LandAid's brokering service by skilled property volunteers has increased year on year with a positive experience of our service.</p> <p>Progress made: There is growing interest in the pro bono service, and LandAid notes that requests for support are well distributed across Greater London. LandAid reports that there is increasing interest in the way organisations can develop their</p>		

staff through engagement in pro bono assistance.

Impact and learning: Funding Manager comments

1. **Impact:** Work delivered during this grant has gone very much to plan, with LandAid meeting (and exceeding) its original targets. The organisation has a clear offer to both property and charitable sectors, and through the work of its Grants and Project Manager (who has property experience) provides an excellent matching service.

This visit took place shortly after LandAid's annual pro bono breakfast which is an increasingly well-attended event used to promote the value of the property sector's supportive work for charitable organisations. Overall, and as with the original intention of this grant, there is every indication that LandAid is working well to drive up the quantity of pro bono offered by the property sector.

2. **Learning:** There are some areas that LandAid cannot support, including emergency assistance in the case of eviction proceedings, but in the main the organisation has been able to match requests with property firms.

On the demand side, charities often find LandAid through its grant-making operations, but the organisation reports that a growing number of pro bono clients are aware of the support available whether or not they seek grant finance.

Across the piece, LandAid states that interest in pro bono is rising, and the organisation is looking to develop a new digital platform which will make it easier for people to register the skills and time they have available and match those seeking support with those offering assistance more effectively. At present, the service is heavily broker-dependent, and there may be potential to digitise more of the offer through online diagnostics prior to email or telephone engagement with the LandAid staff member.

3. **Total assets:** LandAid received a Media Trust film with assistance from City Bridge Trust, helping to highlight the work the organisation delivers. During the visit, we discussed several areas of common interest with the Trust's Bridging Divides strategy. These included the forthcoming Funder Plus service. There is scope to draw lessons from LandAid's work to digitise the process of matching volunteers with support seekers. We also covered an Ideas Please concept, examining the meanwhile use of space ahead of development. LandAid would be interested to discuss this further.