Join us in supporting local government's role in delivering 1.5 million new homes

1.5m new homes
The Local Government Challenge

Sponsorship Pack - May 2025

Building Partnerships to Accelerate Housing Delivery

A video and podcast channel exploring how councils can deliver more new homes.

About the channel

The Voice of Councils in the Housing Debate

Our channel dives into what works and what needs to change to build more new homes, focusing on the vital role of councils and the challenges they face.

If the Government's mission is to deliver 1.5m new homes during this Parliament, then its key delivery arm is local government - either as planning authority, or in joint venture with the private sector, or through direct delivery.

So we're giving them a voice, making sure the Government, delivery partners and council colleagues hear from officers, members and leaders on the ingredients for successful new homes delivery and the blockers that need to be overcome to get even more homes built. Visiting a different council each month, we produce a month's worth of video interviews from each, recorded on location, to understand their experience of viability, s106, partnership working, local engagement, construction supply chains, sustainable design, building safety and much more.

Topics include:

- Innovative funding models
- Breaking down barriers between developers and councils
- Case studies of successful developments
- Understanding what blocks delivery
- And much more...

Your Role in the Conversation

Developers, designers, contractors, engineers, development managers, and others in the private sector are vital partners in solving the housing crisis. Join the walk-and-talk site visits with council officers and members.

Benefits to Sponsors:

- Join the site visit and take part in a "special report" video on a theme of your choice
- Shout-out and branding on all videos
- Feature in social media posts across all platforms every few days for a full month
- Join the knowledge-share webinar panel as special guest
- Acknowledgement in monthly report to MHCLG, LGA, The Housing Forum and others.

Sponsorship Opportunities

Shoot Schedule

Each month we publish a season of (usually between five and seven) videos from a different council. From our London base we are extending coverage across the country.

Seasons	Subject	Sponsers
November 2024	Slough BC	Red Loft
December 2024	LB Ealing	Red Loft Bugler Developments
January 2025	Cambridge City Council	Red Loft Hill Group
February 2025	LB Hounslow	Red Loft Hadley Property Group
March 2025	Be First / LB Barking and Dagenham	Red Loft Wates Residential
April 2025	LB Lambeth	Red Loft
May 2025	Westminster City Council	Red Loft Mount Anvil Pitman Tozer
June 2025	LB Camden	Red Loft
Pending	LB Brent, LB Barnet, LB Hackney, LB Sutton, Kent (Gravesham, Folkestone and Hythe, Medway, Thanet), Eastleigh, Bristol	Red Loft

Featured Content

We reveal personal, local insights into the national issues impacting the delivery of new homes.

We publish long-form (eight to 18 minute) videos on YouTube, with punchy one-minute clips for LinkedIn, Instagram, TikTok and Bluesky. All videos also distributed as audio-only podcasts to all the main podcast platforms. We analyse the findings from each video in monthly reports to MHCLG, the LGA, The Housing Forum and other bodies.

What needs to change:
How Slough could deliver thousands more homes

Lead and inspire:
Encouraging careers in public sector housing delivery

Themed Report:
How Investment Partnerships can unlock potential housing sites

Local Insights:
Why even prosperous cities such as Cambridge desperately need more homes

Let's be frank:
The most urgent next steps needed to deliver 1.5m new homes

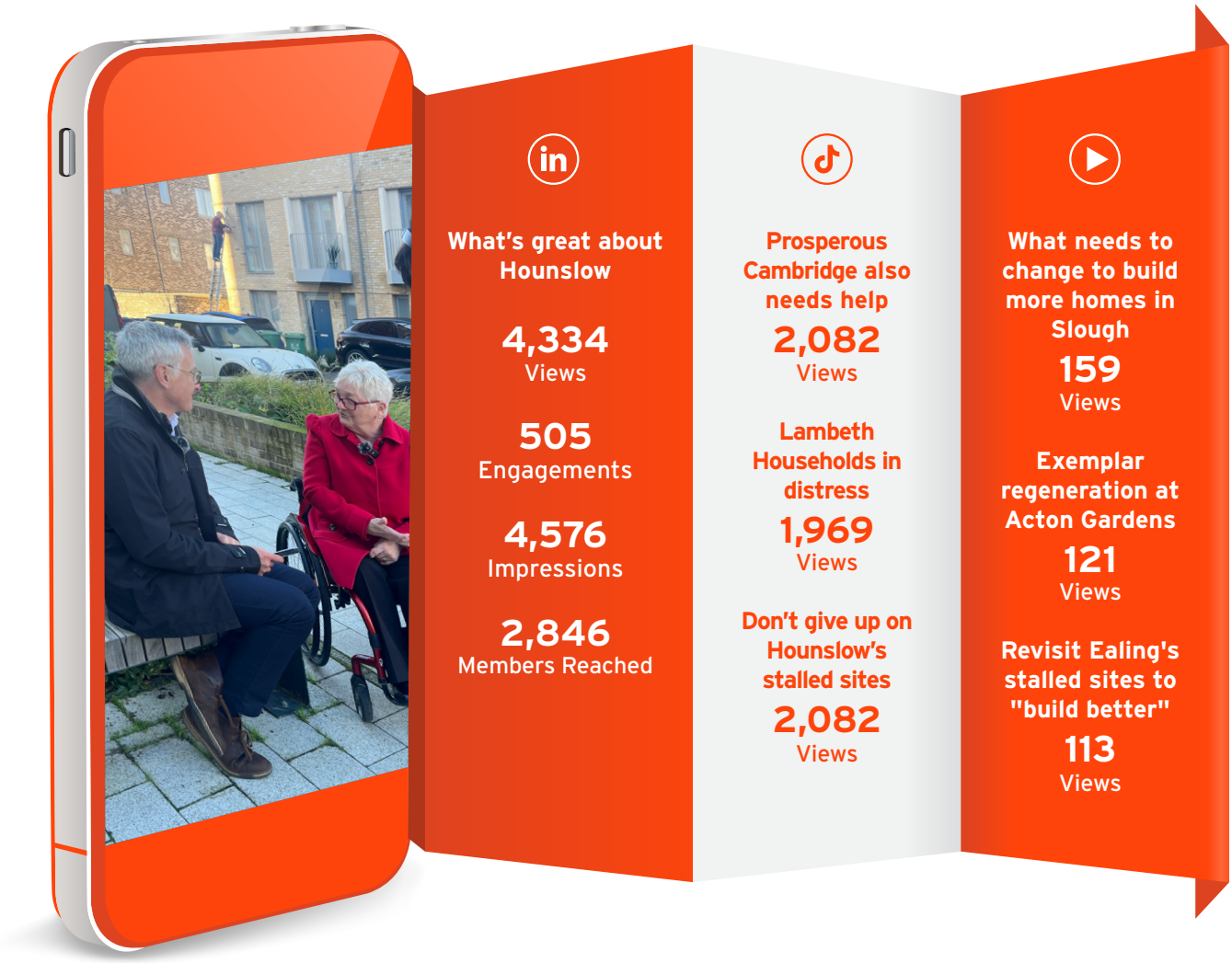
Our Reach

We're focused on LinkedIn, celebrating 1,000 followers after four months. And we're building new audiences for public sector housing delivery content across social media platforms.

Social media engagement (Mar 25)

Most Popular

We're giving a voice to local councils on housing delivery issues, on platforms where they've not previously been heard.



Follower Demographics on LinkedIn

Our videos and posts are being followed and watched by local government officers and members, by teams across MHCLG and by government agencies, as well as the RP and private sector development communities.

Real Estate	140 (15.7%)
Architecture & Planning	82 (9.2%)
Construction	77 (8.6%)
Public Policy Offices	77 (8.6%)
Government Administration	71 (8%)
Residential Building Construction	48 (5.4%)
Non-profit Organisations	31 (3.5%)
Business Consulting Services	25 (2.8%)
PR & Comms Services	25 (2.8%)
Real Estate & Brokers	21 (2.4%)

By Job Function:

Business Development	227 (25.4%)
Community & Social Services	77 (8.6%)
Operations	64 (7.2%)
Sales	39 (4.4%)
Arts & Design	28 (3.1%)
Entrepreneurship	28 (3.1%)
Program & Project Management	27 (3%)
Engineering	26 (2.9%)
Media & Comms	24 (2.7%)
Marketing	23 (2.6%)

Sponsorship Packages

Tailored for Maximum Impact

Each month-long season features one council across multiple videos and podcasts plus a webinar.

Co-Sponsor Tiers:

Benefits	Season Partner (£2k)	Season Associate (£1k)
On-site shoot visit with council guests	✓	
Participation in "special report" video	✓	
Join the panel for a knowledge-share webinar	✓	
Mentions in all videos and podcasts	✓	✓
Branding on all videos and podcast credits	✓	✓
Branding and mentions in all posts	✓	✓
Or become a Channel Partner and support three local authorities for just £5k		

Contact:

Toby Fox, Email: **toby@1-5m.co.uk**, Call: **07950 266 994**

Be part of the solution—support the conversation.

Let's work together to build more homes. Contact us to discuss co-sponsorship opportunities.

Contact Information:

Toby Fox
Email: toby@1-5m.co.uk
Phone: 07950 266 994
Website: www.1-5m.co.uk

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