

Landowners & Landed Estates



Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising landowners & landed estates on their reputations, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful landowners need to leverage their property strategically, whether that is taking advantage of development opportunities or driving commercial use of the estate through partnerships.

We have worked alongside the most significant landowners to position their landed estates for new commercial opportunities, while carefully protecting the owners' privacy.

Our Landowners & Landed Estates team is commercially shrewd, discreet, and strategic. We understand the careful balance between selectively promoting a landed estate while protecting the family behind the property.

The team are thoughtful, sophisticated, and are able to apply the latest communications techniques to our country's most historic properties.

Our service

Our Landowners & Landed Estates team acts for landed families, historic estates, agricultural landowners, and owners of cultural properties.

Our key services include:

- Strategic advice around the positioning of the estate and its ownership;
- Securing positive press coverage of the estate;
- Giving visibility to the historic credentials of the estate;
- Developing a purpose, mission, and narrative for the estate;
- Protecting the privacy of the current ownership;
- Managing the digital presence of the landed estate;
- Raising the profile of the estate amongst the right audiences;
- Enhancing the reputation of the estate amongst developers and other commercial partners;

- Putting in place communications plans for succession;
- Responding to hostile media and public attention;
- Communicating the CSR and ethical credentials of the estate.

The challenges and opportunities that face landed estates are unique. Every situation requires a personalised plan of action.

Our experience

Our Landowners & Landed Estates team has supported estates of different sizes and types, including newly acquired estates as well as those passed down through generations.

Our recent highlights include:

- Advising a family on how to take commercial advantage of their historic estate without exposing themselves to intrusive media and public attention.
- Raising the profile of a 3,000-acre historic estate and its ownership amongst the Chinese investment community to drive partnership opportunities.
- Showcasing the environmental and ethical credentials of a large landowner, and defending them against public accusations of both land banking and taking advantage of EU farming subsidies.
- Creating a partnership prospectus for a historic property to showcase development opportunities to UK developers and international investors.
- Acting for a significant landowner in a hostile public campaign with a community organisation around rights of way over his property.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”

SPEAR'S500²⁰¹⁹

For more information

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