


PLACED Academy Partnerships

Collaborating with the sector to deliver built environment youth programmes

A photograph of two young men with curly hair working on a project in a classroom. They are seated at a table covered with various materials like paper, cardboard, and string. One man is wearing a grey hoodie with 'EA7' on it, and the other is wearing a dark hoodie. They appear to be focused on their work. The background shows a classroom setting with a red wall and a whiteboard.

“The PLACED Academy is an incredible opportunity that you shouldn’t pass up. The skills, knowledge, connections and most importantly fun that these events will present you with are not something to be ignored! It’s truly a once-in-a-lifetime opportunity.”

~ Lori, PLACED Academy Alumni

The PLACED Academy Programme

The PLACED Academy www.placed.org.uk was launched by PLACED in 2019 to provide free-to-access creative programmes about the built environment for 14–18-year-olds from across the Northwest, empowering young people to shape the places we live, work, and spend time. It builds on PLACED’s award winning work with young people, which they have been delivering since 2011.

PLACED Academy programmes are designed to increase participants’ self-esteem, breakdown barriers to professional careers, expose participants to a variety of conventional and non-conventional career routes, and develop a broad range of skills. Young people participate in a wide range of events, activities, and training, and are given the opportunity to work with design teams on live projects, allowing them to have their voices heard in the design of places.

Today, the programme consists of three strands, providing a range of support. They are: The PLACED Academy, PLACED Partnership Academies, and the PLACED Alumni. This document focuses on the PLACED Partnership Academies. Other opportunities to support the Academy, including becoming a sponsor of the PLACED Academy, for as little as £900 per annum, can be found on the PLACED Academy website.

PLACED Partnership Academies

PLACED Partnership Academies are funded by Partners, and prioritise young people in specific areas of the Northwest, often linking to a live project. Programmes are bespoke and range in length, from 3-days to a longer programme delivered over several months, or workshops with young people in schools, colleges, and youth groups.

In this document, we have outlined some of the ways in which we can work with you to deliver maximum impact and social value at a local level. The options outlined are a starting point for discussion. We welcome more in-depth conversations with those who would like to explore opportunities to deliver on and respond to local need and priorities.



Delivering impactful opportunities for young people

Projects within the built environment, whether masterplans that aim to transform entire town centres, the design of individual buildings, investment in local infrastructure, or the provision of new homes, are in development across the northwest. Often driven by local priorities, the Levelling Up Agenda, and Government Funding, investment presents a unique opportunity to have a transformational impact on communities. These developments often have the most notable impact on young people due to the time it takes for investment to be realised.

At a national level, there is a real opportunity and desire for investment to be about 'more than buildings.' This ambition is reflected in the increasing emphasis on Social Value as part of projects. Large scale developments in particular, with the involvement of a wide cross section of disciplines,

present an excellent basis for structured learning and development programmes for young people, from primary age to university and beyond.

By developing comprehensive offers to built environment education, we can create significant scope to promote education and employment options within the sector, challenging misconceptions about pathways and consequently increasing the number of young people who see a future in the sector.

Concurrently, there is an opportunity to increase citizenship through involving young people in the design and decision-making process. Ensuring young people's voices are heard helps to increase local pride and sense of ownership, creating places that our younger generations will choose to stay longer term.



An informed approach

A structured, holistic approach to working with schools and young people offer greater potential to truly deliver on social value commitments compared to more traditional models, such as one-off career talks, school workshops and open apprenticeship offers. Benefits of a universal approach include:

1) A structured, holistic programme, potentially with the involvement of multiple contractors, developers, and design teams, allows greater value for money and demonstrates best practice. A joined-up approach allows for a range of careers to be showcased collectively, is less time intensive to manage, offers a clearer pathway for engagement for schools, colleges, and families, has required safeguarding measures in place, provides managed social value outcomes, and is more cost and resource efficient.

2) Real and perceived barriers and misinformation mean that traditional social value offers such as apprenticeships are not always perceived as

accessible to those for whom they are intended to target. A structured programme ensures young people from diverse backgrounds have greater, equitable access to opportunities.

3) Working with PLACED - an external built environment education specialist - and linking to the PLACED Academy, ensures that the messaging, delivery, programming, and content is appropriate and tailored to have maximum impact. PLACED can draw on their reputation and connections to attract applicants and ensure a balanced cohort which includes those traditionally under-represented across the built environment sector.

4) Much of the sector is struggling to recruit those with the right skills and from diverse backgrounds. Collectively engaging with young people in the communities where transformational development is taking place presents a real opportunity to inspire young people as potential future employees.



How we can support you

Social value requirements and related TOMS provide a framework and opportunity to deliver an ambitious, holistic, and joined up approach to working with young people.

However, every project is unique. This document outlines - at a high-level – four proven models that would deliver on Social Value requirements and have a real and tangible impact on the lives of local young people. Each can be developed and costed in more detail on request.

These options are not exhaustive, and we can work with you to develop a tailored programme that responds to scope, budget, outcomes, TOMS commitments and reach. There is scope to repeat all models over multiple years.

Outcomes across all programmes include:

- Increased skills and knowledge amongst participants
- Improved confidence amongst participants, and an increased awareness of their talents
- Supporting young people in making positive and informed decisions about their future direction
- Targeted work with young people from key target priority groups, in particular those under-represented in the built environment sector
- Supporting young people into local opportunities, for example apprenticeships or work placements
- Providing valuable insight and knowledge on local projects/ developments for design teams and clients.
- Enabling youth voice, ensuring the needs and priorities of young people can be heard.

Whilst the following options place an emphasis on outreach rather than in-school delivery, PLACED has significant experience of delivering in both contexts and can develop a more institutional focused model should this be sought.

Option 1: Holiday programme

A holiday programme, delivered for in the region of 25 young people, would enable the delivery of a one-off activity with immediate positive outcomes.

PLACED has delivered holiday programmes since 2012, working with 14-18 year olds for three or four consecutive days. These intensive programmes give participants an insight into the wide range of careers in the built environment through creative, hands on and locally focused design challenges.

The theme, detailed content and resources would be developed in consultation with the client team. This approach not only delivers the benefits above, but

also enables young people to offer their perspective on how spaces could better work for young people, providing the project teams with invaluable insights and having a positive impact on the final implemented scheme.

Recent and current programmes include those for ISG (Knowsley), Liverpool City Council, Muse (Salford), Liverpool City Region, ECF (Stockport) and University of Liverpool.

Estimated fee:

Three days £10,500, four days £11,625



Option 2: Extended programme of learning: School workshops

The core PLACED Academy is a ten-month programme designed to increase participants' self-esteem, break down barriers to professional careers, expose participants to a variety of conventional and non-conventional career routes, and develop a broad range of skills.

In larger projects this can be replicated at a local level with a tailored Academy. The programme would include monthly skills workshops, Saturday design challenges, and a summer school, offering a rounded insight into the sector whilst participants are still in school or college. Sessions focus on developing skills, aspirations and confidence whilst supporting access to professional careers through a range of activities and events with creativity and collaboration at the heart.

Over ten months, participants will be given the opportunity to work with design teams, allowing

them to engage in the design of places. The extended programme allows for tailored support and connects with the families of participants. On graduation, those who complete the programme would be able to join the established PLACED Academy Alumni, allowing them to benefit from wider ongoing opportunities.

To support the recruitment of a balanced cohort, we may propose the delivery of targeted taster / recruitment workshops in local schools. These sessions enable us to dispel myths about the opportunity and who can apply, enable us to focus recruitment on key target schools, and deliver immediate social value and impact through the delivery of the workshops themselves.

Estimated fee:

Delivery of a full Academy programme with a summer school, 8 Saturday workshops, 6 skill sessions PLUS five school workshops £56,475

Option 3: Compressed Academy model

Alternatively, a compressed, tailored version of the PLACED Academy could be delivered. This would involve a combination of a holiday programme, weekend design workshops and skills sessions, delivered over a shorter period of approximately six months.

Like Option 2, this model allows for a longer programme of intervention, and a broader range of support that ensures young people feel prepared for their next step on their career or study pathway, but at a lower cost. As per the above programmes, we would propose a cohort of in the region of 25 young people aged 14-18.

This model is currently being delivered for Regenda Homes and M&Y in Liverpool and Wirral as a mechanism to deliver on their social value commitments.

Estimated fee:

Delivery of a programme that includes a 3-day holiday programme, 4 x Saturday workshops, and 3 x skills sessions £30,675.



Option 4: PLACED Comprehensive education programme – schools and outreach

To increase and broaden the reach, there is scope to enhance Option 2 outlined above with additional activity delivered over multiple years. This approach would be fully tailored to local priorities to ensure maximum impact. Such an approach could include:

- Workshops with year six students, intervening earlier to challenge pre-conceived ideas and support the development of skills
- Secondary workshops, supporting recruitment and also having a direct impact in schools
- A local Academy
- A Local Alumni, where those who complete the Academy are a priority for apprenticeships and further employment and skills support

- Training for partners (design teams, contractors etc) in working with young people as mentors, enabling direct delivery of social value by design team members.

Such an approach would be comprehensive and ambitious, delivering significant social value and long-lasting change for a generation who will be most impacted by and potentially benefiting from investment. Due to the tailored nature of such a programme, costs and detailed information on programming and outcomes would be provided following discussions.



Benefit to your business

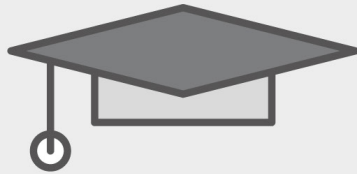
By working with PLACED to deliver an Partnership Programme will cement your social responsibility in a region where you are already working, creating jobs and contributing to local economic prosperity.

The programme will be fully tailored to your needs and priorities, and will deliver measurable social return on investment and benefits including:

- Access to bespoke, facilitated youth engagement on a scheme of your choice, ensuring young people's voices are heard in the design and decision process.
- Collaborating with PLACED, an expert in the field of built environment education delivering evidence-based, award winning youth programmes since 2011.
- Increase partnership and collaboration across the sector to enrich the opportunities available to young people, addressing key issues including skills gaps and diversity.
- Developing emerging talent by supporting the next generation of industry professionals, changing lives, and improving young people's career prospects.
- Partnering with a leading social enterprise actively striving for inclusivity and breaking down barriers to industry, and together challenge misconceptions about opportunities through the delivery of free to access educational activity.
- Demonstrating your business values and build relationships that support collaborations, tenders and working partnerships by joining a growing network of industry professionals across the Northwest.
- Aligning with policies and current thinking, such as the Levelling Up agenda, whilst contributing to changing perceptions of place.
- Working with an external expert, enabling certainty over the most effective way to deliver programmes, freeing up your own staff time to focus on their core responsibilities.

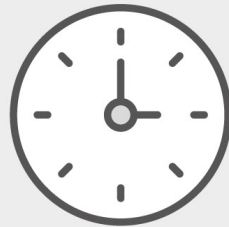
Our Academy Impact Statistics from 2019 -2023

The statistics and impact shown below is the collective impact from the main PLACED Academy programme (10 month model) over several years.



160

PLACED Academy graduates



1184

cumulated days of participation

67

Sessions delivered

163

cumulated volunteer sessions



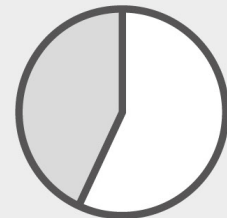
30%

of students were from ethnic minority groups



57%

of participants were female



£16.50

Social Value Return for every £1 of Sponsorship*

*using the HACT value calculator



Academy Participants aged

13-18

placed-academy.com

#PLACEDAcademy

Our Academy Impact Statistics from 2019 -2023

The statistics and impact shown below is the collective impact from the main PLACED Academy programme (10 month model) over several years.

92%

know how the design of towns and cities can impact people or the environment



81%

are more comfortable working with people they don't know



85%

have a better knowledge of different careers in the built environment



79%

have a better knowledge of study routes



94%

developed skills that would help them in school, college or university



80%

are more confident they could work in the built environment



77%

have increased confidence



72%

feel they could help shape decisions about where they live

Notes on delivery

Within these proposals, PLACED would:

- fully manage the programme strategy, logistics, coordination and the recruitment of young people, including communication with schools, young people and their parents
- work with the wider team to understand aspirations from the programme, and develop tailored materials and resources in order to deliver on these outcomes
- lead on the delivery of the workshops
- produce a report of findings and outcomes
- provide all materials and resources.

We would look for the client team for support with:

- promoting opportunities
- inputting into desired outcomes to ensure a tailored programme
- delivery on the day of workshops to enable maximum impact
- identifying venues in kind (venue costs are not included.)

The role of PLACED

PLACED has delivered creative, accessible and authentic built environment Education and Engagement programmes across the northwest and beyond since 2011. Our work diversifies the voices involved in the design and decision-making process.

Our Education programmes include school workshops, summer programmes, the PLACED Academy and National Curriculum development. We also develop and deliver tailored programmes for clients including universities, local authorities and private companies. Our inspiring education and youth engagement opportunities are developed for young people aged 7 – 19. Working with clients committed to hearing the views of young people and our wider network, our programmes empower youth voice, increase knowledge, and support the development of skills.

Our engagement activity is creative, transparent and meaningful, with an emphasis on reaching those traditionally under-represented in the decision-making process. Activities include pop-up interactive exhibitions, engagement events from our campervan, co-design workshops and online engagement. Clients include Liverpool City Region Combined Authority, local authorities, design practices, developers and local organisations.

Our work is supported by over 140 volunteer Ambassadors - professionals and students from across the sector. Ambassadors are at different stages of their careers and represent a broad demographic, bringing significant added value, knowledge and expertise.

Next steps

To explore the approaches outlined above, please contact Jo Harrop on info@placed.org.uk or **07480 104 251**

Contact us

info@placed.org.uk
www.placed.org.uk
Twitter: @PlacedEd
Instagram: @Placed_Ed
Facebook.com/place.org