



PLACED Academy 2022-2023  
Programme Overview Report



## Introduction

Since 2019, the PLACED Academy Programme has supported 160 young people with an interest in the built environment.

This free programme offers young people from around the Northwest the chance to gain experience and exposure to relevant career opportunities, as well as meet peers with similar interests. So far, over 67 sessions have been delivered by PLACED with the support from our brilliant sponsors, partners, and volunteers.

A key aim of the Academy is to break down the barriers that are commonly associated with the built environment, therefore providing a highly inclusive and accessible 10-month programme.

The PLACED Academy was developed to introduce young people to the vast scope of opportunities brought within the built environment sector, as well as the skills desired to create good change to our environments.

It is something we at PLACED are extremely proud of, now being TET winners since 2023 for our impact in improving the representation and empowerment of youth across the North West.



“I now know more about the different ways to become an architect and jobs in architecture”.

2022-2023 PARTICIPANT QUOTE



# The Participants

In total, 43 participants took part in the 2022 – 2023 Placed Academy.

## Age

The age range of these participants was 13 to 18 years-old, with all participants being in one of the academic years between 9 to 13.

## Gender

51.2% participants identified as male.  
48.8% participants identified as female.

Participant Address (Region)	Number of Participants	Percentage (%)
Liverpool City Region	30	69.8%
Greater Manchester	5	11.6%
Cheshire	4	9.3%
Lancashire	4	9.3%

More specifically, participants identified their hometown or city as: Liverpool, Wirral, Halton, Southport, Chester, Wilmslow, Manchester, Bolton, Preston, and Lytham.

Participant Ethnicity	Percentage (%)
White-British	60.4%
Black / Black British-African	9.3%
Asian / Asian British-Chinese	4.7%
Asian / Asian British-Pakistani	2.3%
Mixed – White and Asian	2.3%
White-Irish	2.3%
Any Other White Background	4.7%
Any Other Asian Background	4.7%
Any Other Ethnic or Mixed Ethnic Background	4.7%
Other – Arab	2.3%
N/A	2.3%



## Commitment

To become an Academy Graduate, students need to attend a minimum of 10 sessions over the 10-month period. This is to ensure each participant gains access to a good variety of skill and design sessions while allowing for flexibility around school, college, and other life commitments.

During the 2022-2023 Programme, students attended a total of 20 days and events, including the launch, a 4-day summer school, 8 Saturday sessions and 7 evening sessions.

## 2022-2023 Academy Graduates

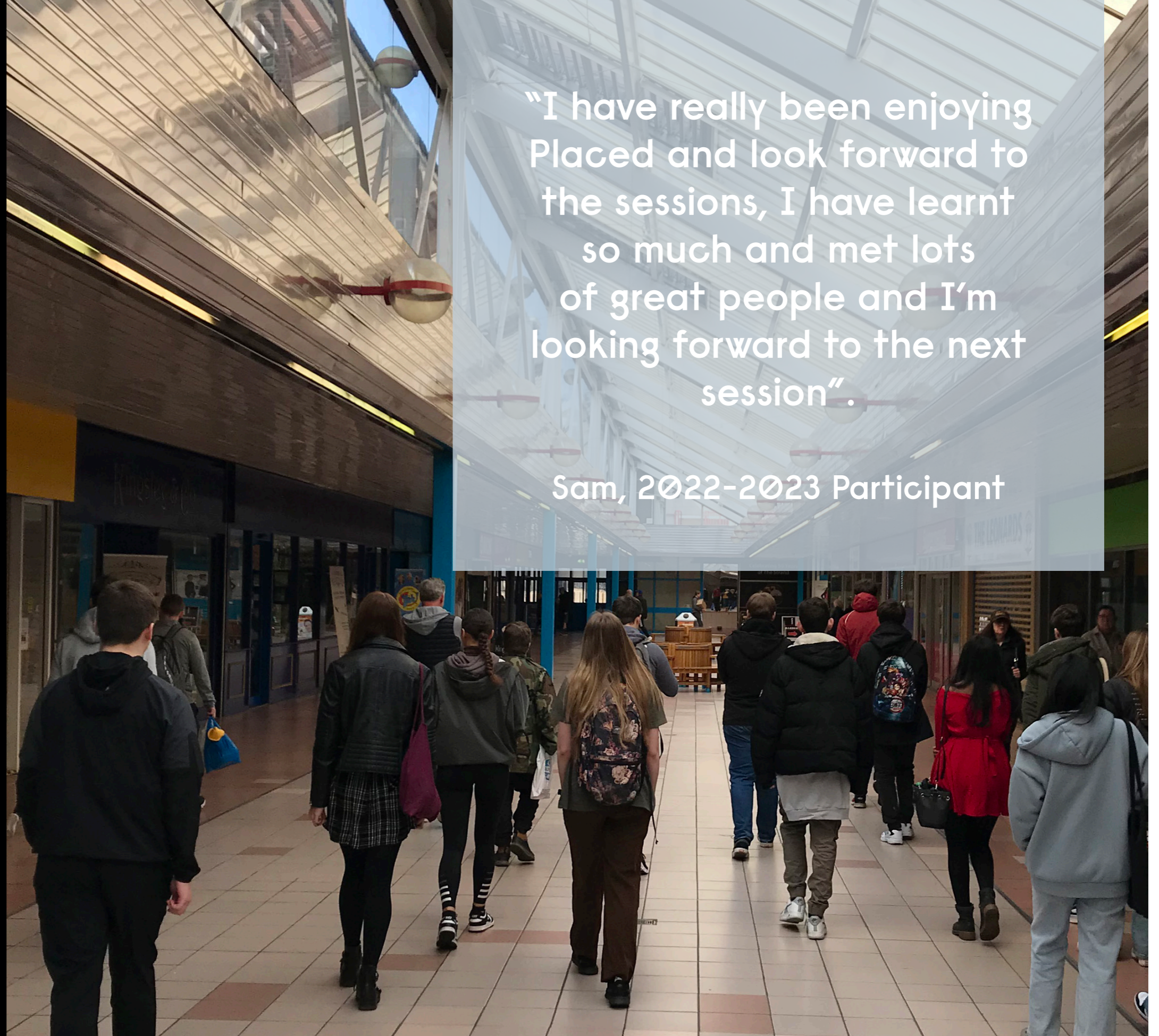
By the end of the programme, 31 students graduated having attended between 10 and 14 sessions total.

For those who were unable to complete 10 sessions, they were granted the choice of receiving a participation certificate, an extra credit essay or attending a session during the next summer school to graduate.

# The Participants' Journey

"I have really been enjoying Placed and look forward to the sessions, I have learnt so much and met lots of great people and I'm looking forward to the next session".

Sam, 2022-2023 Participant



## Summer School

The end of July 2022 saw the start of a 4-day summer school for 35 of our cohort of 43 young participants from across the Northwest, held at the University of Liverpool School of Management.

Our partner, Liverpool City Region Combined Authority (LCRCA) introduced the group to their ongoing Spatial Development Strategy (SDS). The SDS was a central theme for this year's programme, so this sparked a series of exciting ideas and conversations from participants.

The programme included a variety of activities about the built environment, designed to unleash creativity and strengthen interpersonal skills.

The group undertook drawing and modelling activities, interactive games and challenges about the built environment designed to develop their skills and knowledge.

The summer school focused on aiding participants to develop design knowledge and skills; to learn how to create a proposal in response to a brief; and to gain a clearer understanding of design processes and careers in the sector.

Alongside learning new things, participants strengthened their skills in teamwork, leadership, communication, and public speaking.

The participants were tasked to reflect on the draft planning principles being developed for the SDS, allowing them to understand the importance of policy and engagement. They considered what was important to them, why, and how well their own area scores in accordance with the SDS' principles.

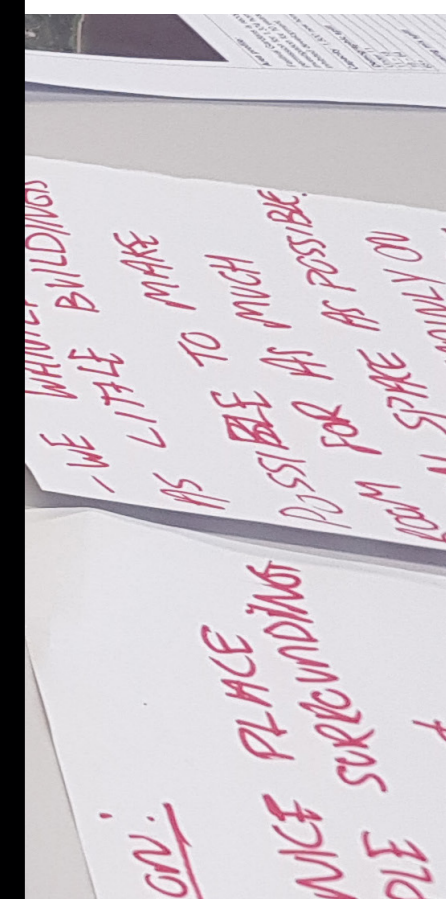
The main task of the summer school was to design a unique neighbourhood for 1 of the 6 sites across the City Region. By working in groups, the participants developed designs inspired by the LCRCA's Spatial Development Strategy priorities and the smart city concept of a '15-minute neighbourhood'.

Based on both the groups' planning reflections and design decisions, it was evident the collective priority was to consider the impact development has on the environment, with designs including protected green spaces and renewable energy sources. A need for innovative, high-quality architecture to attract more tourism was also a made a priority by the students.

The summer school concluded with a celebratory exhibit of final designs for participants and their families, as well as a greatly deserved acknowledgement from Metro Mayor, Steve Rotheram.

"I feel more confident about careers in the built environment".

2022-2023 Participant



# The Designs



## Design Sessions

Over the 10-month programme, there was a great variety of design sessions, each developed to introduce the participants to a new skill set or theme. Participants had the opportunity to learn digital design skills including graphic design, as well as more architectural and creative skills such as sketching and tile casting.

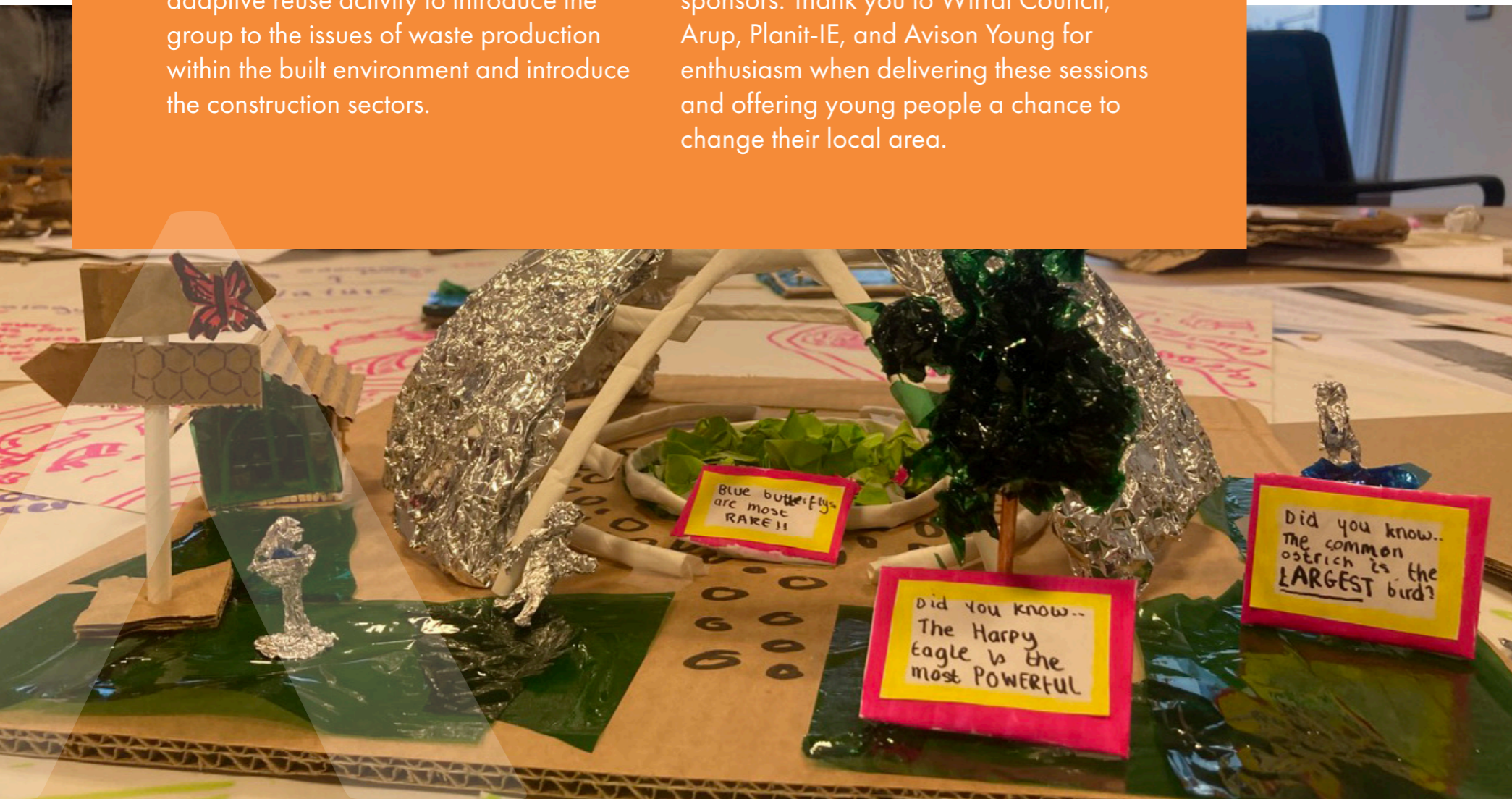
3 evening sessions integrated design skills; one being a modelling and adaptive reuse activity to introduce the group to the issues of waste production within the built environment and introduce the construction sectors.

All Saturday sessions included a practical activity to boost the participant's creativity and innovative thinking. This year's final weekend session challenged the group to design and build life-size personal shelters, whilst thinking about the financial challenges that come with real-life construction and project management.

4 design sessions throughout the programme were led by our gold sponsors. Thank you to Wirral Council, Arup, Planit-IE, and Avison Young for enthusiasm when delivering these sessions and offering young people a chance to change their local area.

“Thank you very much for yesterday's PLACED session, Emmeline thoroughly enjoyed it, she came home really keen to tell us about the workshop and her texture piece is a new work of art for our house!”

Liz, Parent of a  
2022-2023  
Participant



# Careers and Skills

## Understanding Opportunities

The PLACED Academy aims to provide young people with information about the built environment to help them understand how they can make a difference. While schools and colleges have access to some career information, the true range of work within the built environment sector is often overlooked. It is for this reason, the PLACED Academy collaborate with our brilliant partners and ambassadors, so young people can be exposed to a great variety of people who all work within the built environment.

By the end of the programme, 97% of participants were more confident on the number of employment roles within the sector.

## BDP Careers Evening Session

In February 2023, The PLACED Academy attended a careers night ran by BDP in their Manchester office. This event enabled the young people to get a taster of job diversity. Speakers included town planners, architects experimenting with project technology and software, civil and structural engineers, as well as an acoustician. Each speaker varied in age and experience and explained their own pathway into their career choice. Louise, an architect from BDP graduated from The PLACED Academy and explained how the opportunity shaped her career.

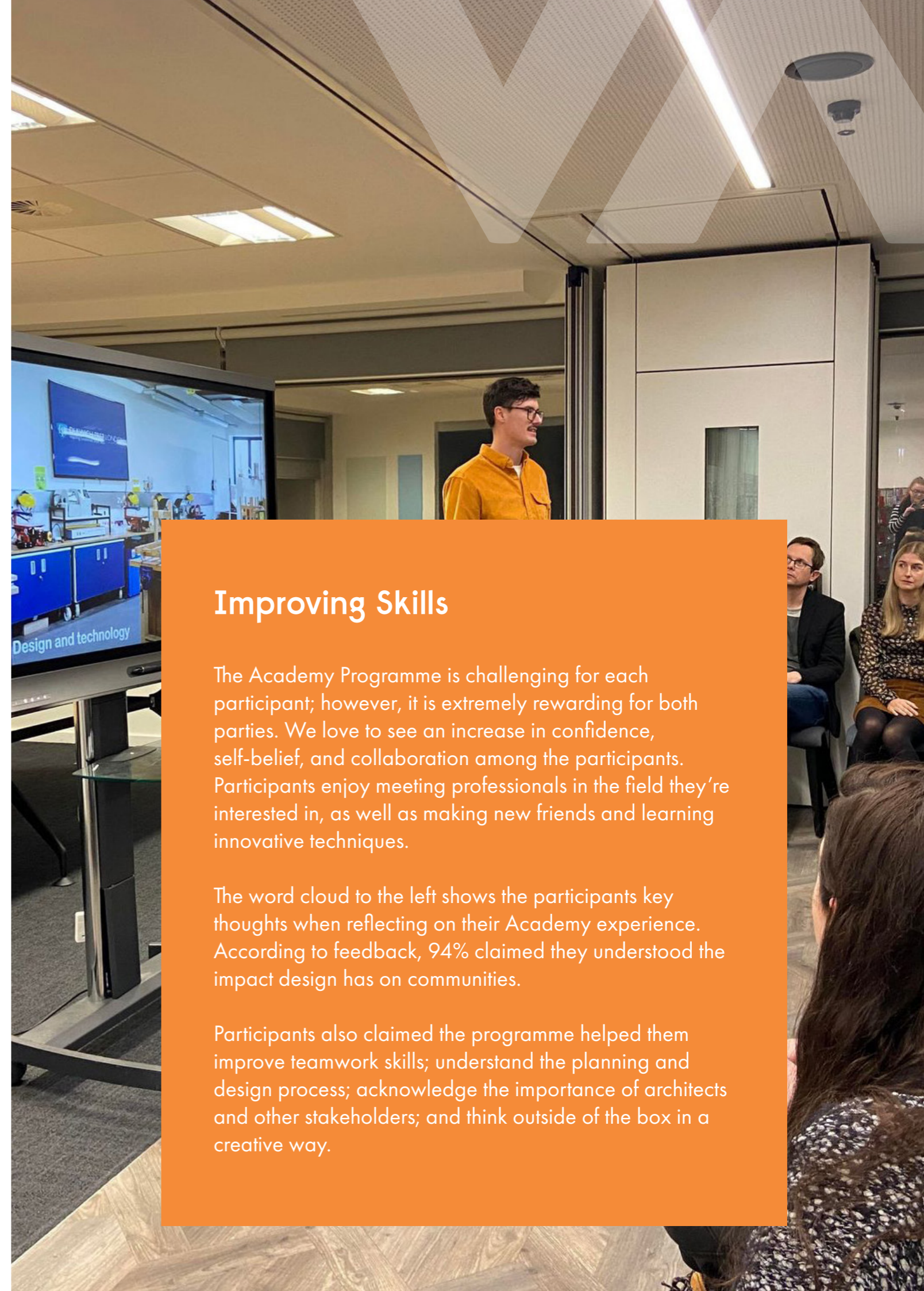


## Improving Skills

The Academy Programme is challenging for each participant; however, it is extremely rewarding for both parties. We love to see an increase in confidence, self-belief, and collaboration among the participants. Participants enjoy meeting professionals in the field they're interested in, as well as making new friends and learning innovative techniques.

The word cloud to the left shows the participants key thoughts when reflecting on their Academy experience. According to feedback, 94% claimed they understood the impact design has on communities.

Participants also claimed the programme helped them improve teamwork skills; understand the planning and design process; acknowledge the importance of architects and other stakeholders; and think outside of the box in a creative way.





PLACED are incredibly grateful for our partners and sponsors. For the PLACED Academy 2022-2023 Programme, we had the generous support from a huge 29 sponsors, therefore enabling 43 young people to gain experience and a better understanding of the built environment sector, without any financial barriers.

**Our Academy Sponsors and Partners**

**Our 2022 Partner**



**Gold Sponsors**



**Sponsors**



**Silver Sponsors**



PLACED's 2022-2023 Academy Programme saw the development of 43 individuals, each with their own talents, interests, and ambitions. We love to receive feedback and updates from our Academy Alumni, so if you are a previous graduate, please do keep in touch by signing up to the mailing list here -

<https://share.hsforms.com/1T1J1vAPHTguSTkQbYSqvDgbzzul>

Having recently begun our 2023-2024 PLACED Academy Programme with a summer school based on the next phase of the LCRCA SDS, we are continuing working with outreach groups, and have developed our PLACED Partnership Academies and PLACED Alumni. This year we are looking forward to working with new and existing sponsors on some brilliant projects, offering more opportunities to young people across the Northwest to shape their local areas and futures.

**Looking  
Forward**





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### Contact us

If you are interested in sponsorship opportunities, please contact us via email at:

[info@placed.org.uk](mailto:info@placed.org.uk)

[www.placed-academy.com](http://www.placed-academy.com)

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