

PLACED ACADEMY 2024-25

**ENABLING YOUNG VOICES AND
INSPIRING THE NEXT GENERATION
OF BUILT ENVIRONMENT
PROFESSIONALS**



PLACED
ACADEMY

“The Council is committed to ensuring that we engage with different age groups and the approach offered by PLACED has allowed us to do this in a meaningful and targeted way. We were able to demonstrate to young people the emerging plans for Birkenhead, whilst also teaching them about the variety of rewarding careers in the built environment. Such interventions early on in life can have significant implications and PLACED helped us achieve this”.

- CATHY PALMER

*Head of Regeneration Delivery, Wirral Council
Academy Gold Sponsor, 2022-23*

When I founded PLACED in 2011, it was based on a deep-rooted belief in the need to enable more diverse and local voices to shape the places in which we spend time.

Critical to this was supporting a more representational workforce. I knew from experience the immense benefits that learning about the built world has on children and young people. It develops skills, career awareness, knowledge, and confidence. It supports the curriculum and gives young people a voice in their local neighbourhoods. But it was clear that there was a need for better, more equitable access to opportunities in the built environment sector.

Too often, young people believe they cannot achieve their ambition because of their gender, race, socio-economic situation, or academic ability. There is insufficient information and an absence of opportunities for too many young people. It continues to be essential that we do more to dispel myths about who can succeed in the sector.

From day one, PLACED has delivered activities for children and young people. We developed holiday programmes, school workshops and youth engagement. We saw participants grow, be inspired by the built world, and believe their voice matters.

We launched the PLACED Academy programme in 2019 to further our work with the sector and to increase our impact. The Academy offers a rich, tailored programme with a clear development pathway, drawing on strong and established links with the sector.

Today the Academy continues to evolve and grow. Alongside the original ten-month PLACED Academy, we offer PLACED Partnership Academies for specific local neighbourhoods and projects, and the PLACED Academy Alumni, providing ongoing support to Academy graduates.

I am immensely proud of all we have achieved. Together, we are creating real change and having a lasting impact. In 2023, the programme was recognised at a national Future Generations Awards for Long Term Youth Programme.

We're looking forward to continuing the journey. As we move forwards our 2024-25 Academy programme, we are reaching out to ask for your support. We hope you will join us.

JO HARROP
PLACED Director



WHY THE PLACED ACADEMY?

PLACED specialises in place education and engagement. We bring collaboration and diversity to discussion around the built environment, creating opportunities for quality conversations and genuine engagement. We believe that everyone is an expert when it comes to the places where they live, work or spend time.

At PLACED we:

- Argue it is critical that more diverse voices are heard, and respected in the decision-making process
- Are passionate about youth empowerment and increasing citizenship through actively enabling young people to contribute to the design of towns and cities
- See supporting those under-represented in the built environment in accessing the sector as a priority, including young women, minority groups and those from under-privileged areas
- Believe in the importance of supporting diversity through education, to help create informed professionals who can make a difference

- Know creative learning is an invaluable tool in developing young people's confidence, self-belief and skills.

We established the PLACED Academy in 2019, shaped by these principals and our experience of delivering built environment education programmes since 2011.

The PLACED Academy is a free to access, creative programme about the built environment for 14–18 year olds. It empowers young people to shape the places they live, work and spend time whilst increasing their self-esteem, breaking down barriers to professional careers and developing a broad range of skills.

We are looking for Partners and Sponsors to work with us to enable us to deliver the 2024-25 PLACED Academy Programme. Your support will help us continue to offer a free, inclusive opportunity to a diverse group of up to 50 young people, enriching their understanding of the sector and empowering their voice within it. This booklet outlines our offer to you.

“The PLACED team delivered an engaging, creative workshop, which empowered young adults to voice their opinions about the future of their neighbourhoods. Observing participants' ideas for 5 key redevelopment sites in Anfield provided a refreshing approach to successful community engagement. This workshop allowed young adults to develop skills in teamworking, presentation skills, design, modelling, whilst gaining an understanding of potential options for careers in the built environment. Liverpool City Council will strive to incorporate the young adults' proposals into future Anfield projects; informed through PLACED's detailed post-workshop report.”

- JESSICA NEATH

*Surveyor - Development & Major Projects,
Liverpool City Council
Academy Partnership - LCC Anfield*

PLACED ACADEMY 2024-25

Up to 50 young people aged 14-18 from across the Northwest will enrol on the 2024-25 Academy.

Academy participants will take part in creative design workshops which respond to live projects, supporting youth voice and citizenship, whilst enabling designers and decision makers to engage with a group typically under-represented in discussion about places.

Students will be mentored by industry professionals and participate in a tailored package of workshops, events and learning opportunities, culminating in a celebratory graduation.

We will support young people from diverse backgrounds to make informed decisions about their future career and study paths, helping them to feel confident as they take their next steps.

“This is a brilliant initiative for teenagers and helps them to focus their ambitions. They have the opportunity to work and develop with high performing professionals in a realistic work environment. It gives young people the chance to identify where their strengths and interests lie. I know there is a massive shortage of skills within this industry and I really believe this should be rolled out through the country and to other industries, where there are challenges attracting young people. I am very grateful that my son has this opportunity and only wish young people all over the country could have the same chance. Well done team Placed.”

- AUDREY GAFFNEY

Academy 2022-23 Participant Parent

THE PROGRAMME WILL INCLUDE:



LAUNCH EVENT Meeting the team, programme introduction and design activities.



HOLIDAY PROGRAMME An intensive four-day programme, during which participants will work on creative design projects that introduce them to planning, regeneration and architecture.



DESIGN WORKSHOPS Monthly full-day sessions that that develop participants' skills and knowledge of the built environment through creative activities to prepare them for the next step on their journey.



PROFESSIONAL DEVELOPMENT SKILLS SESSIONS Monthly evening sessions to support with writing CVs and personal statements, applying for further education, training and interview preparation.



GRADUATION Students celebrate their success and mark the beginning of their next steps as part of the PLACED Academy Alumni.

IMPACT OF THE PLACED ACADEMY

The following figures summarise the impact from the ten-month Academy programme. They exclude the current programme, from which a further 40 young people are expected to graduate from, and Partnership Academies.



160

PLACED Academy graduates



1184

cumulated days of participation

67

Sessions delivered

163

cumulated volunteer sessions



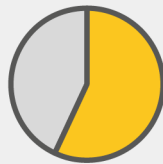
30%

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

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



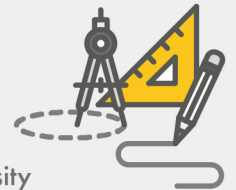
79%

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

"It was a really amazing experience that helped me understand the different roles and opportunities in the world of architecture."

- EMMELINE STEWART

2023-24 PLACED Academy Participant

SUPPORTING THE PLACED ACADEMY

Being a PLACED Academy Partner or Sponsor delivers high value benefits for your organisation. By supporting us, you will:

- Associate yourself with the progressive work of PLACED, an expert in the field of built environment education
- Be part of a network of companies collaborating to address skills gaps and attracting diverse talent, having a greater impact together than would be possible through individual contributions.
- Support the next generation of industry professionals, nurture emerging talent and improve young people's career prospects.
- Be partnering with a leading social enterprise committed to challenging misconceptions about opportunities, breaking down barriers to the industry, and delivering educational activity that is free-of-charge and actively striving for inclusivity
- Help to bridge the gap with industry by partnering with a bespoke programme capable of engaging a wide range of diverse young people
- Create awareness of your business in the region and build relationships that support collaborations, tenders and working partnerships by being part of the Academy Sponsor Network, a growing network of industry professionals across the Northwest
- Deliver on social value outcomes and see measurable social return on your investment, with each £1 expected to generate in the region of £16.50 of social value impact
- Align with the Levelling Up agenda and contribute to changing perceptions of place

PREVIOUS AND CURRENT SUPPORTERS INCLUDE:

ABW ARCHITECTS	FWP HATCH	OMI ARCHITECTS
AFL	H.H.SMITH	PEGASUS GROUP PJA
ANWYL HOMES	IN-TRIN-SIC	PLACES MATTER
ARCHIPHONIC	ISG	PLANIT-IE
ARUP	JON MATTHEWS ARCHITECTS	PORT SUNLIGHT VILLAGE TRUST
ASIF KHAN	K2	PRINCE ARCHITECTS
AVISON YOUNG	LAYER STUDIO	PUBLIC PRACTICE
BDP	LDA DESIGN	PUBLIC SECTOR PLC
BRUNTWOOD	LIVERPOOL CITY COUNCIL	REGENDA
BUTTRESS	LIVERPOOL CITY REGION COMBINED AUTHORITY AND METRO MAYOR	RIBA NORTH
CIVIC ENGINEERS	MACCREANOR LAVINGTON	SHEILA BIRD
COBALT HOUSING	MGMA	SHEDKM
COMOO	MORGAN SINDALL	TEP
CONSTRUCTION IMPACT FRAMEWORK	MOTT MACDONALD	THE REGENDA GROUP
DAVID MILLER ARCHITECTS	M&Y MAINTENANCE AND CONSTRUCTION	UNIVERSITY OF LIVERPOOL
DTM LEGAL		WALKER SIME
ELLIS WILLIAMS		WEDGE COLLECTIVE
FALCONER CHESTER HALL		WIRRAL COUNCIL

SPONSORSHIP OPPORTUNITIES

SPONSOR **£1,000**

A light touch way to support the Academy. As a sponsor, you can choose to be involved as much or as little as you like. A great option for those looking for a meaningful way to support young people and deliver social value.

SILVER SPONSOR **£1,750**

One step up, Silver Sponsors offer more targeted financial support, enabling you to support a specific need within the programme. The offers are:

- Travel Sponsors - helping to remove barriers to access for young people by providing free transport for all
 - Venue Sponsors - ensuring that we can identify appropriate spaces for learning when free spaces are not available
 - Launch and Graduation Sponsor - ensuring we can celebrate the groups success and welcome our new cohort through sponsoring the Celebration event in June
 - Resources Sponsors - sponsoring our print, materials, and resources so we can offer the best learning opportunities for our group
 - Film and photography Sponsor - enabling us to record and capture the energy and impact of the programmes, something which has been out of our ability due to budget
-

GOLD SPONSOR **£2,950**

As a Gold Sponsor, you benefit from a full day design workshop developed by PLACED on a project of your choice. This is an ideal option for those who want or need to learn from the views of young people in the development of a live project. As well as developing your understanding of young people's views on your scheme, you will also deliver on your social value requirements. PLACED will work with you to understand your needs, develop a tailored workshop, and provide a detailed report of findings. Our 2023 Gold Sponsors are Morgan Sindall, Pegasus Group, Avison Young, and Planit-IE.

PARTNERSHIP OPPORTUNITIES

ACADEMY PARTNER **£6,500**

Joining us as an Academy Partner is an opportunity to cement your social responsibility in a region where you are creating jobs and contributing to local economic prosperity. We will work with you to develop a comprehensive four-day holiday programme giving you a unique, in-depth insight to young people's views. Liverpool City Region Combined Authority have been an Academy Partner since 2019, and have as a result drawn on young people's views to shape their Spatial Development Strategy, helping them to win the 2020 Planning Award for Stakeholder Engagement in Planning.

With a full and detailed analysis of findings, being a Partner gives you an opportunity to gain a unique and deep insight into young people's views, whilst also having significant social impact. We only have one Partner Opportunity each year, due to the tailored nature of the offer.



Interested in other opportunities? Every company comes with different requirements, and we embrace bespoke sponsorship conversations. To discuss tailored opportunities contact PLACED Director Jo Harrop, on:

INFO@PLACED.ORG.UK

SPONSORSHIP BENEFITS

SPONSOR

MARKETING AND PR:

- Accreditation as Academy Sponsor across marketing and promotional material
- Development of local networks
- Permission for photos of the project to be used on your website
- Credited as Academy Sponsor on final impact report

ENGAGEMENT:

- Employee engagement in workshops and volunteer
- Invitation to PLACED Academy launch and closing event

ADVERTISING AND BRANDING:

- Logo accreditation on PLACED Academy website including a direct link to your website
- Logo accreditation on programme print and digital materials
- Logo accreditation on social media platforms
- PLACED Academy logo for use on your website and email footer

SILVER SPONSOR

AS PER SPONSOR BENEFITS, PLUS THE FOLLOWING UNIQUE BENEFITS:

- Distinguished accreditation as Academy Silver Sponsor across marketing and promotional material
- Credited as Academy Silver Sponsor on graduation certificate
- Scope to identify specific area of support, responding to a targeted need e.g. travel costs

GOLD SPONSOR

AS PER SPONSOR BENEFITS, PLUS THE FOLLOWING UNIQUE BENEFITS:

- Access to 1-day bespoke facilitated in-depth youth engagement on a design scheme enabling you to hear the voices of an audience traditionally perceived to be hard to reach
- Distinguished accreditation as Academy Gold Sponsor across marketing and promotional material
- Credited as Academy Gold Sponsor on graduation certificate
- Detailed report of findings from the workshop, to evidence your commitment to engagement and social value

ACADEMY PARTNER

AS PER SPONSOR BENEFITS, PLUS THE FOLLOWING UNIQUE BENEFITS:

- Dedicated, bespoke four day youth engagement programme. Delivered as the summer holiday programme - the first activity in the Academy - the youth engagement workshops will function as a core element of the programme. By working with us to shape the brief, you hear the voices of an audience traditionally perceived to be heard to reach.
- In-depth written report of findings and impact of findings from this engagement to inform your decision making process
- Distinguished accreditation as Academy Partner across marketing and promotional material
- Speaker opportunity at the Graduation Event
- Feature article in the PLACED blog
- Dedicated company profile page and opportunity to contribute to the opening statement in the PLACED Academy 2024-25 report

* All sponsorship rates are subject to VAT

“Working with the Placed team and the young people in my group was a great experience, it was good to see the design ideas develop over the course of the Academy and see the group grow in confidence and learn to work together as a team. I liked to see the group pull together during latter stages of the programme and prepare their final presentations. It was great to see the range of imaginative and confident presentations, the participants gained so much from the programme. Being a sponsor is definitely worth it. It’s great to see the development of interest in the built enviro amongst young people. As a mentor, the time commitment is relatively insubstantial so should be considered.”

- NEIL AINSWORTH,

*FWP,
Academy Sponsor, 2019-Present*

“There’s so many things to be learnt from engaging young people, hearing their voices, things we would never in a million years thought of. The work PLACED does throughout the Liverpool City Region is vital, there’s a skills gap within the built environment industry and encouraging young people to explore careers in this sector benefits everyone. A massive benefit to supporting is upskilling the next generation of planners, architects, engineers and other professionals.”

- DARREN MUIR

*Director- Planning, Pegasus Group
Academy Gold sponsors, 2022-Present*

“If you’re considering sponsoring PLACED Academy, I would say that you absolutely should. PLACED is a safe and exciting environment for young people to learn and expand their skills, connections and knowledge, and not only that, but it also provides opportunities which would otherwise be impossible, and many more incredible benefits. It would be a true shame to see such a wonderful system, built to help young people in their education, closed or postponed due to lack of funding. PLACED is one of the best things that has happened to me in terms of my potential future career, and I hope it will continue to aid many other people to gain the necessary understanding of how to get to where they want to be in the architectural, landscaping, interior design or engineering fields.”

- ACADEMY PARTICIPANT

THE WIDER ACADEMY PROGRAMME



Alongside the 10-month Academy programme outlined in this booklet, we also deliver Academy Partnership Programmes and the PLACED Alumni, helping us to reach specific groups and to provide ongoing support.

- Anfield Partnership Academy with **Liverpool City Council**, a three-day programme looking at the future of the local high street.
- **ISG** Academy in Knowsley, supporting young people into careers in construction.

Programmes can be commissioned and delivered throughout the year. If you would like to hear more about how we can support you in delivering on your commitments through an Academy Partnership, please get in touch.



PLACED PARTNERSHIP ACADEMIES

PLACED Partnership Academies are funded and supported by a range of Partners. They prioritise young people in specific areas of the northwest and are often linked to a live project. The programmes have a focus on delivering deep and evidence based social value commitments, including those set out in tenders or through local agreements, and have real impact on local communities.

Programmes are bespoke and range in length, with outreach programmes from 3-days to a longer programme delivered over several months. We can also deliver a series of workshops with young people in schools, colleges, and youth groups.

This academic year we have delivered four Partnership Academies.

- **M&Y** and **Regenda** Partnership Academy, a ten-day programme delivered over several months for young people in Liverpool and Wirral partnership.
- Stockport Partnership Academy, a three-day Partnership Academy with **ECF**, **Stockport Metropolitan Council**, **Stockport MDA** and **GMCA**.



PLACED ACADEMY ALUMNI

The PLACED Academy Alumni is our latest addition and enables us to offer ongoing support to our Academy graduates as they embark on the next stage of their journey. Currently funded by PLACED, graduates can benefit from a range of additional support.

The Alumni will offer support to those young people who graduate from the main PLACED Academy Programme having attended 80% of activity, along with those who complete an equivalent number of days on Partnership Academies.

We are working closely with our wider Partners and Sponsors to offer support including work placements, mentoring, and additional workshops and training, supporting graduates as they prepare for applying for university, whilst they are in university, or whilst they are in the world of work.

We've got an exciting year for the new Alumni, and we look forward to working with and supporting Academy graduates beyond their initial experience with us.

WHO ARE PLACED?

PLACED is a progressive and independent team empowering people's voices through built environment education and engagement to make better places together.

We engage people in design, planning and development. We do this through inclusive consultation, engagement and education. Our tailor-made programmes connect communities, decision makers, schools and businesses across the Northwest.

We are a social enterprise and our values are at the heart of all we do. We advocate for genuine involvement of communities and stakeholders, helping to ensure those who do not traditionally

have a voice can participate on an equal platform. Our work is creative, inclusive and inspiring, whilst providing tangible, meaningful results.

Our work is possible due to the support of over 150 volunteer Ambassadors - student and industry professionals - who are passionate about quality design in the built environment. It is our belief that we are all experts in the design of the places and spaces we live, work and spend time in.

We believe that we can only make better places together.

PLACED.ORG.UK
PLACED-ACADEMY.COM

"The PLACED Academy is a great way of reaching out and engaging with young people to gain their insights on the built environment and work with them to help develop new skills and knowledge. This engagement has also helped improve real life project work through getting students to discuss and consider what they feel is important and how they would shape a particular area. The PLACED team provide excellent support to help facilitate the Academy and make the sessions really valuable to all".

- ARUP

Academy Gold Sponsor, 2022-23

"The Placed Academy programme first gave me a better idea about the diversity in jobs and opportunities within the built environment. Upon completion of the programme, I was able to secure an interview with an engineering contractor that is passionate about helping others meeting net zero goal. I believe that the academy has given me enough insight to get me in. Having almost completed 2 years in Industry I am now on my way to starting my level 6 degree apprenticeship and am excited to what lies ahead."

- IBRAHIM QADIR

2021-22 PLACED Academy Participant

CONTACT US

If you're interested in sponsorship opportunities, please email us at: info@placed.org.uk

placed.org.uk

placed-academy.com

X: [@placeded](https://twitter.com/placeded)

Instagram: [@placed_ed](https://www.instagram.com/placed_ed)



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