

2026-27 SPONSORSHIP GUIDE



PLACED
ACADEMY

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"PLACED ACADEMY IS AN AWARD-WINNING, FREE-TO-ACCESS PROGRAMME THAT SUPPORTS YOUNG PEOPLE AGED 11 TO 25; BUILDING SKILLS, CONFIDENCE AND REAL ROUTES INTO BUILT ENVIRONMENT CAREERS, WITH A CLEAR PATHWAY TO STAY INVOLVED AND GROW WITH US."

Since the inception of PLACED over 14 years ago, we've embedded youth opportunities into our work, enabling young people to make informed choices about their futures. Our flagship programme, PLACED Academy, bridges the gap between education and industry, providing invaluable real-world experience and a consistent, supportive pathway from pre-teens right through to age 25, nurturing confidence, skills and ambition at every stage.

At PLACED Academy, we're committed to strengthening diversity and representation within the built environment, recognising that spaces should be designed by and for the communities that live, work and spend time in them. By actively engaging young people from all backgrounds, we widen access and support social mobility, removing barriers and connecting young people to real routes into the sector.

And we do just that.

Since the inception PLACED Academy in 2019, we've continued to develop our offer to ensure we're meeting the needs of young people, launching three new PLACED Academy programmes: Foundations, Alumni and Pathways. In 2025 we welcomed record numbers of young people, with a

cohort that continues to grow in diversity and representation. For three consecutive years, our work was recognised with the Thornton Educational Trust Inspire Future Generations Award, reinforcing the impact of our programmes in supporting young people to build confidence and skills.

PLACED is genuinely invested in young people's growth and development and I'm proud to be a part of that. It's a real privilege to see firsthand the impact of PLACED Academy, where young people's confidence blossoms and their knowledge of the built environment grows. Time and again, I've seen young minds rise to every challenge, matching the creativity and insight of seasoned professionals.

Our work wouldn't be possible without the invaluable support of our partners, sponsors and wider network. Your commitment to our mission makes PLACED Academy possible and we're truly grateful for your contributions.

By investing in PLACED Academy, you're supporting the young people who will shape our cities, towns and communities, helping to ensure the places we live, work and spend time reflect the full diversity of society.

Matt Weir
PROGRAMME MANAGER

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OUR PROGRAMMES

At PLACED Academy, we offer a long-term pathway into the built environment, not one-off interventions. From age 11, young people can take part in creative experiences that build knowledge, confidence, communication and problem-solving skills, alongside real-world insight. Starting with PLACED Academy Foundations, moving through to our flagship PLACED Academy Studio, continuing into Alumni support and Pathways opportunities as they study, train and take their first steps into early careers.

Young people can begin their PLACED Academy journey at any stage, with no previous experience required, joining a programme that suits their age.



AGES 11-14

FOUNDATIONS: A two-day introduction to the built environment for Years 7-9. Foundations is a creative taster programme designed to build confidence, develop key skills and open up the range of careers that shape the places around us.

AGES 14-18

STUDIO: Our flagship 9-month programme for 14-18 year olds across the Northwest. Studio brings young people closer to the built environment through design workshops with sponsors and involvement in live projects, building aspirations, collaboration skills and real-world experience.

AGES 15-25

ALUMNI: Ongoing support for PLACED Academy graduates, ages 15-25, as they move into the next stage of their early careers. Alumni offers year-round work experience, mentoring, professional development workshops and speaking opportunities to help young people progress in the sector.

AGES 18-25

PATHWAYS: A programme for 18-25 year olds who are new to PLACED Academy, designed to support steps into built environment careers. Pathways offers opportunities such as peer mentorship, volunteering, speaking roles and access to industry events, all working towards a Professional Development Certificate.

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WHAT YOUR SPONSORSHIP DELIVERS

PLACED Academy supports young people to build skills, confidence and real routes into the built environment, while helping organisations strengthen inclusion, insight and future talent.

Crucially, your sponsorship delivers meaningful social impact and clear social value, backed by robust reporting.

We capture outcomes across reach, participation and progression alongside qualitative insight from young people and partners, in a clear end-of-programme impact report.

YOUTH IMPACT



- Embedding youth voice into conversations about place, so less-heard voices are part of real decisions.
- Build confidence, skills and industry awareness, from the very first introduction at age 11, right through to early career support at age 25.
- Break down barriers to access by reaching young people from all backgrounds, widening who feels seen, supported and able to progress in the sector.
- Give young people opportunities to meet industry professionals and access mentoring, work experience and networks.

BUSINESS IMPACT



- Show your commitment to widening access, removing barriers to entry and attracting and retaining diverse talent.
- Professional development for your team through volunteering and participation, including facilitation and public speaking.
- Promotion that matches the level of your support, across the Academy website, social media and printed materials.
- Create meaningful opportunities for young people to meet industry professionals and build networks, supported by mentoring that ranges from informal guidance to structured support.

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2026-27 SPONSORSHIP RATES

By sponsoring PLACED Academy, you're supporting a joined-up, long-term pathway into the built environment, with opportunities that grow with young people as they progress.

Your sponsorship supports the full Academy programme, from Foundations to Studio, through to Alumni and Pathways, delivering greater social value by reaching more young people at every stage, so every pound goes further.

Our Bronze, Silver, Gold and Platinum packages offer a range of options, with sponsorship from £1,250, and early bird rates available for a limited time (31st March 2026). Email: info@placed.org.uk to secure your sponsorship package.

BRONZE

£1500 / Early bird: £1250

SILVER

£2500 / Early bird: £2000

GOLD

£4250 / Early bird: £3500

PLATINUM

£8750 / Early bird: £7500



Every sponsorship level plays a meaningful role in making PLACED Academy possible.

Bronze and Silver sponsorship provides the vital foundation, sustaining the programme and widening access across the full 11-25 pathway.

Gold and Platinum sponsorship adds enhanced opportunities for deeper involvement, shaped around youth voice and real-world insight.

Looking for something more tailored? Through PLACED Academy Partnerships, we co-design bespoke sponsorship and collaboration options around your priorities, including meaningful ways to involve young people in your projects. Email: info@placed.org.uk to get started.



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**"I HAVE RECOMMENDED
PLACED TO OTHER
COMPANIES IN OUR
INDUSTRY. IT'S GREAT
TO BE ABLE TO SUPPORT
YOUNG PEOPLE BUT IT
ALSO WORKS REALLY
WELL FOR OUR SOCIAL
VALUE COMMITMENTS,
ESPECIALLY FOR SME'S
THAT DON'T HAVE A
DEDICATED TEAM. IT
ENABLES US TO BE ABLE
TO BE PART OF
SOMETHING MUCH
BIGGER, PROVIDING
BETTER OUTCOMES."**

Sarah DeLucia-Crook
ELLIS WILLIAMS ARCHITECTS

GOLD AND PLATINUM SPONSOR SESSIONS

Gold and Platinum sponsors secure the opportunity to embed youth voice into their work with our Academy sessions.

These sessions create structured opportunities to hear directly from young people, an under-represented group in conversations about place and turn those perspectives into practical learning for your organisation.

Sessions are:

- Shaped by you and designed by us to align with your priorities and deliver meaningful outcomes for both your organisation and young people.
- Supported by a tailored impact and findings report, ideal for demonstrating engagement to clients or in planning applications.

GOLD SPONSORS: ONE DAY WORKSHOP

Choose either a youth engagement session linked to a live design scheme or project of your choice that opens up your area of practice, roles and routes into the sector.

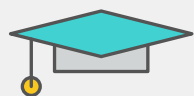
PLATINUM SPONSORS: MULTI-DAY WORKSHOP

Multi-day workshops enabling deeper exploration and sustained engagement over time. This format suits more complex themes and live projects, where you want richer youth insight and stronger outcomes and learning, that you can feed back into your work.

We're happy to co-create workshops with you, shaping the format, focus and timing around your objectives.



COMBINED IMPACT 2019-26



698
participants



4450
days of participation

330

sessions
delivered



56%

of participants
were female

28%

of 25-26 Academy Studio participants have
a household income of less than £30,000



97%

have a better
knowledge of
different careers
in the built
environment



97%

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



91%

have a better
knowledge of
study routes

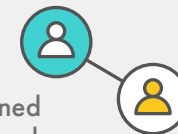
89%

have increased
confidence



87%

understand how
places are designed
and who is involved



85%

felt they had enhanced their
application for uni versity or
further education



86%

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

84%

are more confident that they
could work in the built
environment



100%

of Alumni felt satisfied with their
work experience placements



97%

of industry mentors said their
session was good to excellent



84%

of Studio graduates continued
on to PLACED Academy Alumni



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"YOU CANNOT PUT A VALUE ON SUPPORTING YOUNG PEOPLE TO GAIN INSIGHT INTO A CAREER IN THE BUILT ENVIRONMENT. WE HAVE A RESPONSIBILITY TO ENSURE OUR INDUSTRY IS REPRESENTATIVE OF THE COMMUNITIES WE SERVE. PLACED ACADEMY OFFERS EQUAL OPPORTUNITY FOR ALL YOUNG PEOPLE FROM ALL WALKS OF LIFE. THESE YOUNG PEOPLE WILL DRIVE THE DIVERSITY NEEDED IN OUR INDUSTRY."

Tegan Lewis

RIDER LEVETT BUCKNALL



	BRONZE SPONSOR	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR
PROMOTION AND MARKETING				
Logo accreditation on Academy booklet, Sponsor booklet, PLACED Academy website, social media posts and final impact report	X	X	X	X
PLACED Academy sponsor logos for use on your website	X	X	X	X
Permission for use of photographs on your website and marketing materials	X	X	X	X
Company profile page in 2026-27 report			X	X
Opportunity to contribute to the opening statement in PLACED 2026-27 report				X
Featured article on the PLACED Academy website				X
STAFF DEVELOPMENT				
Development of local networks alongside a cross-sector sponsor network	X	X	X	X
Employee engagement in workshops and volunteer opportunities	X	X	X	X
Free lunchtime CPD on Engagement in the built environment		X	X	X
YOUTH ENGAGEMENT & SOCIAL VALUE				
Invitation to PLACED Academy 2026-27 launch and graduation event, with opportunity to meet participants	X	X	X	X
Bespoke engagement workshop aligned to your project, capturing honest youth insight			X	X
Written report of findings from engagement workshop to inform your decision making			X	X
Speaker opportunity at graduation event				X
Deliver on social value outcomes, including skills development, improving career pathways and reaching diverse young people	X	X	X	X

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CASE STUDY: ALICE

"AT EVERY SINGLE STAGE, I FEEL LIKE IT'S BEEN IMMENSELY USEFUL."



I took part in the main programme in 2019. I remember it was really practical and we were given all sorts of resources to actually make stuff. I used some of the work in my portfolio, which helped me get into two architecture courses, Lancaster and Huddersfield, and I feel like the programme has managed to get me another step closer.

The Buttress and David Miller Architects work experience placements helped me get more work experience. In total, I've got a month's worth of office experience under my belt. The CV and portfolio workshops were valuable, and the opportunity to walk around sites and go into an architectural practice were absolutely amazing.

The mentorship programme is amazing. I've never really heard of anybody in my age group saying, 'I've got a mentor', and I feel like you've got the main aspects of what people struggle with, from finding work experience to CV and portfolio building. It's absolutely perfect and it's something I need.

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CASE STUDY: DIYA

**"I DON'T THINK I'D BE
WHERE I AM TODAY IF IT
WASN'T FOR PLACED."**



The Academy is a place where young people can come together and learn about the built environment and the different career opportunities within that, which you aren't really taught about in schools. It was quite eye-opening to see that there were so many options.

I took part in The Academy when I was in year 11 and it definitely taught me to be more confident, especially with my public speaking and working with other people. You work with people your age from across the Northwest that you wouldn't have met before, and that was a key skill.

I graduated from the Academy in May 2020 and the following year I'd already had work experience lined up from professionals that I'd met through PLACED. Six months after that, I had more work experience and connections that I don't think I'd have been offered if I'd been doing it by myself. I started my University experience feeling really positive because I knew much more about what I was getting myself into, and it progressed even further in terms of teamwork and leadership skills too.

To be honest, this might sound a bit cheesy, but I don't think I'd be where I am today if it wasn't for PLACED.

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WE ARE PLACED

We are PLACED. We bring people together to create better places. As a social enterprise and experts in engagement, community facilitation and education, we believe that when it comes to the places where we live, work and play, everyone deserves the opportunity to be heard.

We specialise in engagement and education, helping less-heard voices influence design, development and planning and turning complex issues into conversations people can take part in.

As a community interest company, we reinvest our surplus back into our communities, helping to fund and sustain programmes like PLACED Academy, so more young people build confidence and explore real routes into the built environment industry.



2025-26 SPONSORS

PLATINUM SPONSOR



GOLD SPONSORS



PlacesMatter

AtkinsRéalis



Cityheart



SILVER SPONSORS

MACCREANOR
LAVINGTON

Buttress



BRONZE SPONSORS

HaworthTompkins



HATCH

Jon Matthews Architects



Turner.Works

CIVIC

shedkm



vermont



elliswilliams

OMI



K2\

Levitt Bernstein
People.Design

PLANIT

LD&DESIGN

SUPPORTERS



MANCHESTER SCHOOL
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