

# Urban Plan UK: Inspiring Real Estate's Future

**PROMOTING A BETTER  
UNDERSTANDING OF THE REAL ESTATE  
INDUSTRY TO YOUNG PEOPLE FROM  
ALL WALKS OF LIFE.**



UrbanPlan is the Urban Land Institute's exciting educational initiative that's been running successfully in high schools in the US for over ten years - reaching over 27,000 students and enabling more than 1,500 ULI members to share their experiences. It brings to life the urban environment for young people through a series of interactive real life workshops and team working challenges.

Having been fully adapted, UrbanPlan is now running in schools in the UK thanks to the generous support of a group of industry funders.

## Why UrbanPlan UK ?

UrbanPlan UK is more than just an educational programme to help young people understand the role real estate plays to revive and regenerate urban areas. It's also a great mechanism for:

- » Creating more informed citizens who better understand the communities in which they live.
- » Enriching the A level curriculum.
- » Developing links between schools and industry.

- » Engaging with and raising the aspirations of young people.
- » Very topically, ensuring the long term success of the real estate industry by addressing an industry challenge to reach students from a diverse social and economic demographic who might not have thought about a real estate career.

## Delivering UrbanPlan UK

ULI is delivering this innovative programme in schools across the country, initially over three years, and completely free of charge. The target is to have it running annually in a minimum of 40 state schools reaching 1,200 pupils a year, across the country.

## The UrbanPlan UK Model

UrbanPlan UK delivers targeted one-day workshops for year 12 'A' level students (Geography & Business Studies), and in some cases to GCSE and BTEC students.

It brings real estate to life in a way designed to be relevant to the syllabus and compelling for young people. ULI has adapted its US model in partnership with EdComs, a market leading award winning British educational consultancy ([www.edcoms.com](http://www.edcoms.com)).

The workshops have been very well received by students, teachers and volunteers alike and are, in particular, considered highly successful in the delivery of the core objective to raise awareness of the property industry amongst young people.

ULI and EdComs have designed the programme to be delivered free of charge; to fit readily within the curriculum and class timetables; and to minimise the impact on teachers' workload. Easy-to-use multimedia resources have been created which include a teachers' toolkit, templates & 3D printed models for pupils to work with as well as briefing films and an App.



**"IT WAS A GREAT EXPERIENCE  
THAT GAVE INSIGHT INTO AN  
AMAZING FIELD."**

**PUPIL**



The volunteers help students relate these issues and decisions to challenges the students are set by UrbanPlan UK.

Volunteers also fulfil the role of the Council representatives and hear student presentations, challenge their proposals, as in reality, and award the development contract to the winning development team.

## About ULI

The Urban Land Institute is one of the world's most respected and diverse organisations in the field of development, land use, and urban planning. Established in 1936 in the US, the Urban Land Institute is a not for profit education and research body with over 33,000 members across the globe—over 800 here in the UK covering the private and public sectors representing all disciplines within the UK commercial and residential property market. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

## Workshop Scenario

The workshop focuses on the redevelopment of a blighted site in a hypothetical town and students are grouped into teams to form property companies responding to a call for proposals from a fictional local council. Each team member assumes a role and through these roles students develop an understanding of the various market and non-market forces and stakeholders in the development process. They must reconcile the often-competing agendas to create a well-designed, market-responsive, and sustainable project. Teams address challenging financial, market, social, political, and design issues; develop a 3D model of their plan; and present their proposal.

Each one-day workshop is led by a professional Facilitator (a qualified teacher). The Facilitator is supported during the project by the industry volunteers – whose role is to challenge the students to think more critically issues and the specific responsibilities of their role as well as engage in interactive discussions with students on their own project work or specific professional challenges.

## Adding Value

ULI also offers:

- » An annual celebration event for winning teams.
- » Opportunities to engage through follow-up activities (eg site visits, work experience) to support learning.
- » Clear signposting on career choices (apprenticeships, internships, summer schools, work experience, university and other courses) in association with professional bodies & other key initiatives such as "Property Needs You" and "Pathways to Property".

## SUPPORT URBANPLAN Please Contact

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