



URBANPLAN UK: FREQUENTLY ASKED QUESTIONS

Background

1. Who is ULI?

The Urban Land Institute (ULI) (uk.uli.org) is a non-profit research and education organisation supported by its members. Founded in Chicago in 1936, the institute now has over 33,000 members in 75 countries worldwide, representing the entire spectrum of land use and real estate development disciplines, working in the private and public sectors. ULI has been active in Europe since the early 1990s and has a particularly strong presence in the major European real estate markets of UK, Germany, France and the Netherlands but is also active in emerging markets such as Turkey and Poland. ULI UK is the largest ULI National Council in Europe with over 800 members from the private and public sectors representing all disciplines within the UK commercial and residential property market. It is led by an Executive Committee of senior industry figures who volunteer their time to deliver events and programming specific to the UK.

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

2. Who is EdComs?

EdComs (www.edcoms.com) is a market leading award winning British educational consultancy who deliver educational programmes into schools for clients as wide ranging as DfE, The British Olympic Association through to the BBC and Unilever.

3. What is UrbanPlan?

UrbanPlan is the Urban Land Institute's exciting educational initiative that has 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 and is based on the fundamental forces that affect land development.

4. What is UrbanPlan UK?

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

The programme delivers targeted one-day workshops for 16-18 year olds (Geography & Business Studies), predominantly for A level students but also 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 and has been adapted to the UK's curriculum requirements.

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

ULI has 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.

Format and Delivery

5. How is the programme structured and what materials are available?

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 about the UrbanPlan UK 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.

An indicative timeline for the weeks prior and following the workshop look like this:



Resources:

Films: The programme incorporates six briefing films. These are sent to schools in advance of the workshop, for teachers to share with participating students:

Film 1: Introduction to the Built Environment

Films 2-5: Role briefings

Film 6: City Council briefing.

Supporting written documents: The students are given a folder containing all the supporting materials they require to undertake the task which includes the Request of Proposals, Building Data, Market Data, community representations etc.

3D models and site plan: 3D printed models and a site plan are given to each team to use to design and plan their scheme.

Digital App: A bespoke financial appraisal app has been created so students can track their financial targets.

Website: All materials for students, teachers and volunteers are located on the UrbanPlan UK website (URL).

6. *At what times of year do you deliver UrbanPlan UK?*

ULI delivers three workshop tours (over 2-3 week periods) a year in the Autumn, Spring and Summer terms. Workshops are offered as two half days on consecutive weeks or as a whole day.

7. *Why do you focus on Business Studies and Geography A levels?*

EdComs undertook a detailed feasibility study on ULI's behalf and determined that the ideal curriculum fit was within these two subjects in Year 12. However if a school would like us to deliver it to students on other courses (e.g. Economics) and at other levels (e.g. GCSE) we can be flexible subject to the students satisfying certain criteria.

8. *Is there any scope to offer this to younger pupils?*

This is a sophisticated and challenging programme and in fact even volunteers found it tough during training! In the US, the programme is delivered to undergraduates in addition to high school students, so we feel A level is the appropriate audience. In some cases however, schools have invited their high achieving year 11s to participate and that has worked well. We are also communicating with other educational providers working with pupils at all levels and where a school would prefer something for a younger audience, we can help them identify alternative options that are available from third parties.

9. *How do you select the schools and where are they located?*

EdComs has a wide national network of schools and teachers with which it engages. They also have access to a comprehensive UK schools database, which can precision target specific schools according to criteria that has been agreed with ULI. Such criteria may include geographical location; student population demographics; and type of school. Working with EdComs, ULI identifies state schools in key city locations to deliver the programme. ULI will offer UrbanPlan UK in schools across the country but the initial focus is on cities where ULI has existing relationships and a membership base in order to secure the necessary volunteers.

Between November 2014 and December 2016 workshops were delivered in the following schools (in some cases on more than one occasion) reaching over 1000 pupils:

NATIONAL:

- Birmingham:
 - King Edward School
 - Baverstock Academy
 - Perry Beeches Free School
 - North Birmingham Academy
- Chester: Christleton High
- Edinburgh: Craigmount High
- North Lanarkshire: Kilsyth Academy
- Broxbourne: Broxbourne High
- Sheffield: King Ecgbert School
- Liverpool: Upton Hall School

GREATER LONDON:

- Morpeth School – E2
- St Andrews School - Croydon
- Bacons College – SE16
- Pimlico Academy – SW1
- Westminster Academy – W2
- Westminster Kingsway College – W1
- Whitefields School – NW2
- Bishop Challoner School - E1
- Lambeth Academy - SW4
- Ashcroft Technology Academy - SW15
- City and Islington Sixth Form College - EC1
- Newstead Wood School - Orpington
- Hornsey School for Girls - N8
- Hollyfield School - N8
- Regent's High - NW1
- Bexley Grammar School - Welling
- Bethnal Green Academy - E2
- Phoenix School - E3
- Maria Fidelis School, NW1
- Green Spring Academy, E2
- Fulham College, SW6
- Holland Park School, W8

10. How many pupils participate per school?

Our minimum requirement for any school booking is 20 and a maximum of 30 pupils.

11. What is the role of the industry volunteers?

Volunteers are an important part of UrbanPlan UK. Students and teachers are overwhelmingly positive about their contribution. 90% agree the volunteers are a valuable part of the experience. Volunteers are expected to support the delivery of the workshop alongside the professional facilitators. As the workshop is led by professional facilitators, the volunteers' time is spent engaging with the students and offering professional advice one-to-one or with small groups. In addition, they lead the judging process: listening to the student presentations, offering feedback and choosing a winning team. EdComs run training sessions for volunteers to help prepare them for their role. A volunteering handbook supplements the face-to-face training with practical guidance and advice. Our aspiration is that, following the workshops, volunteers might wish to nurture their relationship with schools by offering:

- visits or field trips to regeneration and urban development sites in London
- internships and work experience placements
- attendance at careers' events or delivering careers' talks in assembly, in class or to specific groups of students.

To date over 250 volunteers have participated on UrbanPlan UK.

12. How do you stay in touch with the schools and young people who have participated in UrbanPlan UK?

After a workshop we will provide the participants with a set of resources informing them of career opportunities in the sector. We also put them in contact with Property Needs You (www.propertyneedsyou.com) for further information and support on career opportunities as well as providing information about industry initiatives relevant to them (e.g. Pathways to Property Summer School).

In addition, all teachers are offered a complimentary membership of ULI and are invited to events so we can stay in touch particularly to monitor the ongoing progression of the young people.

We also run an annual celebration event where one winning team from each school are invited to attend a special event at an iconic building which includes talks from high profile industry professionals. The event helps increase the profile of the programme while providing an opportunity for participating students to visit and learn about the workplace. In 2016 we held the event at The GLA's City Hall in London and Clydebank in Glasgow.

13. Can it be accredited?

There is clear potential for UrbanPlan UK to become an accredited programme. We are currently in discussions with a number of subject associations on the matter.

14. Do you go back to the same schools year after year?

We do hope schools will want us to return and our aim is to build on-going relationships with them.

15. How will you measure impact and success?

We care passionately about creating an educational programme which is exciting, dynamic and informative. Every single student who participates in UrbanPlan UK will be asked to provide feedback on their experience, as will every teacher and volunteer. We will use this feedback to ensure we meet our goals, to assess the impact we have and to keep improving every year. Full feedback from the 2016 academic year can be provided upon request and these are just some of the headlines:

- 96% students found it useful to understand role of property industry & regeneration process
- 92% students rated it excellent/good
- 100% participating teachers classified UP as excellent
- 90% found it helpful to understand possible careers
- 96% of volunteers found the experience a positive one.

Funding the programme and how to support

16. Who has funded to the programme to date?

UrbanPlan UK is funded by the following organisations:

- Grosvenor/Westminster Foundation (Sustaining Founder)
- Land Securities (Sustaining Founder)
- British Land
- Capital & Counties
- Changing the Face of Property
- Hammerson
- Malcolm Hollis
- Native Land
- Parabola
- Strutt and Parker
- Tristan Foundation/Black Heart Foundation

The programme also received support from:

- ULI Foundation
- ULI Charitable Trust
- Investment Property Forum Educational Trust

- Perkins and Will

It has also been endorsed by the RTPI and RICS. We work in partnership with Pathways to Property and The Chartered Surveyors Livery Company.

17. How can we support UrbanPlan UK 2016-17 and 2017-18

We are seeking a minimum commitment of £10,000 per academic year for two years from each Funder (£20,000 in total).

18. My organisation already works with a local school, if I become a funder, could UrbanPlan UK be delivered there?

Where appropriate and in keeping with the ULI's objectives and timetable for UrbanPlan UK, we would be delighted to explore the possibility of delivering UrbanPlan UK in a school a funder would like to nominate.

19. We might like to see UrbanPlan UK delivered in a particular city, as a funder will that be possible?

Yes there is the potential for funders to suggest a particular location – but will be subject to logistics and the wider ULI objectives and timetable.

20. What do you see as the benefits for UrbanPlan UK funders?

UrbanPlan UK offers funders the opportunity to:

- Engage with a successful Corporate Social Responsibility initiative having a positive impact on the lives of young people.
- Get colleagues (or even clients or partners) actively involved through a highly professional, structured and worthwhile volunteering programme.
- Engage with young people in communities local to your business activities.
- Work in partnership with like-minded property industry colleagues motivated in the same way.
- Play a part in promoting the role real estate plays in transforming urban areas.
- Help shape and guide the roll out of the programme through involvement in a consultative committee.
- Offer other in-kind support such as host site and office tours, work experience, careers advice etc.
- Be publicly recognised around ULI's global network through branding and PR activities associated with the programme.

21. Will ULI accept commissions from organisations to deliver UrbanPlan UK in a specific school (or schools) and/or location?

Yes, this is a possibility and we would be happy to discuss the details.

22. How can colleagues in my organisation get involved?

The engagement of volunteers is a crucial aspect of the programme and we would strongly encourage all funders to nominate staff to make the time to participate in the delivery of the programme in the schools. We usually appoint 4-5 volunteers per school. Whilst it would be impossible to guarantee every potential volunteer a slot we always do our best to accommodate.

In addition, if funders wish, they might want to continue to develop the relationship with the young people and schools who have participated and offer work experience days, careers advice and site tours etc as appropriate.

Working with the industry

23. *Forty schools is only the tip of the iceberg, what plans to you have to widen the delivery?*

To increase reach, we will be exploring the possibility of:

- Working with carefully selected partners to deliver it in local areas
- Seeking alternative audiences e.g. undergraduates
- Working with ULI National Councils in Europe to determine feasibility of international delivery.

24. *There is a lot of activity in this space, how do you plan to work with other organisations such as professional bodies?*

ULI is participating in Property Week's Open Plan campaign and is working closely with professional bodies and other industry groups such as Changing The Face of Property and Pathways to Property to ensure a collaborative and joined up approach. This will be crucial to ensuring the young people we engage with are given clear guidance on their options should they wish to pursue a career in the sector. We will be inviting the key professional bodies (e.g. RICS, RTPI and RIBA) to promote the initiative to their members to assist us with recruiting the significant number of volunteers we will need to roll this out to 40 schools a year.

Financials

25. *What financial commitment are you looking for?*

We are seeking a minimum commitment of £10,000 a year for a two-year period.

26. *Are we able to make a charitable donation?*

ULI Europe can invoice you for your contribution or if you prefer you can make a donation to the ULI Charitable Trust.

27. *When would the payment be required?*

Ideally, annual payments would be made to coincide with each academic year but if you would prefer to pay in instalments, we would be happy to discuss appropriate arrangements with you.

28. *Can we give in kind, how can that be accommodated?*

We would be happy to discuss gifts in kind (for example design work, 3D model printing) and appropriate recognition.

For more information please see urbanplanuk.uli.org or contact Amanda Keane, Project Director, ULI Charitable Trust mob: 07973 653841 amanda.keane@uli.org