



PLACED Environmental Academy 2021

**“Even if you don’t end up wishing to work in the built environment, I think this is still a really useful and beneficial experience, working with professionals and new people on fun and unique tasks. It gave me a valuable insight into the life working as a professional in the built environment, as well as learning new skills along the way. I think it is a really beneficial and fun scheme for everyone.”**

**Max, Academy Participant**

**“Seeing the group gel over the 6 or so weeks was amazing. The impact on their lives in working and getting together with a variety of people from different backgrounds, religions and regions should be beneficial for their future.”**

**David Miller Architects, Academy Sponsor**

At PLACED, we know creative learning is an invaluable tool in developing young people’s confidence, self-belief and skills.

We believe in the importance of supporting diversity through education, to help create informed, stronger communities and professionals who can make a difference. Supporting those under-represented in the built environment in accessing the sector is our priority: including young women, ethnic minority communities and those from less privileged areas. We argue it is critical that these voices are heard in the design and decision-making process about places. That is why we established the PLACED Academy in 2019 as a free creative programme about the built environment for 14-18 year olds.

In 2020, Covid increased the need for programmes like the Academy. We have witnessed first-hand the uncertainty young people are experiencing as a result of the pandemic, and the anxiety they are feeling about their future.

Evaluation of our three Academy programmes show how participating has a significant impact on the personal, social and professional development of young participants.

For 2021, we are very excited to be working with Liverpool City Region Combined Authority and Metro Mayor as the primary funder for the 2021 PLACED Environmental Academy. We know this programme will resonate with many young people, with the environment and climate change being a subject that feel passionately about. It will focus on how the design and management of the built environment can positively impact climate change. Along with education activities, it will also include youth led public engagement and advocacy activities, an exciting extension to the programme enabling an even wider reach.

We are currently looking for Partners and Sponsors to work with us to support, enhance and extend the Environmental Academy. Your support will help to enable another group of young people to develop confidence, skills and belief that they can succeed in their chosen career path.

This brochure outlines the programme and how you can get involved and help us to have a positive impact.







## What is the PLACED Academy?

The PLACED Academy is a free creative education programme about the built environment for 14-18 year olds. Academy participants take part in creative design workshops which respond to live projects, skills development activities, professional skill sessions and one-to-one support, helping them to feel confident as they take their next steps on their journeys.

Launched in 2019 as a face to face programme, 2020 saw the Academy being taken online in response to Covid, with two digital programmes being delivered. In total, 93 young people have graduated.

Whether face to face or online, creativity, collaboration and confidence-building are at the heart of our activities.

Through workshops, mentoring, advice and support, the PLACED Academy develops young people's self-belief, skills and knowledge. By putting the built environment at the core of the programme, we help to create empowered young citizens who know their views matter and can shape the places in which they live.

Participants are supported by the PLACED team and fantastic mentor Ambassadors, built environment professionals and students. As a

consequence of working with a wide range of professionals, young people's knowledge of diverse careers, conventional and non-conventional routes, pathways and goals in the built environment increases.

**"Seeing all the opportunities, programmes and improvements going on gave me a better insight into how local neighbourhoods work in cities and the importance of community."**

**Millie, Academy Participant**

**"It's an amazing experience and really helped me to come out of my shell"**

**Lola, Academy Participant**



## The 2021 Environmental Academy

Throughout our work, young people repeatedly put the environment at the top of their agenda to make better places and happier communities. PLACED are therefore thrilled to have been successful in receiving funding from the Liverpool City Region Combined Authority (LCRCA) and Metro Mayor to support the development and delivery of the Environmental Academy, a programme that puts sustainability and the environment at its heart.

The Environmental Academy will commence in June 2021 and will support youth-led advocacy in the urgent conversation around the climate crisis. It will include digital and face-to-face design workshops, expert talks, professional development sessions and the creation of an awareness raising campaign.

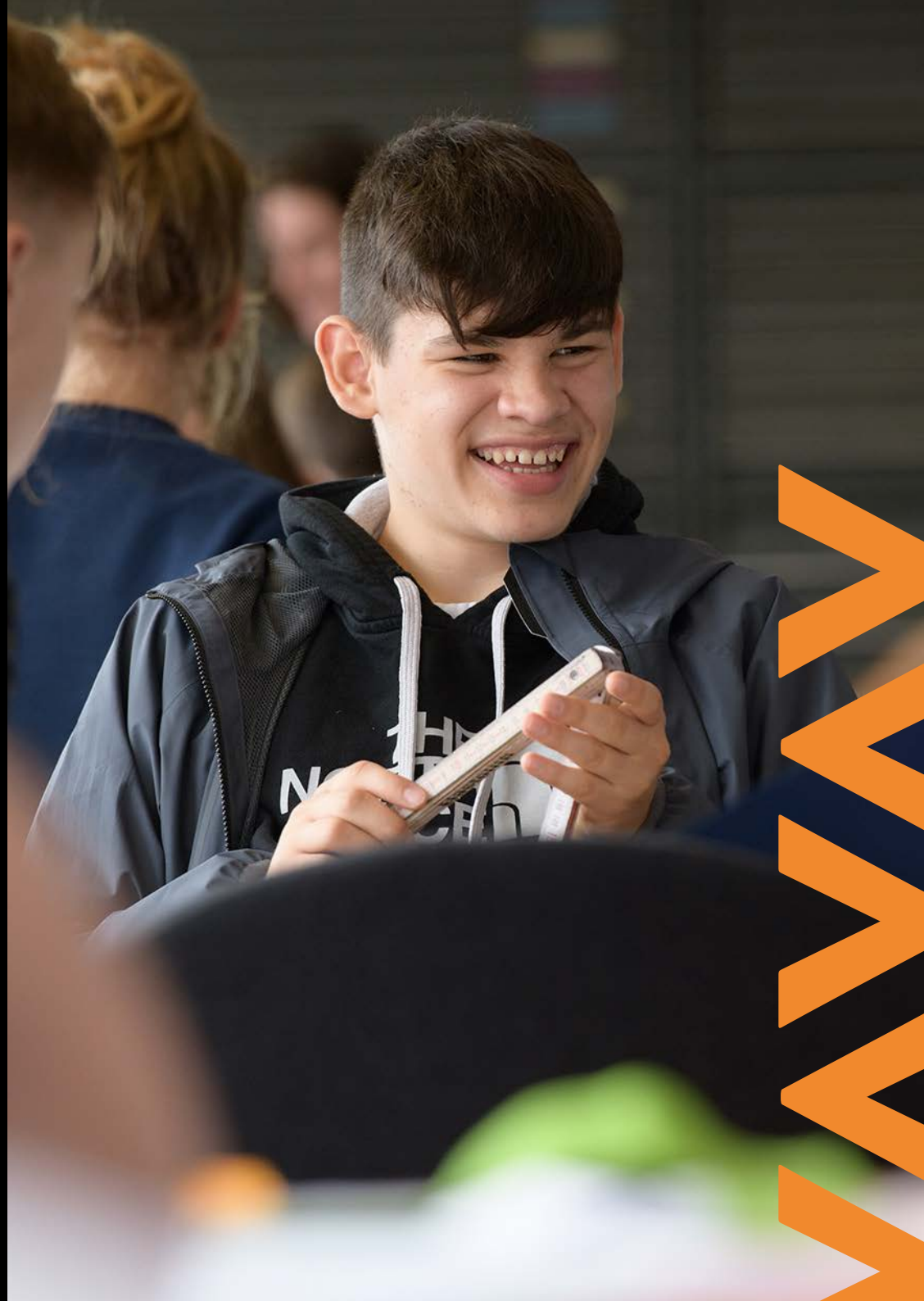
This will lead to community engagement - face-to-face, online or a combination – that will allow the young people to engage with the wider public about what they have learnt and what others feel could lead to more sustainable places to live, work and play. Alongside this, participants will support the development of a website with school resources and activities to support learning in classrooms across Liverpool City Region.

## The Next Level: Extending the Environmental Academy

It is our ambition to enhance the activity supported by the LCRCA and Metro Mayor and further our participants' development through an expanded programme, running from September until December 2021. This programme will challenge participants to respond to the outcomes of the community engagement: a crucial aspect of iterative design which is responsive to the views and feelings of communities.

The participants will be supported in developing collaborative group designs, focused on town centres and high streets, with the support of the PLACED team and a dedicated mentor, who will help them consider the feedback from their engagement and their ambitions for environmental designs. These will then be presented to an audience to develop their confidence, teamwork and public speaking skills

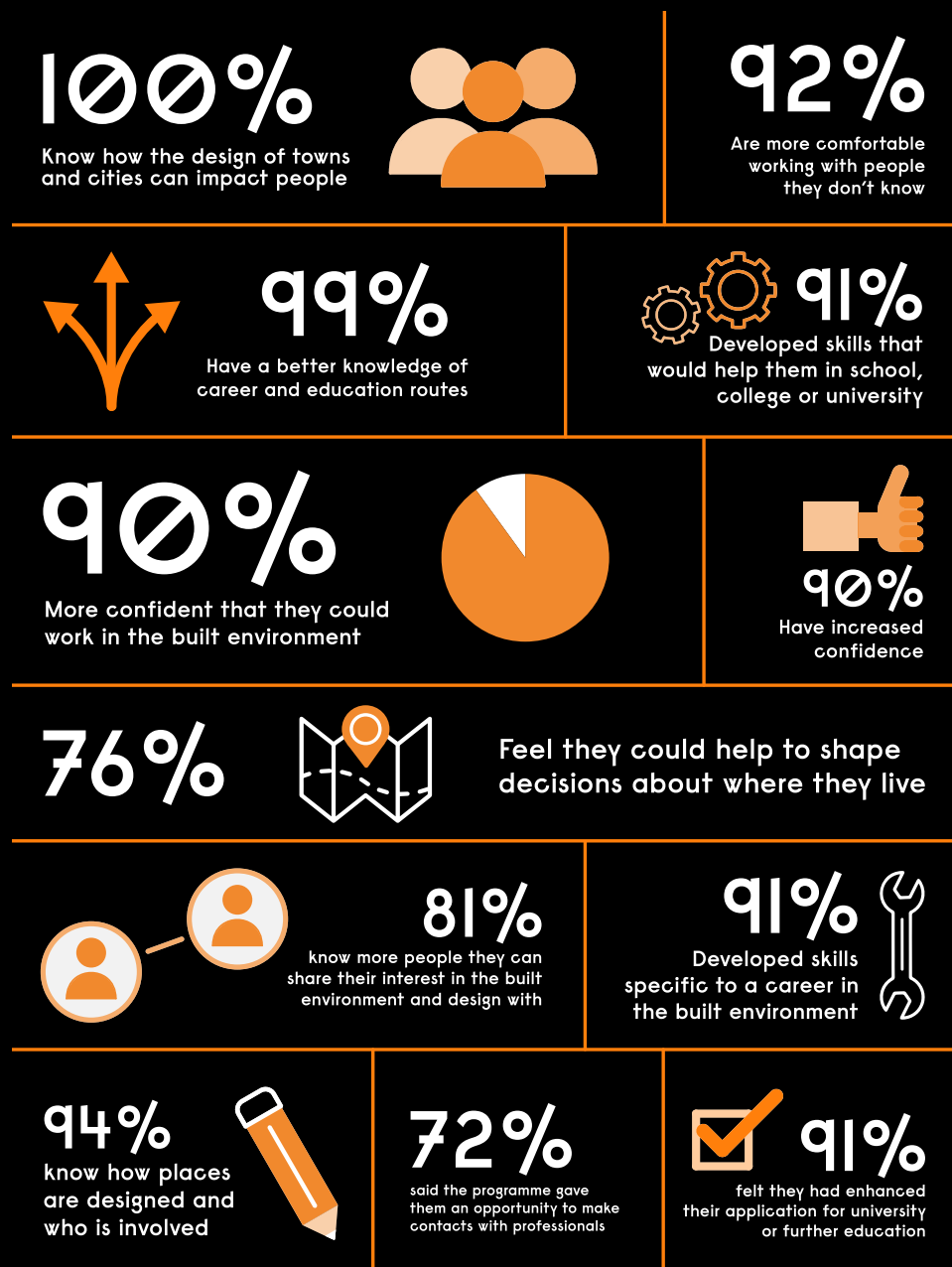
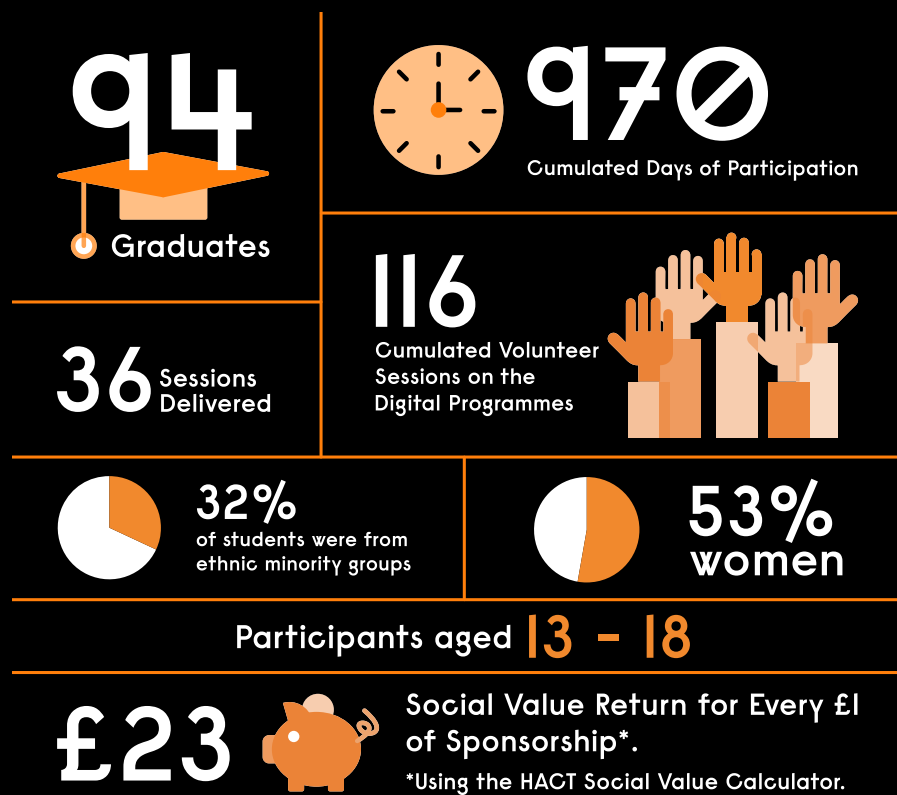
We are looking for match funding to enable us to deliver this extended programme of design workshops and activity. Your support will also provide our participants with additional time and support from PLACED, their mentors and Ambassadors, alongside enriched resources. This will ensure all participants have greater opportunity to thrive.



## Impact of the PLACED Academy Programmes

We're thrilled at the impact of the three PLACED Academy programmes to date. In addition to knowledge and skills gained through active learning with their peers, feedback demonstrates the wider social and emotional benefits gained from the PLACED Academy.

The following highlight some of the impacts across all three programmes. A full Impact Analysis of each programme can be found on the PLACED Academy website



## Why be an Academy Sponsor

This is an exciting opportunity to be involved in the PLACED Academy alongside our primary funder Liverpool City Region and Metro Mayor.

- Have a positive, transformative impact on the lives of young people
- Be part of a project that addresses the critical issues of climate change and the environment, Covid recovery for young people, increasing diversity in the built environment and enabling young people to share their ideas for more sustainable futures for our high streets
- Opportunity to support workshops, getting to know the group and see first-hand the impact your contribution is having
- Supports your company Corporate Social Responsibility and Social Value Agendas
- Positive activity to enhance tenders
- Photographs for use on your website, social media and tenders
- Academy Sponsor logo for use on your email footer and website

- Logo on PLACED Academy website including a direct link to your website
- Social media posts reflecting your support
- Identified as Sponsor on website and print
- Be a part of our PLACED network, consisting of industry professionals across the North West



“It is so much more than a social value activity in the communities you operate. This is real people with creative thinking who challenge you to think differently too. This is our future generation and in a digital world I really learnt new techniques too, whilst giving young people the sense that there are a variety of roles within the Built Environment regardless of your background or where you are based.”

ISG, Academy Sponsor

## Sponsorship Rates

We are inviting businesses to sponsor a place on the course for just **£175 per quarter**, with a minimum commitment of 12 months, or alternatively a **one-off payment of £700**.

If you choose to support multiple young people, you will benefit from a **reduced rate for two placements of £1,200**.



## Could you be an Academy Partner?

We are keen to work with a limited number of companies as Partners. In addition to Sponsor benefits, Partners benefit from:

- Opportunity to collaborate on the programme content, including scope to set the young people a project brief that enables you to engage with and gather young people's views on a live project
- Increased level of social media posts and mentions
- Named Partner on all print and promotional materials

Our Partner rates are £2,500 per annum.



“It was a great experience and useful to engage with a group of young people who have no preconceptions of the scheme or the area so really came at it with a fresh approach. They managed to focus on core ideas such as sustainability and community as a result.”

Public Sector PLC, Academy Partner



“I learnt to never underestimate what young students are capable of! They seemed to understand the whole process and didn't need much encouragement to be creative. They gave their ideas a lot of thought and were very mature in the presentation of their ideas. The next generation of creators are super talented!.”

Buttress Architects, Academy Sponsor

“Engaging with young people through the Digital Academy was a really innovative and different way to hear the voices of the future. The pandemic, like most things, completely altered the way we could discuss, learn and engage with various groups and so we were really pleased that PLACED were still able to go ahead with their Academy, albeit in a slightly different and virtual format.

It was interactive and thought-provoking, with plenty of opportunities to understand how the challenges and opportunities that they identified in terms of their own built environment and places could shape the way they lived.

Time and time again it brought to focus that our young people passionately care for the environment that they live in and the health of themselves and their families; two key points which are really driving forward the development of the SDS policy”.

Liverpool City Region Combined Authority  
Academy Partner







## Who are PLACED?

PLACED delivers creative Education and Engagement programmes that bring people together to make better places. We engage people in design, planning and development, connecting communities, decision makers, schools and businesses across the North West.

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, and put creativity at the heart of our approach, helping to ensure those who do not traditionally have a voice can participate on an equal platform.

Through our work we advocate for better engagement and education about 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.

Our work is possible due to the support of over 140 volunteer Ambassadors – student and industry professionals – who are passionate about quality design in the built environment.

We have significant experience in delivering education programmes that place the built environment at the core. Our work includes delivering creative workshops in schools, colleges and universities and holiday programmes. Since 2012, we worked with thousands of young people. Many of our past participants have gone on to study architecture, urban design and other built environment courses at university, and some are now starting out in their professional careers.

We believe that we can only make better places together.

To discuss Partner and Sponsor opportunities contact PLACED Director,

Jo Harrop, on: [info@placed.org.uk](mailto:info@placed.org.uk) or 07968 237 280



---

## 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)

[www.placed.org.uk](http://www.placed.org.uk)

Twitter: @PlacedEd

Instagram: @Placed\_Ed

[Facebook.com/place.org](https://www.facebook.com/place.org)

---



**METROMAYOR**  
LIVERPOOL CITY REGION