UrbanPlan Autumn 2017 Evaluation
Background and Methodology
Background

- UrbanPlan UK introduces students to urban regeneration. Working in teams, students form a property development company and respond to a brief to redevelop a blighted urban site.
- This report provides findings from those 25 schools.
Methodology

• Workshops took place between 30th October 2017– 01st December 2017.
• Evaluation forms were given to all students, teachers and volunteers to complete.
• We received responses from:

Students: 723
Teachers: 29
Volunteers: 93
The following icons have been used throughout this report refer to:

- Students
- Teachers
- Volunteers
Overall opinion of UrbanPlan
UrbanPlan was viewed extremely positively by students, teachers and volunteers.

94% of students rated UrbanPlan as either Excellent or Good

55% excellent
39% good

100% of teachers rated UrbanPlan as Excellent

96% excellent
4% good

100% of volunteers rated UrbanPlan as Excellent

89% excellent
11% good

...rated UrbanPlan as either Excellent or Good

Question: Overall, how would you rate your experience of UrbanPlan?
Reflecting their overall enjoyment of the workshop, 66% of students are likely to recommend UrbanPlan.

How likely are you to recommend UrbanPlan?
Student responses:

Responses are shown in %
Benefits of UrbanPlan
Prior to the event, students lacked detailed knowledge of the property industry, and only a minority were considering a career in the industry.

Prior to taking part in UrbanPlan, how aware were you of the range of careers in the property industry?

- Knew about the industry generally, but not specific rules
- Knew about some of them
- Knew about all of them
- Don't know

Responses are actual numbers of students, based on 723 student responses.
The UrbanPlan programme successfully educated students about the overall role of the property industry. 93% of students (667 students) said it was useful.

Responses shown are actual numbers based on 716 student responses from 723 students.
The vast majority of students said that UrbanPlan was useful in helping them understand the urban regeneration development process. 90% of students (646) said it was useful.

How useful was UrbanPlan in helping you understand the urban regeneration development process?

- Don't know
- Very useful
- Quite useful
- Neither
- Not very useful
- Not at all useful

Responses are shown in actual numbers based on 716 student responses from 723 students.
88% of students said UrbanPlan helped them understand possible careers in the industry.

**How useful has UrbanPlan been in helping you understand possible careers in the industry?**

- Don't know
- Very useful
- Quite useful
- Neither
- Not very useful
- Not at all useful

**Responses are based on actual numbers, based on 716 student responses from 723 students**
A large number of young people who took part in UrbanPlan are now seriously considering a career in property.

Overall, by the end of the workshop 39% agreed they are now seriously considering a career in property, compared to 12% prior to participating in UrbanPlan.

Question: Have you ever considered a career in property before UrbanPlan?
Question: Since participating in UrbanPlan I am now considering a career in property
Logistics of UrbanPlan
All teachers felt prepared in advance of the workshop and would run the workshop again in their school.

100% of teachers said they would run UrbanPlan again.

Responses are shown as actual numbers, based on 26 teacher responses from 29 teachers.

Would you be happy for ULI to run this workshop again in your school?

No

Yes

I felt well enough prepared in advance of the workshop

No teacher felt unprepared for the workshop.

Responses are shown as actual numbers, based on 28 teacher responses from 29 teachers.
Volunteers felt well prepared and well trained before the workshops.

95% volunteers felt that the training they had received was adequate.

Responses are shown as a percentage, based on 91 volunteer responses from 93 volunteers.
Role of volunteers
Overwhelmingly, volunteers felt that participating in UrbanPlan had been a valuable experience for them/their career and enjoyed it. No volunteers answered negatively.

100% of volunteers felt that participating in UrbanPlan was a valuable experience for them/their career.

100% of volunteers said they enjoyed taking part in UrbanPlan.
Unsurprisingly, every volunteer would be happy to participate again.

100% of volunteers said they would volunteer to be part of a similar workshop again.

I would volunteer to be part of a similar workshop again

- Agree
- Strongly Agree
Students valued the facilitators and the volunteers.

To what extent do you agree that you enjoyed the people who ran UrbanPlan?

97% of students said they enjoyed the facilitators.

To what extent do you agree that the volunteers were a valuable part of the experience?

90% of students said that the volunteers were a valuable part of the experience.

Responses are shown as a percentage, based on 717 student responses from 723 students.
We asked students what they would change about UrbanPlan and they told us they’d like more time on planning their presentations and getting feedback. Many students told us they liked the workshop and the whole experience.

More construction options such as car park. Put overall land use in finance app.

Give more time to plan the speech and more build time.

We asked them for further feedback.

The presenters of UrbanPlan were beyond amazing and enthusiastic. It was a very productive, uplifting workshop.

Keep it up and keep motivating young generation.

Thank you very much for providing us with this experience, I thoroughly enjoyed it and learnt valuable lessons from it.
We asked volunteers how we could improve UrbanPlan. They suggested offering students more information about career paths in the property industry and giving more time for feedback at the end of the day.

More time to talk to students while designing and giving feedback.

Expose the students to a range of job opportunities within the property industry. It would be great to be able to go to more schools.

Found marking guidance sheet hard to use not enough time between the presentation—would prefer check points. Then more space to unite notes.

We asked volunteers for any further feedback.

The workshop has improved a lot since I first volunteered a couple of years ago.

Was a great opportunity for me to help students get an insight into the property industry. Would have loved to have this opportunity when I was in school.
We asked teachers what they would change about UrbanPlan. Most teachers said they wouldn’t change anything. Some mentioned having more time.

This is one of the most engaging & professional workshops I have experienced in 20 years of teaching. Keep going.. It’s absolutely perfect!

Great opportunity for our young people, promoted critical thinking and enhanced their problem solving skills.

We asked teachers for any other comments or suggestions about improving UrbanPlan

.. It is very rare to see all the students engaged… Enthusiastic Leaders… Amazing experience for the students.

The way this is so hands-on works so much better with students. This is the best workshop ever.

T15. What would you change about UrbanPlan if anything?  
T16. Do you have any final comments or suggestions about how we could improve UrbanPlan?
Appendix
Demographics and gender

43% of students were female and 57% were male.

Gender divide

Ethnicity of students

Other Ethnic Group
Prefer not to say
Black/ African/ Caribbean/ Black UK
Arab/ Arab UK
Asian/Asian UK
White Other
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<th>Schools Visited</th>
<th>Number of Volunteers</th>
<th>Number of Students</th>
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