Background and Methodology
• UrbanPlan introduces students to the various market and non-market forces involved in the Built Environment industry. Working in teams, students form a property development company and respond to a brief to redevelop a blighted site
• This report provides findings from those 12 schools.
Methodology

• Workshops took place between 5\textsuperscript{th} – 23\textsuperscript{rd} March 2018
• Evaluation forms were given to all students, teachers and volunteers to complete
• Total numbers who completed the evaluation forms are as follows:

<table>
<thead>
<tr>
<th></th>
<th>Students:</th>
<th>Teachers:</th>
<th>Volunteers:</th>
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<tbody>
<tr>
<td></td>
<td>297</td>
<td>18</td>
<td>37</td>
</tr>
</tbody>
</table>
Key

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.

92% of students rated UrbanPlan as either Excellent or Good

100% of teachers

100% of volunteers

...rated UrbanPlan as either Excellent or Good

Contributors were asked: Overall, how would you rate your experience of UrbanPlan?
Reflecting their overall enjoyment of the workshop, 66% of students said that they are likely to recommend UrbanPlan.

How likely are you to recommend UrbanPlan?  
**Student responses**

- **Very likely**: 20% (59)
- **Neutral**: 31% (90)
- **Likely**: 45% (132)
- **Unlikely**: 2% (7)
- **Not at all likely**: 1% (4)

*Students were asked: How likely are you to recommend UrbanPlan to a friend?*
Benefits of UrbanPlan
Prior to the event, students lacked detailed knowledge of the property industry.

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

- Don’t know: 13% (38)
- Knew about all of them: 2% (6)
- Knew about some of them: 39% (115)
- Knew about the industry generally, but not specific roles: 46% (138)
The UrbanPlan programme successfully educated students about the overall role of the property industry. **93% of students said it was useful.**

How useful was UrbanPlan in helping you understand the overall role of the property industry?

- **Useful** 93%
- **Not Useful** 7%

- Not Useful  
- Neither  
- Useful
The vast majority of students said that UrbanPlan was useful in helping them understand the urban regeneration and development process. **90% of students (267) said it was useful.**

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

- Useful: 90%
- Neither Useful: 10%
- Not Useful: 0%
80% 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?

- Useful: 80%
- Neither: 16%
- Not useful: 4%
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 38% agreed they are now seriously considering a career in property, compared to 25% who said this prior to UrbanPlan.

Q6. Had you ever considered a career in property before UrbanPlan?
Q8. 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.

I felt well enough prepared in advance of the workshop

No teacher felt unprepared for the workshop.
100% of teachers said they would recommend UrbanPlan to colleagues. 15 of the 18 teachers who responded said they were ‘very likely’ to recommend it.
Volunteers felt well prepared and well trained before the workshops.

100% volunteers felt that the training they had received prepared them well.

The training I received adequately prepared me for the workshop

- Agree 100%
- Disagree
- Neither
- Agree
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.
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
- Neither
- Disagree
Students valued the facilitators and the volunteers.

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

93% of students said they enjoyed the people who ran UrbanPlan.

Responses are shown as a percentage, based on 295 student responses from 297 students.

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

83% of students said that the volunteers were a valuable part of the experience.

Responses are shown as a percentage, based on 289 student responses from 297 students.
We asked students what they would change about UrbanPlan and they told us they’d like more time to prepare and plan their presentations. Many students told us they liked the whole experience.

More time. More design elements. Travelling and transport options. A mouse with the laptops to use the app to stay the buildings.

Have time within the session where we can step out of the financial and logistics side of the build but more the aesthetic and the environment etc.

We asked them for further feedback.

To be honest, I was overwhelmed at the start but as time passed I was able to adapt & contribute with the help & support from the people who ran UrbanPlan.

Perhaps Urban Plan should do more activities like this more often as it encouraged me to think about my future career and I'm sure it will encourage other young people like me.

It was really good. I wasn’t interested in a career in property but now I am.
We asked volunteers how we could improve UrbanPlan. They suggested offering students more time for preparing and to include a section on career development e.g. architects and agents etc.

The financial tool wasn't as speedy or intuitive to keep up with the changes the team members were making.

Think about incorporating some basic tech. Maybe a really simple 3D model within the app.

I would like to have had a bit more guidance on the questions we were going to be asked e.g. presentation skills so we could have given some more thought to how best to answer them.

We asked volunteers for any further feedback.

Great experience. I wish my 15 year old self could take part! Excellent management of project and great to see integration of technology with practical task.

Well delivered, professional. The facilitators helped the students engage - even more than you’d expect.

V8. What would you change about UrbanPlan if anything?
We asked teachers what they would change about UrbanPlan. Most teachers said they wouldn’t change anything.

There is very little I would change apart from maybe more business volunteers to work with groups.

The whole experience from planning to booking and to the pre-visit ppt and actual day has been fantastic. Maybe watch both videos from the pre-lesson again as we had some technical issues for one of the classes in the pre-lesson slides.

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

Osian and Richard were a credit to the workshop as after break some of my Year 10s who hadn't been in the workshop were trying to sneak in to join in with it! Such a good event and thank you.

Always great to see how engaged the students are in the activities. The soft skills gained are so useful to students. Pushed some students outside their comfort zone with presentations but in a very supportive environment.
Appendix
Demographics and gender

52% of students were female and 48% were male.

Ethnicity of students

- White British: 26% (76)
- White Other: 15% (45)
- Asian/Asian UK: 20% (58)
- Arab/Arab UK: 4% (11)
- Black/African/Caribbean/Black UK: 25% (75)
- Other Ethnic Group: 9% (26)
- Prefer not to say: 2% (6)
<table>
<thead>
<tr>
<th>Schools Visited</th>
<th>Number of Volunteers</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Whitefield School</td>
<td>5</td>
<td>26 students</td>
</tr>
<tr>
<td>2. Regents High School</td>
<td>3</td>
<td>30 students</td>
</tr>
<tr>
<td>3. Maria Fidelis School</td>
<td>3</td>
<td>28 students</td>
</tr>
<tr>
<td>4. St Saviour’s and St Olave’s</td>
<td>3</td>
<td>15 students</td>
</tr>
<tr>
<td>5. Raynes Park High School</td>
<td>4</td>
<td>32 students</td>
</tr>
<tr>
<td>6. Bexley Grammar School</td>
<td>5</td>
<td>41 students</td>
</tr>
<tr>
<td>7. Pimlico Academy</td>
<td>4</td>
<td>20 students</td>
</tr>
<tr>
<td>8. St Marylebone C of E school</td>
<td>4</td>
<td>34 students</td>
</tr>
<tr>
<td>9. School 21</td>
<td>3</td>
<td>14 students</td>
</tr>
<tr>
<td>10. Fulham College</td>
<td>3</td>
<td>24 students</td>
</tr>
<tr>
<td>11. Wimbledon College</td>
<td>3</td>
<td>26 students</td>
</tr>
<tr>
<td>12. City and Islington College</td>
<td>2</td>
<td>22 students</td>
</tr>
</tbody>
</table>