UrbanPlan is the Urban Land Institute's exciting urban regeneration educational initiative that’s been running successfully in high schools in the US since 2003; in Europe since 2014 and Asia since 2018. It’s now reached over 60,000 students and enabled hundreds of 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.

In Europe, UrbanPlan runs in schools in the UK, Ireland, Germany and The Netherlands thanks to the generous support of a group of industry funders.

Who benefits from UrbanPlan?

ULI delivers this innovative programme in state schools in predominantly disadvantaged urban areas and is targeted at 15-18 year olds.

The UrbanPlan Model

The programme delivers targeted one-day urban regeneration workshops for pupils studying Geography, Business Studies and Economics. It brings real estate to life in a way designed to be relevant and compelling for young people. Property industry volunteers deliver the programme alongside professional facilitators. The programme is free of charge, fits easily into the school day and minimises the impact on teachers' workloads. Easy-to-use multimedia resources have been created which include a teachers' toolkit, templates and models for pupils to work with as well as briefing films and an App.

Feedback from the Classroom

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

Teacher:
This is one of the most engaging and professional workshops I have experienced in 20 years of teaching.

Student:
It was a great experience that gave me an insight into an amazing field.

Volunteer:
I think it is a great initiative and hopefully it will go from strength to strength and visit more schools so even more students could benefit.
Workshop Scenario

The workshop focuses on the regeneration 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 the local government. 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 regeneration 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, environmental, and design issues; develop a 3D model of their plan; and present their proposal. Each one-day workshop is led by a professional ULI Facilitator. 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. Volunteers also fulfil the role of the local government representatives and hear student presentations, challenge their proposals, as in reality, and award the development contract to the winning team.

Ongoing Engagement

After a workshop ULI provides pupils with resources about career opportunities in the sector and encourages volunteers to offer: visits or field trips to regeneration and urban development sites; internships, mentoring and work experience placements; careers advice and school visits.

Every UrbanPlan tour has been viewed extremely positively by students, teachers and volunteers

<table>
<thead>
<tr>
<th>Excellent or Good Ratings</th>
<th>Students</th>
<th>Teachers</th>
<th>Volunteers</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>95%</td>
<td>100%</td>
<td>97%</td>
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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 40,000 members across the globe. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Support UrbanPlan

If you would like more information or are interested in volunteering or supporting UrbanPlan please contact:

Amanda Keane
ULI UK, 131 Finsbury Pavement London EC2A 1NT
London EC2M 7PY
M: +44 (0) 7973 653841
E: amanda.keane@uli.org
https://europe.uli.org/programmes/urbanplan/

Funding partners: