



# Masterplan Bootcamp Information pack

A *ten-week* sprint to design your *ten-year* school masterplan.



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document

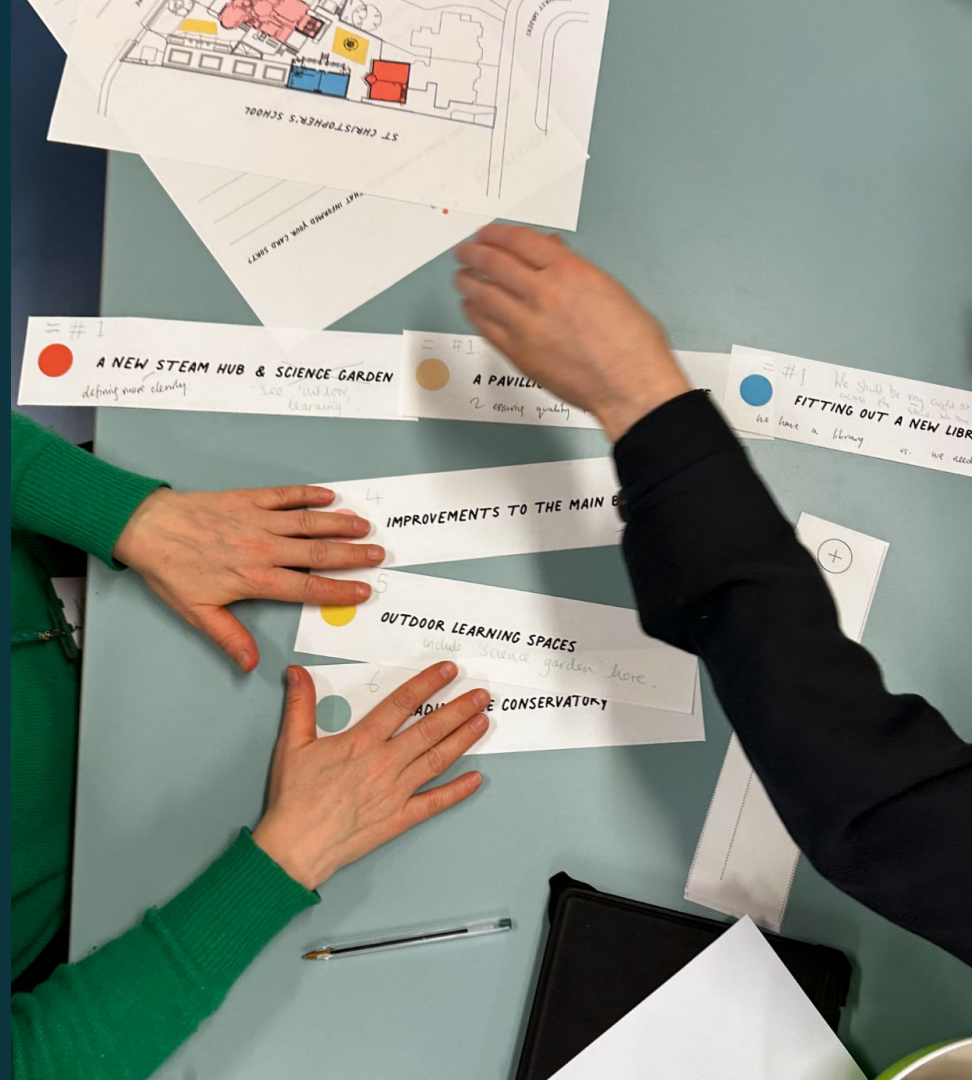
Kennedy  
Woods

Certified



Corporation

A *ten-week* sprint  
to design your  
*ten-year* school  
masterplan.

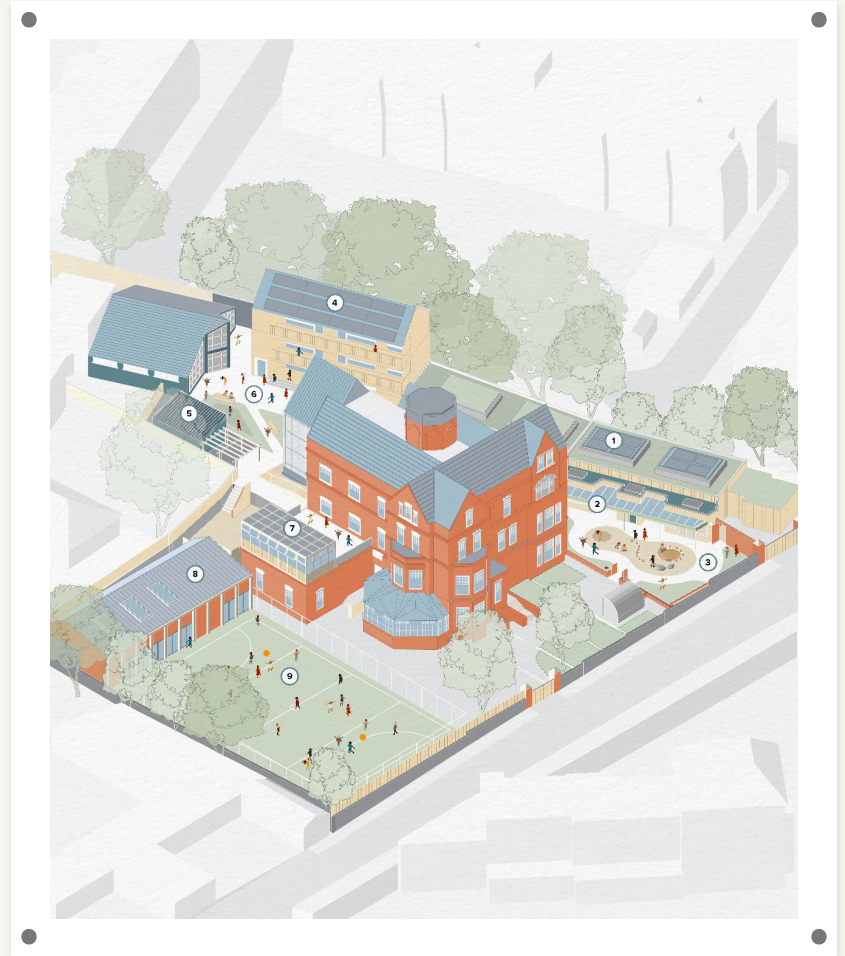




Get to grips with what  
your school truly needs.

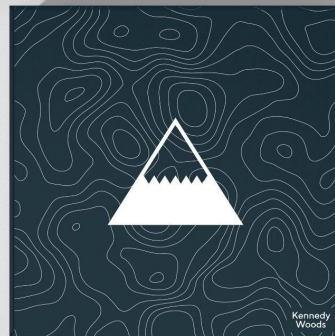
Turn your understanding  
into a visionary masterplan.

Prepare your school for an  
optimistic, resilient future.





Choose activities from our toolkit to get your staff, pupils and parents *thinking, talking and inspired.*



Activity 1

### Senior-team workshops

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

Real life scenarios, for staff to discuss and share their own experiences and solutions.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



01

Activity 2

### Interviews and focus groups

**Time:** 30-45 minutes  
**Location:** Anywhere  
**Resources:** None

Give the participants a chance to share their own experiences and solutions.

1. Present a scenario to the group.  
2. Interview participants and take notes.  
3. Share your own experiences and solutions.



02

Activity 3

### Creative Encounters

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

Activities can be done in a group or individually.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



03

Activity 4

### Co-design Camp

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

Workshops involving children and young people, to share their own experiences and solutions.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



04

Activity 5

### The Crunch

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

The Crunch is a game that helps children and young people to share their own experiences and solutions.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



05

Activity 6

### Spatial audit

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

A visual representation of your own experiences and solutions.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



06

Activity 7

### Concept design

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

A visual representation of your own experiences and solutions.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



07

Activity 8

### Developed design

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

A visual representation of your own experiences and solutions.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



08

Activity 9

### Artwork and visualisations

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

The production of artwork and visualisations to share your own experiences and solutions.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



09

Activity 10

### Project storyboard

**Time:** 15-20 minutes  
**Location:** Anywhere  
**Resources:** None

A storyboard of your own experiences and solutions.

1. Present a scenario to the group.  
2. Discuss the scenario and share your own experiences and solutions.  
3. Share your own experiences and solutions.



10



I

## Research

Uncover what matters  
most to your team, pupils  
and parents.



II

## Design

Develop designs  
for the best possible  
future of your school.



III

## Communicate

Map out your vision  
to stakeholders with bold  
imagery and powerful  
storytelling.



# Research

Uncover what matters most to your team, pupils and parents.

- Week 1** **Senior-team workshops**  
Brief-building sessions to define your strategic and commercial goals.
- Week 2** **Interviews and focus groups**  
Deep-dive facilitated discussions with a cross-section of your school community – pupils, teachers and parents.
- Week 3** **Creative encounters**  
Activities and exercises designed to spark creative confidence in participants.
- Week 4** **Co-design camp**  
Workshops involving children in the design process – to see the school from their perspective.

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# Design

Develop designs for the best possible future of your school.

Week 5

## The crunch

The moment for us to turn raw research into powerful insights that drive design.

Week 6

## Spatial audit

A close examination and assessment of your existing site to help us identify the best potential development opportunities.

Week 7

## Concept design

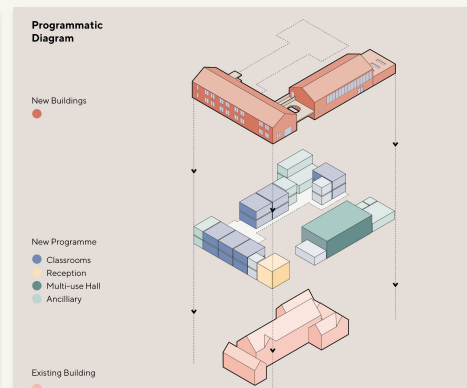
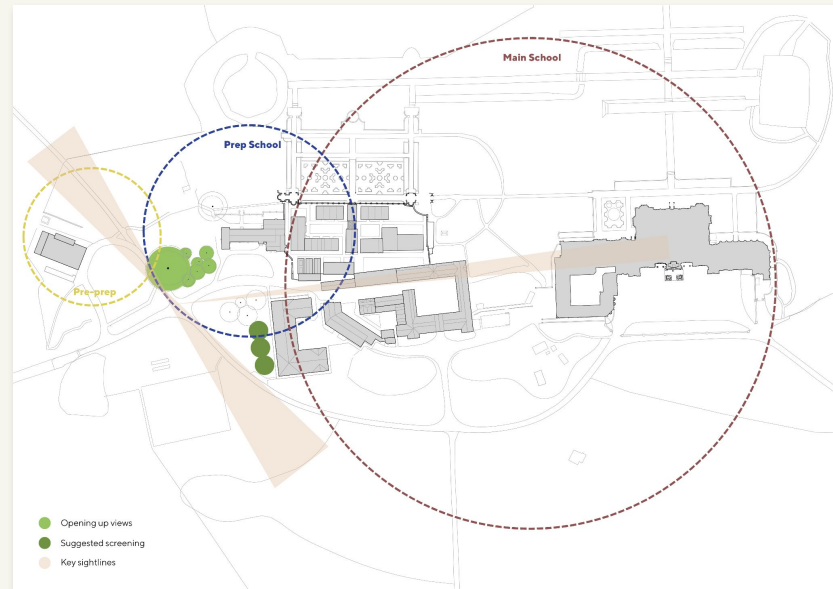
An intensive phase of design development where we come up with a wide range of options.

Week 8

## Developed design

A mutual commitment to the strongest design idea which we then resolve into full detail.

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# Communicate

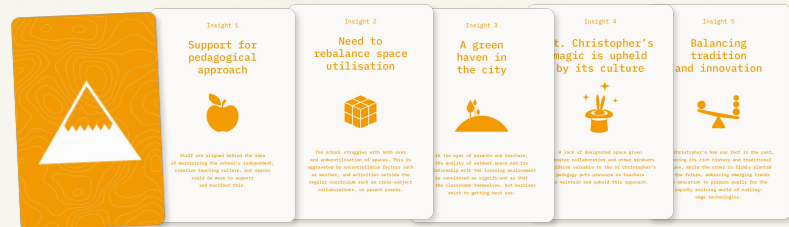
Map out your vision to stakeholders with bold imagery and powerful storytelling.

## Week 9 Artwork and visualisations

The production of jargon-free, easy-to-read imagery and drawings that bring to life the final design.

## Week 10 Project storybook

A bringing together of highlights and insights to share with participants, stakeholders, and the wider school community.







Make designers of the future, by giving your students *hands-on experience* of the architectural process.





## Meet your facilitators.

Chris and Tom first met over a pack of crayons more than 30 years ago.

As an architect and product designer, they see the world through different lenses, but a lifelong friendship has taught them the power of embracing different perspectives.

Today the studio brings together architects, designers, technicians and storytellers on a shared mission: to design kind, clever places to help people learn and grow.



**Tom Woods**  
*Design Lead*

*I'm always on the lookout for opportunities to improve people's lives through design. Sometimes care given to the smallest detail can have a huge impact. I help people think big and explore exciting new ideas.*



**Chris Kennedy**  
*Architecture Lead*

*I like to see the whole picture and stay one step ahead with a clear strategy. Our projects often have a lot of moving parts. I untangle and solve big, complex problems.*



## Fee summary

10 week programme

Full Price £30,000 ex VAT

+ 40% discount applied for IAPS '23 delegates

**£18,000 ex VAT**





What we're working on right now.



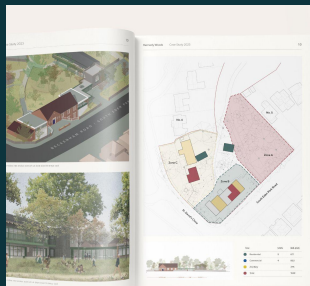
### **St Christopher's, West Hampstead**

Leading a programme of co-design to develop a visionary ten-year site masterplan to coincide with the school's 150th birthday.



### **Southgate School, De Beauvoir**

Developing plans for a low-carbon, new-build school on a constrained backland site in east London.



### **St David's Prep, Bromley**

Rethinking the campus of a co-education school, set within five acres of woodland in south London.



Reserve a *free 30-minute consultation* to explore if the Masterplan Bootcamp is right for you.

Reserve Now

★★★★★

*For a group of franchise CEO's who rarely have the opportunity to come together, we were a hard group to please. Tom and the team exceeded all expectations.*

Emily Vermont  
School of Social Entrepreneurs

★★★★★

*We found Chris, Tom and the team to be full of ideas, keep well to the brief, respond to critique constructively and fit well with our way of thinking.*

Vicky Garner  
Living Villages Cook School

★★★★★

*I would recommend them to other clients looking for a practice who can apply fresh thinking and dedication to a project.*

Neil Kirby  
Head of Regeneration, Southwark



Thanks for reading.  
Let's work **together**.



**Tom Woods**  
*Director & Design Lead*

[tom@kennedywoods.co.uk](mailto:tom@kennedywoods.co.uk)

[LinkedIn](#)

07702 419 946

020 7993 8205

[www.kennedywoods.co.uk](http://www.kennedywoods.co.uk)