Launched in 2012, the Pathways to Property project aims to widen access to the real estate profession by raising awareness of and aspirations about the vast range of careers available within the sector.

Led by the Reading Real Estate Foundation (RREF) at Henley Business School, University of Reading, the project was established as a response to the recognised lack of diversity in the industry. Through a successful outreach programme, the project exposes students from less advantaged and non-traditional backgrounds to opportunities within the property industry. In addition, the project works with teachers and career advisors to provide them with valuable information about the industry, which can be passed onto their students.

The aims of the project are:

- To raise awareness of and aspirations about the diverse range of careers within the sector amongst talented students from various backgrounds, increasing the link between the industry and its future talent pool.
- To increase the diversity of applications for property related degrees and apprenticeship programmes by promoting a career in the property industry and providing students from less advantaged and non-traditional backgrounds with support into the industry through the Pathways to Property programme.
Since the launch of Pathways to Property in 2012, the project has had a considerable impact on raising awareness of careers in property and supporting young people who aspire to enter the industry.

Number of students engaged with: **over 18,000**

Number of teachers and career advisors engaged with: **over 3,500**

Number of parents engaged with: **over 1,000**

Number of events attended: **252**

Each year Pathways to Property hosts an annual Summer School at Henley Business School, University of Reading, with up to 100 students from Year 12 attending. Since the project began:

Number of Summer Schools run: **7**

Total number of attendees since 2012: **604**

Female attendees: **46%**

Percentage of attendees who have no family experience of Higher Education: **85%**

Value of Pathways to Property Bursaries awarded: **over £200,000**

These students are then invited to complete a one week work experience placement. Since 2012, **271 Placements** have been arranged.

**Student Destinations**

Of the 505 Summer School participants who have completed their A-levels*:

**310** Have gone on to study at University.

**128** Summer School participants have gone on to study or work in property.

Of which:

**105** Went on to study a property related degree

**23** Went on to work in property directly after A Levels (including apprenticeships)

*Please note these figures are representative of the 370 students that we have been able to track out of 505 students who attended the Summer School between 2013 and 2018.*
Impact in 2019

From 22 to 25 July 2019, Pathways to Property hosted 99 Year 12 students at Henley Business School, University of Reading, for a four day residential Summer School.

Students arrived from schools and colleges throughout the UK, keen to learn more about a career in property.

Over the four days, students got the chance to sit in on taster lectures, work on a group project that culminated in a healthy debate, go on two contrasting site visits, network with some key individuals during a ‘Meet the Industry’ event and experience life in halls on a university campus.

This year the highlight of the week was the Meet the Industry event, which ran for the first time in 2019. Participants took part in a session about networking before they got the chance to meet a combination of recent graduates, apprentices and HR professionals from 18 of our supporter firms. In addition, representatives from Sheffield Hallam University, Nottingham Trent University and The University of West England attended to showcase the property related courses they have on offer. This event provided all participants with a great chance to learn more about the diverse range of employers in the industry and practice their all-important networking skills.

The Summer School would not be a success without the support of academics at Henley Business School, industry volunteers who engaged with the students throughout the week and current Real Estate & Planning students who helped to run the week and share their knowledge with the participants. All Summer School attendees left the University with expanded knowledge about the industry, more awareness of what university life is like, increased confidence, and networking skills to take forward into their final year at school or college. We are looking forward to continuing to work with all the attendees and supporting them as they make their future career decisions.

Summer School 2019:

<table>
<thead>
<tr>
<th>339 applications</th>
<th>from 156 schools/colleges throughout the UK</th>
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<tbody>
<tr>
<td>99 attendees</td>
<td></td>
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<tr>
<td>63:36 gender split (male:female)</td>
<td></td>
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<tr>
<td>90% of participants had no family experience of Higher Education</td>
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<tr>
<td>88% of participants are considering a career in property after attending the Summer School</td>
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<tr>
<td>50 attendees have gone on to complete a work experience placement</td>
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<tr>
<td>18 attendees have signed up for additional support through our mentoring programme</td>
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“I learnt so much during the week and am so excited to continue learning more about the property industry. Thank you so much for giving me the opportunity and helping me to get into a career in the industry.”

Daniel, Summer School 2019
Thank you to the following firms for allowing their employees to volunteer their time to support the students with their group work at the Summer School:

Allsop
Avison Young
BNP Paribas Real Estate
British Land
Carter Jonas
Cushman & Wakefield
Eastdil Secured
Galliford Try Partnerships

And to the following for hosting site visits:

Bracknell Forest Council
The National Trust

Work Experience

50 students completed a work experience placement in October half term at 20 supporting firms. Students were hosted in offices throughout the UK and were provided with an amazing opportunity to get first-hand experience in the industry. All students were supported with a £250 work experience bursary to help them with the costs associated with carrying out a placement. We are extremely grateful to the following firms for offering their time and expertise to host one or more students for the week:

Allsop
BNP Paribas Real Estate
British Land
Cadogan Estates
CAPCO
Carter Jonas
CBRE
Colliers International
Cushman & Wakefield
Eastdil Secured
Ellandi
Gerald Eve
Hammerson
Knight Frank
Lendlease
Montagu Evans
Redevco
Savills UK
SEGRO
The Crown Estate

“The team were very welcoming and gave me a strong insight into the real estate sector. They were patient with me when I was confused about a topic and broke it down further for me so that I could get a full understanding. They managed to explain the key concepts of real estate well in the short period of a week.”

Anzal, Work Experience 2019
Open Online Course (OOC)
The Pathways to Property Open Online Course (OOC) has been in place for two years and provides the project with an additional way to engage with students 14 years and upwards about a career in property. Run over three weeks, this virtual course allows participants to learn and interact with our academics, industry volunteers and current students. This has been a great resource for students interested in learning more about property and has been well received by teachers and career advisors who can share the free resource with their students. We will continue to run the OOC bi-annually to reach a larger number of young people.

P2P Alumni Group
In 2019 we held 3 events with the P2P Alumni Group; a collection of current students and recent graduates from the University of Reading who went through the Pathways to Property programme and are now working towards a career in property. A lunch networking event was held in the spring, with all current students studying a property related degree at the university. In October, a networking evening was organised to welcome all new Pathways to Property students to the university and to provide them with a chance to meet members of the Pathways to Property Board and delivery team, as well as other current students and recent graduates who are now working in the industry. In November, AXA Investment Managers kindly hosted an event for the group at 22 Bishopsgate, which gave them a chance to learn more about this exciting development. The P2P Alumni Group has become well established with current students and recent graduates from the University of Reading. Moving forwards, these events and opportunities will be extended to all 128 Pathways to Property alumni studying or working in the industry. We are excited to see this group develop and grow in the future.
Review of 2019 Project Objectives

Build a strong community of Pathways to Property students
Throughout the year we have worked on several initiatives to engage Pathways to Property alumni. With the support of Pathways to Property participants who have recently graduated, the ‘P2P Alumni Group’ has been formed to offer learning and networking opportunities for all Pathways to Property alumni who have gone into the industry. With 128 participants either studying or working in property, there are lots of opportunities for them to support each other through their journey into the industry, and we hope this group will be a great tool for them to develop their own network. Work to build the P2P Alumni Group will continue into 2020.

Increase the number of young people engaging with the OOC
The number of learners signing up to complete the OOC has increased for each course that has been run, with the most recent attracting over 1600 learners. We hope to maintain these numbers as the course progresses. In addition, we are working on ways to track students who have completed the OOC to see how we can offer them further support after the OOC has sparked their interest in property. We have seen several students join the Summer School after completing the OOC in 2019.

Develop the level of financial support offered to Pathways to Property students
In 2019, the Pathways to Property Bursary increased from £15,000 over three years to up to £30,000 over three years, to reduce any financial barriers for students completing a real estate and planning degree. At the start of the academic year in October 2019, £69,000 was awarded to Pathways to Property students in the form of bursaries.
**2020 Project Objectives**

**Further develop the P2P Alumni Group**
In 2019 we managed to develop a strong core group of Pathways to Property alumni. In 2020, we intend to extend this group to include all Pathways to Property alumni who have gone on to study or work in property. With 128 in total, we hope to organise larger events to facilitate further networking opportunities and the chance to hear about different experiences, whether that is through studying at another university or an apprenticeship scheme. We are excited to see how we can progress with this group and how alumni events will develop, so we can provide a stronger support network for those who have gone through the programme.

**Build stronger partnerships with other institutions**
In 2019, we invited three other universities to the Summer School to showcase the property related courses they have on offer. We feel it is important we provide all Summer School attendees with information about all routes into the industry; through apprenticeships as well as university. This will allow the event to cater for students of varying academic ability as well as account for students who may not live close to Reading and would like to go to university closer to home. Moving forwards, we aim to develop the project’s relationship with other institutions to improve the offering at the Summer School and the support offered after the event.

**Improve the geographical influence of Pathways to Property**
Moving forwards, we aim to improve our school outreach programme in areas outside the south of England. In turn, this will increase the geographical spread of applications to the Summer School. The project will need the support of the industry to achieve this; from regional offices throughout the UK offering their support at career events that are too far for Pathways to Property to attend, to offering work experience placements at offices outside of London to cater for students that live further afield. By doing so we will raise awareness amongst more young people about careers in property and ensure our opportunities are promoted to students most in need.
“The Pathways to Property Summer School has helped me a huge amount. I gained a lot of confidence during the week and since the summer have organised my own work experience placement and completed the Pathways to Property online course. I have really enjoyed getting an insight into the property industry and really want to make the most of the opportunities it has given me”

Hannah,
Summer School 2019
Thank you

The achievements of Pathways to Property since the project began in 2012 have only been possible due to the generous support from our donors and volunteers, offering their expertise, time and crucial financial support.

Thank you to the following firms for their financial support of Pathways to Property during 2019:

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<tr>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
<th>Supporter Level</th>
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<td>British Land</td>
<td>Aubrey Orchard-Lisle Charitable Trust</td>
<td>Allsop</td>
<td>Christopher Rowbotham Charitable Trust</td>
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<td>Landsec</td>
<td>BNP Paribas Real Estate and Strutt &amp; Parker</td>
<td>Avison Young</td>
<td>The Sutton Trust</td>
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<td>Savills UK</td>
<td>Cadogan Estates</td>
<td>BH2</td>
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<td>SEGRO</td>
<td>Cushman and Wakefield</td>
<td>CAPCO</td>
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<tr>
<td>UPP Foundation</td>
<td>Gerald Eve</td>
<td>Carter Jonas</td>
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<td>Eastdil Secured</td>
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<td>Charitable Foundation</td>
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In 2019, our individual supporters and firms volunteered 2,100 hours to support the Pathways to Property project by:

- Hosting a **work experience placement**
- Supporting our **Open Online Course**
- Supporting the **2019 Summer School**, from hosting site visits to engaging with the students throughout the week
- Engaging with students and teachers through our **school outreach programme**
Get involved

Pathways to Property is reliant on the support it receives from across the industry and we are committed to engaging with the widest possible range of individuals, firms and potential supporters of the project. There are many ways you can get involved.

Financial support

Now in our eighth year, the continued financial support of our partners enables us to ensure that Pathways to Property can continue to work towards its aim of widening access to the real estate profession and raising the aspirations of many young people.

Both corporates and individuals can support Pathways to Property at different levels. Through committing to the project over a period of years, the sustainability of Pathways to Property is guaranteed and we recognise these significant contributions as the following:

- **Gold Level**, from £20,000 a year for three years
- **Silver Level**, £10,000 a year for three years
- **Bronze Level**, £5,000 a year for three years
- **Supporter Level**, a donation of up to £4,999 a year

We also welcome the support of individual donors who can support the project in a range of ways, including setting up regular payments. If you or your firm already support Pathways to Property, you may wish to consider increasing your gift or extending your commitment to help make a greater difference to the face of the industry.

Hosting a work experience placement

Every October, our Summer School students are offered the chance to take part in a one week work experience placement. This is an invaluable opportunity providing Summer School students with not just great insight into the sector, but also experience of a corporate environment, whilst guiding and inspiring them on future career decisions.

We are reliant on the support of firms across the UK to facilitate this week. We can provide guidance on the programme for the week and Pathways to Property provides all students with a £250 bursary to cover any associated costs.

Volunteering

We are always looking for volunteers to support the project in various ways. From supporting the Summer School or engaging with students completing our OOC, to meeting students throughout the UK by getting involved in our school outreach programme, there is a myriad of ways in which you can contribute to raising the aspirations of young people and inspiring them to consider a career in property.

Contact details

If you or your firm are interested in supporting the project or increasing your support, please contact us at RREF-development@henley.ac.uk or call +44 (0)118 379 8859
The Board provides strategic guidance, support and expertise for the project and the Pathways to Property team. Members of the Board are key individuals in the property industry, alumni and academics from the Department of Real Estate & Planning, Henley Business School.

Alan Froggatt, Chair of Pathways to Property since its inception, will be handing over the role to Paddy Allen of Cushman and Wakefield in 2020. We would like to take this opportunity to thank Alan for his passion and dedication to the project and his contribution towards raising awareness and aspirations about a career in property amongst many young people.

Industry Board Members

Alan Froggatt
Principal, Touchstone Advisors (Chair)

Paddy Allen
Partner, Cushman & Wakefield

Luke Appleby
Co-founder, Kontor Space

Emma Cariaga
Joint Head of Canada Water, British Land

Paul Clark
Chief Investment Officer, The Crown Estate

Fiona Freeman
Managing Director, FTI Consulting

Jane Hollinshead
Director, IJD Consulting Limited

Bryan Laxton
RREF Trustee (member until June 2019)

Claire Maton
Senior Programme Manager, The Sutton Trust

Academic and RREF Board Members

Jean-Pierre Choulet
Executive Director, Reading Real Estate Foundation, Director of Development & Alumni, Henley Business School

Kerry Johnston
Head of Product Design & Programme Delivery, Henley Business School

Alex Moore
Programme Delivery Support, Henley Business School (Secretary)

Edward Shepherd
Programme Area Director for Undergraduate Programmes & Lecturer, Department of Real Estate & Planning, Henley Business School

Paola Tinti
Head of Fundraising, Henley Business School

Louise Welland
Programme Delivery Manager, Henley Business School

To all my colleagues, Pathways supporters and friends,

It has been a great thrill to be involved in the Pathways to Property project from its inception and to chair the project board for the first seven years of its life. For years I had wanted Reading to have a Summer School for those schoolchildren who might not otherwise ever hear about the excitements of a career in property, but it was the need for more diversity in the industry that gave us the spur we needed.

The various statistics running through this review are testimony to what we have achieved and I won’t repeat them here but it has been both challenging and satisfying to see us playing a significant part in the industry’s quest for a workforce which more closely matches the clients and the society which we serve.

I would especially like to thank all those who have been part of the RREF team and of the project board over this period, together with our many supporters. In handing over the chairmanship to Cushman & Wakefield partner Paddy Allen, who has also been with us from the outset, I feel confident that the project is in good hands and will benefit both from continuity and from his fresh approach. After all the battle is not yet won, particularly regarding awareness in schools, and there are still many years of effort ahead before a diverse workforce in our industry will be a given.

My best wishes to all involved – it has been great to be in at the start and I shall remain a vocal supporter.

Alan Froggatt
Chair, Pathways to Property
RREF is a unique and forward-thinking educational charity, established to support real estate and planning education at Henley Business School, University of Reading. As well as supporting Pathways to Property, RREF engages students to achieve their full potential and become the best in the industry. This is achieved through an extensive mentoring programme, financial support for students in difficulty, an annual careers fair and an evening lecture series giving them access to the top firms in the industry. RREF continues to engage with students as they become alumni, through fundraising and networking events that help to support the aims of the charity.

Key Achievements of RREF in 2018-2019:

- Over £275,000 awarded to support 90 Real Estate & Planning students in the form of scholarships, bursaries, hardship grants and prizes.
- RREF facilitated over 230 mentoring partnerships in 2018-19, allowing students the opportunity to have a one-to-one connection with an alumnus in the industry.
- In 2018-19, RREF provided 19 students with a four-week internship, across 16 firms as part of the Access Internship Scheme.

“The funding I have received will not only allow me to purchase all the course essentials, but also to focus entirely on the requirements of the course without the distraction of a financial strain. Without a doubt this financial support will further my opportunities to feel comfortable in my new environment, build new friendships and enjoy university life.”

RREF Undergraduate Bursary Recipient
For more information, please contact:

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Reading, RG6 6UD
Pathways2property@henley.ac.uk
Tel +44 (0)118 378 4196

@PathsToProperty

henley.ac.uk/alumni/support-henley/pathways-to-property