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 at Henley Business School, University of Reading, the project was established as a response to the recognised lack of diversity in the industry. With the strong support of the industry, the project has been able to raise awareness and understanding of the property sector amongst students, teachers, careers advisors and parents. With a successful outreach programme, the project exposes students from less advantaged and non-traditional backgrounds to property, highlighting the careers available within the sector and supporting them to access the industry.

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 Real Estate and Planning degrees at Henley Business School 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 the project in 2012, Pathways to Property has:

Engaged with over 14,000 students...
almost 3,000 teachers and careers advisors, and...
almost 900 parents.

Attended 203 events arranged over 223 work experience placements

The project has run six Summer Schools:

505 students have attended the residential Pathways to Property Summer School.
85% of attendees had no family experience of higher education.
47% of attendees were female.

49% of attendees have gone on to university*
23% of attendees have gone on to study or work in property*

Pathways to Property Summer School student destinations:

Of the 410 Summer School attendees who have completed their A-levels, 202 have gone on to study at University. *

94 Summer School attendees have gone on to study or work in property.
Of these, 84 have gone on to university and...
10 have entered the industry through an apprenticeship.

29 Summer School attendees have gone on to study Real Estate and Planning at Henley Business School.

* Please note these figures are representative of the 252 students that we have been able to track out of 410 students who attended the Summer School between 2013 and 2017.
The Pathways to Property project is only able to achieve its aims and objectives with the generous support from firms, donors and volunteers offering their expertise, time and crucial financial support.

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

**Gold Level**
- British Land
- Landsec
- Savills UK *
- SEGRO
- UPP Foundation

**Silver Level**
- Aubrey Orchard-Lisle Charitable Trust
- BNP Paribas Real Estate and Strutt & Parker
- Cadogan Estate
- Cushman & Wakefield
- Gerald Eve
- Hammerson
- Oxford Properties
- Redevco
- The Crown Estate

**Bronze Level**
- Allsop
- BH2
- CAPCO
- Carter Jonas
- CBRE
- Colliers International
- Eastdil Secured *
- Frogham
- GCW
- Great Portland Estate
- GVA
- Harvey Spack Field *
- intu Properties
- JLL
- Knight Frank
- Lendlease *
- Shaftesbury
- The Ellis Campbell Charitable Foundation

**Supporter Level**
- Christopher Rowbotham Charitable Trust
- Holtby Turner
- Kontor Space
- The Sutton Trust

* Firms that have either increased their level of support or are new donors

In 2018, our individual supporters and firms volunteered nearly 2,000 hours to support the Pathways to Property project by:
- Engaging students and teachers through our school outreach programme
- Hosting a work experience placement
- Supporting our Open Online Course
- Supporting the 2018 Summer School, from hosting site visits to engaging with the students throughout the week

Thank you to the 18 firms who hosted 48 work experience placements for Pathways to Property students over one week in October 2018:
- Allsop
- BNP Paribas Real Estate
- Broadgate Estates
- British Land
- Cadogan Estate
- CAPCO
- Carter Jonas
- CBRE
- Colliers International
- Emerald Developments
- Hammerson
- intu Properties
- Knight Frank
- Landsec
- Lendlease
- Oxford Properties
- Savills UK
- SEGRO
- The Crown Estate

‘Previously I had thought that Real Estate was just the buying and selling of homes, but the Pathways to Property summer school at Henley Business School, University of Reading, amazingly opened my eyes a lot more to the sector - an adventure I greatly enjoyed and will never forget.’

Leo, Summer School 2018
THE PATHWAYS TO PROPERTY PROJECT BOARD

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 industry and in education and include representatives from firms, alumni and academics from the Department of Real Estate & Planning, Henley Business School.

Industry Board Members
- Paddy Allen, Partner, Cushman & Wakefield
- Luke Appleby, Co-founder, Kontor Space
- Emma Cariga, Head of Operations, Canada Water, British Land
- Paul Clark, Chief Investment Officer, The Crown Estate
- Fiona Freeman, Managing Director, FTI Consulting
- Alan Froggatt, Principal, Touchstone Advisors (Chair)
- Jane Hollinshead, Director, IJD Consulting Limited
- Bryan Laxton, RREF Trustee
- Claire Maton, Senior Programme Manager, The Sutton Trust

Academic and RREF Board Members
- Susannah Campbell, Development Manager, Henley Business School
- Jean-Pierre Choulet, Director of Alumni & Development, Henley Business School & Executive Director, Reading Real Estate Foundation
- Kerry Johnston, Head of Product Design and Programme Delivery, Henley Business School
- Paulina Kusiak, Programme Delivery Assistant, Henley Business School (Secretary)
- Richard Nunes, Undergraduate Admissions Tutor & Lecturer, Department of Real Estate & Planning, Henley Business School
- 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

In 2017–18 RREF:
- Awarded over £200,000 to support 71 Real Estate and Planning students in the form of scholarships, bursaries, hardship grants and prizes.
- Facilitated over 300 partnerships as part of its Mentoring Programme, providing students with the opportunity to have a one-to-one connection with an alumnus in the industry.
- Provided 17 students each with a four week internship across 14 different firms as part of the RREF Access Internship Scheme.

READING REAL ESTATE FOUNDATION

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.

‘I really enjoyed my experience, learning about different types of professions that are within real estate. In addition, speaking to the professionals gave me a thorough understanding of what occurs daily in their profession.

Julia, Summer School 2016
The project’s key objectives for 2018 were to:

Engage with a wider number of young people

With the launch of the OOC in 2018, the project has been able to engage with nearly 200 more students under 18 years of age about the exciting opportunities within the sector. The first year of the OOC has been a great success and has broadened the reach of the project to those unable to attend the Summer School.

Celebrate five years of Pathways to Property

In February 2018 Pathways to Property celebrated its five year anniversary, hosted by The Crown Estate, to celebrate the achievements of the project to date and look forward to the exciting developments to come. This was a great event, including key industry supporters alongside Pathways to Property students.

Support students moving into the industry

With a number of graduates in the industry that have gone through the Pathways to Property programme there has become a need to develop the project to include engagement and support of these individuals. Alongside regular invitations to Pathways to Property and RREF events, the project has hosted its first engagement evening with these graduates to support them through their continuing journey. This is something we hope to develop further, by inviting the current Pathways to Property students who are studying at the University to attend, so they can benefit from talking to others who have gone through the same experience.

Create an alumni network of Pathways to Property students

With 505 Pathways to Property Summer School alumni, we have a strong number of students at various stages of their career that we want to keep engaged with Pathways to Property and the wider Henley Business School. Towards the end of 2018 we launched ‘Henley Live’; an online portal to engage with our global community. We will use this platform going forwards to engage with our Pathways to Property alumni and support them as they progress through their journey towards a career in property.

‘It is more important than ever that we increase diversity, in all forms, and attract a much wider range of people into the industry. Pathways to Property has had five hugely successful years and, as a member of the Project Board, it was a personal privilege to host its anniversary celebration. But the real measure of success are the students themselves – they have transformed their careers and lives, and are making a vital contribution to the industry.’

Paul Clark, Chief Investment Officer, The Crown Estate

During 2018, Pathways to Property:

- 40 school talks and careers events attended
- Reached 4,668 students and almost 654 teachers and careers advisors
- 1,687 hours of time was donated by firms as work experience placements for Summer School students, and...
- 281 volunteers gave 281 hours of their time

PATHWAYS TO PROPERTY 2018
SUMMER SCHOOL 2018

From 23rd to 27th July 2018, our sixth Summer School took place at Henley Business School, University of Reading. 95 students from schools and colleges around the UK arrived on campus to discover more about a career in property, meet new people and experience life on a University campus. Across the four days, students got to experience university lectures, went on site visits, worked on a group project and met key individuals in the property industry. Alongside this, they were given a snapshot of student life; living in halls of residence, meeting new people and participating in many social activities. This year the highlight was certainly the group project; each group represented a stakeholder in a local mixed use development in Reading and came together at the end of the week for a group debate. All students entered the debate with enthusiasm and displayed just how much they had learnt throughout the week.

We are extremely grateful for the support received by industry volunteers, academics at Henley Business School and current students who all contributed to make this week such a success. All students left with expanded knowledge, experience and far more insight into what it is like to work in the industry. We look forward to running this again in 2019!

Thank you to the following for allowing their staff to volunteer their time and support the students with their group work:

- Berkeley Group
- Blackshore Property Limited
- British Land
- Carter Jonas
- Colliers International
- GCW
- Gerald Eve
- Grosvenor
- Kontor Space
- Lendlease
- Oxford Properties
- Savills UK
- Shaftesbury
- St James
- Strutt & Parker

And the following for hosting site visits:

- Argent (Kings Cross)
- Berkeley Group (Green Park)
- Mapletree (Green Park)
- Oxford Properties
- Savills UK
- Shaftesbury
- St James
- Strutt & Parker

Summer School 2018:

- 95 attendees.
- 42% were female.
- 43% of attendees are considering studying a property-related degree after attending the Summer School.

‘Summer School has exceeded my expectations. It has been very informative whilst being really fun. The activities have been great and I am so glad I have attended.’

Elyisia, Summer School 2018

OPEN ONLINE COURSE (OOC)

2018 saw the launch of our OOC – an online course designed by academics at Henley Business School to inform more young people about the property industry and highlight the variety of careers available. Run over three weeks, this virtual course allows participants to learn and interact with our academics, industry volunteers and current students. The OOC will continue to run twice a year to increase the project’s outreach and allow students that may not be able to attend the Summer School a chance to learn more about a career in property.

- 192 participants were under 18 years of age.
- 262 participants were 18–25 years of age.

‘Very user friendly and simple to use, while being full of interesting information, especially the London International Quarter case study.’

OOC Participant, 2018

And to the following for hosting site visits:

- Berkeley Group
- Mapletree UK Management Limited
- Network Rail
- Thames Tower Reading
‘Savills has worked in close partnership with RREF for many years and is delighted to have become a gold-level supporter of Pathways to Property. This initiative forms part of a wider industry commitment to improving diversity and raising awareness of careers in property. At Savills we are committed to encouraging diversity for the benefit of our own business, our clients and the sector. The Property Industry, as well as our business, is global and it is essential that we recruit people from different backgrounds and with different skills and strengths who can offer fresh ideas and new perspectives. Through supporting Pathway to Property we offer a number of work placements and get a chance to meet some brilliant young people who we hope will go on to develop exciting careers in property.’

Mark Ridley, Group Chief Executive, Savills

‘This bursary will give me the opportunity to solely focus on my course related work which will allow me to gradually build my career path. This bursary will alleviate a huge financial burden and I cannot thank you enough for your support.’

Adriano, BSc Real Estate, 2018

OBJECTIVES FOR 2018–2019

Build a strong community of Pathways to Property students

Looking ahead we hope to build a strong community of Pathways to Property students with the help of our new engagement platform ‘Henley Live’. This will enable us to keep in touch with the Summer School students more effectively, sustaining the enthusiasm generated from the Summer School, through work experience, mentoring and into the industry. With the support of industry volunteers, Pathways to Property graduates, current students and academics we can use this platform to raise awareness, encourage participation, create a larger support network and ultimately increase the percentage of students going into the industry, alongside providing those already out in the industry with more networking opportunities.

Increase the number of young people engaging with the OOC

Having completed its first year, the OOC has been a great tool to engage more young people in the property sector. Moving forwards, we wish to raise awareness of the OOC and increase the numbers completing the course by encouraging the industry to signpost students to it. Alongside this we will develop a clearer support function for eligible students who have completed the OOC and wish to pursue a career in property.

Develop the level of financial support offered to Pathways to Property students

The Pathways to Property project aims to reduce all financial barriers to Higher Education by making funds available to students in need. With a current bursary offering of £15,000 over a three-year undergraduate degree, students still have to raise significant funds to support themselves throughout University. Moving forwards, an increase in the bursary on offer to £30,000 will cover the cost of living, allowing them to take a loan for their tuition fees and taking the financial pressure off during their studies. We hope this will incentivise applications to study Real Estate and Planning and reduce the burden of debt for those who are successful.
GET INVOLVED

The Pathways to Property project is reliant on the support it receives from the industry and are always looking to engage with more individuals and firms. There are many ways you can get involved:

Financial support
Now in our sixth year the sustained financial support of our partners ensures that the project can continue to work towards its aim of widening access to the real estate profession and raising the aspirations of many young people.

Corporates and individuals can support Pathways to Property at different levels. A commitment to the project over a number of years guarantees the sustainability of the programme and we recognise these important contributions as the following:

- **Gold Level**, from £20,000 per 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

Individual donors can also support the project by setting up regular payments. A gift of £1,000 a year towards the project means you will be recognised as a RREF pioneer, a gift of £3,000 a year towards the project, and you will be recognised as a RREF Ambassador. With an individual gift of £5,000 a year you will be recognised as a RREF Major Donor. A gift of £10,000 a year for three years can be directed towards, for example a named Undergraduate Bursary.

If you or your firm already support Pathways to Property you may consider increasing your gift or extending your commitment to help make a greater difference to the face of the industry.

Work placements
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 that gives them insight into the sector, experience of a corporate environment and helps guide 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 contributing to our Henley Live platform, there are many ways you can get involved in raising the aspirations of young people making important career decisions.

We are also keen to engage with as many secondary schools as possible through careers fairs and school talks and would welcome your help to do so. If you have a state school based close to work or home that you would be interested in working with please let us know. We can provide you with any resources needed and the perspective of someone already in the industry is invaluable when talking to these students.

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

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The site visits were really useful and interesting. I also really enjoyed the group work and researching a proposed development. It was also great to have free time to get to know new people.'

Karie, Summer School 2018

‘This bursary will give me the opportunity to solely focus on my course related work which will allow me to gradually build my career path. This bursary will alleviate a huge financial burden and I cannot thank you enough for your support.’

Adriano, Bsc Real Estate, 2018
For more information, please contact:

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