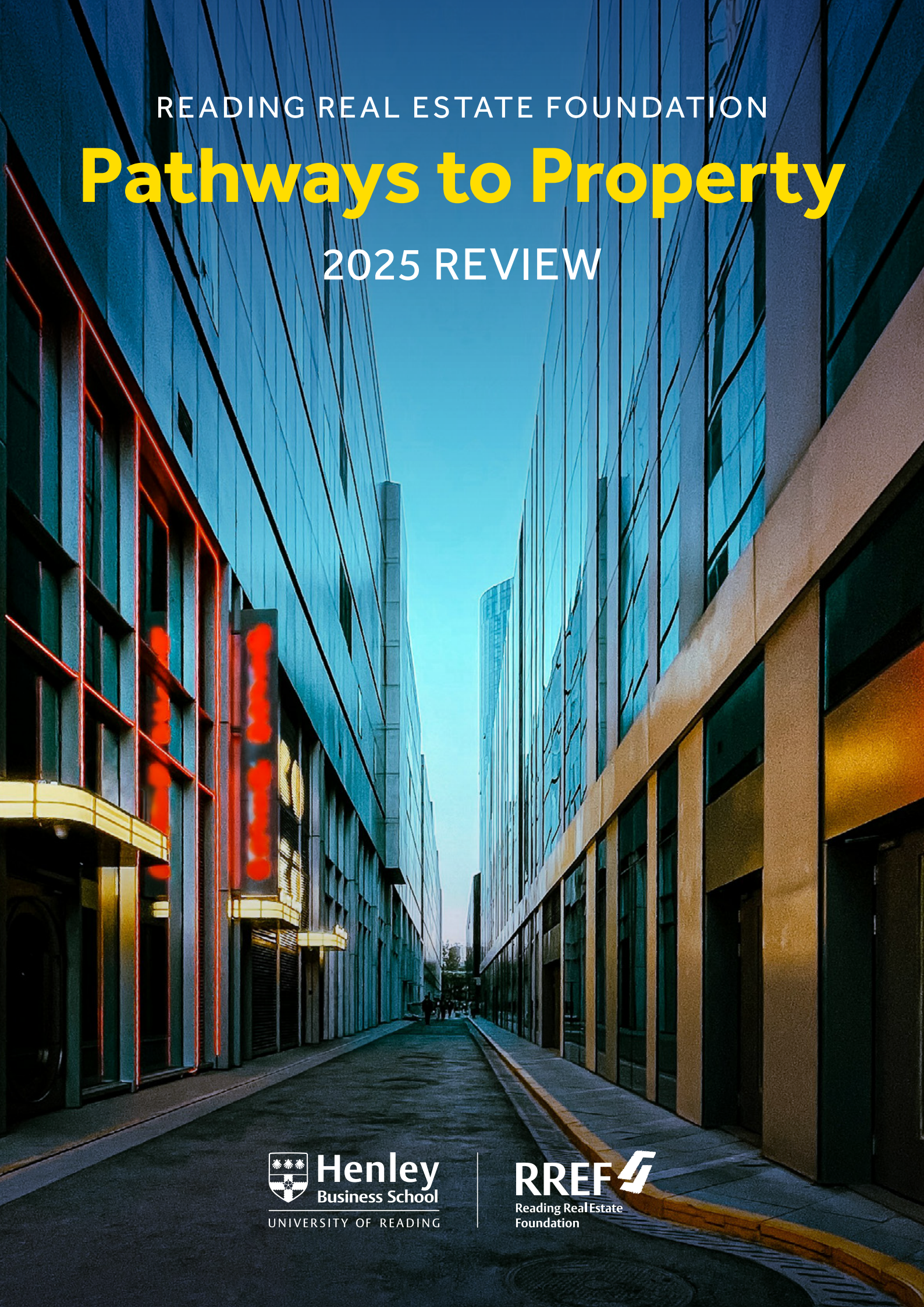
READING REAL ESTATE FOUNDATION

Pathways to Property

2025 REVIEW



Henley Business School
UNIVERSITY OF READING

RREF
Reading Real Estate Foundation

13 Years of Pathways to Property

Launched in 2012, the Pathways to Property programme continues to deliver on its aims to widen access to the real estate and planning 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.



2025 marks thirteen years since the Pathways to Property programme was established and it continues to deliver on its original goals.

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

30,500

Number of **teachers and career advisors** engaged with:

over

4,200

Number of **parents** engaged with:

over

1,550

Number of **school events attended**:

442

As well as attending events, participants on the programme can access bursaries and work experience. Since the project began:

Value of Pathways to Property **bursaries** awarded:

almost

£400,000

595 placements

have been arranged with almost

£140,000

awarded in work experience **bursaries**

Student destinations

Of the **1,259** programme participants who have completed their A-levels*:

633

Have gone on to study at university

262

Have gone on to **study or work in property**

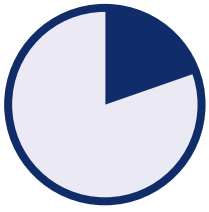
Of which:

207

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

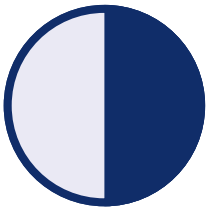
55

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



21%

of attendees have gone on to study or work in property



50%

of attendees have gone on to study a degree at university

Participation in events

Event type	Number of events	Number of attendees	Female participants	IMD** Quintile 1 or 2
Summer School	13	1,288	50%	74%
Insight Days	14	289	60%	81%
Overall	27	1,577	52%	75%

* Please note the actual figures are likely to be higher, as we have only been able to track 850 of the 1,259 participants attending Pathways to Property between 2013–2024.

** Index of Multiple Deprivation.

Impact in 2025

2025 – our thirteenth year – has been a year of consolidation for Pathways to Property, ensuring the quality and impact of the programme was a key focus after several years of growth in the number of participants. We welcomed 143 students to our Summer School which is the largest number of attendees at an in-person event since Pathways began. We also held six Insight Days, delivered in Birmingham, Bristol, Cambridge, Leeds, Manchester and London, which saw an additional 122 students come through our programme. We attended 29 school events which took the form of careers fairs, virtual and in-person talks.

Summer School 2025

The thirteenth Pathways to Property Summer School took place from 8–11 July 2025. 143 year 12 students joined us for four days and took part in taster lectures, a site visit, sessions offering careers advice and information about life at university as well as a group project and a careers fair.

The careers fair on the third day was attended by 15 companies and two university departments. Buoyed from a session on how to network, the students' engagement and social skills were put into practice with great affect.

We subsequently ran a successful Q&A panel with past Pathways participants now working within the industry, demonstrating possible future pathways.

The highlight of the week was a site visit to the Station Hill development in Reading, courtesy of Lincoln Property Company and MGT Investment Management. Students were taken on a comprehensive tour of the site after which they worked closely with our student ambassadors and industry representatives on a group project related to the site.

The week culminated in the students presenting their work to 38 members of the industry on the last day, representing our partners and other interested parties. The presentations were well received, demonstrating the progress in confidence, knowledge and skills amongst the young people over the week. At the end of the week 92% of the students stated they are considering a career in real estate, and 99% scored the week as 'excellent' or 'good'.

Delivery of the Summer School would not be possible without the support of academics and staff at Henley Business School, industry volunteers who engage with the students throughout the week and current Real Estate & Planning students who help to run the week and share their knowledge with the participants.

Post Summer School, participants were offered the chance to take part in a one-week work experience placement in a property firm, join our e-mentoring programme and access additional sessions aimed at supporting their progress into the industry.

We are looking forward to continuing to work with all the attendees and supporting them as they make their future career decisions.

> "I thoroughly enjoyed the opportunity to sit next to industry relevant professionals and talk to them about myself. I learnt so much about the various opportunities available to me and this has motivated me to actually pursue a career in real estate."
>
> Summer School attendee, 2025

Summer School 2025 in numbers

703
applications from 301 schools/colleges throughout the UK

143
attendees

56%
of attendees were **female**

71%
of attendees were eligible to receive **Free School Meals**

100%
had **no links** to the real estate sector

92%
of participants are considering a **career in property** after attending the Summer School

57
attendees have gone on to complete a **work experience placement**

12
attendees have signed up for **additional support** through our mentoring programme

Work experience

Seventy four students, having participated in the Summer School (57) or an Insight Day (17), completed a work experience placement this year at 28 supporting firms across the country. All the students rated their experience as positive, with 76% of participants saying they were more likely to enter the property industry than before. Activities undertaken included meetings with staff, site visits, project work, and professional networking.

We are extremely grateful to the following firms for offering their time and expertise to host one or more students for the week:

- ABODUS Student Living
- Barclays
- Bridges Fund Management
- British Land
- Carter Jonas
- Cluttons
- Cowen+Partners
- Eastdil Secured
- Eldridge
- Farebrother
- Firethorn Trust
- GPE
- Grosvenor Property UK
- Hollis
- Host
- L&G
- Latimer by Clarion
- LendInvest
- LocatED
- Montagu Evans
- Oxford Properties
- Pareto Projects
- Park Place Retail
- Savills plc
- SEGRO plc
- The Crown Estate
- Walker Morris
- Watkin Jones

Insight Days 2025

Insight Days, held across the UK, give young people the opportunity to meet a range of people working within the industry, go on a site visit, work on a small project and deliver group presentations to an industry panel. These events are now an established part of the Pathways to Property programme.

"This insight day was great because we were really able to understand real estate on a deeper level and also understand the impact it makes in our society"
Insight Day attendee, Bristol, 2025

6
Insight Days delivered

122
Participants

58%
Female participants

80%
Living in IMD* quintile 1 or 2



"I thoroughly enjoyed getting to know everybody in the office and their own unique experiences and pathways to their careers. In addition to this, the site visit brought the entire experience to life. Overall, everybody was so welcoming and supportive throughout my placement."

Work experience participant, 2025

* Index of Multiple Deprivation.

Open Online Course (OOC)

The Pathways to Property Open Online Course (OOC) has continued to be a useful resource for students wanting to expand their knowledge of property and for those who are unable to attend the Summer School. Designed by leading academics at Henley Business School to encourage more students to consider pursuing a career in property, the course lasts three weeks and requires around six hours of study. The OOC has continued to be popular with almost 33,000 learners having signed up to the course to date.

School outreach

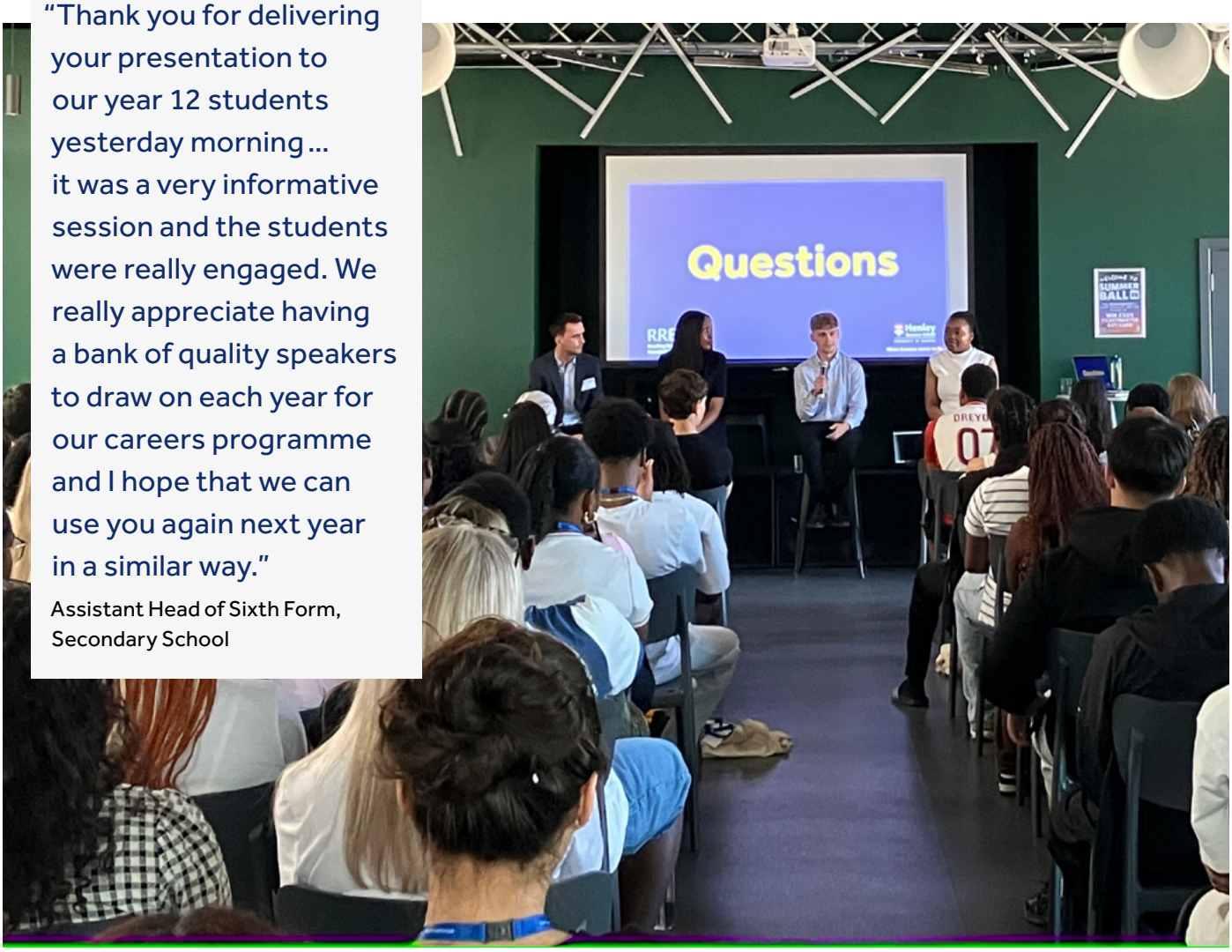
Pathways to Property attended multiple in-person careers events and school talks throughout 2025 to engage young people in finding out more about the opportunities available within the property industry. In addition, a number of schools also invited us to deliver content online, particularly talks to groups of students. This mixed approach has worked well to enable us to make the best use of available resources. We are very grateful to the industry volunteers who gave up their time to deliver these talks and events, alongside Pathways staff and student ambassadors.

1,820
young people and
68
teachers attended our school events

29
events attended

"Thank you for delivering your presentation to our year 12 students yesterday morning… it was a very informative session and the students were really engaged. We really appreciate having a bank of quality speakers to draw on each year for our careers programme and I hope that we can use you again next year in a similar way."

Assistant Head of Sixth Form, Secondary School



Review of 2025 project objectives

Impact across the programme

We have now established a process to better assess the impact of our work and how young people experience the programme, whether they attend an Insight Day or Summer School. This process is built into all our events, including work experience, and means we can reflect on how the programme is supporting skill development amongst young people, as well as their knowledge and insight into the property industry.

Board membership

We have successfully recruited three new members of the Pathways board, representing significant knowledge, insight and experience within the industry. We have also established a role for a Pathways ambassador to sit on the board and better represent the voice of young participants.

Propel engagement

We work to engage Pathways alumni in current delivery where there is the opportunity. This includes at Insight Days this year, and the Summer School. This work has proved to be very impactful and has been highlighted in event feedback. We have also held a Propel meet up in Manchester, and will work to hold more of these events next year.

2026 project objectives

Tracking

We have historically only been able to track between 50–60% of pathways participants, to see what they have gone on to do after year 13. By increasing this number, we can develop a clearer idea of the destinations of more of the young people we work with. With earlier emphasis on the importance of tracking, we will aim to increase the number tracked to 70% of participants in 2026.

Work experience

With more young people now participating in the programme, there is more demand for property related work experience placements across the country. In 2026 we will aim to ensure that all participants who want to take part in a placement, are offered a work experience opportunity at some point through the year.

Supporter base

Broadening our supporter base will have a direct impact on the amount of activity we are able to provide. We know our programme is successful, and we want to provide more young people from across the country with the opportunity to take part, and we can only do this by working with additional supporters. Therefore we will aim to secure partnerships with three additional companies in 2026.



Programme evaluation

The programme evaluation process allows us to gain an insight into how the participants view a future in property both before and after their interactions with the programme, as well as the development of their skills and knowledge.

Participants are asked to score between 1–5 against a list of statements before they start the programme, and then after the activity – they do not have sight of their pre-event scoring when completing the post-event form. Scores are only included where individuals have completed both the pre programme and post event scoring.

In both Insight Days and Summer School, there is a consistent uptick in attitudes towards a future career in property, studying a property related degree or a property apprenticeship (figure 1)

After attending either an Insight Day or the Summer School, there is a significant increase in the knowledge the participants have about the real estate industry, including the roles of people who work in the sector, and how the industry impacts the world around us. There is also an increase in the confidence of using skills related to the industry, for example working in a team and negotiating with others, after participation at an event (figure 2)

Figure 1: Future in property

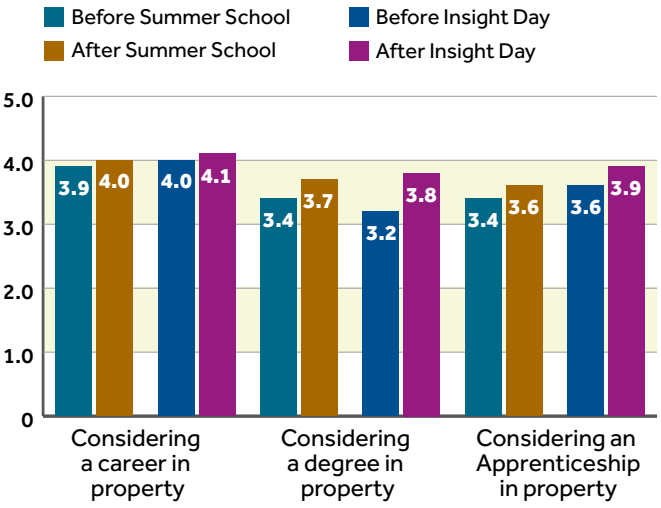
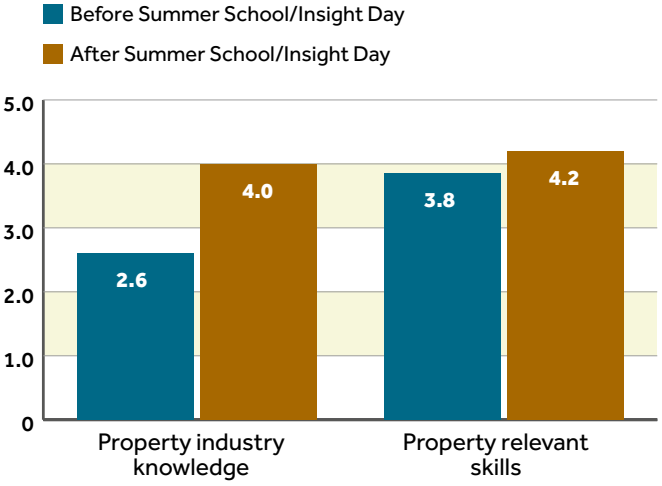
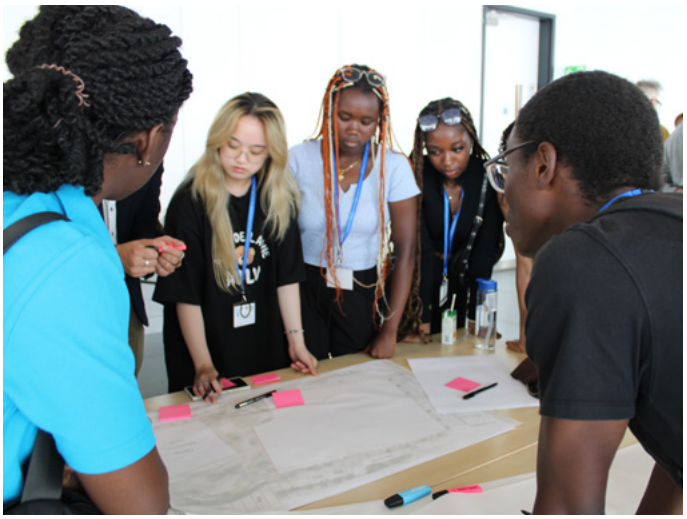


Figure 2: Industry knowledge and skills







When looking more specifically at the students who undertook work experience, you can see that these students built on their previous experience to develop their knowledge and skills, and there was a significant movement in those students being more likely to consider a future within the property industry (figures 3, 4 and 5).

Figure 3: Industry knowledge

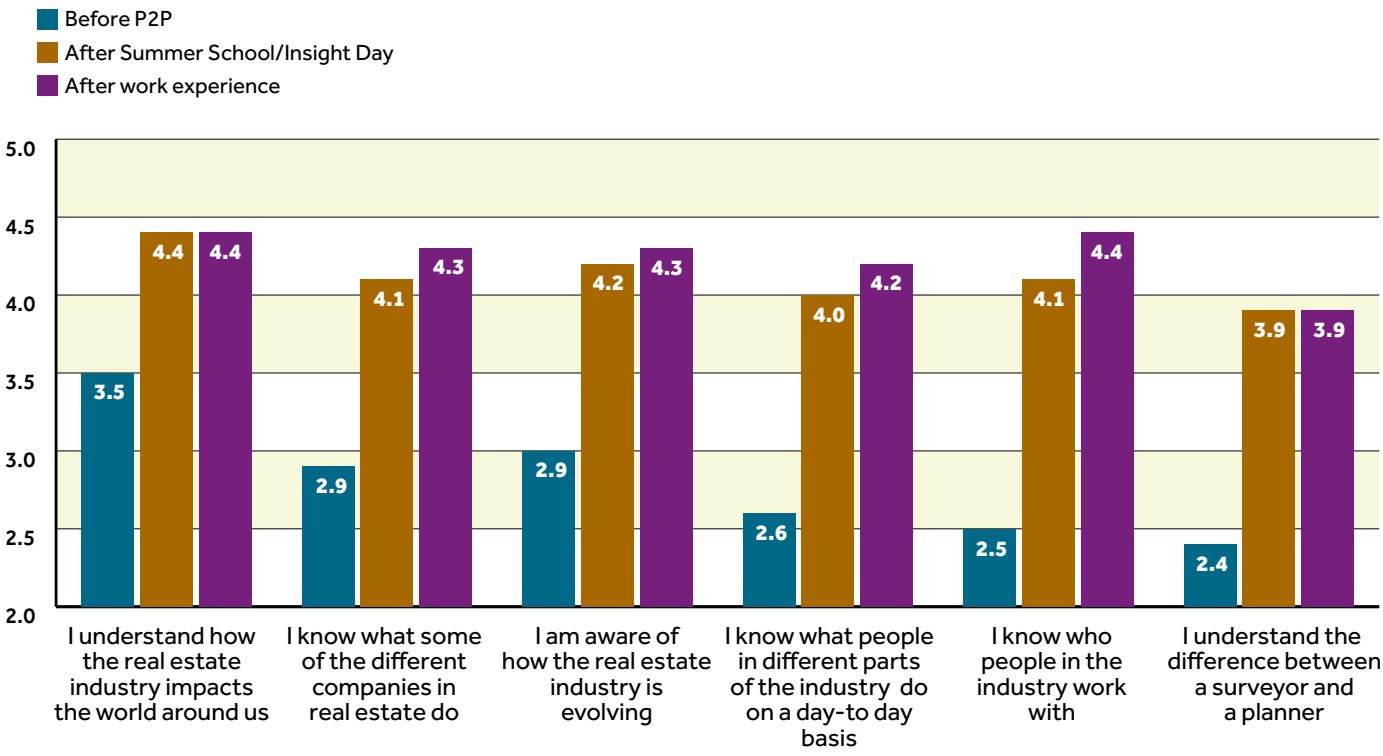


Figure 4: Future in property

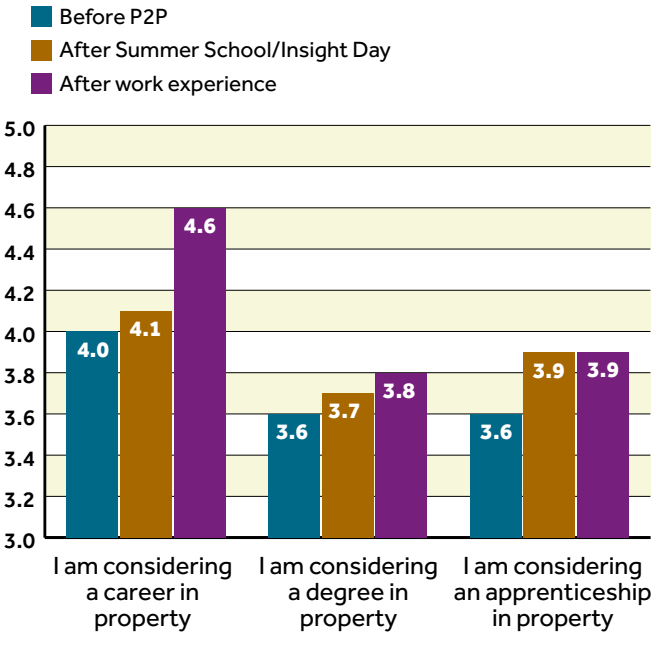
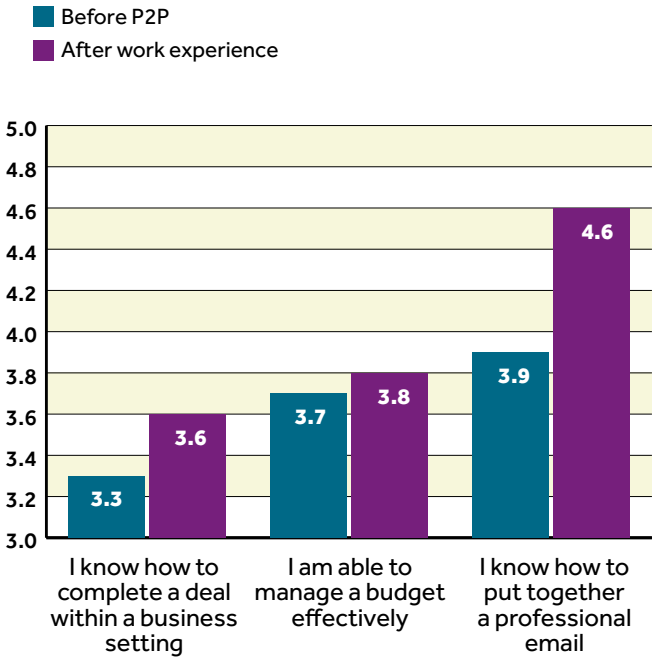


Figure 5: Industry skills





"This was a really enjoyable, informative day which has more or less convinced me to enter the property industry."

Insight Day attendee, Manchester, 2025



"I loved meeting everyone and new people, the careers fair was exceptionally good and very informative."

Summer School attendee 2025



Thank you

Without our generous partners, Pathways to Property would not be able to deliver the unique experiences and opportunities that we offer young people from diverse backgrounds. Since 2012, donors and volunteers have offered expertise, time and crucial financial support to the project.

We would like to thank the following organisations for their financial and in-kind support of Pathways to Property during 2025:

Gold level

- British Land
- Eldridge Capital Management
- Savills plc
- SEGRO plc
- The Worshipful Company of Chartered Surveyors
- UPP Foundation

Silver level

- Aubrey Orchard-Lisle Charitable Trust
- Cadogan Estates
- Montagu Evans
- Oxford Properties
- The Crown Estate

Bronze level

- Accessible Retail
- Barclays
- Carter Jonas
- Colliers International (UK)
- Eastdil Secured
- Frogmore Real Estate Partners Investment Managers Ltd
- GCW
- GPE
- Grosvenor Estate Management Ltd
- Hollis
- Kajima Properties (Europe) Ltd
- Knight Frank LLP
- Shaftesbury Capital
- W.P. Carey Inc.
- Warehouse REIT & Life Science REIT

Other supporters

- John Lewis & Partners
- Lincoln Property Company
- MODA
- Student Living Sailing Regatta
- The Sutton Trust

"The team was friendly and guided me throughout the placement even though they had their busy times. I loved meeting new people within the project management industry, learning new terms and skills and going on a site visit."

Work experience participant, 2025

In 2025, **individual** and **corporate supporters** volunteered approximately

1,466 hours

to enable the delivery of the Pathways to Property project by:

Hosting **work experience placements**

Supporting the delivery of our **Open Online Course**

Supporting the delivery of our **2025 Summer School** and **Insight Days**

Engaging students and teachers through our **school outreach programme**

Contributing to the **Pathways to Property Board**

Get involved

Pathways to Property is powered by the generosity and commitment of supporters across the real estate industry. We actively welcome involvement from individuals and organisations, and we are committed to building meaningful partnerships that help broaden access, opportunity, and impact across the sector. This work is only possible through vital financial support, which enables the programme to continue and reach more young people each year.

Financial support

Financial support is critical to deliver our Pathways Programme. Our activities are entirely funded by the support of our partners, at either gold, silver or bronze level together with individual supporters

Gold level supporters donate from £20,000 per year, which in 2025:

- enabled 12 young people to attend the summer school and 10 to attend an Insight Day
- supported 6 work experience bursaries
- engaged with 147 students at a school event
- provided 494 delivery staff hours.

Silver level supporters donate from £10,000 per year, which in 2025:

- enabled 6 young people to attend the summer school and 5 to attend an Insight Day
- supported three work experience bursaries
- engaged with 73 students at a school event
- provided 244 delivery staff hours.

Bronze level supporters donate from £5,000 per year, which in 2025:

- enabled 3 young people to attend the summer school and 2 to attend an Insight Day
- supported 2 work experience bursaries
- 36 students engaged with at a school event
- provided 122 delivery staff hours.

Your support will have a direct impact on the delivery of our programme and enable us to engage with more young people, whether at the Summer School, an Insight Day or in school.

As a supporter, we would then work with you to enable your participation in the programme at the level you are comfortable with, from just providing financial support to actively getting involved by hosting Insight Days, volunteering at the Summer School, undertaking a school visit or facilitating any ideas you have to build on our existing programme.

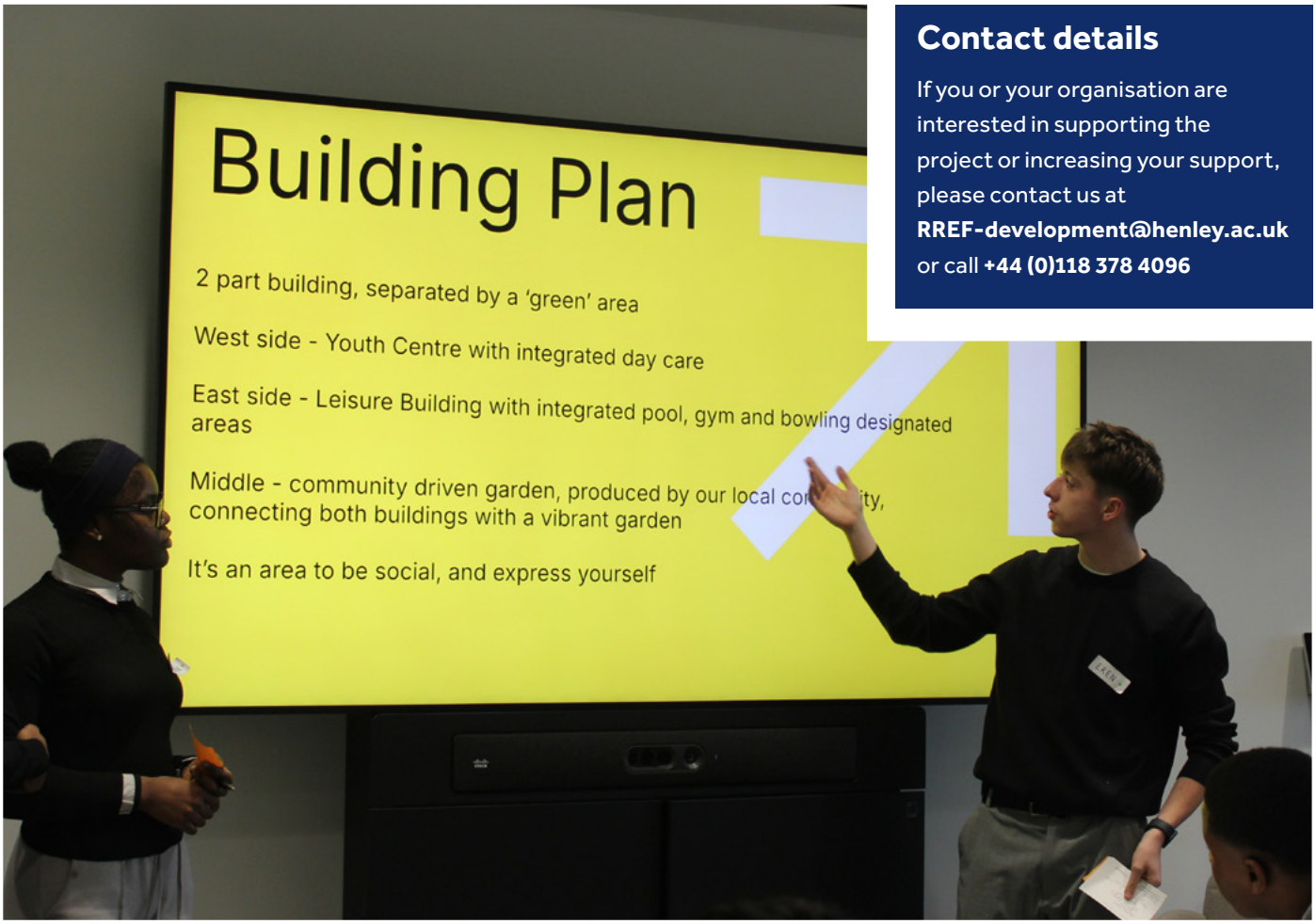
Hosting a work experience placement

With more than 250 students engaged in our programme annually, we are always looking to secure additional work experience opportunities for them, at different locations across the UK. We provide the students with a bursary to support them during this placement. If you would be interested in providing a property related work experience placement, which usually take place during the October half-term, we would love to have you involved.









Contact details

If you or your organisation are interested in supporting the project or increasing your support, please contact us at **RREF-development@henley.ac.uk** or call **+44 (0)118 378 4096**

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 property industry, alumni and academics from the Department of Real Estate & Planning, Henley Business School.

Industry Board members

Paddy Allen (Chair)
CEO,
Kinetic Capital

Wesley Ankrah
Director, Social Value,
Savills

Jacqui Collins
Chief Operating Officer,
Orka

Elliot Fletcher
Associate Partner
Brasier Freeth,
Pathways to Property Alumnus

Vedran Kosoric (Vice-chair)
Asset Management Conultant,
GSA

Mandeep Mangat
Director,
Kennedy Wilson

Alex Mortimer
Asset Manager,
British Land

Ilna Patel
Director,
Nuveen Real Estate

Harvey Sangar
Director,
Opera

Academic and RREF Board members

Tish Gauci
Senior Development Manager,
Henley Business School

Helen Griggs
Programme Delivery Officer,
Henley Business School

Kerry Johnston
Executive Director, RREF,
Director of Engagment,
Employability
& Entrepreneurship,
Henley Business School

Victor Nicholls
Lecturer in Development
and Planning,
Henley Business School

Amaya Ruckmal (Secretary)
Programme Delivery Support,
Henley Business School

Tom Woolmer
Programme Delivery Manager,
Henley Business School

To all colleagues, supporters and friends

As we come together to reflect on the past year, I want to begin by expressing sincere gratitude for your steadfast support and commitment. The past year has been defined by the tangible impact Pathways is making on young people's careers and the wider industry. Time and again, at business meetings and industry events such as UKREiiF, we have been approached by young professionals who share that their entry into the industry was made possible by Pathways. These moments of connection serve as powerful reminders that our collective efforts are not only meaningful but transformative.

Building on these successes, we are pleased to share that in 2025, 265 students participated in our programme, attending either the summer school or an Insight Day, a record number for Pathways. The programme's popularity was further demonstrated by well over a thousand applications from students representing hundreds of schools nationwide. These figures highlight the growing awareness and appeal of the opportunities we provide, reinforcing the importance of our mission.

Of course, these milestones have not come without challenges. Throughout 2025, we have navigated a range of economic and political uncertainties. Despite this, the unwavering support from our community has reminded us that safeguarding the future of the built environment for the next generation is a responsibility we all share. In response to the increasing difficulty students face securing work experience placements or internships, Pathways stepped up, delivering 74 placements during the October 2025 half-term and facilitating six Insight Days. These opportunities enabled students to engage directly with professionals from across the industry, gaining invaluable experience and insight.

None of these achievements would have been possible without the dedication of the Pathways team, the guidance of our industry board, and the generosity of our sponsors. Your contributions, whether through funding, offering work placements, or helping us spread the word, have been instrumental in driving change and opening doors for young people.

As we look ahead to the next 12 months, we remain inspired by the progress we see and the lives we help to shape. It is our students who drive this change, and together, we are building a brighter future for all.

Paddy Allen and Vedran Kosoric
Chair and Vice Chair,
Pathways to Property Project Board

Reading Real Estate Foundation

RREF
Reading Real Estate Foundation

Connecting industry and academia for positive social impact

More than 20 years after it was founded in 2002, the Reading Real Estate Foundation (RREF) continues to facilitate the exchange of knowledge between academia and practice, striving to move the Real Estate industry forward.

Positioned within Henley Business School and aligned to one of the top Real Estate & Planning centres in Europe, RREF is uniquely positioned to support and develop new talent, through teaching and research, that has the capacity to inform both policy and practice.

We do this by encouraging diverse talent to join the industry; supporting early career researchers to explore new ideas; and connecting academics with industry professionals to inform future research that enables the industry to positively impact society.

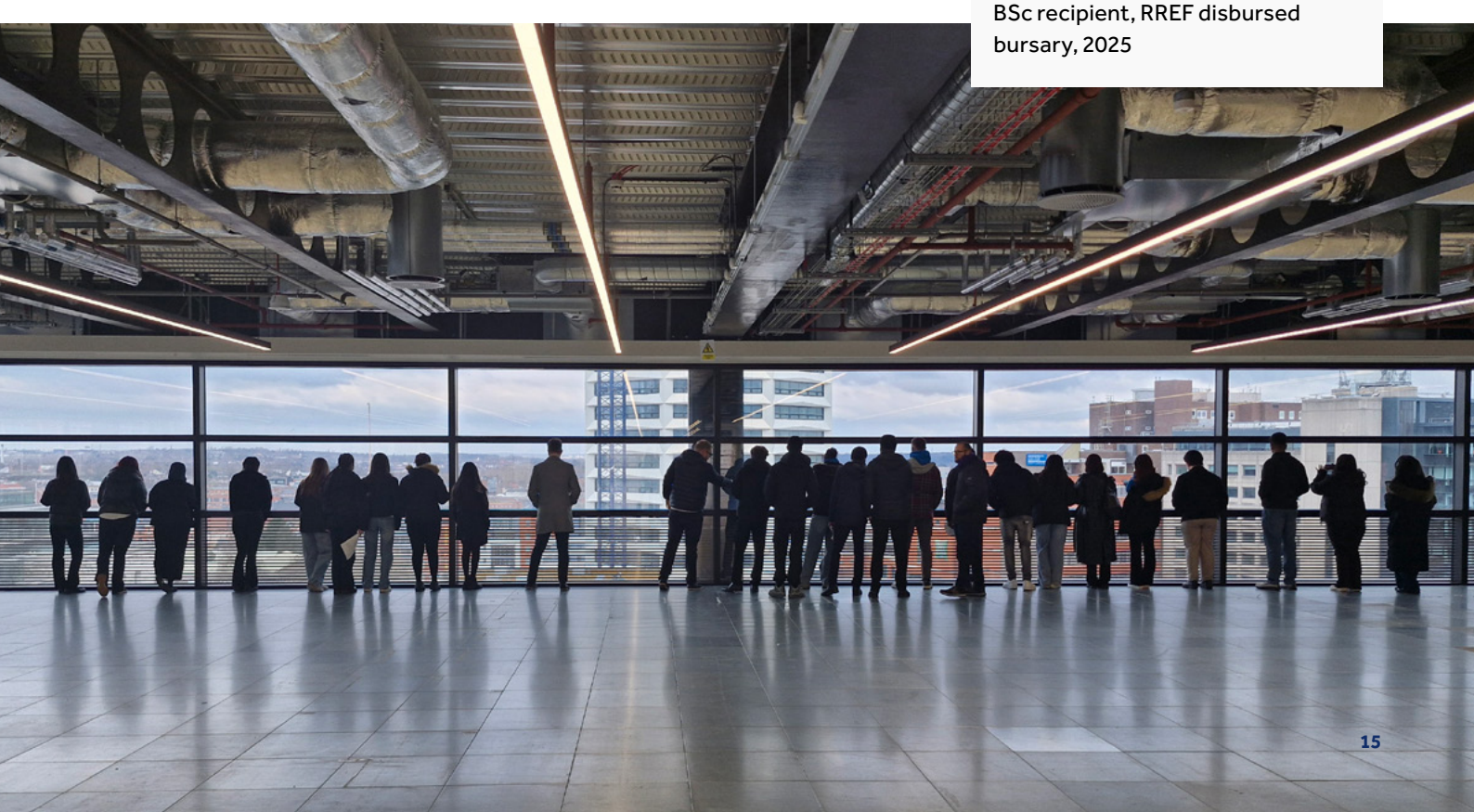
Increasing diversity: Our Pathways to Property project aims to widen access to the real estate profession by raising awareness of and aspirations about the vast range of careers available within the sector.

Developing talent: Through our financial support and student engagement programme we strive to ensure that the same opportunities are available to all students with the talent and ability to study at Henley Business School, regardless of their personal circumstances.

Exploring new ideas: We support the internationally recognised, cutting-edge research from the Department of Real Estate & Planning at Henley Business School through PhD funding for new talent; seed funding for new lines of enquiry; and funding of new innovations in teaching and learning.

"The bursary has helped remove financial stress from my university experience so far and has also opened more opportunities for me to explore different sectors with real estate. It has also allowed me to attend open days, join talks, and take part in workshops without worrying about cost. It has also given me space to think about my goals, join societies and having a study – life balance."

BSc recipient, RREF disbursed bursary, 2025



For more information, please contact:

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https://live.henley.ac.uk/page/pathwaystoproperty

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