

READING REAL ESTATE FOUNDATION

Pathways to Property

2023 REVIEW



Henley
Business School

UNIVERSITY OF READING

Where business comes to life

ELDER STREET E1

11 Years of Pathways to Property

Launched in 2012, the Pathways to Property project 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.



2023 marks eleven years since the Pathways to Property project 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
26,400

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

over
4,100

Number of **parents** engaged with:

over
1,300

Number of **events attended**:

382

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

Number of **Summer Schools** run:

11

Total number of **attendees** since 2012:

1,003

Female attendees:

48%

Percentage of attendees who are living in **an area of deprivation** (IMD quintile 1 or 2):

70%

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

over
£250,000

All students are then invited to complete a one-week **work experience** placement. Since 2012,

452 placements

have been arranged with over

£101,000

awarded in work experience **bursaries**

Student Destinations

Of the **894** Summer School participants who have completed their A-levels*:

480

Have gone on to study at university

189

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

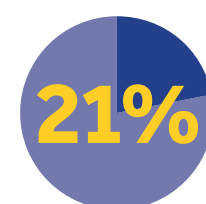
Of which:

158

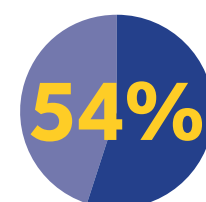
Went on to study a **property related degree**

31

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



of attendees have gone on to study or work in property



of all attendees have gone on to study a degree at university

* Please note the actual figures are likely to be higher, as we have only been able to track 609 of the 894 participants attending the Summer School between 2013–2022.

Impact in 2023

2023 – our eleventh year – has been a year of expansion for Pathways to Property. We welcomed 109 students to our Summer School which is the largest number of attendees at an in-person event since Pathways began. We also held three Insight Days in Birmingham, Leeds and Sheffield as well as an online event in April, which saw an additional 61 students come through our programme. We attended 50 school events which took the form of careers fairs, virtual and in-person talks.

Summer School 2023

The eleventh Pathways to Property Summer School took place from 25–28 July 2023. The 109 students who joined us from Year 12 of school/college over four days 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 17 companies and four 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 some of the industry volunteers and students and it is now included as part of our Insight Day delivery.

The highlight of the week was the 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.

This activity culminated in students presenting their work to 34 members of the industry on the last day. The growth in students confidence was clear to see and the quality of their presentations was evident. Teams bonded and prizes were awarded on the last day. With numerous students asking if we could hold a fifth day and nearly 60% of students confirming they are considering a career in real estate, Summer School 2023 was deemed a success.

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. We would also like to say a special thanks to Nottingham Trent University and the University of Sheffield for attending the careers fair.

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 offered the opportunity

to 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.

Summer School in numbers

494

applications from 216 schools/colleges throughout the UK

109

attendees

58%

of attendees were **female**

59%

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

100%

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

88%

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

46

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

21

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

"I genuinely enjoyed the entire experience. I really enjoyed meeting and living with new people, meeting professionals within real estate, talking to students about their degrees and gaining contacts with new people"

Summer School Participant, 2023

Work Experience

Fifty one students, having participated in the Summer School, an Insight Day or Spring into Property, completed a work experience placement this year at 16 supporting firms across the country. All the students rated their experience as positive, giving them the opportunity to learn key skills pertinent to the property industry. Activities undertaken included meetings with staff, site visits, project work, and professional networking.

An additional nine students attended a work experience day at the Stratford Shopping Centre which was kindly organised by Frogmore. Students were given a real insight into property and asset management as well as the basics of the leasing industry. At the end of the day, students put this knowledge to the test by working on a small project.

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

Addleshaw Goddard

Allsop

British Land

Carter Jonas

Eastdil Secured

Frogmore

Grosvenor Estate Management Ltd

Hollis

John Ryde Commercial

MODA Living

Montagu Evans

Muse Developments

Roebuck Asset Management

SEGRO plc

Savills plc

The Crown Estate

WP Carey

Additional Activities

In 2023, we delivered three Insight Days and one online Spring into Property activity. These additional activities enabled young people to participate in our programme in a different way. Our Insight Days were held in Birmingham, Leeds and Sheffield, with a total of 52 young people attending. Nine young people attended the Spring into Property event. All these events relied on the participation of industry professionals along with our student ambassadors.

4

Activities delivered

61

Participants

67%

Female participants

72%

Living in IMD quintile 1 or 2



"I enjoyed getting the opportunity to network with other people already in the real estate industry and learning more about how they got to where they are. I also enjoyed learning about all aspects of real estate from development, construction, infrastructure and finance."

Work Experience Participant, 2023

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 over 28,000 learners having signed up to the course to date.

School Outreach

Pathways to Property attended multiple in-person careers events and school talks throughout 2023 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.

2,580

young people and

97

teachers attended our school events

50

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 2023 Project Objectives

Regional Activity

This objective has been successfully achieved. We have now delivered three Insight Days – firstly in Birmingham in March hosted by RICS and further events in Leeds and Sheffield in November hosted by Carter Jonas and CMS respectively. These events brought together industry professionals, student ambassadors and young people. The events comprised of project work, site visits, Q&A and presentations. Feedback has been very positive – 81% of participants rated the events as 'excellent', with the remainder rating them as 'good'. A total of 52 young people attended these events. We will be delivering further Insight Days in 2024.

Spring into Property Online Programme

We successfully delivered the Spring into Property event in April 2023. The event brought together contributions from both industry professionals and student ambassadors, engaging the participants in project work and a virtual site visit. Attendance was limited with nine young people taking part in the day. Therefore, we will be reviewing this element of the programme going forward.

Insight from Participants

We have successfully established a participant board, made up of recent participants in the Pathways programme. This group of young

people have informed the delivery of the Insight Days and Spring into Property, and also attended the Pathways board meeting in October, providing direct feedback and insight into the development of the programme going forward.

Extend the Mentoring Programme

Proposals have been developed to utilise the Propel network of Pathways to Property alumni to deliver a mentoring programme, connecting alumni from the programme who now work within the industry, with those who have recently taken part. This will be delivered in 2024.



2024 Project Objectives



Programme Integration

With young people joining the programme from both the Summer School and Insight Days, a key challenge is to bring these young people together into a streamlined and consistent programme of additional activity. Over the course of the year we will establish a model which engages young people consistently and delivers high quality activities such as work experience for both Summer School and Insight Day participants.

Programme Evaluation

We will put into place a new programme of evaluation to better understand the impact that participation in the Pathways to Property programme has on young people. This will include how we support young people to develop knowledge, skills and attributes which prepare them for a real estate related future, whether that be at university, apprenticeship or an alternative route. This evaluation will look at the impact of individual events, as well as participation in the programme as a whole and will be reported on in future versions of this review.

Increasing Numbers

Building on the success of 2023 and the record numbers of applications received for the Summer School, we will be targeting an increase of 30% on the numbers of students participating in our programme activities in 2024, including a 50% increase in Summer School attendees.

“Everyone I met was really hospitable and friendly. I learnt a lot about the company and the industry as a whole. It also helped me develop my interpersonal skills and gave me an idea of how it is to work in a corporate environment.”

Work Experience Participant, 2023



“It was honestly so enjoyable, fun and entertaining. I don’t want to go home, I’ve made friends for life and I’ve learnt so much.”

Summer School Participant, 2023

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 2023:

Gold Level

BentallGreenOak
British Land
Savills plc
SEGRO plc
The Worshipful Company of Chartered Surveyors

Silver Level

Addleshaw Goddard
Aubrey Orchard-Lisle Charitable Trust
Cadogan Estates
Gerald Eve
Hines UK & aparto student accommodation
John Lewis Partnership
Montagu Evans
Oxford Properties
The Crown Estate

Bronze Level

Allsop
Arcadis Consulting (UK) Ltd
Carter Jonas
Colliers International (UK)
Dentons
Eastdil Secured
Frogmore Real Estate Partners Investment Managers Ltd
Gooch Cunliffe Whale LLP
Grosvenor Estate Management Ltd
Hermes Real Estate Investments Management Ltd
Hollis
Kajima Properties (Europe) Ltd
Knight Frank LLP
MGT Investment Management
Muse Developments
Roebuck Asset Management
Shaftesbury Capital
Stiles Harold Williams Partnership LLP
Student Living Sailing Regatta
W.P.Carey Inc.

Other Supporters

Christopher Rowbotham Charitable Trust
MODA
Oxford Properties Team
The Ellis Campbell Charitable Foundation
The Sutton Trust
UPP Foundation
Warehouse REIT & Life Science REIT

In 2023, **individual** and **corporate** supporters volunteered approximately



2,100 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 **2023 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 reliant on the support it receives from across the real estate industry. We are committed to engaging with the widest possible range of supporters, whether individuals or organisations. There are many ways in which you can get involved.

Financial support

Our partners' renewed financial commitment enables us to ensure that Pathways to Property can continue to pursue our shared social mobility aspirations and desire to see a richer and more diverse real estate and planning industry. Commitment to the project over a period of multiple years ensures the sustainability of the project. Organisations support Pathways to Property at different levels, and we recognise these significant contributions in the following manner:

- **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
- **Other Supporters**
donations of up to £4,999 a year or gifts in-kind

Host an Insight Day

We welcome all support from industry partners in the form of offers to host an Insight Day in an office or facility outside of the South East England area. Partners local to an Insight Day are welcomed to support the delivery of the event to ensure these activities are varied and effective in giving participants a full insight into the industry.

Hosting a work experience placement

Every October, our programme participants are offered the chance to take part in a one-week work experience placement. This is an invaluable opportunity providing 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 organisations across the UK to facilitate these week-long placements. We can provide guidance on the programme for the placement week and Pathways to Property provides all students with a £250 bursary to cover 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 are countless 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 organisation are interested in supporting the project or increasing your support, please contact us at
RREF-development@henley.ac.uk
 or call +44 (0)118 379 8859



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

Partner, Colliers International (Chair)

Wesley Ankrah

Director, Social Value, Savills

Luke Appleby

Proptech Investor, Co-founder of Kontor

Paul Clark

Senior Investment Director, AustralianSuper

Elliot Fletcher

Associate Partner, Brasier Freeth and Pathways to Property Alumnus

Fiona Freeman

Managing Director, FTI Consulting

Vedran Kosoric

Head of Investment, Empiric Student Property plc

Claire Maton

Head of Employability Programmes, The Sutton Trust

Ade Onagoruwa

Head of Employee Relations, British Land

Ilina Patel

Director, Nuveen Real Estate

Sarah Thorley

Associate Director, Savills and Pathways to Property Alumna

Ursula Waterfield

Director, Team U (Vice-Chair)

Academic and RREF Board Members

Russ Banda

Programme Delivery Support, Henley Business School (Secretary)

Jean-Pierre Choulet

Executive Director, Reading Real Estate Foundation, Director of Development & Alumni, Henley Business School (until November 2023)

Helen Griggs

Programme Delivery Officer, Henley Business School

Kerry Johnston

Interim Executive Director, Reading Real Estate Foundation, Interim Director of Alumni, Development & Careers, Henley Business School (from November 2023)

Victor Nicholls

Lecturer in Development and Planning, Henley Business School

Paola Tinti

Head of Fundraising, Henley Business School

Tom Woolmer

Programme Delivery Manager, Henley Business School

To all colleagues, supporters and friends

This year has been one of resilience as socially, economically, and politically we have continued to face uncertainty. In times like these it becomes even more important to maintain momentum and remain focused on our mission and objectives, ensuring not to leave those in most need behind.

We are incredibly proud that our flagship Summer School received the biggest number of applicants in our history, of which 57% were female, and also our highest number of participants. This is a fantastic endorsement that the project is doing the right thing in schools and is attracting young people to real estate as a potential career.

With increased visibility and applications the project must continue innovating and broadening our offer to students. In 2023, we organised our first regional 'taster days' giving students across the UK an insight into the working world of property. We also trialled a shortened online version of the summer school to widen participation and access to our resources. In 2024 we hope to increase capacity on the summer school by 50% to accommodate the interest from eligible students and will also run taster days in additional regional cities.

As an industry we are truly fortunate to have such talented young people interested in a career in the built environment and it is our job to ensure we provide fertile ground for them to grow and meet their full potential. Our industry has done a brilliant job at increasing levels of diversity and inclusivity in the past decade and we must continue to do this to achieve our long-term goal of creating a level playing field for all.

We continue to remain appreciative and thankful to the fantastic team that facilitates this project, as well as for the continued commitment of all our supporters, who have remained resiliently aligned to our long-term objectives. As a collective we are making real change and will continue to do so together in 2024.

Paddy Allen and Ursula Waterfield

Chair and Vice Chair, Pathways to Property Project Board

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.

"I cannot express enough my gratitude for your support with the RREF Hardship Grant. It is highly appreciated and I would like to thank you for your contribution, as you have made a real and positive impact in my life. Circumstances have been challenging, and your support is going to alleviate that pressure and allow me to continue giving my best for the rest of my studies."

Hardship Grant recipient 2022–23
MSc Real Estate & Finance



 For more information, please contact:

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