

READING REAL ESTATE FOUNDATION

Pathways to Property

Review 2020



Where business comes to life

Project background

Launched in 2012, the Pathways to Property project 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.



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
20,700

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

nearly
3,900

Number of **parents** engaged with:

nearly
1,200

Number of **events attended**:

294

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:

8

Total number of **attendees** since 2012:

701

Female attendees:

47%

Percentage of attendees who have no family experience of Higher Education:

84%

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

nearly
£230,000

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

310 Placements have been arranged

Student Destinations

Of the **604** Summer School participants who have completed their A-levels*:

350

Have gone on to study at University

145

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

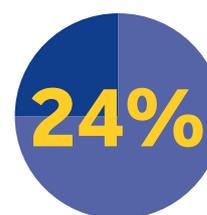
Of which:

120

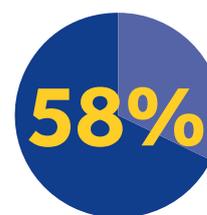
Went on to study a **property related degree**

25

Went 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 these figures are representative of the 407 students that we have been able to track out of 604 students who attended the Summer School between 2013 and 2019.

Impact in 2020

2020 has been a challenging year for Pathways to Property. The restrictions due to COVID-19 have meant that the project has had to adapt its delivery to offer virtual learning for secondary school students. We are pleased that we have managed to deliver the full programme, albeit virtually and have been able to continue to inform young people about careers in property. We are looking forward to 2021 when we plan to restart in-person engagement, when safe to do so.

Summer School 2020

The eighth Pathways to Property Summer School took place from 20–22 July 2020 and for the first time the event took place online. 97 students from Year 12 of school/college joined us over the course of three days to take part in taster lectures, virtual site visits, sessions offering careers advice and advice about life at university as well as a group project. Content delivered was a mixture of live sessions and pre-recorded lectures to cater for students that only had access to technology at particular times and all materials were designed to be viewed and edited on a laptop, tablet or mobile device. Through these activities they not only learnt more about the property industry and the careers within it, they also got the opportunity to develop key skills such as confidence, resilience, team work, time management and presentation skills. The highlight of the week was certainly the final group presentations to over 40 members of the industry. The quality of the presentations that were prepared

and delivered were fantastic and the participants rose well to the challenge of answering questions from the industry. The engagement and motivation of the students was great and 83% confirmed they are considering a career in property after attending the Summer School. At the end of the week, 99% of participants said the Summer School met or exceeded expectations.

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. We would also like to say a special thanks to Nottingham Trent University and The University of the West of England (UWE) who also contributed content for the event.

All Summer School attendees left the online event 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. After the Summer School, the 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 receive any further support required to progress their journey 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.

324

applications from 204 schools/colleges throughout the UK

97

attendees

59%

of attendees were **female**

43%

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

100%

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

83%

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

37

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

13

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

"The whole event has been amazing, and I really enjoyed taking part, as well as gaining additional knowledge regarding the industry and potential routes that I could take to get to my end goal."

Jakub, Summer School Participant 2020

Work Experience

In 2020, 37 students completed a virtual work experience placement in October half term at 6 supporting firms. Whilst it was unfortunate that students weren't able to take part in face-to-face placements due to COVID-19 restrictions, they were still offered an invaluable experience to learn more about the industry, meet different individuals within the business and receive advice about how to get

into the property industry. The online element of the week required them to be self-motivated and taught them key skills such as time management and communication as well as a maturity needed to meet the demands of the placement in testing conditions. We are extremely grateful to the following firms for offering their time and expertise to host one or more students for the week:

British Land

Gerald Eve

Montagu Evans

Oxford Properties

Savills

SEGRO

"I knew that this would be a fantastic opportunity going into the week, but it exceeded all of my expectations. Despite the work experience due to current circumstances having to be virtual I have walked away inspired and motivated to go on to achieve greatness in the property sector."

Gianni, Work Experience Participant



Open Online Course (OOC)

The Pathways to Property Open Online Course (OOC) has been designed by leading academics at Henley Business School to encourage more students to consider pursuing a career in property. Lasting three weeks and requiring around 6 hours of study, the online course is a great resource for younger students beginning to think about their career options or students that are unable to join the Pathways to Property Summer School. Since the course was launched in 2018, over 14,000 people have signed up to complete the OOC. The course has been a particularly useful resource during COVID-19 restrictions, with over 9000 learners signing up to the course between March and December 2020.

Number of **OOCs** since its launch:

6

Number of **OOCs** in 2020:

2

Number of **learners** signed up to the OOC in 2020:

9,519

School Outreach

Each year the Pathways to Property team engages with as many young people, teachers, career advisors and parents as possible to share the exciting career opportunities within property. This is often through attending careers fairs and school talks hosted at schools as well as national career shows. Due to COVID-19 restrictions, all our school outreach had to move online, delivering school talks virtually or providing pre-recorded content to schools to share with their students. We would like to thank the industry volunteers who have helped us to deliver our school outreach programme in 2020 under challenging circumstances.



“I found the course to be very helpful and a great learning stepping stone in getting started in real estate. The tasks and discussions were especially helpful and was a good way to learn practically.”

OOC Participant 2020





Review of 2020 Project Objectives

Further develop the P2P Alumni Group

Our aim for 2020 was to host a large event for all Pathways to Property alumni that have gone on to either study or work in property. This would provide a great networking opportunity and allow the group to offer fellow alumni support through their careers. Unfortunately, due to COVID-19 restrictions we were unable to host this event in person. Several online networking events were delivered and we hope that in the future we will be able to host this event once face-to-face contact is allowed.

Build stronger partnerships with other institutions

In 2020, Nottingham Trent University and The University of the West of England (UWE) both joined us during the online Summer School. Both institutions offered taster lecture content for the event as well as details about student life at their University. This was a great addition to the event and provided students with an opportunity to compare different university choices and courses. Moving forwards, we look forward to continuing to work with these institutions and others to make sure we are providing Pathways to Property participants with as much information as possible about the different career routes available to them.

Improve the geographical influence of Pathways to Property

During 2020, we hoped to expand the geographical reach of the project by expanding our school outreach programme to more areas within the UK. The move to online delivery in 2020 helped us improve the reach of the project, removing logistical challenges of engaging with schools outside of the south of England. For the 2020 Summer School, we saw applications from 127 schools we had not had applications from previously, demonstrating good progress to broaden the reach of the project. We will continue to improve on this in 2021.



2021 Project Objectives

Further develop our online offering to mitigate COVID-19 restrictions

2020 has been a year of change for Pathways to Property. All face-to-face elements of the programme have had to be adapted to delivery online. We are pleased to say we have managed to deliver all elements of the programme virtually, still providing students in secondary education with the opportunity to learn more about careers in property. In 2021, we aim to develop our online offering and deliver content that is informative and engaging for our target group. Going forward we will blend this with our more traditional approach to ensure we can reach students in the way most appropriate to them.

Provide further support to the P2P Alumni group

During 2021, we will offer further support to alumni of the Pathways to Property programme, whether they are currently studying at University, a recent graduate or an apprentice. With less career opportunities available in the industry, it is more important than ever that the Pathways to Property alumni are offered support and are able to utilise the extensive project network to ensure that they are able to progress in their career journey.

Extend support to Pathways to Property students at other institutions

Alongside strengthening relationships with other institutions offering property-related degrees, we hope to increase support for students studying at these institutions by offering mentoring opportunities, financial support and regular interactions with them through the P2P Alumni group. This will ensure that all Pathways to Property participants are equally supported through their career journey.





“At the Summer School, not only did I get a better insight into the Real Estate industry and the broad spectrum of opportunities in the field, but we also had the opportunity to do a group project. This involved creating a strategy and action plan for the development and use of the Oracle, Reading post COVID-19. At the end of the three days we were able to present our project to the panel of industry guests, people of the University and other students. Despite the difficult circumstances with the pandemic not allowing us to physically meet with the people, the event flowed smoothly and the organisers did an amazing job.”

Lisa Maria,
Summer School Participant 2020



Thank you

The achievements of Pathways to Property are the achievements of our supporters. 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.

We would like to thank the following organisations for their financial and in-kind support of Pathways to Property during 2020:

Gold Level

British Land

Landsec

Savills UK

SEGRO

The Worshipful Company
of Chartered Surveyors

Silver Level

Aubrey Orchard-Lisle
Charitable Trust

Cadogan Estates

Cushman & Wakefield

Gerald Eve

Hammerson

Hines UK Limited & Hines
Europe Living Management
Ltd

John Lewis and Partners

Montagu Evans

Oxford Properties

The Crown Estate

Bronze Level

Allsop

Avison Young

BH2

CAPCO

Carter Jonas

CBRE

Colliers International

Eastdil Secured

Fortitudo

Frogmore

GCW

Great Portland Estates

Grosvenor Estate

Hollis

Kajima Properties

Knight Frank

McKay Securities

Shaftesbury

Other Supporters

Christopher Rowbotham
Charitable Trust

The Sutton Trust

The Ellis Campbell

Charitable Foundation

UPP Foundation

In 2020, **individual** and **corporate supporters** volunteered



1,533 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 online delivery of
our **2020 Summer School**

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

We also welcome the support of individual donors, who can contribute to the project in a range of ways, including setting up a Direct Debit gift. If you or your organisation 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 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, Cushman & Wakefield
(Chair)*

Luke Appleby

Co-founder, Kontor Space

Emma Cariaga

*Joint Head of Canada Water, British
Land (member until October 2020)*

Paul Clark

*Senior Investment Director,
AustralianSuper*

Elliot Fletcher

*Graduate Surveyor,
Cushman & Wakefield and
Pathways to Property Alumni*

Fiona Freeman

Managing Director, FTI Consulting

Jane Hollinshead

Director, IJD Consulting Limited

Claire Maton

*Senior Programme Manager,
The Sutton Trust*

Ade Onagoruwa

*Head of Employee Relations,
British Land (member from
October 2020)*

Sarah Thorley

*Surveyor, Savills and
Pathways to Property Alumni*

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*

Constance Webster

*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 colleagues, supporters and friends,

Firstly, I want to say a heartfelt thank you to everyone involved in Pathways to Property. 2020 was a year that none of us had envisioned and certainly had not planned for. Therefore I am incredibly proud of what the project achieved during the last 12 months.

It was a baptism of fire taking over the Chair position as we entered the pandemic and I personally have learnt so much about the importance of adaptability, resilience and teamwork in my first year in the role. These are all key qualities that our team and supporters displayed in abundance to make sure we delivered our summer school online for the first time and continued to make a valued difference to the lives of talented students from under-represented backgrounds.

Not only did we have a pandemic to navigate, in May we were also presented with the aftermath of the horrific murder of George Floyd in the USA, where the true extent of social inequality was laid bare across developed nations through global movements and protests. To many of us it was shocking that this social situation exists in the 21st century, but these events forced us to acknowledge an uncomfortable truth in society, reinforcing the value and importance of the work we do.

It is important we take heed of these events, but also that we move forward loudly and effectively to effect positive change. Thank you to all our supporters for your continued encouragement and friendship. With you onboard we will continue to make a difference.

Paddy Allen

Chair, Pathways to Property

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.

Key Achievements of RREF in 2019–20

- Over £250,000 awarded to support 69 students in the form of scholarships, bursaries, hardship grants and prizes
- Despite the impact of COVID-19, RREF still organised 9 virtual Access Internships at 8 companies, providing students with an invaluable opportunity to gain much needed experience in the industry
- RREF facilitated over 400 mentoring partnerships in 2019–20, allowing students the opportunity to have a one-to-one connection with an alumnus in the industry

“The award will enable me to achieve the best of my potential at university – I will be able to achieve an excellent degree at the highest standard and access a wonderful career that is right for me. With the help of this award, my opportunities will not be limited, and my time will not be compromised by having to maintain multiple jobs and work long hours, in order to fund my life. Now, I will be able to study the course effectively and maintain a practical lifestyle at university, fulfilling the high expectations that I have for myself.”

**RREF Undergraduate
Bursary Recipient**



 For more information, please contact:

Louise Welland

Programme Delivery Manager

Henley Business School

University of Reading

Whiteknights

Reading. RG6 6UD

Pathways2property@henley.ac.uk

Tel +44 (0)118 378 4196

  @PathsToProperty

[www.henley.ac.uk/research/academic-areas/
real-estate-and-planning/rref/pathways-to-property](http://www.henley.ac.uk/research/academic-areas/real-estate-and-planning/rref/pathways-to-property)

