

READING REAL ESTATE FOUNDATION

# Pathways to Property

## Review 2021



 **Henley**  
Business School  
UNIVERSITY OF READING

Where business comes to life



# Project background

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**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  
**21,500**

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

nearly  
**4,000**

Number of **parents** engaged with:

nearly  
**1,200**

Number of **events attended**:

**301**

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

Number of **Summer Schools** run:

**9**

Total number of **attendees** since 2012:

**805**

**Female** attendees:

**47%**

Percentage of attendees who have **no parental experience** of Higher Education:

**84%**

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

nearly  
**£250,000**

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

**346 Placements**

have been arranged with nearly

**£78,000**

awarded in work experience **bursaries**

## Student Destinations

Of the **701** Summer School participants who have completed their A-levels\*:

**384**

Have gone on to study at University

**156**

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

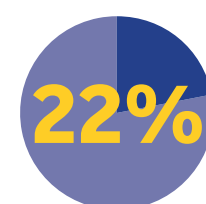
Of which:

**129**

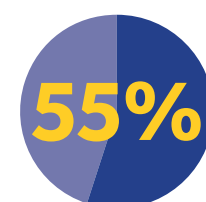
Went on to study a **property related degree**

**27**

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 these figures are representative of the 478 students that we have been able to track out of 701 students who attended the Summer School between 2013 and 2020.



# Impact in 2021

**2021 has been a busy year for Pathways to Property. Building on the lessons learned from 2020, we were able to once again deliver our full programme under COVID-19 restrictions and continue to inform young people about careers in property virtually. We are hopeful going into 2022 that, with the easing of COVID-19 restrictions, we will be able to pivot back to in-person project delivery.**

## Summer School 2021

The ninth Pathways to Property Summer School took place from 19–21 July 2021 and for a second year running this event took place online. 104 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 nearly 50 members of the industry. The quality of the presentations that were prepared and delivered was 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 91% confirmed they are considering a career in property after attending the Summer School.

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.

## 354

**applications** from 150 schools/colleges throughout the UK

## 104

**attendees**

## 41%

of attendees were **female**

## 48%

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

## 100%

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

## 91%

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

## 36

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

## 12

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

**"The Summer School gave lots of useful information about what a career in property actually means. I enjoyed learning more about the theoretical side of property through the lectures and enjoyed working with other students on a group project about a SEGRO development site."**

Summer School Participant, 2021

## Work Experience

In 2021, 36 students completed a work experience placement in October half term at 14 supporting firms. This year the majority of the placements adopted a hybrid approach, with a mixture of in-person and virtual sessions. This was a great experience for the students to learn key skills for both online and face-to-face networking and all students valued the opportunity to experience life in an office environment for some of the week.

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

**Allsop**

**British Land**

**Cadogan Estates**

**CAPCO**

**Gerald Eve**

**Hollis Global**

**John Lewis and Partners**

**Kajima Properties**

**Montagu Evans**

**Oxford Properties**

**SEGRO**

**Stiles Harold Williams**

**The Crown Estate**

**W.P. Carey**

**"My placement was incredibly informative – I was able to both build on prior knowledge about property, as well as be introduced to more specific aspects of the industry. The working environment, the partners and the learning all combined to give me an enjoyable week in the property management sector."**

Work Experience Participant, 2021



## 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 6 hours of study. The OOC has seen a surge in learners throughout the COVID-19 pandemic, with nearly 18,500 learners signed up for the course since it began in 2018, highlighting the success of the course.

## School Outreach

Pathways to Property attended multiple online careers events throughout 2021 to engage young people with careers in property. These events were a mixture of school talks, webinars and drop in sessions. In addition, we provided schools with a selection of pre-recorded content that could be shared with students, providing them with more information about careers in property, routes into the industry and how to get support through the Pathways to Property programme. We are looking forward to the easing of COVID-19 restrictions that will allow our in-person outreach to continue in schools in the future.

**2,263**

young people and

**158**

teachers attended our school events

**500**

young people joined our live online webinars

**200**

views of the recordings on YouTube



"Pathways to Property delivered an online school talk for our sixth form students about careers in property. The content was engaging and the programme of activities including the online course and Summer School are a great way for our students to follow up after the talk and find out more about the specific career path. I hope many of our students will apply for the Summer School next year."

Head of Careers, Sixth Form  
College







# Review of 2021 Project Objectives

## Further develop our online offering to mitigate COVID-19 restrictions

In 2021 we continued to deliver the majority of the programme online, including our school outreach and annual Summer School. With more time to plan for online delivery in 2021, we were able to develop our offering and improve the quality of our online programme. In the Spring, we delivered a series of webinars with the support of volunteers from both SEGRO and Savills. These attracted a large audience of students, teachers and parents and allowed our outreach to have a large geographical spread. We also used new technology to deliver a more engaging virtual site visit for the Summer School participants and made the whole event far more

interactive. We are looking forward to transitioning to a hybrid approach going forwards, offering both in-person and online opportunities to engage with the programme.

## Provide further support to the P2P Alumni group

The Pathways to Property alumni have renamed their group 'Propel'. Propel by definition means to move, drive or push something forwards so was seen as a very fitting name for the group which aims to connect former participants of the Pathways to Property Summer School and support them through their career journey. The group is being led by two alumni; Sarah Thorley, Savills and Elliot Fletcher, Cushman and Wakefield, who are working in the industry and keen to see the group grow.

## Extend support to Pathways to Property students at other institutions

In collaboration with The Worshipful Company of Chartered Surveyors (WCCS), 11 Pathways to Property participants have been supported financially during their time at university. The WCCS bursaries of £30,000 over three years of study have meant that Pathways to Property Summer School students have been able to receive financial aid at whichever university they choose to study. We are extremely grateful to the WCCS for this opportunity and look forward to offering more bursaries to Pathways to Property students in the future.





# 2022 Project Objectives

## Develop the programme to allow for a hybrid offering where appropriate

When COVID-19 restrictions allow, we are looking forward to delivering events in-person again, including our annual Summer School. However, young people have adapted brilliantly to online learning and there is definitely a benefit of maintaining an online offering. This will cater for students that are less likely to travel to an in-person event due to personal circumstances or geographical limitations. In 2022, we will review which activities will definitely return to in-person delivery, which can remain online as well as parts of the programme that can be delivered both online and in-person to increase the projects reach.

## Extend the mentoring programme

Currently e-mentoring is offered to Summer School participants in Year 13 of school/college to support them whilst making decisions about what to do next. However, Propel (the alumni group) have highlighted that mentoring support as they progress into a career in property, either through university or an apprenticeship, would be highly beneficial. Whether they want support whilst studying or when they are already working in the industry, having a mentor on hand to offer them advice and networking opportunities would be hugely valuable and something we hope to achieve in 2022.

## Expand the number of students that can access opportunities provided by Pathways to Property

Each year, around 100 young people attend the Summer School and this opens up opportunities for them to take part in our work experience and e-mentoring programme, as well as apply for financial support if they study a property related degree at university. We want to expand this number in 2022. Whilst our Summer School places

are limited, we hope to develop other elements of the programme to enable students who may not be able to attend the Summer School to still benefit from opportunities such as work experience, e-mentoring and financial support. In doing so, more young people will be able to be supported to pursue a career in property.



"My work experience was an awesome experience. To work at such a prestigious and highly reputable company was an honour. The fact that everyone there met you with a smile everyday and tried to help you in any occasion made the experience a joy. I wish it was for longer as I have learned so much and has helped me so much in terms of my decisions for university."

Work Experience Participant, 2021



"The online Summer School was fantastic. I learnt a lot about property and it was great to meet apprentices and graduates working in the industry who shared their experiences with us. I am really looking forward to developing on the knowledge I learnt during the week and applying for a property course after school."

Summer School Participant, 2021





# 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 2021:

## Gold Level

British Land  
Landsec  
Savills UK  
SEGRO  
The Worshipful Company of  
Chartered Surveyors

## Silver Level

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

## Bronze Level

Allsop  
Arcadis  
BH2  
CAPCO  
Carter Jonas  
CBRE  
Colliers International  
Eastdil Secured  
Fortitudo  
Frogmore Real Estate  
GCW  
Grosvenor Estate  
Hollis  
Kajima Properties  
Knight Frank  
McKay Securities  
Shaftesbury  
Stiles Harold Williams  
W.P. Carey

## Other Supporters

Christopher Rowbotham  
Charitable Trust  
Eastdil Secured Team  
Oxford Properties Team  
The Ellis Campbell  
Charitable Foundation  
The Sutton Trust  
UPP Foundation

In 2021, **individual** and **corporate supporters** volunteered



# 1,680 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 **2021 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 individuals and corporate teams, who can contribute to the project directly or through a range of fundraising activities. For example, Eastdil Secured's 2020 virtual Christmas event raised a total of £3,475 for Pathways to Property in 2021. This sum includes matched funding by Eastdil Secured. Emerging out of lockdown and into summer, Oxford Properties also chose to host a fundraising event in support of Pathways. The team ran a Dodgeball Tournament for the employees, with individuals providing donations totalling £2,762. They tell us this 'was a great way to celebrate being back together, in the outdoors, and raise money for a great cause'.

## 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, Colliers International (Chair)*

### **Luke Appleby**

*Co-founder, Kontor Space*

### **Paul Clark**

*Senior Investment Director, AustralianSuper*

### **Elliot Fletcher**

*Senior Surveyor, Cushman & Wakefield and Pathways to Property Alumnus*

### **Fiona Freeman**

*Managing Director, FTI Consulting*

### **Jane Hollinshead**

*Director, IJD Consulting Limited (member until January 2021)*

### **Vedran Kosoric**

*Asset Management Specialist*

### **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**

*Surveyor, Savills and Pathways to Property Alumna*

### **Ursula Waterfield**

*Learning and Development Director, Savills*

## 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*

### **Samuel Maddocks**

*Programme Delivery Support, Henley Business School (Secretary)*

### **Edward Shepherd**

*Programme Area Director for Undergraduate Programmes and 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,

2021 has been another year where we have had to dig deep and show our resilience and adaptability, and again I'm incredibly thankful to the Pathways to Property team for their dedicated hard work and to our supporters for their unwavering support.

Our job at Pathways to Property is to help educate our community about why a more diverse and inclusive industry is for the benefit of everyone, as well as provide a starting ground for talented young people to grow into the real estate leaders of tomorrow. However, the real change and growth is driven by our industry supporters who provide exciting and inclusive environments for our students to thrive, so we are nothing without each other.

Again in 2021 we have shown the growing importance of diversity and inclusion being at the heart of our own personal values but also at the core of business values too. For all of us, understanding what we mean by diversity and inclusion is a journey and I am incredibly proud of the role that Pathways has taken in enabling that journey amongst our students and supporters.

I have said this many times this year that there is no silver bullet to creating a more diverse and inclusive industry. Change will be incremental, and it will come from our behaviours and actions, not our words, and it is so encouraging to see so much positive action being taken by many across the sector to embrace thriving and representative workforces.

I am excited for everything we can continue to achieve together and thank you once again.

### **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 2020–21

- Almost £200,000 awarded to support 55 students in the form of scholarships, bursaries, hardship grants and prizes
- RREF organised 17 Access Internships at 14 supporting companies, providing students with an invaluable opportunity to gain much needed experience in the industry
- RREF facilitated over 370 mentoring partnerships in 2020–21, allowing students the opportunity to have a one-to-one connection with an alumnus in the industry

"The RREF Bursary has increased my career prospects and given me the freedom to focus on my studies, without the financial constraints and difficulties I experienced during my Undergraduate degree. As I have recently lost my job due to COVID-19, the bursary has also provided me with more time to focus on graduate job applications, which has led me to attend many interviews and assessment days with the large consultants, developers and house builders."

**RREF Postgraduate Bursary Recipient**



 For more information, please contact:

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

