

# Pathways to Property Review 2016



## Project background

Launched in 2012, Pathways to Property aims to widen access to the real estate profession by raising awareness of, and aspirations about, the vast range of careers available within the property and real estate sector.

Pathways to Property is led by the Reading Real Estate Foundation and was established as a response to the recognised lack of diversity in the industry. Its successes are due to the very strong industry support which it enjoys. Amongst all but a minority of schools, there is a general lack of awareness and understanding of the industry and the vast and varied career opportunities available within real estate and the wider property sector. Able students from less advantaged and non-traditional families are not being exposed to these opportunities. By engaging with sixth form students, their teachers and careers advisers, Pathways to Property works to introduce the idea of real estate as a subject of study and to provide a way for young people to find out about careers within the property sector.

### The aims of the project are:

- To increase the diversity of applications to the University of Reading Real Estate and Planning degrees by promoting the attractions of a career in the property industry to students from state schools, focussing on an annual Summer School. Priority at the Summer School will be given to academically able students from disadvantaged and non-traditional backgrounds.
- To encourage interest in a property career amongst talented students from all backgrounds by increasing the effectiveness of communications between the industry and students.







Now in its fifth year, Pathways to Property will see the first of its Summer School students graduate in July 2017.

### Since the launch of the project in 2012, Pathways to Property has:

engaged with over **6,000** students

engaged with almost **1,500** teachers and careers advisers

attended over **120** events

Over **120** work experience placements have been completed at **28** different firms

### The project has run four Summer Schools:

**319** students have attended the residential Pathways to Property Summer School

**78%** of attendees had no family experience of higher education

**49%** of attendees were female

### Pathways to Property Summer School student destinations:\*

From the first three Summer Schools, of those attendees who we are able to track, **118** are currently studying at university.

**56** Summer School participants are studying or working in property

**50** are at university, with **13** at the University of Reading

**6** are completing apprenticeships

A further **68** Summer School participants are studying at university, including:

**20** studying accounting, finance, business or economics

**6** studying geography or human geography

\* We do not know the destinations of all students. The data we have is from 140 (out of 226) students who have provided feedback about what they are now doing. The student destination data covers the 2013, 2014 and 2015 Summer Schools.





## Thank you

It is only thanks to the support of firms, donors and volunteers through the provision of funding, expertise, contacts and support that Pathways to Property is able to achieve its aims and objectives.

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

#### Gold Level

British Land

UPP Foundation

#### Silver Level

Land Securities

#### Bronze Level

Allsop

Aubrey Orchard-Lisle Charitable Trust

BNP Paribas Real Estate

Cadogan Estate

Carter Jonas

CBRE

Colliers International

Cushman and Wakefield

Gerald Eve

GCW

Hammerson

Holtby Turner

#### Other supporters

Christopher Rowbotham

Charitable Trust

Investment Property Forum

The Sutton Trust

JLL

Knight Frank

Oxford Properties

Redevco

Savills

SEGRO

Strutt & Parker

The Crown Estate

The Ellis Campbell  
Charitable Foundation

Vail Williams

### In 2015-16, over 85 individuals and firms volunteered their time and support by:

- Inspiring students through talks in schools
- Visiting the Summer School in July 2016 and engaging with the participants
- Providing work experience placements for Summer School students
- Hosting site visits for the Summer School

### Thank you to the following firms who hosted 38 work experience placements for Pathways to Property Summer School students in October 2016:

- Allsop
- BNP Paribas Real Estate
- British Land
- Broadgate Estates
- CBRE
- Colliers International
- Cushman and Wakefield
- Gerald Eve
- Get Living London
- Hammerson
- JLL
- Lendlease
- Oxford Properties
- Savills
- The Church Commissioners
- The Crown Estate
- The Portman Estate

## The Pathways to Property Project Board

The Board provides strategic guidance, support and expertise for the Project and to the Pathways team. Members of the Board are key individuals in industry and education and include representatives from firms, alumni, and academics from the School of Real Estate and Planning at the University of Reading.

### Industry Board Members

**Alan Froggatt** *Principal, Touchstone Advisers (Chair)*

**Paddy Allen** *Head of Capital Relationships, Global Student Accommodation Group*

**David Backinsell** *Trustee, The Sutton Trust*

**Emma Cariaga** *Residential Development Director, British Land*

**Paul Clark** *Director of Investment and Asset Management, The Crown Estate*

**Holly Franklin** *Corporate Property, Prudential Services Limited*

**Fiona Freeman** *Managing Director, FTI Consulting*

**Jane Hollinshead** *Director, IJD Consulting Limited*

**Bryan Laxton** *Retired, RREF Trustee*

### Academic and RREF Project Board Members

**Emily Archer** *Project Manager, Pathways to Property, RREF*

**Steven Devaney** *Associate Professor & Director of Undergraduate Programmes, School of Real Estate and Planning, Henley Business School*

**Joe Doak** *Associate Professor & Undergraduate Admissions Tutor, School of Real Estate and Planning, Henley Business School*

**Melissa Ingleton** *Project Assistant, Pathways to Property, RREF (Secretary)*

**Kerry Johnston** *Head of Supporter Engagement and Events, RREF*

**Paola Tinti** *Head of Development, Henley Business School*

## Reading Real Estate Foundation

RREF is a unique and forward-thinking educational charity, established to support real estate and planning education at the University of Reading. As well as supporting Pathways to Property, RREF engages with and supports students to help them achieve their full potential and become the best in the industry. This is done through financial support, a mentoring programme, an annual careers fair and an evening lecture series. RREF continues to engage and connect with students as they become alumni, through fundraising and networking events that help to support the aims of the charity.

### In 2015–2016, RREF:

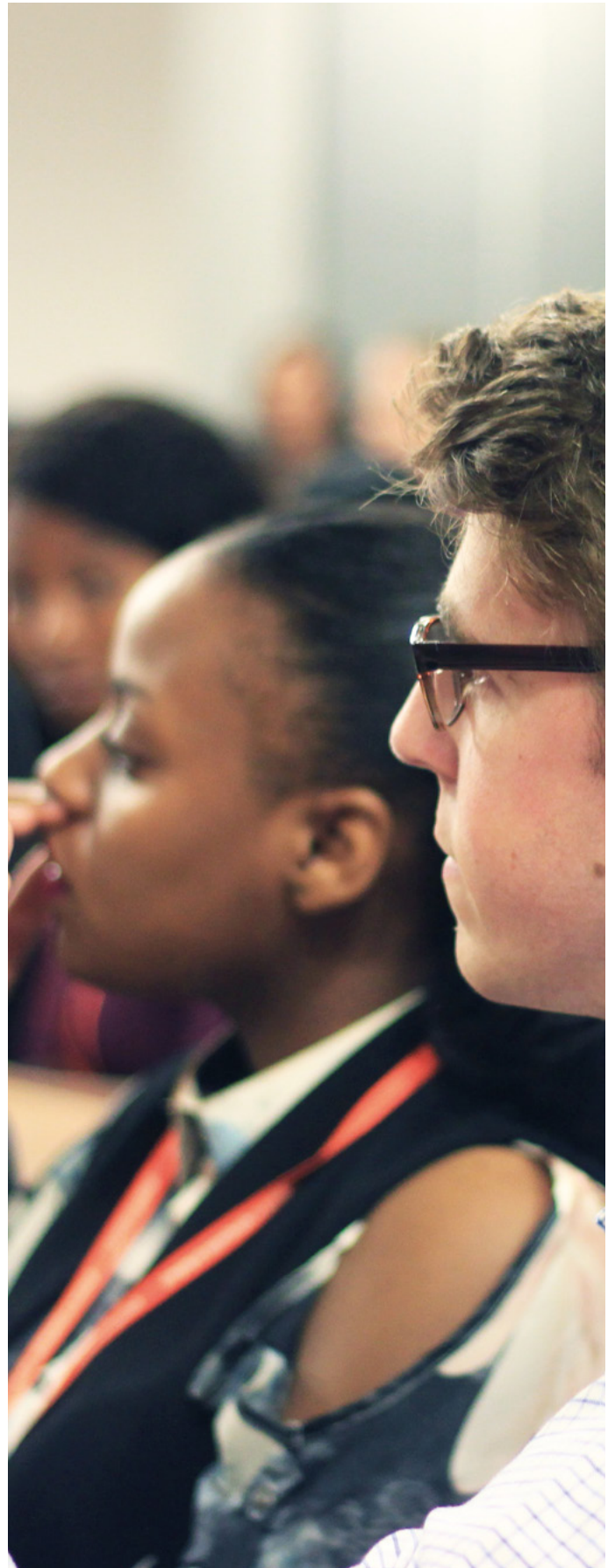
- Awarded £182,663 to 65 students through bursaries, scholarships, hardship grants, PhD studentships, prizes and awards.
- Enabled 306 students to be mentored by 235 industry mentors.
- Had representatives from 35 firms at the annual careers fair with 323 students attending.

**'...not only was I able to gain invaluable experience on the summer school, it also led to work experience with British Land which was an incredible opportunity and has fuelled my desire to get into high end property development.'**

**Elliot**, Summer School 2014; current Real Estate and Planning student, University of Reading












# Pathways to Property 2015–2016

The project's key objectives for 2015–2016 included:

## Delivering an inspiring outreach programme

During its fourth year, Pathways to Property continued to raise awareness of real estate as a subject of study and a career path to young people from non-traditional and disadvantaged backgrounds. The project attended over 40 different events during 2015–16 and engaged with young people, teachers and careers advisers.





## During 2015–16, Pathways to Property:

-   
Attended 19 school talks
-   
Attended 25 careers events
-   
Ran 1 summer school
-   
Reached over 2600 students
-   
And almost 550 teachers and careers advisers

## Extending and creating further external partnerships and volunteer connections

During 2015–16, the collaboration with Property Needs You continued to be strong, and saw a very effective presence at a number of large events, including Skills London, the National Careers Guidance Shows and a careers advisers' conference. The project has also worked with a number of social mobility organisations and careers advice services to reach larger numbers of young people with information about careers within property as well as the activities offered by Pathways to Property.

It is only through the support of individuals and firms volunteering their time that Pathways to Property is able to achieve what it does. Whether it is giving a talk in a school, supporting the Summer School, or hosting a work experience placement, the time donated by volunteers and firms is key to the success of the project.

-   
64 individuals volunteered their time
-   
289 hours of individual volunteer time given
-   
1330 hours of time donated by firms in work experience placements for Summer School students
-   
12 hours of time donated by firms for off-site visits for the Summer School

'The Pathways to Property Summer School catalysed my desire to pursue a career in the industry and motivated me to come and study at Reading by providing me with an authentic insight into the Real Estate sector. Through meeting industry professionals, going on site visits and attending lectures I was able to begin to understand the innovative, dynamic and multifarious industry.'

**Sarah**, Summer School 2014;  
current Real Estate and Planning student, University of Reading



## Continuing to develop relationships with schools outside the South East

A long-term aim of Pathways to Property is to continue to widen the geographical reach of the project. The National Careers Guidance Shows and, this year, the careers advisers' conference are effective ways of reaching a wider audience. The project also worked with other organisations to promote Pathways to Property and the Summer School as widely as possible, with the result being an increase in attendees from the North East, Yorkshire and the West Midlands.

## Evaluating what the project has achieved to date and looking to the future

With three successful years completed and 2015–16 being the fourth year of the project, Pathways to Property has been looking to the future and exploring how we build on the momentum and achievements of the project. The Project Board has been exploring new and innovative ways to engage with young people, teachers and careers advisers and to ensure the aims of the project continue to be met. One key activity undertaken over the course of the year has been a research project exploring how early-career property professionals found their way into the industry. The results of this research were published in *Property Week* and are being used to inform the strategy of Pathways to Property going forwards.

## Tracking students through their interactions with the project

With the passing of each year, increasing numbers of students have interacted with the project and Pathways to Property is putting in place processes to try and increase our ability to track the students we have engaged with. Currently, we contact students the summer they are due to have finished sixth form to find out their plans but, with the first cohort of Pathways to Property Summer School students graduating in July 2017, we will be contacting these students again to try and find out where their careers are taking them.





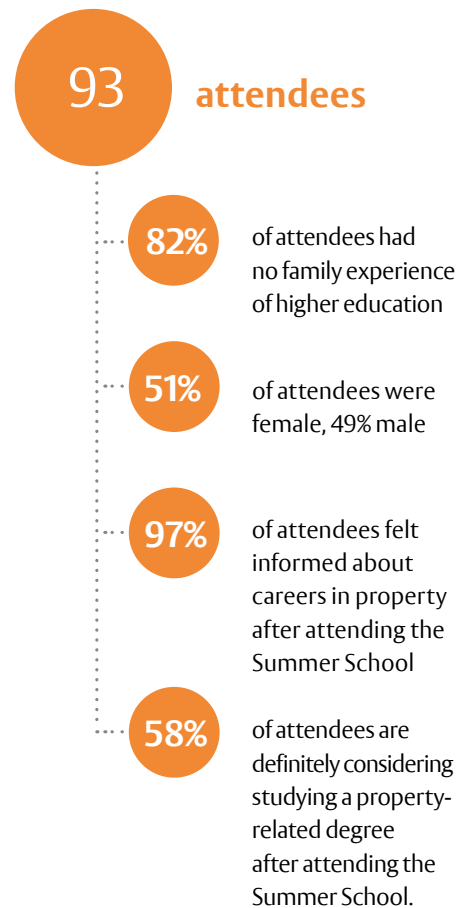
## Pathways to Property Summer School 2016

The highly successful Pathways to Property Summer School took place once again at the University of Reading from 25th–28th July 2016. With 93 year 12 students eager to learn more about property and to experience university life, the fourth Summer School delivered a full programme of academic and social activities.

The programme used different media to facilitate discussions around current themes in property, whilst also raising awareness of the many and varied roles and career opportunities within the sector. One of the highlights for the students was working on their group project; a stakeholder debate about a proposed housing development on the edge of Reading, which saw the students presenting to a group of invited guests on the final day. The debate that ensued was enthusiastic, passionate and heated.

We are incredibly grateful for the support given by so many to enable the Summer School to be the success it is. Thanks must be given for the extensive support provided by the industry and by the academics from the School of Real Estate and Planning at the University of Reading. This support was multi-faceted and included delivering lectures and academic sessions, supporting the students as they worked on their group projects, hosting site visits for the students, and attending the presentations and talking with the students on the final day.

### Summer School 2016:



*'I really enjoyed my experience, learning [about] different types of professions that are within real estate. In addition, speaking to the professionals gave me a thorough understanding of what occurs daily in their profession which I found very interesting.'*

**Julia**, Summer School 2016



**Thank you to the following for hosting site visits:**

- Berkeley Group
- Land Securities
- Oxford Properties

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

- Allsop
- Berkeley Group
- Colliers International
- Cushman and Wakefield
- GCW
- Gerald Eve
- Hammerson
- Knight Frank
- Lendlease
- MMX Retail
- Savills
- SEGRO
- Surrey County Council



‘Loved the experience, met some great people and it has now helped me to make sure property is what I want to do.’  
**Scott**, Summer School 2016

‘Was very good and inspiring, would really want to get into real estate after this.’  
**Salma**, Summer School 2016









## Pathways to Property 2016–2017

The project's key objectives for 2016–17 include:

### Increase the number of students moving from the Summer School to relevant courses

Three of the four cohorts of Pathways to Property Summer School students are now of university age and, as the figures earlier in this Review demonstrate, a significant number are studying at university and a sizeable number are studying or working within the property sector. Pathways to Property will continue to explore ways to encourage an interest in property and to support the Summer School students to progress to relevant courses.

### Increase bursary levels to support the most disadvantaged

Research shows that financial concerns can be a major barrier to students from disadvantaged and non-traditional backgrounds in accessing higher education. Pathways to Property continues to offer the £1000 welcome bursary to all Summer School attendees who enrol on a real estate and planning course at the University of Reading, and the level of bursary support students can apply for will increase.

### Extend outreach beyond the Summer School

The Pathways to Property Summer School is now a well-established and very successful annual event in the project's calendar, with the fifth Summer School due to take place at the end of July 2017. Building on the success of this activity, the project is keen to engage with more young people, including those who, for

whatever reason, are unable to attend the Summer School. The Project Board is exploring creative ways in which to reach different audiences as well as possibly extending the breadth of the project to include some engagement with younger students.

### Share our experience and knowledge with other institutions

Pathways to Property made some initial approaches to other institutions offering real estate courses in its earlier years, and the project is now seeking ways to explore further the possibilities of sharing knowledge and experience with other institutions.

**'The Summer School was a unique experience of student life but also helped enhance [my] knowledge in Real Estate.'**

**Fahad, Summer School 2016**

**'I found it incredible to have access to people of all sectors of the industry, and also to have the chance to present to some, and work alongside others.'**

**Liam, Summer School 2016**

## What more can you or your organisation do?

We are always looking to engage with more individuals and firms to support this innovative project through both financial and non-financial support. For Pathways to Property to have an effect on actual numbers of graduates entering the industry, we need to not only maintain the current momentum, but to keep seeking ways for the project to grow and the level of activity to increase. We can only do this with your support and the support of the industry.



### Financial support

The financial support of our donors ensures that the project can continue to work towards its aim of widening access to the real estate profession and raising the aspirations of many young people.

Corporates and individuals can support Pathways to Property at different levels. A commitment to the project over a number of years guarantees the sustainability of the programme, and we recognise this important contribution as Bronze, Silver or Gold level donations, with a minimum commitment of £5,000 a year for three years. Individual donors can also support the project by setting up regular payments. A gift of £67 per month (with Gift Aid) will contribute £1,000 a year towards the project, and you will be recognised as a RREF Pioneer.

If you or your firm already support Pathways to Property you may consider increasing your gift or extending your commitment.

### Work placements

During every October half-term, we offer students who attended the Summer School the chance to apply for a week-long work experience placement. The placements provide an incredibly valuable insight into the sector for the students as well as giving them experience working in a corporate environment.

We are always looking for firms across the UK who would be willing to host a student for the week. Pathways to Property offers all students taking part in a work experience placement a £200 bursary to cover transport and other costs. Firms are not asked to contribute towards this.

### Volunteering

We welcome volunteers from across England and Wales to help deliver the project. This could be by volunteering to support the students at the Summer School or by giving talks in state schools and colleges. The aim of the talks is to raise the profile of the property industry to Year 12 students (16–17 year olds), teachers, careers advisers and parents as well as promoting the Pathways to Property Summer School.

Talks often take place during assemblies, but could also be in a lesson such as geography, economics or business studies. We suggest volunteers talk about their experiences and why they enjoy working in the sector in order to inspire students and promote real estate as a career.





## Contact details

### Financial support

If you or your firm are interested in supporting the project or in increasing your support, please contact: Paola Tinti, Head of Development, Henley Business School at [development@rref.reading.ac.uk](mailto:development@rref.reading.ac.uk) or call **+44 (0) 118 378 4096**

### Work placement and volunteering

If you would like to offer a work experience placement for students who have attended the Summer School or would like to volunteer for talks, please contact: Emily Archer, Project Manager, Pathways to Property at [pathways2property@rref.reading.ac.uk](mailto:pathways2property@rref.reading.ac.uk) or call **+44 (0)118 378 4196**

‘Work experience was great, I really enjoyed the working environment. It also taught me the practical skills needed for the job, I would recommend it to anyone looking to go into this career ... I’m now certain this [property] is the career path for me and I hope to go to university [and] to go on to be a chartered surveyor.’

**Joshua**, Work Experience October 2016

‘I absolutely loved the work experience I was given. Getting a feel for the working environment and being given the chance to meet professionals in this industry was a real eye opener and pushes me further into pursuing a career in Real Estate.’

**Jamie**, Work Experience October 2016

'To put it simply I cannot fault my work experience placement ... from the second I walked in I was treated as anyone else who worked there. From the first day I was taken out on inspections, valuations and meetings and given proper work to do to help with acquisition requests and market reports. I honestly didn't realise quite how much you could learn in a week but everyone was unbelievably helpful. People in the office showed me almost every aspect of commercial property so I could figure out what interested me ... I would like to thank everyone at Pathways to Property for the Summer School and the incredible placement arranged.'

**Beth**, Work Experience October 2016

'Land Securities has been a strong supporter of efforts to diversify the intake of young people into the industry as we believe this is vital if we are to respond to the needs of all our customers. In recent years we have established our own school leaver trainee academy, and have engaged with a number of schools with the aim of raising the profile of our industry as an exciting career choice. To further this activity, we are delighted to support Pathways to Property, one of the best initiatives we have seen in this field, as Silver level sponsors.'

**Rob Noel**, Chief Executive, Land Securities

 For more information, please contact:

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