

Pathways to Property

Review 2017



University of
Reading

Henley
Business School

RREF 
Reading Real Estate
Foundation

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 at Henley Business School, University of Reading, 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 many schools, there is a lack of awareness and understanding of the industry and the vast and varied career opportunities available within real estate and the wider property sector. The project seeks to expose able students from less advantaged and non-traditional families 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:

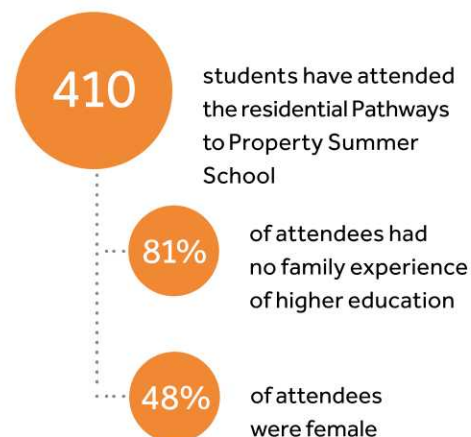
- To increase the diversity of applications for Real Estate and Planning degrees at Henley Business School by promoting the attractions of a career in the property industry to students from state schools, focussing on an annual Summer School. Priority at the Summer School will be given to academically 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 saw the first of its Summer School students graduate in July 2017. Of the three students from the 2013 Summer School who graduated from the real estate and planning degree from Henley Business School, all three have taken on graduate roles within the property industry.

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



The project has run five Summer Schools:

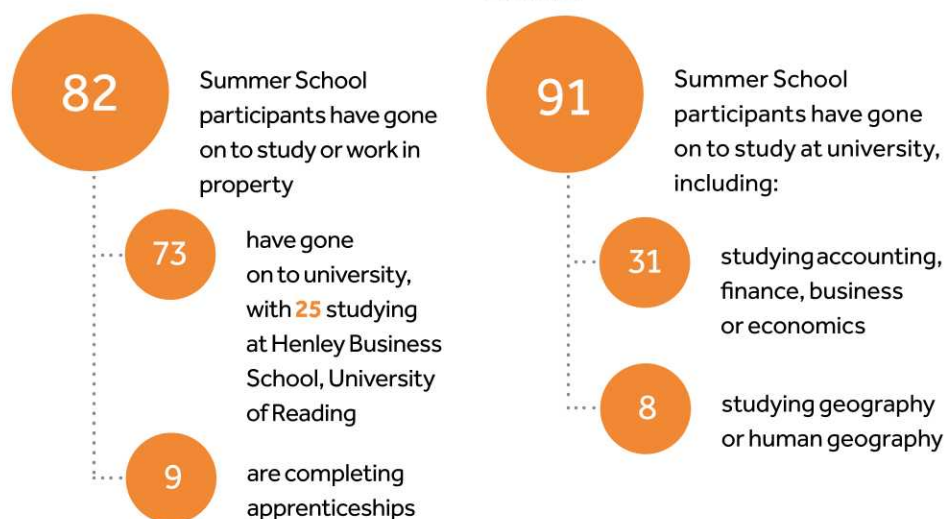




Pathways to Property Summer School student destinations:*

From the first four Summer Schools, of those attendees whose progress we are able to follow, **164** went on to study at university.

A further



* We do not know the destinations of all students. The data we have is from 201 (out of 319) students who have provided feedback about what they are now doing. The student destination data covers the 2013, 2014, 2015 and 2016 Summer Schools.

Of those students we have been able to track (201), 41% have gone on to study or work in property.



Thank you

It is only thanks to the support of firms, donors and volunteers with their provision of funding, expertise, time and contacts 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

Landsec

SEGRO

UPP Foundation

Silver Level

CBRE

Cushman & Wakefield

Gerald Eve

Hammerson

Redevco

Savills

The Crown Estate

Bronze Level

Allsop

Aubrey Orchard-Lisle Charitable Trust

BNP Paribas Real Estate

Capital and Counties Properties (Capco)

Carter Jonas

Colliers International

Exemplar

Frogmore

GCW

Holtby Turner

GM Real Estate

intu Properties

JLL

Knight Frank

Oxford Properties

Shaftesbury

Strutt & Parker

The Ellis Campbell Charitable Foundation

Other Supporters

Battersea Power Station Development

Christopher Rowbotham Charitable Trust

Investment Property Forum

Kontor Space

The Fineman Trust

The Sutton Trust

In 2016–17, over 85 individuals and firms volunteered their time and support by:

- Inspiring students through talks in schools
- Visiting the Summer School in July 2017 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 46 work experience placements for Pathways to Property Summer School students in October 2017:

- Allsop
- BNP Paribas Real Estate
- British Land
- Broadgate Estates
- Capital and Counties Properties (Capco)
- Carter Jonas
- CBRE
- Cushman & Wakefield
- Gerald Eve
- Hammerson
- intu Properties
- JLL
- Knight Frank
- Oxford Properties
- Savills
- SEGRO
- The Crown 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 Department of Real Estate and Planning at Henley Business School, University of Reading.

Industry Board Members

Alan Froggatt *Principal, Touchstone Advisors (Chair)*

Paddy Allen *Partner, Cushman & Wakefield*

Luke Appleby *Co-founder, Kontor*

Emma Cariaga *Head of Operations, Canada Water, British Land*

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

Holly Franklin *Management Consultant, Nine Feet Tall*

Fiona Freeman *Managing Director, FTI Consulting*

Jane Hollinshead *Director, IJD Consulting Limited*

Bryan Laxton *RREF Trustee*

Claire Maton *Programme Manager, The Sutton Trust*

Academic and RREF Board Members

Emily Archer *Programme Delivery Manager— Pathways to Property, Henley Business School*

Susannah Campbell *Development Manager, Henley Business School*

Jean-Pierre Choulet *Executive Director RREF, Henley Business School*

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

Kerry Johnston *Head of Product Design and Programme Delivery, Henley Business School*

Edward Shepherd *Lecturer, Department of Real Estate and Planning, Henley Business School*

Emma Street *Associate Professor & Director of Undergraduate Programmes, Department of Real Estate and Planning, Henley Business School*

Chris Stylianou *Programme Delivery Assistant— Pathways to Property, Henley Business School (Secretary)*

Paola Tinti *Head of Fundraising, 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 Henley Business School, 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 2016–17, RREF:

- Awarded £172,500 to 51 students through bursaries, scholarships, hardship grants, PhD studentships, prizes and awards.
- 262 UK & International mentors participated in the RREF Mentoring Programme, 55 of these worked with two or more mentees.
- Had representatives from 34 firms at the annual careers fair with over 300 students attending.



'For me, the Summer School was the first step into a career in the property industry and a lot can be achieved with the help of RREF and the Pathways to Property initiative.'

Bradley, Summer School 2013,
graduate surveyor



Pathways to Property 2016–2017

The project's key objectives for 2016–2017 included:

Increasing the number of students moving from the Summer School to relevant courses

We were delighted to see the highest number of students to date enrol on Real Estate and Planning courses at Henley Business School, University of Reading, in September 2017. In total, of the Summer School 2016 students we have been able to track, 43% began work or study in the property industry in 2017, with a number of others deferring or taking a gap year and planning to enter the industry at a later date. Increasing the number of students moving from the Summer School to a relevant course is an ongoing aim of the project, and we will continue to work towards this, both through exploring new ways of engaging with students and utilising existing tools such as the e-mentoring and work placements elements of the programme.

Increasing bursary levels to support the most disadvantaged

Financial concerns can be a significant barrier to students from non-traditional backgrounds in accessing higher education, and Pathways to Property continues to provide a £1000 welcome bursary to all Summer School attendees who enrol on a Real Estate and Planning course at Henley Business School. In addition to this, the Reading Real Estate Foundation and the Pathways to Property project offer a number of bursaries worth £5000 a year for three years to students in need of financial support. With increasing numbers of students moving from the Summer School to study on Real Estate and Planning courses at Henley Business School, this financial support is a vital element of the project both now and moving forward.

Extending outreach beyond the Summer School

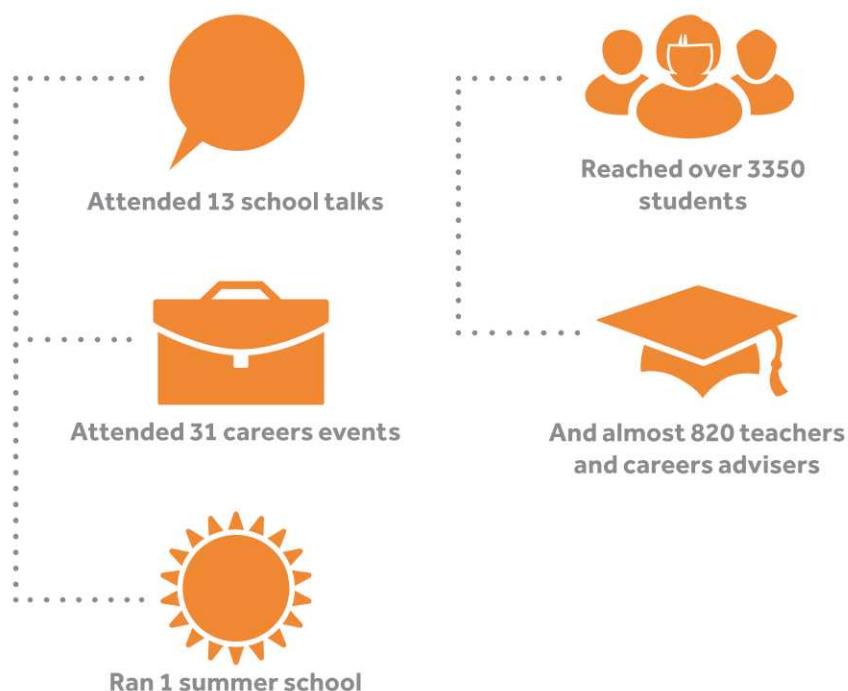
The Summer School is a hugely successful aspect of the Pathways to Property programme but the project recognises that there are young people who, for whatever reason, are unable to attend the Summer School. The Project Board has been exploring innovative and creative ways in which to further the engagement of the project with a greater number of young people, and in spring 2018 the Pathways to Property OOC (open online course) will launch. This will be a free, interactive, online short course, and is aimed at 14–18 year olds to inspire and excite them about the opportunities available within the property industry.



Sharing our experience and knowledge

Pathways to Property continues to work closely and in collaboration with a number of other projects and organisations. Most notably, the project is an active member of Property Needs You, and attends a number of large-scale and very popular careers events under this collaborative banner each year. We also work with other initiatives and organisations across the industry to provide a collective voice to encourage and engage young people with the exciting and varied opportunities available across the industry.

During 2016–2017, Pathways to Property:



'It was one of the best experiences as I learnt about a whole new side to the property world and met some amazing people along the way.'

Anees, Summer School 2017

'The summer school was an insightful experience of the world of property which I was oblivious about, it really allowed me to learn more about a potential career.'

Nali, Summer School 2017



Pathways to Property Summer School 2017

The fifth highly successful Pathways to Property Summer School took place at Henley Business School, University of Reading from 24–27 July 2017. Coming from schools and colleges across the UK, the 91 Year 12 attendees were keen to learn more about property and to experience university life.

With a busy programme running across the four day residential summer school, the students enjoyed academic and social activities, site visits, staying in university halls of residence, and making new friends. 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. As always, one of the highlights for the students was working on their group project; a stakeholder debate about a proposed development on the edge of Reading, which saw the students presenting to a group of invited guests on the final day. The passion and enthusiasm of the students during the ensuing debate was clear for all to see, as was the extent to which their knowledge had increased.

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 Department of Real Estate and Planning at Henley Business School. 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 2017:

91

attendees

93%

of attendees had no family experience of higher education

42%

of attendees were female, 58% male

96%

of attendees felt informed about careers in property after attending the Summer School

43%

of attendees are definitely considering studying a property-related degree after attending the Summer School.

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

Berkeley Group

British Land

CBRE

Gerald Eve

GL Hearn

JLL

Kontor

Lendlease

Oxford Properties

Shaftesbury

Strutt & Parker

And to the following for hosting site visits:

Berkeley Group

Mapletree UK Management Limited

Network Rail

Thames Tower Reading



Pathways to Property 2017–2018

The project's key objectives for 2017–18 include:

Engage with a wider number of young people

With the launch of the Pathways to Property OOC in 2018, the project is seeking to expand its reach to engage with a larger number of young people. Designed specifically for 14–18 year olds, this innovative online course will provide a way for a greater number of young people to explore, and be excited by, the built environment. Once the OOC has been completed, Pathways to Property will signpost further opportunities for young people to continue to find out more about the property industry.

Support students moving into the industry

The graduation from university of the first cohort of Summer School participants in the summer of 2017 has meant that the project is in the process of expanding its activity to ensure that it continues to provide support to these students as they begin their first jobs within the industry. The project will continue to explore ways in which to effectively and successfully support these students as they embark upon their careers.

Create an alumni network of Pathways to Property students

All young people who complete the Summer School are recognised as alumni of both Pathways to Property and Henley Business School. To date, the project has 410 alumni from five cohorts of Summer School students, and the project is continually seeking ways to remain engaged with these young people.

Celebrate five years of Pathways to Property

The fifth Summer School took place in July 2017, and Pathways to Property is celebrating the successes of its first five years whilst also looking forward to the future. The programme is reviewed each year to ensure it remains relevant, and the project will continue to explore ways in which to engage and interest young people in property.

'I was amazed at the incredible opportunities and industry experts that I was able to gain an insight from.'

Dwarak, Summer School 2017

'It was extremely useful for me to rotate with the different teams as I was unsure of what they did, but by the end of the week, I had expanded my knowledge and have begun to think about what part of real estate interests me.'

Shanti, Work Experience
October 2017

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 partners 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 £1,000 a year towards the project means you will be recognised as a RREF Pioneer, a gift of £3,000 a year towards the project, and you will be recognised as a RREF Ambassador. With a gift of £5,000 a year you will be recognised as a RREF Major Donor.

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 £250 bursary to cover transport and other costs. Firms are not asked to contribute towards this.

Volunteering

We are always looking for volunteers 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.



'The work experience was very useful ... it has helped to develop my career plans and consolidated my interest in studying Real Estate and Planning in university to become a Chartered Surveyor'

Deborah, Work Experience
October 2017

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 Fundraising, Henley Business School at 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**, Programme Delivery Manager (Pathways to Property) at pathways2property@rref.reading.ac.uk or call +44 (0)118 378 4196

'I just wanted to say a massive thank you for everything, from the summer school to the work experience. I can't explain how indecisive I was feeling for months prior to this work experience and now I have made a commitment to the career I would like to go into with so many plans and objectives set for myself. Being introduced to the property industry was great but being exposed to it fully in the element was truly the best experience I have ever had. Everyone ... was so nice, welcoming and encouraging. I would definitely love to come back here after my degree and do my APC. I have big plans for myself now and that is all thanks to this charitable programme which has changed all my ambitions for the better.'

Christine, Work Experience October 2017

'SEGRO is proud of its long term support of Pathways to Property, being one of the original donors when the programme launched in 2012. We fully support, and believe in, increasing diversity within our sector by opening it up to those who have no connections within the industry and would otherwise have no knowledge of the great careers on offer. SEGRO is a Gold Level sponsor of Pathways and each year invites students from the programme to take part in work experience with us so that they can explore what Real Estate has to offer. We recognise that increasing diversity within our sector is a long term aim and we are therefore committed to supporting Pathways as one of the initiatives which will make a difference.'

David Sleath, CEO SEGRO

 For more information, please contact:

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