

READING REAL ESTATE FOUNDATION

Pathways to Property

2024 REVIEW



Henley
Business School

UNIVERSITY OF READING

RREF

Reading Real Estate
Foundation

12 Years of Pathways to Property

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

Led by the Reading Real Estate Foundation (RREF) at Henley Business School, University of Reading, the project was established as a response to the recognised lack of diversity in the industry. Through a successful outreach programme, the project exposes students from less advantaged and non-traditional backgrounds to opportunities within the property industry. In addition, the project works with teachers and career advisors to provide them with valuable information about the industry which can be passed onto their students.

The aims of the project are:

- To raise awareness of and aspirations about the diverse range of careers within the sector amongst talented students from various backgrounds, increasing the link between the industry and its future talent pool.
- To increase the diversity of applications for property related degrees and apprenticeship programmes by promoting a career in the property industry and providing students from less advantaged and non-traditional backgrounds with support into the industry through the Pathways to Property programme.



2024 marks twelve years since the Pathways to Property programme was established and it continues to deliver on its original goals.

Since the launch of Pathways to Property in 2012, the project has had a considerable impact on raising awareness of careers in property and supporting young people who aspire to enter the industry.

Number of **students** engaged with:

**over
28,500**

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

**over
4,200**

Number of **parents** engaged with:

**over
1,550**

Number of **events** attended:

417

As well as attending events, participants on the programme can access bursaries and work experience. Since the project began:

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

**over
£250,000**

523 placements have been arranged with almost

£120,000 awarded in work experience bursaries

Student destinations

Of the **1,039** programme participants who have completed their A-levels*:

540

Have gone on to study at university

224

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

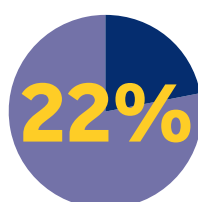
Of which:

185

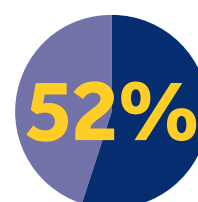
Went on to study a **property related degree**

39

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

Participation in all events

	Number of events	Number of attendees	Female participants	IMD** Quintile 1 or 2
Summer School	12	1,144	49%	72%
Insight Days	9	168	61%	80%
Overall	21	1,312	51%	73%

* Please note the actual figures are likely to be higher, as we have only been able to track 697 of the 1,039 participants attending Pathways to Property between 2013–2023.

** Index of Multiple Deprivation.

Impact in 2024

2024 – our twelfth year – has been a year of continued expansion for Pathways to Property. We welcomed 141 students to our Summer School which is the largest number of attendees at an in-person event since Pathways began. We also held six Insight Days in Birmingham, Bristol, Cambridge, Leeds, Manchester and London, which saw an additional 116 students come through our programme. We attended 35 school events which took the form of careers fairs, virtual and in-person talks.

Summer School 2024

The twelfth Pathways to Property Summer School took place from 2–5 July 2024. 141 year 12 students joined us for four days and took part in taster lectures, a site visit, sessions offering careers advice and information about life at university as well as a group project and a careers fair.

The careers fair on the third day was attended by 17 companies and four university departments. Buoyed from a session on how to network, the students' engagement and social skills were put into practice with great affect. We subsequently ran a successful Q&A panel with some of the industry volunteers and students and it is now included as part of our Insight Day delivery.

The highlight of the week was the site visit to the Station Hill development in Reading, courtesy of Lincoln Property Company and MGT Investment Management. Students were taken on a comprehensive tour of the site after which they worked closely with our student ambassadors and industry representatives on a group project related to the site.

This activity culminated in students presenting their work to 34 members of the industry on the last day. The growth in students confidence was clear to see and the quality of their presentations was evident. Teams bonded and prizes were awarded. With numerous students asking if we could hold a fifth day and 82 % of students confirming they are considering a career in real estate, Summer School 2024 was deemed a success.

Delivery of the Summer School would not be possible without the support of academics and staff at Henley Business School, industry volunteers who engage with the students throughout the week and current Real Estate & Planning students who help to run the week and share their knowledge with the participants. We would also like to say a special thanks to Nottingham Trent University and the University of Sheffield for attending the careers fair.

Post Summer School, participants were offered the chance to take part in a one-week work experience placement in a property firm, join our e-mentoring programme and offered the opportunity to access additional sessions aimed

at supporting their progress into the industry.

We are looking forward to continuing to work with all the attendees and supporting them as they make their future career decisions.

Summer School 2024 in numbers

1048

applications from 420 schools/colleges throughout the UK

141

attendees

59%

of attendees were **female**

82%

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

100%

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

82%

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

62

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

19

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

"Thanks all for a really fantastic time these past few days, it's been really insightful and completely changed my perspective on real estate and property, opening my eyes to so many more avenues!"

Summer School attendee, 2024

Work experience

Seventy one students, having participated in the Summer School, or Insight Day, completed a work experience placement this year at 26 supporting firms across the country. All the students rated their experience as positive, giving them the opportunity to learn key skills pertinent to the property industry. Activities undertaken included meetings with staff, site visits, project work, and professional networking.

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

Barclays

British Land

Carter Jonas

Delaney Marling Partnership Ltd

Firethorn Trust

Grosvenor Property UK

Helix Property

Hollis

Latimer by Clarion

LocatED

McLaren Property

MCR Move

Montagu Evans

Muse

Oxford Properties

Pareto Projects

Park Place Retail

Pearl & Coutts

Roebuck

Savills plc

SEGRO plc

The Crown Estate

Vail Williams

Warehouse REIT & Life Science REIT

Watkin Jones

Zenzic Capital

Insight Days 2024

Insight Days, held across the UK, provided young people the opportunity to meet a range of people working within the industry, go on a site visit, work on a small project and deliver group presentations to an industry panel. These events are now an established part of the Pathways to Property programme.

"It was really fun, engaging in group work and getting to know one another. I loved the amount of information we were given for next steps"

Insight Day attendee, Bristol, 2024

6

Insight Days delivered

116

Participants

58%

Female participants

80%

Living in IMD* quintile 1 or 2



"Being able to sit in the office and do work in a welcoming, relaxing environment paired with going out to interactive, hands on industrial and commercial site tours was amazing. The company also covered all the food which was thoughtful and sweet. I also received valuable guidance and networking opportunities."

Work experience participant, 2024

* Index of Multiple Deprivation.

Open Online Course (OOC)

The Pathways to Property Open Online Course (OOC) has continued to be a useful resource for students wanting to expand their knowledge of property and for those who are unable to attend the Summer School. Designed by leading academics at Henley Business School to encourage more students to consider pursuing a career in property, the course lasts three weeks and requires around six hours of study. The OOC has continued to be popular with over 30,000 learners having signed up to the course to date.

School outreach

Pathways to Property attended multiple in-person careers events and school talks throughout 2024 to engage young people in finding out more about the opportunities available within the property industry. In addition, a number of schools also invited us to deliver content online, particularly talks to groups of students. This mixed approach has worked well to enable us to make the best use of available resources. We are very grateful to the industry volunteers who gave up their time to deliver these talks and events, alongside Pathways staff and student ambassadors.

1,962

young people and

116

teachers attended our school events

35

events attended

"Thank you for delivering your presentation to our year 12 students yesterday morning... it was a very informative session and the students were really engaged. We really appreciate having a bank of quality speakers to draw on each year for our careers programme and I hope that we can use you again next year in a similar way."

Assistant Head of Sixth Form,
Secondary School





Review of 2024 project objectives

Programme integration

We have successfully set up a programme structure which brings together both participants at the Summer School, and Insight Day attendees from the same school year, into a single cohort. This ensures they receive a consistent level of support and access to the programme.

Programme evaluation

We have now established a new evaluation process. This new methodology collects evaluation data at each interaction participants have on the programme, allowing us to compare this information against a base-line taken at the first event. This will allow us to report on not just the events we deliver, but also the impact we have on individual participants. The 2024/25 cohort will be the first year group to participate in this process in full, meaning we will be able to report on it in the 2025 annual review.

Increasing numbers

We have successfully increased the size of the programme. In 2024, 257 students participated in the programme, a 60% increase on the 2023 number of participants. This was against a target increase of 30%.



2025 project objectives



Impact across the programme

With Insight Days now an established part of the Pathways to Property programme, sitting alongside the summer school, we will undertake work in 2025 to understand the impact of the different types of activity. By tracking participants in both the summer school and Insight Days, we will be able to investigate how they engage in the wider programme, and then what they go on to do after Year 13, and how this varies by the type of initial event they engage in.

Board membership

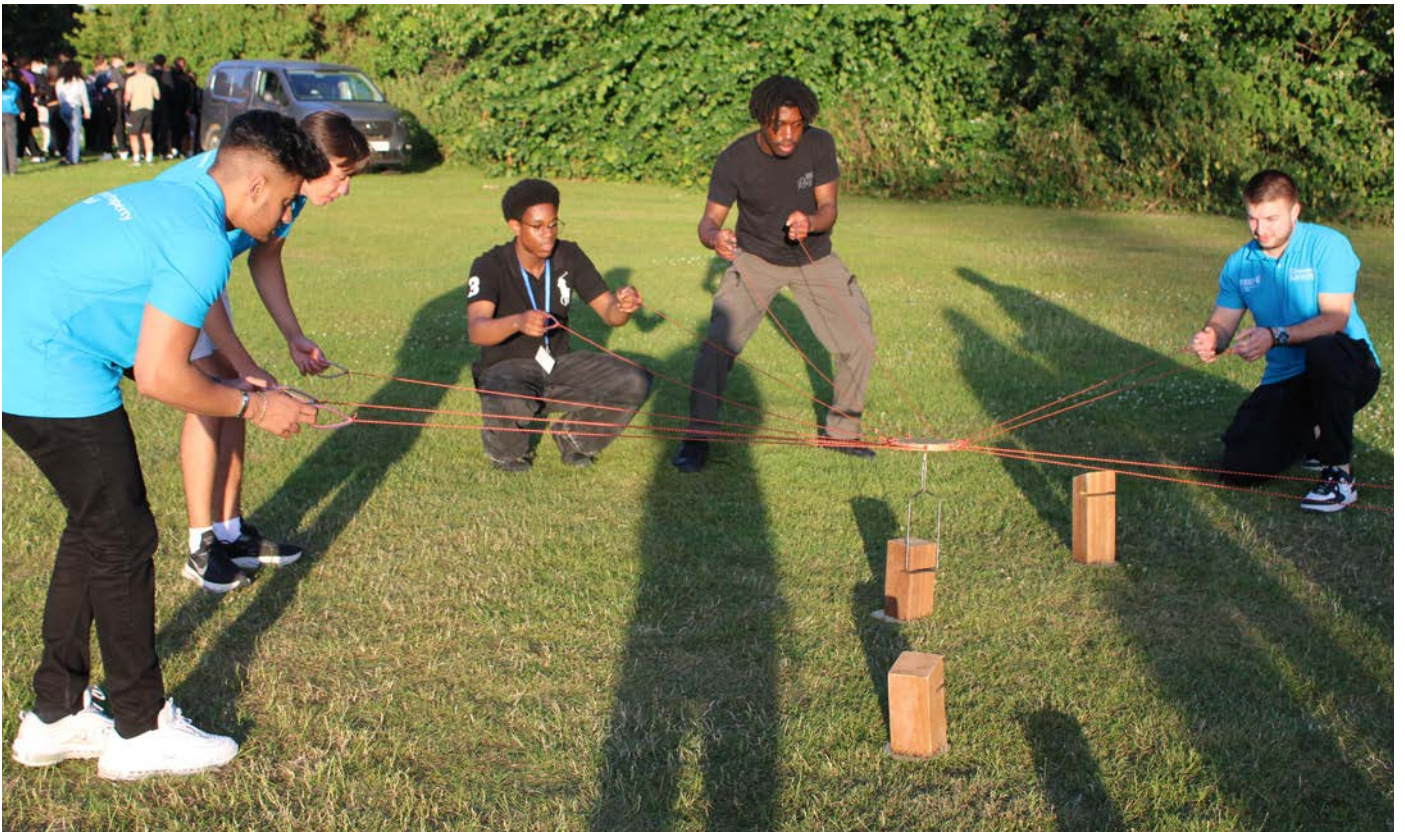
The Pathways board has seen some changes in membership in 2024. Work will be undertaken in 2025 to understand the board as it stands, the parts of the sector it represents and where the gaps are, and recruitment activity will then be undertaken to fill these gaps. This will ensure the board is diverse, representative and can work cohesively to ensure effective direction for the Pathways programme.

Propel engagement

A stand out session at the 2024 Summer School was the Q&A session run with past participants, now working in the industry, talking directly to current participants. This enabled the current students to see a clear pathway to what they may aspire to do in the future. We want to add to this experience in 2025, building additional contribution and activity from past participants into the programme.

“Learnt more about how it all works (loans, interest, decision making). It was very interactive and social and I got to experience and go on a site visit which was amazing and interesting.”

Insight Day attendee, London, 2024



“I thought it was exceptional that you managed to get so many corporate people to come in and talk to us. It was incredibly useful.”

Summer School attendee 2024

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 2024:

Gold level

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

Silver level

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

Bronze level

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

Other supporters

MODA
Oxford Properties Team
The Sutton Trust
UPP Foundation
Warehouse REIT &
Life Science REIT

"Honestly,
10/10 experience
pathways2property
will forever hold an
impact on my life
for guiding me into
my dream career!
Thank You."

Work experience
participant, 2024

In 2024, **individual** and **corporate supporters** volunteered approximately



1,410 hours

to enable the delivery of the
Pathways to Property project by:

Hosting **work experience placements**

Supporting the delivery of our
Open Online Course

Supporting the delivery of our
2024 Summer School and **Insight Days**

Engaging students and teachers through
our **school outreach programme**

Contributing to the
Pathways to Property Board

Get involved

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

Financial support

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

- **Gold Level**
from £20,000 a year for three years
- **Silver Level**
£10,000 a year for three years
- **Bronze Level**
£5,000 a year for three years
- **Other Supporters**
donations of up to £4,999 a year or gifts in-kind

Host an Insight Day

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

Hosting a work experience placement

Every October, our programme participants are offered the chance to take part in a one-week work experience placement. This is an invaluable opportunity providing students with not just great insight into the sector, but also experience of a corporate environment, whilst guiding and inspiring them on future career decisions. We are reliant on the support of organisations across the UK to facilitate these week-long placements. We can provide guidance on the programme for the placement week and Pathways to Property provides all students with a £250 bursary to cover associated costs.

Volunteering

We are always looking for volunteers to support the project in various ways. From supporting the Summer School or engaging with students completing our OOC, to meeting students throughout the UK by getting involved in our school outreach programme, there are countless ways in which you can contribute to raising the aspirations of young people and inspiring them to consider a career in property.





Contact details

If you or your organisation are interested in supporting the project or increasing your support, please contact us at
RREF-development@henley.ac.uk
 or call +44 (0)118 379 8859

Pathways to Property Project Board

The Board provides strategic guidance, support and expertise for the project and the Pathways to Property team. Members of the Board are key individuals in the property industry, alumni and academics from the Department of Real Estate & Planning, Henley Business School.

Industry Board members

Paddy Allen

CEO, Kinetic Capital (Chair)

Wesley Ankrah

Director, Social Value, Savills

Luke Appleby

Proptech Investor,
Co-founder of Kontor

Elliot Fletcher

Associate Partner, Brasier
Freeth and Pathways to
Property Alumnus

Vedran Kosoric

Head of Investment, Empiric
Student Property plc

Alex Mortimer

Development Analyst,
British Land

Ilna Patel

Director, Nuveen Real Estate

Sarah Thorley

Associate Director, Savills and
Pathways to Property Alumna

Ursula Waterfield

Director, Team U (Vice-Chair)

Academic and RREF Board members

Tisa Nakarmi

Programme Delivery Support,
Henley Business School
(Secretary)

Helen Griggs

Programme Delivery Officer,
Henley Business School

Kerry Johnston

Executive Director, Reading
Real Estate Foundation
(RREF), Director of
Engagement, Employability
& Entrepreneurship,
Henley Business School

Victor Nicholls

Lecturer in Development
and Planning, Henley
Business School

Tish Gauci

Senior Development Manager,
Henley Business School

Tom Woolmer

Programme Delivery Manager,
Henley Business School

To all colleagues, supporters and friends

As we reflect on the past year, it's incredible to see how much we've achieved together. The rapid pace of change across industries reminds us of the need to create inclusive opportunities for young people, empowering them to shape the future of real estate with fresh perspectives and diverse experiences.

2024 has been a remarkable year for Pathways to Property. We saw a 60% increase in participation compared to 2023, with 257 students engaging in our programs. Of these, 141 attended the Residential Summer School at the University of Reading, while 116 joined our Insight Days held across the country. What makes these numbers even more inspiring is the diversity of the participants: 58% were female, 88% lived in areas of deprivation (IMD quintile 1 or 2), and 67% had received free school meals. These figures reflect our commitment to reaching underrepresented communities and breaking down barriers to entry in the real estate sector.

The impact of these initiatives continues to resonate. During the October half-term, 71 students completed work experience placements, each supported by a £250 bursary. From the 2023 cohort we've been able to track, 66% have progressed to university, while 16% are now in jobs or apprenticeships. Perhaps most excitingly, 24% of the total 2023 cohort, including those we haven't been able to track, have pursued real estate-related destinations.

These achievements are more than just numbers – they represent lives changed and futures unlocked. We've been inspired to see how quickly our participants embrace the challenges and opportunities presented through our programs, offering fresh insights and tackling real-world problems with creativity and confidence. Watching them share their experiences on social media has been a particular highlight this year, as they inspire their peers and bring new voices to our industry.

None of this would have been possible without the dedication of the Pathways team, the guidance of our industry board, and the generosity of our sponsors. Your support – whether through funding, work placements, or spreading the word – has been instrumental in driving change and building opportunities for young people.

As we look ahead to 2025, we're excited to continue this journey and achieve even greater impact.

With heartfelt thanks,

Paddy Allen and Ursula Waterfield

Chair and Vice Chair,

Pathways to Property Project Board

Reading Real Estate Foundation



Connecting industry and academia for positive social impact

More than 20 years after it was founded in 2002, the Reading Real Estate Foundation (RREF) continues to facilitate the exchange of knowledge between academia and practice, striving to move the Real Estate industry forward.

Positioned within Henley Business School and aligned to one of the top Real Estate & Planning centres in Europe, RREF is uniquely positioned to support and develop new talent, through teaching and research, that has the capacity to inform both policy and practice.

We do this by encouraging diverse talent to join the industry; supporting early career researchers to explore new ideas; and connecting academics with industry professionals to inform future

research that enables the industry to positively impact society.

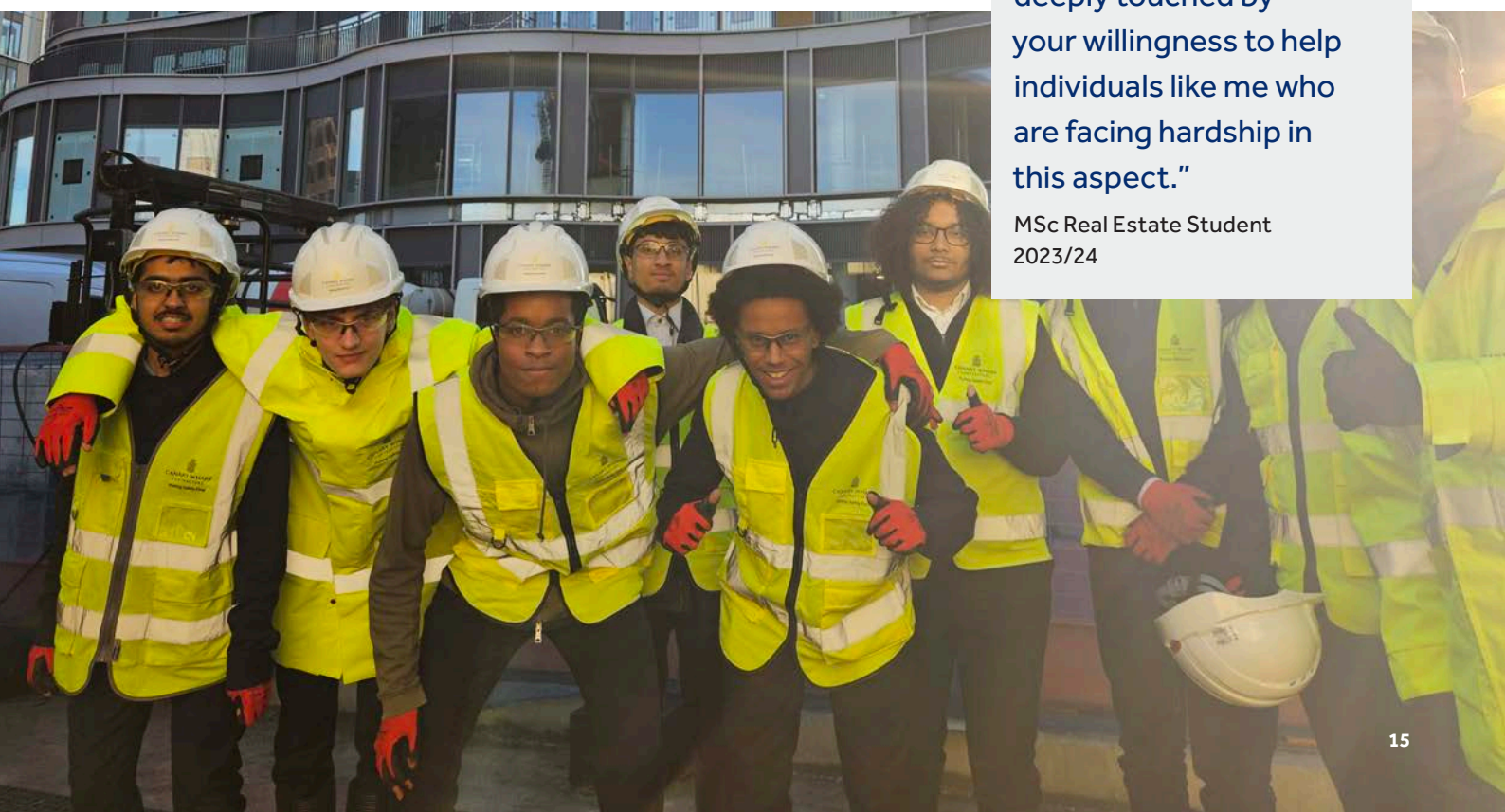
Increasing diversity: Our Pathways to Property project aims to widen access to the real estate profession by raising awareness of and aspirations about the vast range of careers available within the sector.


Developing talent: Through our financial support and student engagement programme we strive to ensure that the same opportunities are available to all students with the talent and ability to study at Henley Business School, regardless of their personal circumstances.

Exploring new ideas: We support the internationally recognised, cutting-edge research from the Department of Real Estate & Planning at Henley Business School through PhD funding for new talent; seed funding for new lines of enquiry; and funding of new innovations in teaching and learning.

"The grant has provided me with the financial stability I needed to cover essential expenses, including bills such as utilities, living expenses, groceries, etc. Without this support, I would have faced considerable difficulty in meeting these critical needs. Your generosity has not only alleviated immediate financial pressure but also given me hope and encouragement for the future. I am deeply touched by your willingness to help individuals like me who are facing hardship in this aspect."

MSc Real Estate Student
2023/24



 For more information, please contact:

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