University Strategy for Enterprise

2008 - 2013

Definition

The University of Reading aspires to build upon its established reputation as a research intensive institution with a tradition of excellence in learning and teaching. Our Strategy is to support a range of outward facing activities which form an integrated portfolio known as ‘Enterprise’, which enriches the core mission of research and teaching. Enterprise activities are diverse but united by their capacity to facilitate the exchange of knowledge between University, business and society.

The Vision

Our vision is that Enterprise will enhance our reputation for excellence and innovation, and enable us to contribute fully to the economic and cultural prosperity of the United Kingdom and beyond. In fulfilling this vision, we will be recognised as a major contributor to the regional, national and international knowledge economy.

Strategic Aims

Four key themes underpin the Strategy for Enterprise.

1. Supporting Research Excellence

Research excellence is central to Enterprise. The University aims to support and strengthen our research by promoting durable relationships with industry, government, and the voluntary sector, in order to foster the exchange of knowledge and to promote innovation. The activities upon which these relationships are based are varied, and include collaborative research, consultancy, knowledge transfer partnerships, the exploitation of intellectual property, sponsorship of posts within the University, the formation of spin-out companies, Continuing Professional Development, support for spin-in businesses, and museums and special collections.
2. **Enriching the Student Experience**

The Strategy for Enterprise aims to enhance the student experience. We seek to enrich student life by encouraging and facilitating interaction between students and a range of organisations and sectors, in order to expose students to a culture of enterprise, entrepreneurship, and innovation through the curriculum, to prepare them to contribute fully to society. We aim to help our students to develop the skills to maximise their employability and we will actively engage with their potential employers. At the same time, we will promote our students to the world at large.

3. **Delivering High Quality Services**

We aim to offer a portfolio of high quality services on a commercial basis to our customers. These services utilise our expertise and our infrastructure in order to benefit industry and society, and to provide a sustainable income stream to support our core mission of research and teaching. The portfolio is wide ranging, and includes analytical services and equipment, business support and physical space. We aspire to be well known as a business focussed, customer oriented supplier with a reputation for quality.

4. **Promoting Public Service**

We recognise the significance of activities which directly strengthen and support society at large as an important role for a University. Our strategy is to encourage a culture which utilises our knowledge and expertise in the service of the common good. In fulfilling this strategic aim, our institutional reputation will be further enhanced.