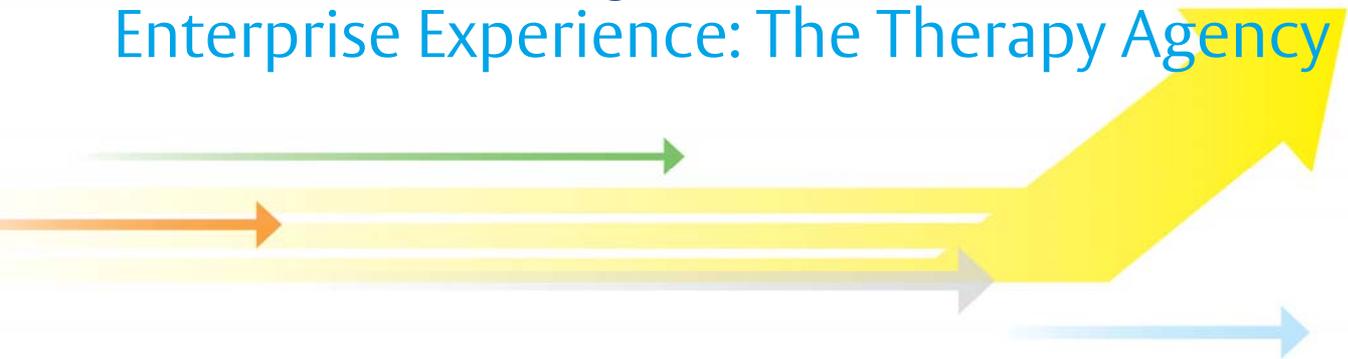


Case Study

Enterprise Experience: The Therapy Agency



Key Facts

- The Therapy Agency is one of the leading national suppliers of complementary on-site therapists to both private and corporate clients.
- Jason Parlour, a young entrepreneur, founded The Therapy Agency in 2002 to make finding a complementary therapist simple.
- The Enterprise Experience scheme is run by the Centre for Entrepreneurship in the Henley Business School, University of Reading, and couples talented students with local start-up and entrepreneurial companies.
- Enterprise Experience placements are part-time - a few hours to a whole day a week - and students take them on alongside their studies.
- Engaging new Enterprise Experience students each year has allowed the Therapy Agency to build enviably solid foundations, and at the same time provided it with the opportunity to rapidly expand new ideas whilst managing existing developments.

The Client

The Therapy Agency is run by a local entrepreneur, Jason Parlour, and is a nationwide business placing professional massage therapists and complementary therapists into workplaces, events, clinics and homes around the UK. Like many other SMEs the Therapy Agency faces resource challenges which could impact on the continuing successful delivery of therapies.

www.therapy-agency.co.uk

The Challenge

Finding the right people for the right roles is always a challenge and committing to recruit staff for temporary projects can be risky. But without being able to take a step back, review and manage what is currently happening it can be very difficult to develop new directions to enable the business to grow.

The Solution

The Enterprise Experience scheme, run by the Centre for Entrepreneurship in the Henley Business School at the University of Reading, couples talented students with local start-up and entrepreneurial companies. Companies benefit from an extra pair of hands and the energy and innovative ideas of a University of Reading student, while the student gains valuable work experience and develops skills.

Enterprise Experience placements are part-time with clear objectives set by the company. The student typically spends a few hours to a whole day a week with the company and, focusing on their own project, can add real value where it is most needed.

Enterprise Experience students have documented Therapy Agency policies and business procedures, edited promotional videos as well as assisting with marketing and PR activities.



Benefits to the Client

The Therapy Agency can access extra personnel throughout the year and for specific projects, with minimal financial investment.

Engaging new students each year has allowed the Therapy Agency to build enviably solid foundations, and at the same time provided it with the opportunity to rapidly expand on new ideas whilst managing existing developments.



Benefits to the University

The Enterprise Experience scheme helps the University of Reading engage with local businesses and provides placement opportunities for a wide range of students.

As well as assisting in the improvement of employable skills and 'real world' experience for University of Reading students, the Enterprise Experience scheme also highlights to students the real and tangible possibility of entrepreneurship.

The Centre for Entrepreneurship is building a strong network of entrepreneurial companies and students and is creating opportunities for students to engage with a wide variety of employers and industries.

'We get dedicated, intelligent, new minds, which have helped us review our business, our processes, and our methods, to help make them be most effective for all. I'd recommend the Enterprise Experience at the University of Reading to anyone willing to move their business forward.'

Jason Parlour
CEO, Therapy Agency

University of Reading

The University of Reading is a world-class research-intensive university covering a broad spectrum of disciplines across the Life and Physical Sciences, Arts and Humanities, Social Sciences and Henley Business School. Areas of particular strength include: Climate Systems Science, Preventative and Therapeutic Health Sciences, Sustainable Construction and Environments and Computational Science and Informatics.

The Centre for Entrepreneurship offers a wide range of entrepreneurial activities to students and the opportunity for companies to work with dedicated, intelligent, new minds – often with the opportunity for recruitment.