WORKING WITH YOUR ORGANISATION
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As a leading research intensive University, we recognise the critical role that universities play in supporting the regional, national and international economy. With over 80 years of experience, the School of Psychology and Clinical Language Sciences has a long tradition of working with business, industry and the public sector, in applying research to meet real world challenges.

We work with organisations of any size on both short and long term projects, and we are always looking to form new partnerships through providing student placements, designing custom research projects, offering consultancy, or forging knowledge transfer partnerships.

We have a range of state-of-the-art research facilities to help you solve problems and build a competitive edge within your organisation. These include:

- Brain imaging systems (3T Siemens Trio research, dedicated MRI scanner and EEG laboratory)
- In-house Autism, Anxiety, Speech & Language Therapy and Dementia clinics
- Eye-tracking and psychophysiology technologies
- Drug and nutritional testing areas
- Social observation rooms and testing suites for infants, children and adults.

We conduct internationally leading research in human development & ageing, clinical disorders, neuroscience, multilingualism, virtual reality and behaviour change. We also provide expertise in statistical analysis and study design (e.g. questionnaires, focus groups, and randomised controlled trials).

In this brochure, you will find more information on delivering research with impact, a business case study, the benefits of having a placement student in your organisation, and a placement student case study. If you would like to explore how we can work in partnership with your organisation, then please get in touch.

Professor Laurie Butler
Head of School, Psychology and Clinical Language Sciences

For more information, please contact pclsbusiness@reading.ac.uk /universityofreadingpsychology @UniRdg_Psych
DELIVERING RESEARCH WITH IMPACT
The School of Psychology and Clinical Language Sciences fosters a culture that values and promotes the impact of its research, well beyond academia. We deliver services, research, and training that can make a real difference to your organisation. We develop close working partnerships with a range of businesses, industries, and third sector partners, to better understand their needs and to ensure that our research has real world benefits.

In the healthcare sector, we have established a strong clinical focus and work closely with the NHS, charitable organisations, patients and carers – the School houses three research clinics, run jointly with Berkshire Healthcare NHS Foundation Trust. We also provide extensive clinical training to speech and language therapists and mental health practitioners.

We also have close links with industry spanning for example, cellular and molecular research through to pre-clinical and human trials. We work with a range of large Pharmaceutical and Food companies looking at drug and dietary interventions, and their effects on behavior and wellbeing.

In addition to work with local schools on embedding leadership and motivational training, we also deliver expertise on multilingualism to the general public through the Bilingualism Matters charity. Evaluation of public policy from national health eating campaigns, climate change, and the role of smart technology in an aging population, also forms a core of what we do.

Members of the School have contributed to a large number of policy documents and guidelines, including the National Institute for Health Care and Excellence guidelines, the Improving Access to Psychological Treatments for Children and Young People initiative, and road safety guidelines. Staff also work jointly with various national and local government agencies, including:

- The House of Lords
- HM Treasury
- Department for Environment Food and Rural Affairs
- Public Health England
- Reading Borough Council
- West Berkshire Local Authority

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BUSINESS CASE STUDY

Our research ranks in the top 20 in the UK, and we work with key partners and collaborators both here in the UK and internationally including South Africa, Australia, USA, Japan, Brazil, Europe and Canada.

We seek to work in partnership with business, public and voluntary organisations, to create real impact and address your business challenges.

Below are two examples of how our researchers work in partnership with business:

Barry Callebaut, Cocoa flavanols and eyesight

In a research collaboration with Barry Callebaut – the world leading supplier of high quality chocolate, Dr David Field demonstrated that a single dose of compounds in chocolate called cocoa flavanols, improved visual function in young and older adults two hours after consumption. Whilst research is still ongoing, there is now interest in whether this might help in reducing falls in older adults, where poorer eyesight is associated with a higher risk off falls. A second group who could benefit are young adults who are doing elite sport that is visually very demanding, such as cricket or tennis.

Public Health England, Change4Life ‘Sugar Swaps’ campaign

In partnership with Public Health England and Net mums, Dr Daniel Lamport developed a study to evaluate a new national Change4Life campaign, to encourage parents to cut down the amount of sugar their children consume by making one or more ‘swaps’ for alternative foods. An evaluation study collecting dietary information from 50 families based on geographical location, showed that families were initially consuming 483g of sugar per day which reduced to 287g after two weeks of sugar swaps, a saving equivalent to 49 sugar cubes. Research is now continuing to see how long this behavioural change lasts for.
BENEFITS OF A
PLACEMENT
STUDENT
We produce high calibre, employable students and graduates, and there are a range of different ways they can work with your organisation, and provide you with lots benefits including:

- Access to individuals with valuable skills, knowledge and fresh ideas
- Cost-effective resource
- Opportunity for staff development – placement students can provide experience and potential for management opportunities
- Working with our placement students is a way of giving back to the local community, with the potential of cultivating a long-term business partnership
- An outstanding placement student could be a potential future employee in your business

We offer placements to both undergraduate and postgraduate students within our School:

- As well as 40 hour placements, many of our students carry out an 80-hour placement paid or voluntary in an organisation of their choice, in the second year of their degree
- Some students complete full yearlong placements as part of sandwich degrees
- Masters students also undertake a 140-hour work placement
- Depending on the degree programme, some of our students also complete clinical placements

Why choose our students?

We understand that it is important for businesses to employ professional and talented individuals who will help them achieve their business goals, and our students are committed to doing just that. Our degree programmes ensure our students learn the skills needed in the workplace, and we encourage students to gain an insight into businesses in order to gain professional skills and develop a business mind-set.

Our students are able to apply the science of psychology to the workplace for example, what motivates consumer behaviour and change? How can it best be exploited and what makes a brand successful?

Some examples of previous business placements are:

- Marketing Intern
- Junior Estate Agent
- HR Assistant
- Events Co-ordinator

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Placements and work experience are also extremely valuable for the students themselves, both in terms of their academic performance and their future employability. We asked some students what they gained from their placement experience this year, and why others are looking forward to starting theirs.

Jaydi Wilson-Jenkins – DANONE, Marketing Department

What did the placement offer you and how has it helped you in your career?
My placement with Danone offered an amazing insight into the world of marketing where I learnt and offered ways to improve the communication of the brand. My placement at Danone has provided me with a wider range of experience for my CV, and a great insight into marketing which I hope to start my career in after graduating.

What one piece of advice would you give to students about to embark on a placement?
I strongly recommend any student who is about to embark on any form of placement whether it is something that interests them or not, to continuously ask questions and offer lots of help – you want to get as much experience as possible whilst you are on placement.

Dimitra Tzouveleki – BOSCH, HR Department

What are you expecting to get out of your placement?
I am expecting to gain valuable knowledge, and I hope to develop my transferable skills such as communication, negotiation and technical skills in HR. On a personal level, I hope to become more mature, get an insight into the challenges of the HR business world, and confirm that HR is the field I’d like to work in.

Why do you feel embarking on a placement is important?
I think that embarking on a placement year is important as you will learn how to think innovatively, gain industry experience, and start to develop the skills needed for your career.