Our enterprise agenda is driving business forward

The University of Reading is a world class research intensive university working hard to solve issues of global importance and improve the strength of the UK economy through the creation of new knowledge.

**Supporting research excellence**

Close partnerships with industry, government and the voluntary sector strengthen our research and foster an exchange of knowledge. Our work in this area includes collaborative research, consultancy, Knowledge Transfer Partnerships, exploitation of Intellectual Property and Continuing Professional Development training.

**Work-ready students**

Through relevant course modules, work-based placement opportunities on all our undergraduate programmes, pro-bono activities and our Entrepreneurship Centre, for example, we ensure our students are work-ready when they graduate.

**High quality services**

The University provides a portfolio of services for business including analytical services, business support and business development space, all designed to facilitate the transfer of expertise from the University to business.

**Playing a part in regional economic strategy**

The University plays a leading role in helping drive the regional economy by working with government, business and economic development partnerships. The University played a key role in the establishment of the Thames Valley Local Enterprise Partnership (LEP).

**Skills for business**

The Food Advanced Training Partnership ensures the agri-food industry has the key skills needed to meet the challenges posed by national and global food security.

The Technologies for Sustainable Built Environments (TSBE) Centre specialises in the Engineering Doctorate (EngD) programme and provides expertise to UK industry to develop its research. Henley Business School recently introduced a new undergraduate programme with PricewaterhouseCoopers (PwC) aimed at educating a high quality student cohort for future employment with PwC.

**Fostering entrepreneurship**

The Centre for Entrepreneurship aims to inspire students from across the University to embrace, develop and apply their entrepreneurial abilities.

**A hub for innovative business**

Reading Enterprise Centre and the Science and Technology Centre host around 60 innovative, growing companies based on campus employing 600 people.

The University is also developing a Science and Innovation Park to provide a business environment where innovation-led, knowledge-based companies can locate and grow.

**Ella’s Kitchen**

Ella’s Kitchen is an organic baby food manufacturer based in Henley-on-Thames which has achieved phenomenal growth in just six years and already has a 12% market share of the UK wet baby food market. The University has worked with Ella’s Kitchen on two Knowledge Transfer Partnerships looking at the psychology of their consumers and investigating the raw materials they use in their products.

Paul Dazeley worked between the University’s Psychology Department and Ella’s Kitchen. ‘My role involved researching at the University how young children interact with food through all their senses and then applying those insights at Ella’s Kitchen to develop a research-based approach to get young children excited about eating healthily.’

**Lein Applied Diagnostics**

Lein Applied Diagnostics is an innovative research company pioneering pain-free measurements for the healthcare market and are based in the University’s Reading Enterprise Centre. They are currently developing a non-invasive meter with which people with diabetes can measure their glucose levels and which will eliminate the need for the more painful and cumbersome ‘finger sticks’ that are currently used.

Dr Dan Daly of Lein, said: ‘It is important for us to have access to the University academics and support infrastructure. We make extensive use of the University’s Statistical Services Centre to undertake data processing, we have taken on three highly-skilled University interns and are now collaborating with the Department of Food and Nutritional Sciences to run a clinical trial testing people with type 1 diabetes.’