The University of Reading is a world-class research intensive university with research strengths strongly aligned to resolving issues of global importance and to working with business to achieve solutions for society through effective knowledge exchange.

Supporting research excellence
The University’s internationally renowned research centres of excellence include the areas of sustainable construction and environments, climate systems science, computational science and informatics and therapeutic health sciences.

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 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 is introducing a new undergraduate programme with PwC in 2012 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 hosts around 60 innovative and growth-oriented 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.

Key facts
- 87% of our research is of international standing.
- The University is ranked in the UK top 20 for the number of awards it received from research councils for 2010/11.
- Our research income is £34 million a year.
- The University runs almost £2 million of Continuing Professional Development courses for business and local community in the area.
Knowledge Transfer

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 works between the University’s Psychology Department and Ella’s Kitchen. ‘My role involves 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.

Space to grow

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’s 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.’

‘It is important for us to have access to the university’s academics and support infrastructure.’