Global reach, local impact

central to the region’s vitality and growth
A university at the heart of its community

The fortunes of the University of Reading and the wider region are inextricably linked. The University is proud to be part of its local community, contributing to its economic prosperity and general wellbeing. We also benefit from an excellent infrastructure and draw heavily from the highly talented people who live and work in Reading, Berkshire and the Thames Valley.

This report highlights the range and diversity of the University’s interaction with the region. It describes vividly the tangible, and less tangible, contribution the University makes through its staff and students.

The University of Reading is ranked in the top 1% of the world’s universities. It is renowned for the powerful impact of its research in areas of global importance such as climate change, food security and health. We work closely with businesses, governments and a wide range of other partners and funders to share the outputs of this research so that, together, we provide practical solutions to real-world problems.

As one of the major employers in the area, the University attracts highly-skilled staff from all over the world. We recruit students, from home and abroad, with great potential and bright futures to our campuses. Many of our students make a major contribution to the community while they are studying here. A significant proportion stay on in the region after graduation, contributing to the area’s continuing success.

The University makes an annual contribution in excess of £650 million to the local economy. Our own direct expenditure, including many contracts with local suppliers, is crucial as is the knock-on spending of staff and students locally.

There are also many tangible benefits which flow from the University’s roots in the community but which are less measurable in economic terms. The University trains the region’s teachers and mental health professionals, runs museums, maintains green space, and provides sports facilities and public events for the community. Equally importantly, our staff and students are at the heart of the community, making a profound contribution to the quality of life locally. Reading, Berkshire and the surrounding areas are vital to the University’s success. We benefit hugely from being at the heart of one of Europe’s most dynamic economic areas, where much of our research expertise can be married to business and commercial priorities. Much of what we do, of course, has huge impact at a national and international level but it is close to home where the most concentrated benefits of the University are felt and we are proud to be one of the key anchor institutions for the region. For that reason, we remain committed to playing a central part in the region’s continuing growth and vitality now and in the future.

Sir David Bell KCB
Vice-Chancellor
‘We’re committed to playing a central part in the region’s continuing growth and vitality now and in the future.’
£650 million

the amount the University of Reading contributes to the local economy each year. That’s £1.75 million for every day of the year.

Methodology explained

The methodology used to calculate the University’s economic impact is based on Universities UK model – The Impact of Universities in the UK Economy, 2009. This national model considered key economic features of UK higher education and those aspects of its contribution that can be easily measured. It does not include any assessment of the value of universities’ collaboration with business or the impact of new ideas or research generated by universities or their graduates. The headline figure of £650 million equates to the University’s expenditure aggregated to the additional output generated by this spend through secondary or knock-on multiplier effects, calculated to be £1.38 million for every £1 million of University output. In addition, the model calculates the impact of student spend off campus using the Government’s data on student income and expenditure (Department for Innovation, Business and Skills Student Income and Expenditure Survey) which averages £6,496 annual spend per student (food, entertainment etc) and an additional £3,475 per year on rent in the private accommodation market.

Figures based on financial data in University of Reading Financial Statements 2010–11.
Global reach, local impact

£221 million
The University’s annual income.

£219 million
The University’s annual expenditure.

£86 million
The University’s total capital spend annually.

£131 million
The amount that our students spend off campus locally each year.

£60 million
Annual value of University contracts with local suppliers.

£58 million
Income from direct Government funding (approximately one quarter of total annual income).

£715,000
The University’s annual council tax contributions.

£34 million
Annual research income.

£35 million
Annual student spend on local housing.

£2 million
Annual spend on continuing professional development courses for business and the local community.

£26 million
Annual total of international student fees.

£93 million
The University’s total capital spend annually.

£60 million
Annual value of University contacts with local suppliers.

£58 million
Income from direct Government funding (approximately one quarter of total annual income).

£131 million
The amount that our students spend off campus locally each year.

£1 million
Annual spend on continuing professional development courses for business and the local community.

£26 million
Annual total of international student fees.

£93 million
The University’s total capital spend annually.

£60 million
Annual value of University contracts with local suppliers.

£58 million
Income from direct Government funding (approximately one quarter of total annual income).

£131 million
The amount that our students spend off campus locally each year.

£1 million
Annual spend on continuing professional development courses for business and the local community.

£26 million
Annual total of international student fees.

£93 million
The University’s total capital spend annually.
Global reach, local impact

Ian May
Head of Building Maintenance

Reading born and bred, Ian has worked for the University in a variety of roles for 22 years having initially joined as a fitter. He now manages a team of plumbers, fitters, electricians, carpenters, painters, contractors and support staff to keep the University's buildings operating smoothly.

Outside work, local schools have been the centre of Ian's life. As a Lower Earley resident, his three children have been through Maiden Erlegh School, where he has been a governor for over a decade. He has also contributed 16 years' service to Radstock Primary School as a governor. Along with other university colleagues who play their part in local schools, he brings his work experience to bear for the benefit of schools he is involved with in areas such as building management, health and safety and personnel. The University supports this dedication by providing Ian with time off to undertake these voluntary roles. Ian has also given 25 years of service to the Scouting movement locally, coaches Laurel Park FC under-17s and still finds time for family and Reading FC.
A major employer

3700
people employed by the University in a wide range of full-time and part-time roles

One of the University’s most important roles locally is as a major employer. The University attracts highly-skilled people to the region and provides employment in occupations across the entire skills spectrum. Academic staff make up around 50% of University staff, while many other staff are employed to keep the institution running smoothly, from cleaners to technicians, careers advisers to librarians or chefs to administrators. The breadth of employment offered by the University makes our impact on the jobs market a very positive one.

Over 50% of the University’s staff live within a five mile radius of one of the University’s campuses (75% within 10 miles), playing a significant role in the local community and making a substantial contribution to the local economy.

Key facts

- The University employs 3,700 people in a wide range of full-time and part-time roles.
- Along with local authorities and the NHS Foundation Trust, the University is the largest employer in the area.
- The University spends £131 million on staff salaries a year.
- 75% of University staff live within 10 miles of their place of work and 33% live within 2 miles.
- For every 100 full-time jobs created in universities, more than 100 full-time equivalent jobs are generated elsewhere in the economy.
- The equivalent of almost 4,000 jobs have been created in the local area as a direct result of the University’s expenditure.
- The University offers highly competitive salaries, which in turn increases the spending power of our staff. The average academic salary at the University is £46,185.

Employing

Professors
Lab technicians
Building managers
IT staff
Medical staff
Student welfare workers
Careers advisers
Personnel officers
Planning officers
Marketing and communications staff
Fundraisers
Lecturers
Librarians
Admin staff
Receptionists
Telephonists
Chefs
Gardeners
Plumbers
Electricians
Construction trades
Fitters
Designers
Sports and leisure staff
Printers
Wardens
Researchers
Retail staff
Drivers
Maintenance operatives
Cleaners
Catering assistants
Security staff
Statisticians
Senior managers
Student recruitment staff
Exams staff
Accounts staff
Statisticians
Senior managers
Active contributors to the community

19000

Reading graduates currently living in RG postcodes

With a constant student population of around 17,000, 7,000 of whom graduate every year and over 180,000 alumni since its foundation, the University of Reading is a key source of human capital in the region. Our students, the majority of whom live on the main Whiteknights campus or in the communities local to the main campus, are an integral part of Greater Reading.

They spend an average of £6,496 a year off campus in the local area and spend an average of £3,475 a year on housing. Many of them make positive contributions to the communities they live in through volunteering in local schools, running Brownie groups, working in community gardens or running charity appeals.

Once they graduate, a fifth of our alumni stay on in the area, bringing new skills to the regional economy and often playing leading roles in business, the public sector or charities.

19,000 Reading graduates currently live in RG postcodes with another 3,000 in Slough, 3,000 in Oxford and 4,000 in Surrey.
Jo Mills
Kraft Foods, Assistant Brand Manager, Dairylea

Originally from Leicestershire, Jo Mills chose the University of Reading as the best launch pad for a career in the food industry in 2005. Reading-based PepsiCo offered Jo an internship, which ultimately led to a permanent job with the company when she graduated with a First in Food Marketing and Business Economics in 2008. The majority of her course cohort also went into the food industry.

Last year, Jo joined Thames Valley based Kraft as Assistant Brand Manager, Dairylea where she is responsible for market planning and brand performance for the UK market. Looking back at her time at Reading, Jo says: ‘The course at Reading provided an excellent foundation for my future career. Combined with work experience opportunities, an excellent campus experience, the benefits of living in Reading and the lovely surrounding countryside, as well as easy access to London, made Reading the right choice for me.’

Nicola Akhurst
Speech and Language Therapist, Heatherwood and Wexham Park Hospitals NHS Foundation Trust

Nicola graduated from Reading’s BSc Speech and Language Therapy degree programme in 2010. She had relocated to Reading to retrain and has stayed living in Reading and working in the region.

‘I chose Reading for personal reasons and because the course has a good reputation – 600 of us applied for the 25 NHS-funded places when I started as a mature student at Reading.’

The training and subsequent working life of a speech and language therapist is a challenging one. Nicola is specialising in treating adults with neurological impairments: ‘People might be surprised just how common speech and language impairments are in adults. Some brain injuries and neurological conditions can, for example, affect your ability to understand language, to find words and put fully formed sentences together and may also impact on the muscles needed for speech. Imagine what it would be like not to be able to communicate your feelings or basic needs to someone – that’s where our work comes in.’

Alumni with local connections

Robert Gillmor, ornithologist, wildlife artist, author and illustrator
Rob Wilson, Conservative MP for East Reading
Beth Morgan, England Cricketer

Mark Adams, responsible for launching MS Dos (Microsoft) in UK & Europe and now a successful investor and partner in a business consultancy firm
James Hygate, CEO of Green Fuels, whose company has appeared on Top Gear and fuel HRH vintage Aston Martin

GB Rowers Ric Egington, Natasha Page, Bill Lucas, Sam Townsend, Debbie Flood, Charles Cousins
Pippa Greenwood, gardening expert
Lady Eve Balfour, farmer, educator, organic farming pioneer, and a founding figure in the organic movement
Students

The University has 16,724 students, 14,000 of whom study on our campuses in Reading and Henley, making a financial and societal contribution to the area.

Reading University Students’ Union (RUSU) organises a wide range of volunteering activity for Reading students and recognises the efforts of students through a volunteer of the month scheme. Emily Shaw, Societies and Volunteering Co-ordinator at RUSU, highlights some of the work undertaken. ‘RUSU is working hard to support and grow a culture of volunteering among Reading students. Many of our students give up their time to make a positive contribution in the local community in initiatives such as running a community choir, building an eco-friendly greenhouse for Little Learners’ Nursery and becoming pen pals with residents at Lakeside Care Home.’

Ridgeline Trust garden project

Among the latest winners of the University’s Student Community Awards are students involved with the Ridgeline Trust. Students volunteer at the Trust’s Therapeutic Garden in Whiteknights Road, Reading, which benefits mentally and physically disabled members of the community. ‘The input of all three students has been appreciated and enjoyed by the team,’ said Gill Grainger, from the Ridgeline Trust.

The Student Community Awards recognise the efforts of the many Reading students who help others using their own initiative, perhaps by providing support to others, making a contribution to the local community or showing acts of kindness or good neighbourliness.

Law students pro bono

Almost 50% of undergraduates in Reading’s School of Law are involved in local pro bono work, professional work which lawyers undertake without payment. Students gain experience through the programmes while the local community benefits from free legal help and skills development. The School encourages and helps facilitate one of the most comprehensive pro bono activities programmes of any law school in England and Wales, including:

- Citizens Advice Bureau Training after which students go on to work as advisors at the Reading, Wokingham or other local Citizens Advice Bureaux.
- The Streetlaw project which involves students visiting local schools and Reading Prison to raise legal awareness by bringing aspects of law and the legal system into the community.
- CommuniCare, a scheme offering free legal advice for people who have problems relating to employment and housing.
The University’s Institute of Education trains new teachers for the region’s schools and provides postgraduate and Continuous Professional Development courses to further develop teaching skills for those already working in the teaching profession locally.

Following a £30 million investment in the University’s London Road campus, the Institute of Education has returned to its central Reading home, where it was founded in the early twentieth century. The original Edwardian buildings have been refurbished to create dedicated spaces for the teaching of subjects such as music, PE, drama, languages, the sciences, ICT and art.

The Institute provides PGCE Secondary and Primary programmes, BA Education and the Graduate Teacher Programmes (GTP) as well as the unique BA in Theatre Arts Education and Deaf Studies (TAEDS) and the BA in Children’s Development and Learning.

Building on the success of its Foundation degree, the Institute has also become a major provider for Early Years Professional status.

Institute staff conduct research that informs the study of education with specialisms in areas such as special educational needs, promoting and developing mathematics education, outdoor play and provision, language and literacy and early years education.

The Institute’s new facilities also provide a new home for the National Centre for Language and Literacy, a unique and nationally-important centre showcasing more than 80,000 books available to schools, teachers and families, helping raise standards in reading and writing.

‘This recent investment means we are in a fantastic position to help prepare for the challenges of educating children well into the 21st century and to provide great spin-off benefits to local schools which use our professional development courses and can access our resources and expertise.’

Professor Andy Goodwyn, Head of the Institute of Education

Do the maths

• 96% of students find full-time employment after graduation.
• The Institute is ranked in the top 3 in Guardian University Guide 2013.
• There are over 8 undergraduate applications per place in 2012.
• The Institute partners with 300 schools.

1000 teachers trained each year
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.’
Our Public Lecture series, seminars, talks and annual children’s lecture are delivered to packed audiences by our academics and researchers who are keen to share their expertise with a wider audience.

The University also provides speakers off-campus on a wide range of topics to local organisations and works with groups such as the British Science Association to run Café Scientifique sessions in Reading.

The Friends of the University’s most recent event focused on the work of the Institute of Education at the University’s refurbished London Road campus and provided an opportunity to explore parts of the campus not normally accessible to the public.

Our three museums, the Museum of English Rural Life, which houses the national collection of rural history and artefacts, the Cole Museum of Zoology and the Ure Museum of Greek Archaeology are all free to visit. There are numerous activities on offer, many of which are organised by volunteers for parties of schoolchildren or individual visitors. The Museum of English Rural Life was recently shortlisted as one of the country’s most child-friendly museums.

Every summer the University’s Department of Archaeology organises the excavation of the Roman town of Silchester, just south of Reading. Visitors can see the excavation in progress and special open day events can attract up to 1,000 people a time.

Whiteknights campus is also contributing to the richness and variety of cultural activities by hosting Reading Film Theatre, an independent cinema club, as well as evening classes run by Oxford University.

The University is preserving the architectural heritage of the town by restoring and maintaining its listed buildings, such as Foxhill House on Whiteknights campus, the original home of the architect, Alfred Waterhouse, Wantage Hall in Upper Redlands Road and the Great Hall at our London Road campus.

'It’s fantastic to see so many people, of all ages, take an interest in and enjoy visiting what is a site of great historical importance.’

Professor Mike Fulford
The University SportsPark is open to students, staff and members of the public. It boasts modern state-of-the-art indoor and outdoor facilities including a two-floor fitness studio, studios for dance, yoga and martial arts, a large multi-purpose sports hall, squash courts, as well as outdoor sports pitches.

Whiteknights campus is also a place of leisure and recreation for visitors. Three-quarters of the 130 hectare Whiteknights campus consists of meadow, woodland, lawns, playing fields and a lake. The main woodland area, known as The Wilderness, is a designated Wildlife Heritage Site.

Since acquiring the estate in 1947, the University has continued the tradition of planting both native and exotic trees. Within the central campus area are some of the country’s best specimens of Cretan Maple and fine examples of Swamp Cypress, Tupelo Tree and the Kentucky Coffee Tree. The University’s Harris Garden has recently been reworked and enjoys the benefits of a strong, committed Friends group.

Long recognised by students and staff as an attractive environment in which to work and study, and by local residents as a lovely green space in which to walk, Whiteknights campus received a Green Flag under the national scheme in recognition of the effort put in to maintain the quality of the grounds. The campus subsequently came fourth in the country in the Green Flag People’s Vote.

Aside from the public right of way across the campus, local residents enjoy the permissive access offered by the University to the lake and other parts of the campus. There are organised weekly health walks and a printed Tree Walk guide to showcase some of the lovely and unusual trees. Each year the Reading Half Marathon route takes in the campus at about the four mile stage and is a popular stretch for well-wishers who come to offer their encouragement to the runners.

The University is delighted to play an integral part in the lives of many people living in the area and welcome local users of our facilities and events.

The University enriches the cultural and recreational opportunities that can be enjoyed by local people.
The University of Reading has a collaborative approach to working, with hundreds of partnerships with organisations across the globe. Regionally, in conjunction with a large number of bodies including local authorities, schools and business, the University plays a key role in driving economic and societal wellbeing.

‘The University of Reading is an essential part of the Borough’s fabric, playing a key role in helping to ensure that we maintain our position as a strong, knowledge-based economy.’

Councillor Tony Page, Deputy Leader of Reading Borough Council

‘The new Enterprise Centre is particularly important for both the University itself and indeed the whole Borough and its future. With the support and advice on offer at the centre, innovative local businesses will grow and flourish.’

Councillor Rob Stanton
Education Lead, Wokingham Borough Council

‘As a primary school located close to the University of Reading we have forged very strong links over the years. Many of our families are associated with the University in some way, as staff or students, with many from overseas enriching our already diverse catchment.

‘We are a partner school for teacher training and we also work with various departments and the museums at the University. We make excellent use of University grounds and the campus for sports and other outdoor learning activities.’

Sarah Bergson
Head teacher at Redlands Primary School in Reading

‘The University of Reading was pivotal to the bid that enabled the creation of a new Local Enterprise Partnership for the Thames Valley Berkshire sub region in 2010. The University provides a global profile for Reading through its international reputation and anchor institutions like the University help to sustain Reading’s knowledge economy.’

Tim Smith MBE,
Executive Director, Reading UK CIC

‘Reading Buses has built a very constructive and positive working relationship with the University which has resulted in increased frequency of services and a 75% increase of usage of the Claret routes through the University.’

James Freeman,
Chief Executive Officer, Reading Transport Ltd

£60m

the value of goods and services procured by the University from businesses with RG postcodes
£3.5m

the value of business tourism to the University every year

The University brings thousands of visitors to Reading every year, from visiting parents of current students, prospective students or academics from all over the world attending conferences on campus to businesses, large and small, who host events at the University’s facilities.

Business tourism is worth £3.5 million to the University every year and although the local impact is difficult to calculate local hotels, transport operators, restaurants and shops all benefit from additional business from these visitors.

Venue Reading is the University’s professional events service that provides meeting space, catering and accommodation for a wide range of events on University campus. Beyond the everyday functioning of the University, Venue Reading has hosted nearly 1,000 events in University facilities over the past year, which range from the magnificent Grade 2 listed Great Hall at London Road to the newly refurbished Blandfords Restaurant on the Whiteknights campus. As well as hosting conventional conferences, the University can also help organise functions, concerts, exhibitions and weddings, which all told have attracted more than 5,000 delegates.

During University summer vacation time, Summer Schools are run at the University for overseas students, which bring a positive impact for retailers and leisure services, especially in the town centre.

Universities UK calculate that the benefit to the UK economy of the spend off-campus by international visitors to UK universities every year is £135 million.

Case study

KPMG held its European Leadership summer school at the University over two weeks in September 2011. Four groups of up to 400 British and European delegates took part in seminars, workshops, team building and leisure activities using University halls of residence, sports facilities, bars and teaching spaces as well as a dedicated marquee.

- 4,725 bed nights
- 33,795 meals
The work of the University of Reading straddles local, national and international boundaries. Increasingly, in an ever-more globalised world, it is the University’s international profile that is defining our reputation.

To ensure that Reading remains a successful university with the reputation to attract the best students and staff, research funding and business engagement, Reading is working hard to build on and further develop its international activity and partnerships.

Much of Reading’s research is undertaken by our academics in collaboration with peers at institutions in other countries, on the ground in other countries or in response to international dilemmas.

We attract staff from throughout the world, and they, along with thousands of our international alumni, bring a lot to our communities and take positive impressions and contacts back to their own countries, flying the flag for Reading and the Thames Valley.

The University of Reading will be opening a campus in Malaysia to ensure we have a presence in South East Asia. The campus will bring increased awareness of Reading and the Thames Valley to a (very) fast developing economy.

As the University develops its profile internationally, we will take pride in being a flagships for the region, confident that on the back of our research and teaching, we will help develop international diplomatic, business and cultural links and support the regional economy.

3000 international students, representing 125 nationalities, study on our campuses in the UK

The University of Reading’s Student Tutoring Scheme

• The scheme has been running for twenty years, matching students with the needs of local primary and secondary schools.
• This year alone almost 300 students have volunteered across 41 schools, providing over 4,000 hours of support to teachers and pupils.
• International students make up one quarter of all student volunteers.
• Many use their native language in 1:1 support for children with little English or to support modern language teaching.
• Since the scheme’s launch in 1992, over 4,400 students have volunteered in local schools.

‘The students have added a new dimension to lessons. They have been overwhelmingly enthusiastic and reliable, and have assisted our pupils in many different ways. It is lovely for our pupils to have input from these young, dynamic volunteers.’

Caroline Starkey, Head of Mathematics, Kendrick School

Key facts

• The University of Reading is ranked among the world’s top 1% of universities.
• Our first international student arrived from Kenya in 1904.
• Our international students make a financial contribution of £26 million to the University.
• International students each spend over £6,000 in the local economy every year.
Yasemin Demiroglu

Student tutor

Yasemin Demiroglu is studying for an MSc in Marketing and International Management at Henley Business School at the University of Reading. Originally from Turkey, she volunteers every week to help pupils in year 7 at Kendrick School with maths.
The University’s School of Psychology and Clinical Language Sciences provides training for regional mental health professionals and community clinical facilities in tandem with its research in the areas of mental health, child anxiety and speech therapy.

Training mental health professionals
The Charlie Waller Institute of Evidence-Based Psychological Treatment is the University of Reading’s pioneering mental health training and research centre. The Institute is a collaborative initiative between the University, Berkshire Healthcare NHS Foundation Trust and the Charlie Waller Memorial Trust.

The Institute provides training for mental health therapists in cognitive behaviour therapy for anxiety and depression, which supports the frontline NHS.

Mental health problems are estimated to affect one in four people while only two-thirds of people receive treatment that could be considered as ‘minimally adequate’.

To date, 320 mental health professionals have followed one of the Charlie Waller Institute’s postgraduate courses and 5,000 have attended workshops in the last 4 years.

Research into child development issues
The University’s Winnicott Research Unit is focused on the interplay between environmental and biological factors in the course of child development. Much of the Unit’s current work takes place within a clinical facility it runs in collaboration with the local NHS Trust and the Berkshire Child Anxiety Clinic.

Treating childhood anxieties
Anxiety disorders, such as separation anxiety, difficulties in social situations, excessive worry and phobias, are among the most common emotional and behavioural difficulties experienced by young people.

The Berkshire Child Anxiety Clinic is a unique county-wide specialist service for the assessment and treatment of these problems among children aged 7–12. The Clinic is funded by the University and Berkshire Healthcare NHS Foundation Trust and accepts referrals from across Berkshire.

A centre for speech and language therapy provision
Approximately 2.5 million people in the UK have communication difficulties of some kind.

The Department of Clinical Language Sciences runs a clinic in partnership with Berkshire West Primary Care Trust offering regular adult and paediatric sessions as well as specialist fluency clinics for children and adults as part of local NHS speech and language therapy provision.
The University of Reading has been at the forefront of research into sustainability and the environment for many decades. This leadership in climate and environmental science research brings with it responsibilities to show educational leadership in our own environmental practices.

The University is proud of its achievements in this area and is committed to ensure that we do everything possible to mitigate our own environmental impact.

The University works in partnership locally on a range of green initiatives. Joe Doak, Senior Lecturer in Urban Planning and Development in the School of Real Estate & Planning: ‘Over the past decade Reading Borough Council has contracted our students to undertake research focused on urban sustainability, regeneration and community-building. Both postgraduate and final year undergraduate student teams have produced reports that have been presented to the Council. Topics covered include: Reading’s City Centre Community; an Eco-housing Standard for Reading; Reading’s Ecological Footprint and Evaluating Community Regeneration in Whitley and Dee Road.’

Key facts

• The University of Reading is working hard to meet its target of reducing its own carbon emissions by 35% by 2015/16.
• We have recently installed over 200 solar panels which will reduce the University’s carbon footprint by over 22,000 tonnes of CO2 per year.
• We have over 250 Environmental Champions to help develop best practice across the University.
• Our professional Environment, Energy, Sustainability and Travel Team is dedicated to driving improved environmental performance across the University.
• Over 65% of our staff and students walk to the University or come by bicycle or public transport.
• We are committed to investing in environmentally-conscious building design and aim to achieve good or better BREEAM standards for all new developments.
• We recycled 98% of the masonry from the original 1960s halls in the foundations of the new Mackinder and Stenton Halls.
• Our beautiful Whiteknights, Greenlands and London Road campuses are very popular with students. Managing them sustainably and encouraging biodiversity ensures they continue to be one of our strongest assets.
• We have achieved silver EcoCampus status and a Green Flag award for one of the best open spaces in the country.
• We have an ambitious target of recycling 50% of our waste this year.
• We purchase all of our non-domestic electricity from assured green and renewable energy sources.
• We have worked closely with Reading Buses to bring more bus services onto campus, have created 2,600 bike racks on campus, and run a car club and car share scheme.
The University was established in Reading in the late nineteenth century and became an extension college of Christ Church, Oxford, before becoming the only university to be formally established between the two world wars.

The land for the University’s London Road campus was donated by the Palmer family of the famous Reading biscuit manufacturer, Huntley & Palmers, and the University has continued its strong local ties ever since.

The University reaps significant benefits from its location, the supporting infrastructure, the business environment and the regional synergies with its research strengths. As an organisation founded on knowledge exchange, the University works in partnership with the many businesses and business groups that have made the area one of the most economically buoyant sub-regions of England for over 50 years.

The University’s research expertise, knowledge exchange programmes, work placement schemes and, ultimately, graduate job opportunities are closely linked to the success of the regional economy.

Employment prospects in and around what is recognised as one of the five most recession-resistant ‘cities’ in the UK is attractive to our students as is the preponderance of international blue chip investment from corporations such as Verizon Business, Cisco, Prudential, Symantec, Microsoft, Oracle and LogicaCMG.

The University itself is playing a part in business development, not least through the creation of enterprise hubs. Support from Wokingham Borough Council for the development of a new Science and Innovation Park will ensure that the University further contributes to the region’s economic success with a new facility for innovative, technology-based businesses linked into the University’s research expertise.

Many of the University’s areas of research strength have strong regional connectivity and partnerships, from the University’s leading role as the home to the National Centre for Earth Observation and the link with the International Space Innovation Centre at Harwell, to research in our Institute for Cardiovascular and Metabolic Health and support for the region’s pharmaceutical industry or connectivity between computer science research and the informational technology industry. The local community also has an important role to play in research at Reading. The University’s work around food and nutrition, for example, is heavily reliant on the role played by volunteers in clinical trials.

The supporting infrastructure, developed by local authorities and national government, also plays a key role in making the University attractive. Excellent transport links to London, Oxford and all points north, south east and west, as well as first-class transport within Reading itself, ensures the University is seen as well connected to other key parts of the UK, an important factor when recruiting international staff and students.

While the area, and the University, is increasingly attracting skilled international staff, the skill set of the local labour market also plays a hugely important part in making the University a success, either as direct employees of the University itself or in the many businesses that support the University.

The University makes much of its location within the most economically successful part of the UK. In conjunction with the attractiveness of the beautiful surrounding countryside, the University of Reading’s location is of paramount importance in continuing its success.
Global reach, local impact

At a time of global economic crisis, governments are increasingly looking to universities to support regional and national economies, to generate new ideas, products and services and create skills and knowledge in the next generation of citizens.

In the UK, higher education forms a core part of the economic infrastructure, generating employment and output, attracting export earnings and contributing to GDP. The work that goes on in our universities benefits everyone – not just those who study there – and the opportunities they offer help make the UK a fairer place and can transform the lives of many.

‘By employing substantial numbers of people, occupying sizeable amounts of land, generating demand for and purchasing local goods and services and acting as recognisable ambassadors for a particular town or city, anchor institutions – cultural and intellectual institutions such as universities – have always been key actors in the economic, social and cultural life of a town or city.’ (‘Anchoring Growth’)

Benefits of universities
• The higher-education sector as a whole is estimated to generate over £59 billion of output
• The gross output of the higher education sector is comparable to the printing and publishing industry and considerably larger than the pharmaceuticals industry in the UK.
• Over 668,500 jobs are dependent on higher education in the UK economy.
• For every 100 full time jobs within universities, more than 100 other full time jobs are generated through knock-on effects.
• Over 2.5 million people, including over 2 million UK residents, are registered as students in UK universities and other higher education institutions.
• UK invests 4% of OECD gross expenditure in research and development and produces 14% of the world’s most highly cited academic papers.
• The UK is second only to the USA in the share of world research citations.
• In 2011–12, the Higher Education Council for England (Hefce) distributed £1,558 million quality-related research (QR) funding, which is public funding for research.

Sources
The Impact of Universities in the UK, fourth report, Universities UK, 2009
Higher education in facts and figures, UUK
The future of research, UUK 2010
Anchoring Growth, The role of ‘anchor Institutions’ in the regeneration of UK cities, The Work Foundation, 2010
£650 million

the amount the University of Reading contributes to the local economy each year. That’s £1.75 million for every day of the year.

Global reach, local impact

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