Centre for *intelligent* Places

Partnership Portfolio
Centre for *intelligent* Places – Partnership Portfolio

*Connecting people and places intelligently in your world*

**How the CiP Partnership portfolio works**

The Centre for intelligent Places (CiP) is a collaboration between corporates, public institutions, government agencies, academics, think-tanks, forums and third-sector organisations. Our main aim is to explore, examine and envisage sustainable ways of creating intelligent places of the future. By becoming a valued partner in the CiP network, we open up to you a wide range of opportunities to learn and collaborate with us.

**Partnership details at a glance**

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<th>Level</th>
<th>Details</th>
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<tr>
<td><strong>Platinum</strong></td>
<td>Sign up to become a <em>CiP Patron</em> to gain access to optional academic engagement within the wider Business School. Connect to all of our networks. Act as an <em>intelligent Place Leader</em>.</td>
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<tr>
<td><strong>Gold</strong></td>
<td>Sign up to become a <em>CiP Corporate Partner</em> to co-produce and collaborate strategically with our research centre. Connect to our networks. Help us to develop cutting-edge collaborative research projects to jointly submit and win research council, Innovate UK and/or EU funding. Act as an <em>intelligent Place Ambassador</em> in the knowledge economy.</td>
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<tr>
<td><strong>Silver</strong></td>
<td>Sign up to become a <em>CiP SME Partner</em> to gain access to CiP network infrastructure. Co-produce and collaborate with our academic experts. Connect to our networks. Create collaborative research project ideas. Act as an <em>intelligent Place Co-Creator</em>.</td>
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<tr>
<td><strong>Bronze</strong></td>
<td>Sign up as a <em>CiP Advocate</em> to gain access to our CiP network infrastructure. Submit a potential research project. Connect to our networks. Act as an <em>intelligent Place Supporter</em>.</td>
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“Your opportunity to become an *intelligent* place shaper, to create, transform and enhance the places of the future”
With three quarters of the world’s population expected to be urban dwellers by 2050, the Centre’s contribution to the pursuit of sustainable and inclusive prosperity will focus on addressing major challenges in places where future societal, economic and resource demand changes will be generated and experienced. With the information explosion and expanding digital space, the physical built environment is increasingly suffused with a complex, dense web of information networks. Process changes enabled by ICT and analysis of big urban and social data can deliver benefits related to digital infrastructure and digital economic activities to inform and help solve urban living challenges at various territorial scales, such as: health and aging, education and work opportunities, mobility, transportation and housing needs, and connectivity between businesses and between places. The process of humanity becoming a predominantly ‘urban species’ demands new collaborative spaces for digital research, innovation and operationalisation. Urbanisation and the emergence of effective data capture enable and require innovative, data-driven solutions for sustainable land and resource use, responsible property investment and strategic spatial planning. Henley Business School’s interdisciplinary research portfolio crosses several traditional relevant subject area boundaries such as: Urban/Regional Science and Business Informatics, Economics and Psychology. Therefore, we are strategically placed to address these challenges.

Our research focus

Some examples of research area questions that our researchers at the Centre for Intelligent Places are currently looking at:

- How do we value ‘built space’ considering the virtual as well as physical uses of such space and how can we best leverage digital value-added?
- What makes for a good place to grow old safely and happily? What association can be found between cognitive processing, individual preferences, and personal economic and living outcomes in old age? How will the ageing population affect economic and social dynamics within and between spatial territories and what will be the associated opportunities and challenges for business and government?
- What implications does financialisation of the property market and global capital flows have for local to global markets and for cities, urban areas and regions? What are the optimal forms, and ethical considerations, of financialisation in property markets?
- How do we provide better data and business connectivity within and between urban areas of different sizes and markets so that organisations can operate seamlessly through the physical and virtual worlds to maximise values?
- How can organisations and citizens optimise benefits from disruptive technologies such as pervasive computing, the Internet of Things and mobile technologies? How can we engage local communities more effectively in taking part in community development and local policy-making using technologies as an enabler?
Our greatest strength lies in collaboration, not competition.

In terms of research, the trend in the UK and globally is towards collaborative and interdisciplinary projects that are increasingly international in scope. Commonly, resource from several national research sponsors is pooled and there is an expectation of buy-in and active participation from a wide range of external stakeholders. In that context, the Centre draws in academic researchers as associates from across the Henley Business School units and disciplines to engage with real-world issues. Expertise and funding partners can be combined in various partnership constellations according to the changing requirements of specific external research needs.

Current Collaboration trends

The Centre for intelligent Places is an open research hub for the co-creation of innovative approaches to digital opportunities by Henley Business School and a wide range of external stakeholders, including:

- Corporates regionally, nationally and globally – MNCs, SMEs;
- Government agencies at various geographical scales;
- Third-sector organisations across diverse sectors domestically and internationally;
- Expert associates from beyond Henley Business School and the University of Reading.

Alone we can do so little; together we can do so much more.
Centre for intelligent Places: how CiP can help

Key business benefits from the CiP Partnership:
• Debate and discuss business-critical issues with leading in-house academic experts.
• Co-create with us at all levels of engagement.
• Gain access to past and current cutting-edge research projects.
• Gain access to expert knowledge and guidance about funding channels and bidding.
• Join a diverse ecosystem of networks and collaborate with different types of stakeholder.
• Become part of the Henley Experience.
• Take advantage of offers to join Henley executive programmes and masterclasses, and to gain access to academic materials.
• Free attendance to selective Henley knowledge and networking events.
• Shape and co-produce industry best practices.

How we engage with you:
• We give you access to our cross-cutting multidisciplinary research.
• We connect you to our networks, including Henley Business School Executive Education network, the Henley Partnership network, the Henley Entrepreneurship programme, the Henley Business Angel Network (HBAN), the Vision2020 network, the wider University of Reading academic community and the extensive CiP research network infrastructure.
• We work with you in securing funding from various channels and link you to our partners and potential collaborators.
• We co-innovate with you to create new and enhanced products and services.
• We provide various business related training programmes and help you to realise your place-shaping goals.
**Joint collaborative objectives:**

- To establish our reputation for being a leading place-shaper and place-maker – both in the digital and physical worlds.
- To conduct multidisciplinary research across the full environmental research spectrum.
- To seek out three-star (internationally rated) and four-star (world leading) research output as determined by the Research Excellence Framework, working with industry collaborators.
- To utilise all of Henley Business School’s academic expertise – including our main cross-cutting research themes within the University of Reading – in particular, promoting the social science research theme of ‘prosperity and resilience’.
- To connect with wider academic communities in order to reach out to industry players who want to conduct evidence-based research to bring about new innovations and new products and services.
- To be able to operate at the international level.
The CiP Innovation Hub provides access to a wealth of information, data, and specialist resource expertise spanning a wide spectrum of disciplines within Henley Business School. By working directly with Centre for intelligent Places you can gain access to our various Innovation hubs.
Collaborating with the Centre for intelligent Places enables us to fully engage with leading strategic partners both within academia and across the wider commercial sectors on an ongoing basis, bringing together professionally led consortia to solve real world societal challenges.

Abdul Rahim
Director, Vision2020: The Horizon Network