



BUSINESS NEWS

Keele UNIVERSITY

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BUSINESS GATEWAY

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The Business Gateway is the one-stop shop to boost your business through Keele University's world-class research, facilities and knowledge, backed by substantial funding opportunities.

For a confidential discussion, and to find out how your business can benefit, please contact us on 01782 733001, business.gateway@keele.ac.uk or visit keele.ac.uk/business.

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Keele supports City of Culture bid

Keele University is proud to support Stoke-on-Trent's bid to become UK City of Culture 2021, and the recent Summer Business Reception hosted by the University celebrated the support for the bid shown by local businesses.

Speaking about the bid, Vice-Chancellor, Professor Trevor McMillan, said: "We are proud to support the City of Culture bid for Stoke-on-Trent. The area has



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"Geographically, Stoke-on-Trent is incredibly well located and has good transport links both to the north and south. This, coupled with the fact that we have two universities based in and around the city, provides the potential for excellent growth over the coming decade. The City of Culture bid directly supports this, and would bring many social and economic benefits to the area."

To view a video and photo gallery from the recent Summer Business Reception, [please click here](#).

For more information about the City of Culture bid, please visit www.sot2021.com.

More businesses sign up to Smart Energy future

Keele University is leading the way in the development of a smart and sustainable future for energy. By working collaboratively with local partner companies, the University's [Smart Energy Network Demonstrator \(SEND\)](#) programme is providing opportunities to create, develop and test new technologies that have the potential to reduce energy usage, cost and emissions.

Two companies who have recently signed up to the programme are Astec Solutions and Connexica.

Astec Solutions, based in Rugeley, have been delivering automation and production software solutions for the manufacturing and utilities sector for more than 17 years. They have partnered with Keele to exploit the potential of the Internet of Things in improving efficiency for their customers. [For more details, including a video interview with Astec, please click here](#).



Connexica, from Stafford, have joined the SEND programme to support their entry into the



smart energy sector. They currently work with a mix of public authorities and private sector companies to efficiently and effectively manage their data, and are working with Keele University to utilise this shared expertise to develop new products for the smart energy market. [Full story](#).



Students help to cut overheads

Deck Joint, which makes bespoke formwork solutions used in the construction of concrete floors in high-rise buildings, started off in the founder's garden shed. Six years later, these joints are now manufactured using high-tech equipment in their Longton factory and they are supplying major construction companies across the country.

To help move their business forward, Deck Joint recently approached Keele University to help them break through to the next level.

Through the [Keele Research Innovation Support Programme \(KRISP\)](#), they have benefitted from the skills and knowledge of two Maths students who have overhauled their costing process, cutting overhead costs by at least £12,000 a year and identifying the next steps for further efficiencies.

[Click here for more information.](#)



Smart Innovation Hub

Keele's Smart Innovation Hub, scheduled for launch in 2019, will offer businesses a state-of-the-art working environment built around the needs of new companies, combined with the advantages of on-site collaboration with a leading Management School.

The Hub will provide direct access to the latest research from the Keele Management School and across the University, as well as student placements and seamless networking opportunities with other business start-ups.

The Smart Innovation Hub represents a unique approach which is set to benefit innovative high growth SMEs.

It supports Keele's research-led, business-engaged ethos which is proven to produce enterprise-ready graduates of the highest calibre.

Keele supporting future leaders

In May 2017, the [Mercia Centre for Innovation Leadership](#)'s first cohort began their prestigious six-month programme. Designed to address the distinctive organisational

businesses, the programme supports local business leaders and entrepreneurs to develop the unique leadership and management skills required to achieve and sustain business growth.



Sandrine Garnier, Sales Director at Addmaster, was selected as one of the 22 participants and has no doubts that the teaching, coaching and support provided by the programme has equipped her with the skills to drive her business further: "I now realise how much more I can offer, and the tools I have gained will benefit the company long term, improving our innovative capability." [To read more about Addmaster's opinion of the programme, including a video interview with Sandrine, please click here.](#)



Joining Sandrine on the programme was Edgar Blazier, founder of forensics specialists Sytech. Having increased Sytech's headcount by almost 1000% in just four years, Edgar was keen to learn how his leadership skills and knowledge could be further developed and diversified to ensure sustained success for his business. [To find out more about his experience of the programme, please click here.](#)



The Mercia Centre for Innovation Leadership is seeking participants for its next cohorts scheduled to start in November 2017 and March 2018. Competition for places among Staffordshire and Stoke-on-Trent business leaders is fierce and participants are selected against strict criteria. For more information, please contact the [Business Gateway](#) on 01782 733001 or email business.gateway@keele.ac.uk.

Keele to showcase at national property conference

If you are attending [MIPIM UK](#) on 18-19 October 2017, be sure to look out for members of the Keele University Business Gateway team. Taking place in London, MIPIM UK is the country's largest and most insightful property event for professionals, and Keele



Corporate Games return to Keele - be part of it!

Keele University is proud to be a host venue for the UK Corporate Games 2018. Big companies like IBM, Unilever and KPMG who are regular competitors in the Games will be looking to take part again, however businesses of all sizes are encouraged to get involved.



Sign up as an individual or a team, or register to come along to the launch event at Keele Hall on 4 October 2017 to meet company representatives and find out more.

Official Launch - Wednesday 4 October 2017

6.30pm-7pm - Drinks Reception

7pm-8pm - Welcome and Games Presentation

8pm-Close - Informal drinks, questions and networking.

For more information, and to RSVP by 26 September, please contact the Corporate Games:

- 01733 380 888
- loretta.grout@corporate-games.com
- www.corporate-games.com

Dates for your Diary

This Sunday (17 September) is the last day for companies within the Newcastle-under-Lyme borough to submit their entries for this year's **Business Boost Awards**.

Join us at the **Growth Hub's Digital Roadshow** in Tamworth on 21 September and find out more about the opportunities available through the Business Gateway. [More information and free booking is available by clicking here.](#)

We'll also be speaking at **SME2017** at Birmingham's NEC on 3 & 4 October. Book your free place today at www.sme2017.co.uk and visit us at stand A60.

Keele University is proud to sponsor the **2017 Staffordshire Business Festival**.

Taking place from 7-9 November, the Festival is set to be a meeting point for the county's ambitious businesses and naturally we'll be there too. Find out more at www.staffordshirebusinessfestival.co.uk.

Meet us in Telford at the [Low Carbon Networks & Innovation Conference](#) on 6 & 7 December 2017 – we'll be there to showcase our Smart Energy Demonstrator Network programme and discuss opportunities for business.

Certain support programmes available within the Business Gateway are receiving funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.



Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.



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