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# BUSINESS NEWS

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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](mailto:business.gateway@keele.ac.uk) or visit [keele.ac.uk/business](http://keele.ac.uk/business).

## April 2018

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## Corporate Games are returning to Keele

Keele University is proud to be a host venue for this summer's UK Corporate Games. Taking place between 21-24 June, the Games are the world's largest multisport festivals for businesses, combining great sports and fabulous celebrations for everyone to enjoy regardless of their age, ability or fitness level.



All sports are open equally to women and men, with competition based on age. Competitors wear the colours and logos of their organisation and build confidence, loyalty and team spirit.

To find out more about this year's event and how your business can take part, please visit the [UK Corporate Games website](#). Please note that the deadline for registrations is 30 May 2018.

## Transforming asthma management

A Staffordshire-based company is looking to transform the way that patients manage and monitor their asthma, thanks to support from Keele University.

Redecol Ltd, a specialist medical device company based at Keele

University's Science and Innovation Park, has received fully-funded assistance from the University's [Business Bridge](#)\* programme in the development of their Breathe Easy Flow device.



Following the success of a UK study, Redecol Ltd is now conducting clinical trials of the device in India – a country with an infrastructure robust enough to successfully host such trials but with a population where a considerable number of people have currently untreated asthma.

To support these clinical trials, the Business Bridge programme supported Redecol in the development of a product user guide and instructional video aimed at an Indian audience through one of the programme's Innovation Vouchers – an initiative that allows local SMEs to access a range of professional specialists who can support business development.

To find out more, please read the [full story on our website](#).

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## Achieving Growth Through Innovation

Thank you to everyone who attended our Growth Through Innovation event on Wednesday 21 March. Held at Keele Hall, the keynote speaker was David Bryon who delivered an engaging and interesting speech on the 8Cs of a successful business, drawing upon his experiences including his time as Managing Director of airline BMI Baby.



The audience also heard from James White, winner of BBC's The Apprentice, and a number of businesses who have already benefited from one of Keele University's business support initiatives – the [Keele Research and Innovation Support Programme \(KRISP\)](#)\*.

KRISP is able to offer eligible SMEs in Stoke-on-Trent and Staffordshire fully-

funded access to knowledgeable academics, experienced business support professionals and talented students and graduates in order to support the development of new products or services. To find out more about KRISP, please visit [www.keele.ac.uk/krisp](http://www.keele.ac.uk/krisp).

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## Staffordshire business leader benefits from Keele support

Over the past two years, Audley-based [Peak Activity Services](#) has grown ten-fold and is going from strength-to-strength. With sites in Staffordshire, Cheshire, Manchester and Yorkshire, the company provides alternative education and adventure experiences to hundreds of people every year.

To support the organisation's impressive growth, Managing Director Paul Ball signed up to Keele University's six-month [Mercia Centre for Innovation Leadership \(MCIL\)](#)\* programme. Speaking about his participation in the programme, Paul said:

"I've been involved in the running of businesses for more than 20 years, but decided that it was time to formalise this experience and firm up my skill set. As innovation is the lifeblood of small businesses, it made perfect sense to apply for this programme in particular. The sessions across the programme have been varied and I've already been able to embed some of this learning into the business, and plan to implement more in the near future to support our further growth."

The MCIL programme is fully-funded and has no cost attached to the business other than time to attend the sessions. To find out more about how you can be part of the programme's third cohort, please visit [www.keele.ac.uk/mcil](http://www.keele.ac.uk/mcil).

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## Accommodation vacancies at Keele University Science and Innovation Park

Keele University Science and Innovation Park is one of the largest sites of its kind in the UK. With high quality laboratory, office and workshop facilities, the Park provides perfect facilities for high-tech companies looking to maximise links between business and academia.



- Innovation Centre 3 – 2,210 sqft (available as one unit or can be split into three – 460 sqft, 650 sqft, 1,100 sqft)
- Nova Centre – 200 sqft
- Development plots – land available from 19,213 sqft to 259,883 sqft.

To find out more, please visit [www.kusip.co.uk](http://www.kusip.co.uk), call 01782 734321 or email [kusip@keele.ac.uk](mailto:kusip@keele.ac.uk).

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## Continuing Professional Development - GDPR

4 May 2018 | 10.30am-4.30pm | Keele University | £60pp

The General Data Protection Regulation (GDPR) comes into force on 25 May 2018. Information security and data privacy is the responsibility of everyone entrusted with the collection, storage and handling of personal data.

If your business or organisation is holding data, it is imperative that you have a good knowledge and understanding of the new law, have reviewed your existing policies and procedures, and have made the appropriate changes prior to this date.

Keele University is offering a one-day course to help foster your knowledge and understanding of GDPR, including the guidelines issued by the Information Commissioner's Office (ICO), help you understand the jargon of the law and enable you to comply with the GDPR requirements.

The course is suitable for all organisations and practitioners collecting, handling or advising on the use of personal data. The course is led by Dr Maria Tzanou, a researcher and lecturer specialising in data protection and privacy law. Maria has worked extensively in the area of data protection and the GDPR and has published a book and numerous articles in scientific journals on the topic.

[Please click here to find out more and to book your place.](#)

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## Upcoming lecture at Keele Management School

19 April 2018 | 2pm-3pm | Keele University

Over the past decade, a growing number of organisations in diverse sectors have started experimenting with artistic interventions: bringing in people, practices or products from the world of the arts.

In this lecture, Professor Ariane Berthoin Antal from the WZB Berlin Social

Sciences Centre will share insights from her research involving management, employees, artists and intermediaries in France, Germany, Spain and Sweden who have engaged in such interventions. She will provide examples of different kinds of artistic interventions and discuss why they decided to try such an unusual approach in the first place and what do they value about the experience.

To find out more, please see the [full event listing on the Keele Management School website](#).

*\*The following 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:*

- - Keele Research and Innovation Support Programme (Ref: 32R16P00711);
- - Smart Energy Network Demonstrator (Ref: 32R16P00706);
- - Business Bridge (Ref: 32R16P00713);
- - Mercia Centre for Innovation Leadership (Ref: 32R15P00229).



*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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