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European Regional  
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## Keele Gateway newsletter

### 10 June 2021

Keele University has the tools, expertise and resources to complement your organisation perfectly and allow it to reach its full potential.

Whether you know exactly what you need or don't know where to begin to solve your problem, our team of experts will be delighted to help guide you towards the innovation solution that you're looking for.

To find out more, visit the [Keele Gateway website](#) or, for a confidential discussion, contact the team at [gateway@keele.ac.uk](mailto:gateway@keele.ac.uk).



## Hundreds more local SMEs set to prosper from innovation programme extension

Local organisations are set to benefit from increased access to world-leading expertise and resources, following an expansion of Keele University's exclusive business support programmes.

Since launching in 2017, Keele's programmes have boosted the growth and development of more than 600 Stoke-on-Trent and Staffordshire-based businesses.

And now, thanks to funding extensions facilitated by the European Regional Development Fund\*, around 150 more innovation-led enterprises across the local area will be able to take advantage of the specialist expert support available through the University's Smart Innovation Hub, Smart Energy Network Demonstrator, and Business Bridge programmes.

[Read more about how businesses like yours could benefit](#)

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## Minister for Climate Change visits Keele University

The Minister for Climate Change praised Keele University's sector-leading work on sustainability and developing new green energy solutions in a recent visit to campus.

Keele was one of the first universities in the UK to declare a climate emergency in 2019 and continues to push forward with sustainable initiatives such as the world-class Smart Energy Network Demonstrator (SEND) which business can collaborate with, the hydrogen gas blend trial HyDeploy and the Low Carbon Energy Generation Park which will see the installation of two wind turbines and 12,500 solar panels.

[Read more about the visit here](#)

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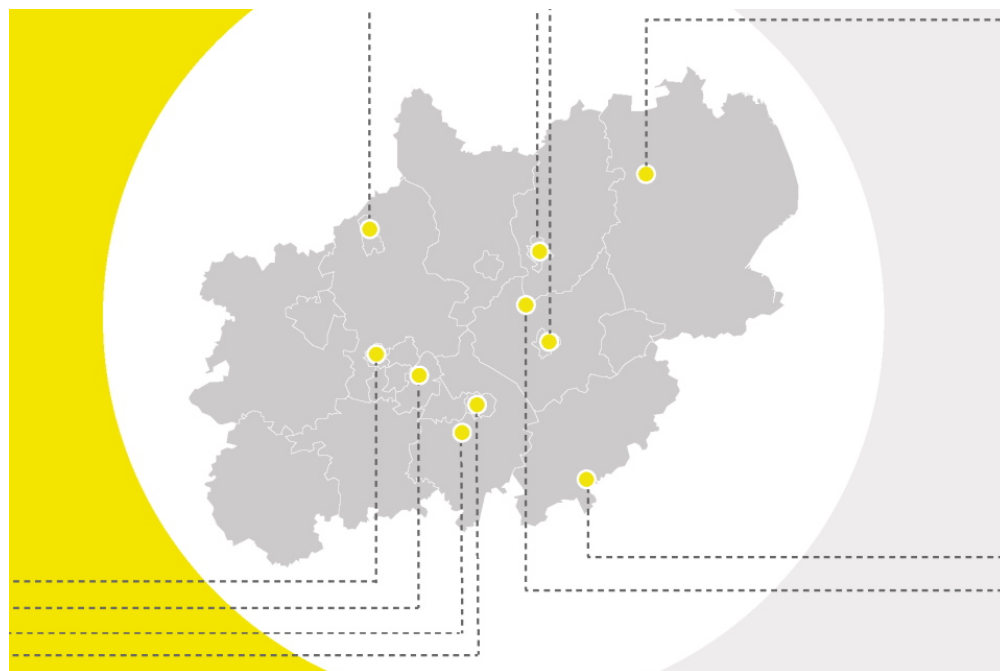
## Professor Trevor McMillan *appointed* as Chair of Midlands Innovation



### Vice-Chancellor appointed new Chair of Midlands Innovation

Vice-Chancellor, Professor Trevor McMillan has been appointed as the new Chair of Midlands Innovation, a collaborative partnership championing the region's top eight research-intensive universities including Keele University that collaborate on research, development, and innovation.

[Read more here](#)



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A new report, titled Investment Opportunities in the Midlands, has praised the work of universities including Keele in supporting businesses across the West Midlands, using their cutting-edge research to help these businesses to grow and innovate.

The report paints a bright future for Midlands-based businesses and showcases the opportunity for investment in what appears to be an undercapitalised region in the UK.

[Read the full story and download the report here](#)

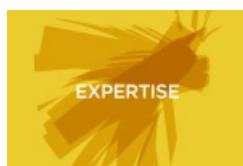


## **Keele intern produces documentary highlighting the impact of Covid-19 on local YMCA**

A Keele student has produced a film documenting how the Covid-19 pandemic has affected the lives of staff and residents of YMCA Crewe, as part of a [Student Knowledge Exchange internship](#).

Abasiama Asuquo, a second-year Media, Communications and Creative Practice student, has produced the short documentary film called The Impact to showcase the experiences of individuals living and working at the charity over the past year.

[Find out more about the film here](#)

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Click the buttons above to find out how your organisation can benefit from partnering with Keele University.

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\*The following support programmes available within the Keele 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 University Science & Innovation Park Smart Innovation Hub (Ref: 32R17P01691);
- Smart Energy Network Demonstrator (Ref: 32R16P00706);
- Business Bridge (Ref: 32R18P02530).

The Ministry of Housing, Communities & Local Government (MHCLG) (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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