

Latest news from the Keele Gateway

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Here to help



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Keele Gateway newsletter December 2021

We would like to take this opportunity to send our best wishes for the holidays, a Merry Christmas for those that celebrate, and a healthy, prosperous New Year for all!

Keele University has the tools, expertise and resources to complement your organisation and enable 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 innovative solution that you're looking for.

keele.ac.uk/gateway

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Reflections on 2021

2021 has been a challenging year. Though, despite this, it has been a year filled with resilience, recovery, and growth from our business community. We have been looking back at some of our highlights.

- At the start of the year, we [relaunched the Keele Gateway](#) to better reflect the opportunities available to the wider community, organisations, charities and social enterprises.
- Hundreds more local organisations can now benefit from increased access to world-leading expertise and resources, following an [expansion of Keele University's exclusive business support programmes](#) in May 2021.
- In February the [Keele Deal | Recovery](#) was launched to support the area's recovery following the impact of Covid-19.
- Last month, we hosted a series of sustainability-themed events, as part of our own [COP26 Festival](#), engaging with a diverse range of local and national stakeholders.

Follow Keele Gateway on [LinkedIn](#) and [Twitter](#) to see more of our 'Gateway Unwrapped' review of 2021.

How will you reflect on 2021?



How can Keele University adapt to the needs of the region?

Earlier this month, we invited partners from across the region to see the developments taking place across the University Enterprise Zone and the impact that these will have on the region. The event included a visit to the [Low Carbon Energy Generation Park](#) and the site of Innovation Centre 7. Expected to open in Spring 2022, IC7 will house the [Digital Society Institute](#) - a collaborative centre for research in data and digital that will underpin innovation in the business, health, cultural and public sector economies.

Professor Trevor McMillan, Vice-Chancellor of Keele University, said: “As a University, we are increasingly thinking what we can do to adapt to the needs of our region around it.”

Rachel Tyrrell, Associate Director of Knowledge Exchange at Research England, said: “Keele was one of 20 universities to be awarded University Enterprise Zone status in 2019, whereby the core objective was to improve linkages between academic specialisms and university strategic priorities with local businesses and other partners.”



Businesses across Stoke-on-Trent and Staffordshire can boost their potential in 2022, as Keele University announces the dates for the next cohorts of its transformative Innovation Leadership* programme.

The programme, which is fully-funded and offered to local businesses at zero cost, has already supported more than 80 entrepreneurs to develop new business plans that focus on innovation-led growth – and this number is expected to exceed 100 within the coming year.

Taking place over six two-day sessions, participants get bespoke content tailored to their own business, delivered alongside coaching, advice, and guidance from leading academics, widely recognised industry experts and successful business leaders. Participants will also be able to meet and network with a diverse group of fellow senior business leaders.

[Find out more and apply today.](#)



Woolcool and The Stone Group - joint winners of the Sustainability and Environment Award

Commerce Business Awards.

Keele University was delighted to continue its sponsorship of this category and its support of the Chambers' Awards in general.

Taking place at Uttoxeter Racecourse and arranged by Staffordshire Chambers of Commerce, who were recently named 'Chamber of the Year 2021', the awards celebrate the achievements of businesses in Stoke-on-Trent and Staffordshire over the past twelve months.

[Read more on our website.](#)

GATEWAY BLOG:

How can businesses *engage* with universities?



THIS IS KEELE

With eleven years' experience working on ways businesses across Stoke-on-Trent and Staffordshire can engage with universities, Rob McKay reflects on his experience and offers his advice to local business leaders.

[Read the blog on our website.](#)



Webinar: Long Covid – what every employer needs to know

Join us online on **Friday 21 January, 10:00 – 11:00**, to enhance your knowledge and understanding of this emerging condition.

Some people experience long-term symptoms of Covid-19 for an extended period after an initial Covid-19 infection. This event explores the topic of Long Covid and in particular how employers can assist employees with returning to work if they are continuing to struggle with symptoms of Long-Covid.

[Find out more and register to attend here.](#)

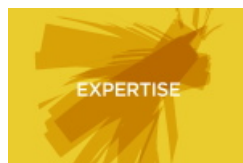
Christmas *closedown*



Christmas Closedown

may not receive a response until the New Year.

Opportunities available through the Keele Gateway



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

You are receiving this email as you have either subscribed to receive information about Keele University's business support opportunities, have interacted with a previous edition of this newsletter or have engaged with the Keele Gateway in some form.

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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:

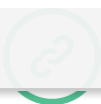
- Keele University Science & Innovation Park Smart Innovation Hub (Ref: 32R17P01691);
- Smart Energy Network Demonstrator (Ref: 32R16P00706);
- Business Bridge (Ref: 32R18P02530);
- Innovation Centre Seven - IC7 (Ref: 32R19P03785).

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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