

Latest news from the Keele Gateway

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*Here to help*European Union
European Regional
Development Fund

Keele Gateway newsletter 26 January 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.

Providing the key to innovation-led growth



The key to innovation-led
business growth

The Innovation Leadership programme at Keele University supports aspirational business leaders and early-stage entrepreneurs to develop the skills, knowledge and

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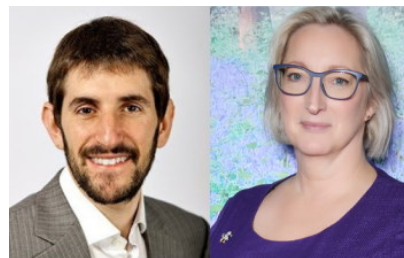
Delivered online by a dedicated team of expert business leaders and academics, the programme is **fully-funded** and exclusively open to small-to-medium sized businesses in **Stoke-on-Trent and Staffordshire**.

The programme's next cohort, taking place between **May 2021 and September 2021**, will cover the following topics over six two-day sessions:

- Creating the conditions for innovation to flourish
- Innovation and creativity
- Getting comfortable with leadership
- Funding your ambition
- Marketing and sales for success
- Creating an A-Team

As well as featuring a range of coaching, advice and guidance from Keele's pool of business development experts and academics, the programme also features keynote sessions from **expert guest speakers** including:

- **Grant LeBoff** - Founder of Sticky Marketing and author of five marketing books, Grant is a highly sought-after consultant with clients from across the world.
- **Hazel Carter-Showell** - With over 25 years' experience of leadership development, coaching, consultancy and executive recruitment, Hazel brings a strong business focus to applied psychology.



Applications for the programme are now open - [visit the Innovation Leadership website for more information](#).

Upcoming events

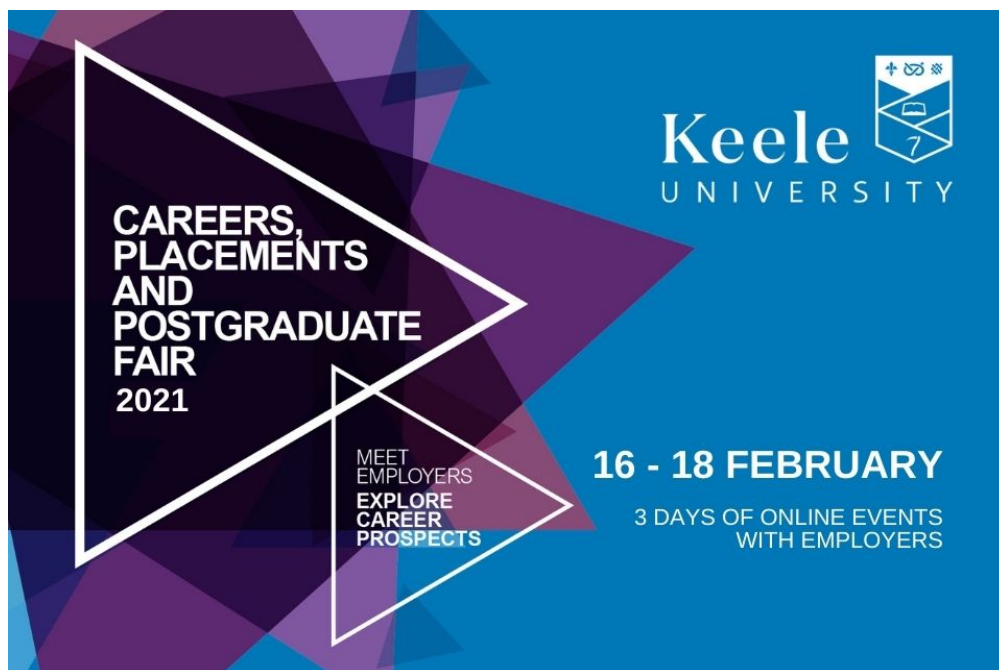
4 February 2021 - Webinar: Here to help your organisation build back better

Keele Gateway: here to help your organisation build back better

Online webinar
4 February 2021 | 10 - 11 am

The Keele Gateway is delighted to be partnering with the Stoke-on-Trent and Staffordshire Growth Hub to showcase how Keele's wealth of support opportunities, innovation-led initiatives and world-leading academic links can help your organisation thrive in the new normal. [Click here to book your free place.](#)

16-18 February 2021 - Careers, Placements and Postgraduate Fair



Keele students and graduates are amongst the most employable in the country, and the annual Careers Fair is the perfect place to showcase your organisation to thousands of talented future employees. Contact careers@keele.ac.uk for more information on how you can get involved.

Marriott to open new Courtyard hotel at Keele next month

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Building work for The Courtyard by Marriott hotel on Keele's campus is complete, and the hotel will open in February 2021.

Set to create 40 jobs, the 150-bedroom hotel will provide accommodation for visitors to Staffordshire as well as to support the growing conference and events business on Keele's Science and Innovation Park.

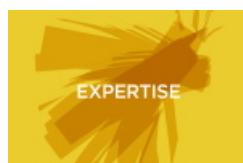


The investment and building costs have been met entirely by the developer and its funder, Legal and General, and the University will benefit from a profit share arrangement.

The hotel boasts the Scholars Restaurant and Bar along with a coffee shop serving Starbucks coffee, as well as two meeting rooms for up to 30 people and a fitness suite. 180 new parking spaces have also been created to accommodate guests.

[Read more on the Keele Gateway website.](#)

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

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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).



European Union
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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.



**Research
England**

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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