

Introducing

KEELE DEAL HEALTH

Working together to address local
and regional health challenges

Dr Mark Bacon

Directorate of Research, Innovation and Engagement
and Chief Operating Officer
Keele University

The New Keele Deal

Working together to create jobs and growth

The New Keele Deal is a unique commitment by partners across Staffordshire and Stoke-on-Trent to generate higher value employment and economic growth by using Keele University's world-leading research and facilities to create jobs and support businesses to grow and thrive.

It's a deal that will benefit every business and every person in Stoke-on-Trent and Staffordshire, and will support the UK economy to become greener.

£70m investment will...

Create at least

700

high value jobs



improve local health and care for **EVERYONE**



We'll do this by supporting:



460 small and medium businesses to gain **COMPETITIVE ADVANTAGE** through knowledge from research through the **BUSINESS GATEWAY**



150 businesses to innovate



250 businesses to save energy or create green energy products



140 medical technology and healthcare businesses to collaborate with academics and the NHS

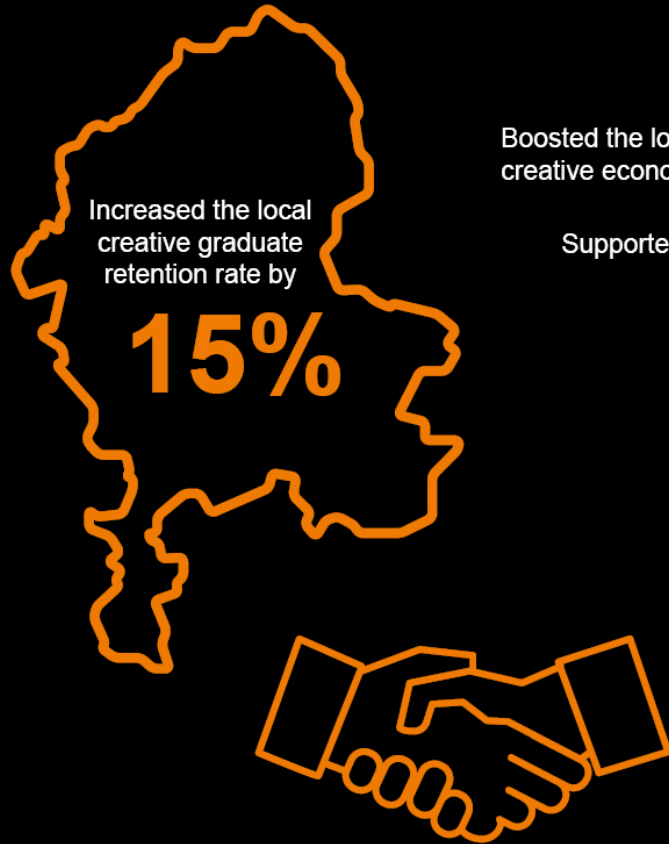


increased student placement opportunities

KEELE DEAL CULTURE

Creativity and culture play a huge role in Stoke-on-Trent and Staffordshire's economic and social futures. The Deal is a landmark agreement between the University and local partners, setting out shared ambitions to realise the full potential of the University's cultural resources and assets for the benefit of the local area.

By 2029, we will have:



Boosted the local creative economy by

£36million

with Additional Gross Value

Supported creative and cultural partners through joint research, bringing in

£3.9million

of funding for cultural activities and creating impact for local communities from our research



Created a cultural engagement hub in the city, bringing life to a key regeneration area and creating economic impact of at least

£10million



Organised

2,170

creative and cultural events, attracting over

500,000

visitors, with the majority at priority sites for cultural regeneration



Grown the annual Festival of Curiosity by at least

300%

250 funded innovation projects

300 new jobs

Professor Pauline Walsh

Pro-Vice-Chancellor and Executive Dean
Faculty of Medicine and Health Sciences
Keele University

Keele Health and Social Care Partners working together to:

- Address the health and social care **workforce challenges** of today and the future;
- Drive collaborative **research and innovation**;
- Drive quality care through **evidence-based service transformation**

Informed by the priorities of our partners, patients, service users and carers, and aligning to Keele's strengths, to:

- Get serious about prevention
- Support people with health conditions across the life course
- Empower patients
- Evaluate new models of care
- Break down the barrier in how care is provided
- Innovate for health and care
- Improve productivity

Top 3
in England for
overall Student
Satisfaction

NSS 2019 (broad-
based universities)



GOLD
in the Teaching
Excellence
Framework

Also Top 5 in the UK
(THE ranking, broad-
based universities)



97%
of research
world leading, or
of international
importance

Research Excellence
Framework, 2014



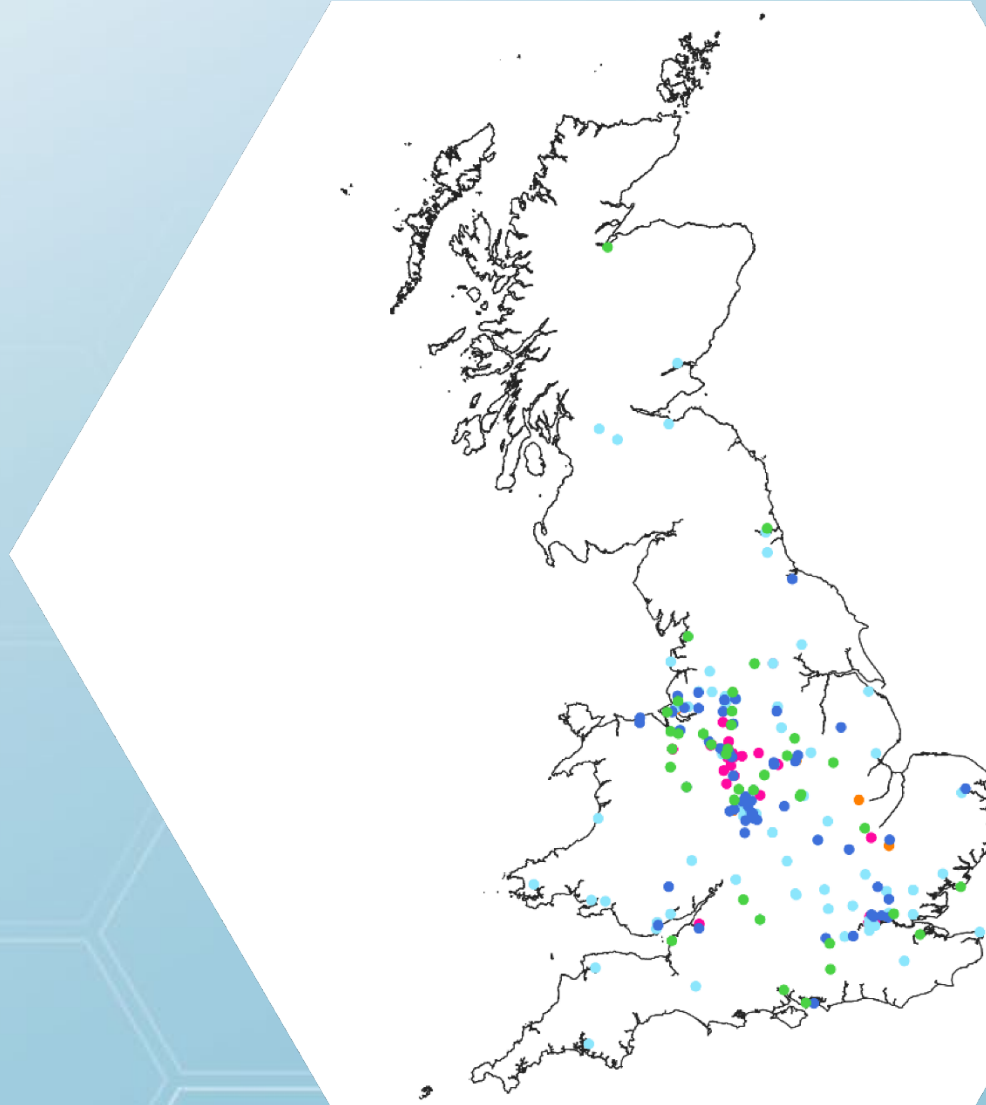
96%
graduate
employability

HESA - Destinations
of Leavers from
Higher Education
2017



- New routes into healthcare professions
- Strategies for recruitment and retention – professional portfolio careers – enhancing the locality’s clinical and care reputation
- Innovative evidence and stakeholder informed education and continuous professional development
- Development of leadership opportunities



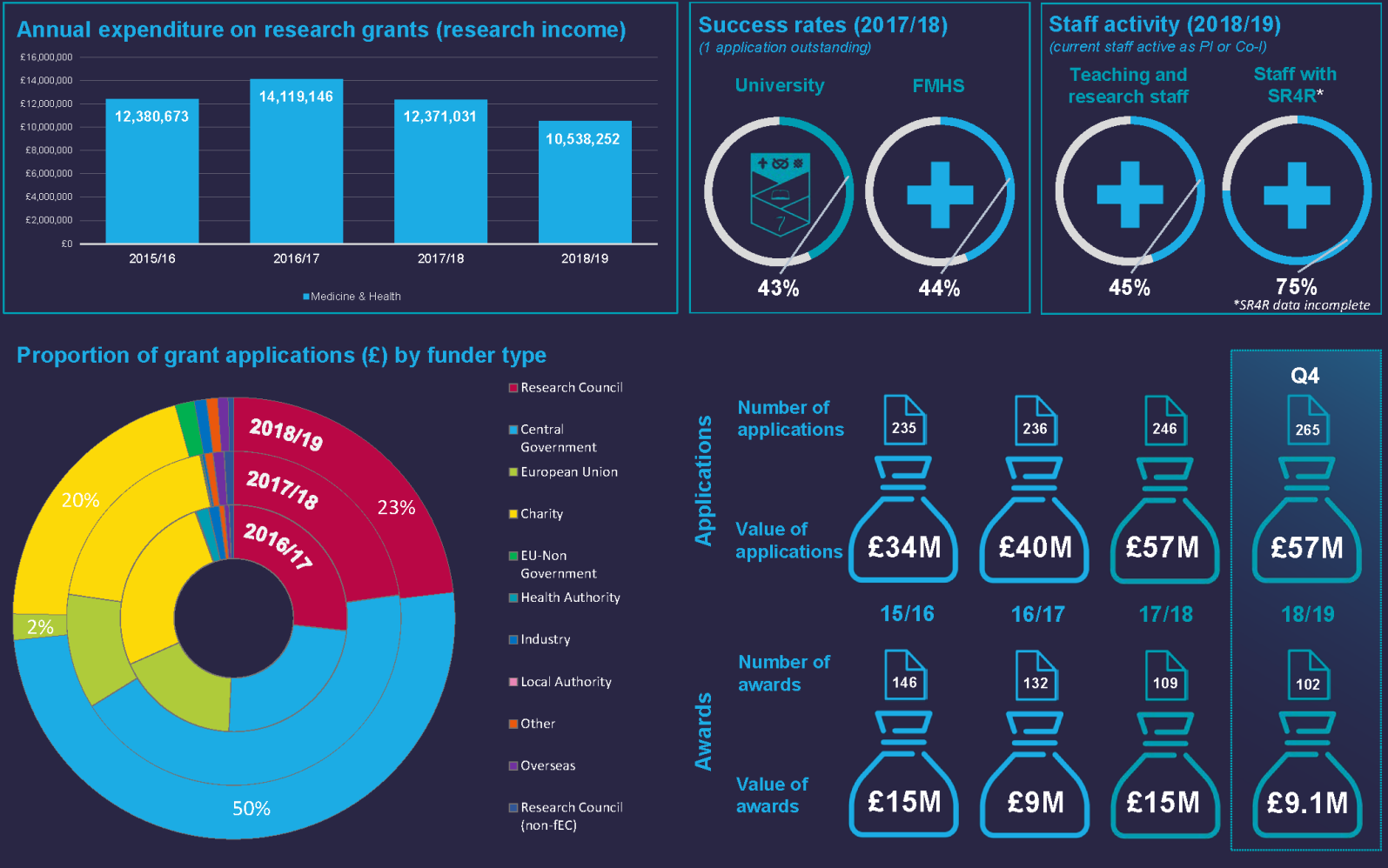


Graduate destinations in
health-related courses
(2016-17)

- Midwifery
- Nursing
- Medicine
- Pharmacy
- Physiotherapy

76%
of Nurses
stay locally

FMHS Research Income & Grant Applications 2018/19 v2



£1.44m

Annual value
of consultancy
work and
contract
research

Based on
average per worker
in MedTech in
W.Midlands [Keele
Science & Innovation
Park Life Sciences
tenants]

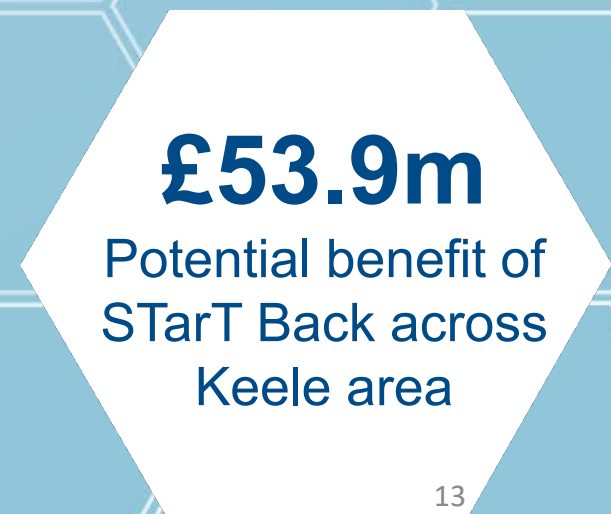
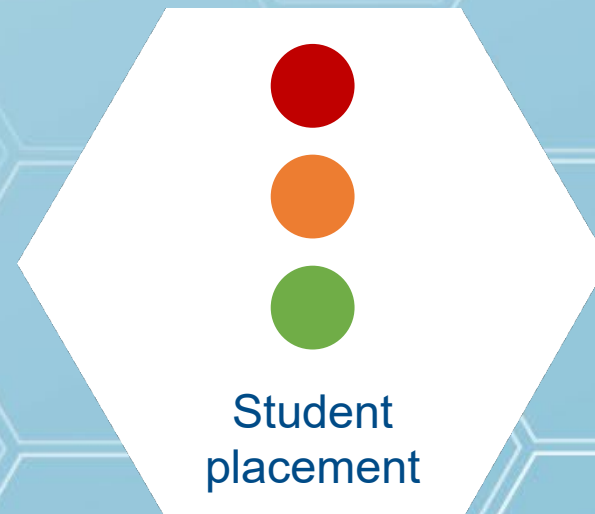
£23.4m
GVA

150+

SMEs connected
through the
Healthcare
Business
Network



- Accelerated uptake of research into commissioning, service design and practice
- Implementing and evaluating new models of workforce and care models
- Keele Health and Social Care Partners – a network of ‘early adopters’
- Innovation Challenge Events
- Use of big data



- Workshops
- Meetings
- Events
- How to contact us: **keeledeal.health@keele.ac.uk**

Sir David Behan
Chairman
Health Education England

Thank you for joining us