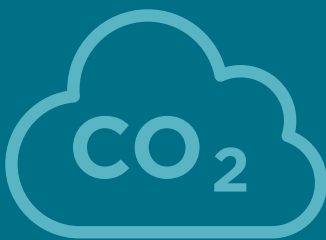
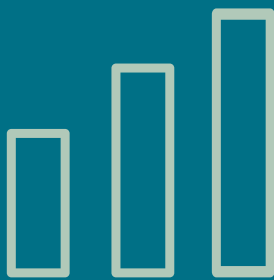




The New Keele Deal



A unique partnership and plan for sustainable, long term economic growth



A plan for investment by Keele University and partners to realise the benefits from research and innovation, to generate significant local economic growth, improve local health and care and put our region at the heart of the UK's transition to a lower carbon economy.

The New Keele Deal:

a plan for investment in innovation-led local growth

Businesses continue to thrive and spread opportunity for everyone in Staffordshire and Stoke-on-Trent despite cultural and societal challenges. Although the area is historically one of the poorest regions in Northern Europe, the last five years have seen the local economy strengthen and grow.

The region is host to some big-name global businesses that have provided large numbers of jobs for the area. However, just as important for job creation are the tens of thousands of micro, small and medium-sized enterprises (SMEs) which call Staffordshire home.

The New Keele Deal is a plan for £70million of investment by Keele University, Staffordshire County Council, Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council, University Hospitals of North Midlands NHS Trust and the Stoke-on-Trent and Staffordshire Local Enterprise Partnership to generate significant long-term economic growth for the region.

By harnessing the power of the cutting-edge research taking place at Keele University, one of the UK's leading research institutions, the New Keele Deal will help deliver a significant number of higher value jobs for the next 20 years, improve local health and healthcare and inject innovation into the heart of the local business community to allow them to be more globally competitive.

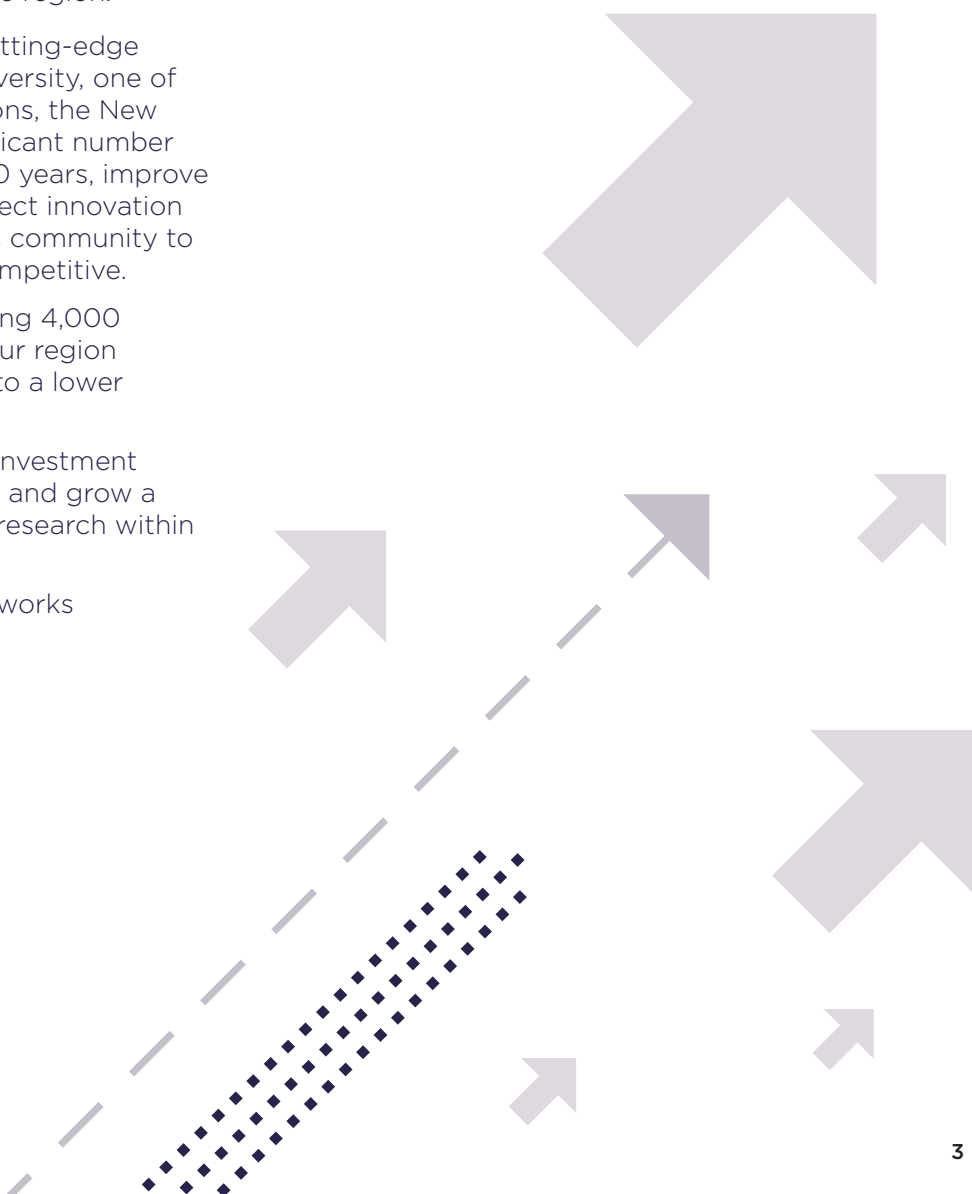
This will all be achieved whilst saving 4,000 tonnes of CO₂ per year - putting our region at the heart of the UK's transition to a lower carbon economy.

Through the New Keele Deal, this investment will help to tackle low productivity and grow a positive culture of innovation and research within the region.

The New Keele Deal is a plan that works for everyone.

“Universities have an extraordinary potential to enhance economic growth. Institutions have a role to play, from local SME support and supply chain creation to primary technology leadership and breakthrough invention.”

Encouraging a British Invention Revolution: Sir Andrew Witty's Review of Universities and Growth (2013)



The New Keele Deal

Working together to create jobs and growth

£70m
investment will...



Create at least

700
high value jobs



improve local
health and care
for **EVERYONE**



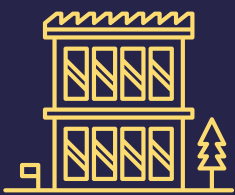
New Keele Deal Partners



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.

We'll do this by supporting:



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



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

www.keele.ac.uk/newkeeledeal

New Keele Deal Priorities

Over the next five years, the New Keele Deal will focus on eight priorities:

Priority 1

Keele Research and Innovation Support Programme (KRISP)



European Union
European Regional
Development Fund

KRISP has been designed to support businesses that are thinking about, or are currently in the process of, developing a new product, process or service. By providing dedicated human resource and academic expertise, KRISP delivers the knowledge, focus and procedures that will help local SMEs bring their innovative products and services to market quicker and support their long-term sustainable growth. This programme is part-funded through the European Regional Development Fund (ERDF) as part of the England 2014 to 2020 European Structural and Investment Funds (ESIF) Growth Programme.



Support **460**
local businesses



Create
90
higher
value jobs



GVA from **£10.5m**
investment
(**>2:1 ROI**)

Priority 2

Mercia Centre for Innovation Leadership (MCIL)



European Union
European Regional
Development Fund

MCIL is a prestigious innovation leadership programme that addresses distinctive organisational and leadership challenges for innovation-led, knowledge-intensive businesses across the Stoke-on-Trent and Staffordshire Local Enterprise Partnership area. By supporting local business leaders and entrepreneurs, the programme will develop the unique leadership and management skills required to achieve and sustain strategic business growth. This programme is part-funded through the European Regional Development Fund (ERDF) as part of the England 2014 to 2020 European Structural and Investment Funds (ESIF) Growth Programme.



Support **150**
local businesses



Create
254
higher
value jobs



GVA from **£19m**
investment (**~3:1 ROI**)
(Increasing to **£68m**
GVA by 2036 - **~4:1 ROI**)

Priority 3

Smart Energy Network Demonstrator



European Union
European Regional
Development Fund

A European first, this world-class demonstrator facility for smart energy research and development will enable the testing and evaluation of new and evolving energy technologies. Working collaboratively with local partner companies, the programme will provide the opportunity to assess the efficiency of these new technologies in terms of energy reduction, cost and CO₂ emissions.

Transforming the Keele University campus into an 'at scale living laboratory' will provide a unique testing site model due to the diverse range of activities and facilities within it - 3,100 students in halls of residence, 1,000 commercial users on the Science and Innovation Park, 200 'standard' domestic households, and academic activities serving 10,000 students. This programme is part-funded through the European Regional Development Fund (ERDF) as part of the England 2014 to 2020 European Structural and Investment Funds (ESIF) Growth Programme.



**tonnes of Carbon
Dioxide each year**



Support more than
240 local businesses



Create
up to
440
higher
value jobs



Priority 4

An NHS-University-Industry collaboration



European Union
European Regional
Development Fund

Continuing Keele University's long and successful relationship with University Hospitals of North Midlands NHS Trust, the Business Bridge project aims to support local businesses through improved access to researchers and clinicians who can advise on, and assist with, the development of new health innovations. By working with experts and specialist advisors, businesses will be able to identify and address unmet needs in healthcare that can ultimately result in improved diagnosis and treatment of health conditions. This programme is part-funded through the European Regional Development Fund (ERDF) as part of the England 2014 to 2020 European Structural and Investment Funds (ESIF) Growth Programme.



Support more than
140 local businesses



Create
up to
160
higher
value jobs



Priority 5

Harnessing global reach and visibility for local economic impact

Harnessing the established and emerging links and partnerships that Keele University has in China and South East Asia, the University aims to develop and deliver a programme of support for local businesses. This programme will enable businesses to overcome the barriers associated with international trade by increasing the leadership, innovation and creative capabilities within local SMEs whilst leveraging the value of the commercial and academic networks of the University's international partners.

Priority 6

A strategic site of the Northern Gateway Development Zone

The Northern Gateway Development Zone, spanning areas of Cheshire and Staffordshire, aims to deliver more than 100,000 new homes and 120,000 new jobs by 2040. One of the six strategic sites within the Northern Gateway is Keele University Science and Innovation Park. With a number of development-ready plots, the Park has the potential to add an additional 1.5million sq.ft of first-class business accommodation to the local area.

Priority 7

Higher-level educational provision

Through its flexible, research-led curriculum, Keele University already develops the most employable graduates in the UK. However, the University is keen to extend its capacity to develop workplace skills in-situ through investment in placements and internships that will provide invaluable work experience to the student whilst stimulating both innovation in SMEs and employer demand for higher level skills.

The University will also enhance its portfolio of continuous professional development through collaborations with local employers, the LEP and the Local Skills Partnership.

Priority 8

A spatial masterplan for the University campus and local area

Working in collaboration with local authorities, the University Masterplan will provide the framework within which to manage growth within the University, improve the public realm and the civic spaces within the built environment, and make a positive contribution to the challenge of building, working and living in an environment which is more sustainable.

New Keele Deal Partners

Keele University

The county's research-led university

The New Keele Deal presents a case for investment-led growth that is underpinned by high-quality research and development.

The latest UK research assessment exercise (2014) established Keele University as Stoke-on-Trent and Staffordshire's 'research-led' university. Locally, Keele University is responsible for 87% of the research that is rated as internationally or world-leading; 91% of funding allocated in response to the assessment; 80% of the area's research staff submitted for assessment; and 90% of the external research income from the public and private sector.

Providing sector-leading student education

Keele University's research performance underpins its educational philosophy and its founding approach to higher education, which enables students to study two subjects to degree-level via a sector-leading combined honours degree programme.

Today this places Keele University as number one in the UK for student satisfaction for the third year running (as determined by the National Students Survey 2014, 2015 and 2016) and one of the key reasons why it is also the number one for graduate employability.



Home to Staffordshire's only Science Park

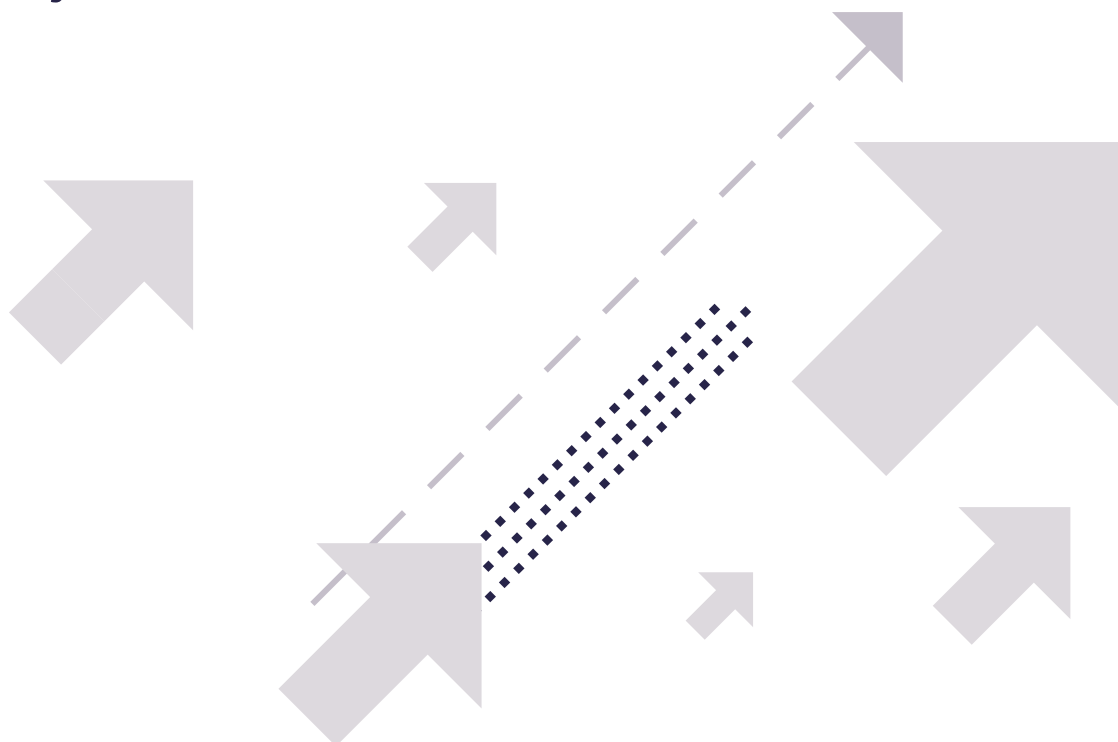
Keele University is uniquely placed to exploit the value of its national research positioning via Keele University Science and Innovation Park. Established for over 30 years, the Park has been home to over 60 companies and has provided over 1,200 high-value jobs to the local economy, with one-third of all companies a result of foreign direct investment.

Integrated with the main University campus, the Park consists of five Innovation Centres, two high-tech manufacturing facilities (for Alliance Medical Radiopharmacy and Cobra Biologics) and a dedicated business incubation centre.

The fifth Innovation Centre, which was funded by Staffordshire County Council, was completed in August 2016 and has been so successful that plans for a sixth are already underway.

A leading contributor to the local economy - and this will only grow

Keele University already generates £125million in GVA annually and supports 3,390 jobs locally. However, Regeneris Consulting estimates that, based on an initial assessment of just four of the priority areas outlined in the Deal, the University's presence in the area will lead to the creation of 700 additional jobs by 2026 and an additional £90million by 2036. This puts the University's annual contribution to the regional economy at around £250million, including £177million locally.



Staffordshire County Council

Developing and growing Staffordshire's economy is the County Council's number one priority, offering a range of support to both new and growing businesses in the area. Amongst the County Council's investments in Staffordshire's business environment is Innovation Centre 5 (IC5).

Located on Keele University Science and Innovation Park, IC5 provides high quality office accommodation for high-tech businesses. The County Council invested £7million to fund and help build IC5 and has worked closely in partnership with Keele University to further develop the Science and Innovation Park and attract innovation-led businesses to the area.

The success of the collaborative project has led to plans for a sixth Innovation Centre (IC6) to be developed, with the County Council set to invest approximately £2million to create the new facility. Located alongside an innovation leadership hub and a new home for Keele Management School, IC6 will provide high-quality letting space for innovative businesses and would allow for a further 100 skilled jobs to be located in the area.



Stoke-on-Trent City Council

Stoke-on-Trent has strong links with Keele University, with the campus being situated just a couple of miles outside of the City. The City Council, in partnership with the County Council and the Local Enterprise Partnership, ensured that the University's Smart Energy Network Demonstrator was delivered as part of the 2014 Stoke-on-Trent and Staffordshire City Deal.

Additionally, through the Growth Hub and Make It Stoke-on-Trent and Staffordshire programmes, Stoke-on-Trent City Council is supporting the University to deliver the priorities included as part of the New Keele Deal.



Stoke-on-Trent and Staffordshire Local Enterprise Partnership

Stoke-on-Trent and Staffordshire Local Enterprise Partnership's (LEP) business-led partnership of private, public and academic partners aims to ensure that local expertise and experience are instrumental in supporting local growth. Its wide remit allows key partners to work together to develop all aspects of economic development: setting overall priorities for local growth, negotiating significant investment for infrastructure, coordinating support for business, encouraging outside businesses to invest and trade in the area, and supporting skills development. The LEP's business growth agenda is based on recognised strengths in key areas of advanced manufacturing, as well as a small number of other complementary sectors in which our economy performs well or has significant potential for growth. Key areas include energy generation, applied materials, auto-aero, medical technologies and agri-tech.

As an active partner, Keele University supports the LEP in a number of ways, including:

- Providing technical assistance, alongside Stoke-on-Trent City Council and Staffordshire County Council, for the 2014-2020 European Regional Development Fund (ERDF) programme, and being a member of the local European Structural and Investment Fund Committee to establish investment priorities for structural funds, set against the strategic economic plan for the area.
- Providing support and expertise in the delivery of the LEP's City and Growth Deal programmes, via membership of the Growth and City Deal Board, and to enable the LEP to partner with other LEPs in the development and delivery of the Midlands Engine Investment Fund.
- Being involved in the establishment of the LEP's Education Trust to ensure that the young people of Stoke-on-Trent and Staffordshire have the education, skills and attitude that local employers need to develop and grow their businesses.



Newcastle-under-Lyme Borough Council

Keele University is located within the Staffordshire borough of Newcastle-under-Lyme and has a positive relationship with the local Borough Council.

As a priority investment site that will help to accelerate economic growth in the wider area, the University is working closely with the local authority as part of the Northern Gateway Development Zone project.

Newcastle-under-Lyme Borough Council, as a significant land owner in the area, has committed to the preparation of a spatial masterplan, facilitated by the County Council, encompassing the University-owned land with the aim of optimising the University's long-term economic impact through the planned growth and expansion of the campus.

With regard to the University's short to medium-term expansion, the Borough Council, as local planning authority, will continue to support the University's growth plans in accordance with existing planning policies.

Whilst in Newcastle's town centre, the Borough Council has been instrumental in facilitating the emergence of student accommodation to complement the campus-based offer, in order to create a greater sense of it being a University town with strong public transport links to the campus.



University Hospitals of North Midlands NHS Trust

University Hospitals of North Midlands NHS Trust (UHNM) is the organisation which manages Royal Stoke University Hospital in Stoke-on-Trent and County Hospital in Stafford.

One of the cornerstones of the Keele University-UHNM partnership is its ongoing success in providing local and national healthcare systems with highly trained and qualified staff. The four Schools within the Faculty of Medicine and Health Sciences (FMHS) at Keele University are focused on developing excellent clinicians in Medicine, Nursing & Midwifery, Pharmacy, and Physiotherapy & Rehabilitation. In national subject rankings, all four schools are in the top 10 of every league table, and employment within six months of graduation from FMHS is 100%. This is the result of the highly successful partnership between the University and UHNM, delivering the teaching excellence required in both academic and hands-on clinical environments.

Keele University and UHNM also have a long-established history of successful research collaboration. Recently, the partners' mutual need to grow their clinical research capability further still has been recognised by the establishment of a third health-related research institute at the University and the appointment of a number of new clinical professorial positions. The partners have established a long-term commitment to strengthen their already robust partnership to expand world-leading research in regenerative medicine and primary and secondary care, enhance the health and wellbeing of the local population and forge strong links with the commercial sector.

University Hospitals 
of North Midlands
NHS Trust



Keele
University

For more information about the New Keele Deal, please visit
www.keele.ac.uk/newkeeledeal

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