



Keele 
UNIVERSITY
EST 1949

Innovation Centre

Expanding Staffordshire's
largest digital cluster



INDUSTRY-LEADING CONNECTIVITY

Innovation Centre 7 is the culmination of a £15million investment from Research England, the European Regional Development Fund and Getting Building Fund to further cement Keele University's position as the largest digital cluster in Staffordshire.

Through the Keele Gateway, one of the UK's leading local growth initiatives, the University has delivered over 1,000 support interactions with businesses from across the region since 2016, including hundreds of bespoke project collaborations to advance organisations' use of digital technologies.

Thanks to Keele's impressive industry networks, the University is able to provide a broker service to its Science and Innovation Park tenants, linking local companies with leading organisations across the world to help foster partnerships that will elevate businesses to the next level.

£15M

INVESTMENT FROM RESEARCH ENGLAND, THE EUROPEAN REGIONAL DEVELOPMENT FUND AND GETTING BUILDING FUND

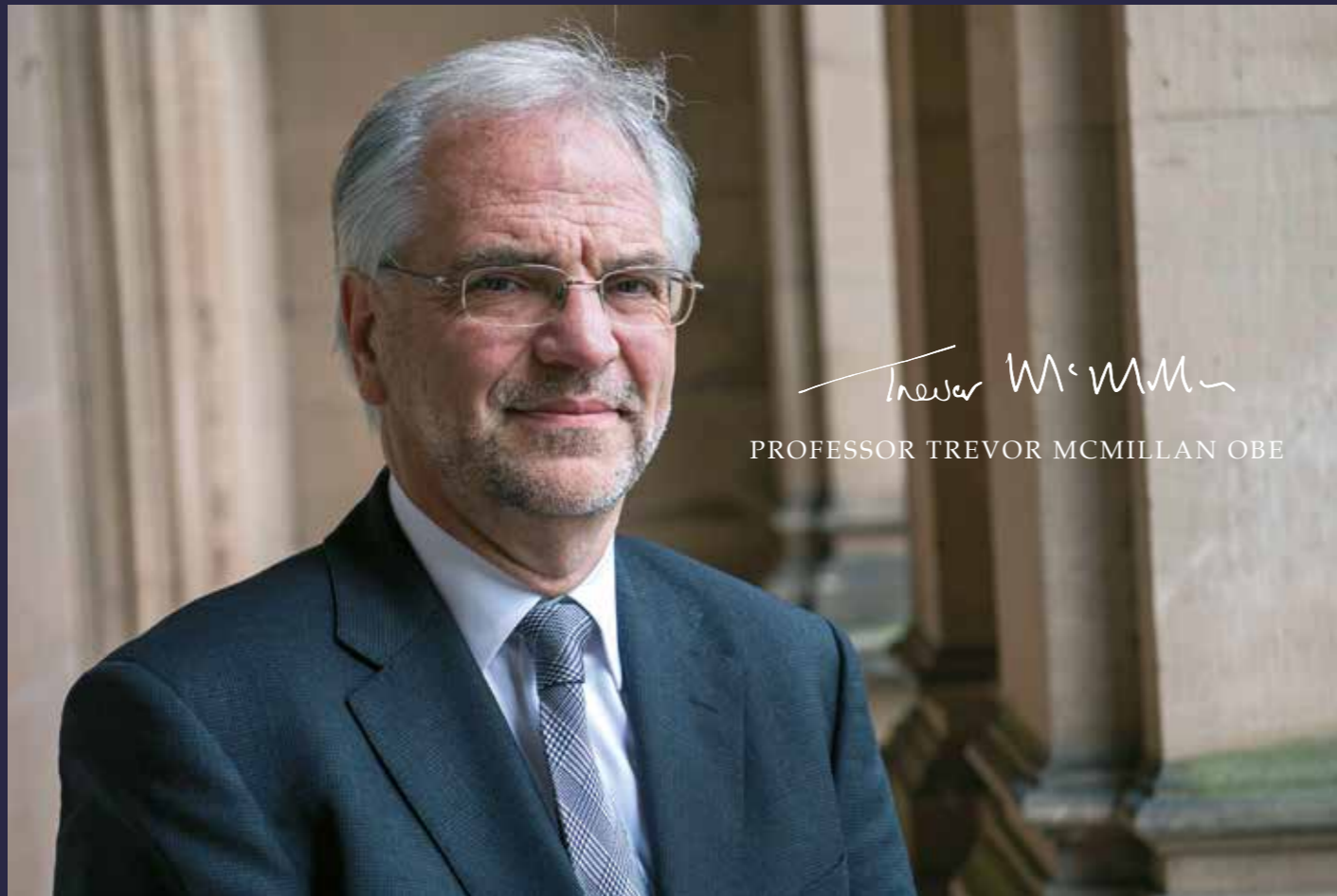


European Union
European Regional Development Fund

Stoke-on-Trent & Staffordshire
Enterprise Partnership



Research England



A MESSAGE FROM OUR VICE-CHANCELLOR

For almost 75 years, Keele has provided the blueprint for how universities can transform their local communities – and the completion of our latest business collaboration facility on our Science and Innovation Park is no exception.

Our founding principles from 1949 set about to meet the demands of a new kind of society, economy and world; principles which resonate now more than ever as we race towards a digital future at a pace which few imagined possible.

At Keele, we're ensuring that the region is ready to take advantage of this digital revolution. Innovation Centre 7 brings together world-class research, leading academics and exciting businesses to create an environment that is equipped with the skills, knowledge and state-of-the-art facilities to truly embrace the opportunities presented by this digital future.

I welcome you to discover more about the benefits that our unique offer can deliver for your organisation, and look forward to seeing you on campus soon.

Professor Trevor McMillan OBE
Vice-Chancellor of Keele University

INTRODUCING INNOVATION CENTRE 7

Innovation Centre 7, located on Keele University's Science and Innovation Park, is a brand new facility focused on harnessing and developing the digital technology that will place the region at the heart of the UK's digital revolution.

The building brings together small and medium sized digital enterprises, experienced academics and state-of-the-art digital infrastructure all under one roof, providing tenants with unique access to the facilities, industry links and burgeoning student talent pool of future employees that will lead to the competitive advantages needed to innovate, expand and succeed in emerging digital markets.

With more than 13,000 ft² of modern workspace available and facilities kitted out with the latest technologies, the building provides a collaborative, competitive and dynamic environment which enables digital businesses to further to innovate and grow.



FUTURE-PROOF FACILITIES



Innovation Centre 7 has been developed with the future as the focus. Tenants will be able to access some of the latest technologies that will further their business ventures, with facilities such as a data visualisation suite, the augmented reality 'Cave', and a high-performance computing cluster.*



The building has received the highest energy-efficiency rating possible, has a number of electric vehicle charging points, and is powered by Keele's on-site low carbon energy generation park, keeping energy bills and environmental impact low.

FEATURES INCLUDE:



Data visualisation suite



Kitchenette areas



Augmented Reality & Virtual Reality suite



Formal and informal meeting & collaboration spaces



Digital wall



EV charging points



Data centre



Bicycle storage



Superfast wifi



Digital reception service

The Wolfson*
Foundation

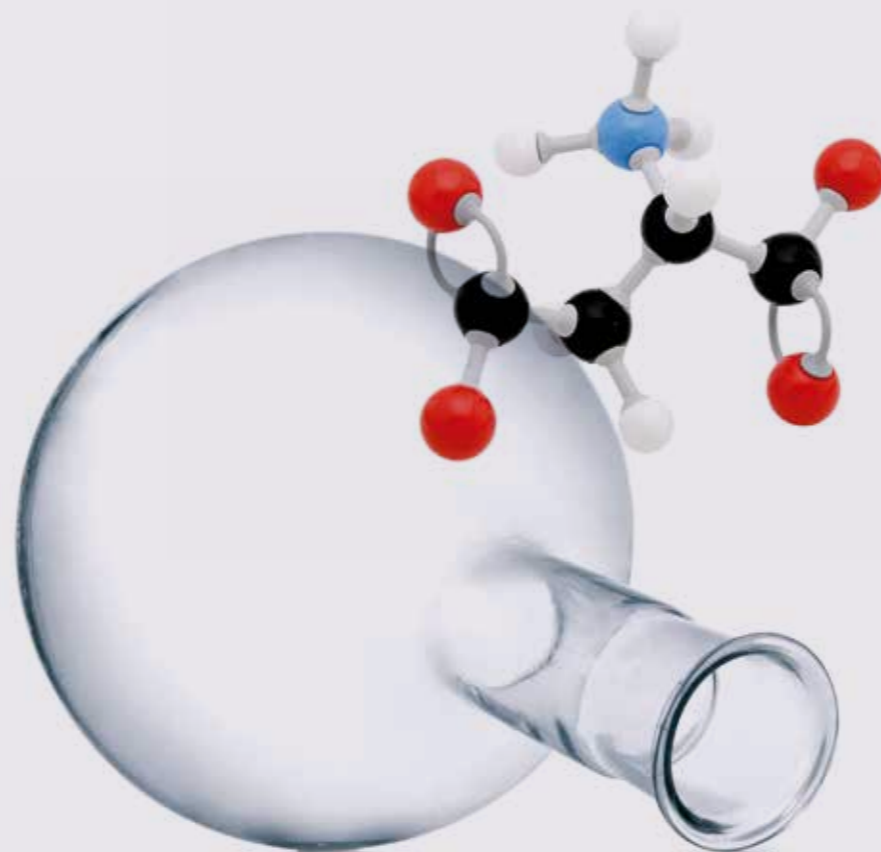
*The high-performance computing cluster has been made possible thanks to a grant from the Wolfson Foundation.



WORLD-CLASS RESEARCH ON YOUR DOORSTEP

Keele University's research is changing the world for the better – and Innovation Centre 7 provides the perfect opportunity to place your business at the heart of the action.

80% of Keele's research has been classified as world-leading or internationally excellent*, and tenants are encouraged to take advantage of the cutting-edge research that is taking place on their doorstep by working with the University on mutually-beneficial collaborations to deliver the breakthroughs of tomorrow.

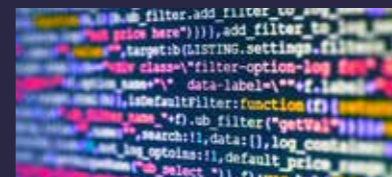


80%

OF OUR RESEARCH IS CLASSIFIED
AS WORLD-LEADING OR
INTERNATIONALLY EXCELLENT
RESEARCH EXCELLENCE FRAMEWORK, 2021

THE DIGITAL SOCIETY INSTITUTE

Keele's interdisciplinary institutes bring together expertise from across academia and industry to tackle some of society's most pressing challenges in the areas of global health, digital technologies, sustainable futures and social inclusion.



The Digital Society Institute has been established to drive business growth and innovation by helping organisations understand and adopt new digital technologies and advanced data analysis methods such as machine learning, as well as tackling the challenges associated with complexity and pace of change, irresponsible use of AI, issues surrounding ethics and privacy, and digital exclusion.

Businesses who locate themselves within Innovation Centre 7 will be working alongside the Digital Society Institute's community of academics, researchers and students, sharing the expertise that will give local organisations a vital competitive advantage.



THE WORKFORCE OF TOMORROW, AVAILABLE TODAY

Keele's students are among the most employable in the country, thanks to an extensive curriculum that combines taught knowledge with experiential learning, preparing students for the world of work and the challenges ahead.

The majority of Keele's 12,500 students have the opportunity to undertake work placements or to collaborate with external industry partners on joint research projects. This mutually-beneficial arrangement enables businesses to access the latest thinking and boost their workforce, as well as the chance to get ahead of competitors in terms of recruitment.

Keele offers a range of Computing, Media and Technology-related programmes, with hundreds of talented students graduating each year. With more programmes set to be introduced over the next few years, the number of graduates with the skills that your business needs will only increase further.

By basing your business where the talent is, Keele can help you to recruit, retain and grow.

STAFFORDSHIRE'S ONLY SCIENCE & INNOVATION PARK

Keele University's Science and Innovation Park is one of the leading developments of its kind in the UK. Fully integrated into Keele's 600 acre campus, the Park is home to over 1,000 employees across more than 50 diverse and thriving businesses.

Being located on the Park allows companies to base themselves in an environment that provides an innovative research culture combined with access to academic expertise, student internships and the University's specialist resources.

The Park hosts and supports a wide range of innovative businesses, from recent start-ups through to established multinationals, working across a range of different knowledge-intensive markets. Four winners of Queen's Awards for Enterprise currently call Keele home, one of which – Charles River – is manufacturing the Oxford/Astra Covid-19 vaccine right here on campus, one of only two such sites in the UK.



Over 50 business on our
Science and Innovation Park

50

LOCAL CONNECTIONS, GLOBAL POSSIBILITIES

Despite being nestled in a green, picturesque and tranquil environment near Newcastle-under-Lyme in North Staffordshire, Keele's Science and Innovation Park is actually only 10 minutes from the UK's longest motorway, the M6, allowing quick and easy access to all areas of the country.

Thanks to Keele's central location, both Manchester and Birmingham can be accessed by car within approximately 60 minutes, while two major train hubs – Crewe and Stoke-on-Trent – are located less than 20 minutes away, with trains to London taking as little as 90 minutes.

For those looking to travel further afield, four international airports are available within about an hour's drive time, putting access to the world on your doorstep. Not bad for a leafy campus in the Staffordshire countryside!



EXCELLENT CONNECTIONS



Train journeys from Stoke-on-Trent take from around:

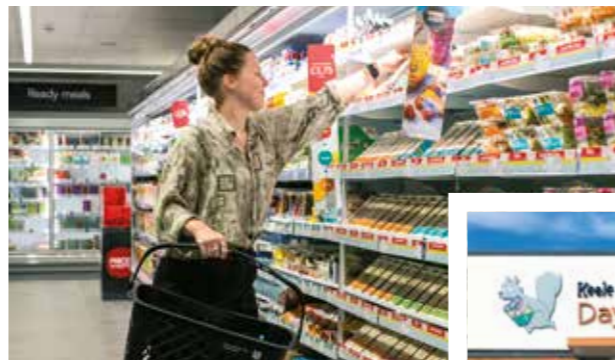
90
MINUTES
to London

50
MINUTES
to Birmingham

40
MINUTES
to Manchester

YOUR HOME FROM HOME

As one of Britain's largest campus universities, Keele resembles a small town, with shops, eateries and sports facilities.



Our signature 19th century Keele Hall is commonly used for conferences, events and activities and provides a spectacular venue for weddings.

With our beautiful 600-acre campus on your doorstep, you and your employees can take advantage of:



Cafes, bars & restaurants



Courtyard by Marriott hotel located next to Innovation Centre 7



Sports facilities, including gym, running track, various bookable courts & pitches



On-site veterinary clinic & pet creche (coming soon)



Co-Op store, Well Pharmacy & Greggs bakery in centre of campus



Woodland and lakes, landscaped gardens & wildmeadow walks



On-site nursery, rated 'Outstanding' by Ofsted



Unisex hair salon

SECTOR LEADERS IN SUSTAINABILITY

Keele is a university that cares about the world and our place in it.

We are a university that...

...has *declared a climate emergency*

...has pledged to be *carbon neutral by 2030*

...has *divested* from all *fossil fuels*

...has *installed* 12,500 solar panels and two wind turbines on campus, *generating 50%* of our campus electricity from renewable sources

...is leading the world in energy research and green technology

Innovation Centre 7 has received the highest energy-efficiency rating possible (BREEAM Excellent), has ten electric vehicle charging points, and is powered by Keele's on-site low carbon energy generation park.



Global Sustainability Institution of the Year

INTERNATIONAL GREEN
GOWN AWARDS, 2021

Join us and be part of the Midlands' newest digital workspace and collaboration hub.

For a confidential conversation or to request an application, please contact the Keele University Science and Innovation Park on gateway@keele.ac.uk or call 01782 733001.

keele.ac.uk



European Union
European Regional
Development Fund

**Stoke-on-Trent
& Staffordshire**
Enterprise Partnership



**Research
England**

Innovation Centre 7 is part-funded through a suite of funders including the European Regional Development Fund (ERDF) as part of the England 2014-2020 European Structural and Investment Funds (ESIF) Growth Programme, the Research England Development Fund, and UK Government funding through the Getting Building Fund.