

The logo consists of three overlapping circles: a cyan one on the left, a purple one in the middle, and a red one on the right. The text 'KEEP+' is written in white, bold, sans-serif font across the circles.

KEEP+

The background is a blurred image of a smartphone held in a hand, with colorful bokeh lights in shades of green, red, and white. A large, semi-transparent blue circle is overlaid on the left side of the image, containing the main text.

**FUNDING.
EXPERTISE.
TALENT.**



European Union
European Regional
Development Fund

What is KEEP+?

KEEP+ is a £6m European Regional Development Fund (ERDF) supported programme, providing grants to assist small and medium sized enterprises (SMEs) to develop innovative new products and services.

In partnership with six institutions KEEP+ provides flexible opportunities for knowledge exchange, capital grants for equipment purchase and funding for third party consultancy.

KEEP+ is open to SMEs with their registered head office within England, as per Companies House records, with the programme's core geographical focus being the following four Local Enterprise Partnership (LEP) areas:

1. Cambridgeshire, Peterborough and Rutland (Cambridgeshire and Peterborough Combined Authority)
2. Hertfordshire (Hertfordshire LEP)
3. Suffolk and Norfolk (New Anglia LEP)
4. Essex, Kent and East Sussex (South East LEP)

For more information on ERDF funding visit WWW.GOV.UK/EUROPEAN-GROWTH-FUNDING

DELIVERY PARTNERS

The KEEP+ Delivery Partnership is a collaboration of the following institutions who work together to promote the programme.



What can KEEP+ offer?

KNOWLEDGE EXCHANGE

Knowledge Exchange and Embed Partnerships (KEEPs)

A three way collaboration between a business, a university and a graduate employee who will work with the business to achieve agreed goals.

Research and Innovation Collaborations (RICs)

A collaborative research and development activity between a business and an academic/research institution for projects requiring more feasibility work and greater levels of research support than a KEEP.

Innovation Internships

A 12 week placement within a company enabling graduates to work in a role aligned with their qualification, giving businesses access to the expertise needed to bring their products or services to market. The business will directly employ the candidate for the duration of the internship, part funded by KEEP+ to a maximum of £2,828.

GRANTS

Stand Alone Capital Grant

Up to 40% funding* towards the cost of equipment purchase to contribute to the significant technological advancement of your new product or service. This grant is capped at £9,999 for small grants or £59,500 for large grants and excludes VAT. Purchase of non-specialist items (e.g. company vehicles, furniture, standard software) cannot be funded.

Grants for Consultancy Support

Up to 40% funding* towards the cost of fast track assistance to contribute to the development of your project. This grant is capped at £9,999 for small grants and £59,500 for large grants and excludes VAT. All third party support must provide significant expertise to help your business on its innovation journey, contributing to the development of a new product or service.

*Reimbursement of grants to part cover the cost of any equipment purchases or consultancy services will be made following the provision of proof of purchase of items/services. SMEs will be asked where possible to obtain three quotes for any purchases.

Is my business eligible for KEEP+?

To qualify for KEEP+ funding, your business will need to meet certain eligibility requirements outlined by the European Regional Development Fund (ERDF).

The KEEP+ team will help you to ascertain your eligibility for the programme, but in the first instance an eligible company will need to:






1. Be considered as an enterprise - an enterprise is "any entity engaged in an economic activity (the sale of products or services at a given price, on a given/direct market), irrespective of its legal form"
2. Have its registered head office, as per its Companies House records, within England, the programmes core geographical focus being the four Local Enterprise Partnership (LEP) areas of SELEP, Cambridge and Peterborough Combined Authority, Hertfordshire and New Anglia.
3. Employ fewer than 250 persons (including full/part-time/seasonal employees, owner/managers, secondees)
4. Have either an annual turnover not exceeding 50 million euro, or an annual balance sheet total not exceeding 43 million euro as evidenced by last approved annual accounts or in the case of new businesses by a declaration from the SME containing a bona fide estimate of future turnover (exchange rate to be used is 1 euro = 0.78 pound sterling)
5. Be no more than 25% owned by another company

There are some industry sectors which are ineligible for ERDF funding. Visit our website for full details.

How is KEEP+ funded?

The KEEP+ programme is a match funded activity, with part of the cost of each activity being met by the European Regional Development Fund and part by the beneficiary SME.

KEEP+ CONTRIBUTION TO COSTS

	Grant towards running the project (excluding VAT)	
 KEEPs	50%	
 RICs	50%	
 Innovation Internships	50% capped at £2,828	
 Stand Alone Capital Grants for equipment purchase	Small Value 40% capped at £9,999 (total spend not exceeding £24,999)	Large Value 30% capped at £59,500 (total spend not exceeding £199,000)
 Grants for consultancy support	Small Value 40% capped at £9,999 (total spend not exceeding £24,999)	Large Value 30% capped at £59,500 (total spend not exceeding £199,000)

Once a project is underway payment for knowledge exchange activities and consultancy funding will be made on a pro rata basis in advance from the SME to the knowledge base. The schedule of the payments from the SME to the knowledge base will be arranged between those parties.

Capital purchases for equipment will need to be made in full up front. The SME will then be able to claim back a portion of the costs as per the percentages listed above from the KEEP+ programme, once evidence of the payment is provided.

VAT on procured purchases or services cannot be funded.

How do I apply to the KEEP+ programme?

IF YOU ARE A BUSINESS

Contact the KEEP+ team or your local delivery partner. The first step in the process of benefitting from KEEP+ is to make sure your business is eligible for the programme.

The KEEP+ team will discuss your requirements and confirm you meet the European Union SME eligibility.

Our contact details are available on the back of this brochure, or you can visit our website.

IF YOU ARE AN ACADEMIC

Talk to your Research or Knowledge Exchange Office and line manager to inform them that you are interested in taking part in the KEEP+ programme.

If you are aware of a business with a potential project in mind which might benefit from KEEP+, contact your Research or Knowledge Exchange Office in the first instance to make them aware. The business will need to make contact directly with the KEEP+ team to confirm its eligibility for the programme, and independently conduct a process of formal procurement to recruit its knowledge base.

IF YOU ARE A GRADUATE

If you are qualified to at least undergraduate level, enthusiastic and driven to succeed, you may be eligible to take part in either a KEEP or Internship.

Opportunities will be advertised when they become available on both the KEEP+ website and through relevant universities and research institutions.

VISIT OUR WEBSITE

Check out our website for latest information relating to the KEEP+ programme, live opportunities, case studies and upcoming events.

Join our mailing list via the KEEP+ website to receive regular news and events straight to your inbox.

KEEPPLUS.CO.UK

Get in touch

To find out more about how the KEEP+ programme can help your business, contact the team or your local delivery partner:

Carole Randall - KEEP+ Programme Manager

01245 684310

carole.randall@anglia.ac.uk

Cheryl Cook - KEEP+ Marketing and Administration Manager

01245 684207

cheryl.cook@anglia.ac.uk

Kayleigh Parkes - KEEP+ Project Finance Coordinator

01245 684985

kayleigh.parkes@anglia.ac.uk

Mailing address

Anglia Ruskin University
Research and Innovation
Development Office
Bishop Hall Lane
Chelmsford CM1 1SQ

 **KEEPPLUS**

 **@KEEPPLUS**

 **ERDFKEEPPLUS**

 **@ERDFKEEPPLUS**

KEEPPLUS.CO.UK