



KEEP+ factsheet for SMEs – NEW for 2018: Capital Grants and Revenue Funding for Consultancy Services

Are you an SME developing an innovative new product or service?

Are you looking for fast track business support to develop and help commercialise your innovation?

Are you looking for financial assistance to purchase specialist technical equipment to progress your project?

You may be eligible to benefit from the KEEP+ programme

What is KEEP+?

The KEEP+ Programme is led by Anglia Ruskin University and delivered in partnership with, University Of Suffolk, University of Brighton, University of Essex, University of Greenwich, University of Hertfordshire and the East of England Local Government Association. We help you access funding accelerate the development of new products and services, bringing you together with academic experts and talented graduates who'll work with you to bring your innovation to market. We'll also enable you to network with larger corporates and the public sector.

What's in it for me?

Depending on which part of the KEEP+ Programme you choose to access:

- Gain access specialist 3rd party expertise to help progress your new product or service to market
- Financial contribution toward the purchase of equipment that is crucial to technological development of your project
- An internship scheme offering funding for talented graduates with up to the minute expertise to work directly with you for up to 12 weeks on your project
- The ability to advance your manufacturing or service capabilities
- Bring new products to market faster and with less risk



- Bring in expertise to help with vital research, such as product testing or discovering new markets

What's on offer?

The range of opportunities to engage below can cover a wide variety of business needs and scenarios and all are subject to financial assistance from the European Regional Development Fund (see Who's paying?).

- Stand Alone Capital Grant – for businesses who are looking to purchase a specialist piece of kit which will contribute to the significant technological advancement of a new product or service. All Capital Grants are match funded by the SME and capped (see below, 'Who's paying?') and exclude VAT.
- Grants for Consultancy Support – ideal for SMEs looking for a fast and effective injection of expertise to solve a problem or provide specific technical knowledge to contribute to a project. Grants for Consultancy activities are match funded by the SME and capped (see below, 'Who's paying?') and exclude VAT.
- Innovation Internships - for SMEs in need of graduate level skills to develop a new product or service. Innovation Internships are a match-funded activity (see below, 'Who's paying?') The Intern will be employed directly by you rather than via an Academic Institution so no tendering process is required but we will need you to complete a formal application for approval.

In addition to the above the KEEP+ also provides funding for knowledge exchange activities between businesses and academic institutions. Collaboration between business and academia is a well-established and proven method of accelerating product development and promoting business growth. Take a look at our Knowledge Exchange and Embed Partnerships (KEEPs) and Research and Innovation Collaborations (RICs) for more information.



Who's paying?

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. SME contributions are as follows:

| | Revenue grant (ex VAT) | Capital grant for purchases (ex VAT) |
|--------------------------------|--|--|
| Stand-alone Capital Grants | not available | 50% of purchase cost capped at £12,499 |
| Grants for Consultancy Support | 50% of cost of supply, capped at £12,499 | not available |
| Innovation Internships | 50% of costs, funded up to 12 weeks, capped at £2800 | Not available |

Both capital and consultancy revenue grants are subject to the gathering of three quotes (where available) to ensure best value. All grants are subject to procurement evidencing requirements in accordance with ERDF guidelines.

Am I eligible?

To qualify for KEEP+ funding every project must be focussed on what the EU recognises as a small to medium sized enterprise (SME). To understand the full definition of an SME please read SME Definition User Guide - 2015, the following provides only a summary of the most relevant points. To qualify as an SME the business must:

- 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"
- Have its registered head office, as per its Companies House records, within England, ideally within the Programme's core geographical area (SELEP, GCGP, Hertfordshire and New Anglia Local Enterprise Partnership (LEP) areas)
- Employ fewer than 250 persons (including full/part-time/seasonal employees, owner/managers, secondees)
- 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)
- Be no more than 25% owned by another company



What will I need to do if I am interested?

Make sure your business is eligible for the Programme – complete an SME Eligibility form and return it to the KEEP+ Programme Management Team, they will be able to tell you if you're eligible.

Make sure your business needs match the goals of the Programme – will you be creating a new product, process or service, or adopting one internally? Will you be creating a job or jobs by doing so? What the Programme can fund is decided by the funding priorities of the European Regional Development Fund and to succeed an activity needs to address those priorities. If in doubt please contact the KEEP+ Programme Management Team to discuss.

Identify your capital purchase/identify your required consultancy or internship expertise – You will need to demonstrate that your purchased item, consultancy or intern input will provide a significant technological contribution to a new product, process or service you are developing.

Make an application – we will need you to complete an application form for ERDF grant funding. This will be assessed by our panel and once approved you will be awarded a contract and be able to commence with your purchase, consultant appointment or advertisement for an intern. Three quotes will be required for purchases.

What will I need to do if I am successful in applying?

What you as the SME partner will need to do if you are successful in applying to the KEEP+ Programme depends on what part of the offer you access. Below is a summary of what you'll need to do.

For the Capital Grants for Equipment Purchase:

- Gather three quotes and follow a simple procurement process to ensure best value (the KEEP+ team have a template form for this)
- Purchase your Equipment!
- Provide evidence of your monetary contributions towards the costs, copies of invoices and proof of payment to the Programme Management Team. On receipt of a proof of purchase the KEEP+ team will be able to process a 50% reimbursement (ex VAT) in the form of your Capital Grant.
- Respond to all audit-related enquiries and requests in a timely and accurate manner

For the Consultancy Grants:

- Contribute towards Interim and Final Reports
- Provide evidence of your monetary contributions towards the costs, copies of invoices and proof of payment to the Programme Management Team
- Provide procurement evidence, copies of invoices and proof of payment to the Programme Management Team



- Respond to all audit-related enquiries and requests in a timely and accurate manner

For the Innovation Internships:

- Take part in the Internship application and recruitment process (work up an application, person specification and job description, take part in the interview and selection process)
- Host the Intern, managing them on a day-by-day basis
- Contribute towards the Final Report
- Provide evidence of your monetary contributions towards the costs, copies of invoices and proof of payment to the Programme Management Team
- Respond to all audit-related enquiries and requests in a timely and accurate manner

How do I proceed?

Get in touch! Firstly, the KEEP+ Programme Management Team will need to check your eligibility, once we've done that, and depending on what part of the Programme you'd like to access we can help you find a Knowledge Base Partner or make sure that an institution you are already speaking to knows what's involved with accessing KEEP+ funding. To get started please contact:

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