



Newcastle-under-Lyme's Business Festival

2025

#NULshapingthefuture

Brought to you by



ENTREPRENEURS DAY | MONDAY 10TH MARCH 2025

09:00	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00
OPENING EVENT AND GUEST SPEAKERS						COLLEGE WORKSHOPS					
REGISTRATION	WELCOME	GUEST SPEAKERS & Q&A					WORKSHOP 1 - MARKETING AND DESIGN				
NEWCASTLE COLLEGE						WORKSHOP 2 - BOOK-KEEPING					
						WORKSHOP 3 - PAYROLL					
			MOVE TO TOWN								
			BUSINESS MARKET SHOWCASE								
			NEWCASTLE MARKETS			OVER 40 BUSINESSES TO MEET AND NETWORK WITH					
						WORKSHOPS					
			CASTLE HOUSE						TALK - RESPONSIBLE BUSINESS PRACTICES FOR COMMUNITY IMPACT		
			PHILIP ASTLEY CENTRE			WORKSHOP 1 - HR CONSULTANCY			WORKSHOP 1 - HR CONSULTANCY		
			WHEEL HOUSE			WORKSHOP 2 - SELF EMPLOYMENT			WORKSHOP 2 - SELF EMPLOYMENT		
			KEELE IN TOWN			WORKSHOP 3 - INTRO TO AI			WORKSHOP 3 - INTRO TO AI		
			KING STREET STUDIOS			WORKSHOP 4 - DESIGN & TYPE			WORKSHOP 4 - DESIGN & TYPE		
			LANCASTER HOUSE			INTERACTIVE SESSION - AI DEMO			INTERACTIVE SESSION - AI DEMO		
						DROP-IN SESSIONS					
			BID OFFICES			NEWCASTLE-UNDER-LYME BID					
			THE WORKSHOP			SUPPORT STAFFORDSHIRE					
			COFFEE HOUSE			PH PRODUCTION SERVICES					
			KEELE IN TOWN			KEELE UNIVERSITY BUSINESS ADVISORS					
			ENTERTAINMENT								
			GUILDHALL			NATASHA BIRKS, MUSIC			JESSIE JAMES, MUSIC		
			VARIOUS LOCATIONS			STREET PERFORMANCES			COCOH, MUSIC		

DROP-IN LOCATIONS



NEWCASTLE-UNDER-LYME BUSINESS IMPROVEMENT DISTRICT TEAM
DROP IN AND CHAT ABOUT WORKING IN THE TOWN, FINDING RETAIL SPACE AND WHAT IS ON OFFER

 [relay.daring.relay](https://www.relay.daring.relay)



PH PRODUCTION SERVICES
PETER HERBERT
JOIN PETE FOR A COFFEE AND CHAT ABOUT HOW TO USE EVENTS TO PROMOTE YOUR COMPANY

 [play.heave.cuts](https://www.play.heave.cuts)



SUPPORT STAFFORDSHIRE
JAMIE WELLS
ARE YOU A CHARITY OR WANT TO BE A CIC? JAMIE HAS A WEALTH OF KNOWLEDGE TO SUPPORT YOU!

 [costs.blocks.gift](https://www.costs.blocks.gift)

GUEST SPEAKERS



KEYNOTE SPEAKER

KEITH BRYMER JONES
A BRITISH POTTER AND CERAMIC DESIGNER, KNOWN FOR HIS RETRO LETTERING HOMEWARE AND AS A JUDGE ON THE GREAT POTTERY THROW DOWN. HE STARTED POTTERY AT AGE 11 AND CREATES CERAMICS FOR TOP RETAILERS.



GUEST SPEAKER

CHRIS DANIELS
FOUNDER OF CYBERKILN. CHRIS AIMS TO INSPIRE LOCAL REVITALISATION BY SHARING CREATIVE TECHNOLOGY KNOWLEDGE AND PROVIDING INDUSTRY OPPORTUNITIES.



HOST

HANNAH AULT DL
MANAGING DIRECTOR OF VALENTINE CLAYS & LOVECLAY. BOARD MEMBER OF STAFFORDSHIRE CHAMBERS OF COMMERCE. PRESIDENT OF CERAMICS UK AND CHAIR OF WE ARE STAFFORDSHIRE

COLLEGE WORKSHOPS



WORKSHOP 1

MARKETING AND DESIGN
NSCG GUEST LECTURER

WORKSHOP 2

BOOK-KEEPING
NSCG GUEST LECTURER

WORKSHOP 3

PAYROLL
NSCG GUEST LECTURER

WORKSHOPS



STAFFORDSHIRE CHAMBER OF COMMERCE

RESPONSIBLE BUSINESS PRACTICES FOR COMMUNITY IMPACT
PROVIDING PRACTICAL INSIGHTS AND STRATEGIES FOR IMPLEMENTING RESPONSIBLE BUSINESS PRACTICES.



WORKSHOP 1
JO EVERILL

HR CONSULTING
HELPING ORGANISATIONS HR SUPPORT BY MAXIMISING EMPLOYEE PRODUCTIVITY FOR BUSINESS GROWTH.



WORKSHOP 2
BUSINESS ENTERPRISE SCHEME

SELF EMPLOYMENT AWARENESS
A SOCIAL ENTERPRISE DELIVERING COACHING TO THOSE WHO WISH TO START THEIR OWN BUSINESS.



WORKSHOP 3
RICHARD WOOD

INTRODUCTION TO AI
RICHARD WOOD IS THE FOUNDER OF ROCKETEER ACADEMY WHERE HE SPECIALISES IN UNLOCKING BUSINESS GROWTH AND INTEGRATING AI SOLUTIONS



WORKSHOP 4
NEWCASTLE COLLEGE

DESIGN & TYPE
INTRODUCTION TO TEXT AND IMAGE PRINCIPLES TO HELP YOU CREATE STRIKING AND COMMUNICATIVE CONTENT PRODUCTS.

KEELE IN TOWN EVENT HUB



WHAT IS ON OFFER
DROP IN BUSINESS ADVISORS FROM KEELE UNIVERSITY

INNOVATION EXPO. DAY | TUESDAY 11TH MARCH 2025



09:00

Check in and get settled with breakfast and refreshments before exploring 30 exhibitor stands highlighting innovative local businesses to build valuable relationships with like-minded individuals, potential partners, and businesses.

09:45

Our first panel looks at the UK's Modern Industry Strategy where our panellists will be **Gordon Mole** (CEO, Newcastle-under-Lyme Borough Council), **Rachel Laver** (CEO, Staffordshire Chambers of Commerce), and **Professor Nick O'Donovan** (Keele University), with an opportunity to ask local leaders questions about local government reform and devolution issues.

11:15

Our second exciting panel will be about Future Technology with panellists **Mikael Sandberg** (Chairman, VX Fiber), **Dr. Colin Rigby** (Keele University), and keynote speaker **John Straw**, a leading speaker on disruptive innovation and disruptive technology. John talks brilliantly about the five pillars of disruptive innovation - AI, Internet of Things, 3D printing, augmented reality and advanced robotics - in a style which is easy to understand and awe-inspiring. John is a digital veteran with 33 years in IT and marketing and four technology startups to his name.

12:15 - NETWORKING LUNCH

Networking Lunch will be served - all delegates and exhibitors welcome.

13:00 - EVENT CLOSE



KEYNOTE SPEAKER



JOHN STRAW
 INVESTOR, ADVISOR

PANELLISTS



GORDON MOLE
 CEO, NEWCASTLE-UNDER-LYME
 BOROUGH COUNCIL



RACHEL LAVER
 CEO, STAFFORDSHIRE CHAMBERS
 OF COMMERCE



PROF. NICK O' DONOVAN
 KEELE UNIVERSITY



MIKAEL SANDBERG
 CHAIRMAN, VX FIBER



DR. COLIN RIGBY
 KEELE UNIVERSITY



WHERE TO
 FIND US ON
 DAY 2

DENISE COATES
 FOUNDATION BUILDING
 HOME FARM DRIVE
 KEELE
 ST5 5NS

riders.drive.rods

upgrading.shaped.track

DON'T FORGET TO REGISTER YOUR VEHICLE
 WHEN YOU BOOK YOUR TICKETS!

DIRECTIONS TO PARKING AT KEELE UNIVERSITY CAN
 BE FOUND ON OUR WEBSITE

BUSINESS NETWORK DAY | WEDNESDAY 12TH MARCH 2025

09:00	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00
OPENING EVENT AND GUEST SPEAKERS									
REGISTRATION	WELCOME	GUEST SPEAKERS							
NEWCASTLE COLLEGE				MOVE TO TOWN					
BUSINESS MARKET SHOWCASE									
OVER 40 BUSINESS TO MEET AND NETWORK WITH									
CASTLE HOUSE				WORKSHOPS & NETWORKING					
PHILIP ASTLEY CENTRE				WORKSHOP 1 - LANDSCAPE & ARCHITECTURE		WORKSHOP REPEATED			
WHEEL HOUSE				WORKSHOP 2 - JUDE JENNISON		WORKSHOP REPEATED			
KING STREET STUDIOS				WORKSHOP 3 - BUSINESS STORY		WORKSHOP REPEATED			
KEELE IN TOWN				WORKSHOP 4 - MENTAL HEALTH		WORKSHOP REPEATED			
				WORKSHOP 5 - SPEED NETWORKING		WORKSHOP REPEATED			
NEWCASTLE MARKETS				ENTERTAINMENT					
LUNED RHYMUSIC				MARA LIDDLE MUSIC				NATASHA BIRKS MUSIC	
STREET PERFORMANCE									
KEELE IN TOWN				KEELE IN TOWN - EVENT HUB					
				DROP-IN KEELE UNIVERSITY BUSINESS ADVISORS					
				NSCG ONLINE COURSES					
ONLINE				WORKSHOP - MOTION AND MANIPULATION					
ONLINE				WORKSHOP - MARKETING & DESIGN					
ONLINE				WORKSHOP - DESIGN & TYPE					



Castle House  debate.lungs.shirt

GUEST SPEAKERS



GUEST SPEAKERS

ROB FISHER
STRATEGI SOLUTIONS
ROB FISHER IS THE CEO AT STRATEGI SOLUTIONS, A CONSULTANCY FIRM IN NEWCASTLE-UNDER-LYME. HE SPECIALISES IN HUMAN RESOURCES AND HELPS BUSINESSES NAVIGATE THE EVOLVING RECRUITMENT LANDSCAPE WITH STRATEGIC HR SOLUTIONS.



KEYNOTE SPEAKER

ANDY SPINOZA
AUTHOR OF 'MANCHESTER UNSpun'
THANKS TO HIS ROLES IN POP, PROPERTY AND POLITICS, ANDY EXPLAINS HOW THEIR UNIQUE INTERACTION BUILT THE FOUNDATIONS OF THE NEW MANCHESTER.

WORKSHOPS & NETWORKING



WORKSHOP 1
LANDSCAPE & ARCHITECTURE

ALLISON WALTERS
AM SCAPE
HEAR ALLISON'S BUSINESS STORY AND HOW SHE IS CREATING A WORLD WHERE EVERYONE CAN BREATHE.



WORKSHOP 2
BUSINESS STORY

JUDE JENNISON
LEADERS BY NATURE
HEAR HOW A HERD OF HORSES CAN REVEAL YOUR DEFAULT PATTERNS OF NONVERBAL LEADERSHIP & TEAM BEHAVIOUR.



WORKSHOP 3
BUSINESS STORY

KATE JERVIS
PURE CLEAN BIOHAZARD
LEARN ABOUT KATE'S BUSINESS JOURNEY AND HOW NETWORKING PLAYED A KEY ROLE.



WORKSHOP 4
MENTAL HEALTH

LEWIS HACKNEY THE STALWART GROUP
CO-FOUNDER OF THE STALWART GROUP AND HOST OF THE TRUIMAN PODCAST SHARES HIS DEEPLY PERSONAL JOURNEY OF OVERCOMING SUICIDAL THOUGHTS AND REDISCOVERING PURPOSE THROUGH ENTREPRENEURSHIP.



WORKSHOP 5
SPEED NETWORKING

STAFFORDSHIRE CHAMBER OF COMMERCE NETWORKING
MAKE 40+ NEW BUSINESS CONTACTS IN JUST 1 HOUR!

KEELE IN TOWN EVENT HUB



WHAT IS ON OFFER
DROP IN LOCATION FOR INFORMATION
LOCATION FOR MEETINGS AND CAFE
DROP IN BUSINESS ADVISORS FROM KEELE UNIVERSITY

NSCG ONLINE WORKSHOPS



ONLINE COURSES

WHAT IS ON OFFER
WORKSHOP - MOTION AND MANIPULATION
WORKSHOP - MARKETING & DESIGN
WORKSHOP - DESIGN & TYPE

REGISTER VIA THE NSCG WEBSITE FOR ONLINE ACCESS

WOMEN IN BUSINESS DAY | THURSDAY 13TH MARCH 2025

KING STREET
STUDIOS

GUEST SPEAKERS



10:00 AM

WENDY DEAN STRATEGI SOLUTIONS

Wendy Dean is the CEO of Strategi Solutions, a business consultancy focused on delivering results, and has been recognized for her contributions to women in business and her innovative approach.

MEET YOUR HOST SONYA FARRALL

Sonya Farrall is the founder and creative director of BabaBaboon.co.uk, a platform for community, business, and charity news.



13:00 PM PANEL DISCUSSION

Our host Sonya will be holding a panel discussion delving much deeper into today's topics.

13:30 PM NETWORKING

Take some time to connect with the speakers, panelists and fellow attendees over refreshments at King Street Studios.



11:15 PM

EMMA BONFIGLIO KEELE UNIVERSITY

Emma Bonfiglio is a Partnership Development Manager at Keele University bridging the gap between academia and industry, fostering collaborations that drive research, funding, and business growth.



12:15 PM

ALLISON WALTERS AWSCAPE LTD

How to go from being employed by someone else, to taking a chance on your own, running your own business successfully, and then making the leap to employing someone.



King Street Studios  [rush.minus.brands](https://www.rush.minus.brands)

OPEN DOOR BUSINESS DAY FRIDAY 14TH MARCH 2025

Today, many businesses will welcome attendees to their premises for guided tours of offices, facilities, and production areas. These tours will also highlight current job openings and provide an opportunity for businesses to connect with potential candidates.

This is also an excellent chance for businesses to showcase their organisation as a supplier, recruiter, or marketer. To participate, businesses must register to be an Open Door Business on the Friday of the festival.

As an Open Door Business, you have the wonderful opportunity to invite people into your space, allowing them to truly experience your brand. This openness not only helps increase brand awareness but also enables you to build meaningful community relationships with your neighbours, vendors, and potential partners.

**FOR AN UP-TO-DATE LIST OF VENUES
TAKING PART, VISIT THE MAIN WEBSITE**

BUSINESS MARKET SHOWCASE MONDAY 11TH & WEDNESDAY 14TH

Join the local businesses on The Stones, showcasing their products and services at the Newcastle Markets. Enjoy a vibrant atmosphere with musical performances throughout the afternoon on both Monday and Wednesday during the Festival. Don't miss out on this exciting community event.



Keele in Town  [blaze.wins.pits](https://www.blaze.wins.pits)








Market Showcase  [herb.onion.runner](https://www.herb.onion.runner)




If you need help during the festival, don't hesitate to visit the main event hub at Keele in Town, marked with the festival symbol on the map


FINDING YOUR VENUE IN NEWCASTLE



-  PARKING
-  EVENT VENUE
-  EVENT HUB & INFORMATION
-  BUSINESS MARKET STANDS
-  CAFE / GREAT FOR NETWORKING

 We recommend downloading and using the What3Words app to help you find your venues and workshops

- Keele in Town  [blaze.wins.pits](https://www.blaze.wins.pits)
- Newcastle College  [puts.leap.proof](https://www.puts.leap.proof)
- Philip Astley Centre  [jazz.yoga.lamp](https://www.jazz.yoga.lamp)
- eBike Station  [calms.voter.gentle](https://www.calms.voter.gentle)
- The Wheelhouse  [uses.beast.softly](https://www.uses.beast.softly)
- Castle House  [debate.lungs.shirt](https://www.debate.lungs.shirt)
- King Street Studios  [rush.minus.brands](https://www.rush.minus.brands)
- Market Showcase  [herb.onion.runner](https://www.herb.onion.runner)
- Lancaster House  [notice.likes.share](https://www.notice.likes.share)

 Take advantage of free parking on Monday and Wednesday at the newly opened Castle Carpark on Corporation Street.

- Event Parking  [burst.buyers.pardon](https://www.burst.buyers.pardon)