## CASE STUDY

## Supporting Healthy Growth

Canterbury Christ Church University is well known for its work with the local business community, public services and voluntary sector. In particular, the University has built up significant expertise in providing support for small to medium sized businesses. Most of the University's business support is provided by its Centre for Enterprise and Business Development (CEBD).

Through its 'Healthy Business, Growing Business' programme, the CEBD offers essential advice to businesses on opportunities to strengthen their skills and profitability. The CEBD provides businesses with access to the University's extensive resources such as bespoke training, work placements, consultancy, research, translation/interpreting and Knowledge Transfer Partnerships.



Hall Place, home to the University's Centre for Enterprise and Business Development

Martin Crowther from VR Sani-Co attended courses and events for small businesses at the CEBD. He says: "The informative and relevant programmes not only helped me to think differently about my business but also gained me new clients through networking opportunities."

Alongside the CEBD, the University's Faculty of Business and Management has expertise across a range of business-related subjects. The Business School offers certificates, diplomas and masters to public services and business sector employees. The Centre for Leadership and Management Development provides high quality consultancy services and bespoke leadership and management development programmes to clients throughout Europe.

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