

Coventry & Warwickshire has a vibrant Creative and Digital sector with leading names in cyber, design, digital technologies, games development, film-making, software and theatre.

With an exceptional talent pool of skilled employees and a unique cluster of companies, the region is set to continue to flourish.

You're in Good Company

Innovation is the key to regional success with such pioneering companies as: DCA Design, IBM, Kantar, Ragdoll Productions, Royal Shakespeare Company, PCMS, SEGA and Ubisoft.

The area is renowned for its R&D and innovation in the digital industries through networked businesses, transitional services and focused growth in niche technologies like Serious Gaming, Virtual Reality, Augmented Reality and exploitation of knowledge through collaboration with local universities.

The Games Development industry is worth £1bn to the UK economy and employs some of the UK's most creative minds in producing a range of console and mobile platform games. A real focus for this activity is the globally significant cluster of video game developers known as 'Silicon Spa'. Comprising the towns of Warwick, Leamington Spa and Southam, the Silicon Spa cluster has over 40 studios, employing over 1200 directly and making up 10% of the UK games industry. Local names include Codemasters,

Exient, Playground Games, SEGA Hardlight and Ubisoft Leamington.

The area is also a leader in the application of gaming technology for business and educational applications, with organisations including Serious Games International, Jaguar Land Rover, Imagination and Totem Learning actively developing these technologies.

Skills and Training

Coventry & Warwickshire is renowned for its academic excellence and skilled workforce. The region has a strong pipeline of world-class talent to draw upon. Home to the University of Warwick, consistently ranked in the UK's Top 10, this globally-connected university has a strong tradition of working in collaboration with business and industry. Coventry University is a forward-looking, modern university with state of the art facilities and offers an excellent learning environment.

Both universities work collaboratively with local businesses to create the skill sets businesses need. Superb university provision, underpinned by an excellent



KEY FACTS



Over 3,000 businesses in Creative and Digital



Largest tech cluster growth in the West Midlands (KPMG)



40+ game development studios



10% of the UK's games development industry employed here

network of local schools and further education colleges, means Coventry & Warwickshire fosters talent from a young age.

Ideas and Innovation

Coventry & Warwickshire is home to enviable R&D assets, offering a unique opportunity for collaboration between local businesses, worldclass academics and researchers. Proximity to world-class engineering research and design facilities are amongst the region's many advantages: including the Serious Games Institute (SGI) at Coventry University; the Manufacturing Technology Centre (MTC) at Ansty and WMG's multi-disciplinary research at the University of Warwick.

The Serious Games Institute is a centre of excellence in Serious Games including applied research, SME business engagement and study. The institute was created to build on the regional strength in the global entertainment games software market. Today there are a range of large and small companies active in e-learning, simulation, virtual and augmented reality, cyber security, social networking and opinion shaping.

Coventry & Warwickshire offers specialised office and co-working accommodation, such as the Arch Creatives in Leamington Spa and Venture House in Stratford-upon-Avon.

Connectivity

Coventry & Warwickshire is at the heart of Britain's transport network providing links to road and rail that the rest of the UK strives for.

- Fast connection to London in an hour by rail
- Direct access to the UK's motorway network (M6, M40, M42, M45, M69 with close proximity to M1 & M5
- Easy access to worldwide destinations via Birmingham Int'l Airport or air freight from Coventry or East Midlands Airports
- Rail heads at BIFT, Hams Hall and DRIFT
- Access to superfast broadband
- Over 90% of properties have access to superfast broadband

How we can help

Coventry and Warwickshire offer the following free and confidential services to businesses:

- Commercial property searches and location advice
- Local intelligence – from demographics to sector analysis
- Introductions to local networks and organisations
- Information on funding and innovation support
- Employment and skills development support

“Royal Leamington Spa is becoming a growing hub for tech companies and for these reasons opening a studio here in Coventry & Warwickshire was the ideal choice for Exient”

NICK HARPER
GAME DIRECTOR
EXIENT

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