

The games development industry is worth £1bn to the UK economy and employs some of the UK's most creative minds. For over three decades Coventry and Warwickshire has enjoyed a rich history of world-leading video game development and can boast one of the largest clusters in the UK.

Coventry & Warwickshire is home to 'Silicon Spa' a vibrant cluster of development studios, ranging from micro to large studios, located in Leamington Spa, Warwick and Southam.

Coventry & Warwickshire also holds a strong position within the serious games and virtual reality sector. These technologies are being deployed in other sectors including automotive, education, retail, marketing and healthcare.

You're in Good Company

Coventry & Warwickshire can boast a lively creative community and some excellent locations for creative and digital businesses to locate to, including Royal Leamington Spa and the FarGo development in Coventry.

Local companies include Codemasters, Exient, Natural Motion, Pixel Toys, Playground Games, SEGA Hardlight and Ubisoft Leamington.

Skills and Training

To succeed in the digital games market, companies are realising that they require experienced content developers, with tested design and interaction skills, as well as strong partnerships across traditional and new media sectors.

The UK, home to all the world's largest

media platform and content businesses, is uniquely positioned to take the lead in this area. 'Silicon Spa' employs over 1200 highly skilled people, equating to over 10% of the UK workforce in games development. It also benefits from business incubator space for start-up and micro game development companies.

Coventry & Warwickshire is renowned for its academic excellence and skilled workforce. With enviable education facilities, 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. Warwick Computer Science was recently ranked as one of the best departments in the world.



KEY FACTS



Over 3,000 businesses in Creative and Digital



Largest tech cluster growth in the West Midlands (KPMG Dec 15)



Over 40 game development studios



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

They are renowned for their investment in research and development facilities such as the International Institute for Product and Service Innovation (IIPSI). The university has also been identified by trade body TIGA as one of 12 across the country to be a key incubator hub for game development.

Coventry University, a forward-looking, modern university with state of the art facilities, offers an excellent learning environment. Known for its expertise in design, health and digital media it is home to facilities such as the Techno Centre, the Serious Games Institute and the £55m Engineering & Computing Building.

Both universities work collaboratively with local businesses to create the skill sets businesses need. Superb university provision, underpinned by an excellent 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: These centres include The Manufacturing Technology Centre (MTC) and WMG at the University of Warwick are multidisciplinary research centres.

The Serious Games Institute is a centre of excellence in Serious Games including applied research, SME business engagement and study.

Today there are a range of large and small companies active locally in e-learning, simulation, virtual and augmented reality, cyber security, social networking and opinion shaping.

Coventry & Warwickshire provides unique space for games development start-ups and micro studios, including Arch Creatives co-working space and 26HT incubator.

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

“ In looking for a new location for our newest UK development studio, Hardlight, Leamington Spa (Warwickshire) was our first choice. There is a vibrant and active video games development community here, which is a good environment for current and future staff to be creative in, plus there are great transport links for both national and international visits, and space is cost effective with local amenities within easy access.”

CHRIS SOUTHALL
CHIEF TECHNICAL OFFICER
SEGA

Contact Invest in Coventry & Warwickshire:

Coventry Office

E: business@coventry.gov.uk
T: 024 76 83 1386

Warwick Office

E: invest@warwickshire.gov.uk
T: 01926 41 2140