



BE

HERE

COVENTRY
& WARWICKSHIRE



INVEST

COVENTRY
& WARWICKSHIRE

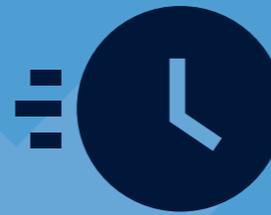
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40 Auto, Aero
and Rail OEMs



within a **four-hour**
drive of 90% of the
British population



60 minutes
from
London



Silicon Spa
one of the UK's
largest Game
Development
clusters



3,000
firms support
Creative and
Digital sector



INVEST

COVENTRY
& WARWICKSHIRE

21 universities and
400,000 students
within a one hour
drive time



Commercial space
up to **70%** cheaper
than London and
30% cheaper than
Birmingham



High rate of
international patenting



R&D Centres of Excellence
in Advanced Engineering &
Manufacturing, Connected &
Autonomous Vehicles, Battery and
Low Carbon Technologies, Game
Development & Digital Technologies

**HELLO AND
WELCOME**



Coventry & Warwickshire is a forward thinking, innovative and creative region. **We want you to be a part of our story.**

Our region is bursting with historical roots. From skills to craft, famed for the earliest surgical needles to the wit and wisdom of our celebrated playwright, William Shakespeare. The modern bicycle traces its lineage back to the Starley "Rover" safety cycle, forerunner of the Land Rover brand. The ingenuity of Sir Frank Whittle and his first prototype jet engines began the jet age here.

The iconic E-Type and XJ Jaguars helped make the swinging sixties and take vehicle refinement to a new level. 'Silicon Spa' earned its name thanks to the emerging local studios and their racing games have put generations of gamers in the driving seat.

Coventry & Warwickshire is constantly at the forefront of innovation and bright ideas.

Today, net-zero carbon, battery, EV and hydrogen powered, connected and autonomous vehicle technologies are being developed and manufactured here. Demonstrating that Coventry & Warwickshire creativity continues to drive innovation in global markets.

With a rich creative and industrial heritage, Coventry & Warwickshire looks forward to an equally exciting future. We have an exceptional reputation for attracting and supporting many of the world's most successful businesses.

Coventry & Warwickshire is one of the leading destinations in Europe for FDI (Foreign Direct Investment). Located at the heart of the UK, we have a strong track record of attracting global companies to the area, and it is (per capita) the leading location choice in the Midlands.

Coventry & Warwickshire has all the elements to help make your business a success - a highly skilled and diverse talent pool, dynamic business environment, with a range of workspaces, business and technology parks, a growing R&D infrastructure together with a central UK location.



Scenes from Coventry City of Culture 2021



WMG - research and education group, University of Warwick

We are home to a range of business sectors, with particular strengths in:

- > Automotive and Future Mobility
- > Business Professional & Financial Services
- > Creative Industries & Video Game Development



CGI image of West Midlands Gigafactory, Coventry



We offer the following free and confidential support services to businesses

- > Commercial property searches and location advice
- > Planning and Business Rates information
- > Local intelligence – from demographics to sector analysis
- > Introductions to local networks and organisations
- > Information on funding and innovation support
- > Recruitment and skills development support
- > Help with PR and promotion
- > Export support

Partner with us

We also have opportunities for you to work with us as local authorities to responsibly promote your business by supporting and sponsoring a wide range of public facing events and initiatives. Contact us to find out more.

Contact Us:

email: contact@investcw.co.uk
www: www.investcw.co.uk

Aston Martin HQ
in Warwickshire

BE

Successful

HERE



20+
Automotive
Design and
Engineering
Centres



2 Aerospace
Centres of
Excellent



21
universities
within a one
hour drive
time



Centre of
Very Light Rail
Technology



6 Battery
and Engine
Manufacturing
Sites



2 High value
Manufacturing
Catapult
Centres



UK Creative
Hotspot
(Frontier
Economics
2022)

Locate to Coventry & Warwickshire and access a truly unique eco-system.

A long tradition of creating and innovating has seen the automotive and aerospace industries established here, and in more recent years the arrival of IBM and Codemasters saw the digital creative sector and video game development rapidly develop and grow. Over time the critical mass of these industries has seen a unique public and private R&D eco system develop. We're home to two leading universities, and another 19 within a one-hour drive time.

The University of Warwick is globally renowned for its research and includes Warwick Business School and leading links to the manufacturing industry, through WMG and four thriving tech parks, under the UWSP brand (University of Warwick Science Park). Coventry University is one of the UK's leading modern universities and is investing heavily in its city centre estate. This includes the £55m Engineering & Computing Building, the £30m investment into the new Faculty of Arts & Humanities building housing state-of-the-art immersive technologies, the 15,000sqft National Transport Design Centre (NTDC) and the £50m low carbon C-ALPs Centre in partnership with FEV Ltd.

We have two advanced manufacturing catapult centres, promoting research and development through business-led collaboration between scientists, engineers and industry OEMs and SMEs. We have design and testing facilities for aerospace, automotive and rail and strong clusters of OEMs and their supply chains are investing heavily in transport technologies.

Digital Creative companies here include leading design, global technology, and software players, including the 'Silicon Spa' video game development cluster, together with a strong start-up culture and tailored space and support for start-ups.

Welcome to the technologies of tomorrow here today in Coventry & Warwickshire.



CGI of West Midlands Gigafactory



WMG Academy for Young Engineers



Coventry University

Future Transport is

HERE

Aurigo Lutz Pathfinder Pod

Future Mobility is driving forward commercial property development for office and industrial, with a pipeline in excess of £2.5bn*. Current highlights include:

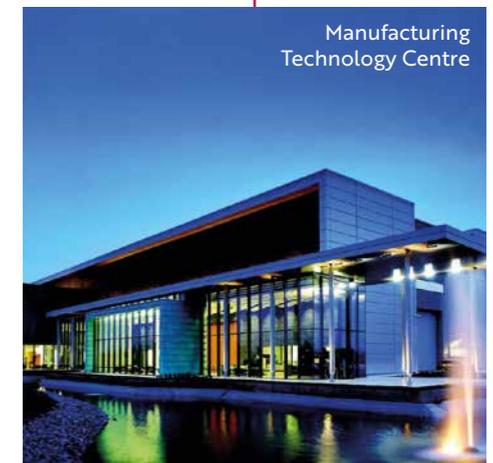
- ▶ **Lotus Engineering**, has established the Advanced Technology Centre (LATC) at University of Warwick Wellesbourne Campus, to develop EV platforms
- ▶ **Polestar** is one of a growing number of OEMs developing new product at **MIRA Technology Park**
- ▶ **REE Auto**, the Israeli technology company, has created a commercial EV plant in Coventry
- ▶ **Porterbrook**, the rail leasing company, recently took a 15-year lease on the 135-acre Long Marston Rail Innovation Centre
- ▶ The £130m 200,000sqm **UK Battery Industrialisation Centre** (UKBIC), was officially opened in 2021
- ▶ **West Midlands Gigafactory**, Coventry, is set to become the home of the UK's largest Gigafactory with outline planning granted for a facility which could accommodate up to 60 GWh of production capability, enough to power 600,000 electric vehicles per year
- ▶ A New £4m **Winding Centre** at WMG at the University of Warwick, to help UK supply chain companies to manufacture discrete hairpin machines



Jaguar all-electric i-Pace - designed and developed here



Virtual engineering at MTC



Manufacturing Technology Centre

Coventry & Warwickshire is home to businesses driving forward global technologies including EV battery and energy storage, deployment of hydrogen in transport, and connected and autonomous technologies.

The birthplace of the modern bicycle, 4x4 technologies, and the first UK volume car manufacturing, Coventry & Warwickshire is at the forefront of the future mobility and green industrial revolution.

The region has the highest concentration of transport technology design, engineering, and manufacturing centres in the UK, with major OEMs including Aston Martin Lagonda, BMW, Geely London EV Company, Jaguar Land Rover, and Rolls Royce Aerospace, and a growing supply chain for net-zero carbon vehicle technology.

The region benefits from national centres of R&D including High Value Manufacturing Catapult Centres at the Manufacturing Technology Centre (MTC) and WMG University of Warwick, vehicle test and development at MIRA Technology Park, The National Transport Design Centre at Coventry University, Long Marston Rail Innovation Centre, and UK Battery Industrialisation Centre.

With so much expertise and opportunity here, Coventry and Warwickshire is the ideal location for Future Transport businesses.

*Source: Invest Coventry & Warwickshire 2018-2022

BE

Creative

HERE

Interactive Futures,
video game
showcase



1 Mill Street in
Leamington Spa

"The digital economy is changing how we work, innovate and collaborate, Be Here in Coventry & Warwickshire where we are creating spaces fit for these new economies"

Coventry & Warwickshire has a vibrant creative and digital sector employing some of the UK's most creative minds with strengths in design, software consulting, video game development, digital marketing, Virtual and Augmented Reality, filmmaking and theatre. Recognised globally, Coventry & Warwickshire is home to the largest video game development cluster outside of Greater London, producing some of the best know IP in the world. Dubbed locally as Silicon Spa, it employs over 3000 people, predominately anchored around the town of Royal Leamington Spa with over 50 studios at its core. We are seeing unprecedented growth, with a further 500 jobs set to be created in the coming year.

Strong growth in demand for grade A, open plan offices across the town centre is helping unlock the development of Royal Leamington Spa in the area known locally as Old Town. The new Creative Quarter, is a mixture of direct investment from the local authority and private partners, and the wider promotion of the opportunity for private sector investment. The video game development cluster is one part of a wider creative ecosystem in Coventry & Warwickshire, covering design, marketing and branding, software, AR/VR, digital content, PropTech, TV and film and product development. These areas support the many HQs in the local area as well as national and international clients.

Recent Highlights:

- Marketing agency **Cogent**, is relocating and investing in Leamington's Creative Quarter and creating an exciting opportunity for local creatives which includes creating a new campus for Creative Media education through the **SAE Institute**
- **Maverick Games** is a brand-new **AAA Games studio** that's choosing to make **Silicon Spa** its home, developing titles for console and PC
- **Coventry University** has invested over £30m into their new faculty of arts and humanities building which is home to state-of-the-art immersive technologies and a collaborative hyper lab
- **Daimler Powerhouse** in Coventry is a new Creation Centre based around the Canal Basin where artists, engineers, architects, and other creative industries can collaborate. The development is part of a residential led mixed-use scheme which includes vibrant workspaces for cultural and creative businesses
- **Sky Blue Studios** is an innovative and sustainability-first media and studio facility in Coventry, focused on the film, TV, and immersive media production sector. It's also home to the **Centre for Sustainable Production** providing a showcase and R&D facility to promote, test, develop and experience products and services with **C2C® (Cradle to Cradle Certified®)**, low carbon and/or circular economy credentials that support media and event production

Coventry & Warwickshire has a thriving business professional and financial services sector (BPFS), with a long history centred on Coventry City Centre, Leamington Spa, Stratford-upon-Avon and Warwick. Many businesses have chosen to locate their headquarters here.

There is a diverse cluster of national and international businesses here, making it an attractive location for professional and finance service firms.

Take the opportunity to enter one of the UK's fastest growing regional BPFS clusters, with major corporates such as **Severn Trent** and **NFU Mutual**.

Coventry & Warwickshire continues to thrive in a globally competitive market, aligned with the strengths that Coventry offers in terms of infrastructure, expertise and talent.

18,210 local students studying business related courses at our two leading universities, Coventry University and the University of Warwick

Coventry & Warwickshire is home to a host of talent. University graduates, talented apprentices and globally recognised research centres.

Coventry & Warwickshire's population is diverse, with labour costs in the sector up to 40% lower and business premises up to 70% cheaper than London and 30% cheaper than Birmingham.

Being located in the region gives businesses the potential to develop and grow. It also allows them the opportunity to engage with key sectors – including advanced manufacturing, transport technologies and future mobility – as well as creative and digital industries.

Local opportunities and Key highlights

- › **Warwick Business School (WBS)** is one of the most prestigious and highly ranked business schools globally. The Business School offers undergraduate, postgraduate and PhD degree programs, as well as non-degree executive education for individuals and companies
- › **Coventry Business School** courses ranked in the global top 400 Times Higher Education (THE) World University Rankings (2019). The Business School offers undergraduate and postgraduate degrees, including MBA's and has excellent links with national and international organisations, major banks and Governmental agencies
- › **Friargate Development** - A major mixed-use scheme with public realm situated adjacent to Coventry Railway Station, just 60mins from London and 10mins from Birmingham International Airport.

The scheme includes **Two Friargate**, a premier grade A office development as part of Coventry's growing business district. The second of three developments set to be a landmark site for the wider region as one of the largest new office buildings in the UK

- › **Warwick Tech Park** is a major grade A office development between Leamington Spa and Warwick, and includes tech companies IBM, National Grid HQ, Rebellion Games and IRESS
- › **Favoured location for UK and European HQ activity.** Home to HQs of Severn Trent, NFU Mutual, Coventry Building Society, Wright Hassall and trade bodies including RICs, Valpak, the Midlands Aerospace Alliance (MAA) and the Motorsport Industry

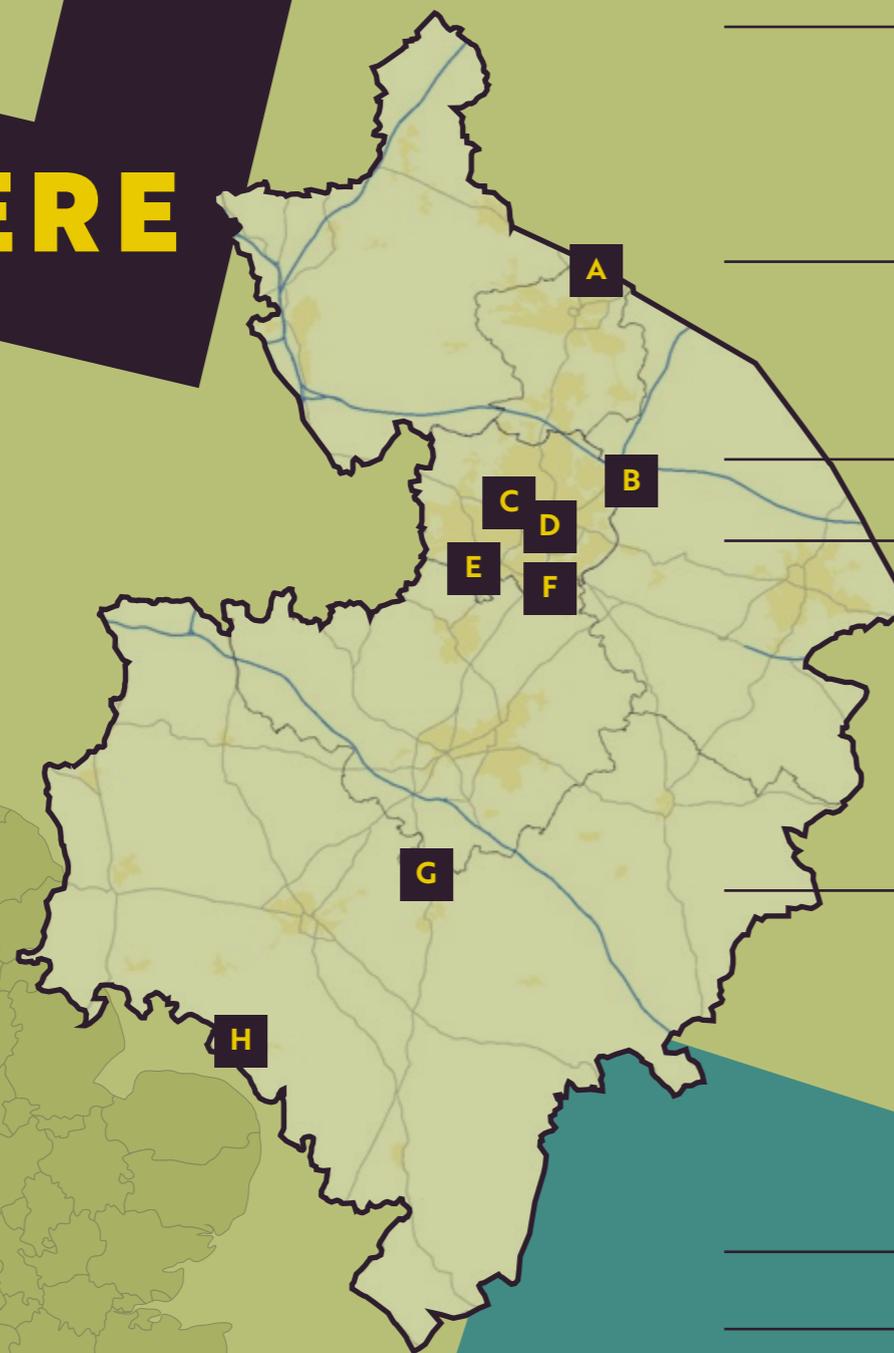
Grow

HERE



Innovate

HERE



A MIRA Technology Park
HORIBA MIRA
Vehicle Testing Facilities
MIRA R&D Campus
MIRA Technology Institute (MTI)

B MTC Campus
Manufacturing Technology Centre
High Value Advanced Manufacturing Catapult Centre
Lloyds Bank Advanced Manufacturing Training Centre

C Centre for Sustainable Production

D Coventry University
National Transport Design Centre (NTDC)
Centre for Advanced Low Carbon Propulsion Systems (C-ALPS)
The Simulation Centre
Institute for Advanced Manufacturing & Engineering
Centre for Immersive Technologies
Electric Revolution Skills Hub
Institute of Coding

E University of Warwick
WMG High Value Advanced Manufacturing Catapult Centre
Automotive Composites Centre
National Automotive Innovation Centre (NAIC)
High Value Advanced Manufacturing Catapult Centre
Warwick Business School
Advanced Propulsion Centre
Zenzic (Connected Automated Mobility)

F UK Battery Industrialisation Centre (UKBIC)

G University of Warwick Innovation Campus, Stratford-on-Avon

H Long Marston Rail Innovation Centre

Visit HERE



The 1018-seat Royal Shakespeare Theatre in Stratford-upon-Avon, the RSC main auditorium



Coventry Cathedral

The visitor economy in Coventry & Warwickshire continues to attract strong visitor numbers with an expanding range of visitor attractions and accommodation.

In 2021, Coventry experienced a £265 million increase* on 2020, within the visitor economy, attracting 8.2 million visitors, peaking in July and August, as with the UK City of Culture celebrated its final events.

In Warwickshire, the county saw a £280m increase* over the same period, attracting over 12.5 million visitors.

There have always been lots of reasons to visit here. We're home to the Royal Shakespeare Company, Warwick Castle, Coventry Cathedral and Coventry Transport Museum to name a few.

Recent visitor economy investments include the renovation of the history rich masterpiece that is **St Mary's Guildhall**, includes immersive guides utilising augmented and virtual reality.

The display and interpretation of the prestigious Coventry Tapestry has also been revitalised and the Undercroft and Guild room repurposed to offer a café/ bar experience. We are developing a **Collection Centre** and **Cultural Gateway** in Coventry City Centre. This collaboration between the City Council, Arts Council England, the British Council, Culture Coventry Trust and Coventry University will create a new, shared, national Collections Centre that will provide state of the arts facilities for the management and research of national and local collections, along with associated educational and learning facilities.

The **Warwick Arts Centre** building, a new £2m wing of **The British Motor Museum, Go Ape!** at **Coombe Abbey Park**, the £37m water park, **The Wave**, in Coventry City Centre, are all major developments that have enhanced the visitor experience in recent years.

Recent hotel developments include the 88-room boutique hotel at the former **Coventry Telegraph Building** in Coventry City Centre with **Hotel Indigo** set to open in Coventry in 2023 and a new 145 bed **Hampton by Hilton** in Nuneaton, due to open 2024, as part of the Grayson Place food & beverage culture and leisure development project.

2022 was an exciting time to visit Coventry & Warwickshire as it hosted several events throughout the **Commonwealth Games**, broadcast the **MOBO Awards** and our city of Coventry played host to **Radio 1's Big weekend**. These major events provided a spotlight for the region and enhanced visitor numbers and local spend. There's so much to see and do here, and many visitor economy investment opportunities.

*Coventry data from STEAM 2021

*Warwickshire data sourced from "Tourism Economic Impact Assessment" 2021, prepared by The Research Solution (TRS)



Leamington Parade, Leamington Spa, Warwickshire



Godiva Festival



Camper Calling



Leamington Food Festival



Pub in the Park



Motofest

Live & Learn **HERE**

This area has a dynamic and vast education sector, with a range of provision for students to gain high quality skills across our key industries. Our businesses can draw from a diverse range of skillsets, particularly within science and technology-based subjects

We're pioneers of innovative collaborations between industry and our colleges, universities, and local training providers. **The University of Warwick** and **Coventry University** are leading international universities, with over 67,000 students, 45% of which are international students, attracting new talent to Coventry & Warwickshire from around the world.

Meanwhile, **Arden University** is a new university focused on online studies. There are a total of 21 universities accessible within an hour, to draw further talent from.

Growing our skills base here starts from an early age, with a mix of successful schools and colleges, developing a pipeline of STEAM skills and expertise among our young people.

Our education offer includes a variety of successful schools throughout the region, rich with opportunity for development through to our higher education, apprenticeship and offers.

We're pioneers of the University Technical Colleges or UTCs. **WMG** operates two UTCs that are encouraging young people to study science, technology, engineering, and maths.

Many of our primary schools and secondary schools participate in the **Digital Schoolhouse** programme, with support of the local game development industry. The programme uses play-based learning to engage the next generation of pupils and teachers with the computing curriculum.

The ongoing development of skills in the workforce is championed by our colleges, training providers, universities, and local industry. The excellent skills base here is one of our greatest assets.

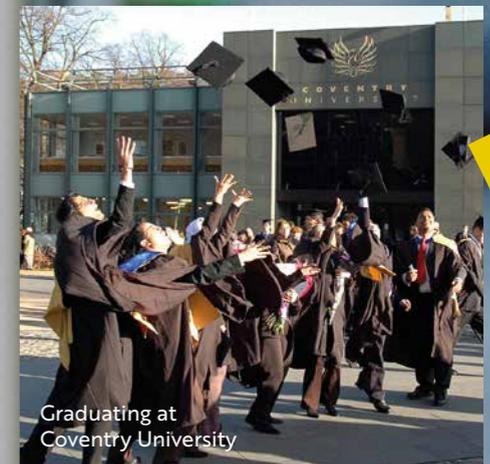


21 universities within a one hour drive time

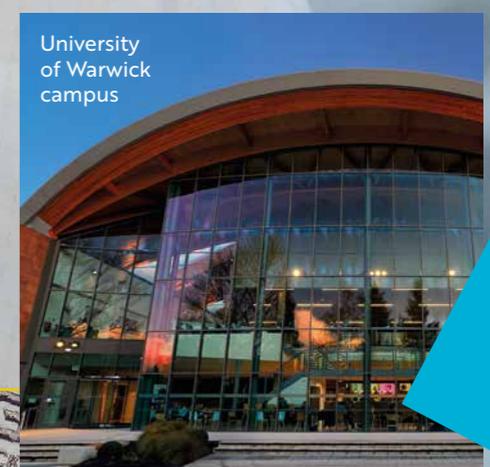


400,000 students within 1 hour drive

Student at WMG, part of The University of Warwick



"The excellent skills base here is one of our greatest assets."



Young people aged 16-24 represent 11% of local population
45% of students are international;
67,000 full time education students in Coventry & Warwickshire

BE Connected



Coventry and Warwickshire is a well-connected central location. At the heart of the UK motorway network with easy access to M1, M5, M6, M69, M40, M42 and M45, excellent rail links to the whole of the UK, and in close proximity to 2 major airports, basing your business here gives you easy national and international access

- Airports:**
- A** Birmingham International
 - B** Coventry (Private)
 - C** Wellesbourne Mountford Airfield

- Railway stations:**
- D** Coventry
 - E** Leamington Spa
 - F** Rugby
 - G** Nuneaton
 - H** Warwick Parkway
 - I** Coleshill
 - J** Stratford Parkway
 - K** Kenilworth
 - L** Birmingham Intermodal Freight Terminal (BIFT)
 - M** Coventry Arena Station

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of The Controller of His Majesty's Stationery Office. Coventry City Council. LA1000026294. 2022

BE Informed HERE



TALENT



GRADUATES



SUPPLY CHAIN



Automotive employees
45,000+



Local Students
67,000+



Games Studios
50+



Design & Engineering Studios
30+



Game Development employees
3,000+



Within 1hr
21 Universities
400,000 students

Vehicle Manufacturing sites
20



Battery Manufacturing and Recycling Sites
4



Aerospace employees
2,000+



COVENTRY & WARWICKSHIRE



Vehicle OEMs
40



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