

Welcome to {SILICONSPA}

WHERE
THE STREETS
ARE PAVED
— <WITH> —
CODE



Join 'Silicon Spa' - an established games development cluster with over 80 studios across Royal Leamington Spa, Coventry, and Warwick in the Midlands



A track record of success – a world-leading cluster in video game development: over **1,000 high quality video games** have been created in the Midlands with internationally recognised intellectual property



A central location only 1 hour from London



Access the talent you need for the future. The West Midlands is a strong supporter of the video games industry with **21 higher education institutes providing a pipeline of appropriately skilled talent**



Access the talent you need now. Silicon Spa has a ready workforce directly **employing 15% of the games development talent**

Sources: UKIE Facts and Figures, 2018

Be part of a vibrant cluster of leading international firms

Developed over 4 decades, Royal Leamington Spa has a clear customer, partner and supply base for you to directly access

There are more than 80 active games companies in Coventry & Warwickshire (of which two-thirds are in and around Royal Leamington Spa).

Between 2017 - 2018, studios in the Silicon Spa area have increased their headcount by 20%

Studios across the region are working on AAA titles and renowned IP with global reputations including:

- Forza Horizon series - Playground Games Xbox Studio
- Dirt Rally & F1 – Codemasters
- Sonic Dash & Sonic Forces - Sega Hardlight
- Warhammer: Realm War - Pixel Toys
- Sniper Elite 4 – Rebellion
- Tom Clancy's The Division 2 - Ubisoft Leamington

There are unique opportunities available to develop high quality content across the full spectrum of games technologies

Home to 250 of the UK's best games businesses creating highly skilled, productive jobs and opportunities throughout the Midlands region

Overall the region has produced 13% of all the UK's games and on average the Midlands region has the longest established video games companies in the country



With leading institutions developing a pipeline of talent for your future

The Midlands Higher Education Institutes are supporting a **steady pipeline of graduates educated for the Video Games sector** where globally ranked universities are offering degrees in relevant Video Game courses. There is also a ready workforce directly **employing 15% of the games development talent, some 2,500 people**, and supporting a wider base of contractors.



A brand new opportunity created in September 2018

Staffordshire University have created one of the world's first eSports courses creating a stream of new talent you can tap into. Focusing on the business side of eSports, this is a unique course taught from what is considered to be one of the largest and best games universities in the UK.

The graduate pool is strengthened by video games specific courses and world-class research centres. **11 Higher Education Institutes** in the region are offering courses linked to the video games sector with **4 key locations** listed below:

Coventry University	In 2019, Coventry University was ranked the UK's Modern University for the 7 th year running and produces internationally recognised research. 2,150 creative art and design students and 1,700 computer science students.
University of Warwick	School of Creative Arts, Performance and Visual Culture and home to the largest university Arts Centre outside of London. Over 1,000 students in creative studies and computer science subjects.
Staffordshire University	Strengths in Computer Science, Computer Games Design, 3D Games, and Games Development & Testing. 2,300 students studying computer science related course.
Birmingham City University	Offering accelerated 2 year courses that guarantee a video game development placement in the in-house studio. Over 1,000 students in computer science courses and over 4,000 in creative arts and design courses.

With a wide range of local networks designed to connect you with the latest developments and opportunities

TEDx Leamington Spa

TEDx Leamington Spa is a team of dedicated volunteers who work hard in the community to put on the TEDxLeamingtonSpa event and uphold TED's ethos of 'ideas worth spreading'. The volunteers are drawn from the local creative community, including the Games Dev sector.

They're one of 3,600 worldwide TEDx events and one of the most watched UK TEDx events online, with a total reach of 4.6 million people with our TED Talks worldwide, and a mailing list of over 1,500 subscribers.

Create Central

Create Central is an industry body whose members comprise some of the UK's most creative thinkers and change makers in film, TV, games and other creative content sectors.

Through Create Central they will work with national and regional partners to create an agile and responsive network to turbo-charge the screen sector in the heart of the UK.

Create Central is working in close partnership with the West Midlands Combined Authority, the three Local Enterprise Partnerships and other public sector organisations.



Checkpoint

A casual monthly social in Leamington Spa for anyone in the games industry

Interactive Futures Leamington Spa

A new annual industry event from 2019 to showcase the latest developments and opportunities, uncover career and industry insights and form new collaborative partnerships.

The 2019 event included a games industry conference, a trade expo, a careers day and an event for local young people.

Creative Mornings (Leamington Spa)

New to Silicon Spa is Creative Mornings, a Leamington Spa branch of the eponymous network. Creative Mornings is a local network for creatives, where industry can hear peers talking about their failures as well as their successes, somewhere that collaborations and conversations can begin at our monthly encounters and continue in the weeks between.

Gather in the Middle (Facebook Group)

A Facebook group for indies and developers to share information, ideas and get in touch via this Facebook Group.

Providing Space and Support for Games Developers

Spaces

Althorpe Enterprise Centre

This is a modern business centre well located for the centre of town and the station with easy flexible, short term lease options

26HT

26 HT is a dedicated incubator space for start-up or micro game development studios

Arch Creatives

Arch Creatives is a co-working space and community for freelancers. Created by the games industry in partnership with public sector to provide co-work space for like minded developers

CoWork

Co-working spaces, providing co-working space for freelancers right in the heart of the local community

1Mill Street

Coworking and incubation space space focused on digital Creative businesses set to open in Dec 20

Leamington Creative Quarter

Redevelopment of key areas within Leamington to support the growth of Creative Industries

Support

West Midlands Creative Scale up Programme

National pilot business support programme for creative businesses looking to scale up including workshop, mentoring and investment support.

Survive, Sustain & Grow

Dedicated business support programme for businesses within Warwickshire

Capital Grants

Grants to support business growth where new jobs will be provided. (subject to eligibility criteria being met)

Interactive Futures

Annual showcase of the local gaming industry



Offering a dedicated soft landing opportunity to help you get started

Every business is different, each with a unique journey. At Invest Coventry & Warwickshire, soft landing support is bespoke to each client and their specific needs.

Local support is available to:

- ✓ **Help you choose the right location** by providing **detailed skills and demographic data** on the local area, **comparison data with other locations** and support to make your case to your management board.
- ✓ **Host a visit to the area** and help you arrange your visit itinerary, provide touch down space while you're visiting, and **make introductions to key local businesses** and centres of excellence, as well as potential premises.
- ✓ **Provide financial help**, a range of ERDF supported SME **business growth programmes** are available and for any SME located here will be something suited to help you scale up your business.
- ✓ **Help with hiring staff**. We can put you in touch with **local recruitment specialists**, provide information for staff relocating and their families and offer a route into the local university pipeline.
- ✓ **Support businesses and schools looking to engage**. We are able to support and help foster relationships with local educational establishments



Support doesn't end once you've landed. Local specialist advice is available throughout the entire journey your business takes.



For more information please get in touch

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