INVEST
COVENTRY & WARWICKSHIRE

England, UK

INVESTMENT OPPORTUNITIES
AND BESPOKE INVESTOR SUPPORT.
A TRADITION OF CREATIVITY AND INNOVATION.

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INVEST COVENTRY & WARWICKSHIRE

REASONS TO INVEST:

- High rate of international patenting
- Commercial space up to 60% cheaper than London
- In the top 25% of the fastest growing economic areas in the country
- 3,000 firms support Creative and Digital sector
- R&D Centres of Excellence in Advanced Engineering & Manufacturing, Connected & Autonomous Vehicles, Low Carbon Technologies, Games Development & Digital Technologies
- 2 hour drive of 75% of England
- 100,000 graduates within one hour drive
- 16 universities within an hour’s travel time
- 60mins from London
- ‘Silicon Spa’ one of UKs’ largest games development clusters
The UK is a great place to locate and grow your business, and it is the leading destination for FDI (foreign direct investment) in Europe. Coventry & Warwickshire, in the English Midlands, has a strong track record of attracting global companies to the area.

We have a long tradition of creativity and Innovation: from the skills to craft the earliest surgical needles to the wit and wisdom of William Shakespeare, our celebrated playwright; the modern bicycle can trace its lineage back to the Starley ‘Rover’ safety cycle, a forerunner of the Land Rover brand; the jet age began here with the ingenuity of Sir Frank Whittle and his first prototype jet engines; the iconic E-Type and XJ Jaguars of the 1960s helped make the swinging sixties and take vehicle refinement to a new level; and the racing games to emerge from local studios put generations of gamers in the driving seat. Today, the New Energy, Connected and Autonomous and High Speed Amphibious vehicle technologies being developed and manufactured here demonstrate that Coventry & Warwickshire creativity and innovation continues to make waves 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 many of the world’s most successful businesses.

Coventry & Warwickshire has all the elements to help make your business a success - a highly skilled and diverse workforce, a thriving business environment, with high quality business and technology parks, a growing R&D infrastructure together with a central UK location.

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

- Advanced Manufacturing & Engineering
- Automotive
- Motorsport
- Aerospace
- Rail
- Business Professional & Financial Services
- Creative Industries & Gaming

Jaguar Land Rover is proud to work in Coventry & Warwickshire and champion Inward Investment in the region. Our Engineering Centres at Gaydon and Whitley are at the forefront of this and employ thousands of designers, engineers, software experts and technologists from across the area.

VICTORIA PERRY
COMMUNITY AFFAIRS MANAGER
JAGUAR LAND ROVER
KEY SECTORS

ADVANCED MANUFACTURING & ENGINEERING

Home to a unique network of design, engineering and manufacturing skills serving a variety of sectors including automotive, aerospace, rail and motorsport.

High level of R&D activity including manufacturing processes, assembly systems, component and manufacturing systems, data systems, advanced materials, design and digital manufacturing.

High Value Manufacturing Catapult Centres set up by UK Government to support local manufacturers with cutting edge equipment, research and innovations, helping to bridge the gap between research and commercialisation.

40,000 employed in advanced manufacturing.

Dedicated education and training centres to keep engineers updated with the latest technologies.

AUTOMOTIVE

Over 30 automotive OEM vehicle brands including Aston Martin Lagonda, BMW, Geely London Taxi, Jaguar Land Rover, Peugeot Citroen, TATA Motors and Volvo Truck, with R&D and/ or UK/Global Headquarters in the area.

Significant R&D activity, from low carbon electric and hybrid powertrain technology, light-weight materials, energy storage, hydrogen fuel cells and advanced propulsion technologies.

A long established auto supply chain, including body pressings, interior and trim, powertrain systems and testing.

Local expertise in prototyping and low volume build.

Local supply chain includes Bosch, Delphi, Unipart, Cummins, Mahle, Antolin.

Significant cluster of motorsport companies, and the area is part of the wider motorsport cluster around Silverstone, and a short distance from Castle Donington.

Local companies in motorsport include Ricardo, AP Racing and Judd Power.

“ The Midlands has historically been, and currently remains, the heartland of the automotive sector. For many key global players this region is the central focus of their European operations. There are many reasons for this including access to skills, the very significant industry cluster, world class manufacturing technology, research & development capabilities and infrastructures all backed by a very strong sector relevant academic network.”

TERRY SPALL
COMMERCIAL DIRECTOR
MIRA TECHNOLOGY PARK
INVEST COVENTRY & WARWICKSHIRE

Coventry & Warwickshire has an inspiring, world-famous history and the manufacturing excellence available here is a massive asset which we harness the advantages of in our business every day. We can recruit the right people, with the right skills and that there is a steady stream of people leaving the city’s two fantastic universities who want to show employers just what they can do.

DAVID KEENE
CEO, RDM

NEW ENERGY VEHICLES

Local OEMs from Aston Martin Lagonda, Detroit Electric, Geely London Taxi Company, Jaguar Land Rover and TATA investing heavily in future powertrain technologies.

Significant R&D activity, from low carbon electric and hybrid powertrain technology, light-weight materials, energy storage, hydrogen fuel cells and propulsion technologies.

Access to High Value Manufacturing Catapult Centres supporting vehicle manufacturers and supply chain with expertise in material light-weighting solutions, advanced propulsion systems and energy storage & management.

The Advanced Propulsion Centre (APC) located at the University of Warwick, is a showcase for the 10 year, £1bn investment by UK Government and private industry to accelerate the development of future powertrain technology.

The National Automotive Innovation Campus is a joint venture between OEMs, academia and UK Government to develop the vehicles and transport solutions of the future.

CONNECTED & AUTONOMOUS VEHICLES (CAV)

Local supply chain active in Connected & Autonomous Vehicle research and development, including HORIBA-MIRA, Jaguar Land Rover, TATA Motors, RDM Group and Siemens.

Activity addressing research challenges in real-world testing of vehicle data and connectivity technologies, studies on understanding customer usage and real-world driverless car trialling on the roads of Coventry & Warwickshire with programmes such UK Autodrive and UK CITE.

Access leading research centres for intelligent vehicles and mobility, facilitating a safe environment to test and to transfer knowledge.

Globally significant testing facilities for CAV at MIRA Technology Park and WMG at the University of Warwick.

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DAVID KEENE
CEO, RDM
KEY SECTORS

AEROSPACE

The Midlands region is home to over one quarter of the UK aerospace industry. Local supply chain includes leading aerospace names Rolls Royce, Meggit, and Lisi Aerospace, and a diverse wider supply chain supporting OEMs and tier 1 suppliers.

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R&D activity in metals, composites and metal processing.

Access to High Value Manufacturing Catapult centres supporting engineers and manufacturers with lightweight materials, additive manufacturing, joining solutions and machining.

Home to support organisations Coventry & Warwickshire Aerospace Forum (CWAF) and the Midlands Aerospace Alliance (MAA).

RAIL

Local rail supply chain including rolling stock, design, infrastructure and systems.

Home to DCA Design and Transport Design International, whose clients include rail OEMs.

Rail OEMs include CAF Rail, Vivarail and Severn Lamb; rail suppliers include Parker Hannifin, Altrans, Telent, Oleo, IM Kelly and Autins.

R&D activity includes lightweight structures, energy storage, hybrid powertrain, joining processes and impact testing.

Network Rail’s Rugby Operating Centre (ROC), Westwood Leadership Centre (their £20m national training centre) and National Distribution Centre (NDC) are all located here.

Quinton Rail Technology Centre (QRTC) is a mainline rail connected centre for the development, testing and manufacture of rolling stock and systems. It is home to a new light rail testing centre, with UK Tram.

“Coventry and Warwickshire may be known for its automotive sector, but is also steeped in aerospace industry history. The strong local skills base and network of qualified aerospace suppliers make it one of the key local clusters in Midlands and UK aerospace.”

ANDREW MAIR
MIDLANDS AEROSPACE ALLIANCE

“DCA’s location provides easy access to an excellent domestic and international travel network, which remains essential for face to face communication with our clients. It also means we are surrounded by high quality, responsive industrial suppliers and top ranking institutions. Warwickshire is an attractive place to live, which helps us to recruit and retain the high calibre staff we need.”

ROB BASSIL
TECHNICAL DIRECTOR
DCA DESIGN INTERNATIONAL
BUSINESS, PROFESSIONAL & FINANCIAL SERVICES

Traditional centre of business, professional and financial services, with large range of potential clients within easy reach.

Nearly 12,000 companies, employing 23,000 people.

Home to leading names Coventry Building Society, NFU Mutual, Sitel, Wright Hassall.

Recent investments from Handelsbanken, State Bank of India and Tsys.

Office space up to 60% the cost of London.

Globally recognised University of Warwick Business School.

Coventry & Warwickshire First, is a local industry group for the sector.

CREATIVE INDUSTRIES & GAMES DEVELOPMENT

Coventry & Warwickshire has a vibrant Creative and Digital sector with strengths in design, software consulting, games development, digital marketing, Virtual and Augmented Reality, film-making and theatre.

Leading names include IBM, DCA Design, Ragdoll Productions, Royal Shakespeare Company, PCMS, IRESS and Codemasters.

Home to ‘Silicon Spa’ one of the largest game development clusters in the UK. Investors include SEGA, EPIC, Exient and most recently Ubisoft.

Over 3,000 businesses working in the sector, and the fastest growing tech cluster in the West Midlands (KPMG, 2015).

The area benefits from unique commercial space dedicated to the sector. This includes Creative Arches, 26HT, FarGo and Spencers Yard.

Tech Central is a local industry group that organises events and encourages cross sector collaboration.

ANDREW WAFER
DIRECTOR
PIXEL TOYS

“Warwickshire is a renowned hub for technology entertainment companies. We chose to start Pixel Toys here because it offers an excellent support network of businesses operating in the same space as well as local government support, and importantly for our employees it’s a great place to live. We wouldn’t have chosen anywhere else.”
RESEARCH AND DEVELOPMENT

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

A long tradition of creating and innovating saw the automotive and aerospace industries establish here and in more recent years the arrival of IBM and Codemasters saw the digital sector 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 15 within a one hour drive time.

The University of Warwick is a globally renowned research university, and includes Warwick Business School and leading links to 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. The £55m Engineering & Computing Building, home to its innovative courses in Games Development, will soon be joined by new centres for transport technologies: the National Transport Design Centre (NTDC) and the Applied Low Carbon Technology Centre.

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.

Creative and Digital here includes leading design, technology and software global players, including the Silicon Spa games development cluster, together with a strong start-up culture and tailored space and support for tech start-ups.

Welcome to the technologies of tomorrow here today in Coventry & Warwickshire.
Welcome to Coventry & Warwickshire’s R&D infrastructure:

**Advanced Manufacturing & Engineering:**

- The Manufacturing Technology Centre (MTC) works with industry to improve production techniques and processes
- High Temperature Research Centre, partnership between University of Birmingham and Rolls Royce to develop aerospace technologies
- The Proving Factory support SMEs to scale-up production volumes
- HORIBA MIRA is a leading automotive testing and development consultancy
- MIRA Technology Park is Europe’s fastest growing automotive and transport technologies campus
- Coventry University
  - Institute for Advanced Engineering
  - Centre for Mobility & Transport
  - National Transport Design Centre
- Applied Low Carbon Technology Centre (opens 2018)
- WMG, University of Warwick
  - Advanced Manufacturing & Materials Centre
  - Energy Innovation Centre
  - Automotive Composites Centre
  - Premium Vehicle Customer Interface Technologies Centre
  - International Institute for Nanocomposites Manufacturing

- The National Automotive Innovation Centre for development of low carbon and automotive technologies of the future, in partnership with industry, academia and Government. (opens 2018)
- National Low Carbon Centre (NLCC) based at Stoneleigh Park will be a centre for the development and demonstration of low carbon technologies for automotive, energy and construction.
- Quinton Rail Technology Centre provides rail storage, testing and development facilities. The UK Tram Light Rail Centre is a new £1m facility for the testing and deployment of light rail technologies.
Creative & Gaming:

- Serious Games Institute - Excellence in Serious Games Applied Research, Business Engagement and Study.
- Arch Creatives Co-working Space - Work space for digital companies to share ideas and skills, and an important source of freelancers for local games studios.
- Venture House - Centre for micro and small businesses in Stratford-upon-Avon; features cool industrial style co-working space and on-site business support.
- Warwick Tech Park is a major grade A office development between Leamington and Warwick, and includes tech companies IBM, National Grid HQ and Siemens.
- Eliot Park Innovation Centre - Licensed office space for micro and small technology and business services companies.
- 26HT - Serviced office space designed for games development start-ups
- Leamington Spa Creative Quarter - Development of Leamington Spa Old Town to provide further space for the Creative and Digital industries.
- Tech Central brings together technology businesses to share ideas and innovative across sectors.

Business, Professional and Financial Services:

- 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 is ranked as “Excellent” in the 2015 Eduniversal ranking of business schools. The School offers undergraduate and postgraduate degrees, including MBA’s and has excellent links with national and international organisations, major banks and Governmental agencies.
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- Friargate - A major grade A office development outside Coventry Station, just 60mins from London and 10mins from Birmingham International Airport.
- Coventry & Warwickshire First Professional - Networking and local events to promote the Business and Professional sector.
- 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 MAA and the MIA.
EDUCATION AND TRAINING

This area has a dynamic education sector, with a range of provision for students and industry alike, ensuring that our businesses can draw from a diverse range of skills, particularly within science and technology based subjects.

We’re pioneers of innovative collaborations between industry, colleges, universities and local training providers.

The University of Warwick and Coventry University are leading international universities, with over 50,000 students attracting new talent to Coventry & Warwickshire from around the world. Meanwhile, Arden University is a new university focusing on online studies.

And if you can’t find the talent you need there, there are a total of 16 universities accessible within an hour.

We start growing our skills base here from an early age, with an eclectic mix of schools and colleges, developing a pipeline of STEM skills and expertise among our young people. We’re also pioneers of the University Technical Colleges or UTC’s.

Our education offer includes a choice of 11 private schools, a popular choice for executives relocating their families to the UK.

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

Read on to find out about some of the organisations that your company could be working with to deliver your skills needs.
WMG Academy for Young Engineers (Coventry)
WMG Academy for Young Engineers is a school for 14-19 year olds, sponsored by leading employers in the fields of engineering and digital media as well as the University of Warwick.

Lloyds Bank Advanced Manufacturing Training Centre (Ansty)
Purpose-built training facility delivers a range of training and experience on real-life projects, from apprenticeship programmes, through engineer up-skilling courses and graduate development programmes, right up to executive level training.

Institute for Advanced Manufacturing and Engineering (Coventry)
The Institute for Advanced Manufacturing and Engineering (AME) is a collaboration between Coventry University and Unipart Manufacturing Group to develop industry ready engineering graduates. It also provides postgraduate learning opportunities and professional development courses for industry.

MIRA Technology Institute (Nuneaton)
Working with local colleges and universities to support the skills needs of the 2500+ engineers who will be working at MIRA Technology Park.

The Power Industry Academy (Rugby)
£6.2m facility at Rugby College which supports the training needs of the power generation and manufacturing industry.

Trident Centre (Warwick)
Works in partnership with local industry, delivering courses in engineering and motorsport up to degree level. Provides state-of-the-art engineering workshops and laboratories for students and employers.
CONNECTIONS & INVESTMENT OPPORTUNITIES

COVENTRY & WARWICKSHIRE

- 6m Population within 1 hr drive
- Intermodal freight terminals at BIFT and DIRFT
- Close to 3 Airports: Birmingham International, East Midlands and Coventry
- Coventry is UK’s 12th largest UK city
- London by rail in just 1 hour
- Direct rail links to London, Birmingham, Manchester, Cambridge, London Stansted
- Heart of the UK motorway and rail network: M1/M69, M6, M40, M42
- Large investment programme in superfast broadband

C&W Combined population of 870,000

Heart of the UK motorway and rail network: M1/M69, M6, M40, M42

London by rail in just 1 hour

Direct rail links to London, Birmingham, Manchester, Cambridge, London Stansted

Close to 3 Airports: Birmingham International, East Midlands and Coventry

Coventry is UK’s 12th largest UK city

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6m Population within 1 hr drive

C&W Combined population of 870,000
Combining world-famous history with technology, innovation and forward thinking, Coventry & Warwickshire is a region rich in imagination, culture and diversity.

Home to William Shakespeare, writer George Elliot and Lady Godiva, there is some of the UK’s finest historical and cultural sites and fine country homes on the doorstep.

Visit Shakespeare’s birthplace or watch a world-class play at The Swan Theatre in Stratford-upon-Avon; visit the Coventry Transport Museum or The British Motor Museum to learn about the past and future of the local automotive and transport industry; find out about the history of Rugby Football and visit the Rugby Hall of Fame; visit Coventry’s fine new cathedral and cathedral ruins, an international symbol of peace and reconciliation; or visit the Herbert Art Gallery or Warwick Arts Centre for an eclectic mix of arts and media.

Coventry city centre and a mix of attractive market towns and villages offer a wide range of retail and good food, and with London only an hour away, and with Birmingham City Centre and Bicester Village even closer, there’s lots to do locally.

For those looking for fresh air and outdoor fun, there is a network of local and country parks, and excellent cycling – no wonder we host the National Women’s Cycle Tour.

Coventry & Warwickshire offers a range of housing to suit families and single professionals, in a mix of rural, town and urban environments.
HOW WE CAN HELP

We 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

Contact Us:

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Images courtesy of:
Arch Creatives, Aston Martin Lagonda,
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Taxi Company, Jaguar Land Rover,
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