

Interested in investing in  
Coventry and Warwickshire?  
We want to talk to you,  
please contact:

Coventry and Warwickshire  
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# Coventry and Warwickshire

innovating, investing, inspiring



## Invest UK

The UK is the leading European destination for foreign direct investment and the sixth largest trading nation in the world.

It is ranked by the World Bank as one of the top global locations for ease of doing business.

It has a flexible labour market, competitive tax environment and a 'can do' approach to doing business.

Home to world-renowned capabilities in many industries including aerospace, advanced manufacturing and automotive, with high performing business and university collaborations.

# Invest Coventry and Warwickshire

Home to many of the world's leading companies such as Jaguar Land Rover, E.ON, Aston Martin, Severn Trent, Peugeot Citroën, Rolls Royce, IBM, Codemasters, Tata Group and BMW

Leading the UK in advanced manufacturing, with particular expertise in automotive engineering, low carbon applications, intelligent transport solutions and digital gaming.

The renowned universities of Coventry and Warwick:

- Coventry University is highly regarded for its expertise in engineering, digital media and design.
- The University of Warwick is one of the top universities in the world with its highly respected Business School and business links with leading companies.

Global research and development focus at key assets including the Manufacturing Technology Centre, WMG, Jaguar Land Rover and MIRA, as well as the two universities.

An attractive, vibrant and diverse area which includes the city of Coventry and the towns of Stratford-on-Avon, Warwick, Rugby and Royal Leamington Spa.

An excellent central location at the heart of the rail and motorway network with London only an hour by train and the second city of Birmingham just a short drive away.

An acclaimed track record in hosting events, conferences and sporting occasions. International corporate conferences and major music concerts are held at venues including the Ricoh Arena, home to 2012 Olympic football.



# Face the facts

## Business



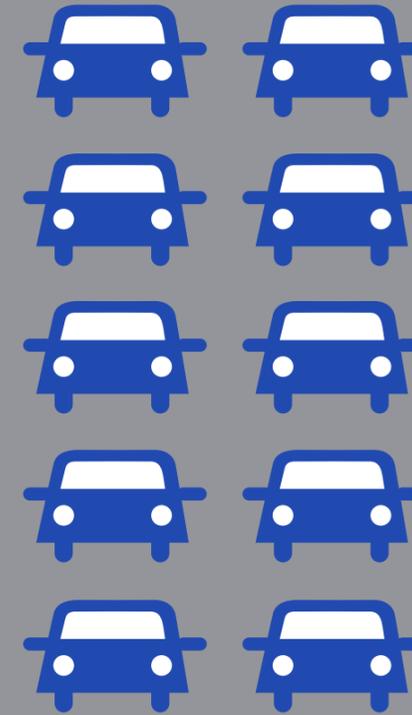
Home to  
35,000  
businesses



The **area** has  
one of the  
highest rates  
of international  
patenting in  
the UK



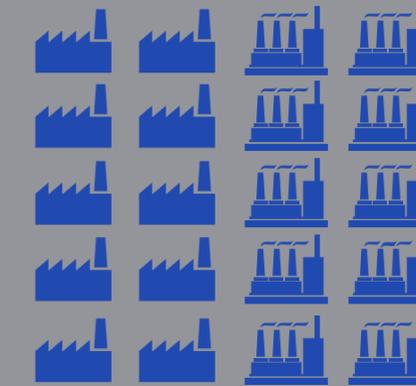
Home to the UK's third largest  
cluster of gaming companies.  
10% of the UK's staff work  
within the area



# 10%

of all UK automotive  
jobs are in the area

At the forefront of  
developing intelligent  
transport systems and  
low carbon technologies



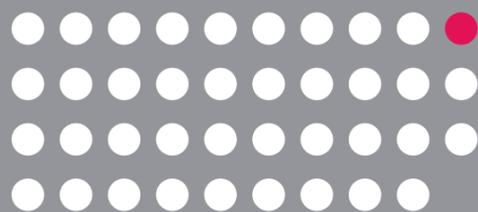
Over 400 Advanced  
Manufacturing and Engineering  
companies employing **15,000**  
**people** and investing over  
**£100** million.

## Investment and growth



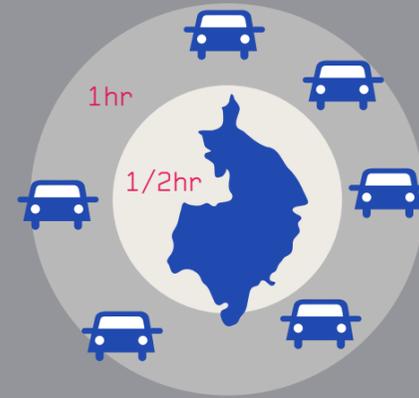
On average each firm in Coventry and Warwickshire spent £15,000 on research and development, compared to an average of £6,800 for the UK

One of the top performing UK areas for foreign direct investment, ranked in the top 10 (out of 39) economic areas in the country

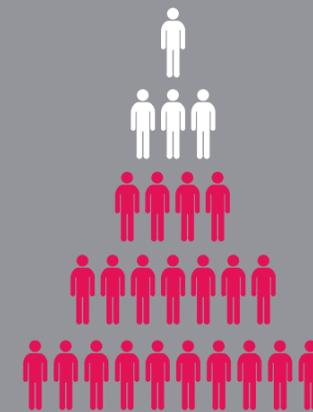


GVA in 2012 of £17.8 billion, and in the top 10% of the fastest growing economic areas in the country

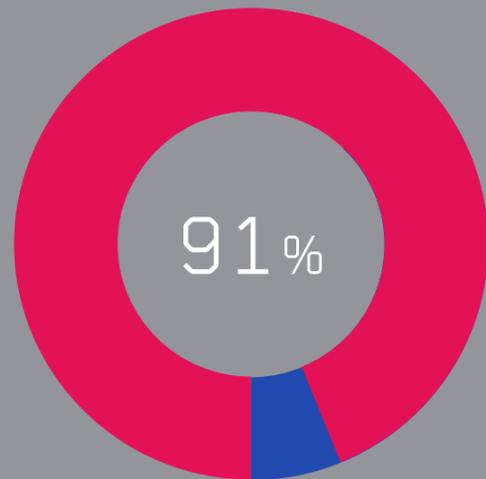
£17.8 billion



871,100 people live in Coventry and Warwickshire, with a further six million within a one hour drive



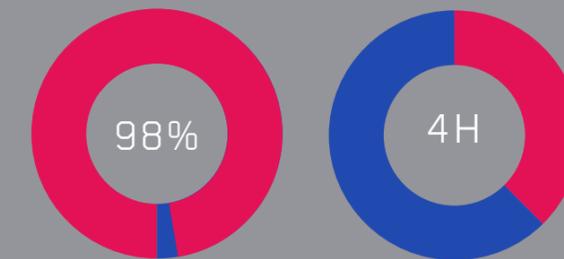
Forecast population growth of 80,000 by 2021



Internationally competitive superfast broadband will cover 91% of properties in the area by 2015

Coventry is the 13th largest city in the UK

13% of the population are aged 16 to 24



98% of the UK market consumers and businesses are within a four-hour travel time

## People and places

There are over 15 universities within a one-hour drive of Coventry and Warwickshire, producing 100,000 graduates each year



54,000 students in our two internationally renowned universities in Coventry

# Location, location, location

Coventry and Warwickshire is at the heart of England and well connected by road, rail and air; it is one of the most accessible places in the UK. The road network in the region boasts the M6, M1, M42, M40, M69, M45, A5 and A14.

By rail you can be in London in only an hour; Birmingham Airport in 20 minutes and East Midlands Airport is only 35 minutes away; it really is access all areas.

43 direct connections from Birmingham Airport.

Easy access to 500 million consumers across Europe via air, road or rail

98% of the UK market consumers and businesses are within a four-hour travel time



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office. Coventry City Council. LA1000026294.2014

# Knowledge, innovation and skills

Coventry and Warwickshire is home to 35,000 businesses, including many of the world's most renowned organisations. For these companies to grow and flourish, they are supported by and intrinsically linked, to one of the UK's strongest education, skills and apprenticeships provisions. This is facilitated by the business-led role adopted by the universities and further education colleges.

## Coventry University

Coventry University has established an academic presence with expertise in design, health and digital media, as well as automotive engineering with close links to the industry. The university is recognised internationally for the world-leading calibre of its engineering and design graduates, as well as its focus on multidisciplinary applied research. The university is continually moving up the league tables – it ranks in the UK's top 20 universities for the quality of teaching and has just been rated as the 'Modern University of the Year' by the Times and Sunday Times Good University Guide 2014.

Coventry University perfectly fuses education and business, being home to:

- The Centre of Excellence for Product and Automotive Design
- Low Carbon Vehicles Grand Challenge Initiative
- Automotive Engineering Applied Research Group
- Serious Games Institute
- Coventry University Enterprises – CUE is the corporate arm of the university aiming to bring together its teaching and research with the corporate sector.



## University of Warwick

The University of Warwick is one of the UK's top 10 universities, acknowledged for excellence in research, teaching and innovation. With 4,000 graduates a year, it is the most-targeted UK university by top employers.

The University of Warwick is a highly respected institution and includes a variety of facilities all bringing together business and education to create a unique resource for research and development.

## Warwick Business School

The university's Warwick Business School (WBS) is ranked 7th in the world by Forbes for its MBA. WBS offers first-class graduates, research and development capability, bespoke staff development, and practical learning for businesses.

## WMG

WMG was formed to invigorate manufacturing by improving the competitiveness of organisations through value-added innovation, new technologies and skills development. WMG brings academic rigour to industrial and organisational practices.

At the university, WMG is home to:

- International Institute for Product and Service Innovation
- National Automotive Innovation campus – provides state of the art environment for collaborative automotive research and development activities
- International Digital Lab
- High Value Manufacturing Catapult Centre
- University Technical College academy for 14-19 year olds
- The Energy Innovation Centre including the Vehicle Energy Facility and the UK Energy Storage and R&D Centre
- Nanocomposites International Institute – which will be the first of its kind in the world.
- Automotive Composite Research Centre





## MIRA

MIRA provides ground-breaking engineering innovations and unrivalled testing capability, with globally-significant research and development. The organisation is a leader in automotive research including the intelligent transport sector. This highly customer-focussed organisation is at an advanced stage of developing a new technology park which will provide a platform for the rapid development of bespoke R&D centres from start-ups to European operations.



## Manufacturing Technology Centre

The Manufacturing Technology Centre (MTC) is challenging the boundaries of manufacturing as it looks to bridge the gap between university-based research and industry by providing unparalleled environments for the development and demonstration of new technologies on an industrial scale.

The MTC is a multi-million-pound collaboration of major organisations including Rolls Royce aiming to bridge research & development to real-world applications. The MTC is also home to a High-Value Manufacturing Catapult Centre focusing on manufacturing technologies and processes and a partner in the Proving Factory, developing novel solutions to be tested in a low risk environment.

In addition to the universities, we have a wide-range of business-focussed colleges; and there is a wide range of support organisations and networks based in the area, including...

- Midlands Aerospace Alliance
- Motorsport Industry Association
- Coventry & Warwickshire Aerospace Forum
- Renewable Energy Technology Alliance
- Coventry & Warwickshire First (Professional Services)
- Silicon Spa

...as well as a variety of national services which we can help you to connect with through our extensive links



# Key sectors

Coventry and Warwickshire is world-renowned as the home of advanced manufacturing and automotive engineering, and the area's research and development has ensured that it has stayed at the forefront of globally-significant industry sectors.

## Advanced Manufacturing

The advanced manufacturing sector has a strong footprint with over 15,000 jobs and an annual investment rolling at over £100m.

## Aerospace

The aerospace cluster in Coventry and Warwickshire plays a major part in the industry's crucial supply chain. A number of high-profile businesses work collaboratively as the Coventry and Warwickshire Aerospace Forum. Further support is provided by organisations including the MTC and the Midlands Aerospace Alliance.

## Energy

The sector is second only to the automotive sector as an industrial employer. Its focus on energy management and local supply will bring real commercial advantage to new and investing businesses.

## Automotive

Coventry and Warwickshire is internationally recognised as a major automotive design and engineering centre, home to the global headquarters of Jaguar Land Rover and Aston Martin, and host to a range of international companies including Peugeot Citroën and BMW, as well as an extensive supply chain.

## Low Carbon Vehicles

The significant investment in Low Carbon Vehicles research is a natural progression from the local vehicle engineering expertise. The area is host to a number of prestigious businesses and support organisations operating in the fields of electric, electric hybrid, fuel cells, hydrogen power systems and light-weight materials.

## Intelligent Mobility

Coventry and Warwickshire has a global presence in this sector, with world class research facilities. The firms in the Intelligent Mobility sector are adapting technologies for application in designing transport networks as systems of the future, from remotely-operated vehicles to developments with iPad applications and diagnostics.

## Digital and Creative Industries

Coventry and Warwickshire hosts a vibrant digital and creative sector focussing on design, software development, gaming, film-making, theatre and digital infrastructure. The area's gaming hub 'Silicon Spa' is one of the largest gaming clusters in the country. Serious Games International (SGI), the UK's leading developer of gaming technology for business applications, is amongst globally recognised local names.



# Key investment sites

**1 Ansty Park**  
 40 hectares (98.8 acres). Industrial, R&D and office development  
 Creating 5,000 jobs  
 Public sector investment complete

**2 Birch Coppice**  
 20 hectares (50 acres). Industrial and warehouse development  
 Creating 5,000 jobs

**3 Coventry and Warwickshire Gateway**  
 189 hectares (462 acres). Industrial, warehouse and distribution, research and development offices with ancillary leisure and roadside uses  
 Creating 10,000 jobs  
 £2m public sector funding committed

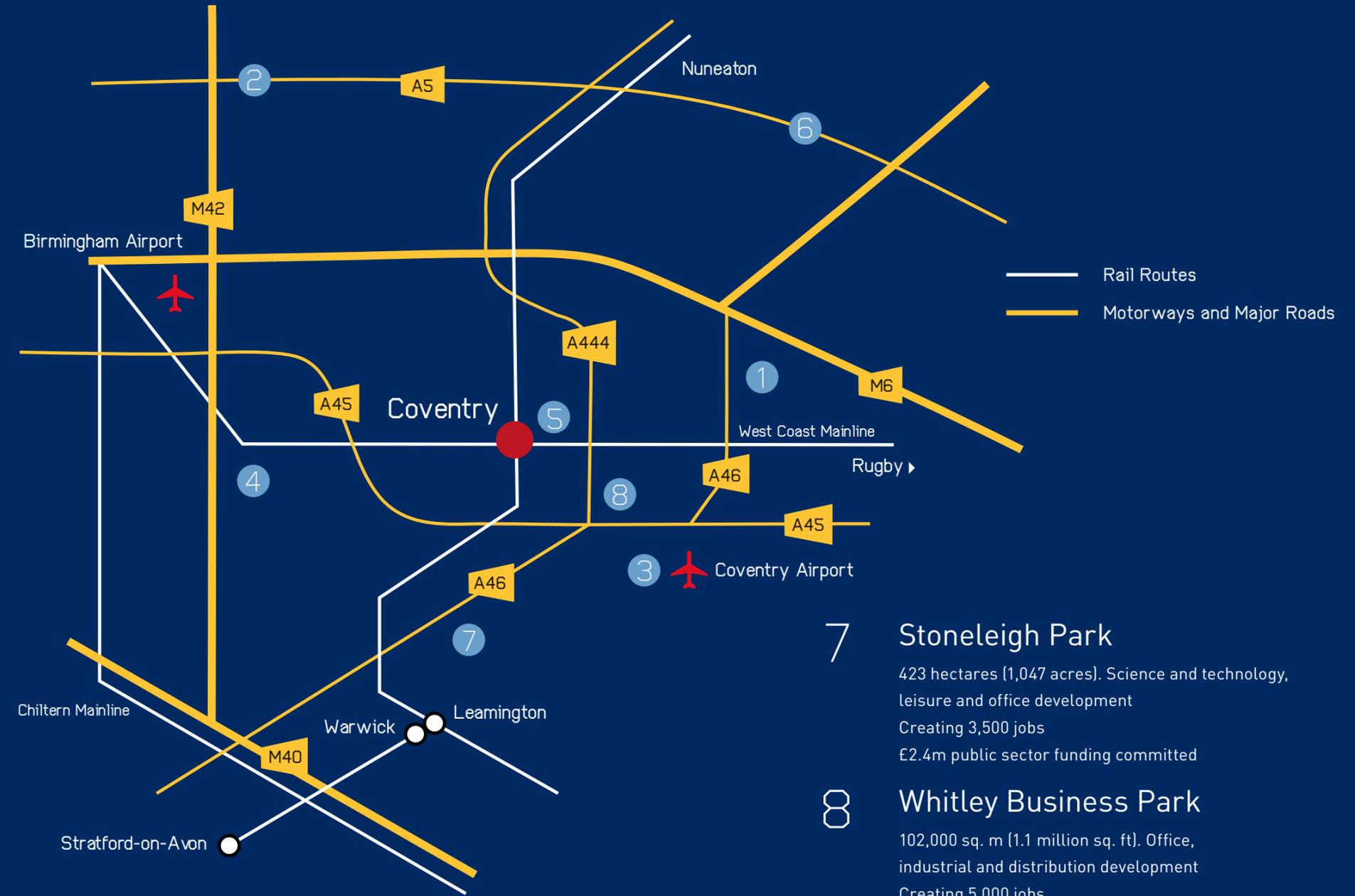
**4 Fen End**  
 10 hectares (24 acres). Industrial, R&D and office development  
 Creating 1,200 jobs  
 £0.59m public sector funding committed

**5 Friargate**  
 300,000 sq. m (3.2 million sq. ft). Office, residential, hotel, and leisure development with ancillary retail  
 Creating 15,000 jobs  
 £40m public sector funding committed

**6 MIRA Technology Park**  
 344 hectares (850 acres). Engineering, research and technology development  
 Creating 2,000 jobs  
 £19.4m public sector funding committed

**7 Stoneleigh Park**  
 423 hectares (1,047 acres). Science and technology, leisure and office development  
 Creating 3,500 jobs  
 £2.4m public sector funding committed

**8 Whitley Business Park**  
 102,000 sq. m (1.1 million sq. ft). Office, industrial and distribution development  
 Creating 5,000 jobs  
 £6.5m public sector funding committed



# Living and leisure

In Coventry and Warwickshire there is a great choice of places and properties where you can make your home, from city centre apartments to modern suburban estates, market towns and picturesque villages. With the city of Coventry and the towns of Stratford-on-Avon, Rugby, Royal Leamington Spa, Nuneaton or Warwick, there is a wide range of places to live to suit everyone.

What is guaranteed is that you won't be short of things to do. The city is set in beautiful countryside and there are fantastic experiences to enjoy, from sport to Shakespeare and castles to cars.

The area boasts the world renowned Coventry Cathedral, symbol of its continuing role promoting peace & reconciliation, as well as the Herbert Art Gallery and Warwick Arts Centre. Enjoy a trip to the Royal Shakespeare Company Theatre and visit Shakespeare's birthplace at Stratford-on-Avon, or revel in a varied programme at the Belgrade Theatre in Coventry.

Warwick Castle is considered Britain's ultimate castle; or have a shopping treat or a great night out in the many independent shops, restaurants and cafes of Royal Leamington Spa. Equally, experience and enjoy our motoring pedigree at the popular Coventry Transport Museum or the Heritage Motor Centre and Conference Centre at Gaydon.

This is also a sporting paradise and you can have fun watching rugby, football, ice hockey, speedway, athletics or perhaps enjoy taking part! The area hosts many quality events, festivals and concerts, as well as being home to the Olympic venue Ricoh Arena, which has also played host to artists such as Bruce Springsteen, Coldplay, Pink and Take That.

Coventry and Warwickshire is also renowned as being a centre for business tourism and hosts many international corporate conferences and training events due to its central location and high quality facilities.



# Supporting business investment

Local Enterprise Partnerships, a partnership between the private and public sector, were set up by government to help determine local economic priorities and lead economic growth and job creation within a local area.

The Coventry and Warwickshire Local Enterprise Partnership is the guiding force that ensures private and public sector organisations are working together to grow the economy and increase prosperity. The organisation is prioritising advanced manufacturing with particular expertise in automotive engineering, low carbon applications, intelligent transport solutions and digital gaming: these are areas that Coventry and Warwickshire has international leadership and capability in.

Real commercial advantage is at the heart of Coventry and Warwickshire's offer.

- A supportive and welcoming environment
- An integrated and flexible business support framework
- A strong skills and knowledge base
- Exceptional clusters of innovative businesses with immediate access to markets and supply chains
- An unprecedented financial assistance package
- A wealth of internationally recognised knowledge and sector-focused support organisations
- A great central location and a first class relocation support service
- Superfast broadband connectivity
- Excellent development sites and a range of good quality ready-built premises

