



INVEST

COVENTRY & WARWICKSHIRE

England, UK



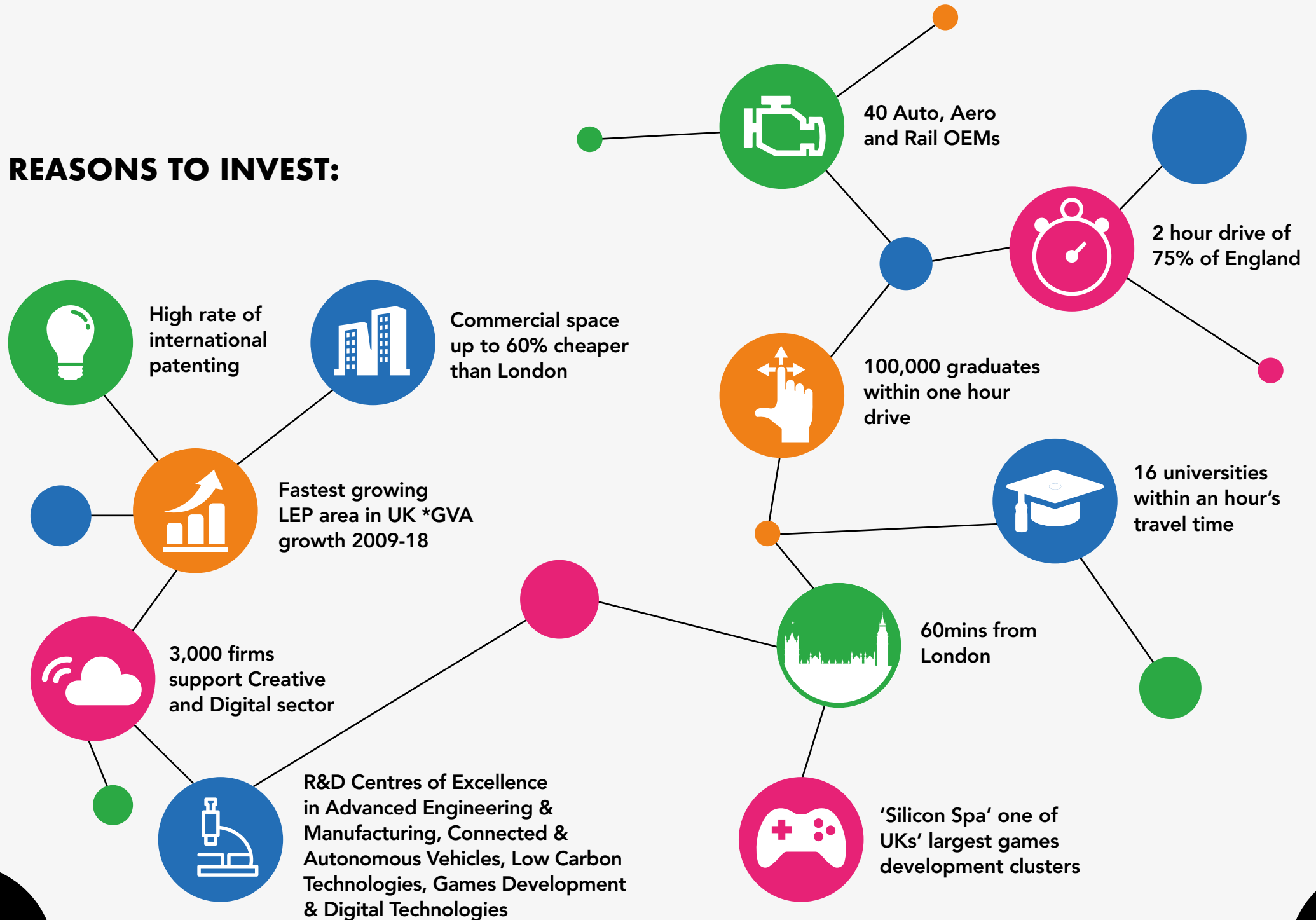
**INVESTMENT OPPORTUNITIES
AND BESPOKE INVESTOR SUPPORT.**

A TRADITION OF CREATIVITY AND INNOVATION.

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REASONS TO INVEST:



WELCOME

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 low carbon, 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 & Games Development

“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.

50,000+ employed in advanced manufacturing.

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



AUTOMOTIVE

Over 35 automotive OEM vehicle brands including Aston Martin Lagonda, BMW, Geely London Electric Vehicle Company, Jaguar Land Rover, PSA Peugeot Citroen Vauxhall, TATA Motors and Volvo Truck and Bus, with R&D and/ or headquarters in the area.

Significant R&D activity, from low carbon battery 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, engineering services and low volume build.

Local supply chain includes Bosch, Cummins, Delphi, Denso and Unipart.

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

KEY SECTORS



NEW ENERGY VEHICLES

Local OEMs from Aston Martin Lagonda, BMW, Geely London Electric Vehicle Company (LEVC), Jaguar Land Rover, Polestar 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, and new 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 ongoing, £1bn+ investment by UK Government and private industry to accelerate the development of future powertrain technology.

The UK Battery Industrialisation Centre (UKBIC) is a new £129m, 18,000sqm centre for the development and scale up of new battery technologies, as part of the UK Government Faraday Battery Challenge.



CONNECTED & AUTONOMOUS VEHICLES (CAV)

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

Accelerating Future Mobility Solutions – Midlands Future Mobility is a 450km real-world ecosystem for Connected and Automated Mobility (CAM) technology development, building on previous driverless car trialling on the roads of Coventry & Warwickshire with programmes such as UK Autodrive and UK CITE.

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

The WMG 3xD Simulator enables autonomous vehicles to drive around in a virtual environment.

The new £35m TIC-IT and Park-IT facilities at HORIBA-MIRA allow for high speed CAV testing.

ConVex is a new £8m public-private data consortium with Bosch, JLR and TfWM, based at University of Warwick;



“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

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.

R&D activity in metals, composites and metal processing, including RR HTRC (High Temperature Research Centre).

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

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

Manufacturing Technology Centre (MTC) partners include Airbus, GKN, GE and BAE Systems.

New £130m, 440,000sqft Meggit Technology Centre for braking and control systems, including a centre for future aerospace thermal management technology.



RAIL

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

Rail OEMs here include CAF Rail, Vivarail and Severn Lamb.

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

R&D activity includes lightweight structures, energy storage, battery, hybrid and hydrogen 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) near Stratford-upon-Avon, is a 135 acre, mainline rail connected centre for the development, testing and manufacture of rolling stock and systems, including a two-mile test-track loop.

Porterbrook has been working with University of Birmingham BCRRE at QRTC to deploy hydrogen propulsion in rail.

WMG is developing low cost 'Very Light Rail Technology', including the 'Coventry VLR' programme



“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

KEY SECTORS



BUSINESS PROFESSIONAL AND 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 Warwick Business School.

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



CREATIVE INDUSTRIES AND 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, Microsoft Xbox, Rebellion and Ubisoft.

Over 3,000 businesses working in the sector, part of the fastest growing tech cluster outside of London.

The area benefits from unique commercial space dedicated to the sector. This includes Creative Arches, Eliot Park Innovation Centre, The Long Barn, Canal Basin, 26HT, FarGo, Mill Street and Venture House.

Interactive Futures is an annual conference and trade show which supports and promotes the local games and interactive entertainment industry.



“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.”

ANDREW WAFER
DIRECTOR
PIXEL TOYS

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. These include the £55m Engineering & Computing Building, home to its innovative courses in Games Development, the 40,000sqft

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.

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.



20+ Automotive R&D Centres



16 universities within a one hour drive time



Midlands Creative Hotspot (NESTA 2016)



4 Aerospace Centres of Excellence



3 Rail Manufacturing Centres



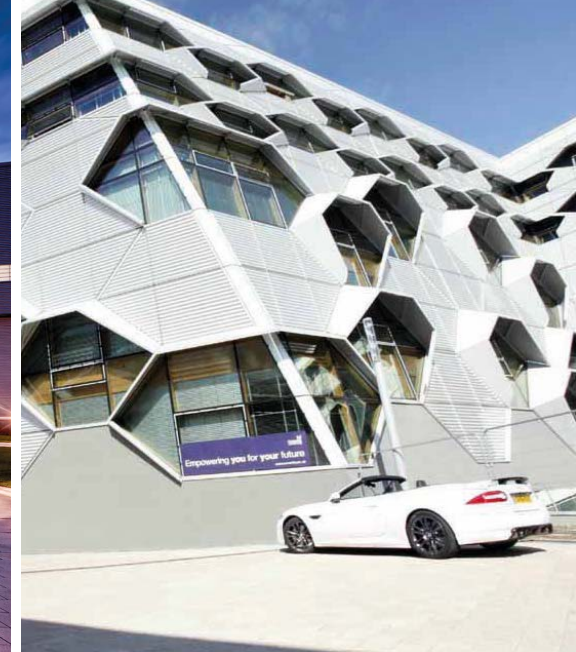
2 High Value Manufacturing Catapult Centres



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 (HVMC Catapult Centre)
- High Temperature Research Centre, partnership between University of Birmingham and Rolls Royce to develop aerospace technologies
- Proving Factory and its 'Venture Engineering' approach to scale-up SME 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
 - Centre for Mobility & Transport
 - National Transport Design Centre
 - C-ALPS Low Carbon Technology Centre with FEV Ltd
- WMG, University of Warwick (HVMC Catapult Centre)
 - Advanced Manufacturing & Materials Centre
 - Energy Innovation Centre
 - Automotive Composites Centre
 - Premium Vehicle Customer Interface Technologies Centre
 - International Institute for Nanocomposites Manufacturing
 - National Automotive Innovation Campus (NAIC)
- Quinton Rail Technology Centre (QRTC) 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.
- UK Battery Industrialisation Centre (UKBIC) is a new £129m, 18,000sqm centre for the development and scale up of new battery technologies
- Hyperbat is a JV between Williams Advanced Engineering and Unipart, and can assemble battery packs for OEM clients
- Birmingham Centre for Rail Research and Education (BCRRE) is the largest rail university department in the UK, and carries out testing at QRTC with Porterbrook.



Creative Industries and Games Development:

- CUE Interactive is a digital studio, expert in developing large scale immersive simulations, 3D visualisations using virtual and augmented reality, and gamification applications, and is part of Coventry University.
- 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.
- University of Warwick Science Parks (UWSP) has four local campuses providing office and light industrial space for tech companies. Tenants include ARM Holdings and Samsung
- Warwick Tech Park is a major grade A office development between Leamington and Warwick, and includes tech companies IBM, National Grid HQ, Rebellion Games and IRESS.
- Eliot Park Innovation Centre - Licenced office space for micro and small technology and business services companies.
- 26HT - Serviced office space designed for games development start-ups

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 courses ranked in the global top 400 Times Higher Education (THE) World University Rankings (2019). The School offers undergraduate and postgraduate degrees, including MBA's and has excellent links with national and international organisations, major banks and Governmental agencies.
- 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 Midlands Aerospace Alliance (MAA) and the Motorsport Industry Association (MIA).



“We’ve been part of the city since 1884 and today are the UK’s third largest building society with assets exceeding £38 billion. Coventry’s central location helps to attract the talent we need to support our ongoing growth and we offer a wide range of roles, including many specialist functions that are rarely found outside London.”

COVENTRY BUILDING SOCIETY

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. WMG operates two UTCs focused with the aim of encouraging young people to study science, technology, engineering and maths.

Digital Schoolhouse, with support of the local games development industry, uses play-based learning to engage the next generation of pupils and teachers with the computing curriculum.

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.



16 Universities within an hours travel time



11 private schools



Young Population 12% aged 16 to 24



100,000 graduates within 1 hour drive.



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)

is a purpose-built training facility delivering 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 (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.

The WMG Degree Apprenticeship Centre

focuses on courses essential to the effective development of advanced engineering and manufacturing companies. The Centre provides training programmes up to Level 8 (Engineering Doctorate level) for learners in employment

MIRA Technology Institute (MTI)

works with local colleges and universities to support the skills needs of the 2500+ engineers who will be working at MIRA Technology Park and Southern Manufacturing Site.

The £33m WCG (Warwickshire College Group) Rugby College

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

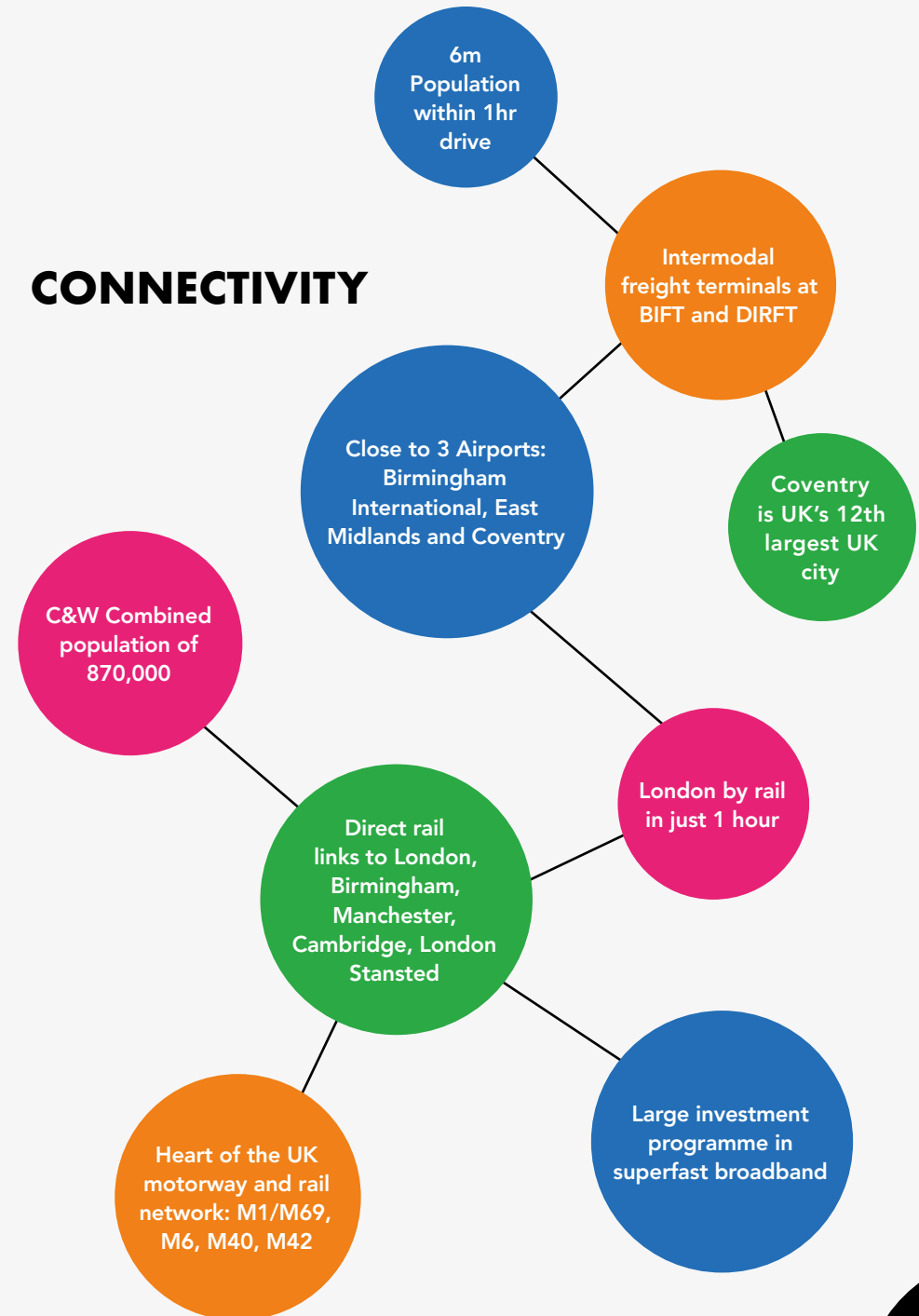
Trident Centre (Warwick)

part of WCG provides state-of-the-art engineering workshops and laboratories for students and employers, working in partnership with OEMs including Jaguar Land Rover and Rolls Royce Aerospace, to deliver courses in engineering and motorsport up to degree level.





CONNECTIVITY



LEISURE & LIFESTYLE

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've hosted the National Women and Mens' Cycle Tours in recent years.

Go Ape! at Coombe Abbey and Coventry Wave indoor waterpark are recent additions to indoor and outdoor leisure options for families and groups.

We're also a popular location for trade and leisure shows, including the music festivals Godiva and Lunar, the motoring and motorsport flavoured Motofest and Race Retro, the Battery Technology Show, and Vehicle Electrification Conference. In 2021 Coventry is UK City of Culture and in 2022 we'll host the 2022 Commonwealth Games with Birmingham.

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 'soft landing' 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

Images courtesy of:

Arch Creatives, Aston Martin Lagonda, BMW Group, Coventry Building Society, Coventry University, Davidsons Homes, Friargate Coventry, Geely London Electric Vehicle Company (LEVC), Interactive Futures, Jaguar Land Rover, Playground Games, RDM Group, Rolls Royce Aerospace, The MTC, The RSC, UKBIC, The University of Warwick, Viva Rail, The Wave, WMG

Contact Us:

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www.investcw.co.uk



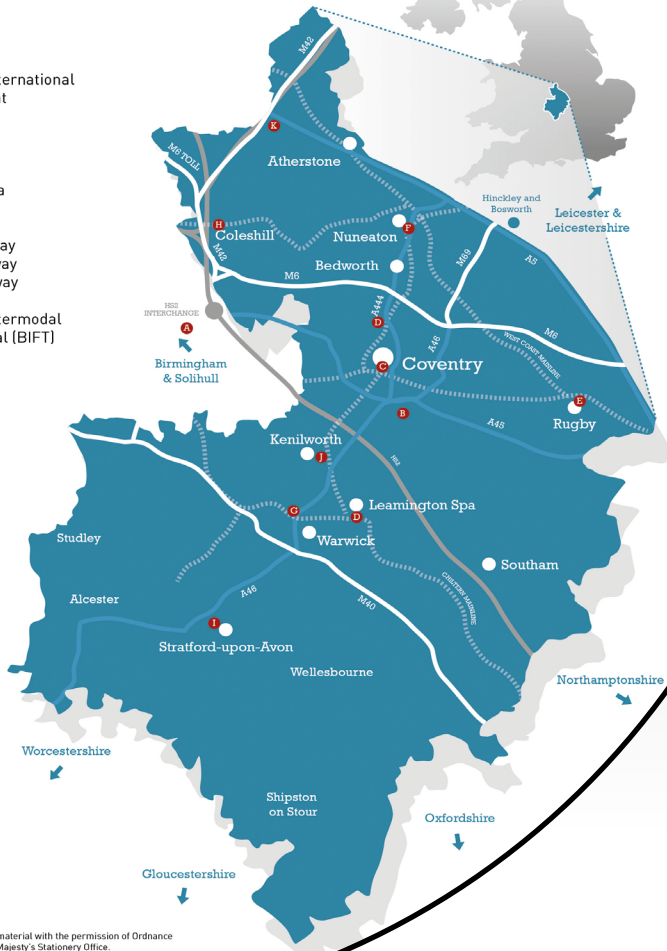
Airports:

- A Birmingham International
- B Coventry Freight



Railway stations

- C Coventry
- D Leamington Spa
- E Rugby
- F Nuneaton
- G Warwick Parkway
- H Coleshill Parkway
- I Stratford Parkway
- J Kenilworth
- K Birmingham Intermodal Freight Terminal (BIFT)



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