



DIGITAL

invest

north east  
england

## GAMES DEVELOPMENT



# NORTH EAST ENGLAND WORKS.

**With over 50 internationally renowned, specialist gaming companies, world-class facilities and state-of-the-art infrastructure, it is clear why North East England Works for games businesses.**

Gaming businesses locating in the North East benefit from a high calibre talent pool from five world-class universities, who collectively offer more than 90 bespoke courses for the gaming industry. This, coupled with an unrivalled support network and the opportunity to locate in collaborative, high-spec innovation hubs, makes North East England an attractive location for investors.

[INVESTNORTHEASTENGLAND.CO.UK](http://INVESTNORTHEASTENGLAND.CO.UK)

North East England has an international reputation as a centre of excellence for creativity and innovation and has carved a niche market for attracting global gaming companies. We are proudly home to more than 50 specialist gaming operations including Atomhawk, Coatsink and Ubisoft. The region's games cluster is supported by specialist centres for excellence and innovative R&D facilities, making North East England an attractive location for games developers.

*"Gateshead has established itself as a leading hub for the creative digital sector. We work with clients from across the world but this is where Atomhawk is proud to call home."*

*Tim Wilson, Head of Operations, Atomhawk*

### Why firms choose to invest in North East England

- The region has nearly 15,000 employees working in creative industries
- Home to the UK's first industry-led centre of excellence for VR and AR
- Ultra-fast broadband speeds of up to 100mpbs
- Over 51,000 STEM students studying at its universities and the highest proportion of students studying computer science in England.

**North East England** has one of the UK's highest concentrations of Creative Industries companies engaged in games development.

**NORTH EAST ENGLAND WORKS.**

### World-class properties and office space

**VRTGO Labs**, based on the Gateshead Quays, was the first UK VR industry-led centre of excellence, producing cutting edge VR and AR technology. Companies that are part of the VRTGO network work with leading brands such as Audi, PlayStation and Oculus.

**Northern Design Centre** is a hub for design innovation and product development in the region. It provides incubation space and studios for new and growing businesses.

**Sunderland Software Centre** is home to a number of games developers and software development companies. The centre supports the growth of the North East technology sector by providing business support and creating opportunities for aspiring and established software businesses.

*"Our company's history is here in the heart of Sunderland. We're proud to be here and of the passionate, loyal people we have here ..... We have really strong universities in the North East and the key to our future success is the students coming out of them. They're our future talent pipeline and mean that we can continue to grow."*

*James Beard, Chief Operating Officer, tombola*

**Ubisoft**, the world's third largest producer of video games, employs 220 people at its Newcastle development studio and a further 150 at its EMEA customer relationship centre. Staff come from 27 different countries and speak 16 languages.

### Unbeatable skills availability

North East England has nearly 15,000 employees working in creative industries and has the highest proportion of students studying STEM subjects in the UK. The region offers a large talent pool of graduates with all five universities offering bespoke courses aimed at the games industry, including Computer Games and Visual Effects (Northumbria University), Game Technologies (Newcastle University) and Innovative Computing (Durham University).

### Cost savings

Not only is the North East workforce loyal but it is one the least expensive locations in Europe to hire games development and creative staff. The typical cost savings of a video game designer in North East England are 25% less compared to London and over 10% less compared to Brighton, East of England and the South East. Compared to many European locations like Paris and Berlin, costs are over 40% lower.

Property costs are one-fifth of London, 47% lower than in Dublin, 29 % lower than Manchester and 25% lower than in Brighton. According to the Financial Times Benchmarking Study, a 25 person video games operation in the North East would save over £1 million per annum in costs compared to London per annum.

### KEY SPECIALIST OPERATIONS IN THE NORTH EAST

<b>Atomhawk</b>	<b>Gamevy</b>
<b>Bede Gaming</b>	<b>People Can Fly</b>
<b>Coconut Lizard</b>	<b>Ubisoft</b>
<b>Epic Games</b>	<b>tombola</b>
<b>Coatsink</b>	<b>Pocket Money Games</b>
<b>Sumo Digital</b>	