



# NORTH EAST ENGLAND WORKS FOR DIGITAL AND TECH

invest | north east  
england



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**The North East has the  
fastest average broadband  
connection speed in England**



**32,500+**  
**employees in its  
digital sector**



**over  
10  
specialist support clusters  
for the digital sector**



**Access to world leading  
digital and gaming facilities**

PROTO, Digital Catapult NETV,  
Immersive Lab, TUS Park and more

# Overview



## Training and education

North East England's five universities and excellent higher education colleges provide a strong pipeline of talent for the digital and tech sector. Our universities drive innovation and research. They collaborate with industry to develop knowledge and provide platforms for spin-out companies. [Learn more >](#)



## Large and growing business base

North East England is a UK digital hotspot and a driving force for digital innovation, world-class design, solid technology capabilities and a highly skilled workforce.

[Learn more >](#)



## Exceptional property solutions for any business

Digital technology companies in the North East have a huge choice of workspace. From cost-effective studios and small creative spaces to Grade A offices located in city centres and edge-of-town business parks, there is something for businesses of all sizes. [Learn more >](#)



## Easy to reach and globally connected

With exceptional digital connectivity and fantastic air, rail, sea and road networks, North East England is the perfect location to reach European and international markets. [Learn more >](#)



## Skills

Over 32,500 people are employed in our digital sector and global businesses choose us as the place to grow their workforces. [Learn more >](#)



## Quality of life

From the stunning coastline to picturesque countryside and the vibrant city centres of Newcastle, Durham and Sunderland, North East England has something for everyone. With some of the lowest house prices in the UK, the region is the perfect location for work/life balance.

[Learn more >](#)

# Key specialisms

North East England is paving the way for future advancements in digital technology, from data analytics to immersive technology, the region is uniquely placed to assist digital companies locate, expand and grow.



## Immersive technology

North East England's immersive tech sector has grown to one of the most significant in the UK. With a strong cluster of companies growing in the region plus a unique blend of market access and demand, ease of doing business, skilled workforce, infrastructure and cost base ensures the North East's ecosystem continues to be a hot bed for immersive technology.

[Learn more >](#)



## Games development

Gaming companies enjoy spectacular success exporting products to the world with over 60 internationally renowned, specialist gaming companies operating in the region.

[Learn more >](#)



## Software development

A wide range of software development businesses have made the decision to locate in the region. Companies benefit from access to a large talent pool, utilising the world-class facilities and innovative office accommodation. FTSE 100 global software giant, Sage, is headquartered in Cobalt Park and is one of the world's largest suppliers of enterprise resource planning software.

[Learn more >](#)



## Data analytics

Newcastle Helix based in the heart of Newcastle Upon Tyne is home to science, technology and digital businesses and three national innovation centres: National Innovation Centre for Ageing, National Innovation Centre for Data and National Institute for Health Research Innovation Observatory, cementing the region as a pioneer in innovation and data analytics. The National Innovation Centre for Data brings together industry, the public sector and top academics to develop the skills, ideas and resources to exploit opportunities offered by the explosion in digital data.

[Learn more >](#)



## Data centres

Home to the UK's largest datacentre based at Cobalt Park, North Tyneside. Stellium's data centre campus is service provider neutral to give clients a choice of connectivity to local, national and global fibre networks. Stellium completed the Newcastle MAN (Metropolitan Area Network) using the latest fibre technologies to bring the North East's major business communities within easy reach of the campus. In addition, the centre provides connectivity along the MAN to major service provider hubs to create a wide range of high-volume national data paths.

[Learn more >](#)



## Fintech

North East England is an unbeatable location for Fintech Investors. Highlighted as a fintech hotspot in the Government's Kalifa report, there is a strong ecosystem of innovation in the region with access to large fintech market opportunities, an unrivalled network of business clusters, five world class universities and a highly skilled talent pool.

[Learn more >](#)

# Skills and talent

There are over 32,500 people employed in our digital sector and global businesses choose us as the place to grow their workforces. Our diverse sector has attracted talented workers from Java Developers, Solution Architects to C-Stack Developers. Companies locating here have the confidence that they can recruit the right talent and report lower staff turnover rates.

The region's five universities and excellent higher education colleges provide a strong pipeline of talent for the digital and tech sector, driven by industry needs. Our universities and colleges drive innovation and research, collaborating with industry to develop knowledge and further skills, supported by a strong network of industry-led skills provision. New content and courses for the digital sector are created with the private sector to ensure students have the skills they need to join the digital workforce.

[▶ Watch video/learn more](#)



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**“The North East’s deep talent pool has been instrumental to our growth and development to date. With multiple leading universities and colleges on our doorstep, we have a constant stream of new graduates to help our expansion, and the region’s reputation for a high quality of life enables us to entice other top hires away from more established sectors like London”**

Arwen Duddington, COO, ZeroLight

# Connectivity

**North East England has digital infrastructure which is second to none, with some of the fastest broadband speeds in England. Local authorities in the region are committed to further improving digital connectivity and are investing in the most innovative projects.**

North East England has an excellent transport network and a unique landscape that makes it the ideal place to live and work.

Served by an international airport, three ports, and fantastic rail and road networks. You can be in London, Paris or Amsterdam in around an hour by air, or reach the capital in under three hours by train.

Workers enjoy low commute times and some of the least congested roads in the UK. The region is home to the Tyne and Wear Metro, the UK's largest rapid transport system outside of London, whose 60 stations provide speedy access to Newcastle, Gateshead and Sunderland, as well as Newcastle International Airport.

[Find out more](#)



**"There are few places in the world where you go surfing in the morning and then be in a bustling city centre for a 9am meeting."**



# Assets and facilities

North East England's established tech clusters, assets and networks provide an unrivalled eco-system to support start-up and growing companies moving to the area through events, mentoring, funding and collective problem-solving.

Key assets and networks ready to support digital businesses include:



## PROTO

PROTO in Gateshead is Europe's first dedicated centre for emerging technologies. Its world-class facilities include a motion capture studio, sound stage for digital content creation and a photogrammetry rig to create 3D models. Local tech companies get cost-effective access to kit, studio space and expertise to create and test new immersive experiences.



## National Innovation Centre for Data (NICD)

The National Innovation Centre for Data at Newcastle Helix links leading academic talent in universities with industry and the public sector to explore how data can improve competitiveness and increase efficiency.



## Digital Catapult North East Tees Valley (NETV)

Digital Catapult North East Tees Valley (NETV) supports businesses from across the region to explore the growth and adoption of advanced digital technologies to improve the productivity and performance of organisations.



**"The Digital Catapult Centre NETV has shown us what is possible in the North East by exposing innovative and exciting companies. In a single day we found four companies that we will be working with in the future, who fit the gaps in our expertise we didn't know we had"**

Richard Ramsden  
Head of Data Science: Innovation Incubator,  
AkzoNobel, Gateshead



# Case studies

North East England has one of the fastest growing digital economies in the UK. From games development to immersive technology, companies based here have grown and thrived.

tombola

"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.

Our staff can build a successful, highly skilled tech career with us and since we're a cloud-based business, our developers based here in the North East can easily work closely with our international teams.

We're connected to our local community and want to continue to have a positive impact on the city. The work-life balance that the region offers is important to all of us as well, alongside the opportunity for the company and our staff to be a part of the really strong tech community we have here in the North East.

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

{ } wordnerds

"I choose to live in the North East because it is an amazing place with a unique mix of urban and rural, coast and country, modern and historical. We have access to the combined genius of five universities, all within a stones throw of our Gateshead Quayside offices and some of which boast world class AI departments with research facilities and hardware to match. The UK's National Innovation Centre for Data (NICD), has been built in Newcastle, we can walk there from our office. It is a resource that forms the vanguard of the UK PLC's attempt to introduce businesses that want to use data better with the people, tech and hardware to do so.

In 2020, we could run Wordnerds from anywhere and the North East is well connected nationally and internationally. I spend a week or two a month in London – less than 3 hours away by train – enjoy the lower cost of living, higher quality of life and access to a thriving, collaborative digi-tech community with an educated, motivated, workforce that know how to work and play hard."

**Pete Daykin**  
Co-Founder and CEO



SAGGEZZA

"Sunderland is a fantastic location for us and services many of our global clients. We have been delighted with the calibre of talent we have been able to attract as the business has grown and we are sure our North East base will continue to be an important global location for us as we expand around the world"

**Lucy Harber** Head of HR and Operations at Saggezza

# Our service

**Invest North East England is the first point of contact for companies looking to locate or expand to our region.**

Our highly experienced team opens the door for businesses to the region's network of specialist organisations and individuals with the information, support and advice essential for businesses looking to locate in North East England.

We co-ordinate investment enquiries on behalf of our region's local authorities to ensure businesses are able to make the best decisions based on a wide array of information.

Our team has access to the UK Government, support agencies, sector specialists, universities, colleges, knowledge networks, finance streams and business organisations, helping your transition and move to North East England run smoothly.

**Invest North East England supports businesses with a whole range of practical relocation support and advice including:**



Advice on availability of land and property and costs



HR support, including wage comparisons, training, recruitment and local market information



Information and statistics on the local economy, demographics, infrastructure and labour market



Support for key employees and their families moving to the area



Organising visits to the region and meetings with key stakeholders



Introductions to supply chain knowledge networks and technological expertise



Access to finance – guidance on the availability of financial assistance and grants



A personal Account Manager dedicated to your project with a full aftercare programme

Want to take the next step in locating or expanding your business in North East England, or just need to find out more?

**[Get in touch today >](#)**



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