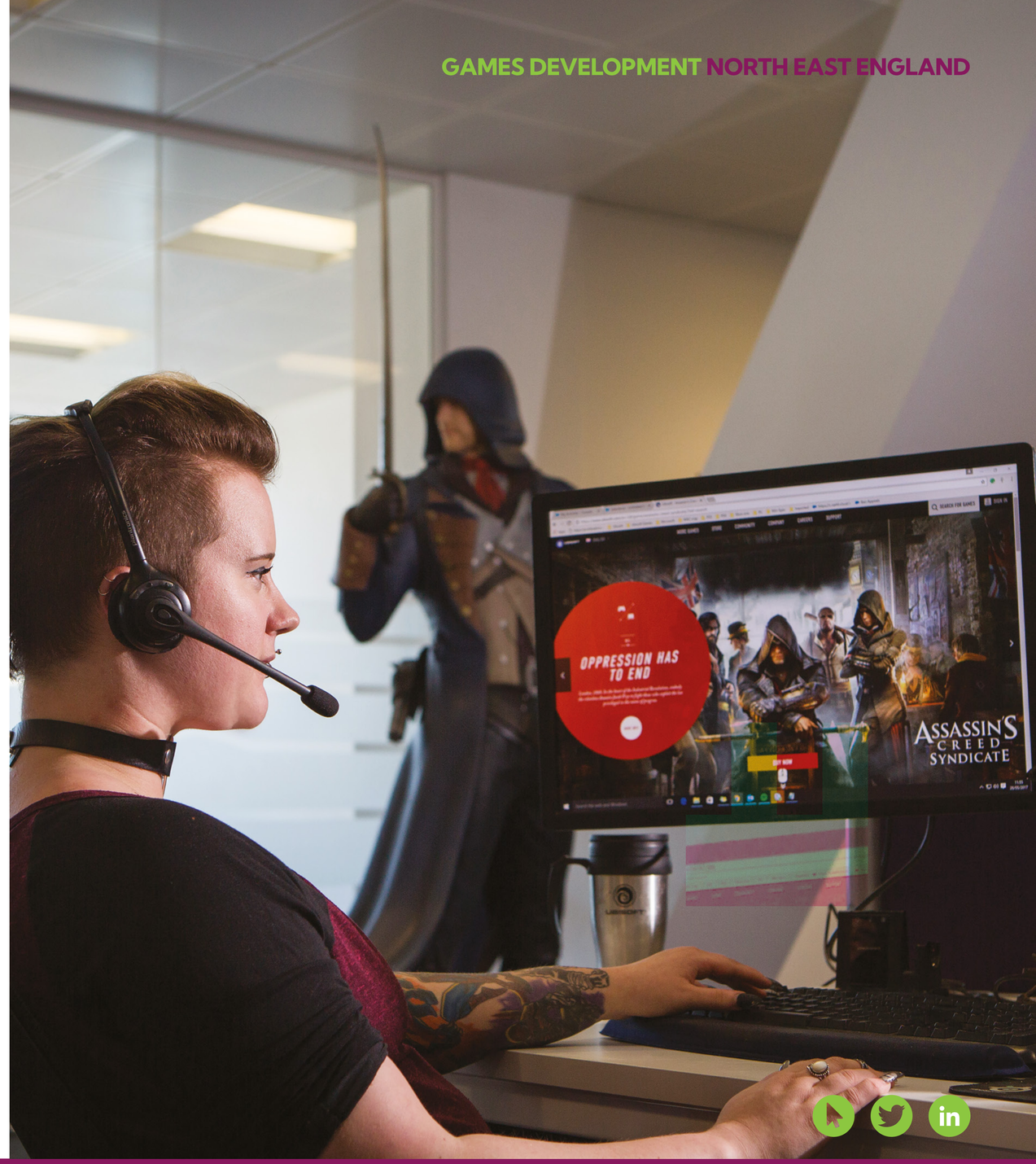
NORTH EAST ENGLAND WORKS.

North East England is a powerhouse in the global gaming sector, with over 60 internationally renowned, specialist gaming companies, world-class facilities and a state-of-the-art infrastructure, it is clear why the region is a prime location for gaming businesses.

Gaming businesses located in the region benefit from a high calibre talent pool from five world-class universities, who collectively a diverse selection of courses for the gaming industry, from school leavers to adult up-skilling. 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 businesses.

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Why games development companies choose to locate in North East England

- The region has over 32,720 skilled people working in its ICT sector.
- A loyal workforce with low staff turnover rates.
- The North East is nurturing the next wave of game designers and creative storytellers, with its universities providing specialised courses tailored to the gaming industry.
- Home to the UK's first industry-led centre of excellence for VR and AR.
- More than 60 specialist gaming operations including Bede Gaming, Coatsink, tombola, LeoVegas and Ubisoft.
- The region's games cluster is supported by specialist centres for excellence and innovative R&D facilities.
- The British Esports National Performance Campus and new National Gaming and Esports Arena (coming 2026) are located in Sunderland, offering a dedicated training space, workshops and bootcamps focused on fostering future gaming talent and supporting the development of the gaming community.
- Ultra-fast broadband speeds of up to 100mpbs.
- Access to a huge range of premises available; from collaborative space to small development studios, city centre facilities to large-scale out-of-town business parks.
- Affordable property; a 40-person video games operation in North East England would cost £2.3 million less per annum than locating in London.
- The costs of hiring a video games designer here are 40% lower London.

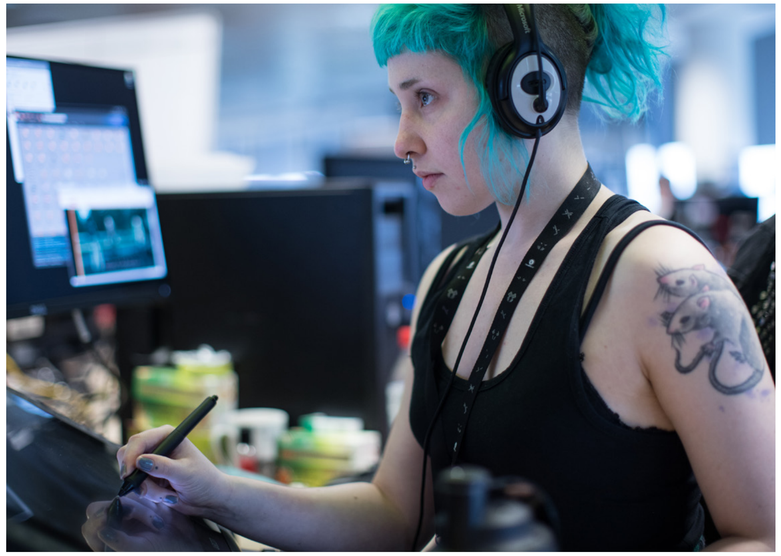
32,720+
Employees in its digital sector

over 8
specialist support clusters for the digital sector

Skills availability

North East England offers one of the most skilled, loyal and affordable workforces in the country. There are over 32,720 people working in North East England's digital sector. There are over 129,000 students in the region, studying across five world leading universities. The region's five universities and 10 further education colleges offer courses that support the gaming industry, from design and programming to technical development.

In addition, they all work collaboratively with private sector companies to deliver bespoke courses to equip students with the skills they need for a career in games development.



Assets and Facilities

North East England has a fantastic portfolio of physical space and technical support for new and growing companies moving to the region.

- **PROTO** in Gateshead is Europe's first dedicated centre for emerging technology. Its world-class facilities include a motion capture studio, sound stage for digital content creation and a photogrammetry rig to create 3D models
- The **North East Tees Valley Immersive Lab** gives businesses the chance to experience immersive technology – such as augmented reality, virtual reality and mixed reality – first-hand to improve the impact and efficiency of the technology. Academic and research institutions also work with the Lab to advise industry on opportunities for market growth.
- **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.



Access to world leading digital and gaming facilities

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

British Esports

Located in Sunderland is the National Esports Performance Campus (NEPC). It is the home of British Esports and consists of state of the art offices and contemporary classrooms which foster collaborative learning and innovation. Performance rooms serve as incubators for honing competitive gaming skills, featuring specialised training areas.

The UK's national gaming and Esports arena will open in Sunderland in 2026. The arena will be the first of its kind in Europe and will feature live events, elite competition, and immersive audience experiences, with facilities including a 200-seat theatre, a 17m-wide LED screen, broadcast, content and editing studios, retail and hospitality, performance rooms and an outdoor activation space.

Networks and Eco System

North East England's digital and tech community is one of the most collaborative in the UK. The region has a fantastic network of support and a welcoming eco-system of existing companies keen to support new studios locating to the area. Companies moving to the region can join more than 10 networks and meet-ups for games developers and artists.

In ESports, NEPC hosts National and International competitions, including the UK Student Champs Final where some of the country's best young gamers battle for glory across some of the biggest Esports titles. In 2025, NEPC welcomed eight of the UK's very best student Esports teams for the thrilling culmination of the Student Champs season which saw 750 teams and 3,000 gamers play over 13,000 games.

Connectivity

North East England provides direct access to locations worldwide, with flights to major cities and European hubs via Newcastle International Airport. To the south of the region is Teesside Airport which offers additional flights to the UK and Europe.

The three major train stations in the region, Durham, Newcastle and Sunderland. All offer fast and frequent rail links to London (2 hours 45 mins), Birmingham (3 hours), Manchester (2 hours 30 mins) and Edinburgh (1 hour 30 mins).

The Tyne and Wear conurbation benefits from a light rail system with over 60 stations and some of the least congested roads, with an average commute to work of less than 30 minutes.

The region also has excellent digital infrastructure including Stellium data centre and one of the fastest average broadband speeds in England.



The North East has one of the fastest average broadband connection speeds in England

KEY SPECIALIST OPERATIONS IN THE NORTH EAST

- Atomhawk
- Bede Gaming
- Coastink
- Coconut Lizard
- Creative Assembly North
- Enigma Interactive
- Epic Games
- LeoVegas
- Nosebleed Interactive
- People Can Fly
- Pocket Money Games
- Sumo Digital
- Toastie Labs
- tombola
- Ubisoft







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North East Combined Authority