

# Creative media technologies

Intelligent – Networked – Innovative: The smart choice is Surrey.



# UK overview

INVEST IN **SURREY**

# Good reasons to choose the UK...

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- UK Government values games, film and television production and offers **reduced tax rates of 20-25% for development and production.**
- Home to the **largest and most highly-regarded post-production centre** outside the US – [Pinewood Studios](#).
- In 2014, there were **1,902 independent games companies** in the UK, with a combined **turnover of £2.2 billion.**
- By 2018, the UK market for video gaming will reach a value 17% higher than that seen in 2014.

# Good reasons to choose the UK...

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- Already **no. 1 in Europe** in terms of **revenue per download** from games and apps, by 2017 98% of 18-24 year olds will have a smart phone.
- **£20 billion** is the size of our advertising market, overtaking Germany in 2014.
- **Two-thirds of all European and EMEA media contracts** are now channelled through the UK.
- **No. 1 worldwide** in terms of the percentage of advertising spent online.

Why Surrey?

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# Excellent connectivity



[London Gatwick](#) serves +200 destinations in 90 countries.  
[London Heathrow](#) serves 185 destinations in 84 countries.

- **Immediate proximity to London,** without the high-cost.
- **Significant global assets** – borders UK's 2 largest airports, [London Gatwick](#) and [London Heathrow](#). **London Gatwick serves 47 out of the top 50 European business destinations.**
- **Well connected** to the high-technology hubs along the M3 and M4 corridor.

# Why should you operate in Surrey?

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- Strength and depth of the industry cluster:
  - Guildford is known as ‘the Hollywood of video games’ and is home to over 60 successful gaming firms.
  - Beyond the gaming sector, Surrey has a wealth of high-tech and creative companies, including [Surrey Satellite Technology Ltd](#), [McLaren](#) and [Jellyfish](#).
  - Two world-renowned film studios – [Shepperton Studios](#) and [Longcross Film Studios](#).
- Unique links to leading-edge technologies, including [5G](#) and [space and satellite technologies](#).
- Centres of Excellence and highly skilled graduates across creative and high-tech industries:
  - supported by three universities: [University for the Creative Arts](#), [University of Surrey](#) and [Royal Holloway](#).
- Dedicated creative and innovative working space in dynamic and tech-focused environments:
  - [Rocket Desk](#), [Surrey Technology Centre](#) and [Send Business Centre](#).

# Industry cluster - gaming

**Guildford is a games development hub – “the Hollywood of video games”  
(Guardian, 4 June 2014)**

Home to some the biggest brands in the industry; Guildford has a wealth of talent and a cluster of organisations leading the gaming sector.

These companies and Guildford’s excellent connectivity have helped the town to become a centre for video game production.



## Case study - 22cans

Founded by industry legend and creator of the God Game (GODUS) genre, Peter Molyneux.



Peter was inducted into the AIAS Hall of Fame in 2004 and was honoured with an OBE in the New Year’s Honours list (2004). In March 2011, he was awarded the Lifetime Achievement Award by the Game Developers Choice Awards and has received a BAFTA Fellowship at the 2011 British Academy Video Games Awards.

Peter’s dream was to hand-craft a team of the 22 most talented, passionate and creative individuals with which to make the defining games of his career. 22cans create games for the world, and the journey has only just begun.

Company logos used for illustrative purposes only.



# Industry cluster - Film

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## Shepperton Studios

Many of the world's best-loved films have been made at [Shepperton Studios](#). Home of independent film production, it continues to attract some of the world's most revolutionary and inspirational content creators. Studio credits include Lawrence of Arabia, 2001: A Space Odyssey and Star Wars.

The studios has 15 stages, ranging in size from 3,000 sq ft (280 m<sup>2</sup>) to 30,000 sq ft (2,800 m<sup>2</sup>). Five of these stages have interior tanks. It offers two large back-lots and a range of post production facilities, including 4 mixing theatres and 4 dubbing studios. The site includes over 60 specialist, independently managed companies.

Shepperton is 8 miles from London Heathrow airport; 25 minutes from central London.

## Longcross Film Studios

[Longcross Film Studios](#) opened in 2006 and since then has achieved remarkable success with many blockbuster films being produced there. Film credits include Captain Philips, Guardians of the Galaxy and Clash of the Titans.

Four main stages, workshops ranging from 2,000 (186 m<sup>2</sup>) – 13,000 sq ft (1,208 m<sup>2</sup>) and other facilities are available. The Studios have over 200 acres of back-lot, including a 150 year old Manor House and 9-hole golf course. There is also a 2¼ mile test track available for filming.

Longcross Studios is located 2 miles south west of the M3/ M25 (Junc 2). It is adjacent to the on-site Longcross rail station which is 42 minutes from London Waterloo.

# Unique links to leading-edge technologies

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## 5G Innovation Centre

[The 5G Innovation Centre](#) at the University of Surrey is the UK's largest academic research centre dedicated to the development of the next generation of wireless and mobile communications, and offers access to an on-site 5G test bed.

5G will be a key enabling technology in the future development of the digital gaming industry and other digital applications.



5G Innovation Centre building,  
University of Surrey

## Space and satellite technologies

Guildford is home to a 'satellite cluster', centred around the [Surrey Space Centre](#) and its world-renowned spin-out company, [Surrey Satellite Technology Ltd.](#)

Unique access to satellite technologies has enabled companies to apply these to creative industries. [IKinema](#) is a digital animation company which started life in the [Surrey Space Centre](#). The technology developed by Alexandre Pechev and his team was initially used for controlling satellites and is now used to provide software solutions for computer animation in online and offline environments.

The technology offers the industry a much faster animation process, reducing the time needed to achieve high-quality, realistic animation.

# Centres of Excellence

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## University for the Creative Arts (UCA)

[UCA](#) is a specialist university with over 150 years experience in supporting and developing creative arts students. Oscar-winning film makers, world-renowned fashion designers, television presenters, celebrity jewellers and Turner Prize nominees are among its graduates.

UCA offers a cutting-edge creative environment with access to the latest industry-standard equipment and resources. It's [established links with industry](#) ensure that its highly skilled graduates are in tune with needs of the commercial world.

UCA became the highest ranking specialist arts University (after climbing 10 places) in The Complete University Guide 2016.



## The University of Surrey

In addition to opportunities within its [School of Arts](#) (offering courses in Film, Film and Video Production Engineering, Music, Theatre and Sound Recording and the Guildford School of Acting), students can also collaborate with the [Centre for Vision, Speech and Signal Processing](#) (CVSSP), as well as its prestigious academic and research hubs e.g. the [Digital World Research Centre](#).

Film studies programmes, extracurricular activities and career prospects are enhanced by constant interaction between students and industry to develop awareness of the relationship between screen media and the performing arts, collaborative skills and recognising this as an engine for the creative industries.

The university also offers expertise in supporting the growth of small technology companies through the [Surrey Technology Centre](#).

# Soft landing space – Rocket Desk, Surrey Technology Centre

## Rocket Desk at Surrey Technology Centre, Guildford, GU2 7EF

- [Rocket desk](#) is an exciting new home for start-up, indie and freelance creative technology professionals, based at [Surrey Technology Centre](#), Guildford.
- [Rocket desk](#) membership benefits include: desk space in a high-quality, air-conditioned workspace; flexible monthly rolling contract w. 30-day notice period; being part of a community of skilled industry professionals and strong industry links to other developers, service providers, publishers and platform holders; very high-speed broadband on a non-contended line; social nights and development events.
- 10 miles from the M25 (JUNC.10) and just 1 mile from the A3 (T) road. 23 miles from London Heathrow airport and 2 miles from Guildford mainline rail station, providing regular fast service to London Waterloo (35 minutes) and Reading (30 minutes).
  - **Cost – [flexible membership options](#) range from £45 per month for 9-5 access 1 day per week to £260 per month for 24/7 access to a dedicated desk.**



For more information, visit: <http://rocketdesk.co.uk/>

Or contact us at Invest in Surrey:

Email: [investinsurrey@surreycc.gov.uk](mailto:investinsurrey@surreycc.gov.uk)

Phone: (+44) (0)1483 685234

# Soft landing space – Send Business Centre

## Send Business Centre, Send (nr. Woking), GU23 7EF

- [Send Business Centre](#) offers serviced/ managed office accommodation and high-tech creative studios.
- Services include: 1000mbps superfast broadband (with 1 GB circuit installed for faster speeds when required), full VOIP telephony, data storage, meeting rooms, self-storage and warehouse/ industrial units (750-10,000 sq ft), 24hr access, security/ CCTV and free parking.
- The Centre has built a prototype sound studio, and intends to roll out 12 more along with recording booths, live rooms and green rooms, as part of its vision to develop a wider [digital creative business hub](#).
- Just 3 miles from M25 (JUNC.10) and 18 miles from London Heathrow Airport. Rail services to London Waterloo (25 minute journey time) are available via Woking mainline railway station (4 miles away, 8 minutes drive-time).
  - **Cost - Quotable prices start from £400 per calendar month per desk per person, depending on individual business requirements.**



For more information, visit:

<http://www.sendbusinesscentre.co.uk/>

Or contact us at Invest in Surrey:

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# Soft landing space – Connect 2 Innovation Incubator

## Connect 2 Innovation Incubator, Woking, GU21 6QX

- [C2I Incubation Centre](#) offers furnished, serviced office space, including part time co-working space and 1-5 person offices.
- Includes: staffed reception, high-speed internet and telephone, meeting and conference facilities, access to discounted IT support and hosted services; and in-house advisory services. Discounted annual parking permits are available.
- [C2I](#) is just 5 minutes walk from Woking mainline rail station which provides a regular fast service to London Waterloo (25 minutes).
- Offers excellent connectivity to the global marketplace – 14 miles from London Heathrow airport and 30 miles from London Gatwick airport. 15 minutes drive from M3 (Junc. 2), M25 (Junc. 10 & 11) and A3.
  - **COST: Year 1 - £275 per desk, per pcm; Year 2 - £312 per desk, per pcm; Year 3 - £350 per desk, per pcm.**

A range of [membership packages](#) is available.



**For more information, visit:**

<http://www.wokingworks.com/startup/incubationcentre>

**Or contact us at Invest in Surrey:**

Email: [investinsurrey@surreycc.gov.uk](mailto:investinsurrey@surreycc.gov.uk)

Phone: (+44) (0)1483 685234

How we can help

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# How we can help

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## Invest in Surrey will:

- work with you to help you define your location / expansion needs;
- assist you with your planned move / expansion;
- undertake property searches and specific research to support your move / expansion;
- provide introductions and engagement with local networks and professionals, specific to your sector;
- facilitate meetings or provide other support to help your business navigate regulatory requirements.

### Contact:

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