

Playing Nicely

Sarah Windrum *The Emerald Group / CWLEP*

Drew Wilkins *Fish in a Bottle*

Alex Darby *darbotron*

Tony Guillan *Coventry City of Culture Trust*

Sarah Windrum

The Emerald Group / CWLEP



Sarah Windrum

CWLEP Chair of Digital Creative Business Group



Games Industry in Coventry and Warwickshire

A Blueprint for Growth

“Games as a Gateway”

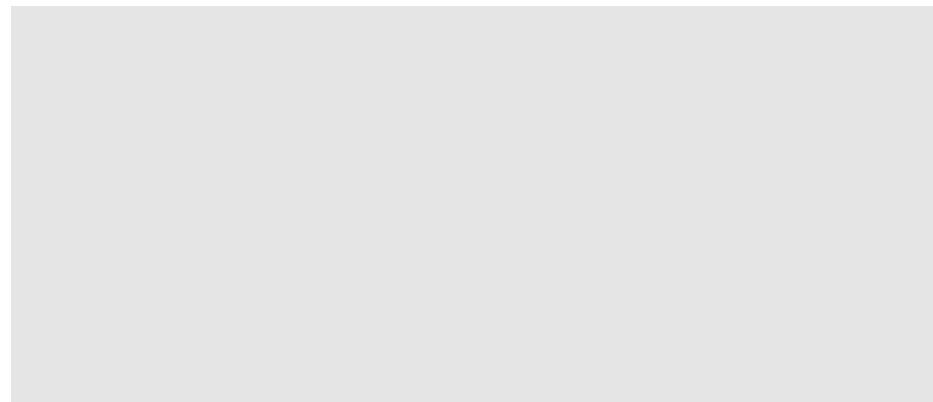


West Midlands Local Industrial Strategy

May 2019



A Local Industrial Strategy ...





CreateCentral



“Pushing Screen”

HOME OF ORIGINAL STORYTELLING



XBOX

Jump in.



The 5G Opportunity ...



“A Shared Future”

- Shared Prosperity
- Shared Opportunity
- Shared Spaces

Drew Wilkins

Fish in a Bottle



fish in a bottle – trusted by visionaries

Playing Nicely

Drew Wilkins – Co-Founder & Head of Educational Content

fishinabottle

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Royal Academy of Art: Ai Weiwei 360





Ashmolean: Turner's Oxford



ASHMOLEAN

TURNER'S OXFORD

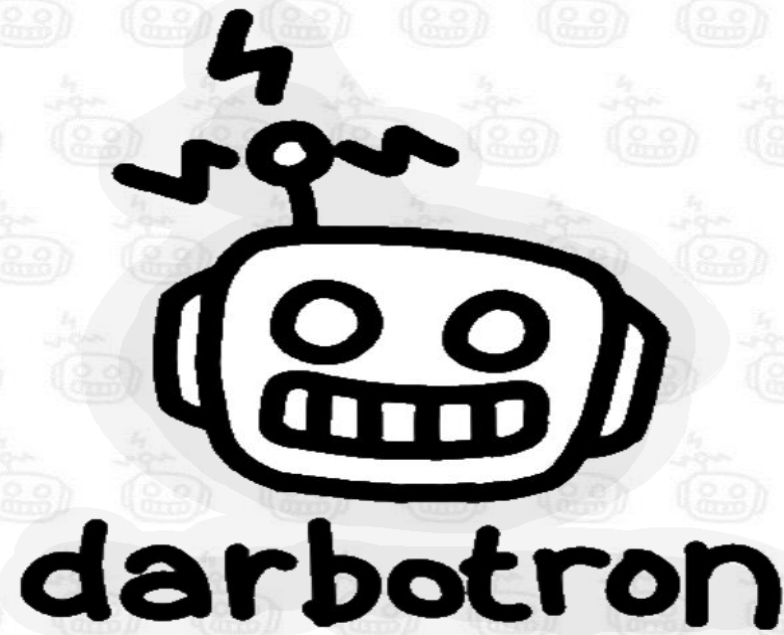
This is probably the most famous painting of Oxford ever created. Painted by a young JMW Turner, it shows Oxford High Street as it was over 200 years ago.

Explore the painting to find out more and compare it to the High Street today.

[FIND OUT MORE](#) 

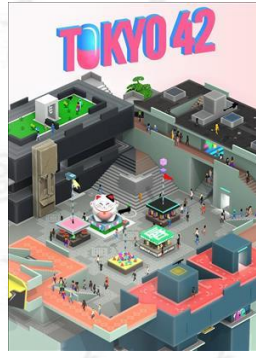
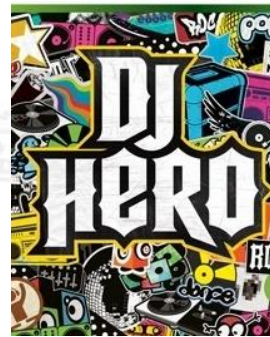
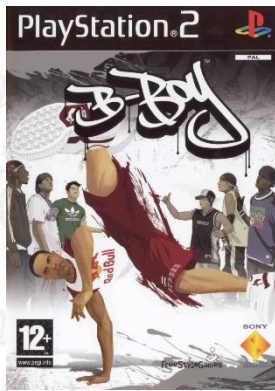
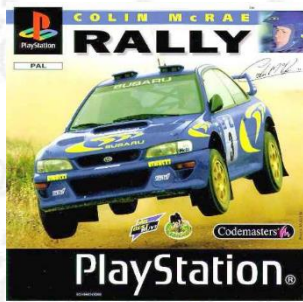
Alex Darby

darbotron



Play Nicely
Alex Darby - darbotron ltd.

I'm Alex & I make videogames



lived & worked in Leamington since 1996



numbers, numbers, business, business

- ★ In 2016, UK games companies directly employed **16,140 FTE** roles and contributed **£1.35bn in GVA** to the UK economy. Including indirect and induced impacts, this rises to a total impact of **£2.87bn in GVA**.
- ★ **£339m** in GVA is generated by **micro-businesses** of less than 10 employees, representing 13.7% of the industry total, and employing **3,664 FTEs**.

With the highest percentage of game employees per working-age population, you're most likely to meet someone who works in the games industry in **Leamington Spa**

Rank	Travel to Work Area	Games Companies	Full Time Employees	Direct GVA (£M)	Total GVA (£M) (Including indirect and induced)
1	London ¹	573	4,980	715.4	1,362.0
2	Slough and Heathrow	62	595	58.8	116.2
3	Leamington Spa	34	907	57.4	100.7



games are cultural artefacts



National Videogame Museum



play is a medium




game industry census

 66% 35 or under

 10% (BAME) backgrounds

 21% LGBTQ+

 28% female



Tony Guillan

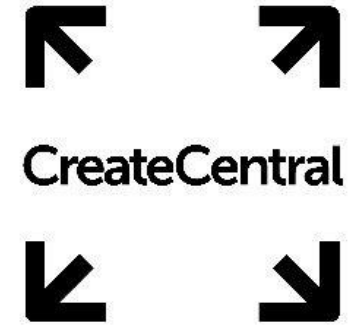
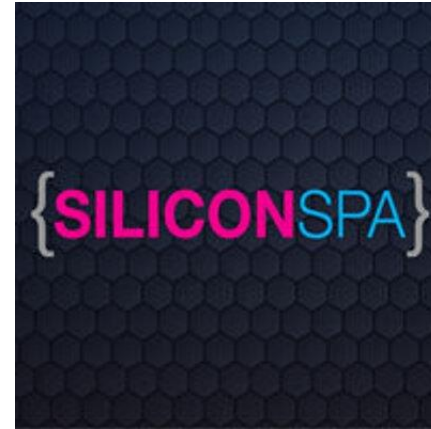
Coventry City of Culture Trust

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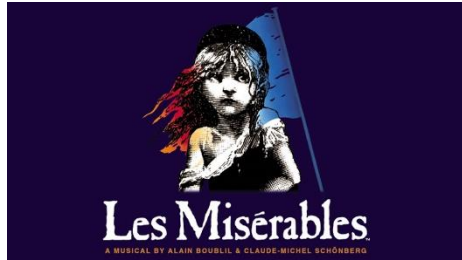
Tony Guillan
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WE ARE UK CITY OF CULTURE 2021



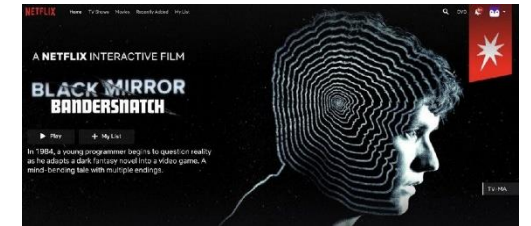
Old Things in Old Ways



Old Things in New Ways



New Things in New Ways









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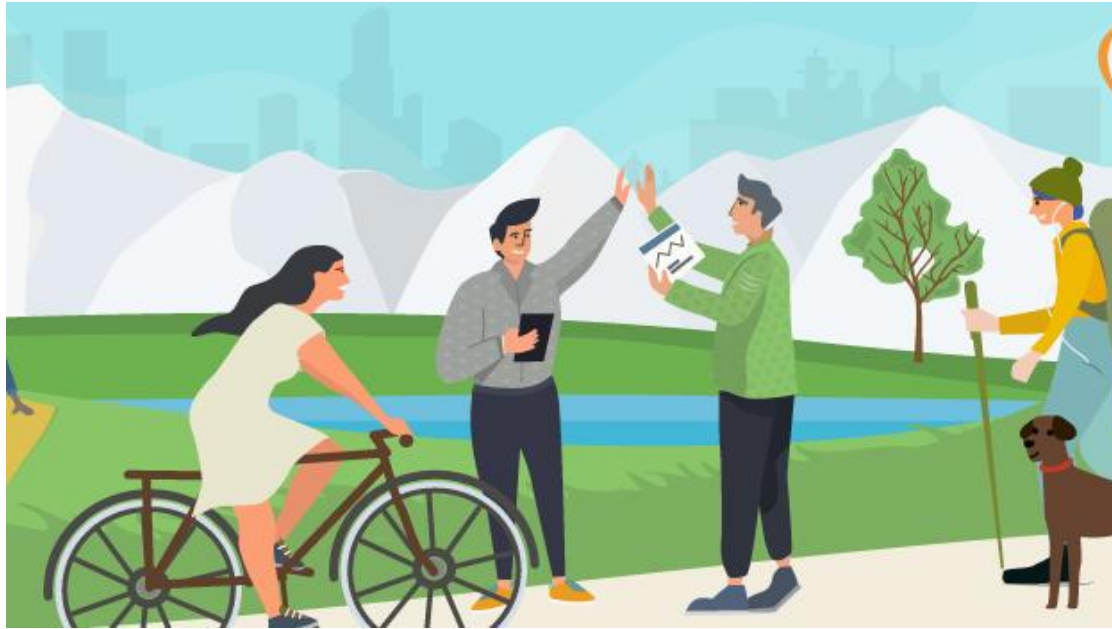
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Questions / Discussion
