

Universities

Chair Sarah Windrum *Emerald Technology / CWLEP*

Dr Shaun Hides *Coventry University*

Prof Nick Henry *Coventry University*

Prof Jo Garde-Hansen *University of Warwick*

Clare Green *University of Warwick*

Dr Shaun Hides
Coventry University

Prof Nick Henry
Coventry University



**CW Creative Futures: Driving a new era of
immersive technologies growth in Coventry and
Warwickshire**

A Strength in Places Fund Bid

What is Strength in Places

- **Strength in Places Fund:**
 - Part of HMG 2017 UK Industrial Strategy
 - **An initial £250m** to support collaborative programmes based on **research and innovation excellence in places** right across the UK
- A competitive fund for collaborative bids led by research organisations or businesses, in consortia, with strong engagement from local leadership partners
- **Two Stages:**
 - Expression of Interest for £50k 'seed corn'
 - If successful, use £50k to further develop full stage bids of £10m - £50 million
- **Wave 1**
 - 85 EOIs, 23 given £50k seed corn money

Funded Wave 1 EOIs

- **CS Connected:** Compound Semiconductor (CS) Cluster South Wales; **Cyber West and Wales**
- **Northern Ireland:** Decarbonisation of Maritime Transportation Technologies
- **Scotland's Central Belt:** Accelerating the 4th industrial revolution; **Fintech Scotland**
- **UK Hydrogen Corridor:** Tees Valley to Leeds; **Energy Estuary:** Humber
- **Med Tech CONNECT West Midlands**
- **My World:** Bristol and Bath screen-based media
- **Performing Productivity:** Screen, Stage and Performing Arts in Thames Estuary

“consortia representing ‘**economic geographies**’ across the UK that (a) **have existing research excellence and high-quality innovation capability** that are focused on increasing economic growth and **aligned to the needs of their local industry** and business supply chains; and (b) where activities are likely to **bring significant, relative economic impact and regional growth**”

Wave 2 EOI: CW Creative Futures

CW Creative Futures: Driving a new era of immersive technologies growth in Coventry and Warwickshire (CWCF)

“...will accelerate, leverage and cross-pollinate existing world-leading research and industrial expertise in immersive technologies to catalyse innovative cross-sector collaborations (for example, games, mobility, advanced manufacturing) and the production of a new generation of immersive products, services, experiences and tools for identified growth markets.”

- Led by Coventry University with Warwick University
- Supported by Growth Hub, CWLEP, Warwick District Council, Coventry City Council, etc.
- Businesses such as Digi Monsters, 1 Mill Street
- EOI: £50k seed corn, indicative £29m bid with £10m match//in-kind

Keeping momentum, building the CWCF coalition: 30th March 2020

- Do not know if EOI successful **until June/July 2020! Full Bid by end of 2020. Proposed activities:**
 - Stakeholder Engagement
 - Deep Dive Innovation Mapping and Audit
 - Innovation Dens: A series of ideation processes to facilitate fusion
 - Evidence Development and Activity and Business Cases
- CU (& WU) investing to keep momentum, support partners, contribute to CW creative cluster: Spark!

Workshop 1: CWCF Opportunities: HE Routes

- in line with regional and local strategy, gaining sight-off and intelligence on 'shovel/sprint ready' opportunities for ecosystem/cluster development
- given unique funding streams open to HE

Workshop 2: CW Immersive Economy Sprint

- identifying new products, services and experiences
- a CW roadmap?

Clare Green

University of Warwick

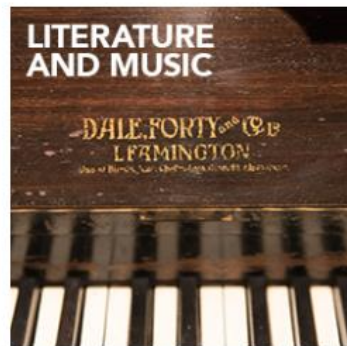
CREATIVE & DIGITAL COMMUNITIES

An abstract geometric artwork featuring various shapes in shades of blue, orange, and grey. The shapes are layered and overlapping, creating a sense of depth and movement. The background is a textured, light grey surface.

CREATIVE AND DIGITAL INITIATIVE

We are here to connect students, graduates and staff to creative and digital industries in the region.

Focusing on creating new opportunities, training and exciting experiences in and around Coventry and Warwickshire.



Creative businesses here are booming in Coventry and Warwickshire. The area boasts the fastest productivity growth (out of anywhere in UK), growing at almost twice national average.



MAYOR PLAYERS

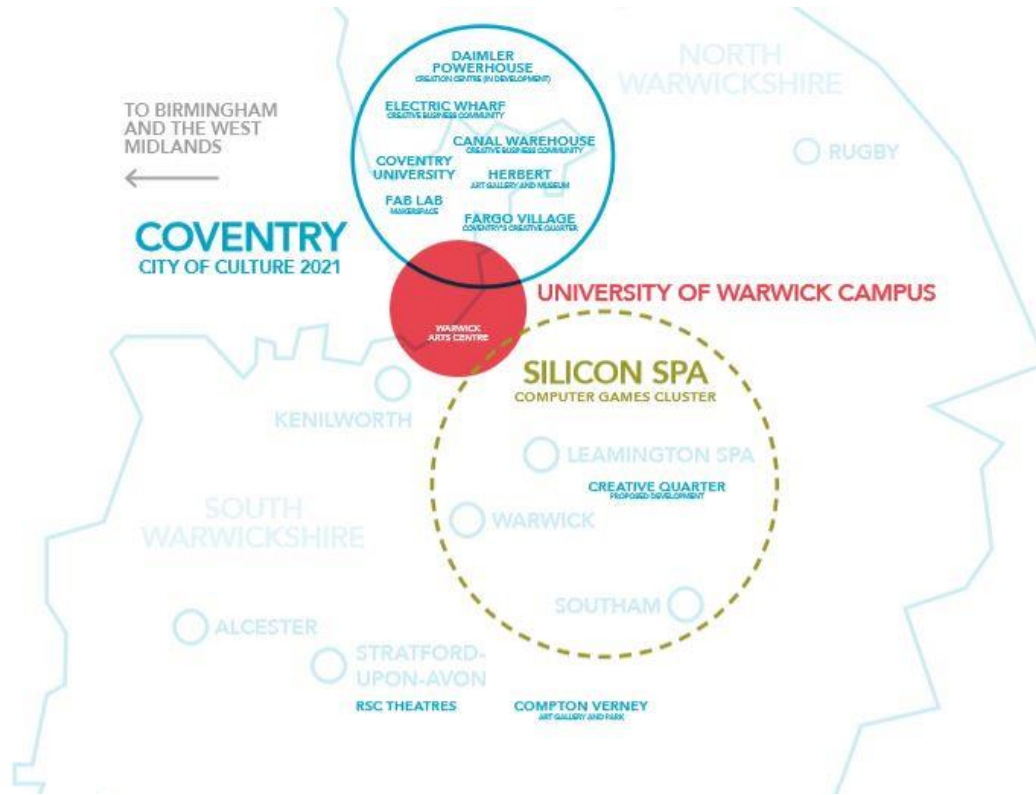
The cluster, known affectionately as 'Silicon Spa' is now recognised by UKiE as the largest creative cluster outside of London.

The area has over 2500 employees across 83 interactive studios and is set to create 500 new game development jobs.

THE PLACE TO BE!

Together Coventry and Warwickshire form a unique, innovative, exciting part of the UK

- an ideal place to have a dynamic, creative career full of global opportunities.





OUR MISSION is to be collaborative, cross-disciplinary and creative and we aim to;

- Inspire
- Educate
- Incubate

Both on campus and in central Leamington Spa

HARINDER SANGHA
Operations Director at Sumo Digital



CHIC speaker announcement

20th & 27th February
3rd & 10th March 2020



CREATIVE HER INNOVATION COLLECTIVE

WARWICK
UNIVERSITY OF WARWICK

TELEVISION MASTERCLASS:
An insider's guide to Channel 4's

TRAVEL MAN

12th March 2020



WARWICK
UNIVERSITY OF WARWICK

EVENTS

Showcasing and celebrating the world-class creative talent in the region

STUDIO TOUR

Join us on this EXCLUSIVE behind the scenes tour of one of the leading interactive companies in the world!




SEGA
HARDlight™
MADE - TO - PLAY

Wednesday 26th February, 3.15pm - 6pm
Places are limited. Don't miss out, book NOW via the Warwick Enterprise website!



NETWORK

Create an empowered and supported network of young creative talent in the region which enables us to continue to grow and develop!



The past has been
inspirational...
the present is exciting...
help us define the future.

There has never been a better time to be involved
in the creative industries in Coventry and Warwickshire.



warwick.ac.uk/creativecommunity

creativeanddigital@warwick.ac.uk

Clare.E.Green@warwick.ac.uk

Prof Jo Garde-Hansen
University of Warwick

Media, cultural and creative industries research & teaching

Centre for Cultural & Media Policy Studies

14th Feb 2020 / Leamington Spa / Joanne Garde-Hansen

The logo for Warwick University, featuring the word "WARWICK" in a large, bold, red serif font, with "THE UNIVERSITY OF WARWICK" in a smaller, red, sans-serif font below it. The logo is positioned in the bottom right corner of the slide, partially overlapping a dark, abstract graphic of fiber optic light trails.

WARWICK
THE UNIVERSITY OF WARWICK

BA Media and Creative Industries (New)

MA International Cultural Policy and Management

MA Creative and Media Enterprises

MA Global Media and Communication

MA Arts Enterprise and Development

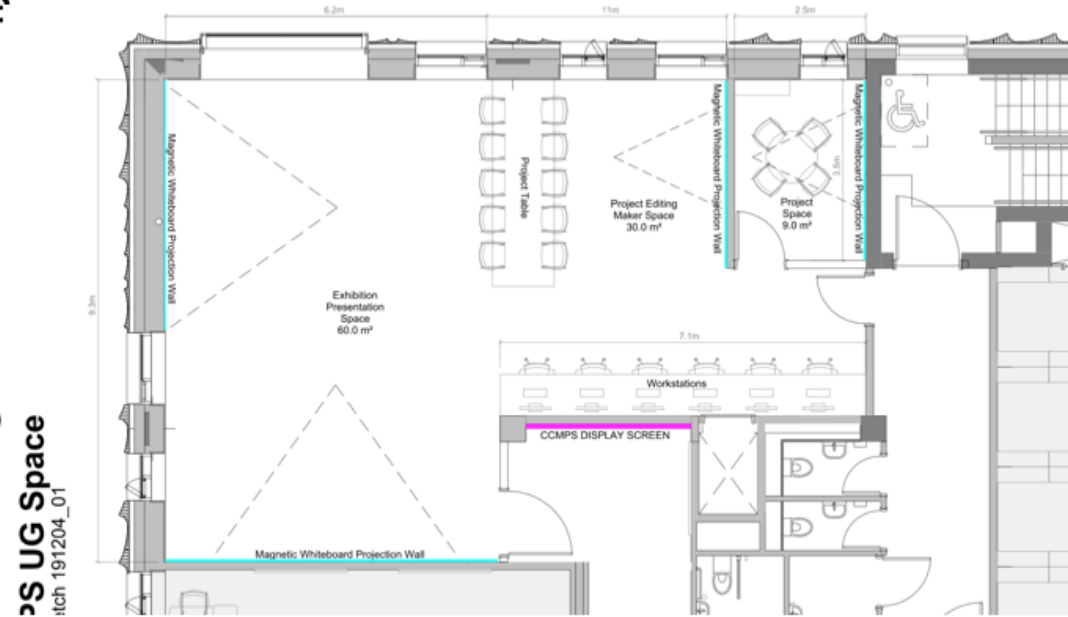
PhD Creative Industries

PhD Cultural Policy

PhD Media and Communication

Our new media lab space

- Bespoke, student-owned, flexible and comfortable
- Media lab project and teaching spaces currently under construction
- New technical equipment being trialled over the next year
- Students and industry experts co design our space, resources and equipment



New Cultural & Creative Hub – launching 2021

Warwick's investment now will benefit future students by creating a Cultural and Creative Hub and creative space for industry engagement



We would be interested in exploring Creative Industries CPD courses and working closely with partners in the region



Questions / Discussion
