GAMING
& TECH

WE ARE **FREE THINKERS.**

LIVERPOOL CITY REGION
GAMING FAMILY TREE

BUG-BYTE SOFTWARE

'80

EARLY 80's SOLO CODERS

'82

IMAGINE SOFTWARE WACKY WAITERS

'84

'84

ODIN COMPUTER GRAPHICS NODES OF YESOD, ROBIN OF THE WOOD

JESTER INTERACTIVE MUSIC, MTV MUSIC GENERATOR

OCEAN SOFTWARE HYPER SPORTS ARKANOID

'84

'84 PSYGNOSIS LEMMINGS

SPECIAL FX MIDNIGHT RESISTANCE, CABAL, BATMAN, THE UNTOUCHABLES

SPIRAL HOUSE SILVER, EYEPET, WORLD RACING, TROLL AND I

DENTON DESIGNS THE TRANSFORMERS

'85

'98

'97

'94

'87

'99 EVOLUTION STUDIOS WORLD RALLY CHAMPIONSHIP, MOTORSTORM, DRIVECLUB (ACQUIRED BY SONY COMPUTER ENTERTAINMENT)

MAGENTA SOFTWARE STUART LITTLE, BUZZ JUNIOR SERIES (WON BAFTA), INVIZAMALS

'93 STUDIO 33

RAGE SOFTWARE ULTIMATE SOCCER, RAGE RALLY, STRIKER, ROCKY, XPENDABLE, MIDNIGHT GT 2

'89 DIGITAL IMAGE DESIGN F29 RETALIATOR, EPIC, ROBOCOP 3, TFX, INFERNO, EF2000, F-22: AIR DOMINANCE FIGHTER, F-22 TOTAL AIR WAR, WARGASM, EUROFIGHTER TYPHOON,

'88 BIZARRE CREATIONS METROPOLIS STREET RACER, PROJECT GOTHAM RACING SERIES, GEOMETRY WARS, BLUR, JAMES BOND 007: BLOODSTONE

'93 SONY ELECTRONIC PUBLISHING ACQUIRED PSYGNOSIS

'92

'00 SONY COMPUTER ENTERTAINMENT EUROPE WIPEOUT, FORMULA ONE, COLONY WARS

'08 CITRUS SUITE CATALYST OUTSOURCING

'10 STANDFAST INTERACTIVE

'11 RIPSTONE CHESS ULTRA, PURE CHESS, KYNTT UNDERGROUND, PURE POOL, IRONCAST STICK IT TO THE MAN,

'11 DRAW & CODE D3T

'12 PLAYRISE DIGITAL TABLE TOP RACING, TTR WORLD TOUR (PS4/XBOX ONE)

'07 GRUBBY HANDS HOGROCKET ACTIVISION

EA NORTH WEST

'03

3D CREATIVE STUDIO

'06

'17 DIGITAL PINE

'17 WUSHU STUDIOS

'16 CODE MASTERS

'15 VTIME SWAP BOTS

VISION GAMES PUBLISHING

'12 LUCID GAMES BEAR HUNT, GTA: LIBERTY CITY STORIES, GEOMETRY WARS 3, GOAT SIMULATER

'05 MILKY TEA RUSTY NUTZ ATOMICOM REBELLION DEVELOPMENTS

'17 COSMONAUT

'15

'13 STARSHIP GROUP PLAYWORLD SUPERHEROES, CYBERCOOK

'12 FIRESPRITE RUN SACK BOY! RUN! THE PLAYROOM, AIR FORCE SPECIAL OPERATION - NIGHTFALL, THE PERSISTANCE

'17 SIMBIN UK

ARROW STUDIO / ATOMICON / CATALYST OUTSOURCING / COLD BEAM GAMES / COMPLETE IP / COOL GAME ARCADE / COSMONAUT STUDIOS / CREATE-AR / CURLY ROCKET / CYBERDREAMS / D3T / DIGITAL PINE / DIGITAL DREAM / DIZZY PIXELS / DRAW & CODE / DREAMBITS STUDIOS / CODEMASTERS / FIRESPRITE / FLAMINDELUX / FLAMING MITTEN STUDIOS / GANGSTER NATION / GRUBBY HANDS / JOLLYBYTE / LUCID GAMES / MECHABIT / MILKY TEA / ONTECA / PHAEDRUS INTERACTIVE / PIXEL PYRO / PLAYRISE DIGITAL / POST HOUSE / PSYGNOSIS / SONY / PYRAMID / RE RAISE DESIGN / REBELLION LIVERPOOL / RIPSTONE / ROGO DIGITAL / SCEE QA / SECRET SORCERY / SIMBIN UK / SKYHOOK GAMES / SMILEY GAMES / SPIRAL HOUSE / SPLINE INC. / STANDFAST INTERACTIVE/ TINY ROBOT / TOTEM GAMES / TWIN DRAGONS / VISION GAMES PUBLISHING / WUSHU STUDIOS / UV GAMES / YANXEN / XPOD GAMES / ZYBORG MOBILE

WELCOME TO
LIVERPOOL CITY REGION.

Liverpool City Region has been ground-breaking and innovating in the games industry for almost 40 years. In that time; we've blown minds with world leading racing games including the likes of Wipeout and Motorstorm, made dreams come true with Goat Simulator and will soon leave you breathless with PS VR's next horror gem The Persistence.
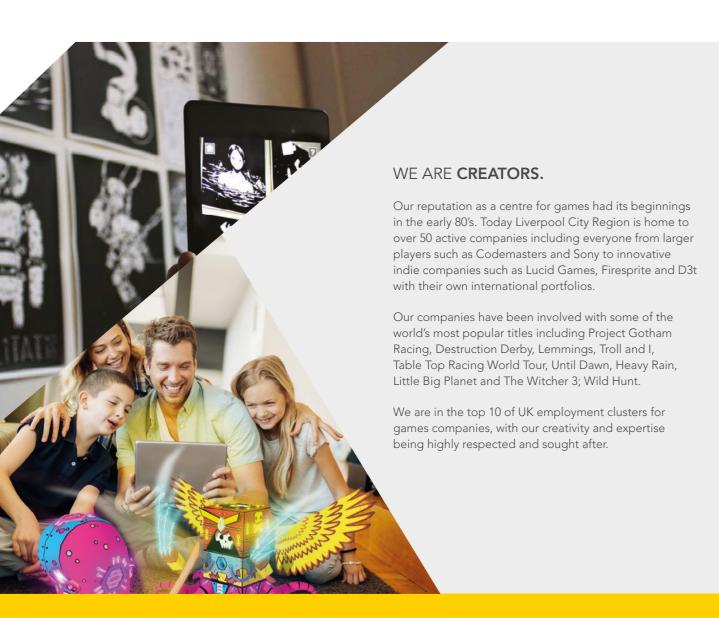
Some of the best-known console games have been conceived and produced here with our companies working with global brands such as; Sony, Tencent, Nintendo, EA Inc, Disney, Capcom and Activision.

Going forward; our gamers are still pushing boundaries, with a growing number blurring the lines between the physical and digital and using immersive technologies across a range of applications from awesome social VR experiences to revolutionising the way children play to pioneering children's heart surgery.

We've got the skills, the talent, the networks, the facilities, the vision, the creativity and the pedigree to keep breaking new ground.

"I was born and bred here. I built several world-leading games companies here. But, I believe, the best is yet to come. The innovation, expertise and talent in the Liverpool City Region, established through over 30 years of leading the world in games, puts us in a unique position to disrupt the world with new technologies. And we already are. So, if you share our global vision, and you share our passion, then come and share our global success - right here in Liverpool."

Martin Kenwright, CEO, vTime

WE ARE **CREATORS.**

Our reputation as a centre for games had its beginnings in the early 80's. Today Liverpool City Region is home to over 50 active companies including everyone from larger players such as Codemasters and Sony to innovative indie companies such as Lucid Games, Firesprite and D3t with their own international portfolios.

Our companies have been involved with some of the world's most popular titles including Project Gotham Racing, Destruction Derby, Lemmings, Troll and I, Table Top Racing World Tour, Until Dawn, Heavy Rain, Little Big Planet and The Witcher 3; Wild Hunt.

We are in the top 10 of UK employment clusters for games companies, with our creativity and expertise being highly respected and sought after.

"Creating experiences that show off what new hardware can do is in our DNA and this carries through to Firesprite. Since the start we worked alongside Sony PlayStation's Japan Studio on The Playroom for the launch of PS4 and more recently The Playroom VR for the launch of PSVR.

We worked with Sony XDev Europe to make the mobile game Run Sackboy! Run! based on the Little Big Planet franchise. We released the game Christmas 2014 and have seen 10 million plus installs across all mobile platforms.

We have just released a second PSVR title, Airforce Special Operations – Nightfall, for Sony PlayStation America. We are one of the only studios in the world to have released two PSVR titles since the launch of the hardware in 2016!

We are currently working on a brand-new IP – The Persistence. The Persistence is a first person, procedurally generated, sci-fi, stealth horror, coming soon to PSVR and PS4. We are the first team in the world to have developed a social feature allowing up to four players to connect to the console game with tablets and phones.

We have just acquired new office space to facilitate our expansion. It's an exciting time for Firesprite, pioneering the technology of the future. The projects we are working on right now will revolutionize the way we view games and entertainment for the next decade!"

Graeme Ankers, MD, Firesprite

"The opportunity for Citrus Suite was to use our game design skills in other business sectors. We can build mobile apps and software systems in a fresh and agile way, with insights gained from working on projects in Liverpool, for games industry giants like Sony, Microsoft, Sega and Electronic Arts. This has opened doors for Citrus with organisations from the worlds of book publishing and healthcare have reached out to us for our bespoke approach and original ideas."
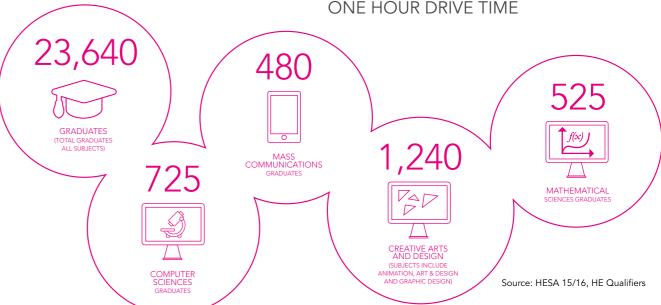
Chris Morland, CEO, Citrus Suite

Liverpool City Region's exceptional games credentials are also the bedrock of a community of multi-award winning creative and media content agencies and tech companies. Innovators such as vTime (a Gartner Cool Vendor) are making 'time travel' possible through social VR while others are harnessing the power of artificial intelligence to push the boundaries of UX design for their clients.

Our region also lays claim to the second largest number of specialist hospitals and health centres in the UK and the highest proportion of Global Digital Exemplars, selected to showcase best practice in digital health.

This has provided companies such as Citrus Suite, Damibu, vTime and Red Ninja with opportunities to use their gaming experience to support product innovation for the health and care sectors.

23,640

GRADUATES
(TOTAL GRADUATES
ALL SUBJECTS)

480

MASS
COMMUNICATIONS
GRADUATES

525

MATHEMATICAL
SCIENCES GRADUATES

725

COMPUTER
SCIENCES
GRADUATES

1,240

CREATIVE ARTS
AND DESIGN
(SUBJECTS INCLUDE
ANIMATION, ART & DESIGN
AND GRAPHIC DESIGN)

Source: HESA 15/16, HE Qualifiers

It's not just next-gen tech we're pioneering. We have the next-gen of professionals, poised to take the industry forward and provide a steady talent pipeline for our businesses.

Liverpool's Studio School is the UK's first school for 14 to 18 year-olds specialising in creative media, gaming and digital technology and the first in the UK to join PlayStation®First, Sony Interactive Entertainment Europe's (SIEE) global academic programme.

The City of Liverpool College (CoLC) is Microsoft Associate College - a world first for a mainstream education and training provider. In 2017, CoLC will open the country's first dedicated further education digital academy.

Our universities are amongst the best in the world for Computer Science and allied disciplines including; VR, AR, games and serious games, haptic human computer interaction, artificial intelligence, machine learning, robotics and visualisation. They include Educate North's University of the Year, a Times Higher University of the Year and a top three UK centre for Computer Science related research.

We are also home to the first school of art and design in England outside of London producing first class, artists, designers and illustrators. Liverpool School of Art and Design's researchers, practicing staff and student body work alongside some of the world's most iconic cultural leaders actively engaged in activity across a range of disciplines.

Close industry links with partners including; BAE Systems, Unilever, Hewlett Packard, Glaxo Smith Kline, Google and IBM, mean our education and training providers are at the forefront of developing technology, allowing us to continue to grow our talent pipeline.

"**Ground-breaking ideas and innovative thoughts are made real by people with incredible talent who turn visions and concepts into products, services and other tangible outputs. Fresh ideas, unconventional thinking and a desire to shape and drive the next wave of technology are key drivers of innovation at vTime.**
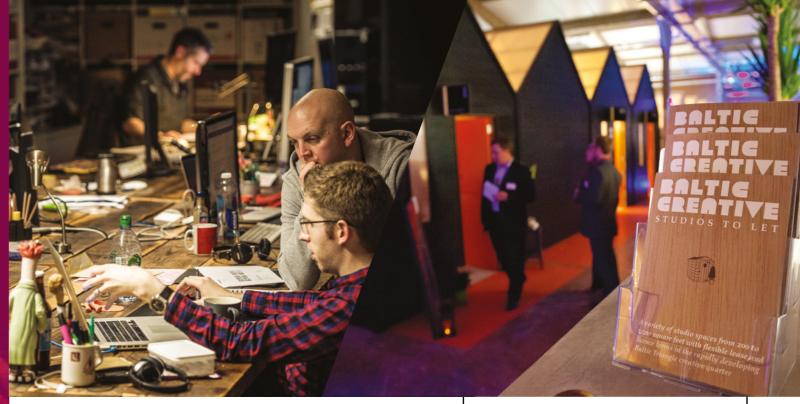
We have found the local talent pipeline to produce top-level University graduates in Computer Science and associated fields. The region is attractive to young people when deciding on where to study. Affordable rents, relative low cost of living and high quality of life means many Graduates and Post-Graduates want to stay after completing their degrees and are looking for local opportunities.

Furthermore, The Studio School is doing excellent work with their students to elevate their understanding of the industry through mentorship, project-based learning and industry partnerships to a much higher level than a regular school can. As a result, students are better informed about our industry and have acquired experience and practical skills way before they decide which University to go to.

vTime is looking forward to hiring the next generation of pioneers, dreamers and trailblazers from this rich pool of local talent to help us realise our vision of the future."

Clemens Wangerin, MD, vTime

WE ARE CHALLENGERS.

Cited as a 'digital hotspot', disruptive technologies and challenging minds drive a collaborative and diverse creative and digital scene. Liverpool city Region's digital sector is growing and our talent pool is growing with it.

Home to over 4000 digital businesses, the sector has experience significant growth with digital business births recording an increase of 144% between 2011 and 2016 and GVA growing by 23% in between 2016 and 2017.

WE ARE **CONNECTED.**

In Liverpool City Region, we have more than just great people; we're a great place for your business and we have some great incentives too.

With rents and property prices among the lowest in the UK, we're the move cost-effective location for commercial property of any of the country's major regional cities.

Liverpool is one of the best digitally connected cities in the UK. We have built our own Internet Exchange, ensuring world-class speeds. We connect directly to London directly (LINX) and to the GTT transatlantic internet cable linking the city to North America and Europe.

Liverpool is also a 5G testbed area creating a platform for the smooth roll out of 5G mobile internet connectivity over the next few years creating multi-gigabyte connectivity across the region.

With two international airports within half of an hour and a two hour rail link to London; Liverpool City Region has everything needed for success in the games industry now and in the future

"Liverpool City Region, with its rich video game and interactive expertise, is ideally positioned to cater for 'Generation Z' and their shifting expectations. Children, teens and young adults have been born into a connected world and are accustomed to innovations being unveiled in their news feeds daily.

With SwapBots, we are embracing augmented reality and the possibilities it offers to create a new way to experience a video game - one that reaches beyond the screen and into the real world. 2016/17 saw more tech investment dollars pumped into augmented reality than any sector bar fin-tech - and for good reason. It offers the chance to turn any surface into a control interface and gives static objects the ability to appear animated. As the next generation embraces this seamless physical and digital connection, Liverpool City Region's established credentials in interactive innovation will allow us to predict and provide for the inevitable demands placed on our burgeoning sector by the young's voracious appetite for accessible and wondrous new ways of engaging with the world."

John Keefe, Co-Founder, SwapBots

"Ripstone is an independent game publisher based in Liverpool City Region. We were founded in 2011 by former producers from Sony's XDev in Liverpool and UK film industry execs from London based Optimum Releasing. We have financed and published 15 games across 14 platforms and have worldwide sales more than 10 million units. Our latest game Chess Ultra was developed by the in-house team and we currently have a further five new games in various stages of development.
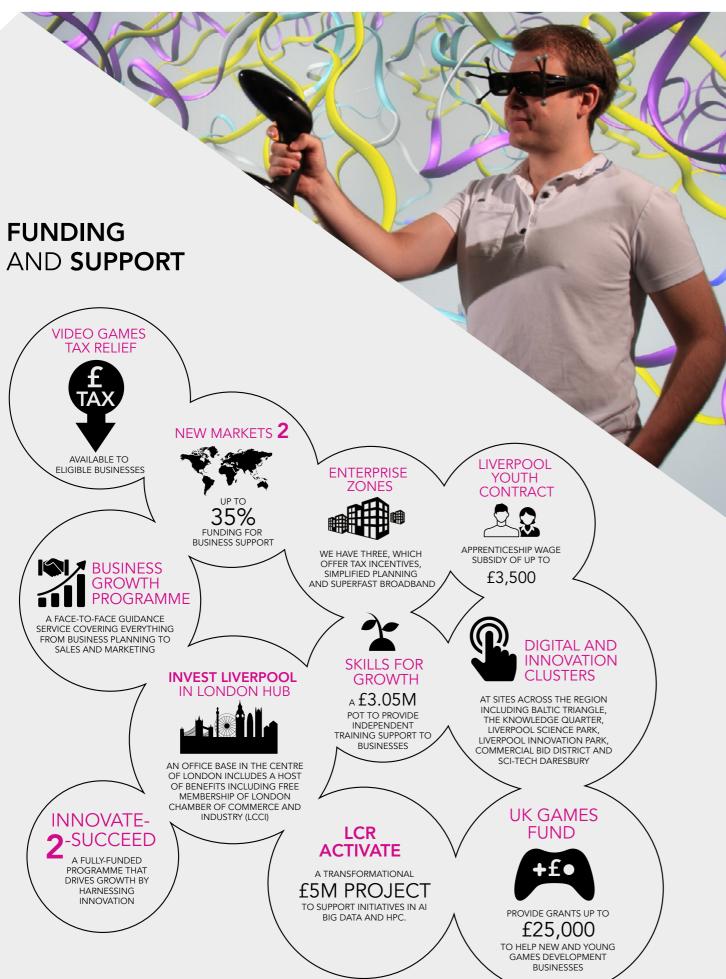
Being a global organisation means we could be anywhere but quite simply, Liverpool offers us an affordable uncompromised quality of life. Liverpool has been voted as one of the best cities in the UK for work-life balance due to its great networks, cosmopolitan atmosphere, optimistic outlook, and friendly people - that's been our experience all the way."

Leo Cubbin, MD, Ripstone

FUNDING AND SUPPORT

VIDEO GAMES TAX RELIEF
£ TAX

AVAILABLE TO ELIGIBLE BUSINESSES

NEW MARKETS 2
UP TO
35%
FUNDING FOR BUSINESS SUPPORT

ENTERPRISE ZONES
WE HAVE THREE, WHICH OFFER TAX INCENTIVES, SIMPLIFIED PLANNING AND SUPERFAST BROADBAND

LIVERPOOL YOUTH CONTRACT
APPRENTICESHIP WAGE SUBSIDY OF UP TO
£3,500

BUSINESS GROWTH PROGRAMME
A FACE-TO-FACE GUIDANCE SERVICE COVERING EVERYTHING FROM BUSINESS PLANNING TO SALES AND MARKETING

INVEST LIVERPOOL IN LONDON HUB
AN OFFICE BASE IN THE CENTRE OF LONDON INCLUDES A HOST OF BENEFITS INCLUDING FREE MEMBERSHIP OF LONDON CHAMBER OF COMMERCE AND INDUSTRY (LCCI)

SKILLS FOR GROWTH
A **£3.05M**
POT TO PROVIDE INDEPENDENT TRAINING SUPPORT TO BUSINESSES

DIGITAL AND INNOVATION CLUSTERS
AT SITES ACROSS THE REGION INCLUDING BALTIC TRIANGLE, THE KNOWLEDGE QUARTER, LIVERPOOL SCIENCE PARK, LIVERPOOL INNOVATION PARK, COMMERCIAL BID DISTRICT AND SCI-TECH DARESBURY

INNOVATE-2-SUCCEED
A FULLY-FUNDED PROGRAMME THAT DRIVES GROWTH BY HARNESSING INNOVATION

LCR ACTIVATE
A TRANSFORMATIONAL **£5M PROJECT** TO SUPPORT INITIATIVES IN AI BIG DATA AND HPC.

UK GAMES FUND
+£
PROVIDE GRANTS UP TO
£25,000
TO HELP NEW AND YOUNG GAMES DEVELOPMENT BUSINESSES

WE ARE **COLLABORATORS.**

With an exceptional cultural heritage that brings a unique 'edge' to Liverpool City Region, disruptive technologies and challenging minds drive a collaborative and diverse creative and digital scene.

The Baltic Triangle is one of the fastest growing districts of Liverpool; with access to superfast broadband speeds, this area is a thriving and cutting-edge cluster of independent, artists, makers, gamers and multi-award winning Createch companies. Innovators such as vTime (a Gartner Cool Vendor) are making 'time travel' possible through social VR, while others are harnessing the power of artificial intelligence to push the boundaries of UX design for their clients. Baltic Triangle is home to the Studio School, Baltic Creative and Cains Brewery Village and in 2017 was voted as the coolest place in the UK to live and work.

The STFC (Science & Technology Facilities Council) Hartree Centre, based at Sci-Tech Daresbury, is at the forefront of high performance computing, big data analytics and artificial intelligence, providing real-world solutions and competitive advantage to industry. The centrepiece of this, fuelled by £313M investment, is a partnership with IBM Research involving the deployment of its world-renowned "Watson" cognitive computing platform. STFC also established a partnership with Atos in 2017 with the arrival of Bull's Sequana X1000 supercomputer at Daresbury. The Hartree Centre expertise and capability is already being applied at Alder Hey Children's Hospital to positively transform patient experience whilst supporting Alder Hey's ambition to become the UK's first "cognitive hospital".

Also at Sci-Tech Daresbury is the University of Liverpool's Virtual Engineering Centre a UK leading centre for digital engineering solutions to industry. The Centre is the UK's recognised forerunner in advanced modelling and simulation, autonomous systems and robotics infrastructure and immersive visualisation. There is a growing cluster of 35 data-centric organisations at Sci-Tech Daresbury employing over 400 people on the site.

Sensor City is one of the world's only purpose-built hub offering start-ups and existing companies the technical expertise, business support and international platform needed to collaborate, fund and promote sensor and IoT solutions to a global market.

As a collaborative venture between the University of Liverpool and Liverpool John Moores University, Sensor City is positioned at the intersection of industry and academia. This technical innovation centre facilitates connectivity and fosters progress, helping partners to capitalise on the growing sensor revolution.

Meanwhile, Liverpool's Film Office services big name blockbusters as well as global brands with all aspects of location support. The region is set to maximise its attraction as the UK's most filmed in city outside of London, with the Littlewoods Studio initiative. The Studio will include a purpose-built film and content production resource, complete with state-of-the-art sound stages, linked to industry training and education facilities, live venue and business campus. With excellent accessibility, the studio will form a chain of key Createch hubs spanning 4 major regions in the North linking Liverpool, Manchester, Yorkshire and the NE through physical assets, talent and partnership working.

One of only two cities in the UK to secure the UNESCO city of Music Status, some of the UK's biggest music and music tech brand operate out of the region including Cream, Sound City, Sentric Music and Adlib Audio.

We have a team of business location experts from across Liverpool City Region that can assist you with your next project.

We can provide detailed research on markets, sectors and workforce demographics. We can put you in touch with the right contacts at industry networks and partner organisations. We're happy to introduce you to potential partners at our world-class universities and our existing businesses. We can help you to identify all the available support to help your expansion and show you a wider range of sites, premises and development opportunities.

For further information and support email: investliverpool@liverpool.gov.uk.

We look forward to working on your plans with you.

investliverpool.com

INVEST
LIVERPOOL
ADVANCING THE CITY REGION

HALTON
BOROUGH COUNCIL

Knowsley Council

Liverpool
City Council

Sefton Council

St.Helens
Council

WIRRAL

LIVERPOOL
CITY REGION
COMBINED AUTHORITY

METRO MAYOR
LIVERPOOL CITY REGION

growth
platform
Liverpool City Region Growth Company

European Union
European Regional
Development Fund