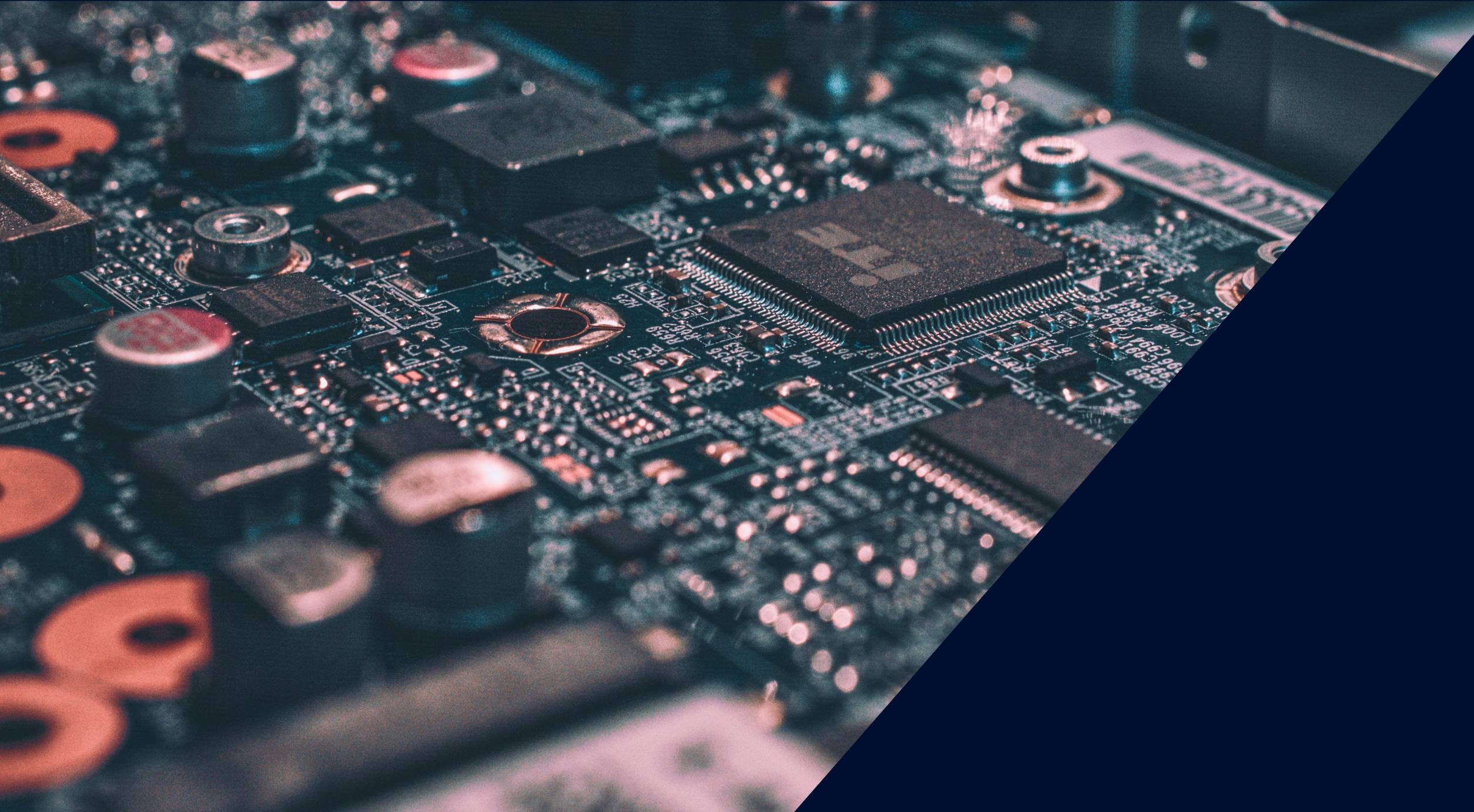


# Creative



# & Digital

Beyond expectation



# Beyond expectation

**Our region is playing a vital role in shaping the way we live our lives.** Our businesses seek and deliver new ways of making and doing things to improve all our futures. But it's our talented workforce, brilliant brains, and world changing innovations that really put us on the map. Creating the perfect conditions for opportunity and business to thrive.



The **buses** and **trains** that keep the world moving



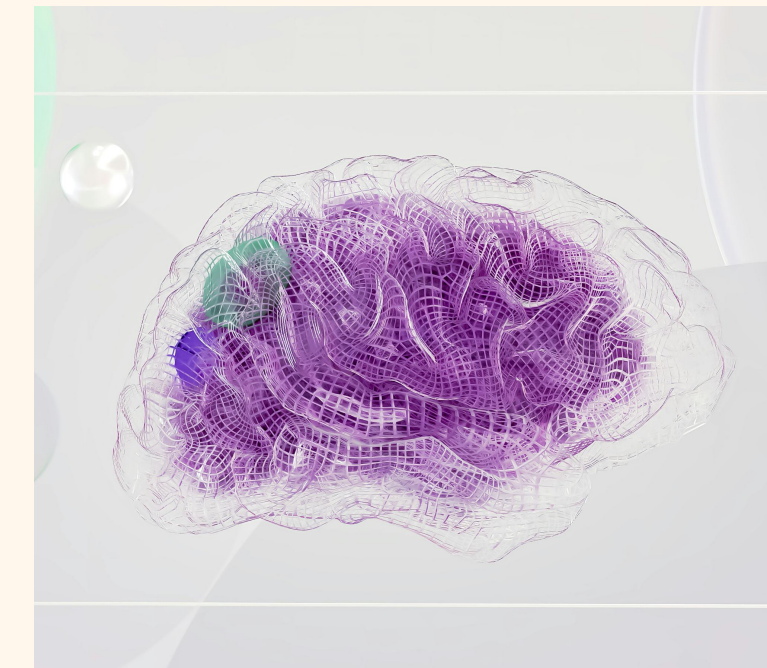
The **food** on your plate



The **special effects** in your favourite TV show



The **technology** in your pocket and your workplace



Your **healthy** future



Even your **tea** break



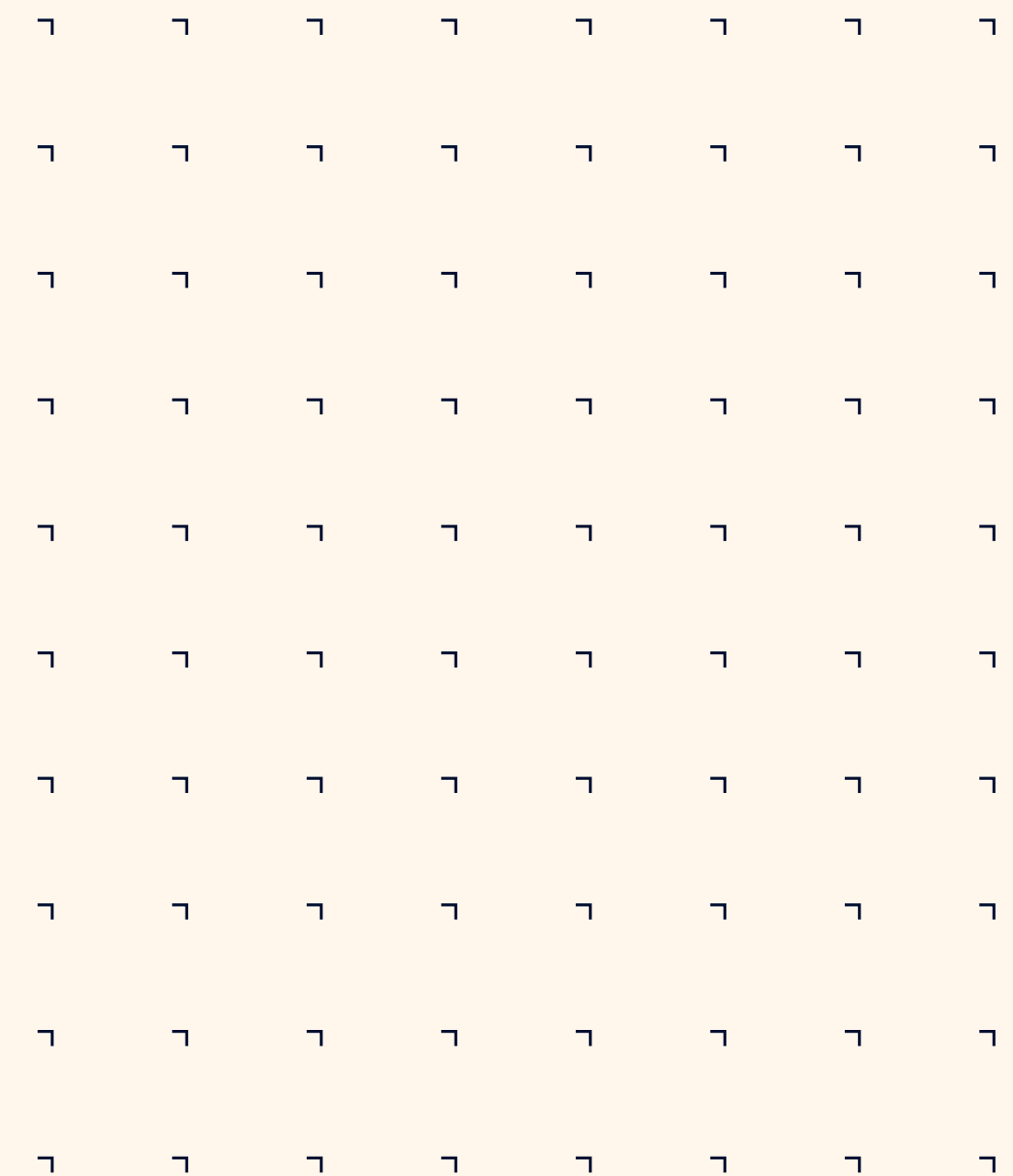
# Why York & North Yorkshire?

Because we're good at what we do, and ambitious about what we want to achieve.

We've been the home of innovations in **rail** and **manufacturing** for decades, while leading the way in sustainable food production through our expertise in **agritech** and **industrial biotechnology**.

And thanks to our region's research institutions, universities and businesses there's a real buzz and a clear vision in our emerging sectors like **creative & digital** and **healthy ageing**.

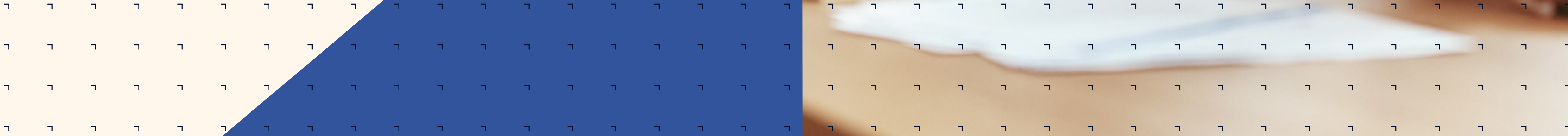
In fact, we're so confident about what York and North Yorkshire is best at, we've identified these particular sectors as somewhere we see massive potential for investment and growth.



# We have you covered

Invest in York & North Yorkshire is a partnership dedicated to driving investment into our region and enabling growth for us and you. We're achieving this by welcoming UK and international businesses to our region and making the whole process as easy as possible.

Comprising a support team, concierge service and business experts from York and North Yorkshire Combined Authority, City of York Council and North Yorkshire Council, our service has you covered right from the start.



# The solution is here already

## Freeports

in neighbouring Teesside and Hull, making importing and exporting hassle-free.

## 4 airports

within easy access for freight and passenger travel, including Leeds, Tees Valley, Newcastle and Manchester, and just two hours, by train from Heathrow.

## 499,800

people of working age, plus thousands more within easy reach in neighbouring Teesside, West Yorkshire and Hull.

## 4 universities

including the Russell Group University of York - ranked 4th in the UK for excellence in bioscience research.

## A1, M1, M62

keeping you easily connected to the UK's main road network.

## £22.1 billion

is the worth of our economy, and is a major economic driver in the north of England.

## 40,000

registered businesses in the region.

## < 2 hours

from York to London and Manchester, thanks to our direct rail links.

We're already home to internationally recognisable brands & the skilled workforce behind their success



# Well-connected to the rest of the UK



- York & North Yorkshire
- Airports
- Motorways
- Freeports
- Rail Links



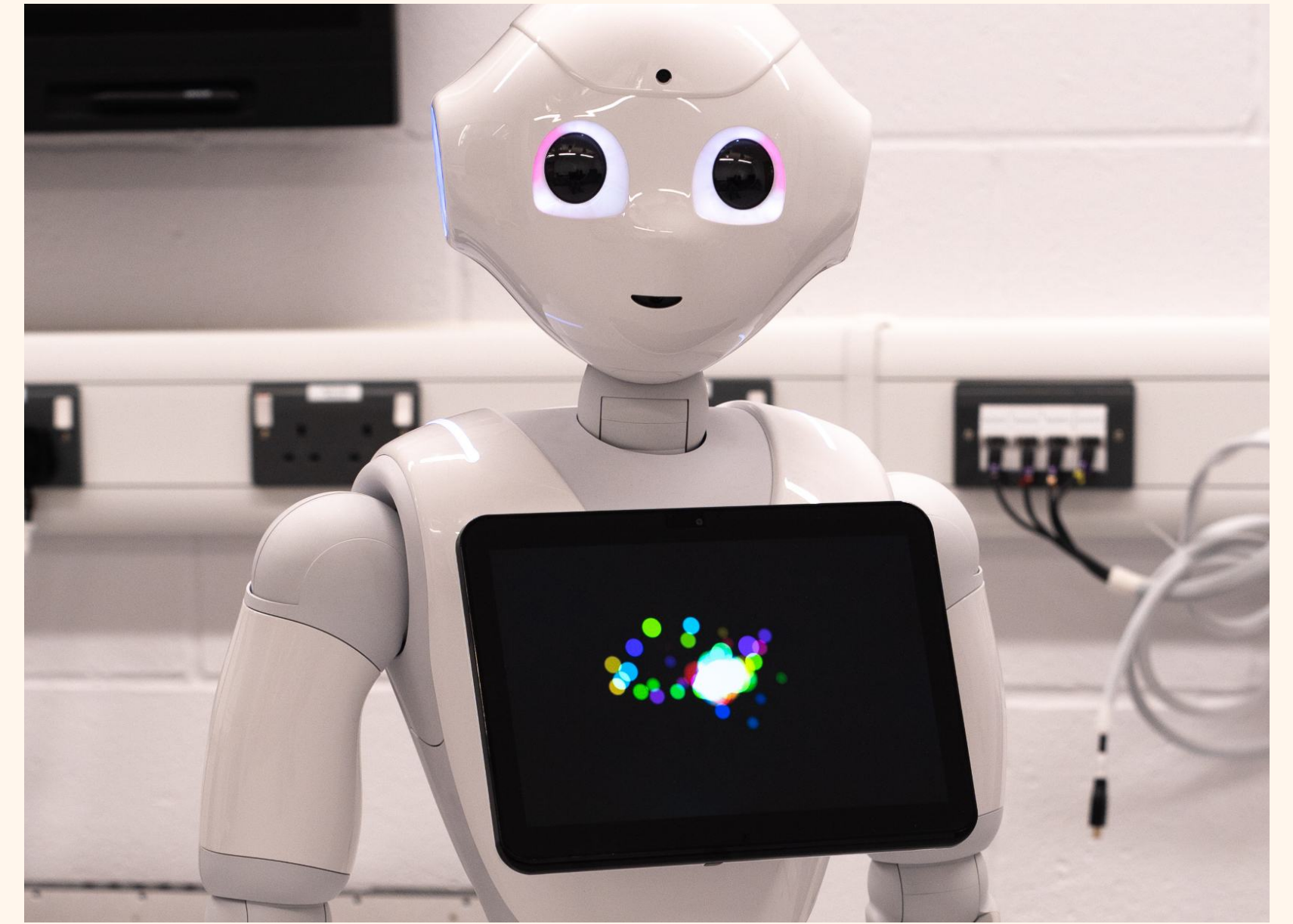
# From excellence in R&D to the future of global immersive technology

York & North Yorkshire has driven research and development in digital technology since the earliest days of the internet.

As a region we have built on that foundation of excellence and now provide a base for innovative businesses and the unique institutions driving digital application across the UK's corporate, education and creative sectors.

• Motion capture at the XR Stories immersive technology lab





1500+

businesses in York and North Yorkshire are operating in the creative & digital sector. Our ambition to be the UK's centre of excellence for creative technological

innovation means we've made it easier than ever for investors to find solutions in our region and **to be part of our growth.**



# Heritage reframed using innovation



• Steve Messam, These Passing Things, 2021, Studley Royal (NT) Photo: Chris Bailey

York & North Yorkshire's visitor economy is worth around £3.2 billion to the region every year, thanks to our extensive natural and built capital.

The sector thrives through constant evolution of the immersive technology which protects, preserves and presents our heritage to millions of visitors each year.

Invest in York & North Yorkshire is committed to supporting those businesses revolutionising our heritage technology, as well as welcoming experts and innovators from the UK and beyond.

With York's UNESCO City of Media Arts status – one of only 25 cities in the world – and with world class assets like the new Institute for Safer Autonomy, our region creates impact locally, nationally and globally.



• Star Carr Interactive by Gareth Buddo

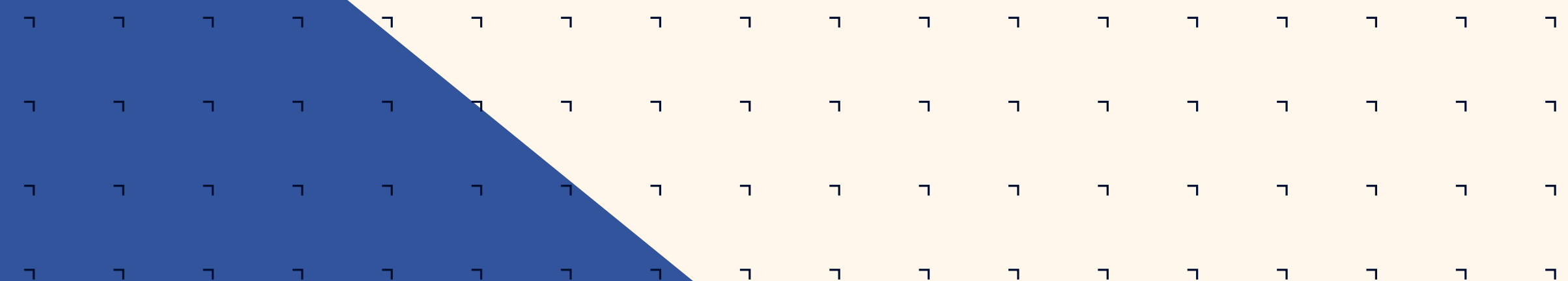


# Spotlight on The Institute for Safe Autonomy

Our region's wealth of expertise and R&D capabilities received a major boost in 2023 with the establishment of the Institute for Safe Autonomy (ISA).

Housed in a £15million purpose-built facility at the University of York, the ISA offers unrivalled opportunities for collaborative R&D, through sponsored collaborations and offering expertise on funding proposals.

The ISA facility enables testing to move in phases from a highly-controlled laboratory setting, to shared indoor office environments, and eventually to semi-controlled and open outdoor spaces. Home to over 100 independent experts across multiple sectors, the ISA will ensure a safety critical design, development and deployment of autonomous systems.



# At the forefront of creative innovation

01



XR Stories is a University of York initiative supporting research, development and innovation in technology-led creative content, experiences and stories.

02



The UK AI market alone is worth more than £16.9billion

03



Harrogate & York recognised as one of the three innovation-led clusters in the whole Yorkshire region

04



York is one of 25 global locations with UNESCO City of Media Arts status

# Innovators at the heart of our region

We are at the forefront of digital and creative innovation, as evidenced by the quality of the businesses and organisations based here and how they're pioneering everything from AI to tech-for-good solutions to decarbonising of data centres.

The University of York-led CoSTAR LiveLAB will provide R&D capabilities in novel immersive, multi-sensory and interactive technologies.

CoSTAR will also be incubating start-ups, training future technologists and empowering diverse voices and new talent across the sector.

**Here are just some of the organisations in our region driving innovation in the sector.**





York is proud to be the home of internationally renowned media arts organisation Aesthetica which has championed global, contemporary visual culture for two decades across publishing and exhibition.

## Aesthetica

The company is a stellar example of our region's standing in international curation, exhibition and large-scale events. This is achieved through its magazine, annual Art Prize exhibition and the **BAFTA-Qualifying Aesthetica Film Festival**. The magazine is distributed across 1,200 UK locations and exported to 20 countries.

The film festival showcases the best in moving-image and screen culture, as well as innovations in XR, Gaming and New Technologies. One of the largest in the UK, the festival welcomes some of the world's best directors, producers, animators, and VFX specialists whilst also playing a key role in the UK Screen Industries.

# Spotlight

Viridian FX create high-end visual effects for film, TV and screen media. Based in York, the agency's clients include Netflix, HBO, Paramount and Apple TV.



## VIRIDIANFX

The team's experience is rooted in developing creative solutions from the earliest stages of production.

With expertise in every aspect of production from green-screen and CGI to site-surveys, lighting and shooting, Viridian FX has gained a reputation as one of **the leading VFX houses in the north of England**.



# Spotlight

Award-winning software-led consultancy, Interact is a Harrogate-based company specialising in hardware optimisation, carbon reduction and the circular economy.

 **interact.**

With the digital sector accounting for up to 6% of global electricity use in 2020, world leading companies are looking to our regional experts to help **reduce carbon and energy use**.

Through **pioneering research and expertise** in sustainability, Interact partners Fortune 200 and FTSE 100 companies to maximise efficiency with the lowest impact on the environment.

# Talk to us today



Sue Brandom  
Sector Manager,  
Creative & Digital

Get in touch now at  
**[invest@yorknorthyorks-ca.gov.uk](mailto:invest@yorknorthyorks-ca.gov.uk)**

Or click [here](#) to visit the Invest in  
York & North Yorkshire [website](#).