TOM HURST
Chief Investment Officer
SUNDERLAND CITY COUNCIL

Sunderland
Software City

Regional innovation.
World-class connections.

Our Vision

To establish Sunderland as the hub of a regional centre for software excellence…

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Four Delivery Streams

Enterprise

Innovation

Education

Infrastructure

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Four Delivery Partners

Sunderland City Council

University of Sunderland

Business & Innovation Centre

Codeworks Connect

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Target Businesses

Inward Investment
(including 'Soft Landing' Model)

Existing Indigenous Businesses

Start-up Businesses

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Business Offerings

Guidance and Access to Finance

Technical Skills and Support

Business Skills and Support

Accessing Markets

Infrastructure

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Target Learners

Pre 14 within Primary and Secondary Schools

Further Education and Higher Education students and graduates

Learners accessing Continuous Professional Development opportunities, including individuals working in both technical and non-technical roles in the software industry

Influencers of learners

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Learner Offerings

Sector Knowledge

Career Development

Education and Training

Facilities

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Physical Locations

e.volve Business Centre
Sunderland City Council

Software Hatchery
University of Sunderland

Jupiter Centre
North East Business & Innovation Centre

St Peter's Gate
University of Sunderland

Sunderland Software Centre
Sunderland City Council

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Progress

New Software Businesses Created: **35**

Software Professional Jobs Created: **100**

Software Businesses Assisted: **117**

New Business Collaborations: **135**

Individuals Assisted with Skills: **1,336**

Research & Innovation Funding Secured: **£794,000**

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Leighton
Innovation as standard

Communicator Corp
Delivery beyond expectation

onepoint
SWITCHED ON MANAGEMENT SOFTWARE

5G **TECHNOLOGIES EUROPE LIMITED**
Product Engineering Excellence

LamasaTec

on:trac
Dynamic data delivered to your desktop

SURREAL CREATIVE

UNIFIED
powering financial systems on-demand

Artingence
The Artificially Intelligent Call Centre

stereografix

www.guroo.co.uk

the **testfactory**
...hand built by experts

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The Future

Software is a targeted Sector in Sunderland's Economic Masterplan...

...a key component of 'Aim 2':
'A National Hub of the Low Carbon Economy'.

Proposed changes to delivery arrangements...

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Sunderland Software Centre

facts and figures →

Sunderland Software Centre

City Centre car park site (Tavistock Place).
53,000 sq.ft. of floorspace.
Total cost up to £10 million.
Accommodation for 60 businesses.
140 jobs for software professionals.
Completed late 2011.

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