

Invest BRISTOL + BATH

Welcome to a £40bn economy

The West of England region is an economic powerhouse for the UK. This ambitious hotspot is home to six business districts, fast global and UK transport links, and world-class centres of excellence.

The West of England is one of the UK's most dynamic tech hubs, home to the South West's largest and most skilled digital workforce. Innovation thrives here—spanning advanced manufacturing, clean energy, creative industries, and beyond. Powered by world-class research, top universities, and exceptional talent, this region offers unmatched opportunities for growth. Invest in the West of England and be part of an extraordinary success story.

An economic powerhouse in the UK:



A strategic location for 46,000 businesses



The UK's most productive tech cluster



52% increase in digital and tech jobs (2015-2024)



£3.8bn GVA fastest growth of any combined authority area



Home to five unicorns (companies valued at over \$1bn)

Advancing Digital Leadership



The West of England is a globally significant technology cluster, with innovation at its core.

- **No.1 region** for proportion of firms advertising digital roles (TechUK 2023)
- **Tech for good:** The place for cutting edge digital research, innovation, and investment
- Over **92% gigabit connectivity** achieved across the region
- **Faster and reliable transport and digital infrastructure:** £365 million total investment into rail infrastructure
- A world-class 5G network and universal fast internet access by 2030

Boosting Skills and Employment

The West of England is renowned for the talented workforce, high-calibre graduates and expansive staff catchment area.



42M people within 150 miles.



4 top universities.



112,000 undergrads & postgrads in the region.



83 schools rated outstanding by OFSTED.

This is the West of England

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Isambard AI, one of the UK's most powerful supercomputers, drives breakthroughs in AI, machine learning, and complex modelling.

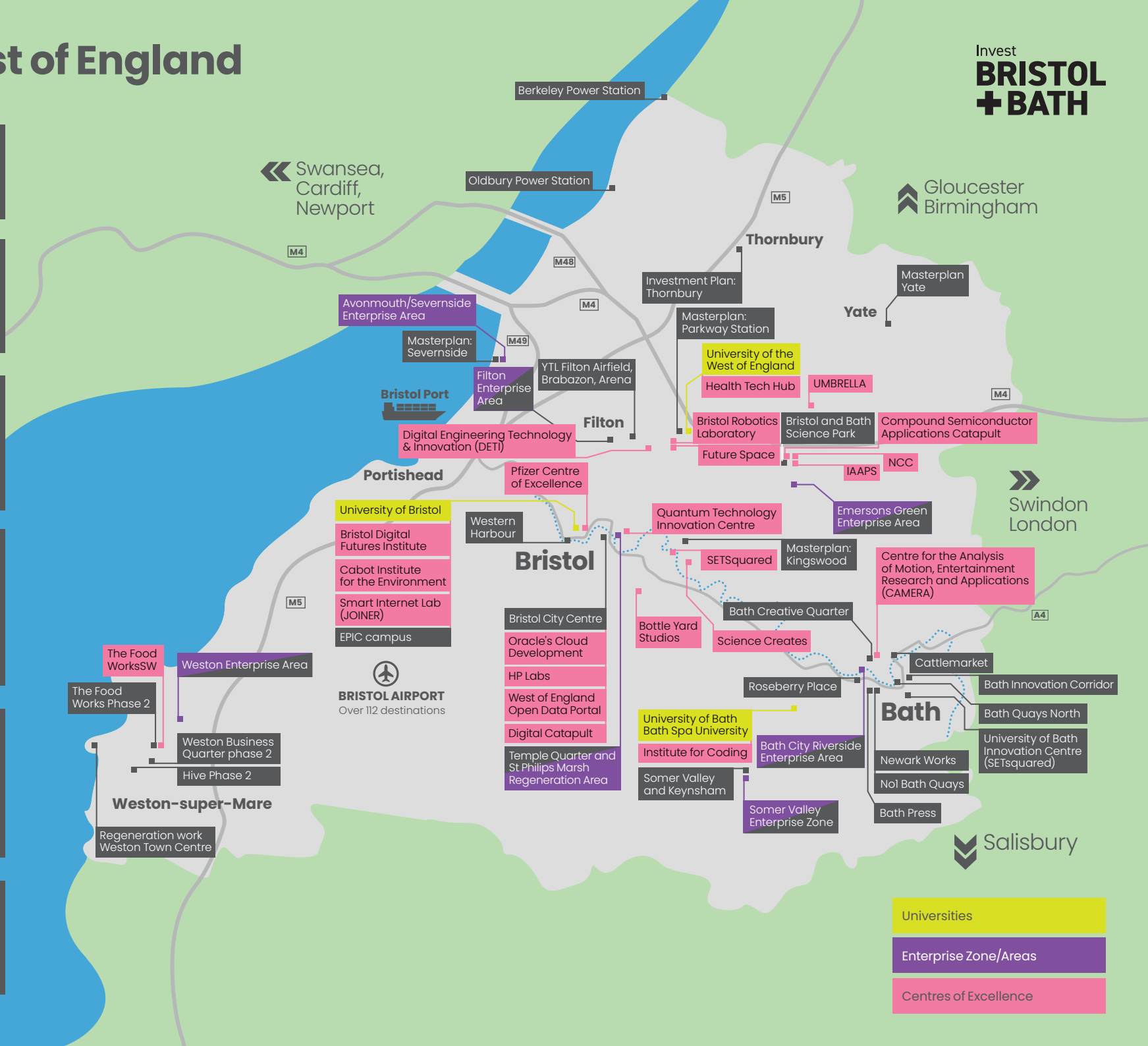
Science Creates is a deep-tech incubator network providing labs, co-working, and investor backing for high-growth AI, robotics, and engineering ventures.

The Institute of Coding, led by the University of Bath, connects universities, industry, and learners: delivering flexible, industry-focused training across the UK.

The new 90 acre **Epic Campus** under development in North Somerset will create over 2,000 high quality technology jobs. The Campus will generate wider growth and investment in the area.

The Digital Catapult and **Compound Semiconductor Applications Catapult** are supporting innovation adoption and industrial pull through in digital and technologies growth markets.

University of Bath's Innovation Centre offers start-up companies support to develop and accelerate, raise investment, and access networks.



Universities
Enterprise Zone/Areas
Centres of Excellence

Our key development and investment opportunities

With digital infrastructure a priority of the Local Growth Strategy, **the Digital Office** is accelerating the rollout of digital connectivity by coordinating with telecom providers and local authorities to create optimal conditions for infrastructure deployment.

The University of Bristol's Enterprise Campus—part of the Temple Quarter regeneration—will host world-class R&D in quantum, digital media, and the creative sectors. Supported by £31.5m from Research England and over £75m from partners, **the Bristol Digital Futures Institute** provides globally unique research capabilities.

The University's Smart Internet Lab, backed by £6m from the Engineering and Physical Sciences Research Council, drives innovation in communication systems and global collaboration. It also leads **JOINER, a national platform advancing 6G research and adoption** through partnerships between industry, academia, and government.

The region aims to develop **the UK's first AI Supercluster**—linking Isambard 3, Isambard AI, the Bristol Digital Futures Institute, Bristol Robotics Laboratory, Science Creates, CFMS, and innovative SMEs. Anchored in the Bristol & Bath Growth Zone and West Innovation Arc, this ecosystem will apply AI across aerospace, manufacturing, life sciences, defence, energy, and creative industries—unlocking £10–15bn in economic value and securing the West of England's position as the UK's hub for applied AI and digital growth.

WEST MAYORAL
OF ENGLAND COMBINED
AUTHORITY

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Whether you're an innovative start-up or established company, contact Invest Bristol & Bath to find out how we can support the future growth of your business.

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