



INVEST IN  
SURREY

ONE OF THE UK'S  
LEADING REGIONAL  
ECONOMIES



# WELCOME TO SURREY

Welcome to the Invest in Surrey prospectus, which I'm confident makes clear the many benefits of doing business within this innovative, dynamic, and well-connected region.

I have been proud enough to call Surrey my home for most of my life. Even when a career in the highest offices of politics has taken me around the world, the special something it holds has kept me invested here.

I can speak from experience when I say that the region's reputation as a centre for innovation and its unrivalled quality of life makes it incredibly attractive to talent from across Britain and the world.

Leaders of the many multinational businesses who have made the region their home speak proudly of the benefits of being based here.

For them – and for me – Surrey stands as a beacon of innovation, creativity, and economic vitality.

It is this which has led to the development of the country's leading regional economy, one that contributes £50 billion a year to the UK and which exports its talent and ideas to the world.

This prospectus highlights the numerous strengths and opportunities that Surrey offers, from its thriving tech and creative industries to its renowned educational institutions and supportive business environment.

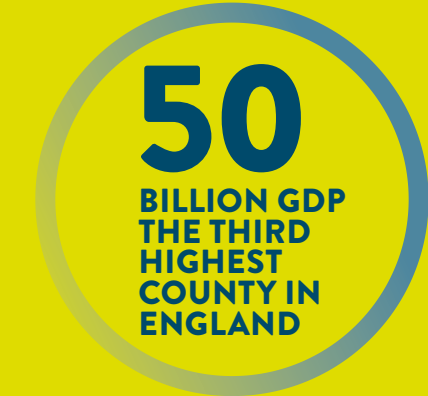
The region's commitment to sustainability, alongside its vibrant cultural scene and outstanding natural beauty, makes it an ideal location not only to work but live life to the fullest.

To support you in making that decision to Invest in Surrey, there is a fantastic team who have unrivalled local knowledge. They will work with you to make sure you have all the information to make the right decision for you and your business.

We hope you can join us in shaping the next chapter of Surrey's remarkable journey.

**Rt Hon Jeremy Hunt**  
**Chancellor of the Exchequer**  
**and MP for South West Surrey**

January 2024



Rt Hon Jeremy Hunt  
(credit: UK Parliament /  
Richard Townsend Photography)



Cover Image:  
Surrey countryside  
(credit: Robert Moore)

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# INVEST IN OUR REGION

Surrey stands as one of the UK's largest regional economies, a testament to its exceptional qualities as a place to live, work, and visit.

Complementing its robust economic landscape is some of the country's most outstanding natural beauty, offering an unparalleled quality of life.

We invite you to be part of Surrey's continuing success story, where investment and innovation meet tradition and community, creating a future that is as prosperous as it is inspiring.

**25% IS IN A NATURAL  
LANDSCAPE.**

**#1 IN THE UK  
VITALITY INDEX  
FOR HEALTH &  
ENVIRONMENT.**

Welcome to Surrey, a vibrant landscape of growth and innovation.

Located in the southeast of England, Surrey is a historic county renowned for its economic vitality, cultural richness, and natural beauty.

As an internationally recognised region offering outstanding quality of life, Surrey offers a unique blend of dynamic urban centres, quaint villages, and breathtaking landscapes, making it a prime destination for investment and business opportunities.

Surrey's strategic location, just outside London, provides easy access to the capital while offering the advantages of a more serene and picturesque setting.

The region's well-developed transport infrastructure is a boon for business operations, enhancing its appeal as a location for international investment.

The major motorways of the M25 and M3 act as arterial road corridors, ensuring four international ports within a 60 mile radius are easily accessed.

Rail links are excellent with travel time between the towns and villages of Surrey to central London ranging from 25 minutes to an hour.

At either end of Surrey are the major aviation hubs of Heathrow and Gatwick, making international travel to destinations across the globe easy and accessible.

In terms of making a home, with its diverse boroughs and districts, Surrey has a wealth of options. Each area within the county offers a unique proposition, whether it be in technology, creativity, logistics, or quality of life.

The Invest in Surrey team is ready and waiting to provide local knowledge and advice on which location would suit you and your organisation best.

As a region that seamlessly combines innovation with tradition and urban development with natural beauty, Surrey stands as a premier destination for those looking to invest in a dynamic and prosperous part of the UK.

**CONTINUALLY  
RANKED IN THE TIMES BEST  
UK PLACES TO LIVE.**

Leith Hill at dawn  
(credit: John Miller)



# INVEST IN OUR ECONOMY

## A dynamic place to do business

With more than 110,000 businesses, a highly skilled workforce, an enviable location, and some of the most desirable communities to live in the UK, Surrey has a great story to tell.

The county boasts a long and successful history of attracting international businesses while nurturing some of the UK's most successful and innovative companies.

Success really does breed success. And the collaborative business ecosystem has led to the evolution of world-class clusters in sectors such as automotive, cybersecurity, space, health, and creative industries.

It all contributes to an economy worth £50 billion a year, making it one of the largest regional economies in the country.

But Surrey's story is richer than headline figures; the thousands of success stories attributed to businesses based here have roots in the talent, innovation, and ideas of the 1.2 million residents who call the region home.

Investment in Surrey is not just an economic decision but a commitment to being part of a region that is at the forefront of innovation and quality.

The area offers numerous investment opportunities, from commercial developments to partnerships with leading research institutions.

Investors can expect a supportive business environment, with local authorities and organisations committed to fostering growth and innovation.

And away from work, you'll have world-class leisure, culture, and landscapes on your doorstep, meaning quality of life will be as exceptional as the business environment around you.

**HIGHEST  
NUMBER  
OF LARGE  
ENTERPRISE  
IN ENGLAND**  
(OUTSIDE OF LONDON)

Linde Driverless Technology  
(credit: Surrey Research Park)

**SURREY  
RESEARCH  
PARK IS THE  
BEST OF ITS  
KIND IN  
THE UK**

Carbonite Satellite  
(credit: SSTL)

## A dynamic place to collaborate

Surrey's well-established networks of industry leaders and academic institutions foster a collaborative atmosphere that drives forward-thinking and cutting-edge development.

The region's proximity to London, combined with its own thriving economic ecosystem, provides businesses with unparalleled access to global markets, talent, and innovation.

Surrey is distinguished by its robust support for businesses of all sizes and at all stages of their journeys, backed by a range of initiatives and networks that foster growth and success. This support includes offering free business advice, a critical resource for emerging and established companies looking to navigate the complexities of the business world.

In addition, businesses benefit from guidance on funding options, a vital tool for securing the financial resources necessary for expansion and innovation.

Surrey also provides ample networking opportunities, creating a vibrant community where businesses can connect, collaborate, and thrive. Complementing this supportive business environment, Surrey is a hub of innovation and research, anchored by three prominent universities. Their presence in Surrey creates a dynamic and conducive environment for cutting-edge research and business development, marking the region as an ideal location for progressive businesses and forward-thinking investors.



# INVEST IN OUR TALENT

**Research. Innovation. A highly skilled workforce.**  
Surrey has an enviable reputation for nurturing world class talent which contributes to business success.

The region's focus on education and skills development for all ensures a large cohort of professionals equipped to meet the evolving demands of modern businesses.

The exceptional talent pool is fuelled by world-class educational institutions, notably three main anchor institutions.

**The University for the Creative Arts** is renowned for its focus on creativity, technology and business, fostering a culture of artistic innovation.

**Royal Holloway, University of London** contributes significantly with its strong research in sciences, humanities, and social sciences.

**The University of Surrey**, along with its Research Park, is a powerhouse of technological and scientific advancement, driving forward new technologies and business ideas.

These institutions play a pivotal role in not just enriching the local economy but also in attracting international talent and investment.

They all have excellent track records in innovation and collaboration. Businesses are encouraged to work with institutions to commercialise products and deliver projects.

The region also has quality Further Education establishments while Surrey County Council's mission of No One Left Behind means there's a strong commitment to ensuring the population of 1.2 million have access to skills support throughout their work life.

All this means there is a deep talent pool of people ready to support your business grow and thrive.

**54%**

**OF SURREY RESIDENTS  
DEGREE-LEVEL QUALIFIED  
OR HIGHER  
(UK AVERAGE 40.8%)**

A creative student in a workshop at UCA's Farnham campus in Surrey  
(credit: Iain Crockett / UCA)

UCA students using state-of-the-art studios in Farnham  
(credit: Iain Crockett / UCA)

**45,000**

**PEOPLE EMPLOYED  
IN CREATIVE AND  
DIGITAL INDUSTRIES  
IN SURREY**

## University for the Creative Arts

The University for the Creative Arts (UCA) is more than an educational institution; it is a beacon of creativity and a driving force in Surrey's economic and cultural landscape.

With its focus on cutting-edge disciplines like video game development, UCA is shaping the future of the creative industries and positioning Surrey as a leading region in the world of digital and interactive arts.

It has close to 6,000 students and two campuses in the region at Epsom and Farnham featuring state-of-the-art facilities, including commercially available modern studios, incubators, digital labs, and collaborative workspaces.

These resources provide students with an environment that mirrors the professional creative industry, enabling them to develop their craft to the highest standards.

Advanced technology, including motion capture, VR and AR equipment, ensures students are at the forefront of technological advancements in gaming and interactive media.

UCA's strong connections with the creative industries provide students with unique opportunities for hands-on experience and networking.

The university regularly collaborates with leading companies in the creative fields, offering students real-world projects, internships, and mentorship programs.

These partnerships not only enhance the educational experience but also create pathways for employment and professional growth.

UCA is the UK's top specialist art and design university for world-leading research outputs in the most recent Research Excellence Framework and ranked second specialist creative university in the UK for 2024, according to The Guardian.





## Royal Holloway, University of London

As one of the UK's leading research-intensive universities, Royal Holloway, University of London is home to some of the world's foremost authorities in the sciences, arts, business, economics, and law.

It was founded by two Victorian social reformers who pioneered the ideal of education and knowledge for all who could benefit. Their vision lives on today.

The campus – named as one of the most beautiful in the world – is set in 135 acres of parkland in Egham, just seven miles from Heathrow and 19 miles from central London.

This location supports its emphasis on a strong global outlook.

Royal Holloway has an excellent Knowledge Exchange & Enterprise team which works with government bodies, businesses, and charities both nationally and internationally.

**£51m**  
**COSTAR**  
**NATIONAL LAB**  
(CONVERGENT SCREEN  
TECHNOLOGIES AND  
PERFORMANCE IN  
REALTIME)

Organisations partner with Royal Holloway because they value the quality of its research. Latest research rankings confirm there are outstanding areas in all six of its schools, while close contact with UK Research and Innovation and InnovateUK mean it is up to date with research priorities and funding opportunities.

Royal Holloway has established four key research areas promoting interdisciplinary research expertise and excellence, and is UK top 25% for research (Times Higher Education, 2022). These are:

- StoryFutures (immersive storytelling and creative industries)
- Living Sustainably (green tech and climate change)
- Advanced Quantum Science and Technologies
- Transformative Digital Technologies, Security and Society (cybersecurity, humanities, and computing)

Royal Holloway was ranked in the top 30 of UK Universities in The Times and Sunday Times Good University Guide, 2024.

The Emily Wilding Davison Building at Royal Holloway  
(credit: Royal Holloway, University of London)

## University of Surrey

The University of Surrey is a global community of ideas and people, dedicated to life-changing education and research.

Through world-class research and innovation, this leading institution is positively impacting society and shaping future digital economy through agile collaboration with businesses, governments, and communities.

The university, based in the heart of Guildford, is seen as a world leader in graduate employability, with more than 15,000 highly skilled students and 2,300 placement partners.

The University of Surrey is not just an educational institution; it is a hub of innovation and progress, especially in the realms of 6G and artificial intelligence.

Its cutting-edge research, industry collaborations, and commitment to societal impact position it as a key player in shaping the technological future.

As a leader in these advanced fields, the university plays a crucial role in driving economic and technological growth in Surrey and beyond.

Through learning outcomes, research and operational impacts, the institution contributed £1.9 billion GVA and 25,360 jobs to the UK economy in 2021/22.

It was shortlisted for the University of the Year in the Sunday Times Good University of the Year 2023.



A student entering the Surrey Research Park  
(credit: Surrey Research Park)

**WORLD'S  
LARGEST  
5G/6G  
INNOVATION  
CENTRE**

## Surrey Research Park

The Surrey Research Park is one of Surrey's success stories, a home to leading corporates and ambitious start-ups who together set the national innovation and science agenda while driving employment and growth.

From building new satellites to changing the way animal cancer is treated, many businesses on the Surrey Research Park are recognised global leaders.

Tenants at the University of Surrey site include BAE Systems, Airbus, iNovo Robotics, Nature Metrics, and Alliance Medical. Together they generate 10% of Guildford's entire economy.

The 28-hectare site, which first opened in 1985, contains flexible office and lab space designed for science and technology innovators.

Businesses based here also have access to research centres like the 5G/6G Innovation Centre, the Institute for People Centred AI, the Institute for Sustainability and Surrey Space Centre – meaning they are at the heart of UK innovation.

This success is set to grow in the future – with 15 acres of planned development, enabling businesses to design and build bespoke facilities of up to 20,000 square hectares.

**GLOBAL  
#1  
UNIVERSITY  
BUSINESS  
INCUBATOR**



# INVEST IN SCALING UP

## Comprehensive support for new and existing businesses

In Surrey, we believe in fostering a seamless and supportive environment for every business, whether you've been part of our community for years or are just beginning your journey here.

Our inclusive approach offers:

- **Strategic Introductions:**  
Facilitating connections with key industry players, government entities, and potential partners.
- **Access to Investment Networks:**  
Tap into our extensive network of angel investors, venture capitalists, and financial institutions eager to invest in promising ventures.
- **Partnerships with Commercial Agents and Innovation Hubs:**  
Connect with top regional commercial agents and engage with innovation partners to drive your business forward.

- **Inclusive Networking Opportunities:**  
A platform to interact with a diverse range of sectors, encouraging collaborative and innovative initiatives.
- **Talent Acquisition and Development:**  
Leverage our strong local talent pool and educational institutions for your workforce needs.

In short, Invest in Surrey and grow with Surrey.

Join us in a collaborative journey where every business, new or established, is an integral part of Surrey's thriving economic landscape.

# FREE

COMPREHENSIVE  
BUSINESS SUPPORT  
FOR THE WHOLE  
OF SURREY

Invest in Surrey also nurtures many homegrown businesses, ensuring they have the space and support to expand their operations helping them to reinvest in their communities.



# INVEST IN OUR PLACES

View from Surrey Hills  
(credit: iStock)

Surrey is a premier business location in the UK, that many of the world's most innovative and inspiring companies call home.

Thanks to our enviable location, reputation for innovation and collaborative business ecosystem, we find that once businesses move here, they quickly establish roots and are invested for years to come.

Those looking to relocate here have their origins from across the globe, with the most frequent direct inward investment enquiries coming from the USA, India and Germany.

You'll be in good company in Surrey with these UK and European HQs



SAMSUNG

SONY



HCLTech | Supercharging Progress

SC Johnson

KFC



HALEON

BAE SYSTEMS

keltbray

wood.

Bristow



Allianz

Capgemini

LG Electronics

Kingston Technology

ASPIRE PHARMA



COMPASS GROUP

Asahi

SK hynix

FUTURE ELECTRONICS

KINETROL

Wates



McLaren



Gartner



BOC A Linde company

discoverIE

Tt Electronics

... and many more!



# INVEST IN OUR STRENGTHS

Surrey's dynamic business environment is characterised by a diverse range of world-leading sectors, including the creative industry, digital technologies, and life sciences.

## CREATIVE INDUSTRIES

Surrey's creative industries cluster is a vibrant and dynamic sector, showcasing the region's rich talent and innovative spirit in the fields of art, media, design, and technology.

This cluster, comprising a diverse array of businesses, educational institutions, and collaborative networks, positions Surrey as a leading destination for creative professionals and enterprises.

With more than 10,000 digital start-ups, film and TV studios, artistic producers, and entertainment companies employing 45,000 people, there is an established ecosystem of expertise across the region.

Surrey is renowned for its anchor institutions such as Shepperton Studios and StoryFutures, the national centre for immersive storytelling. It will also soon be home to a satellite studio for the Convergent Screen Technologies and Performance in Realtime (CoStar) national lab.

Creative Surrey, the region's creative industry cluster, is working to form collaborative synergies between different sectors supporting further innovation in the region.



An animation studio at UCA  
(credit: UCA / Ian Crockhart)

### SURREY SUCCESS STORY:

#### Shepperton Studios (Pinewood Group)

- Film & Television
- Shepperton Studios has been a base for film and TV production for more than 90 years, with its studios used for creating hundreds of productions including Star Wars, Gladiator, Harry Potter and Captain America.
- In 2022, Shepperton Studios revealed a £500 million expansion, delivering a further 17 stages and deliver about 1.2 million square feet – making it the second largest film and TV studio in the world. Streaming giants Netflix and Amazon Prime Video have both committed to leasing Shepperton for their future creative projects.

**22,000**  
TECHNOLOGY  
BUSINESSES IN  
SURREY

Left and below:  
Manufacturing at SSTL  
(credit: SSTL)

**LARGEST**  
**UK**  
ACADEMIC  
CENTRE FOR SPACE  
ENGINEERING  
RESEARCH

## SPACE

Surrey's space and satellite sector is an exemplary illustration of the region's prowess in cutting-edge technology and collaborative innovation.

Linking the academic research at the University of Surrey, the industrial expertise of companies such as Surrey Satellite Technology Limited (SSTL), and the regional cluster initiatives of Space South Central, this sector showcases Surrey's significant contributions to the global space industry.

The University of Surrey plays a foundational role in the sector, particularly through the Surrey Space Centre which is the largest UK academic centre for space engineering research.

It is renowned for its pioneering work in small satellite technologies and has been instrumental in educating and training the next generation of space industry professionals.

The Space South Central cluster, a partnership between The University of Surrey, University of Southampton and University of Portsmouth, is the largest regional space cluster in the UK and acts as a catalyst for growth and collaboration in the space and satellite sector in the region.

The Space South Central region accounts for an estimated £3 billion of national space industry turnover, with more than 5,600 people working in the sector at companies including BAE Systems, Airbus Defence and Space, In-Space Missions and SSTL.

The area boasts a world-class reputation for satellite manufacture and data services, launch technologies, next-generation communications, robotics, and autonomous systems.



The Living Planet Centre / WWF-UK  
(credit: © Richard Stonehouse / WWF-UK)

HOME OF  
**WWF-UK**  
HEADQUARTERS

## SUSTAINABILITY

Surrey's sustainability sector, bolstered by Surrey County Council's green agenda and the involvement of key employers like WWF, is testament to the region's commitment to environmental stewardship and sustainable development.

Surrey is committed to a net zero future and is working with businesses and organisations across the world to bring innovation to the region to help in transitioning to a low-emission economy.

Sustainability in Surrey is not just about conservation; it's also a driver of economic growth and innovation.

The region is home to businesses and startups focusing on green technologies, sustainable products, and environmental services, as well as sectors, such as automotive and construction, who are investing to innovate.

Surrey has strength in several key sectors and clusters, such as energy, agri-tech, automotive and technology, which crosscut with some of the most impactful breakthroughs in carbon reduction.

Academic institutions in Surrey, including the University of Surrey's Institute for Sustainability and UCA's Centre for Sustainable Design, contribute to the sustainability sector through research and education.

Through collaborative efforts, innovation, and community engagement, Surrey is addressing current environmental challenges and paving the way for a more sustainable future, both locally and globally.



Pfizer's HQ in  
Tadworth, Surrey  
(credit: Pfizer UK)

**13.2%**  
OF SURREY  
RESIDENTS  
WORK IN  
HEALTH

## ANIMAL HEALTH

Animal health is a pivotal area of scientific advancement and commercial innovation which has deep roots in Surrey.

This sector encapsulates a unique blend of academic research, clinical expertise, and industry collaboration, positioning the region as a leader in the field of veterinary science and animal health.

Many national and international research agencies call Surrey home including the Pirbright Institute and Zoetis.

The anchor is the UK Government's Animal and Plant Health Agency which – following a £1.4 billion investment from the UK Government – is equipped with state-of-the-art laboratories and research facilities, enabling it to conduct advanced diagnostic testing and pioneering research.

Veterinary students  
at Surrey Research Park  
(credit: Surrey Research Park)



### SURREY SUCCESS STORY: Pfizer



- Life Sciences
- Pfizer's UK commercial headquarters in Tadworth opened in 2002. The 320-acre site houses teams who work across biopharmaceutical business or in one of the business support functions.
- In 2020, the company invested £1.6 billion in research and development to develop a Covid vaccine. Successful trials led to more than 4.4 billion vaccine doses being supplied to 181 countries.



3

NATIONAL  
FOOD AND  
DRINK  
AGENCIES

## FOOD AND DRINK

Surrey's food and drink sector is globally acclaimed for its high-quality produce, research, and innovation – with inspiration fuelled by the surrounding landscapes and countryside.

It's home to over 5,000 businesses and three leading research agencies: Campden BRI, Leatherhead Food Agency, and the National Centre for Animal and Plant Health.

This, combined with a robust supply chain and a talent pool enriched by the University of Surrey – the UK's top institution for hospitality and tourism, and third in food science – makes the region a prime business hub.

Surrey nurtures both renowned international companies like Asahi, Compass Group and Nobel Foods, and successful local brands such as Hogsback Brewery, RE:NOURISH and Silent Pool. The collaboration between both demonstrates the region's stature as a centre of excellence in this growing sector, which is the UK's largest manufacturing sector.

Inside Silent Pool Distillery  
near Guildford  
(credit: Silent Pool)



Animal &  
Plant Health  
Agency

### SURREY SUCCESS STORY:

#### Animal and Plant Health Agency

- Government
- APHA works in identifying and controlling endemic and exotic diseases and pests in animals, plants and bees, and surveillance of new and emerging pests and diseases. It conducts scientific research in areas such as bacterial, viral, prion and parasitic diseases and vaccines, and food safety; and acts as an international reference laboratory for many farm animal diseases.
- UK Government announced £1.4bn investment for APHA which will be used to redevelop and futureproof the current facility, a unique site with specialist research and laboratory facilities and capabilities for animal health science and disease control. The money will ensure the UK continues to be a world-leading science capability and safeguard the agency's role in fighting current and emerging animal and plant diseases.

## AUTOMOTIVE

As the birthplace of British motorsport and home to the iconic McLaren Technology Centre, Surrey is synonymous with automotive excellence.

The region boasts over 5,000 automotive businesses, blending its rich motorsport heritage with a thriving contemporary automotive industry with expertise which is much sought after around the world.

Giants like McLaren, Toyota, Kia, Hyundai, Yamaha, and Gordon Murray Group form the bedrock of a vibrant cluster of technology-led, internationally recognised firms.

This ecosystem offers abundant opportunities for collaboration and innovation in the automotive sector, underlining Surrey's status as a leader in the industry.

This robust sector is bolstered by the innovative research from the University of Surrey's Connected and Autonomous Vehicles Lab, Royal Holloway's Internet of Things (IoT) Security Centre, and the design expertise of the University for the Creative Arts.



GORDON  
MURRAY  
GROUP

### SURREY SUCCESS STORY:

#### Gordon Murray Group

- Automotive
- Gordon Murray, a former Formula 1 and McLaren F1 designer, established a British sports car manufacturer in Surrey in 2017. The company specialises in producing limited-run supercars. Their notable model, the T.50 car, began production in 2023, showcasing the company's focus on high-performance vehicles.
- The Gordon Murray Group's new £50m headquarters in Windlesham, Surrey, is currently under construction. This expansive project, spanning 54 acres, includes state-of-the-art facilities for vehicle manufacturing and design. The development involves three buildings and is expected to create over 100 jobs.

5

OF THE LARGEST  
CAR COMPANIES  
IN THE WORLD  
HAVE HEAD  
OFFICES IN  
SURREY

Left:  
McLaren Production Line  
(credit: McLaren Automotive)

Right:  
GMA T50  
(credit: Gordon Murray Group)



Star Wars Jedi: Fallen Order  
(credit: Electronic Arts & Lucasfilm)

## GAMING

Surrey's video game industry is one of the largest and most vibrant in the UK.

With over 85 studios it is often referred to as the 'Hollywood of Gaming' thanks to a long legacy and continued attraction of video game companies into the region.

Surrey has seen many world-first innovations in this growing sector, which generates more than £3 billion a year for the UK GDP and hires almost 50,000 people.

The region is home to a diverse array of studios, from small independent teams to large companies known for blockbuster titles such as Need for Speed, Call of Duty, and FIFA.

Surrey County Council is currently working with the University for the Creative Arts and University of Surrey to establish a gaming cluster for the whole of the county to drive growth, support innovation and develop infrastructure. This will be supported by funding secured from Research England.



### SURREY SUCCESS STORY: Supermassive Games

- Gaming
- Founded in 2008 in Surrey, this BAFTA-winning game studio is best known for the critically acclaimed PS4 hit Until Dawn, The Dark Pictures Anthology and teen-horror game The Quarry.
- In 2022, Supermassive Games was fully acquired by Nordisk Games. The same year it relocated within Guildford to a new 17,382 square feet office, allowing the company to grow by a third.

HOME  
OF THE  
'HOLLYWOOD  
OF GAMING'



VR technology  
on display at  
Guildford Games  
Festival

## ARTIFICIAL INTELLIGENCE (AI)

Putting people at the heart of AI has been the focus for The Surrey Institute for People-Centred Artificial Intelligence since it was established more than 35 years ago.

This research arm stands at the forefront of advancing this ground technology balancing the power of machine learning with human needs and values.

Located within the University of Surrey, the institute has already gained a reputation for inspiring the next generation of innovators to shape AI into ways which create a brighter future for everyone.

Government recently invested in this expertise, making Surrey the home of a new Centre for Doctoral Training (CDT) in AI for Digital Media Inclusion.

The funding will help establish a unique creative industry hub for high-quality training in responsible AI, inclusive design, and creative skills within the region.

In addition to creating 80 PhD posts, the centre will look at using AI to transform digital media into intelligent content that adapts to individual preferences, such as age, language, and sensory and physical abilities.

The ambition is to place Surrey – and the UK as a whole – as a world leader in media inclusion.

2  
OF THE UK'S 5  
GOLD STANDARD  
CYBER SECURITY  
UNIVERSITIES

## CYBERSECURITY

Surrey is a world-leader in cybersecurity with its sector landscape including a dynamic mix of start-ups, established security firms, and consultancy agencies including BAE Systems, CGI and F5.

The presence of these specialised firms not only enhances Surrey's digital security infrastructure but also contributes to the region's economic strength.

Two of the UK's Academic Centres of Excellence in Cyber Security Research (ACE-CSR) – Royal Holloway and University of Surrey – are based in Surrey.

Royal Holloway's world-class research in cyber security has been recognised by GCHQ and the Engineering and Physical Sciences Research Council (EPSRC), one of only three universities in the UK to achieve such status.

Royal Holloway is also one of the founder institutions of the International Cyber Security Centre of Excellence that is focussing on international cyber security challenges.

This makes a huge contribution to a growing sector, which is worth £10.5 billion and grew by 5,300 jobs in 2022.

The Surrey Cyber Security Cluster is a collaboration between universities, public organisations, and cybersecurity businesses across the region to further growth and innovation in the sector. It was the first nationally recognised UKC3 cluster in the South East.



# INVEST IN OUR LIFESTYLE

**Surrey is more than just an economic hub; it's a region where quality of life is held in the highest regard.**

In Surrey, the quality of life is unmatched, blending natural beauty, cultural richness, and community spirit, Surrey offers an enviable lifestyle for those who call the region home.

Nearly a quarter of the region is covered by trees while the renowned Surrey Hills, an Area of Outstanding Natural Beauty, is highly accessible.

It means there are plentiful scenic backdrops for outdoor activities such as hiking, cycling, and horseback riding, allowing residents and visitors to easily escape to nature.

Nestled within this countryside are dozens of diverse and welcoming communities, comprising a mix of picturesque villages and vibrant towns.

Each locality has its own unique charm and amenities – from high-end shopping and dining to the quaint village markets and local craft shops.

This diversity ensures that there is something for everyone, whether it's a bustling town centre or a quiet country lane.

## #1 UK REGION FOR PREMIER GOLF COURSES – INCLUDING WENTWORTH ●

## #1 MOST TREE COVERED COUNTY IN THE UK ●

### “Fun, engaging, family friendly environment”

Surrey also provides a rich tapestry of cultural and educational experiences for families, including Henry VIII's former home at Hampton Court.

Museums, historic houses, and galleries offer interactive and educational visits.

The numerous parks and gardens, such as the Royal Horticultural Society's gardens at Wisley, offer serene settings for relaxation and enjoyment of England's nature at its best.

The presence of some of the UK's most prominent theme parks and family attractions underlines Surrey's commitment to providing a fun, engaging, family-friendly environment.

The emphasis on health and wellbeing is evident in Surrey. The region boasts excellent healthcare facilities, including specialist hospitals and wellness centres. The focus on healthy living is complemented by easy access to fitness facilities, yoga studios, and green spaces, encouraging a balanced lifestyle.

For those who love sport, there are plenty of options. Surrey has dozens of quality golf courses, including the world-famous Wentworth. Horse racing at Sandown Park and Lingfield is plentiful, while Epsom Downs hosts The Derby and Oaks every summer. For football fans, Chelsea FC has its training ground at Cobham.

Education is one of Surrey's strengths with high-performing state schools embedded across the region along with some of the UK's premier public schools, such as Charterhouse and St Catherine's College.

Surrey prides itself on being a welcoming diverse region. Difference is celebrated and everyone's voices are heard. There are well-established Polish and South Asian communities. The Shah Jahan Mosque in Woking was the UK's first when established in 1889. Pride in Surrey takes place annually in September.

This exceptional quality of life is not only a benefit for residents but also adds to the attractiveness of Surrey as a destination for business investment.

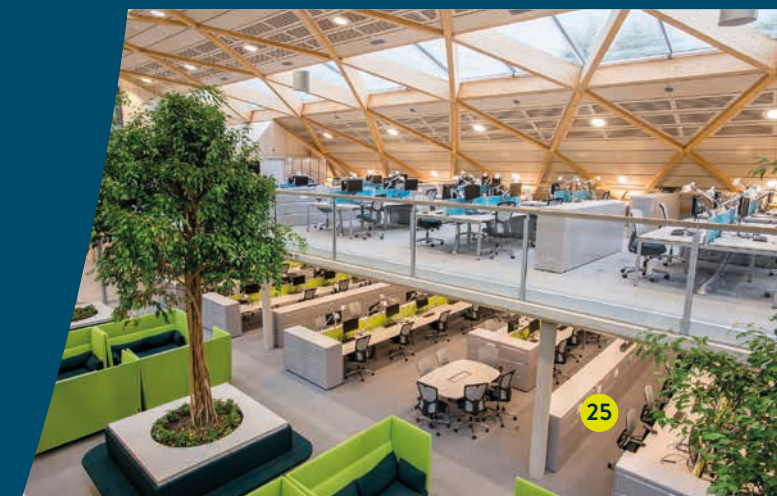
View of the Surrey Hills  
(credit: iStock)



### SURREY SUCCESS STORY: WWF-UK

- Sustainability
- WWF-UK is one of the world's most prominent conservation organisations focused on environmental protection and sustainable living. They work on global issues like climate change, wildlife conservation, and preserving natural habitats.
- WWF-UK's investment in Surrey led to the creation of the Living Planet Centre, a £20 million development near Woking. This innovative and environmentally sustainable building serves as the organisation's headquarters, embodying their commitment to conservation and sustainability, which showcases cutting-edge eco-friendly design and technology.

WWF's Living Planet Centre in Woking  
(credit: WWF-UK)





# INVEST IN SURREY –

with our help

Invest in Surrey is a dedicated Inward Investment arm established by Surrey County Council. Our specialised team offers free, confidential and bespoke services to assist companies intending to Invest in Surrey. Contact the team today via [investinsurrey@surreycc.gov.uk](mailto:investinsurrey@surreycc.gov.uk) with your enquiries.

## **Help you define your location & expansion needs**

Relocation support to both businesses and employees is available. We can supply details of available sites or major developments in situ suitable for pre-let discussions.

## **Help you make the business case**

We can provide local market intelligence – such as local industry and sector profiling; and demographic and labour market analysis – to help you build a business case that demonstrates why Surrey is the ideal location for your company.

## **Help you find the right people**

We can help you recruit the right members of staff. If your business wants to recruit apprentices, we can help here too.

## **Help connect you to sector specific networks & professionals**

No one knows Surrey better than we do and we're waiting to make connections for you, opening the door to sharing best practice, addressing industry-related issues and exploring opportunities for innovation, collaboration and R&D.

## **Help you celebrate your success**

We're dialled in to the region's social and press networks and take pride in sharing Surrey success stories to our audience.

## **Free support regardless of size or sector**

Support is available to national and international organisations of all sizes that are considering relocating to or expanding in Surrey.



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