



CLEAR & HONEST MARKETING

SHARING IMPACTS

UNIVERSITY OF WARWICK SCIENCE PARK

Supporting business growth and enabling collaboration



2024/25 saw continued growth at University of Warwick Science Park, with the business and community backing national trends.

Innovation: University of Warwick Science Park (USWP) and its community played an integral part in Warwick's inaugural Innovation Festival at the start of 2025. The participation of companies gathered underlined the continued strong impact of the Science Park on the Midlands innovation ecosystem.

Industrial Investment: Businesses supported by the West Midlands Global Growth Programme continued expansion in the UK market. These included Swedish Ericcson Manufacturing UK Ltd, Romanian factory automation business E Factory Ltd and business process automation application, Tegal Integration Ltd.

Building for the future: The investment case was approved to create 21,000 sq ft of space to support StartUp, BioHub, and Life Science incubator expansion. Set to be completed in Autumn 2025.

Business Support Excellence: For a second consecutive year USWP was ranked as being among the top 100 of StartUp Hub in the UK. This report of Midlands Business Angels has also previously highlighted the USWP as a leading player, being ranked in the UK Best StartUp Wing, being an in VUK.

Community growth: a third year of estate design means our community reached over 500 residents, businesses, and over 100 businesses engaged through Sports, Business, Health, and Mental Business Angels.

This drive for high occupancy across the USWP property portfolio again the significant decline in demand across the Midlands Region. New arrivals drove our growth in our community and included CH2C, Case AStar, Allium, and Komtur Pharmaceuticals.

Continuing Distinction with Value: Our Social Enterprise, City of University of Warwick, approached us to support the development of Science Park Venture Empowerment in 2024/25.

New News: USWP was named by World Health a Management Times and ranked with the top 100 and commended to develop an approach and initial ability to support or influence sustainability in 2024/25.

Forging ahead into 2025/26: The coming year will be full with opportunities for growth and innovation. Most significant are a re-established Ignite Lounge at the University of Warwick, the launch of Midlands Business Angels public events, and expanding business support. We look forward to welcoming you on board.

Welcome from Greg Clark, Executive Chair of Warwick Innovation District



As a long-standing member of the community, I am pleased to welcome you to the Science Park. We have a rich history of supporting innovation and growth. Our community is a mix of established and emerging businesses, all working together to drive the Midlands forward. We are committed to providing the best possible environment for our tenants, ensuring they have everything they need to succeed. We look forward to continuing our partnership with you and supporting your growth.

The Venture Centre, Coventry

The Venture Centre is host to a wide range of tech-based businesses including a significant cluster of the science companies, developing groundbreaking solutions for medical research and the pharmaceutical industry.

We continue to support and encourage tenant events with our collaborative networking opportunities and have worked with the Warwick Business and Trade, Coventry and Leamington County Council, adding value to our tenants.

Occupancy of the Venture Centre remained consistently high at 95%, welcoming three new and an existing tenant expanded their base there to accommodate business growth. It's a testament to the continued confidence of our tenants in the location.

The Venture Centre continued to be a major playing field for the West Midlands Growth Company's

Global Growth Programme (GGP), with the USWP Business Support team continuing to support established a presence within the UK market.

This year we also opened our first Business Change programme encouraging wider interest in the new start-up non-tenant ecosystem.

The Centre's much-loved cafe, Loaf and Co made a welcome return. Following low shopping demand the coming year will see the tenant community expand further with new tenant companies joining new GGP companies thanks to the Centre playing open-minded relationships in the Business Lounge, adding significant value to our tenant community.



Ignite Business Lounge officially open after ribbon cutting

The University of Warwick Science Park's first Ignite Lounge is now officially open in the Venture Centre. The lounge is a vibrant space for businesses to connect, collaborate, and grow. It features a mix of seating, a bar, and a dedicated area for networking events. The lounge is a testament to the University's commitment to supporting its tenants and fostering a strong community.



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Find out more about the Ignite Business Lounge

Find out more about The Venture Centre



OUR IMPACT IN 2024/25

Every innovation starts somewhere



“It’s definitely the best impact report yet! I say this every year!”

Amandeep K Sangha,
Marketing Executive,
University of Warwick Science Park

Context: The University of Warwick Science Park (UWSP) continues to be a major driver of innovation and business growth in the Midlands, supporting hundreds of companies through incubation, business support and specialist programmes. Each year, UWSP publishes an “Impact” report to communicate achievements, highlight tenant success stories and demonstrate its economic contribution.

Glued has designed this flagship publication for several years, creating a consistent visual identity that evolves with the Science Park’s ambitions. For the 2025 edition, UWSP required a clear, engaging and cohesive document that captured a year of significant progress across all its centres, programmes and community-focused initiatives.

The requirement: UWSP briefed Glued to design and print a refreshed 16-page impact brochure that presented a broad range of content — from business-support outcomes and international arrivals to sustainability developments and community activity. The challenge was to organise substantial information and data

in a way that felt accessible and compelling for a wide audience, including regional partners, investors and tenants.

The document needed to build on previous years while introducing a cleaner, more modernised design language. It also needed to help UWSP tell a confident, evidence-based story about its role in driving innovation and supporting economic resilience across the region.

The outputs: Glued delivered a fully designed 16-page brochure built around a refreshed creative approach. A new icon set was developed to improve clarity and bring structure to key facts, programme summaries and activity highlights. These icons, supported by updated information graphics and a strong visual hierarchy, helped simplify complex data and draw attention to essential achievements.

The publication balanced narrative storytelling with case studies, centre updates and programme insights from Business Ready, Ignite and Minerva. Strong imagery and clear sectioning created a natural flow throughout the document, while the refreshed design ensured every page contributed to a

coherent whole. Glued managed design, artwork and print preparation, delivering a polished brochure suitable for both digital distribution and events.

The results: The completed brochure provided UWSP with a sharp, credible and engaging tool to showcase its impact. The updated iconography and layout enhanced readability, making it easier for stakeholders to understand the scale of activity across the Science Park’s sites and services.

The design strengthened the presentation of UWSP’s achievements — rising occupancy, successful international landings, strong performance of its business-support programmes and expanded ESG efforts. The brochure now functions not just as an annual report but as a strategic communications asset that supports engagement with partners, funders and new businesses.

Glued’s long-standing relationship with UWSP once again ensured a publication that reflects the quality and ambition of the Science Park’s work, while providing a strong platform for future storytelling and stakeholder engagement.

ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people—externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.



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If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

- Brand creation and development
- Business support and training
- Customer service
- Display
- Email marketing
- Literature design
- PPC campaigns
- Social media campaigns
- Team building
- Video and photography
- Website design and build

www.gluedlimited.co.uk

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Glued is a brand and marketing agency based in the Midlands, helping your brand and marketing stick—inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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