



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 bucking national trends.

Successes included:

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 members greatly enhanced the Park's growing impact on the Science ecosystem.

Investment: Businesses supported by the West Midlands Global Growth Programme continued to choose USWP as their hub. These included Swedish firm Vialia, a factory automation business, E Factory, a UK and business process automation specialists, and Targit Integration Ltd.

Building for the future: The investment case was approved to create 21,000 sq ft of space to support biotech, MedTech, and Life Science start-ups in the Science Park.

Business Support: Researcher recruitment and support was a key focus of the USWP, with the support of the Midlands Business Angels, a dedicated fund of investors, and the Midlands Business Angels, a dedicated fund of investors.

Community growth: A third year of shared design growth meant our community reached over 500 members, and over 100 businesses engaged through events, business events, and business events.

This drove high occupancy across the park, with a significant increase in demand across the Midlands Region. New arrivals drove our growth in our community and included CHMT, Case Affair, Affair, and Komor Pharmaceuticals.

2025 saw the opening of our first Business Lounge at the Science Park, and initial interest was strong which development, underpinning our non-resident member strategy.

Connecting businesses with talent: USWP's Agripreneurship Day was supported by the Science Park, and development of Science Park Talent recruitment in 2025/26.

New focus: USWP was joined by the Midlands Business Angels, who worked with our team and community to develop an approach and initial ability to support our vibrant community.

Looking ahead into 2025/26:

The coming year will be full of opportunities for growth and innovation. Most significant are the fully integrated launch of the new Science Park, the launch of the Midlands Business Angels, and the launch of the Midlands Business Angels.

USWP continues to work with our community to support our vibrant community, and we look forward to supporting you and your journey.

Welcome from Greg Clark, Executive Chair of Warwick Innovation District



It is a great pleasure to welcome you to the University of Warwick Science Park. As a time when the economy is recovering, it is particularly important that we continue to support our community and our business.

The University of Warwick Science Park is a place where businesses can thrive and grow. We are proud to be a part of this community, and we look forward to supporting you and your journey.

The Venture Centre, Coventry

The Venture Centre is a hub for a wide range of tech-based businesses including a significant number of start-ups, and a significant number of established businesses, providing a platform for innovation and growth.

We continue to support and encourage tenant engagement with our collaboration network. Support teams and key contacts such as the Warwickshire County Council, adding value to our tenant journey.

Occupancy at the Venture Centre remained consistently high in 2024, reflecting strong demand for existing tenants and new arrivals. This is a testament to the continued confidence of our tenants in this location.

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

Global Growth Programme (GGP), with the GGP's five operational companies, enabling them to establish a presence within the UK market.

This year we also opened our first Business Lounge, which is a testament to the growing demand for a dedicated space for our tenants to meet and collaborate.

The Centre's much-loved café, Lush and Co, made a welcome return, following a successful period of closure. The coming year will see the tenant community expand further with new tenant companies joining the GGP community, adding value to the Business Lounge, adding significant value to our vibrant community.

5.50/7
Customer Satisfaction Score

Ignite Business Lounge officially open after ribbon cutting

The University of Warwick Science Park's first Ignite Business Lounge was officially opened at the Venture Centre in Coventry with a ribbon cutting ceremony.

The lounge, created using a combination of existing and new space, will provide a dedicated space for our tenants to meet and collaborate.

The lounge will be a key part of the Science Park's strategy to support our tenants and their growth. We are proud to be a part of this community, and we look forward to supporting you and your journey.



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.

Financial Year 2024 / 25

78%
net promoter
score

152
events held

5,271
event attendees

704
businesses engaged

£6.66m
finance raised

Property

Science Park offers ongoing support (2024/25) to 1,000+ SMEs, workshops and advice is available for start-up businesses in the region.

- Four Innovation Centres
- Incubator Office
- Co-working Units
- 24/7 Space
- Business Lounge

161
tenants

33
renewals

21
new jobs

Access to Incubation

109
start ups engaged

350
Alumni re-engaged

13
Business lounge members

15
companies incubated

Access to finance

The Science Park offers a full spectrum of access to business finance support, facilitating access to grants, debt, equity and crowdfunding through:

- Access to Business Angel Network
- Access to finance service with access to local, national and international grant and debt options
- Link with local funds

£6.66m
finance raised

£986k
of which grant and debt

£5.674m
of which equity

332
propositions reviewed for investment

Business growth

Provision of business support and incubation services to help enterprises start, grow and trade, enabled by Business Ready, Grow and Trade.

- Workshops
- Networking
- Knowledge Exchange

704
businesses engaged out of which 190 received substantial support

- New products to market
- Finance raised
- Significant turnover growth
- Innovation / IP support
- Further qualifications
- Student / apprentices places
- Social innovations

160
jobs created

152
events held

5,271
event attendees

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.

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 research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, 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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