

Sunderland esports campus expands thanks to increased investment from national body

Plans to extend the National Esports Performance Campus in Sunderland have been revealed thanks to further backing from the industry's national body.

The campus, which aims to capitalise on the fast growing industry by training future talent, will now feature an entertainment venue and accommodation to host the UK's best esports and creative talent. It means the multimillion-pound campus will extend 30,000 sqft over separate premises in the city.

Work is currently underway to ready the Grade II listed townhouses acquired by British Esports which are being converted into accommodation for the campus over four floors. The buildings, close to the campus' focal point near the Stadium of Light, will be able to host 25 people in self contained living spaces and will also feature a digital performance and gaming room with new technologies.

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The wider National Esports Performance Campus, also due to open this year, will cater for 150 students via an 11,000 sqft training complex. The venue will house new digital and computing technology, a 100-seater esports arena, a dedicated esports stage, classrooms, performance and training rooms, broadcast and content production facilities and sim racing.

Andy Payne, chair of British Esports, said: "We are proud to be making a significant investment in Sunderland and the North East with a new multi-site venue capable of attracting and

developing the digital forward society of tomorrow. We are excited to be developing infrastructure for the UK esports ecosystem, but, as part of the UK's national levelling up campaign, we are equally thrilled that the people of the North East will have an incredible facility on their doorstep."



The townhouses in Sunderland that will form part of the city's National Esports Performance Campus.

(Image: Creo Communications)

Coun Graeme Miller, leader of Sunderland City Council, added: "Sunderland is a hugely ambitious city, and one that fully embraces the transformative power of digital to bring communities together, so it is fitting that a sport that is built on digital and technology is investing so significantly here. British Esports' investment in Riverside Sunderland with its Performance Campus and in Sunnyside with the gaming accommodation, fits perfectly with our regeneration programme, which is transforming both of these parts of the city centre,

and we're delighted to be working closely with them to support them with their plans."

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