

PITSTOP PRODUCTIONS - SOUND DESIGN CREATION CENTRE

INTRODUCTION

PitStop Productions are wanting to build a Sound Design Creation Centre on a Greenfield site in Barnsley. The purpose of this document is to demonstrate, prove and justify the uniqueness of this development in order to obtain planning permission.

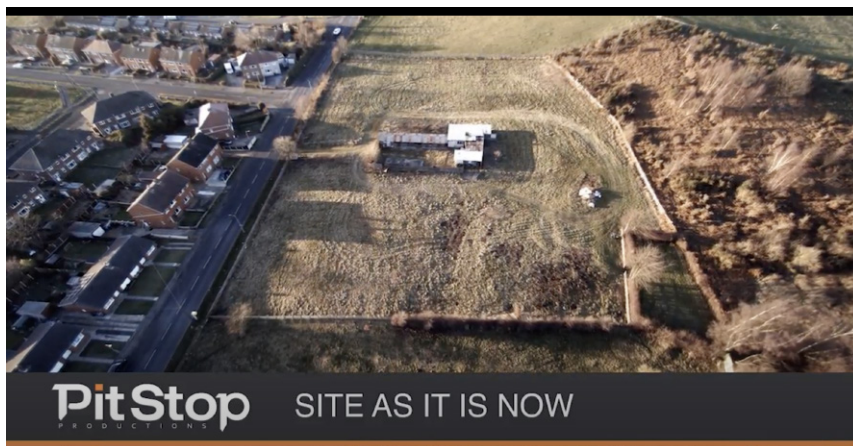
What is a Sound Design Creation Centre?

A Sound Design Creation Centre is a facility that allows the indoor and outdoor recording of sound effects that are used in the audio design of video games. This world-first facility will allow sounds to be efficiently and effectively recorded on site and then be expediently tested and implemented into games.

The reason for building this world-first facility is to:

- a) Expand and grow PitStop into one of the leading game audio production companies in the UK and the world
- b) Attract and support job creation in the Borough of Barnsley
- c) Support and work with local College and University Courses
- d) Ensure the businesses Location in Barnsley

The image below shows the site on which PitStop wishes to build the Sound Design Creation Centre which is located in Staincross, Barnsley on Windhill Lane.

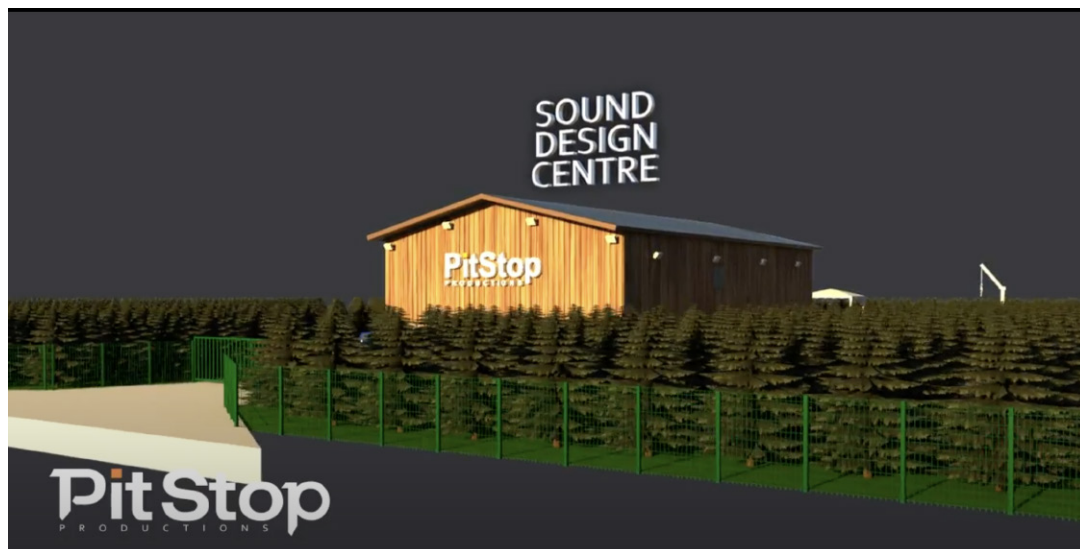


Artist Impression of the Sound Design Creation Centre



Proposed building and plan view (artist impression)

The below image is a suggestion of how the building could look. It is designed to be sympathetic to the surrounding area, while allowing PitStop the space and resources to produce unique, quality sounds for video games.





ABOUT PITSTOP

PitStop Productions was formed in 1997, its name derives from a musical its founder, John Sanderson, wrote. The show tells the story of two rival families set against a Yorkshire mining backdrop. Since 2007 PitStop has been located in Barnsley having two of its principal offices at Capitol Park and Barnsley Road, Dodworth.

The premises at Capitol Park were purchased in 2007, and in 2019, as part of its expansion and investment into the business, PitStop purchased Brook House on Barnsley Road.

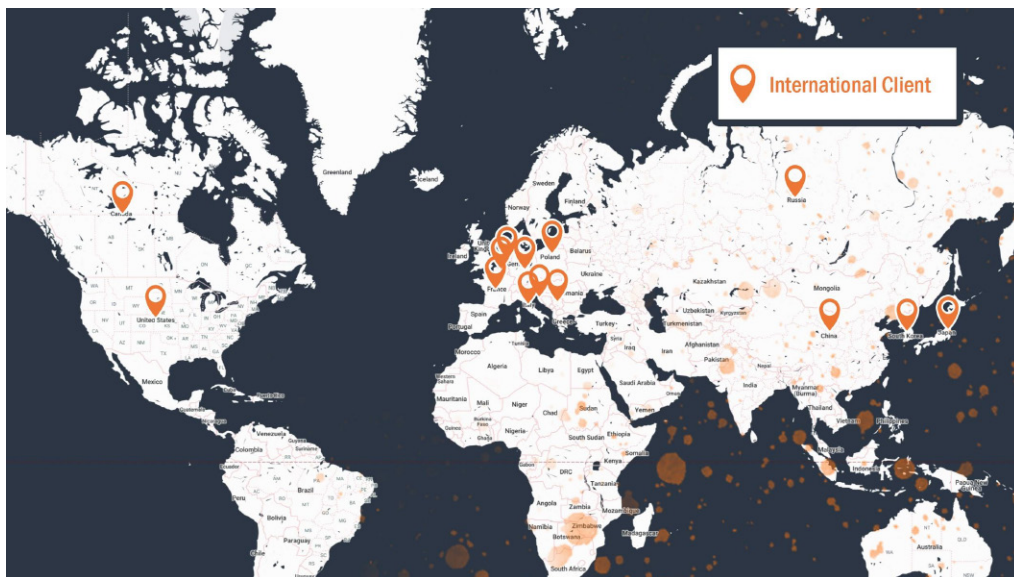
PitStop Productions provides audio and image services to the entertainment industry, with a large bulk of its work concentrated in the video games industry sector.

The map below shows PitStop's current locations



PitStop's Clients

PitStop has a wide variety of clients throughout the UK and rest of the world. The maps below show where in the UK and world the company's clientele are based.



The company comprises of four departments:

Voice Department

PitStop provides voiceover services for video games, with voiceover recording studios in London, New York and Los Angeles. These locations are necessary as this is where the bulk of the voiceover and acting talent reside, although a further recording studio is housed in the Barnsley Capitol Park facility.

PitStop also offers voiceover services in foreign languages, known as localisation, with partner studios throughout the rest of the world allowing native talents to be recorded in-territory.

All voiceover recording sessions are sent to the Barnsley offices where they are edited, labelled, and implemented into the game. All projects are managed from our Barnsley offices by teams of project managers, editors and sound implementation engineers.

In 2019, PitStop further invested in its voiceover department by expanding into motion capture services with voice recording, resulting in the purchase of its new Head Office in Barnsley; Brook House. This houses the project management and editing teams, with space for departmental and client meetings. Being situated near major road networks, and adjacent to a Holiday Inn hotel makes it an ideal place for international clients to visit.

PitStop provides voiceover and localisation services to clients all over the world. Over the years this has been the most expanded department of the business. The investment into motion capture and additional office and studio space, has resulted in substantial growth and has created more jobs in the Barnsley Head Office, demonstrating how well the business has managed expansion.

The link to our latest showreel demonstrates what we have recently achieved:

Voice and Performance Capture: <https://vimeo.com/156299842/1a7529eac8>

Music Department

PitStop provides bespoke composed music for video games, television, adverts, theme parks and films. In the early days of the business, music creation was central to the company's success, but this has changed over the years.

The industry has seen an influx of music creation studios set up in recent years, and therefore competition for commissioned work is at its highest intensity.

What makes PitStop unique is its ability to achieve work in this area is due to the way in which the team collaborates alongside the other departments within the business. Whilst there is an abundance of composers, there are very few who have the facility and infrastructure to create, edit and adapt the music to work with the voice and sound design. We are able to add and subtract instruments from recordings in order to create the best mix.

Over the past five years the company has dedicated time and resources to perfecting this service which has led to more and more developers of games eager to work with PitStop, with the one-stop process of ensuring high quality audio in games.

PitStop offers music composition services in all styles, and its facility at Capitol Park houses 3 recording studios, 1 vocal booth and 1 live room. The live room is designed to record live instruments/bands and small ensembles.

Each of the recording spaces have been purpose-built, acoustically treated and sound-proofed to ensure the output is of the highest quality and fitted with 5.1 Surround Sound.

For larger scale recordings, such as full orchestral works, PitStop has an established studio partner based in Budapest.

The link below demonstrates PitStop's latest work

<https://vimeo.com/276041662/8d8e0026f2>

Visual Department

PitStop's visual team creates animation, graphics, VFX, filming, and green screen services for adverts, film, television and video games.

The team of four is the smallest team within the company but have created a wide variety of work.

In 2019 John Sanderson decided to re-brand the visual department to PenelopeVFX. It was felt the uniqueness of the visual team wasn't achieving the recognition it deserved. This was also as a result of PitStop becoming widely recognised as the one-stop audio place to go and the various audio awards the business was winning.

The Lockdown in March 2020 meant the work the team had in production was severely delayed. The decision was made to use this time to create our own movie. Laika is a short film based on the true story of the first dog that was sent up into space.

The film is an action movie with a subtle twist of horror. Moreover the production demonstrates what the entire PitStop team is capable of. Everything in the film (sound, music, VFX filming) was created in Barnsley and it is hoped will achieve the team the recognition and acclaim it deserves.

The link below demonstrates our latest work

<https://vimeo.com/376218911/3c3cc44ab4>

Sound Design Department

PitStop provides / creates and implements sound effects into video games. Almost every game made has some element of sound design as part of its content, from the sound made when you press a button, to the wind whistling through the trees while stalking out a beast on a mountain, to the sound of the beast itself.

Sound effects are available in library form which can be processed and digitally altered, or they can be created from scratch using various recording techniques. As the scope of work has evolved for the 12 strong team, the need to create our own sounds is becoming more and more important.

Once a sound has been created it needs to be implemented into the game. This is quite a skilled process as the sound designer has to configure how and when the sound triggers and in many cases work out how the sound will change depending on your proximity to it as a player. For example, the sound of the wind through a tree will change depending on if the player is under that tree or walking away from it.

In addition our clients require our sound designers to work on various software platforms. These are basically the sound design programs that the games industry uses. The main ones are Unity, Unreal, Wwise, and Fmod. Our team can work in all these formats.

The sound design team is based at Capitol Park on the upper floor of the building. The team works in an "open plan office space" which allows for them to work collaboratively. As well as this there is an additional 5.1 surround studio. They also have access to the downstairs studios which are ideal for mixing.

Over the past 5 years a huge effort has been made to grow and evolve the team. We have historically filled vacancies for sound designer roles with staff who initially worked with us as freelance voice editors. This process has allowed the PitStop to test the ability and suitability of the individual, and allowed the individual to understand the team and their role. Up until recently this process has been very successful. In recent months, recruitment of experienced sound design staff is proving more and more difficult. The company realises it has to deal with this issue by having the means to train up and attract new and experienced staff to Barnsley.

Out of all the PitStop departments, Sound Design is the area the company needs to be able to expand the fastest. We are now being approached by companies across the world for sound design services. The reason for this is that video game sound content is getting bigger and bigger and developers are finding they need support from larger teams, whereby historically a single individual in-house would suffice.

There are many game developers who do have significant audio teams in-house but there are just as many that don't. The reason for this is due to floor space shortage in town centre offices, and the fact that employing a full time in-house sound team is not as economically efficient as hiring our team ad hoc. PitStop is in a position to offer multiple sound design teams to multiple developers for the specific

time period the developer needs it. It allows the developers to have a bigger, diverse team working on their audio and therefore the quality is far better.

PitStop wants to expand its sound design team and services. For this, It needs a facility to create/make its own unique sound effects. It also needs the facility to attract the best sound design talent to join the team. As well as this, the unique way PitStop is set up means that we can begin to make a real difference in the way video games sound.

The current recording space PitStop has is not sufficient for its mid and long term growth.

The link below demonstrates the sound design team's latest work

<https://vimeo.com/158161596/0b1d7b3155>

Our Credentials

PitStop Have worked on hundreds of games and world famous attractions over the years. The company website has more information on this.

<https://pitstopproductions.co.uk>

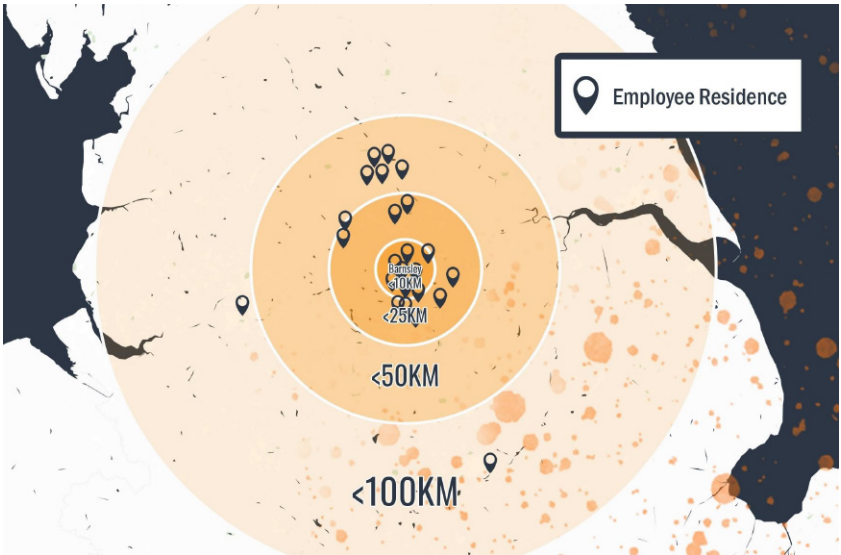
The PitStop Team

PitStop employs a total of 45 staff, 26 of which are employed on full-time permanent contracts.

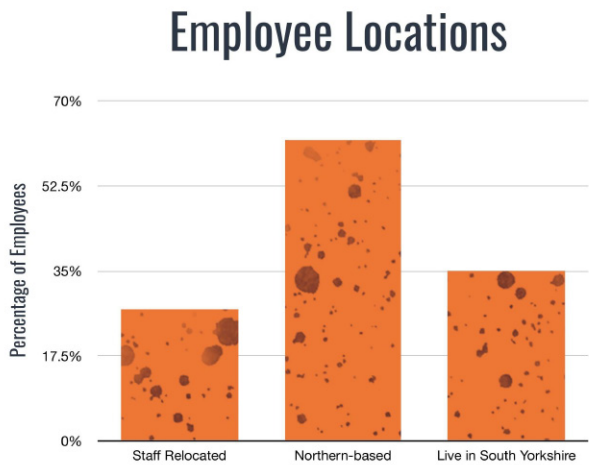
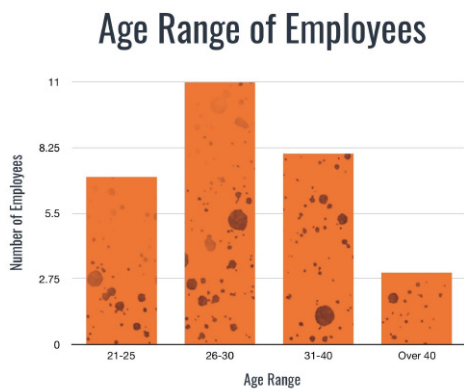


41% of the staff have been working for the business for 3 or more years
24% have worked for the business for 5 or more years and
9% have been with the company for 10, or more, years.

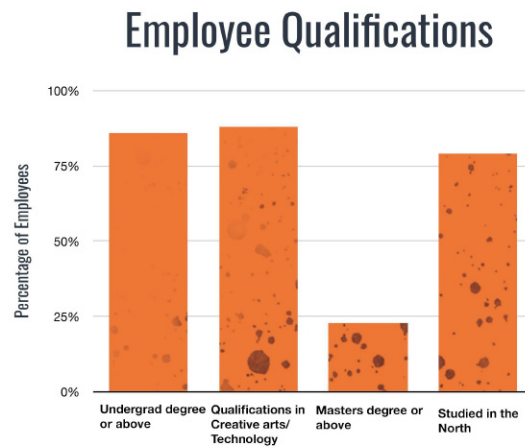
The diagram below shows where our Barnsley workforce travel from to work at our Barnsley head offices. The second diagram shows where those who relocated in order to work for PitStop originally resided.



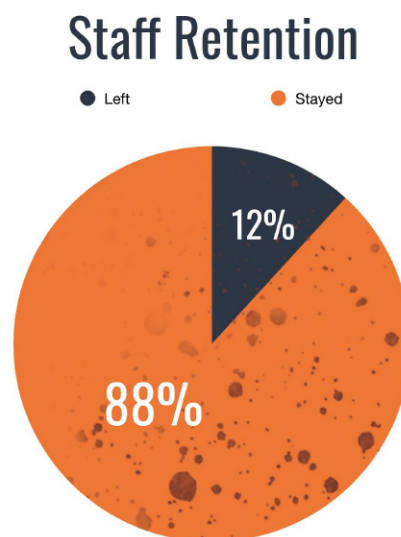
The graph below shows where staff have originated from.



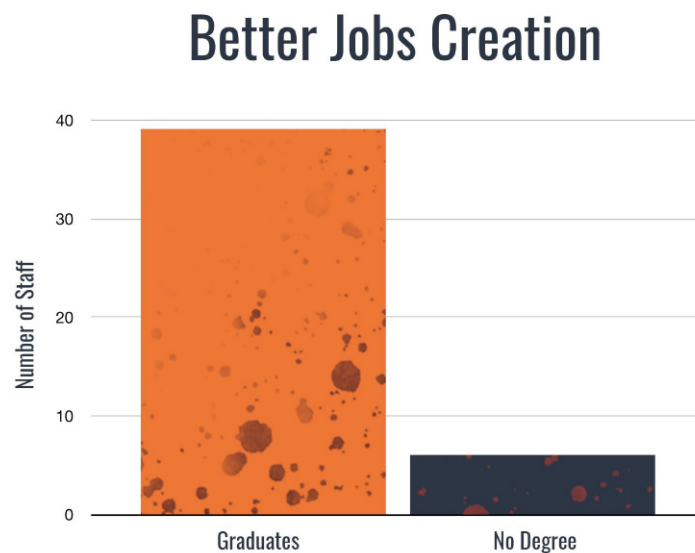
The graph below shows the qualifications the PitStop team hold, as well as whether they studied in the North of England.



The diagram below shows our staff retention rates over the past 3 years.



The final diagram shows how the company has created 'better jobs' within the area.



As is evident from the data shown, the spread of employee location does not make the Barnsley location a necessity for the business. However, the team are very much wanting to stay in Barnsley and many of the staff are planning on moving closer to work.

The team are also quite excited about the difference PitStop can make in Barnsley as the company is becoming regarded as quite a unique and creatively exciting place to work.

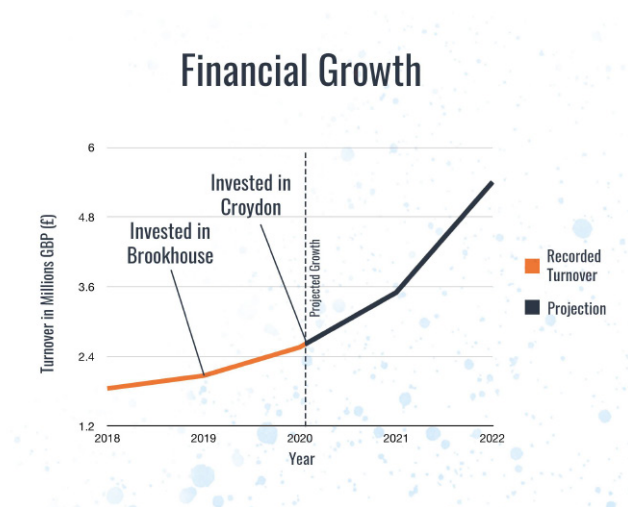
As is shown, PitStop has a talented and educated team of young people working in a niche industry.

The challenge for the business is to grow this team even bigger within the Barnsley area and provide more and better jobs.

THE GROWTH OF PITSTOP

In the past three years, PitStop has significantly grown. For the 6 months of trading this year. The company has seen sales increase by 122% and a net profit increase of 375%. Despite the Covid pandemic the company has displayed resilience and this is due to the way it has structured its departments and also its position in the games and digital market.

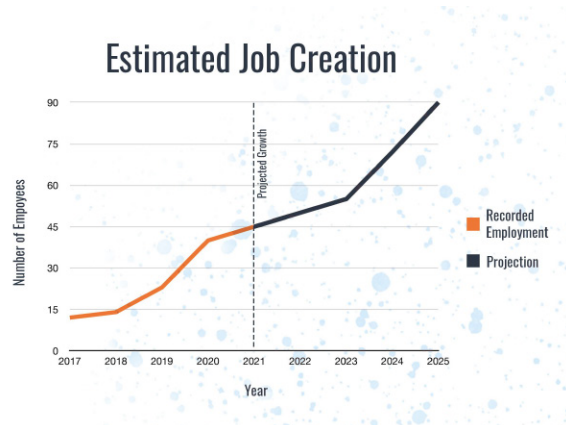
The graph below shows the financial growth and estimated growth of the business



Please note that these predicted rates of growth take into account the set up and running of the Sound Design Creation Centre.

The diagrams below show PltStop's past, present and estimated job creation as well as our recruitment rates.





The letter below is from PitStop's Accountants who have been asked to support the companies claim of expansion and confirm its financial growth

TO WHOM IT MAY CONCERN

Dear Sir / Madam,

PIT STOP PRODUCTIONS LIMITED

The director of the above named company has approached us for a reference in connection with his application to you.

We have acted in connection with the Company's affairs since July 2013 and John Sanderson has been a director since 11th August 1997 which is also the incorporation date of the company.

Based on the attached supporting figures, under the leadership of John the turnover of Pitstop Productions has continued to grow year on year. In spite of the current pandemic, Pitstop is currently set to have its best year of trade yet.

The company has significant retained earnings which can finance the growth and continuation of the business.

Staff numbers have grown to fuel the expansion of the business from an average of 13 in 2018 to 23 in 2020.

Over the recent years, sizeable investments have been made in equipment and property to enhance the quality of the businesses output and provide an edge over the competition. The proposed sound design creation centre will be an additional boost to the growth of the business and in turn, their staff numbers.

Whilst the information provided above is believed to be true, it is provided without acceptance by Parsons Accountants Ltd of any responsibility whatsoever, and any use you wish to make of the information is, therefore, entirely at your own risk.

Yours faithfully,

Parsons

Parsons Accountants Ltd

	2018	2019	Growth on previous year	2020	Growth on previous year	5M to Nov 2020	2021 estimate	Growth on previous year
Turnover	1,853,004	2,076,288	12%	2,569,493	24%	1,848,781	4,437,074	73%
Cost of sales	(685,846)	(615,812)	-10%	(1,046,892)	70%	(621,452)	(1,491,485)	42%
Gross profit	1,167,458	1,460,476	25%	1,522,601	4%	1,227,329	2,945,590	93%
Admin Expenses	(554,146)	(924,704)	67%	(1,104,852)	19%	(528,326)	(1,267,982)	15%
Operating Profit	613,312	535,772	-13%	417,749	-22%	699,003	1,677,607	302%
Interest	(5,944)	(5,859)		(10,434)		-	-	
Profit before tax	607,368	529,913	-13%	407,315	-23%	699,003	1,677,607	
Tax	38,762	(35,583)		(6,656)		-	-	
Profit after tax	646,130	494,330	-23%	400,659	-19%	699,003	1,677,607	319%
Retained earnings	967,224	1,252,554	29%	1,473,213	18%	2,172,216	5,213,318	254%
Fixed assets (NBV)	168,480	246,872	47%	653,151	165%	689,249		6%

Future Growth

PitStop realises that it cannot allow itself to stand still. It owes it to the existing team to gain a bigger and more influential presence in the games and entertainment sector. While the company has rejected offers to be acquired, it is in the early stages of exploring potential investment opportunities that have been presented. The investment may not be necessary as the business may be able to sustain this with its own resources.

With the Sound Design Creation Centre realised, the business is confident in creating a further 15 new jobs within a year of its completion.

However over the next 5 years, through expansion of services, it plans to create a further 50 jobs. This would give the company a workforce population just shy of 100.

How the Company intends to expand

PitStop's growth strategy at this stage is being achieved on a department by department basis.

It is important to understand that PitStop is attempting to be the world leading one stop supplier for audio and visual services. The combination of cross selling our services is where the company will achieve its digital niche.

Stage 1 - 2018-2021 - Expansion of voice over department

- Expand recording studio capacity from 3 studios to 8
- Purchase of additional office facility in Barnsley at Brook House Dodworth
- Expand US and European client base
- Create 20 new Jobs
- Offer animation services to extend motion capture services

Stage 2 - 2019-2023 - Expansion of Sound Design Department

- Evolve and expand sound design team from 5-25
- Expand and create world first facilities to attract new clients and employees
- Create facility to support sound design training and excellence
- Evolve relationships
- Expand client base throughout UK Europe, Asia and US

Stage 3 - 2021- 2024 - Expansion of Visual Team

- Expand and evolve visual department
- Purchase rental of office in Barnsley to create 12 new jobs and 30 freelance jobs
- Create firm foothold in video game mocap animation sector
- Create own IP for TV
- Expand position in theme park ride sector

Stage 4 - 2022 -2026

- Begin process of investor opportunities to lead to flotation of business
- Begin process of acquiring other audio and visual companies
- Expand and combine services to achieve a strong foothold in games TV and theme park market
- Create Pitstop degree - modular degree

Case study of how investment in the voice over department has grown the business

In 2018, PitStop began R&D (research and development) into how we could better record voice actors and at the same time capture their actions and movements while performing these lines.

We had a client who we had a successful history with who also wanted to use this process in their next game.

In 2019, PitStop purchased Brook House to accommodate the expansion of the voiceover department. As well as this, the company opened and built a studio complex in Croydon, Greater London. The business had realised that in the next 5 years, more and more clients would need to capture the actions and voice of actors to dramatically improve the quality of the performances in game.

In 2020, PitStop further expanded the studio facility by adding an additional floor to its studios in London, and in February 2021 will be able to offer 5 voiceover recording studios in London, three of which are fitted with motion capture cameras.

This investment has been a huge success for PitStop with the company showing a massive upturn in growth of business for the first half of this financial year.

FUTURE ISSUES

Recruitment

PitStop's location has proved challenging for the company in terms of recruitment. To attract outside skilled employees to Barnsley has, and will, be an issue for the foreseeable future. However, since 2007 the company has overcome this issue by a process of slowly building the business allowing it time to find, build and evolve the team.

At this juncture in the company's growth it does need to recruit from outside in order to locate and attract experienced personnel. The workforce PitStop is trying to attract are not always money motivated. Sound design for all its current team is as much a way of life as it is the job. Without exception the sound design team at PitStop are passionate about their art and strive to continue to improve.

The Sound Design Creation Centre would be the 'dream facility' for sound designers, as it would be a facility that would allow them to create and express sound in a way that they would never have been able to before. The ability to record sound both indoors and outdoors in a purpose-built space that takes consideration for microphone positioning, wind baffling, and safe spaces where objects can be dropped from height and perfectly recorded, would be a huge magnet for the workforce the company is looking to attract.

PitStop is an independent creative services company. The industry terms this as an 'Indie' meaning that the company is not owned by parties that have obligations to specific consoles or publishers. Competition for audio work on a global scale is becoming tougher as more and more people are trying to work in the industry. Music producers, film composers and sound artists are migrating towards games, and while this is welcomed, PitStop needs to be able to stand out from the rest.

The company knows that a Sound Design Creation Centre would firmly establish the business and help establish its Barnsley location as an audio niche location on the games industry world map.

Competition

At this moment in time the games industry is in a process of bigger companies acquiring smaller games companies. Companies such as Sumo Digital in Sheffield (<https://www.sumogroupplc.com>) and Team17 in Wakefield (<https://www.team17group.com>) are such examples of companies acquiring smaller developers. The same model applies to service companies (of which PitStop is categorised). Companies such as Keywords (<https://www.keywordsstudios.com>) and PoleToWin (<https://www.ptw.com>) are attempting to buy up companies to strengthen their presence in the world market. These companies are the competition PitStop faces.

PitStop has historically competed very well against these giants. This has been achieved by the company positioning itself as a high-end quality business priding itself on its attention to detail in the way the company works with its clients. John Sanderson describes it as clients having the choice of either staying in a 5-star Boutique Hotel or a Budget Hotel. This strategy has worked well for PitStop but it has to enhance its services and quality to ensure its future survival and growth.

The Sound Design Creation Centre will, without doubt, bolster PitStop's position and reputation. Clients will be attracted to the idea of knowing their in-game sound is unique. Marketing departments will love the multiple stories and editorials that will evolve from such processes and this will in turn make the facility and PitStop more desirable to future and new clients.

Standards and Technology

The games industry is forever changing with new technology and processes being introduced at a huge pace. While the industry is settling into a routine of process, its very culture is based on creating new and fresh concepts for players.

PitStop has historically been very successful in keeping abreast of these changes and progressions. The company, as with its investment in motion capture with voice over services, has managed to offer the right services at the right time.

As will be later discussed in this document, game audio has recently been given closer attention by the technology included in the latest PS5 and Xbox Series X launches. Both consoles have made surround sound and sound positioning a focal point, and consequently audio content and standards will increase. Historically, audio has taken a back seat to other aspects of video game development, but due to the new platform launches and the demands of players wanting bigger and better production quality, audio will now garner far more attention in the game development process.

THE VIDEO GAMES INDUSTRY

The Video Game Industry - State of play - Audio

The following information is provided to support the claims made in this document about the market in which the proposed Sound Design Creation Centre will function.

The following section refers to the growth and reasons for growth in the game audio section of the industry:

Future trends in video game development

Audio in video games has greatly progressed since the original bleeps and bloops 'chip' sounds. In fact, the graphics have also drastically improved alongside the capability of the hardware that run video games.

Recent developments in 'next gen' consoles have gathered a lot of excitement in the video game industry, specifically amongst audio professionals who cite the biggest change in audio capabilities for a long while. This is due to "3D audio", which can very crudely be likened to 'surround sound', or at least described as something that will improve how sounds immerse you into a video game world, by adding realism to how the sounds function around you.

Because of 3D audio and improvements of 'surround sound' there is a need to improve the audio in video games as a whole. What 3D audio means for next-gen games can be simply defined as meaning *"that [sound designers] can go into more detail, more layers, more plug-ins. So, making things sound like they're more in the space"* notes Jay Kazi, Senior Sound Designer at Sumo:

<https://www.ign.com/articles/3d-audio-ps5-xbox-series-x>.

With the introduction of 3D audio on next gen consoles, it is becoming harder and harder to rely on sound libraries to provide the *quantity* and *variation* of sounds needed. Especially since 3D audio now requires objects to be recorded from multiple perspectives in order to effectively portray realism. The developers/audio team behind Microsoft Flight Simulator echo these thoughts, *"We quickly realized we would have to start from scratch and record all original content if we were going to reach our goal of defining a next-gen audio standard"*. Further commenting *"We needed more perspectives to create a breathing 3D audio mix, multi-channel layers, more variations and longer loops"*:

<https://www.asoundeffect.com/flight-simulator-2020-sound/>.

Due to the next gen console performance improvements, graphics and environments are becoming more and more detailed, in short, the sounds simply need to follow suit. The improved performance of the hardware means more allocation of processing power will go to audio, and therefore game developers are expecting that extra level of detail in sound to be added to next gen games. This is echoed by various

game audio professionals in a recent GamesIndustry.biz article: *"What's interesting with the next gen stuff is they've improved on having dedicated hardware for doing specific audio calculations"* and *"Ray tracing is an improvement that impacts audio too, allowing developers to better simulate how sound is traveling through the environment"*

<https://www.gamesindustry.biz/articles/2020-11-16-what-next-gen-consoles-really-mean-for-audio>.

This extra detail that the hardware can now handle in real time, means that there is a need to expand and influence the audio standard in the games industry, to keep up with the rapidly improving 'photo-like' graphics.

These days, the budget rise of AAA video games are quickly catching up with the higher budgets of the film industry too. So along with the extra allocation of hardware performance, an additional allocation of budget for audio should follow

Other UK Audio companies similar but not the same as PitStop

The map below shows the location of what may be deemed as PitStop's competitors. There are very few independent companies that offer a one-stop audio solution and those that do, are smaller in size than PitStop. Some of these companies may just offer voice over services or have a staff that is purely freelance. However, PitStop does compete for work with these businesses on a regular basis.

The below map shows the location of competitors:



It is important to note that, aside from PitStop, not one of the companies listed have invested in a one-stop facility. The Sound Design Creation Centre will be another such first for the UK game audio industry and it is hoped it will sincerely add to the kudos of UK game development.

The section below has been supplied by TIGA to show the growth of the video games market :

TIGA are the network of games developers and digital publishers representing the video games industry (<https://tiga.org>)

The video games industry is one of the sectors that the UK should aim to promote over the coming months and years. The sector is economically significant. The UK has over 1,000 video games businesses which directly employ over 18,000 people. The video games industry indirectly supports over 30,000 additional jobs.^[1] The game development sector generates annual tax revenues of £907 million for the Treasury and contributes £2.2 billion to UK GDP annually.^[2]

The sector provides high skilled employment: approximately 80 per cent of the development workforce is qualified to degree level or above. The best UK universities work closely with industry to provide well educated and trainable graduates for our growing industry.

The industry supports economic growth in clusters throughout the UK: approximately 80 per cent of the workforce is based outside of London.^[3] There are Important games clusters across the UK, including in cities such as Birmingham, Brighton, Cambridge, Dundee, Edinburgh, Glasgow, Guildford, Leamington Spa, Leeds, Liverpool, London, Manchester, Newcastle, Nottingham, Oxford and Sheffield.

Games development is export focused: approximately 95 per cent of games studios export at least some of their content.^[4] Not only do many games businesses export, but for many studios exports constitute the lion's share of their revenue. For example, Rebellion generates 90 per cent of its turnover via exports. The sector is well placed therefore to support an investment and export led economic recovery.

The video games industry is relatively resilient to Coronavirus engendered lockdowns. Games development is a highly collaborative process. Fortunately, games development is a digital sector and work can be undertaken and delivered remotely.

Our video games studios operate in a growing industry: there were 3.1 billion games consumers in July 2020; research from Unity comparing global mobile and PC games usage for the period January to May 2020 with the equivalent period in 2019 showed a 46 per cent increase in daily PC gaming and a 17 per cent increase in daily mobile gaming during the lockdown; and research from Superdata suggests that digital spending grew 12 per cent year on year in 2020, reaching \$127 billion across mobile, PC and console.^[5] Since 2014, employment in the sector has grown by an annual average of 8.9 per cent.

Investing in the UK video games sector means investing in an industry of the future. With the right support, our video games sector has the potential to create more high skilled jobs in games businesses across the UK in an industry that is export focused and pandemic resilient.

[1] Gibson, N. and Wilson, R., *Making Games in the UK 2020* (TIGA, 2020).

[2] Gibson, N., and Wilson, R., *Making Games in the UK 2020* (TIGA, 2020).

[3] Gibson, N. and Wilson, R., *Making Games in the UK 2020* (TIGA, 2020). .

[4] Wilson, R., *Business Opinion Survey 2020-21* (TIGA, 2021).

[5] <https://www.gamesindustry.biz/articles/2021-01-06-digital-games-spending-reached-USD127-billion-in-2020>

The following letter of support has been supplied by UKIE who are the trade association for UK games and interactive entertainment industry. This further outlines the growth of the video games industry (<https://ukie.org.uk>)



The UK Interactive Entertainment Association Limited
Black Bull Yard
24-28 Hatton Wall
London, EC1N 8JH
(Registered Number 2420400)

2 March 2021,

Dear Sirs,

I am writing to you in support of an application made by PitStop Productions for the building of a state-of-the-art Sound Design Creation Centre on a site in Bamsley.

Ukie www.ukie.org.uk is the trade association for the video game industry in the UK and we have been trading for over thirty years supporting the development and expansion of the sector. We have worked with PitStop Productions for an extended period of time and can confirm that they are a highly respected supplier of services to the games industry.

Their proposed development of the Sound Design Creation Centre would, according to our research, provide three principle benefits

1. Support industry growth. The global games market has been growing by just over 8% year on year for the past decade. In 2020, that growth was accelerated to 20% due to the lockdown. With the UK globally recognised as one of the best places in the world to make and sell games, there are thousands of businesses in the sector that could be interested in using the Sound Design Creation Centre in Bamsley.
2. Satisfy unique demand from the industry. The most exciting growth in video games is in the production of top end, so called, 'triple A' games whose production levels exceed those of feature films. Authentic sound is a vital component in the creation of triple A games, many of which are made in the UK, and the Sound Design Creation Centre could play a uniquely valuable role in supporting their production.
3. Provide local economic benefits. The UK games industry benefits from being a truly national sector, with over 55% of game development jobs outside of London and 23 towns and cities home to at least 20 different games businesses. The construction of the Sound Design Creation Centre could help create jobs in the local area, generating an average of £83,333 in gross value add for the local economy for each role and supporting our overall growth.

We applaud the ambition of PitStop Productions with their plans for the Sound Design Creation Centre. We wholeheartedly believe that this facility could be a landmark for the UK games industry, supporting the thriving Yorkshire games scene, boosting our national development scene and driving further international growth.

We are therefore in total support of their application and hope you will consider it for approval.

Yours sincerely

A handwritten signature in black ink that reads "Jo Twist".

Dr Jo Twist OBE
CEO
United Kingdom Interactive Entertainment (Ukie)

THE SOUND DESIGN CREATION CENTRE IN DETAIL

The Functionality of the Sound Design Creation Centre

The Sound Design Creation Centre will aim to service the growing needs of game developers. With access to such a dynamic recording space, there will be opportunities to further tailor PitStop's services to meet the needs of its clients. For example clients could be invited to join a 'recording session' where set sounds required by the client's brief will be recorded live. For example, the client may want PitStop to capture something exceptional like a piano being dropped from a height, an engine of an old VW beetle, footsteps in muddy puddles, gravel and sand, stone being hit outdoors by a sledge hammer. They may also want to hear and see what they have recorded working in-game and tweak, change and re-record sounds as they feel necessary.

The Sound Design Creation Centre will allow this to be done efficiently and to the highest standards. Our clients will have the freedom to experiment with recording both inside and outside and always be able to hear the sounds integrated into the game. PitStop are very confident this facility will be of huge appeal to clients from all over as they will have the space and technology to create, record and test sound effects.

PitStop needs to attract better and more skilled staff as well as be able to train and evolve talent it has nurtured. It can do this by offering facilities and quality of work that attracts talent to the area.

The Sound Design Creation Centre will enable the business to grow and the skill set of all the team to rise and flourish.

Not discussed in this section, is how the Sound Design Creation Centre plans to work with Universities and Colleges, but this will be covered later on in the document.

The sketch below is a suggestion of how the Centre could look, The unique use of space allows the indoor and outdoor processes of recording to work seamlessly and simultaneously.





The outdoor space at the back of the centre will feature partitioned areas to allow the recording of sounds that need additional sound insulation from the elements, such as wind and rain.

There will also be hoists fitted to facilitate objects being dropped from height.

How the Sound Design Creation Centre will grow the business and create jobs

The key to PitStop's growth and future success is the ability to predict niche opportunities in the market place and be able to quickly utilise them.

There is no such facility in the UK that has been designed and built for specific indoor and outdoor sound design creation.

The reasons for this are:

- This area of the games industry is still relatively new
- The freelance nature of the industry means it has not been financially viable for many companies
- Until recently game audio has been relatively undervalued

The chart below shows the new jobs PitStop plans to create in the first two years of its creation.

Attached at the end of this proposal is a letter of support from Barnsley College detailing the strong links the company has with them in helping design curriculum, delivering lectures and masterclasses.

JOB TITLE	DESCRIPTION	JOB TOTAL	QUALIFICATIONS	LOCATION
Facility Manager	Responsible for Day to day running of facility	1	Degree	SDCC
Audio Team Co-ordinator	Organising Schedules and Project Needs	1	Degree	Unit 2
Senior Sound Designer	Experienced Sound Designer Responsible for Leading own Audio Team	2	Degree	Unit 2/SDCC
Mid Level Entry Sound Designer	3 Years Experience Able to lead small Audio Team	4	Degree	Unit 2/SDCC
Entry Level Sound Designer	Graduate level with skills to create implement and Design Audio	6	Degree	Unit 2/SDCC
Education Liasson Manager	Work with Colleges and Universities to Create Support Course Content	1	Degree	Brook House
Caretaker/Handy Man	Maintenance of Sites	1	Non	All sites

The table below shows our current staff occupancy along with their potential maximum occupancy

Offices	Current Capacity	Maximum Capacity
Brook House	25	41
Unit 2 Capitol	11	16
Croydon	9	16
Total	45	73

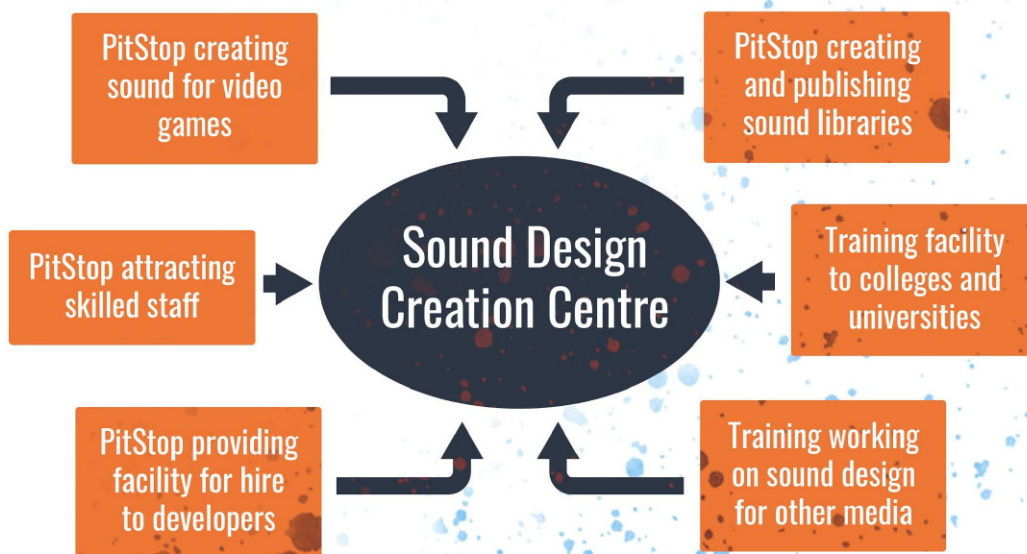
PitStop needs to make it clear that not all the jobs it will create will be housed in the proposed centre. The facility itself will perpetuate jobs throughout the existing offices.

The Sound Design Creation Centre will monetise in the following ways

- Attract AAA game developers to work with PitStop as their audio provider. An audio budget for such AAA titles generally equates to 5-8% of the games budget. An average overall budget for a AAA game title is in the region of £12-£20 million .
- Be a creative rental space for game developers. The facility would allow other audio development teams to rent the facility in order for them to create their own sounds on an adhoc basis. The hire rate for full use of the facility will start at £1,200 up to £2,000 per day.
- The Centre plans to monetise from associated training and development courses. In Year 2 of its opening, PitStop plans to publish and sell unique sound libraries to world wide sound designers. All of these sounds will have been created at the Sound Design Creation Centre.

The below chart summarises how the SDCC will monetise

PitStop Sound Design Creation Centre - Revenue Streams



PitStop envisages a year on year growth of at least 25% to the business . Based on the letter supplied by the Company's Accountants and the letter provided by UKIE about the games industry growth the company considers this growth to be conservative in its predictions.

What makes the Sound Design Creation Centre so unique

There are no other comparable facilities in the UK, probably not in the world, which have been specifically built for the creation of sound effects in video games.

There are indeed many recording studios throughout the UK but there is nowhere that has the facility to effectively record sounds both indoors and outdoors and then have the ability to immediately test and implement them into the game.

This is not to say sound has never been recorded outdoors before, but to have the flexibility to record indoors and outdoors in one purpose-built facility would be a world first.

The core of the Centre's success will be PitStop's ability to attract bigger contracts from existing and new clients throughout the world. The key to this is having a skilled, experienced team with a facility that allows the expression of creativity to be achieved to the highest of standards.

For the type of games PitStop are planning to work on, the sound effect assets needed will be created based on either PitStop creating an asset list or the client. The sound in most cases will need to work WITH the gameplay and therefore a screening room will be necessary.

The indoor facility will have two floors: (these sketches are for demonstration only and not designed by architects)





Ground Floor:

Recording Hall:	Allowing the recording of large objects to be recorded in multiple ways using variety of microphone setups. The space will also house a crane system that will enable the dropping of large objects.
Recording Studio	A: Control Room which will Record the sounds created in the Foley Room
Foley Room:	A Space to record Bespoke sound effects in a controlled internal Space.
Storage Space:	Space to store Microphones and Props for Future Recordings
Kitchen:	Green Room space for Staff and Guests
Foyer :	Space to sign in meet and greet Clients

Top Floor:

Recording Room:	A control room that will record the sound being made in the Recording Room
Mixing Rooms:	An acoustically treated space to review/mix and implement sounds into game.
Meeting Room:	Space to meet and discuss with staff and clients.

The Uniqueness and Opportunity

PitStop are very confident that the time is right to expand into opening its Sound Design Creation Centre. It has a proven track record in anticipating what the games industry audio market needs and is of the view that there has never been a better time to do this.

The company is also certain that such a facility will attract talent from outside the area, something it very much needs and the conversations they have had with educational establishments are very positive.

How the Sound Design Creation Centre Links with Pitstop's other offices

The uniqueness of PitStop is that it can serve as a one stop solution for games industry audio. Bigger clients much prefer to work with this type of service as it is time effective and, more importantly, the process of blending music, voice and sound design is a process that can significantly improve the quality of the game. Therefore a client visiting Pitstop for these services will spend time in each of the company's departments formulating the creative strategy for the game.

The sound design creation centre will be the location where sounds effect creation is prepared, trialled, tested and implemented into the game. It will crossover with time spent at Unit2 whereby the music creation can be treated in the same way, and in Brook House where casting samples are reviewed and discussed.

The company sees the facility as being a place which is 'booked' for sound effect recording sessions whereby within those booked sessions many different processes of recording multiple sounds effects can be carried out.

The indoor outdoor facility means that our clients have the freedom to try out multiple processes to achieve the right sounds for the games they are working on.

Once recorded the client can hear/test these sounds in game and therefore quickly and effectively decide their suitability.

Logistics: How the Sound Design Centre will Function alongside the Other offices

PitStop's Sound Design Team is located at Unit 2 Capitol Park Barnsley S75 3UB.

It is intended to locate 5 permanent staff at the Sound Design Creation Centre .

The rest of the team will travel from S75 3UB when necessary to record or create sounds

The distance from S75 3UB to the proposed Windhill lane site is 5.2 miles or 7.9 if the M1 is used.

Pitstop intends to have a pool of electric cars to transport staff from one site to the other. The intention would be to have multiple electric charging points at each site.

The company envisages a wide array of clients from all over the country and the world wishing to use the facility. With visiting clients from far afield the company intends to operate a system whereby international clients would be accommodated at the Holiday Inn Hotel which is directly opposite the company's head office and transported to the site by one of our electric vehicles.

Many of our clients use public transport and we intend to pick up and drop off at relevant train stations and airports, as we historically have, with one of the electric vehicles.

Evidence of the Suitability of the Site

As demonstrated, PitStop requires the space to have a bespoke building without the interference of other offices within its immediate vicinity. The reason for this is that the space would require enough distance to not have its work interrupted and to also not interrupt other company's work.

The site does not need to be completely silent, but does need to be far enough away from any serious noise pollutants e.g. busy motorways, heavy plant equipment/ schools. The site at Staincross meets this criteria, as the positioning of the building would enable relatively quiet recording at the back of the proposed structure.

When this criteria of significant outdoor space combined with a bespoke purpose built facility there is very little alternative option within the borough of Barnsley.

Environmental Ecological Offset

In anticipation of the Sound Design Creation Centre going ahead the company has secured the services of a planning consultant who will provide the relevant surveys to ensure the ecological balance of the site is achieved and is an improvement on what is there at present.

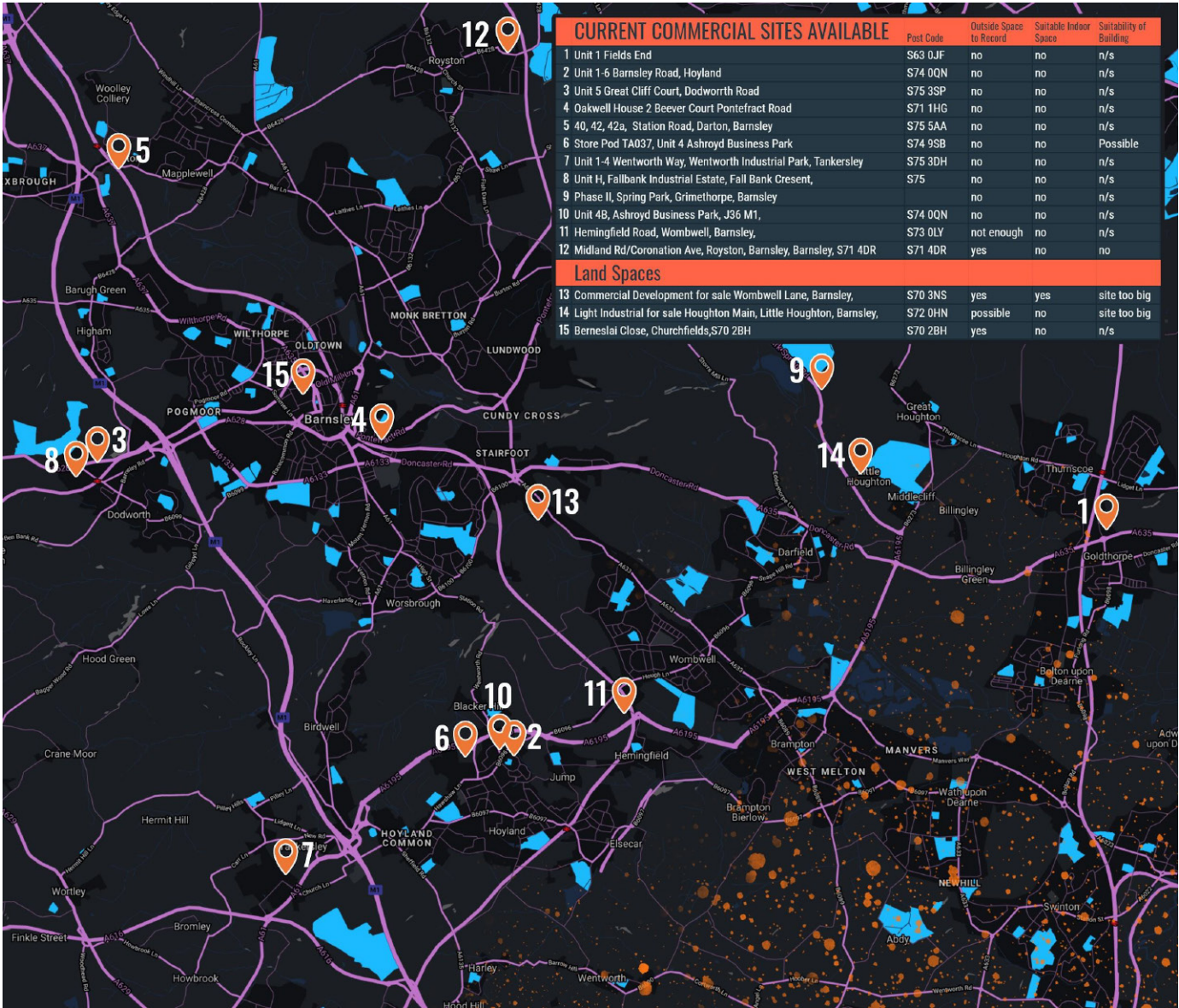
Pitstop has every intention of ensuring the visual/aesthetic appearance of the site is improved as well as helping contributing to grow the local economy.

The company intends to encourage all its staff to move to electric vehicles and this will be demonstrated by the creation of multi EV points throughout its premises as well as a pool of electric vehicles for company use.

Research Into Other Locations

The company has attempted to locate other such sites. Barnsley council did share with PitStop a list of its commercial property and PitStop has also added to that by locating other commercial property spaces through local estate agents and property websites.

The list below shows the sites that have been considered.



All the current properties available are unsuitable for PitStop to use. Those sites that do have land are in locations where the cost or size and proximity to unwanted noise pollutants would also not be suitable.

The below chart shows why they are not suitable.

EXISTISING SITES IN BARNSELEY	Post Code	Distance from S70 3UB	Sale or Rent	Outside Space to Record	Suitable Indoor Space	Suitability of Building	Size sq ft
Offices							
Unit 1 Fields End	S60 0JF	13	rent	no	no	n/s	3000-9000
Unit 1-6 Barnsley Road, Hoyland	S74 0QN	6.2	rent	no	no	n/s	2764
Unit 5 Great Cliff Court, Dodworth Road	S75 3SP	0.5	sale	no	no	too small	1428
Oakwell House 2 Beever Court Pontefract Road	S71 1HG	3		no	no	size is good	4539
40, 42, 42a, Station Road, Darton, Barnsley	S755aa	3.8		yes	no	too close to railway	10000
Store Pod TA037, Unit 4 Ashroyd Business Park	S74 9SB	6.5		no	no	too small	77
Unit 1-4 Wentworth Way, Wentworth Industrial Park, Tankersley	S75 3DH	6.1	rent	no	no	n/s	25000
Unit H, Fallbank Industrial Estate, Fall Bank Crescent,	S75	0.6		no	no	n/s	20000
Phase II, Spring Park, Grimethorpe, Barnsley		8.9		no	no	n/s	not specified
Unit 4B, Ashroyd Business Park, J36 M1,	S74 0QN	3		no	no	too big	52871
Hemingfield Road, Wombwell, Barnsley,	S73 0LY	8		not enough	no	n/s	31700
Land Spaces							
Commercial Development for sale Wombwell Lane, Barnsley,	S70 3NS	3.9		yes	to build	site too big	16.06 acres
Light Industrial for sale Houghton Main, Little Houghton, Barnsley,	S72 0HN	13		possible	no	site too big	11 acres
Barneslai Close, Churchfields, S70 2BH	S70 2BH	2.3		yes	to buil	n/s	0.5 acres
Midland Rd/Coronation Ave, Royston, Barnsley, Barnsley, S71 4DR	S71 4DR	7		yes	no	no	4.1 acres

Long Term Growth of the Sound Design Creation Centre

In the first three years of the centre's evolution PitStop plans to attract larger projects from an extended client base.

The company has already achieved a positive response from major developers throughout the world and based on the SDCC happening PitStop is very confident that the business will significantly grow. The letters of support found at the end of this document justify this.

Based on the SDCC being built, the company expects to see an up turn in sound design work of around 50-100% over the next 5 years

The announcement of the sound design creation centre will attract a great deal of attention within the game audio community and therefore put PitStop firmly on the world stage.

The letters of support offered from a wide array of businesses/ trade representation groups and Barnsley College already demonstrates this.

Alongside all this the company is formulating a marketing strategy that will ensure the services the business provides is firmly on the games industry radar.

Timing and Progress

As stated in this document, the pace of change in the digital arena is ferocious. For the first time in its 24 year history, PitStop would really benefit from the support and swiftness of the council to help the company achieve its objectives.

To lose momentum on this in the current market would be a waste of the company's potential but more importantly, deny Barnsley the chance to create more high quality jobs as well as being part of a world first

How the Centre will Function with Colleges and Universities

PitStop are already in conversations with Barnsley College, who support what the business is intending to do. The fundamental way in which this will occur will be PitStop working with these institutions to integrate the facility with the courses that the College will offer.

PitStop are in the early stages of creating its own degree course with a purpose of giving this to Universities. The idea would be to create a modular degree whereby Local institutions can utilise the infrastructure PitStop has created.

The intention is to make Barnsley the UK centre of game audio excellence. The SDCC will help attract students from all over the world offering them apprenticeships /internships in conjunction with the colleges to create world leading game audio courses.

This will not only mean the area educating students from outside the area it will help solve PitStop's long term recruitment issues.

Attached at the end of this document is a letter of support from Barnsley College.

SUMMARY

- The company intends to be the global centre for game audio excellence
- This is a world first concept and will achieve huge positive attention for Barnsley
- PitStop is a thriving and growing business working in the digital sector

- Historically the company has demonstrated it's experience in growing and evolving and how this can be successfully achieved
- The intention of the business is to grow further in the future basing itself firmly in Barnsley
- The company is confident that the proposed Sound Design Creation Centre meets the objectives within Barnsley's Digital Economy Policy and will create at least 15 'better' jobs in the first two years of its realisation
- This growth will lead on to generate more 'better' jobs in other departments as the one-stop audio visual reputation of the business flourishes
- The Sound Design Centre will create 50 new and better jobs in Barnsley over the next 5 years
- The facility will entice talent outside the area to relocate and work at Pitstop
- This facility will also allow PitStop to offer collaborative training for future sound designers through their partnership with local colleges and universities
- PitStop would propose to visually enhance the current site, within agreed limitations. Furthermore and more importantly, meet biodiversity net gain requirements to offset any harm to the green belt status of the site. This will be done on the advice and guidance of environmental/ecological specialists
- The centre will focus national attention on the intentions, ambitions and support of Barnsley Council helping it attract more business and be on the radar of future niche technology companies
- Pitstop needs to realise this centre as quickly as possible to further evolve its foothold in the games industry space
- Without this facility Pitstop may have to move out of the Borough
- The Sound Design Creation Centre will be part of PitStops intention to open further offices in the borough of Barnsley and will enable PitStop to remain in Barnsley, helping the business to grow significantly and at the same time contribute to the local economy

Letters of Support Pitstop have obtained for the Sound Design Creation Centre

As is demonstrated below there is huge support for what Pitstop is wanting to achieve. These letters are from a variety of clients/ trade organisations and educational institutions.

Pete.Smith@sony.com

Sony recommendation

To: John Sanderson

Inbox - John 16:27



Hi John,

I'm really excited about your expansion plans especially the creation of a new Sound Design Creation Centre. I think this centre will really strengthen PitStop's potential to further work with Sony PlayStation's XDEV department and our global range of partners.

I look forward to continuing to work with you going forward and being able to partner with you on some of our upcoming AAA projects.

Thanks,

Pete

Pete Smith
Director, Product Development
XDEV Worldwide Studios
Sony Interactive Entertainment
<http://playstation.com>
Tel: +44 (0)151 282 3705
Mob: +44 (0) 7771 786252



John Sanderson
Pitstop Productions
Brook House
Barnsley Road
Dodworth
Barnsley
S75 3JT



Revolution

2nd March 2021

Dear John,

Re: Sound Design Creation Centre Project

Thank you so much for providing details of the Sound Design Creation Centre project that you are considering. May I offer you a response as to why I find this project so exciting.

As you know, the audio budget for Revolution's latest video game, *Beyond a Steel Sky*, was over £250,000 - for larger games, this figure would be considerably higher. Because sound design is so important to the overall gameplay experience, Revolution needs to work with the very best composers and audio designers in the world - for our Broken Sword games, we worked with Australian television and film composer Barrington Pheloung.

So in sourcing audio services for *Beyond a Steel Sky*, a game written in conjunction with Apple for their Apple Arcade platform, we were delighted to find that Pitstop, a fellow Yorkshire company based in Barnsley, could offer world class audio services. Being just an hour's drive from our base in York, the ability to visit you regularly was a welcome change to normal, and gave us a competitive advantage in that we could ensure optimal communication. Pitstop did a really excellent job and we look forward to working with you again on our next project - not least to emulate the compositional style of Barrington Pheloung who sadly passed away in 2019.

I would like to offer my full support for the Sound Design Creation Centre project. Yorkshire is a hub for video games development and having a unique audio facility that regional developers could rely on for absolutely cutting edge audio services would be a game changer and offer a huge advantage in a highly competitive industry at which the UK currently excels.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Charles Cecil', written in a cursive style.

Charles Cecil – MBE
Founder and CEO
Revolution Software Ltd



The UK Interactive Entertainment Association Limited
Black Bull Yard
24-28 Hatton Wall
London, EC1N 8JH
(Registered Number 2420400)

2 March 2021,

Dear Sirs,

I am writing to you in support of an application made by PitStop Productions for the building of a state-of-the-art Sound Design Creation Centre on a site in Barnsley.

Ukie www.ukie.org.uk is the trade association for the video game industry in the UK and we have been trading for over thirty years supporting the development and expansion of the sector. We have worked with PitStop Productions for an extended period of time and can confirm that they are a highly respected supplier of services to the games industry.

Their proposed development of the Sound Design Creation Centre would, according to our research, provide three principle benefits

1. Support industry growth. The global games market has been growing by just over 8% year on year for the past decade. In 2020, that growth was accelerated to 20% due to the lockdown. With the UK globally recognised as one of the best places in the world to make and sell games, there are thousands of businesses in the sector that could be interested in using the Sound Design Creation Centre in Barnsley.
2. Satisfy unique demand from the industry. The most exciting growth in video games is in the production of top end, so called, 'triple A' games whose production levels exceed those of feature films. Authentic sound is a vital component in the creation of triple A games, many of which are made in the UK, and the Sound Design Creation Centre could play a uniquely valuable role in supporting their production.
3. Provide local economic benefits. The UK games industry benefits from being a truly national sector, with over 55% of game development jobs outside of London and 23 towns and cities home to at least 20 different games businesses. The construction of the Sound Design Creation Centre could help create jobs in the local area, generating an average of £83,333 in gross value add for the local economy for each role and supporting our overall growth.

We applaud the ambition of PitStop Productions with their plans for the Sound Design Creation Centre. We wholeheartedly believe that this facility could be a landmark for the UK games industry, supporting the thriving Yorkshire games scene, boosting our national development scene and driving further international growth.

We are therefore in total support of their application and hope you will consider it for approval.

Yours sincerely

A handwritten signature in black ink that reads "Jo Twist". The signature is fluid and cursive, with a horizontal line above the first few letters.

Dr Jo Twist OBE
CEO
United Kingdom Interactive Entertainment (Ukie)

TO WHOM IT MAY CONCERN

Dear Sir / Madam,

PIT STOP PRODUCTIONS LIMITED

The director of the above named company has approached us for a reference in connection with his application to you.

We have acted in connection with the Company's affairs since July 2013 and John Sanderson has been a director since 11th August 1997 which is also the incorporation date of the company.

Based on the attached supporting figures, under the leadership of John the turnover of Pitstop Productions has continued to grow year on year. In spite of the current pandemic, Pitstop is currently set to have its best year of trade yet.

The company has significant retained earnings which can finance the growth and continuation of the business.

Staff numbers have grown to fuel the expansion of the business from an average of 13 in 2018 to 23 in 2020.

Over the recent years, sizeable investments have been made in equipment and property to enhance the quality of the businesses output and provide an edge over the competition. The proposed sound design creation centre will be an additional boost to the growth of the business and in turn, their staff numbers.

Whilst the information provided above is believed to be true, it is provided without acceptance by Parsons Accountants Ltd of any responsibility whatsoever, and any use you wish to make of the information is, therefore, entirely at your own risk.

Yours faithfully,

Parsons

Parsons Accountants Ltd

1st March 2021.

Lucid Games
Elevator Studios
29 Parliament St
Liverpool
L8 5RN

Re: Pitstop Sound Design Creation Centre in Barnsley, UK.

To whom it may concern,

Over here at Lucid Games we are very appreciative and admiring of Pitstop's contribution to the UK and global games industry in the sound engineering and audio production fields.

In the same way our studio is positioned in Liverpool, and we've worked on growing and enhancing a creative industry over 25 years here – this would prove a coup for Barnsley to have a best in class centre in an enormously growing, revenue generating and pioneering industry. Revenue from games now outstrips both movies and music global revenues combined.

To that end, we fully support our partner's endeavours to create a centre of excellence here in the north of England. We'd find it very advantageous to call upon these skills whilst delivering on our projects for both Sony Playstation and Electronic Arts, as we have done previously.

Next generation hardware is becoming increasingly audio focussed, and audio design and engineering is a critical component in immersing the audience in game worlds, and I sincerely believe this is an opportunity that Barnsley and the UK, in general, should not miss.

Should you have any questions or require any additional information regarding our support of Pitstop's plans, please do not hesitate to contact me.

Yours sincerely,



Brian Woodhouse
General Manager
Lucid Games Ltd
07525 064631

24 February 2021

To Whom It May Concern

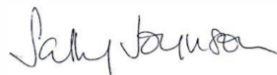
I am writing to express our support for PitStop Productions proposed Sound Design Creation Centre.

Screen Yorkshire champions the film, TV, games and digital industries in Yorkshire and the Humber. Our aim is to secure and support the very best projects, companies and individuals, helping to make the region one of the most sought-after destinations for production in the UK. We deliver this vision by investing financially in productions; developing talent to create a skilled workforce; and fostering Yorkshire's global reputation as an outstanding location for creatives.

Whilst PitStop currently concentrates much of its work in the videogames sector, a facility that would allow high quality indoor and outdoor audio recording could also be of great value to the film and TV industries. Its benefit would apply both to indigenous companies producing screen content in the region and incoming production that may wish to take advantage of local facilities. It is an offer that could enhance pre-existing provision and complement new developments such as the Leeds Studios, which will open imminently.

We hope that an appropriate site can be found in Barnsley to allow this proposed world-class facility to be realised in our region.

Yours sincerely



Sally Joynson
Chief Executive



25 February 2021

Dear Sir/Madam

Barnsley College is an educational institution rated Outstanding by Ofsted and has an excellent reputation for producing the workforce of the future.

Our vision is quite simple, it is to 'transform lives' and we do this by providing the highest quality of education and training experiences and opportunities to all our students. We deliver a rich and responsive curriculum that aims to equip our students with the qualifications, skills, knowledge, behaviours and experiences to progress into their chosen careers, whilst simultaneously supporting businesses to develop highly skilled workforces which in-turn develop and grow their local and regional economies.

To do this, we actively work with businesses to enrich our student's learning experiences. PitStop Productions is one of our key employer partners with whom we already have strong links. The proposed development would present Barnsley College students with invaluable opportunities to learn and see first-hand the services and work connected with the Video Gaming Industry. PitStop's support with designing our curriculum, delivering guest lectures and masterclasses, providing work experience opportunities, coupled with facilitating visits to the new Sound Design Creation Centre would add additional significant value to our digital transformation agenda as well as our student's learning experiences and career prospects.

We support the development and see this as an exciting opportunity to further strengthen a long-term collaborative learning partnership which will help inspire existing and future students to become the next generation in this global industry.

Yours sincerely

Gavin Batty
Vice Principal, Technical & Professional Education



Game Republic Limited
15 Victoria Park
BD18 4RL
Tel: 07776 121 605
www.gamerepublic.net
jamie@gamerepublic.net

Monday 15th February 2021

Dear John,

Hope you are well. This is a letter to back you fantastic proposals for a Sound Design Creation Centre in Barnsley, supporting the amazing audio work you already make for the games industry through PitStop Productions.

As you know, Game Republic is the largest games business network outside of London, with more than 60 games developers, 15 educational partners and more than 900 individual members across Yorkshire and the North - and PitStop Productions have been an enthusiastic supporter of our work in the region since helping to establish the network in 2003, speaking at our events (including the Student Showcase) and advising universities and colleges on their game audio courses.

A Sound Design Creation Centre in Barnsley would be a huge asset for our region and the UK games industry and would be a major step forward in having world-class facilities to produce more placements, apprenticeships and industry-ready graduates for our games companies, helping to strengthen the talent pipeline we need from school through college to university.

Best wishes and I look forward to working with you on this exciting project.

Yours Sincerely,

Jamie Sefton
Managing Director

Game Republic Limited is a company limited by shares. Registered in England and Wales. Company Registration number 7543330

Lee Hutchinson

Letter of Support

To: John Sanderson

Inbox - John 12:11

LH

To whom it may concern,

I would like to voice my support for John Sanderson's plans for a bespoke sound design and recording centre in Barnsley. We have been using PitStop Productions for many years and they have helped us deliver on many large projects including the most recent BAFTA award nominated Minecraft Dungeons (Microsoft). John's Audio team support our team of 200+ developers, the majority of which are in the North of England, deliver world class products.

Our need for Pitstop's services along with the needs of many other studios is growing exponentially and without a facility such as this in the next couple of years, we are likely to be hit with a skills shortage. There are many studios around the north of England and the Midlands where Barnsley is perfectly located and within a 90 minute drive where we can send our staff down for long recording sessions and be back in one day, and ideally one day this facility can be upgraded to Motion Capture so that we don't have to place money into London where we would prefer to be placing it much further north.

I fully support John's plans and hope they come to fruition, not just for my own benefit, but for the benefit of many others.

--



Lee Hutchinson

Double Eleven | CEO

w: www.double11.com



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Dublin, 03.03.2021

Pitstop Productions Ltd.
Attn. John Sanderson
2 Capitol Close
Capitol Park
~~Dodworth~~
Barnsley S75 3 UB

Re: Pitstop Sound Design Creation Centre

To Whom It May Concern,

Larian Studios is an independent developer and publisher of videogames and creator of the highly acclaimed DIVINITY series of interactive entertainment games, which series includes Divinity: Original Sin and Divinity: Original Sin II. Larian is currently working on reviving the renowned video game franchise Baldur's Gate.

Larian and Pitstop Productions have a long standing business relationship that started back in 2018.

Pitstop Productions has shared with Larian its plans for the realization of a sound design creation centre.

Their plans show a type of facility that creates a useful hub of specialists in the European market which, once accomplished, are sure to have a great appeal to high volume projects like those Larian takes on.

Yours sincerely,

Jason Latino
Cinematic Director



The Dragon Commanders Ltd. d.b.a. Larian Studios
17A New Bride Street
Dublin 8
IRELAND (D08 Y80E)

E-mail: info@larian.com Tel 353 (1) 454 7508 CRO Enterprise nr. 556209 [VAT IE 3331502CH](#)

Dear John,

Thank you very much for sharing with me the detailed concept and animations for your Sound Design Creation Centre.

Having worked with you for many years, your company has gone from strength to strength, and your quality of work is class leading in your field.

You have grown your organisation with huge success, and this evolution in Sound Design will be an amazing advancement to your business.

With your building of this dedicated Sound Design Creation Centre this would create further opportunity for us to work with you in the future on the various projects we have in production at Codemasters.

Within your concept, to have the ability to achieve larger scale bespoke sound design, this will be a fantastic addition to our current in house ability.

I very much look forward to working with you further, and am excited to see the finished build.

Kind regards

Stephen

Stephen Root | VP, Development Creative Services | Codemasters Software Co. Ltd
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stephen.root@codemasters.com
www.codemasters.com

To Whom it May Concern

Firesprite have worked with Pitstop for many years and enjoyed a successful and positive history in making award winning games.

The Sound Design Creation Centre proposed by Pitstop is something that would be extremely beneficial to Firesprite as we find ourselves in a Position where the demands of our publishers mean we are making bigger and more ambitious games

A facility where unique sounds and processes can occur will certainly be a benefit to us and help maintain the successful working relationship we have with Pitstop

Yours Sincerely

Stuart Tilley
Studio Creative Director
Firesprite