



# INVEST IN LIVERPOOL

**Life Changing**

**Pioneering**

**Free Wheeling**

**Smart Thinking**

**it's liverpool**

# IT'S POSSIBLE IN LIVERPOOL

Not all cities are created equal. Liverpool realises your potential and unlocks your ambitions.

**GREAT ADVENTURES START HERE.**

Like all world class cities, we have the skills, the infrastructure, the connections and the clout. But, unlike many, trading is in our blood. We're an old seafaring city.

More than 800 years of trade is etched in our DNA. Before fibre optic and broadband, before cell towers and super highways, we were making connections to all points of the globe, laying down networks, cementing deep and lasting bonds with trading allies, markets and mavericks from New York to Shanghai.

Sitting at the edge of the Atlantic, we've always looked out to the world. And the world has looked to us. It's why, today, we're one of the best-connected cities in Europe - why many of world's best known brands - from Novartis to Unilever, Jaguar Land Rover to Sony - invest in their future here, and trust Liverpool to deliver.

When you've done business with the world for centuries, you learn to be fleet footed and flexible. Learn the art of the possible.

Half a century after The Beatles exploded onto the world stage, Liverpool is still making all the right noises. Over the last decade, the city has attracted over £5 billion of investment in property, infrastructure and services. It has remapped its core to create the UK's most successful new shopping and leisure destination in a generation, reshaped the river to make room for the world's largest supertankers, and reinvented its waterfront to make way for the transformational projects such as ACC Liverpool and the proposed Liverpool Waters development.

We're a handsome, human-sized city with a UNESCO-protected historic core, miles of breezy coastline to enjoy, and a rich and vibrant cultural offer. An ancient city, with a long and winding story. And a city where the best is yet to come.

Whatever shape your next chapter takes, your journey starts in Liverpool.

**COME AND TAKE A CLOSER LOOK.**

# LIVERPOOL: THE HEADLINES

With strengths in automotive, business services, creative and digital, life sciences, low carbon technologies, ports and logistics - Liverpool offers the right environment to grow, and a compelling offer for investors.

## LIVERPOOL TWO

When completed in 2015 the Port of Liverpool will be one of Europe's biggest super container ports, capable of handling 95% of the world's cargo ships.

## GREEN ENERGY

The Burbo Flats wind farm is set for expansion, covering an area of 40 km<sup>2</sup>, generating enough energy to meet the average needs of 180,000 homes.

## BUSINESS SECTOR

6,900 businesses employ over 60,000 skilled people in the business services sector across the City Region.

## AUTOMOTIVE

Liverpool is home to JLR 's fastest selling model of all time, the 'Car of the Year' Evoque and the thrilling new BAC Mono.

## LIFE SCIENCES

Liverpool has up to 10,000 employees in the sector, with revenue in excess of £1.7 billion per annum, contributing over £170 million per annum in GVA to the local economy.

## LIVERPOOL ONE

With 27m visitors, it's one of the busiest shopping streets outside of London, Grosvenor's £1 billion development is breaking retail records quarter by quarter.

## CREATIVE AND DIGITAL

Baltic Triangle is one of the areas pioneering in games development. An estimated 23,000 skilled people are employed in the creative and digital sector in Liverpool. From game development to soap operas, we're the ones to watch.

## NORTH LIVERPOOL

Project Jennifer's revitalising one of our oldest communities, Anfield's new stadium paves the way for a bold new chapter for North Liverpool and the area's enterprise zone is seeing unprecedented levels of investment.

## LSTM

The first institution of its kind in the world; Liverpool's School of Tropical Medicine continues its ground-breaking research into malaria, maternal health and ebola.

## LIVERPOOL UNIVERSITIES

With research partners worldwide, the universities are increasing their budgets with the University of Liverpool set to double its £114 million long term research projects.

## LIVERPOOL BY NUMBERS

Liverpool is at the centre of the UK's second largest regional economy with access to six million customers, an economy worth more than £141 billion and 266,000 businesses. We're strongly connected to global markets, with many multinationals, including Barclays Wealth, Jaguar Land Rover, Maersk, Novartis and Sony, already major investors in a business friendly and cost-competitive environment.



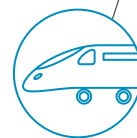
**4** universities.  
**16,500** graduates a year.

**£21** BILLION  
City Region economy.



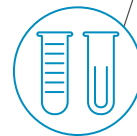
**6.2** MILLION people live  
within an hour's drive.

**2** major airports within  
45 minutes' drive.



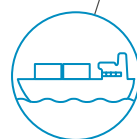
**2** hours journey time  
to London.

Projects with a development  
value of **£7** BILLION will be  
developed over the next decade.



Life Sciences worth  
**£1.7** BILLION in products  
and services per year

**£300** MILLION  
Liverpool Two post-Panamax  
terminal, opening 2015.



**45%** of North American  
trade enters via Liverpool.

Visitor spend worth  
**£3.8** BILLION  
to the local economy.



# AUTOMOTIVE



## KEY FACTS



The City Region has **50,000** people working in the automotive sector.



Liverpool City Region produces **250,000** cars per year.



Land and property costs are lower compared to the West Midlands, with production space in Liverpool typically available for **£5.00 sq ft**.



Home of **JAGUAR LAND ROVER** and **BAC MONO**.



**ONE OF UK'S LARGEST** concentration of manufactures and suppliers within two hours of plants producing 700,000 vehicles a year.

Liverpool's automotive industry is firing on all cylinders. The City Region is home to a 50,000-strong skilled automotive workforce, working around the clock on some of the world's most in-demand models.

Not only are we home of Range Rover Evoque and Discovery, we're located within two hours of plants producing 700,000 vehicles per year.

The news from Halewood just keeps getting better. With the Land Rover Discovery Sport confirmed as the latest model to be produced at Jaguar Land Rover's Halewood plant. The site has recently expanded by a further 250 jobs to reach 4,750, thanks to a £230 million investment.

The City Region's supply chain feature companies such as Johnson Controls, IAC, Magna, Pilkington, HP Chemie Pelzer and NGF - and the new Sensor City, University Enterprise Zone is ensuring Liverpool will remain at the cutting edge of game-changing sensor technologies.

From conception to the open road, Liverpool is on track to create a centre of excellence in all things automotive.

## BAC MONO

Beautiful, distinctive and desirable - the BAC Mono brings Formula racing technology to the open road. It represents classic British sports car manufacturing at its very best. And it's made right here.

**"IT'S ONLY NATURAL WE'D LOOK TO LIVERPOOL - WE KNOW THE HISTORY OF CAR MAKING IN THIS CITY.**

"And for us, the partnership has been fantastic, from day one. The level of support actually took us by surprise. Appointments were made, tours of prospective sites set up, doors opened for us in record time. We found the perfect building on our first visit. And, since then, the bonds have grown even stronger.

"The close collaboration between us and the city has helped get the message out that we're a good company, with credibility. And the value of that, for a young company, is immeasurable.

"Also, it's great that we sit in the heart of a cluster of a world class automotive supply chain."

**Ian Briggs**

Design Director, Co-founder, BAC Mono

# BUSINESS SERVICES



## KEY FACTS



**LARGEST** wealth management centre outside London.



Wages in Liverpool are 10% lower than the national average and **50% LOWER** than the City of London.



More than 6,900 businesses employing over **60,000 QUALIFIED PROFESSIONALS** contribute their wide range of skills to a dynamic, thriving City Region.



High quality office space in Liverpool is available for around **£21 sq ft** compared to **£67 sq ft** in London.



Liverpool City Centre has over **119,138 sq ft** of grade A office space.

Liverpool has been trading with the world for over 200 years. In that time, we've developed a wealth of experience in providing business and financial services - with specialist skills in legal, insurance, and wealth management.

That's why Tilney Bestinvest, Pershing BNY Mellon, Rathbones, Royal and Sun Alliance, and leading international law firm, Hill Dickinson invest in Liverpool.

With a workforce of 60,000, Liverpool is the largest centre of wealth management outside London. Legal services skills are strong, with a Law School and one of the oldest and largest regional Law Societies.

With historic links to the maritime industry, insurance continues to be a major presence in the city. Liverpool has been quick to gain a strong reputation as a centre of excellence for outsourcing too - delivering operations for Bosch, Capita and Arvato.

Investing in Liverpool is as safe - and sound - a proposition as ever.

## RATHBONES

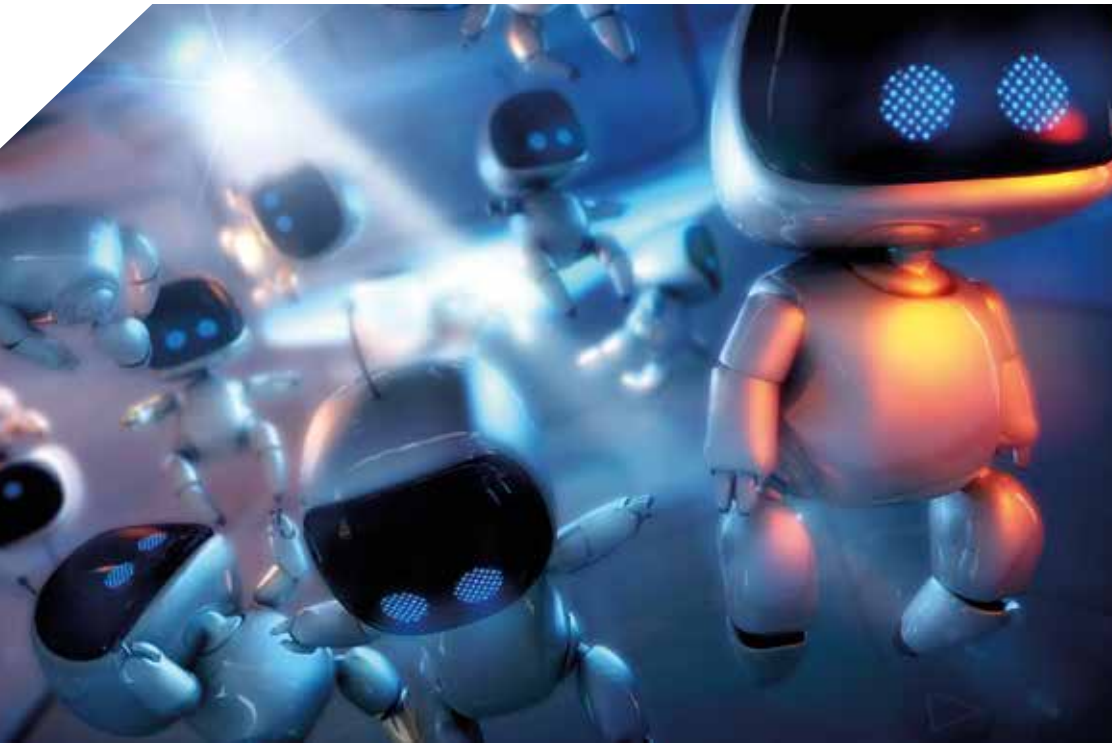
Rathbones Brothers Plc is one of the UK's leading providers of investment management, with over 39,000 clients, and £23.9 billion of funds under management.

"Rathbones located our main group operational functions in the city and nearly half of the employees of the group. We've been able to do this because Liverpool is such a cost effective location.

**MORE IMPORTANTLY, THE CITY ENABLES US TO ACCESS A HIGHLY QUALIFIED AND VALUABLE WORKFORCE."**

**Andrew Morris**  
Director, Rathbones

# CREATIVE AND DIGITAL



## KEY FACTS



Liverpool's **FOUR UNIVERSITIES** provide the creative and digital sector with a wealth of new and emerging talent.



Nearly **23,000** people are employed in creative and digital businesses in Liverpool including gaming, music, digital media and design.



High quality, well connected city centre office and studio space typically ranges from **£7 - £15 sq ft** before incentives.



Liverpool's **UK-FIRST** Studio School is developing the games entrepreneurs of tomorrow, with industry-led courses for 14-19 year olds.



**UK'S STRONGEST** games cluster outside of the South East.

We imagine the future. Then make it happen. Whether that's in gaming, digital technologies or in music, film and television production.

It's why Sony, Starship, Firesprite and Lucid are shipping made-in-Liverpool games to consoles the world over.

It's why Lime Pictures are responsible for some of the most talked-about TV in recent years. And it's the reason the Liverpool Film Office has been so successful in attracting big name blockbusters (Jack Ryan: Shadow Recruit, and Sherlock Holmes) and award-winning TV such as Cilla and Foyle's War, and big budget commercials.

With ultra-high speed connectivity, the UK's only games development school (for 14-19 year olds), and a growing cluster of companies in the city's dedicated creative and digital hub, Liverpool's vision is firmly fixed on the shape of things to come.

Creativity is our currency. Experience a city where ideas shape actions.

## FIRESPRITE

**"LIVERPOOL HAS A VAST, WORLD CLASS TALENT POOL OF GAMES PROFESSIONALS.**

It makes perfect sense for Firesprite to be here and be at the vanguard of Liverpool's resurgence as a major player in the games sector nationally and internationally."

### Graeme Ankers

Managing Director, Firesprite



# LAND AND PROPERTY



## KEY FACTS



**£5 BILLION** of capital projects delivered in the last decade.



**3 ENTERPRISE ZONES**, including a University Enterprise Zone.



Projects with a development value of **£1.89 BILLION** on site.



**£7 BILLION** of projects due to be delivered in the next decade.



**£5.5 BILLION** investment in Liverpool Waters project.

The shape of our city has been transformed over the past decade. Multi-million pound regeneration projects have seen the city become a backdrop for ambitious - new leisure, commercial and residential developments.

En route, we've fine tuned a portfolio of flexible, affordable and desirable new property sites, and created the perfect environment to build exciting new schemes in the heart of our city.

Liverpool has a proven record of delivering complex developments - such as the 1.5 million square foot shopping and leisure destination of Liverpool ONE, and the game-changing ACC Liverpool. Over the last decade, the city has attracted over £5 billion of physical investment, reshaping the city for good.

Projects with a development value in excess of £7 billion are underway - including the £40 million Exhibition Centre Liverpool, and the first chapter of the transformational Liverpool Waters scheme, to the north of the city.

Liverpool's three Enterprise Zones, all backed by central Government support, offer fast-paced incubation hubs for ambitious businesses, superb working environments and easy access to Liverpool's well-connected road, rail and sea transport routes.

A historic trading centre, Liverpool's creating the right environment for future growth.

## COLLIERS

Colliers International is a global commercial real estate services organization with more than 482 offices in 62 countries. "Colliers has represented clients on several high profile projects in Liverpool."

### WE ARE IMMENSELY IMPRESSED BY THE ENERGY AND CAN-DO ATTITUDE OF 'TEAM LIVERPOOL.'

This united front of support gives us, and our clients, great confidence in the long-term security of investment in the city."

#### Andy Delaney

Director of Development Consulting and Agency, Colliers

# LIFE SCIENCES



## KEY FACTS



Wage costs in Liverpool are **10% LOWER** than the UK average.



Liverpool's four universities provide a valuable source of new local, **HIGHLY SKILLED SCIENTIFIC TALENT**.



Liverpool's research base is engaged in delivering in excess of **£470 MILLION** of research activity.



Floor space in Liverpool is **UP TO 36% CHEAPER** than other UK bio-science locations.



**HOME TO** world class pharma companies - Novartis, Eli Lilly, Astra Zeneca.

Medical research is in our blood. Liverpool and life sciences have a strong and pioneering history - with our world-leading School of Tropical Medicine and School of Life Sciences, we've trailblazed treatments that have helped save millions of lives across the globe.

With multinationals Novartis, Eli Lilly, Astra Zeneca, Actavis and Baxter Healthcare, as well as dynamic younger companies such as RedX Pharma, our companies inject a £1.7 billion per annum economy into the city, and our research base is engaged in delivering in excess of £470 million worth of research activity with partners across the globe.

We're future proofing our commitment to excellence with many new projects on the way. The £335 million investment in the Royal Liverpool Hospital will form the centre of the Liverpool Health Campus, a hub for new therapies, diagnostics, and life science technologies. The £190 million state-of-the-art Alder Hey Childrens' Hospital will be a world leader in healthcare and research, and the University of Liverpool's £20 million BioInnovation Hub will create laboratory space and a BioBank.

The University of Liverpool is also collaborating with Unilever to create the £65 million Materials Innovation Factory, a new centre for groundbreaking product research and development, and with Liverpool John Moores University to create Sensor City, a global hub for sensor technologies.

Liverpool's outstanding life sciences sector has never been in better shape.

## REDX PHARMA

"We're a Liverpool company, and we want to stay in Liverpool - the synergies are strong, the city's history is unmatched in infectious disease, and we bring high GVA jobs to the region.

Our company has grown as a function of the environment in which we operate. Robust partnerships exist between the city, the Universities and the Royal Hospital. We're all working towards a common goal to develop a strong life sciences strand within the city. To build a world-leading biomedical campus, and join the dots between academia, the health service and the manufacturing plants, such as Speke's successful flu vaccination company, Novartis.

**"WE'RE DELIVERING ON EVERY LAST THING WE SAID WE'D DO, AND THAT'S BECAUSE EVERYTHING IS IN PLACE FOR US TO GROW HERE."**

**Dr Neil Murray**  
Managing Director, RedX Pharma

# LOW CARBON



## KEY FACTS



RES is developing a **RENEWABLE ENERGY POWER STATION** fuelled by wood-based biomass at Alexandra Dock.



Liverpool City Region is home to **1,400** low carbon businesses employing **22,000** staff.



High quality, well connected industrial space ranges from **£3.75 - £4.75 sq ft** before incentives.



Sector adds **£2BILLION** GVA to local economy.



New Liverpool Bay wind farm supplying enough power for **180,000** homes.

Liverpool is investing in a future where environmental and low carbon technologies are at the heart of how we do business - it's why this sector is amongst the fastest growing in the city.

Working in partnership with major local industry (Unilever, EADS, Petrobras), the Stephenson Institute for Renewable Energy is exploring innovative new solutions to meet the world's future energy demands.

As a Centre for Offshore Renewable Engineering - one of only six such centres in the UK - Liverpool sits at the heart of a region where sustainable technologies are devising smarter ways for us all to do business. Our offshore wind industry continues to present a major industry opportunity for turbine manufacturers, installers, infrastructure development and maintenance companies.

We've always looked to the city's greatest engine house - the Mersey - to drive our economy. The only difference is that, now, we're directly harvesting the power of the river, the tides and our climate in smarter, more sustainable ways.

## DONG ENERGY

Harnessing the onshore winds that blow in from the Atlantic, Liverpool's Burbo Bank wind farm rises from sandbanks out in Liverpool Bay - and, with the recent go-ahead from the Department for Energy and Climate Change - the farm developed by Dong Energy is set to expand to an area of 40km<sup>2</sup>, generating enough energy to meet the average needs of up to 180,000 homes.

### THE 57 TURBINE SCHEME, REPRESENTS A HUGE VOTE OF CONFIDENCE FOR THE LIVERPOOL-BASED INITIATIVE.

"This is a significant application for the offshore wind energy sector." While Energy Secretary Ed Davey confirmed there was a "compelling case" for approving the application given the added contribution it would make to the production of renewable energy.

**Simon Ridley**

Chief Executive, Planning Inspectorate

# PORTS AND LOGISTICS



## KEY FACTS



The City Region has **34,000** people employed in the maritime, airport and related sectors.



**A £300 MILLION INVESTMENT** in post-panamax facilities is underway and will add c750,000 TEU capacity as well as increasing vessel size in 2015.



Land and property costs are lower compared to Essex or Southampton, with warehousing available for **£4.00 sq ft**.



**5 OF THE WORLDS TOP 6** shipping / logistics companies have a base in the city.



**50% OF THE UK** container market is closer to Liverpool than the South of England.

Shipping made us. And it continues to shape the city's future, with a £1 billion investment in the city's ports, airport, road, rail and logistics in the next decade.

The Port of Liverpool is the UK's highest volume west coast port. And it's getting busier. By 2015, the Peel Ports will have invested £300 million in a new river terminal capable of welcoming the world's biggest ships: the 'post Panamax' container vessels. When fully operational this terminal is expected to double container capacity to 1.5m TEUs every year.

We're already home to five of the six largest shipping lines in the world - including ACL, Hapag-Lloyd, Maersk, Bibby and Stena Line - and can provide every shipping, warehousing and commercial support service, with an 34,000 strong workforce employed in the maritime and related industries.

And we're investing in the future too - with a University Technical College in the city region, devoted entirely to maritime skills.

Liverpool's in the strongest position ever to be one of Europe's best-connected port cities.

## BIBBY LINE

**"WE STARTED HERE BECAUSE MY ANCESTORS CHOSE TO LIVE HERE, BUT WE STAYED HERE BECAUSE WE REALLY WOULDN'T WANT TO BE ANYWHERE ELSE."**

"These days, an international shipping line could have its headquarters anywhere in the world. But our shipping business chose to stay based in the city. Liverpool's got great connectivity, a well qualified, skilled talent pool, and loyal, hard working labour force. And, yes, the same great quality of life that first attracted my ancestors here, all those years ago!"

"We've worked hard to create a cluster hub for maritime industry, to stimulate trade between different businesses - and generate a centre of excellence, all of which makes it easier to recruit the very best people at a senior level.

"With the Liverpool Two container port in development, that can only mean that Liverpool's shipping trade has a very strong future. And that's great for us."

**Sir Michael Bibby**  
Chairman, Bibby Line

# VISITOR ECONOMY



## KEY FACTS



Liverpool City region welcomed over **58 MILLION** visitors in 2014.



**6.2 MILLION** people live within 1 hour's drivetime.



**2.9 MILLION** bedrooms were occupied in 2014.



The tourism industry is worth **£3.6 BILLION** to the regional economy



This year **54 CRUISE SHIPS** visited Liverpool, carrying over 80,000 passengers

With its unique attractions, exciting events, world class sport offerings, unrivalled musical heritage and famously warm welcomes, Liverpool is the ideal destination to visit and explore. Home to the largest collection of national museums and galleries outside of London, more parks than Paris, and a UNESCO World Heritage site, Liverpool's culture and heritage are at the heart of the city. There are over 40 golf courses including seven championship courses, and we are the pop music capital of the world with more number 1's than any other city.

The visitor economy asset base has improved beyond recognition in recent years with projects such as Liverpool ONE, ACC Liverpool, the cruise terminal, and the Museum of Liverpool. And the future is looking bright for the city with continuing improvements to existing attractions such as The Beatles Story, and more amazing public events such as Cunard's 175th anniversary celebrations.

Private and public sector partnerships are key to further develop the potential of the tourism sector and maximize its contribution to the economy of the region.

Third party endorsements continue to underscore Liverpool's growing reputation as a visitor magnet. Recent accolades include third place in Rough Guides Top 10 places to visit in the world during 2014, and 4th place in the UK Trip Advisor's Travellers' Choice Awards as well as Group Travel Organisers' best overall destination for Groups in 2014.

Our hotel industry continues to flourish - in 2014, the average weekend occupancy stood at 88%, an increase since 2013; the average weekday occupancy experienced an increase of 5% since 2013 at 73% and, from a hotel base offering 6,000 rooms, the total number of rooms sold during 2014 was approximately 1,650,000.

## GROSVENOR

**"LIVERPOOL HAS UNDERGONE ONE OF THE MOST REMARKABLE RENAISSANCES ANY CITY HAS EVER EXPERIENCED.**

"The investment it's attracted has led to growth outstripping the UK. Liverpool ONE sales year-to-date are up by over 5%, and demand from leading UK and international brands outstrips supply. Liverpool is doing things differently and is succeeding like nowhere else as a consequence."

### Miles Dunnett

Head of Asset Management, Grosvenor

WANT TO KNOW MORE



# NOW IS THE TIME TO TAKE A FRESH LOOK AT LIVERPOOL.

The city is changing at an incredible speed: **exploring** new markets, **developing** new technologies, **pioneering** new ways to do business.

We're a city in the right place, at the right time. How can we inspire your business to move to the next level?



## MAYORAL INVESTMENT FUND

Like London, Liverpool is one of the few locations in the UK to have an elected City Mayor. The Mayoral Investment Fund is specifically designed to provide financial assistance to investors. The funding is unique to Liverpool and delivered locally - ensuring rapid appraisal, rapid decisions, rapid results. It's the way we do business here.

## RECRUITMENT INCENTIVES

Talk to us. We can offer invaluable business support for recruitment and training through our 'Liverpool in Work' programme. The scheme provides a dedicated account manager for your company, offering a wide range of services free of charge.

## SKILLS INCENTIVES

Investing in skills is essential to any company's future growth. The Skills Growth Board can offer grant funding of up to £1 million towards staff training costs. The grant funds 60% of the cost of training.

## PROPERTY INCENTIVES

Liverpool offers some of the highest levels of property incentives in the UK, with potential for significant rent free periods on office and industrial accommodations. Combine this with some of the lowest real estate prices, and Liverpool offers an extremely cost effective solution.



Liverpool's connectivity is a key strength. With two major international airports (within 45 minutes) and a central UK location, we're at the heart of the UK's second largest regional economy.

### LIVERPOOL JOHN LENNON AIRPORT

Located within 15 minutes of Liverpool City Centre, JLA is one of the UK's top 10 airports, transporting 5.3 million passengers annually to 60 destinations.

### MANCHESTER INTERNATIONAL AIRPORT

Located within 45 minutes of Liverpool City Centre, Manchester connects to 200 destinations.

### DAILY TRAIN SERVICES

London (27 services) 2hrs | Edinburgh (15) 3hrs 24mins | Birmingham (48) 1hr 26mins

## CONTACT

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Mayor of  
Liverpool



EUROPEAN UNION  
Investing in Your Future  
European Regional  
Development Fund 2007-13