

ANNUAL REVIEW 2012-13

it's liverpool

INTERNATIONAL FESTIVAL FOR BUSINESS 2014

In their 2011 report *Rebalancing Britain*, Lord Heseltine and Sir Terry Leahy proposed a number of measures to help boost economic growth in the Liverpool City Region. These included staging a major international business event, building on the success of Liverpool's presence at the 2010 World Expo in Shanghai and its hosting of the Global Entrepreneurship Congress in 2012.

In the last year Vision has successfully developed that concept into a viable proposition, the International Festival for Business 2014, a UK festival hosted in the Liverpool City Region. It has secured Government support and established commercial delivery arrangements in the shape of a partnership with a renowned event management company. The Festival will take place in June and July 2014. It will be the biggest business event of its kind staged in this country since the 1951 Festival of Britain, involving more than 100 high quality events and 250,000 visitors, generating a significant boost to the national economy. Securing this for Liverpool, its City Region and the North West, on behalf of the UK as a whole, is a major achievement.



Top: Prime Minister David Cameron at the IFB 2014 launch. Left: Lord Green addresses the IFB 2014 London launch audience. Centre: Liverpool Vision CEO, Max Steinberg, Prime Minister, David Cameron and Mayor of Liverpool, Joe Anderson. Right: Charles Morgan promoting IFB 2014.



This review presents a summary of Liverpool Vision's achievements in 2012/13. It was another successful year, in which we succeeded in creating more than 600 jobs and 135 new businesses, attracting more than £30m of investment into the city. This was achieved despite the challenges the economy is facing, and reflects my ambition as Mayor.

Ambition was a theme of the year. We followed up the Global Entrepreneurship Congress in March 2012 by developing the concept for the International Festival for Business 2014, as first articulated by Lord Heseltine and Sir Terry Leahy in their report *Rebalancing Britain*. This review gives a flavour of the ambition and scale of the event. You will be hearing much more about this in the months to come.

The year saw many highlights: Marketing Liverpool began operation, and is already doing a great job in communicating positive messages about the city to the world, working increasingly closely with the Local Enterprise Partnership; Vision began to deliver the Liverpool element of the Merseyside Business Support Programme, part funded through the European Regional Development Fund; and Vision staff developed and launched the City Centre Strategic Investment Framework, which will guide the next stage of the city centre's transformation over the next fifteen years.

Vision remains focused on generating jobs and business growth, and attracting investment into Liverpool. This document shows what we have achieved in the last year.

Joe Anderson
MAYOR OF LIVERPOOL

STRATEGIC AMBITIONS

“I’M BUILDING A GLOBAL BUSINESS
IN LIVERPOOL”

Nick Howe, Managing Director, Uniform



Top: Nick Howe, Uniform, a business growth success story.
Left: Liverpool Sound City. Right: Shanghai - Liverpool's partner city in China. Opposite left: Chris Heyes, manager of the Liverpool in London office with David Wootton, Lord Mayor of the City of London. Opposite right: A view from the Museum of Liverpool over the Pier Head.

AMBITION 1:

LIVERPOOL IS RECOGNISED AS A GLOBAL CAPITAL OF ENTREPRENEURSHIP AND GROWTH

2012/13 was an important year for Vision's business growth and enterprise team, seeing the launch of its new services following the closure of the Northwest Development Agency. The team began delivery of the Liverpool element of the Merseyside Business Support Programme, part funded by the European Regional Development Fund, in quarter two. Vision created more than 600 jobs and 135 businesses in the year – an increase of 50 percent and 30 percent on the previous year, respectively. It also safeguarded hundreds of other jobs and supported many businesses through the challenges posed by the on-going economic difficulties which the national economy is experiencing.

AMBITION 2:

LIVERPOOL IS AN INTERNATIONAL INVESTMENT LOCATION

Vision's work on delivering the Liverpool international strategy gathered significant momentum in the last year. Securing government support for the International Festival for Business 2014 was a major milestone. Vision's engagement with the key markets of London, the United States, China, India and Germany has progressed substantially, helping develop a pipeline of 86 foreign direct investment projects, representing a total of more than 7,000 potential jobs.

Handling these cases is a major priority for the team. Liverpool in London generated £20m in investment and £2.8m of sales for Liverpool companies. It also achieved almost £60k in membership fees and is well on track to achieve financial self-sustainability. Vision also worked with hundreds of businesses interested in trading overseas, through the 'It's Liverpool in China' network and ACME Merseyside. This should be reflected in increased exports over time.

AMBITION 3:

LIVERPOOL IS THE NUMBER ONE VISITOR AND CULTURE DESTINATION IN ENGLAND, OUTSIDE LONDON

Vision has continued to work closely with the City Council's Culture and Tourism teams, which are based in the Vision offices. This enhances the capacity to deliver and promote the city's cultural events programme, boosting visitor numbers and spending. This is reflected in Liverpool having now having climbed to third place city in England outside London, in terms of overseas visitor numbers. The International Festival for Business 2014 will provide a significant long term boost to Vision's work on this agenda, and help expand Liverpool's reputation for major events further into the business world. The team's work with creative businesses also supports this, helping them grow and to become more international. For example, Vision has helped Liverpool Sound City expanding to run festivals in New York and Athens (Georgia), gaining work for Liverpool companies and promoting the city in the key market of the USA.



AMBITION 4:

LIVERPOOL CITY CENTRE IS THRIVING

Vision completed and launched the City Centre Strategic Investment Framework, working closely with the business community. This lays the foundations for the next stage of the city centre's transformation and has been well received. The team has worked with businesses in the city centre neighbourhoods to help them overcome barriers to growth. This has included continuing to play a key role in the development of the Baltic Triangle, where many of the jobs Vision has helped generate in the creative and digital sector are based.

AMBITION 5:

NORTH LIVERPOOL IS FULFILLING ITS POTENTIAL

Vision has continued to make good progress in delivering the North Liverpool and South Sefton Strategic Regeneration Framework, working with Liverpool City Council, Sefton Metropolitan Borough Council and the Homes and Communities Agency. A number of significant milestones have been passed in the last year. For example, Harcourt Developments have started work on site in the £30m redevelopment at Stanley Dock; a design competition has resulted in Broadway Malyan being appointed to design the Destination Hub at Everton Park, generating much community and media interest; and work is progressing to acquire sites for development to provide commercial floor space for current and anticipated requirements.

HIGHLIGHTS

WE CREATED
more than

600 JOBS 
135 NEW BUSINESSES 

WE GENERATED
more than

£30m
of private investment
into Liverpool.



WE SECURED

**the biggest business event
of its kind in the UK since 1951.**

**INTERNATIONAL
FESTIVAL FOR
BUSINESS
2014**



Left: Stanley Dock development Right: Visualisation of The Strand from the City Centre Strategic Investment Framework.



LOOKING AHEAD

In 2013/14 we will be working increasingly hard to prepare for the International Festival for Business 2014, helping Liverpool businesses take advantage of the many opportunities it will present. We will be developing the fine details of the programme, working with our partners, and promoting it to businesses around the world. The countdown began in earnest on 27 June with ACCELERATE 2013, the UK's first annual festival dedicated to high growth businesses.

The Festival is providing further focus to our core activity: creating jobs and businesses in the Liverpool economy. In the year ahead our business growth and start up programme will gain further momentum, helping existing businesses to grow, and entrepreneurs to start new ventures. Our international team will make further progress in helping Liverpool companies to access key markets, and to attract inward investment. Marketing Liverpool will begin to deliver place marketing for the City Region, working with staff seconded from the Local Enterprise Partnership. Finally, our delivery of the strategic frameworks for the City Centre and North Liverpool will gather pace. You can find out more about our plans for the year in our new business plan, available on our website.

Max Steinberg
CHIEF EXECUTIVE, LIVERPOOL VISION

Supporting delivery

Internally, Vision has continued to increase efficiency through reviewing its contracts, internal structures and use of information technology. For example, a new client relationship management system has been implemented to streamline engagement with businesses and improve the capturing of performance management and reporting data. This is alongside a new, online, staff performance management system.

