



NORTH SHORING WHAT CAN LIVERPOOL OFFER YOU

"We understand that London is an essential location for your business. As the world's number one financial and professional centre your business benefits from being part of this amazing city but do you need all your functions there? With ever increasing customer demand to drive down costs a new model of business is being established. The hub and spoke business model often referred to as North Shoring offers your company an opportunity to reduce part of your cost base by relocating your back office functions to a lower cost base whilst still retaining the safety of being part of the UK.

Just 2 hours from London, Liverpool offers grade A office accommodation from £20 sq ft and average salaries often 50% less than London. Our history in insurance, wealth management, public sector and of course Law offers you a dedicated workforce with low staff turnover rates. With access to over 170,000 students in the North West talent is in abundance to meet the demands of your future business.

As the Chief Executive of Liverpool Vision I am totally committed to transforming Liverpool into one of the most business and enterprise friendly cities in the UK and we would like you to be part of this story."

MAX STEINBERG CBE,
CHIEF EXECUTIVE, LIVERPOOL VISION

TRACK RECORD

Liverpool, as a maritime city, has a long standing legal profession. The Liverpool Law Society was formed in 1827 with 52 member companies and today the Society is one of the largest local Law Societies in England and Wales with over 2100 members.

Liverpool is now establishing itself as a location for law beyond the Legal Services Act 2007 and the changes that the introduction of this Act will mean for the profession since its introduction – in particular the cost challenges faced by the profession arising from 'Alternative Business Structures' and the reductions in legal aid.

OPPORTUNITY

Liverpool represents a tremendous opportunity for London based legal practices seeking to lower their cost base. Just 2 hours by train from London, more than 8,000 people already working in the profession and access to 6.2 million people within an hour's drive of the City – Liverpool is the ideal place to establish an effective back office for your legal business.



CAN YOU GET THE SKILLED PEOPLE YOU NEED?

Access to skilled people is one of the core strengths of Liverpool.

With a population of just over 1.5 million people, and a working population of nearly 1 million, companies locating in the city can access a considerable pool of labour. In addition, over 6.2 million people live within an hour's drive time of the area.

It is estimated that there are over 8,200 people already employed in legal services within the Liverpool City Region whilst the wider Business and Professional Services sector as a whole across the City employs 47,000 people.

There are also law courses offered by the University of Liverpool and Liverpool John Moores University (LJMU). This means that Liverpool has approximately 1,900 law under graduates at any one time – and a Legal Practice Course is offered in the City by LJMU and BPP.

The average unemployment level in Liverpool is 5.6%, a little higher than both the North West and UK average. The local unemployment level means that there is a sustainable pool of labour available to new companies locating to the area. The slightly higher unemployment tends to place less pressure on wage rates, skills and potentially may improve staff retention rates creating a further advantage for your business.

HOW COST EFFECTIVE IS A LIVERPOOL BASE

Locating your business in Liverpool will give you an immediate competitive edge:

UK government data estimates that wages in Liverpool are 10% lower than the national average and for some jobs 50% lower than the City of London.

Paralegal jobs are typically advertised at £20,000 in Liverpool compared to £35,000 for similar roles in London.

Land and property costs are lower than many places throughout the UK, which will give you a significant rental saving – often lower compared to other UK cities and more than 50% less than London. High quality office space in Liverpool is available for around £20 per square foot whereas equivalent property in London is quoted at £55 per square foot.

It is not inconceivable that a 50 person skilled legal back office centre could achieve a £1m per annum saving by locating in Liverpool rather than the City of London.

Broadband is key to the continued growth of Liverpool's thriving economy, and we have world class connectivity and a reputation for pioneering innovative systems including the £1m Fibrenet project that links business locations by a superfast "ring road".

WHO ELSE HAS ALREADY RECOGNISED THE OPPORTUNITY?

Liverpool is renowned as a location providing a solution for back office activities of the Business and Financial Services sector.

Long established centres have been established for financial back office operations including by Bank of New York Mellon / Pershing; Deutsche Bank; Royal and Sun Alliance; Santander; Barclaycard.

Outsourcing companies have also established in Liverpool providing a 3rd party alternative for the provision of services. Companies involved include Tata Consulting Services, Bosch, Serco, Capita and Arvato.

Key legal players in Liverpool include Hill Dickinson, Weightmans, Brabners, Bermans, Berryman Lacey Mawer, DLA Piper, DWF.

HOW EASILY CAN COMPANY STAFF AND CUSTOMERS VISIT?

Wherever your customers are based and no matter which of your offices need to stay connected to Liverpool, the City is easy to reach.

London is 2 hours away by train – and just as importantly there are train services every hour.

Liverpool is also connected to by direct rail services to Manchester, Birmingham, Leeds, Sheffield, Nottingham and others – and of course by motorway the central belt of Scotland, Newcastle, Bristol are all within 4 hours drive time.

For international connections there is a choice of both Liverpool and Manchester airports which are both within 45 drive time.

Between the airports there are flights offered to virtually every European country as well as scheduled flights to the US (New York, Chicago, Atlanta, Philadelphia and Orlando); Canada; Middle East and Singapore.

Once here Liverpool can boast the range of hotels, restaurants, nightlife, culture, events, shopping and attractions that you would expect from a major international city.

CAN SENIOR STAFF RELOCATE?

Liverpool can offer city centre living or a selection of coastal, suburban or countryside residential locations. House prices offer tremendous value – average house prices are half the price of the average for the South East of England.

Across Liverpool there is a range of high quality education establishments. The Liverpool Blue Coat School is one of the 50 highest performing state schools in the country and Merchant Taylor’s Liverpool is one of the 100 highest performing independent schools. Of course there are also Further and Higher education establishments – notably the University of Liverpool and Liverpool John Moores University.

Outside of all the usual city centre activities, Liverpool is perhaps unusual with the coast offering a range of opportunities for water sports, the Lake District, Snowdonia, Peak District and Yorkshire Dales National Parks all within 2 hours drive.

The City has several theatres, two Premier League football teams and the City Region is unique in England as an area with 2 Open Championship golf courses.



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



More than 2,500 businesses employing over **47,500 QUALIFIED PROFESSIONALS** contribute their wide range of skills to a dynamic, thriving city region



High quality office space in Liverpool is available for around **£20** per square foot compared to **£55** per square foot in London



Liverpool City Centre has over **159,500** sq ft of grade A office space

APPROXIMATE ROAD JOURNEY TIMES*

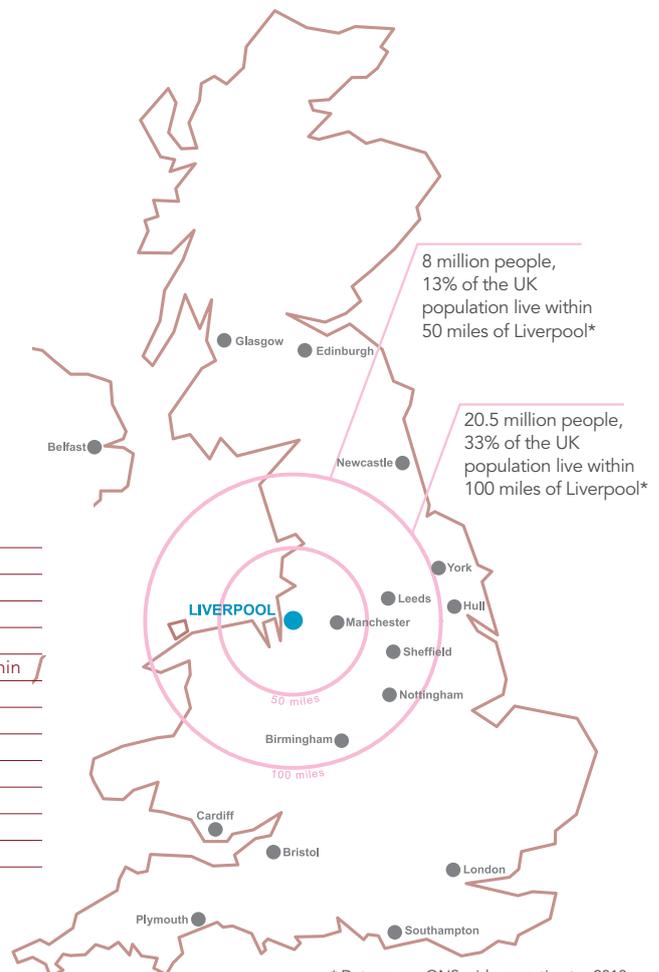
Cardiff	3hrs 32min
Birmingham	2hrs
Bristol	3hrs 11min
Edinburgh	4hrs 5min
Glasgow	3hrs 40min
Hull	2hrs 11min
Leeds	1hr 18min
London	3hrs 30min
Manchester	46min
Newcastle	3hrs
Nottingham	2hrs 8min
Plymouth	5hrs 6min
Sheffield	1hr 42min
Southampton	4hrs 10min

* Source: AA

APPROXIMATE RAIL JOURNEY TIMES*

Cardiff	3hrs 40min
Birmingham	1hr 30min
Bristol	3hrs 20min
Edinburgh	3hrs 24min
Glasgow	3hrs 30min
Hull	3hours 13min
Leeds	1hr 47min
London	2hrs 8min
Manchester	48min
Newcastle	3hrs 23min
Nottingham	2hrs 38min
Plymouth	5hrs 37min
Sheffield	1hr 43min
Southampton	4hrs 37min

* Source: National Rail Enquiries



CAN WE ACCOMMODATE YOU?

Liverpool, and the city region, has a wide range of office space available. Whatever your requirements, and with over 159,557 sq ft of Grade A space available within Liverpool city centre, a strong pipe-line of new space coming on stream across the city region and a good supply of Grade B* accommodation, there is a wide choice of cost effective property options and site investment opportunities for you to choose from.

The diverse range of office space ranges from £10 per square foot for good quality refurbished space to £20 per square foot for prime Grade A space.

Three examples of the differing types of office available are shown (see separate sheet).

IS THERE SUPPORT TO HELP YOU ESTABLISH EASILY?

By locating to Liverpool, your business can benefit from tailor-made support available free of charge to help enable your operations to be established efficiently and effectively.

- Liverpool Vision's role is to help set out what you need to make your investment happen and address any concern that may arise as your plans progress. Typically this will mean Liverpool Vision providing the information that can build the business case – typically (but not limited to) information on the availability of people, property, finance, research opportunities and suppliers; and the cost of each of these various elements.
- In some cases, it may be that your project qualifies for some support from public funding and we can also assist with the identification of any suitable routes for this support.
- As the project progresses we can help ensure that the implementation of the project goes to plan and introduce you to the wider network of professional organisations across the City that can help ensure that you prosper into the future.

WHAT IS HAPPENING IN THE WIDER LOCAL ECONOMY?

Outside of the Business and Professional Services sector there are lots of other things going on across the city economy.

The major companies are investing here including Jaguar Land Rover – who make the Evoque and Freelander Models in the City; Novartis and Redx Pharma, two of the world's largest biotechnology manufacturing companies; and Bibby Line who straddle both maritime and financial services activities and are one of Liverpool's oldest major companies. Other companies with a significant presence in Liverpool and the wider region include Princes Group, Johnson Controls, Unilever and many others.

The Port of Liverpool is a major success story – the largest UK container port on the west coast; a major new (£300m) post-panamax scale vessel terminal; further investment in port facilities and road, rail, inland waterway multi-modal facilities; and already a location for 5 of the 6 largest global shipping lines.

Investment in the City continues with perhaps the largest current regeneration project outside of the Port sector involving the redevelopment of the Royal Liverpool Hospital which once complete will have involved a £424m project a major bridge project (£600m) creating a second crossing of the Mersey; and the on-going investment in offshore wind and oil & gas in Morecambe Bay.

All in all, there has never been a better time to move business into Liverpool. The Liverpool City Region generates £23bn in economic output every year and in the last decade Liverpool was one of the UK's fastest growing cities recording a 39% increase in output - the City is vibrant, dynamic and alive with opportunity.

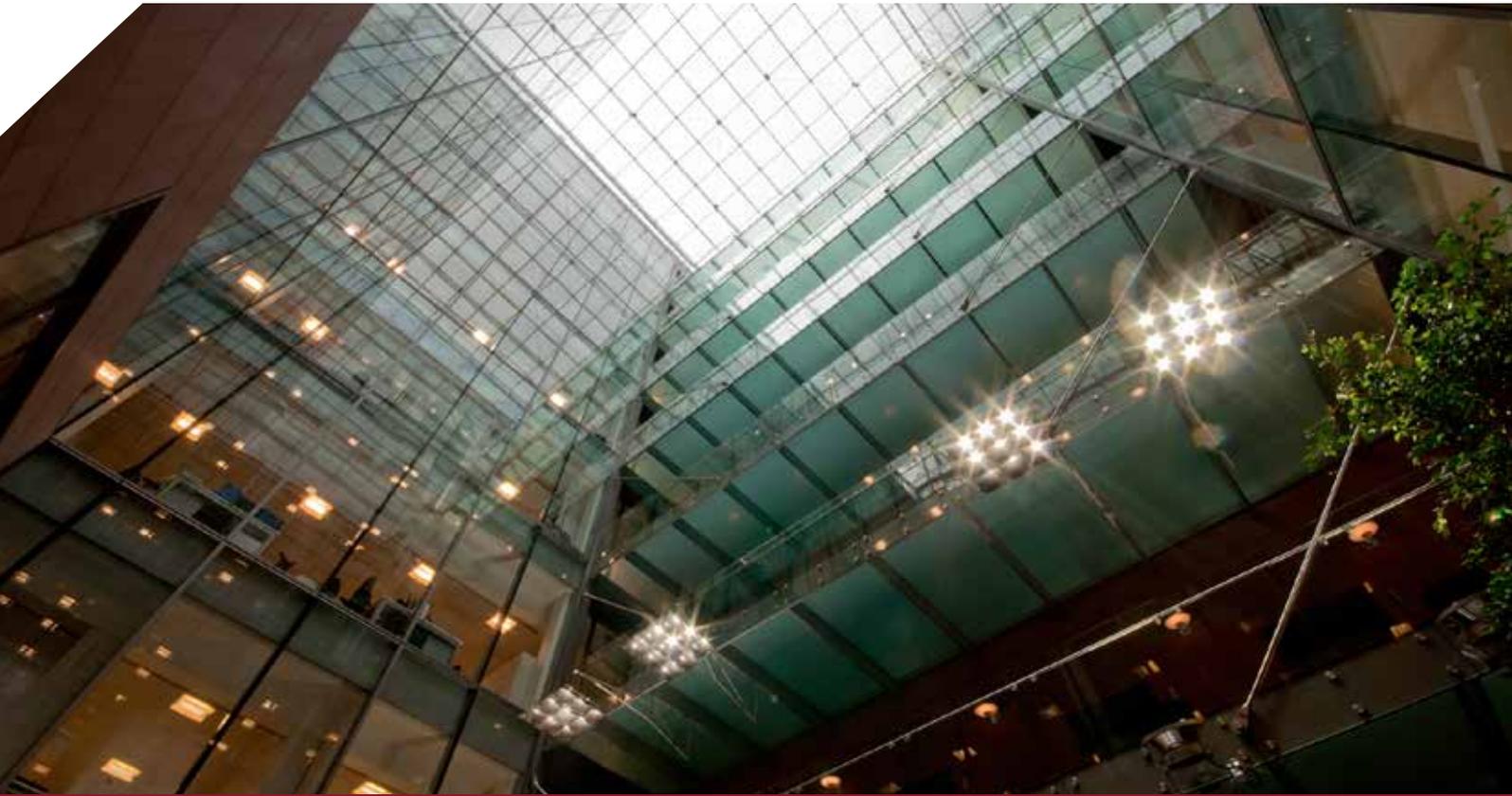


WHAT NEXT?

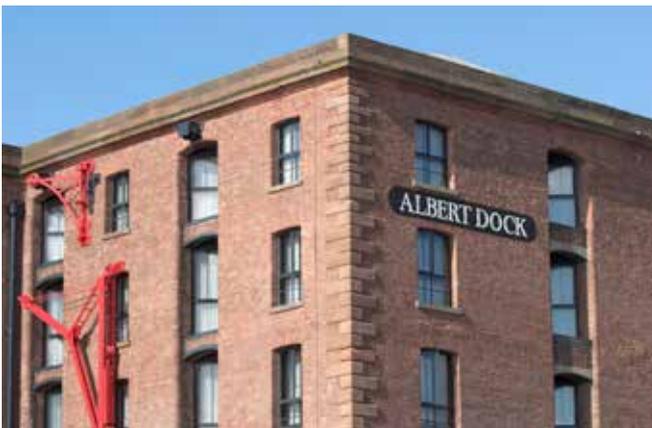
Liverpool is known for its distinctiveness, friendliness, passion and pride - we are waiting to hear from you to demonstrate our offer and answer many of the other questions that you may have concerning our great City. Email or telephone the contact points to help and we look forward to working on your plans with you.

Email Liverpool Vision at invest@liverpoolvision.co.uk or telephone 0151 600 2961 for help and we look forward to working on your plans with you.





NORTH SHORING OFFICE ACCOMMODATION EXAMPLES IN LIVERPOOL



ATLANTIC PAVILION, ALBERT DOCK, LIVERPOOL

DESCRIPTION:

Atlantic Pavilion lies on the South East corner of the world famous Albert Dock development. A comprehensive refurbishment completed in 2011 provides a striking new reception area with double-height windows overlooking the dockside. The suites have been completely remodelled to meet the requirements of discerning occupiers.

LOCATION AND ACCESS:

Albert Dock sits proudly at the heart of Liverpool's World Heritage waterfront. Long recognised as a successful office location, the quayside offices are just two minutes walk from the City's retail, leisure and business centres. Grosvenor's Liverpool ONE (outdoor mall) brings the best of international shopping and over 5,000 parking spaces to your doorstep whilst the adjacent Echo Arena and BT Convention Centre is acknowledged as one of the UK's most sought after venues. Around the dockside you will find The Tate Gallery, Beatles Story experience, museums, numerous first class restaurants, cafes, hotels and wine bars.

SPECIFICATION AND SERVICES:

Stunning waterfront environment, exposed original features, large flexible floor plates. Comfort-cooling, raised floors, metal ceilings. Two passenger and one goods lift serve all floors. Back up generator in the basement.

SIZE: Floor plates of up to 17,965 sq ft with availability to accommodate 20,000 sq ft +

PRICE: Guide rent £13 per sq ft



NO 4 ST PAUL'S SQUARE, COMMERCIAL DISTRICT

DESCRIPTION:

No 4 St Paul's Square, provides a stunning 8 storey Grade 'A' office building extending to a net Internal Area of 109,000 sq ft overlooking the Square and will form the gateway to the 1.5 million sq ft office led Pall Mall development, part of the planned extension to the Commercial District. The St Pauls Square scheme has played a major role in the renaissance of Liverpool's commercial offering and has set new standards in terms of architecture, design, quality and sustainability.

LOCATION:

Situated adjacent to Old Hall Street which forms the core of Liverpool's Commercial District. Old Hall Street is served directly by Moorfields underground rail station as well as being within 10 minutes walk of Liverpool's main bus station. Frequent bus services also serve streets adjacent to Old Hall Street. Nearby amenities include supermarkets, numerous café's/restaurants, Radisson Hotel and newsagents all within 2 minutes walk.

SPECIFICATION AND SERVICES:

The building benefits from an Excellent BREEAM rating, panoramic views of the city and unrivalled, modern office facilities. LG7 lighting, metal encapsulated, raised access floors, megapanel, 2.8 m floor to ceiling height, three 17 person passenger lifts, Multi storey car park available adjacent to St Pauls Square.

SIZE: Floor plates of up to 14,179 sq ft with availability across 4 consecutive floors.

PRICE: Guide rent £20 per sq ft



MANN ISLAND, LIVERPOOL WATERFRONT

DESCRIPTION:

Located between the Three Graces and Albert Dock, Mann Island is at the heart of the city and offers a unique office environment. These stunning black granite buildings make a striking architectural statement set around a South and West facing central public realm and Plaza. Overlooking a tiered canal basin with locks, linking the Pier Head with the Albert Dock complex. Renowned as a premier residential location and now established as a prime office destination with recent lettings to Merseytravel and Royal Institute of British Architects (RIBA).

LOCATION AND ACCESS:

Mann Island is located on Liverpool Waterfront adjacent to the Strand, the main waterfront arterial route. Mann Island is just 100 metres from James Street station on Liverpool's own underground loop which provides access to Liverpool Lime Street mainline services connecting to all major UK towns and cities.

SPECIFICATION AND SERVICES:

Grade A specification, raised access floors, LG7 compliant lighting, raised access floors, 4 pipe VRF cooling, glazed partition meeting rooms, direct lift access and basement parking

SIZE: Flexible suite sizes up to 15,877 sq ft with availability to accommodate the 20,000 sq ft+

PRICE: Guide rent £20 per sq ft

