



**ANNUAL REVIEW**  
2014-15

**#itsliverpool**



## FOREWORD

This review presents a summary of Liverpool Vision's achievements in 2014/15. It was another strong year in which Vision succeeded in creating 2,218 jobs, 500 business assists and attracted more than £70 million in private sector investment. This is a considerable achievement having been delivered alongside the International Festival for Business 2014 [IFB], and whilst undertaking a significant programme of organisational development.

The IFB 2014 represents the scale of ambition in Liverpool. The festival was the first event of its kind, with support from Government it was staged in Liverpool on behalf of the UK, to showcase Britain as a business destination. Developed from an initial concept set out by Lord Heseltine and Sir Terry Leahy into a practical scheme, it assembled public and private sector partners working together to bring over 68,000 delegates to 415 business events.

Having generated £200 million of investment deals and created an estimated 10,000 jobs over the next three years, IFB 2014 underlines the key challenges to ensuring a prosperous future for Liverpool; creating jobs and attracting investment. Liverpool Vision is delivering this and will continue to focus on making it happen.

**Joe Anderson OBE**  
MAYOR OF LIVERPOOL



## INTRODUCTION

Liverpool Vision is the Mayor of Liverpool's economic development company with a sole purpose of creating jobs, generating investment and marketing the city to investors and visitors.

In addition to delivering the inaugural International Festival for Business, the year saw many other highlights. Marketing Liverpool continued its great work of communicating positive messages about the city around the world and has successfully moved towards delivering commercial projects. Invest Liverpool has further engaged with international markets and developed an investment pipeline of leads that will bear fruit over the next two years. Vision has also led the delivery of the Liverpool element of the Merseyside Business Support Programme, part-funded through the European Regional Development Fund.

This document shows what we have achieved.

Vision remains focused on generating jobs and business growth, and attracting investment in Liverpool. More information about our future plans is available on our website, [liverpoolvision.co.uk](http://liverpoolvision.co.uk)

**Max Steinberg CBE**  
CHIEF EXECUTIVE, LIVERPOOL VISION

# OUTPUTS

A summary of the total key direct outputs achieved this year is outlined in Table One.

The total of 2,218 jobs created has exceeded by almost 100 per cent the previous year's targets of 1,305, reported in the previous financial year, and the 615 in the year before that. The impressive, enhanced performance is due to the increased focus on inward investment, which has generated more than 1,100 of the jobs and through support provided during the IFB. This is excellent news and further supports the rationale for the IFB.

The figure of £78 million of private sector investment generated is a substantial increase on the £30 million reported in the previous year, although below the target of £120 million. The improvement reflects the increased focus on the investment function, which has doubled the number of projects in the pipeline. The appointment of a new Investment Director in addition to a company restructure should ensure this positive progress continues throughout 2015/16.

The total of 500 businesses assisted is within the overall target dictated by the ERDF programme. Given that the focus on supporting the delivery of the IFB has involved significant time commitment from staff, particularly in quarter one and two, this is a creditable performance. Vision did not deliver start-up services in 2014-15 and general business assists will cease once the ERDF programme ends in October 2015, enabling Vision to focus on targeted support of high growth companies.

**Table One:**  
Liverpool Vision Performance against output targets

	Target	Total
<b>Jobs Created</b>	<b>1,800</b>	<b>2,218</b>
Invest Liverpool		1,194
IFB (Named cases, secured, to Sept)		42
IFB (By formula, secured, to Sept)		640
IFB (Visitor economy impact)		202
Merseyside Business Support Programme		140
<b>Private Sector Investment</b>	<b>£120m</b>	<b>78,125,189</b>
Invest Liverpool		52,814,000
IFB Operational		6,743,000
IFB (reported company cases)		17,695,000
Marketing Liverpool		873,189*
<b>Business Assists (MBSP)</b>	<b>*</b>	<b>500*</b>

## KEY POINTS

WE CREATED  
**2218** JOBS



  
**500**  
BUSINESS  
ASSISTS

INTERNATIONAL  
FESTIVAL FOR  
BUSINESS  
2014

WE DELIVERED

**400+** EVENTS  
SPONSORSHIP  
& INVESTMENT  
**£6m**

WE GENERATED  
MORE THAN

**£70m**  
OF PRIVATE SECTOR  
INVESTMENT INTO LIVERPOOL



# BUSINESS AREAS

## INTERNATIONAL FESTIVAL FOR BUSINESS 2014

The delivery of the IFB 2014 and preparations for the IFB 2016 have been a major and increasing part of Vision's work over the past year. The IFB 2014 was very successful with over 400 events delivered, and almost £6m raised in sponsorship and investment. This represents a major achievement.

Work has commenced in preparation for the IFB 2016, following a successful launch at Lancaster House in February. IFB 2016, now branded within the UK Government's GREAT campaign and being developed in close partnership with UKTI, has already over 16 events secured or near final contract stage, advanced negotiations with four headline sponsors and a dedicated team in place.

It should be noted that the workloads involved in the IFB project have been huge. In this context, having delivered significantly increased outputs in the past year is a major achievement.

## MARKETING LIVERPOOL

Marketing Liverpool has made very significant progress in the past year. It successfully led the delivery of a range of projects, an increasing proportion of them on a commercial basis. Liverpool's presence at MIPIM, the world's leading property expo, is an excellent recent example of this. Marketing Liverpool project managed the venture, working with a group of private sector partners and the Mayor of Liverpool, with the private sector providing the funding to meet the operational costs. This brought the whole together in a cost effective and efficient way. Overall, Marketing Liverpool brought in approximately £250k in commercial revenue, through project management, sponsorship and advertising.

## INVEST LIVERPOOL

Vision has focused significant time and effort on engaging with international markets in the past year, in support of developing and promoting the IFB. These activities have engaged key targets in priority markets of China, India, the United States of America, Germany, and many other countries. This has developed an unprecedented pipeline of leads that look set to bear fruit in the next two years. The IFB, for example, brought many potential overseas investors to Liverpool for the first time; given that visiting a location is in many cases a precursor to choosing to invest in it, this is a very important step.

The appointment of a new Director of Investment will enhance this function and maximise the international positioning of Liverpool as a key destination to invest in.

The Liverpool in London and USA presence continues to act as key anchors for supporting Liverpool companies to trade with the South East and USA markets and create new investment leads.

## BUSINESS GROWTH SUPPORT

Vision led the delivery of the Liverpool element of the Merseyside Business Support Programme throughout the financial year, delivering 140 jobs and 500 business assists. This represents a good success for the programme that ends in October 2015 despite many operational issues at programme level, which placed huge risks on delivery.

## SUPPORTING DELIVERY

Internally, Vision continues to deliver efficiencies through reviewing and implementing a new company structure, use of information technology and contracts used to procure external services. This has seen Vision move to a more commercially focused approach, with both Marketing Liverpool and Liverpool in London respectively generating revenue streams to help support the delivery of activity undertaken by Vision.

[liverpoolvision.co.uk](http://liverpoolvision.co.uk)



Mayor of  
Liverpool



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