

# ANNUAL REVIEW 2017/18





## FOREWORD

This review presents a summary of Liverpool Vision's achievements in 2017/18. With the creation of 1,042 jobs and generating over £79 million in private sector investment, I am delighted that it has been another very strong performance.

This considerable achievement emphasises Vision's contributions to both the City and the broader Liverpool City Region.

Over the last year, the continued work developing local, national and international partners clearly demonstrates Vision's value. The scale of the ambition is undiminished; ensuring Liverpool is a global business destination and each of its three directorates makes a significant contribution towards this.

Liverpool Vision will continue its excellent work generating jobs and securing investment for the City over the next year. These opportunities were maximised through hosting the 2018 International Business Festival, which took place in Liverpool in June 2018. With 26,000 attendees, from over 100 countries taking part in the 2016 Festival, this year we once again welcomed thousands of local, national and international delegates to the city .

**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.

The last year has seen notable successes across all three directorates. Building on previous Festivals, the planning and preparation to deliver a successful 2018 International Business Festival has been accomplished. In addition to attracting international investors, Vision has ensured this will provide local business with the platform to foster and develop international connections, thereby maximising the benefits for the City Region.

Marketing Liverpool as the City Region's official destination marketing organisation has provided the leadership to ensure Liverpool's attractiveness to visitors, investors, residents and students remains competitive and sustainable. Record visit levels not only demonstrates Marketing Liverpool's success but also underlines Liverpool's reputation as a vibrant and culturally rich destination.

Invest Liverpool have further developed positive and meaningful relations with international markets and key sectors. Whilst also delivering more than double the target for the number of successful projects, work has been maintained on developing the pipeline. This will ensure benefits will continue to be secured over the coming years. Alongside developing international connections, Invest Liverpool also continue to successfully deliver the Liverpool City Region Growth Programme and the Local Growth Hub to provide support to local businesses.

This report demonstrates what was achieved in 2017/18. Vision remains focused on generating jobs supporting business growth and attracting investment in Liverpool. More information about Liverpool Vision's future plans are available on our website: [www.liverpoolvision.co.uk](http://www.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.

Over the last year Liverpool Vision has focused on delivering the final year of a three-year (2015-18) business plan. This has ensured the company has remained committed to the aim of generating jobs and investment in Liverpool. Liverpool Vision's performance in 2017/18 was extremely strong.

Vision created 1,042 jobs and attracted more than £78 million in private sector investment; meaning the company met the job creation target and delivered 205% of the private sector investment target. This was largely driven by 47 investment projects attracted by Invest Liverpool and supplemented by almost £1 million worth of private revenue secured by Marketing Liverpool.

This is a particularly noteworthy achievement alongside developing a renewed concept and design for the 2018 International Business Festival, which has played a major part of Liverpool Vision's activity in 2017/18. Hosting the Festival in June 2018 generated significant outputs for the City and City Region over the subsequent years.

## INTERNATIONAL FESTIVAL FOR BUSINESS 2016 (IFB2016) AND INTERNATIONAL BUSINESS FESTIVAL 2018

Developing the 2018 International Business Festival and identifying the impacts of IFB2016 have played an integral part of Liverpool Vision's activity over the last year. The One Year On Evaluation Report, published in June 2017, provided a more accurate reflection of the Festival's impacts. This reported that 500 companies had or expected to create jobs as a result of attending the Festival, giving a net additional total of 2,260 jobs.

In terms of the financial impact, the OYO Evaluation estimates that £74 million of export sales will be achieved in the three years following the Festival. A total of £92 million of UK sales will be achieved by 850 businesses. Furthermore, 550 business have secured private sector investment deals, worth a total of £14 million. These outputs demonstrate the Festival's success and provide an indication of the capital and human resource required to stage the event.



The Festival in June 2018 was developed and successfully delivered with funding secured from the Liverpool City Region Single Investment Fund. Over the three weeks it was hosted in Liverpool, it attracted thousands of delegates, from 100 countries, making it one of the largest business events of the year. Providing the platform for global businesses to share expertise, businesses had an unparalleled opportunity to secure international investment.

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Major sponsorship deals were agreed and HSBC returned as headline partner alongside British Airways. These brands brought significant profiling benefits to the Festival. Additionally, relationships were strong with Day and Festival Partners, including DWF, Seqirus and SportsPesa. Government support remained strong, with the UK Innovation Hub providing direct contact to government agencies.

Over 50 world-class events were contracted to take place during the Festival; including 'She Trades Global' and 'The World Forum for Foreign Direct Investment'. In response to feedback from IFB2016, significant changes were implemented to ensure a positive delegate experience for all including a revised concept and programme, with greater emphasis being placed on maximising networking opportunities for all delegates.

## MARKETING LIVERPOOL

Over the last financial year, Marketing Liverpool has continued its impressive work promoting the city region as a global destination for visitors, conventions and investment. With a 4% increase to 62 million visitors to the City Region in 2016, providing an economic impact of £4.3 billion, this emphasises Marketing Liverpool's essential role in attracting new and returning visitors to the City Region.

Marketing Liverpool has maintained positive and encouraging commercial momentum throughout 2017/18, with consistent member and project growth. Private sector revenue of nearly £1 million has been reinvested back into the business, supporting the City Region's promotion.

Private sector support continues to grow, with over 100 companies benefiting from Marketing Liverpool's brand assets and platforms. In addition, both VisitLiverpool and Liverpool Convention Bureau (LCB) memberships have increased over the last 12 months, currently standing at 412 VisitLiverpool members and 126 LCB members; equating to an annual 7% rise.

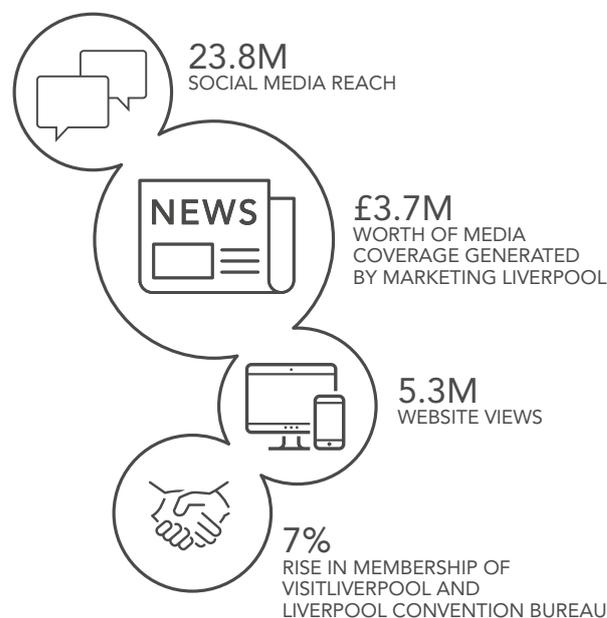
Furthermore, LCB enhances the City Region's profile by promoting the City Region as a premier location for conferences and events to local, national and international markets. Highlights include the Royal College of Nursing Congress returning to Liverpool with 5,000 delegates, the Global Greens Congress hosting more than 2,000 delegates from 100 countries, at ACC Liverpool, for their largest ever gathering and successfully transitioning The Manufacturer Live from Birmingham. This attracted 5,000 delegates, thereby becoming Europe's largest digital manufacturing

event. LCB received a bronze award at the 2017 M&IT, which attests to their impressive work in 2017/18.

Attracting heavyweight national and international media coverage is a priority for Marketing Liverpool. Marketing Liverpool showcases the city to journalists, broadcasters, bloggers and photographers as part of a media campaign. Notable examples include features about Sgt. Pepper's at 50 in Globo TV, the second-largest TV network in the world and significant features in both Le Figaro and the Conde Nast Traveller. With a total of 168 media features, an estimated £3.7 million of media coverage from across 43 countries was secured.

Marketing Liverpool also hold a number of the city's most influential media accounts. In 2017 its associated brands accumulatively delivered 5.3 million website views and 23.8 million social media reach, underscoring the size of Marketing Liverpool's audience.

This momentum will be built upon in 2018; a special year as it marks a decade since European Capital of Culture and the launch of Liverpool ONE and ACC Liverpool. Marketing Liverpool will be working closely with its partners to deliver memorable celebrations and ensure maximum returns are generated for the City Region.



# INVESTLIVERPOOL

## ADVANCING THE CITY REGION

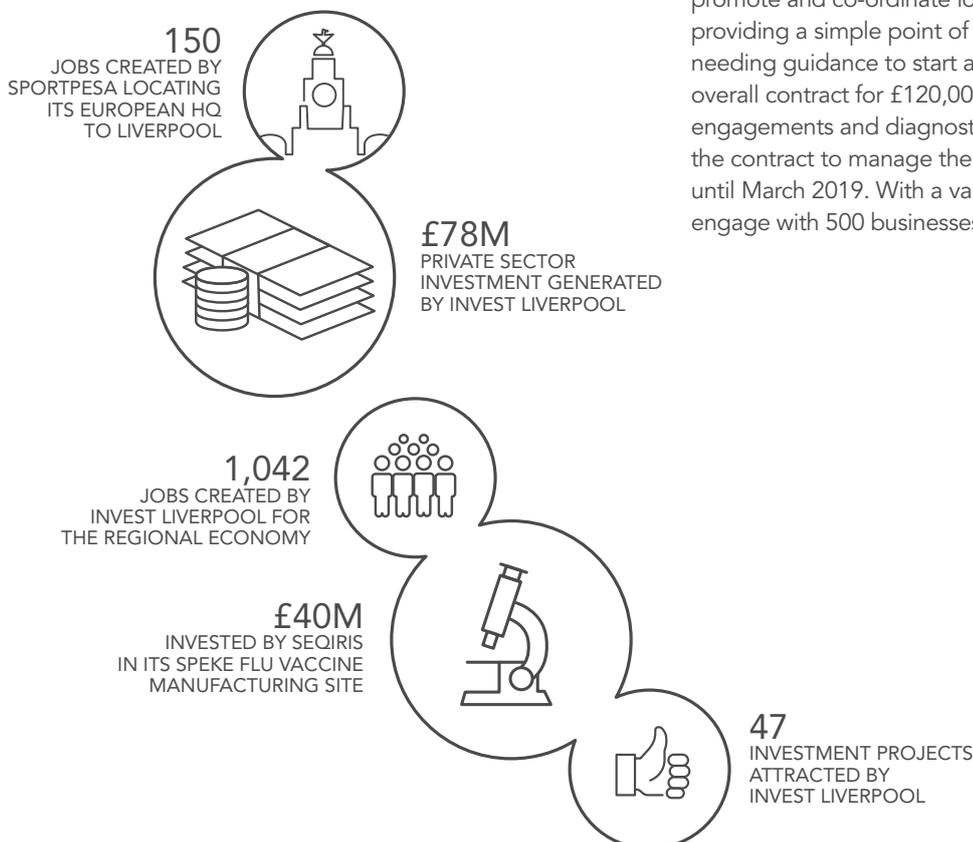
Invest Liverpool has spent much time and resources engaging with key sectors and international markets to position the city as a key destination in which to invest. This has involved hosting numerous international delegations, with a focus on those sectors in which Liverpool demonstrate international excellence. Whilst North America and Europe remain pivotal targets for attracting investment, furthering Liverpool's relationships with China has been overwhelmingly positive. Engagement with larger Chinese companies is coming to fruition and Invest Liverpool's activity has been recognised with Liverpool Vision being shortlisted for the DIT Greater China Business Award 2018.

Invest Liverpool's success is underlined by significant outputs; 1,042 jobs created and over £78 million of private sector investment generated. In terms of projects, highlights include attracting the online gaming company SportPesa to establish its European headquarters in Liverpool, which is expected to generate 150 jobs over subsequent years. BDO locating their Shared Services Centre within Liverpool has already created 72

jobs at the global accountancy practice, with 250 jobs expected to be created over the long term. Also, Seqirus have continued investment at their influenza vaccine manufacturing site at Speke with £40 million of investment, leading to the creation of 82 new jobs over the last year.

The ERDF Liverpool City Region Business Growth Programme (LCRIBS) is delivered for Liverpool by the Invest Team. Complementing the Local Growth Hub, this provides specialist advice, diagnostics and brokerage services to those businesses reluctant to engage with existing business support providers. The current contract ends in December 2018 and Invest Liverpool are confident of meeting the delivery targets of supporting 110 businesses and creating 35 new jobs. An extension to ERDF contract is currently being worked upon and would extend the programme for a further three years (2019-2021), requiring Invest Liverpool to support 150 businesses and create 54 new jobs.

In addition to LCRIBS, in 2017/18 Invest also delivered the second of a two-year contract for the Liverpool Growth Hub. The purpose of the Growth Hub is to promote and co-ordinate local business support by providing a simple point of access for organisations needing guidance to start and grow their business. The overall contract for £120,000 generated 1,233 business engagements and diagnostics. Invest Liverpool has won the contract to manage the service for a further year until March 2019. With a value of £50,000 the team will engage with 500 businesses over the contract period.



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TABLE 1: LIVERPOOL VISION OUTPUT REPORT 2017/18

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ADVANCING THE CITY REGION

OUTPUT MEASURE	Total Target 2017/18	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	% of target
Jobs Created	1,037	165	145	422	324	1,042	100%
Inward Investment (Capital Expenditure £m)	£38,250,000	£7,500,000	£35,000,000	£35,000,000	£1,000,000	£78,500,000	205%
Successful Projects	20	11	6	16	14	47	235%

## MARKETING LIVERPOOL

OUTPUT MEASURE	Total Target 2017/18	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	% of target
Private Sector Revenue (£)	£1,000,000	£286,053	£132,188	£304,281	£275,035	£997,557	99.5%
Number of CVB enquiries	300	74	58	72	112	317	106%
Number of Media Features (National / International)	180	50	23	73	22	168	93%
Web Traffic (visits)	2,100,000	584,420	580,926	440,517	528,000	2,133,863	102%
Social media engagements	540,000	250,695	101,761	75,646	113,174	541,276	100%



**#LIVERPOOL2018**

**LOSE YOURSELF.**

Liverpool 2018 is a year-long celebration of unique and unforgettable cultural moments. From feel-good festivals to exhilarating exhibitions, amazing art to magnificent music.



**VISITLIVERPOOL.COM**



Mayor of  
Liverpool



**European Union**  
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Development Fund

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