

Advanced Manufacturing in
Liverpool City Region:
Opportunities for Growth
2014

Liverpool City Region LEP is an alliance of more than 450 businesses and organisations committed to growing the region's economy.

Businesses including globals and multi nationals. Centres of excellence including Universities and University Technical Colleges. World-renowned research facilities and small and medium sized enterprises, represented by ground-breaking entrepreneurs. Organisations including Liverpool City Region's six local authorities. All collaborating and all committed to sustainable economic growth.

This Membership model makes Liverpool City Region Local Enterprise Partnership unique among England's 39 LEPs.

Find out more at LiverpoolLEP.org or by emailing membership@LiverpoolLEP.org

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INTRODUCTION



Advanced Manufacturing is already a major industry and contributor to the economy of the Liverpool City Region (LCR).

We want to do more to inspire new business, to create new networks and to promote new investment.

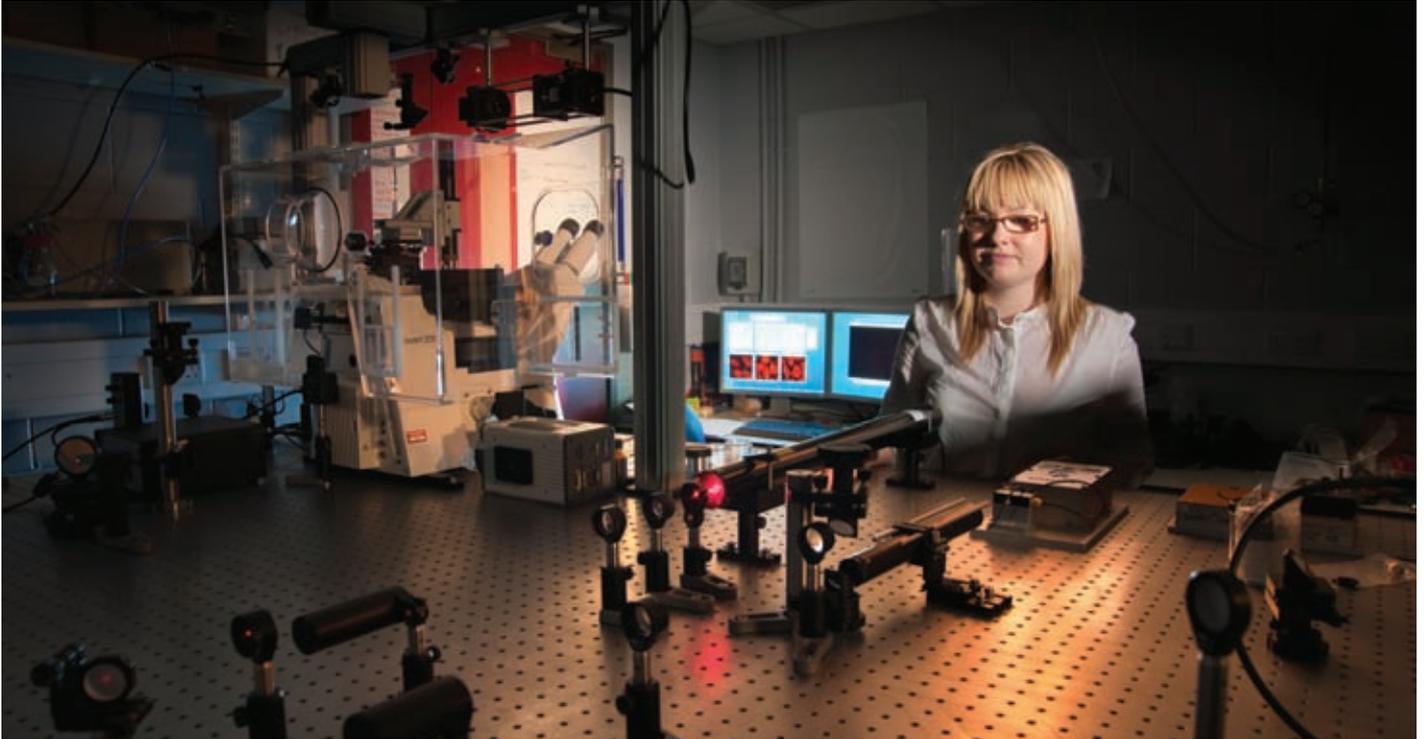
We want to provide jobs for a skilled, dedicated workforce that is locally grown, competing on a world stage.

We want to drive innovation and growth.

This is how we can do it.

There are 3,000+ manufacturing companies in the Liverpool City Region, many of them household names like Jaguar Land Rover, Johnson Controls, ABB, Unilever, United Biscuits and Cammell Laird. From pharmaceuticals to shipping, car manufacture to energy development, the sector is made up of multi-nationals and homegrown talent. Nearly 50,000 people are employed in the manufacturing sector. It generates £3.2 billion to the LCR economy. This is an industry to be nurtured and promoted.

This plan, updated in October 2013, sets out the roadmap for growing Advanced Manufacturing within the LCR. It details recent trends in the industry, a snapshot of the City Region's market position, and an overview of our forward plans. More detailed plans can be found at www.liverpoollep.org/makingit



Like Liverpool City Region itself, Advanced Manufacturing stands in good stead compared with the rest of the UK. The LCR has a population of 1.5million and a £23.1billion economy. It has seen significant growth over the past decade, building and securing its business base. In the face of the global downturn, the LCR economy has demonstrated great resilience.

At the forefront is its manufacturing sector. It is one of the most productive in the UK, outstripping the national average. In the LCR, the manufacturing sector contributed 13.2% to the City Region's economic output. In the UK the figure stood at 11.6% (2010). This level of productivity is hugely attractive to global firms. Manufacturing, therefore, is critically important to the Liverpool City Region and its ability to grow and expand its economy.

Growth in the sector is not a given, however. Advanced Manufacturing faces challenges in the global economy. There are changes in technology to consider, supply chains, as well as routes to market and customer demands. Companies may find themselves needing to change the way they operate, as well as sourcing investment.

The biggest challenge undoubtedly is on the national stage; employment in manufacturing is reducing. Asia has a competitive advantage based on cheaper labour costs. Outsourcing has hit the UK manufacturing sector hard. There are opportunities to reverse this trend. High transport costs are helping Western economies compete for business once again; it is more expensive to work in emerging economies due to a lack of infrastructure.

The UK is improving its competitiveness through investment in new digital and bio technologies, and also through increasing productivity through resource and waste efficiency.

Advanced Manufacturing sector must stay ahead of the game and improve its competitive position, by focusing on People, Business and Growth. There needs to be a focus on entrepreneurship to foster connectivity between local, regional and national business. We need to develop the local supply chain, making it work for everyone. Inward investment needs to increase and there needs to be more support for Advanced Manufacturing firms who are feeling the pressure.

The Liverpool City Region can play a major part in the UK-wide development of manufacturing.

This is how.



THE TRENDS IN ADVANCED MANUFACTURING

Look at the wider picture

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Advanced Manufacturing in the Liverpool City Region is subject to global consumption patterns and international economic conditions. Staying ahead of the game and remaining competitive is the key to continued success.

I. The Global Picture

The past thirty years has seen a significant shift towards a more globalised manufacturing economy, and this looks set to continue into the future. The growth of economies such as Brazil, Russia, India and China, and especially increasing wages will drive a growth in consumer demand. Emerging economies present significant untapped consumer markets.

Supply chains will continue to be fragmented and international in scale, reinforcing the importance of logistics and good networks. Finally, the drive towards lowering cost of production looks set to continue, meaning the LCR will meet stiff competition from lower cost economies.

The future will also look significantly different, and suggests an alternative, more sophisticated strategy is required.

Increasingly concerns are focused on the cost and scarcity of energy, resources and materials. Manufacturing is set to become greener and efficiency will drive the immediate future. Sustainability is critical and we are seeing this through a number of different trends.

Some companies are reconsidering their off-shore and manufacturing policies. They see increasing transport costs, natural disasters impacting on supply chains, and they consider the fragility of the economies they have relied on. More limited resources means more lightweight technology, composite materials, and more advanced processing. It also means increased efficiency, waste management strategies and the increased management and control of supply chain and manufacturing processes.

Technological change will continue to affect every part of the manufacturing process. Digital technologies will improve customisation, real-time supply chain strategies and monitoring processes. Data processing, storage and security will continue to evolve.

There is also a trend towards a *shorter and more flexible production run*, one that can be adapted for a higher level of customisation. Automation, new materials and techniques such as nano or bio-technologies will demand greater levels of innovation and investment in research as well as the required skills and competencies within the workforce.

Repatriation and on-shoring means companies will be looking for a manufacturing base with a strong supply of skilled labour and strengths in sustainability, technologies and materials.



II. The National Picture

Manufacturing has been declining in the UK for a generation. In 1970, it represented 34% of GDP. By 2011, it had fallen to 13%. Employment in the sector had dropped by a third.

It's a stark fact, but it isn't the whole story. Manufacturing is still important to the UK economy, in fact more so than other Western economies; the sector represents 13% of economic output, compared with 11% in France and 12% in the US. Rank each country by its manufacturing output and the UK is in 9th position. The UK Government has positioned Advanced Manufacturing at the heart of its industrial strategy, aiming to maintain the UK's global competitive through skills, technology, innovation and production.

There is also capacity for growth. The Technology Strategy Board (TSB) published a report looking at where growth could come from in the

manufacturing sector. It highlighted pharmaceuticals, biotechnology, aerospace, automotive, energy and the digital economy.

More specifically it listed the key areas for growth that will become increasingly important:

- **Materials science – lightweight material and composites**
- **ICT**
- **Sensors**
- **Robotics**
- **Bioprocessing**
- **Data processing and Storage**
- **Energy Management**

Advanced Manufacturing companies in the Liverpool City Region can seize this opportunity.

The Importance of Competencies

A competency is an attribute of the manufacturing industry that enables businesses to respond to changing

global trends and drivers in a way that captures value for the future economy. Competencies tend to impact across a range of sectors, for example good processing skills will be important in both automotive and the food industry. The TSB has identified a series of competencies required to secure the future UK competitiveness under the following themes:

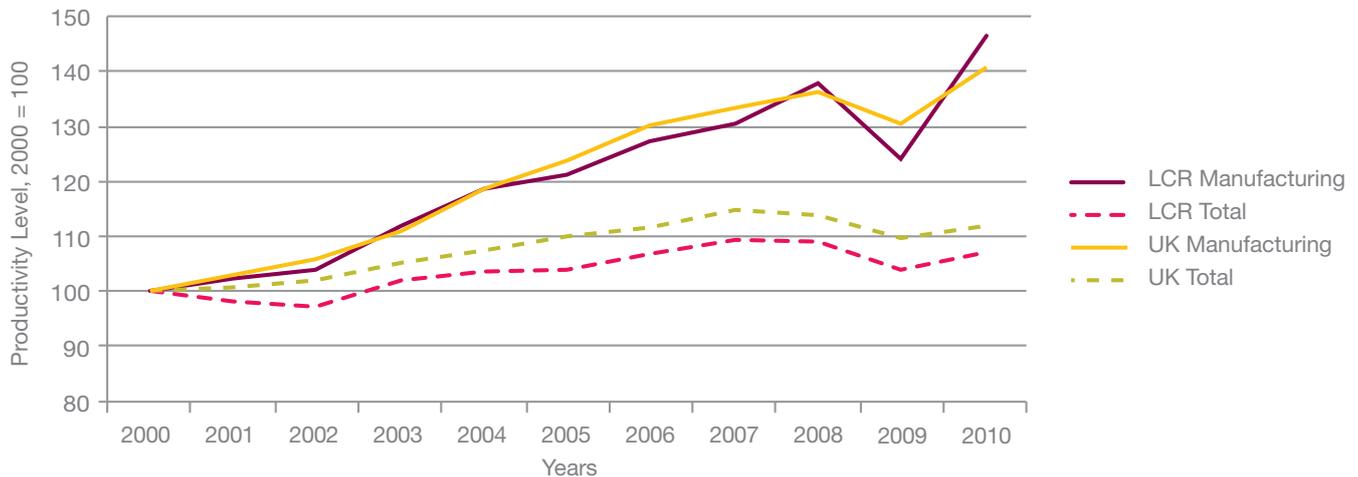
- **Resource efficiency**
- **Manufacturing systems**
- **Materials Integration**
- **Manufacturing processes**
- **Business Models**

Liverpool City Region has already started the process of identifying its strengths and aligning them to UK priorities through the Making It process (see page 19).

Advanced Manufacturing represents more than a tenth of the Liverpool City Region economy

It can make a bigger contribution to the UK output, creating jobs, growth and driving innovation

UK and Liverpool City Region Manufacturing Productivity



Source: Oxford Economics, Liverpool City Region Forecasts, 2013

Across the UK, manufacturing represents 11.6% of economic output. In the LCR it is higher at 13.2%

III. The Local Picture

3000+ manufacturers drive a local manufacturing sector that is thriving.

There are 49,400 employee jobs in the LCR manufacturing sector, equating to 8.6% of all jobs in the City Region and contributing £3.2bn to the economy.

16,000 people are employed in 'High Value Manufacturing' – sub-sectors which involve advanced engineering, processing and technology.

These jobs are highly skilled and well paid. Economic output per job (productivity) in advanced manufacturing is £47,305. This is 7% higher than the UK average in the sector; and 30% more than the average for all business in the Liverpool City Region.

The Advanced Manufacturing sector is set to grow 22% over the next ten years in the Liverpool City Region, compared to 19% nationally.

As the UK manufacturing sector changes and adapts, the LCR must seize the opportunity.

In the past, the focus on productivity within the manufacturing sector has led to a reduction in the numbers of jobs. This indicates the need for scale; winning enough new investment to increase jobs, at the same time as improving productivity. The Liverpool City Region needs to position itself for new investment.

If the Liverpool City Region, as in the rest of the UK, cannot be competitive in terms of cost, it must be competitive in terms of quality, innovation and efficiency. The UK is looking to emerging technologies to herald this growth, therefore the Liverpool City Region is in a good position.

- In bioprocessing it achieves national recognition with private firms operating alongside university research teams
- In automation new materials and new build processes have made it a globally recognised model for improved productivity and performance

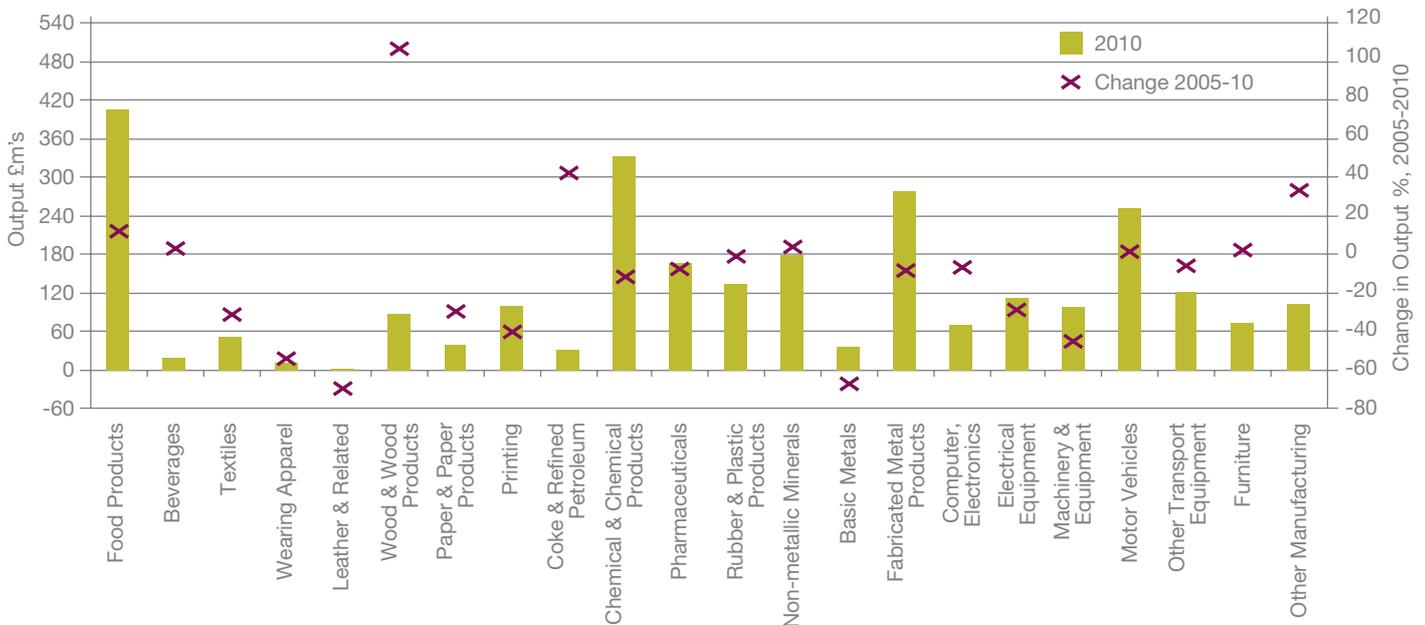


STEPS TO GROWTH

Tapping potential

3

Output and growth by Manufacturing Sub-sector in Liverpool City Region, 2005-2010



Source: Oxford Economics, Liverpool City Region Forecasts, 2013

Creating a young, innovative and skilled workforce

The Advanced Manufacturing sector of the future needs a workforce that is skilled and semi-skilled; that is well-versed in research, innovation and development as well as manufacturing, assembly, commercial needs, logistics, financial activities and administration.

The labour market needs to change to reflect and respond to a changing demand and the labour supply needs to be flexible.

Working with employers, the Liverpool City Region has recently published a "sector skills agreement", setting out a plan for realising potential and the role of Government, businesses and other stakeholders in making this happen.

Manufacturing needs to tap the potential of the City Region to grow a flexible, well-educated and skilled workforce. There are 975,000 people of working age in the LCR – a figure that has grown over the last five years – and there are 80,000 full-time students.

Increase that population to include those who live just an hour's commute away and the population swells to 6.9million. Increase the commute to two hours and it more than doubles to 14.9million.

A tenth of the LCR's workforce is aged 16-19. That is above the national average. A fifth of the working age population is in their twenties. There is real potential to develop skills and reap the benefits while these individuals are still in employment, capitalising on the current working generation.

The working life of long-serving and established workers in conventional manufacturing process is ending.

A new pool is required and this involves working with schools, colleges and careers advisers to promote the opportunities that exist. At the same time, advanced manufacturing now represents leading edge technology and innovation. The new workforce must be equipped with skills and motivation to match.

Skills are vital. The majority of manufacturing workers in the region are in skilled trades, machine operatives and in processing plants. The national trend towards new sectors demands an increase in workers with professional and technical jobs. To achieve this there needs to be an increase in educational attainment in the City Region. Work is already being done and more pupils are achieving five or more GCSEs in a bid to catch up with the national average. But the work is just beginning.



GOING FROM STRENGTH TO STRENGTH

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Our Advanced Manufacturing sector is in a good position to capitalise on opportunity and to help it grow and expand

What are companies that plan to invest in manufacturing looking for? They want skills, a secure supply chain and good transport links, along with a focus on research, innovation and development.

The Liverpool City Region is already in a good position. We can't rest on our laurels so access to finance and work has to continue to make the most of each of our strengths. This will help us continue to be a compelling environment for investors.

I. Connectivity

A century ago, one in four ships travelled through the River Mersey and the Liverpool City Region was the gateway to the world. In the 21st Century the region remains at the forefront of infrastructure technology, investment and accessibility.

With its central position and excellent connection to the national motorway network the City Region is only three hours' drive away from most UK cities. By rail London is two hours away.

100% broadband coverage and complete city centre Wi-Fi make the LCR one of Europe's most digitally connected urban areas. Next generation broadband installation is underway.

The Liverpool City Region **SUPERPORT** is building on traditional trade links and bringing them into the 21st Century. An international gateway for cargo between the UK, Ireland, the US and Canada.

Over £1.8 billion is being invested in new infrastructure and facilities creating a **SUPERPORT** of global significance;

Liverpool2, a £300 million deep water container terminal with a 100,000 sq ft warehouse, will handle some of the world's largest post-Panamax vessels and will be complete by 2015.

The Mersey Gateway will deliver a new six lane crossing over the River Mersey significantly improving the region's road connectivity.

Liverpool John Lennon Airport (LJLA) is one of Europe's fastest growing airports flying to 60 destinations. Manchester Airport is within an hour's drive, and flies to 200 destinations including 60 flights a week to the US.

II. Land and Property

Developers, landowners and Local Authorities are bringing forward development sites in all boroughs of Liverpool City Region.



The larger sites range in size from 10 to 100 hectares. They are close to the Port, motorways and rail freight facilities. Key existing sites include: The West Float Automotive Supplier Park and the wider Wirral Waters investment programme; 3MG in Halton; Knowsley Industrial Park; Atlantic Park in Sefton; G Park in Liverpool; and Parkside Colliery in St Helens.

The Liverpool City Region is home to two Enterprise Zones. Mersey Waters Enterprise Zone is situated on both the Liverpool and Wirral side of the Mersey. Sci-Tech, Daresebury is a national centre for high growth, high-tech companies and home of the Virtual Engineering Centre. The zones can provide tax breaks of up to £275,000 for business over a five year period, areas of the EZ in Wirral can provide 100% capital allowances.

III. University and Research

Knowledge is integral to growing our economy. Research facilities, driven by the City Region's universities, are integrated with private sector expertise. All of the LCR Universities have strong employer engagement programmes, and are able to offer tailored and bespoke training, degree programmes and internships related to the manufacturing industry. They also work through Knowledge Transfer Networks relevant to their areas of specialism to embed research into industry.

University of Liverpool

95% of the mechanical, aeronautical and manufacturing engineering research at the University of Liverpool is ranked as being of international standards, as well as 100% of its metallurgy and materials research. The recently established Stephenson Institute for

Renewable Energy is undertaking research into renewable energy sources.

The University has world-class research facilities in:

- Additive Manufacturing
- Aerospace research
- Laser technology at Lairdside Laser Engineering Centre
- Silicon Electronics
- Nanotechnology at the Ultra Mixing and Processing Facility and Liverpool Institute for Nanoscale
- Science Engineering and Technology
- Composites at the Centre for Materials Discovery
- Integrating digital to Manufacturing and Marketing iD2M Centre
- Agility and Supply Chain Management Centre



Liverpool John Moores University (LJMU)

LJMU leads in research and has strong connections with the aerospace industry.

Its Research Centre for Electrical and Electronic Engineering has expertise in silicon electronics with 90% of its research judged to be of international standards.

The Advanced Manufacturing Technology Research Laboratory (AMTReL), within the General Engineering Research Institute, focuses on abrasive processes.

The Mechanical Engineering and Materials Research Centre (MEMARC), with the School of Engineering, Technology & Maritime Operations, focuses on materials development, mechanics and processing.

LJMU's ERDF backed SME programme is able to offer tailored support to establish and grow new business.

LJMU has links with some of largest manufacturing companies in the region including Jaguar Land Rover, BAE, Airbus Industries and Pilkington.

Virtual Engineering Centre (VEC)

Based at Sci-Tech Daresbury, the VEC works with the North West Aerospace sector and wider industry to provide a focal point for world-class virtual engineering technology, research, education and best practice. Its aim is to improve business performance right along the supply chain. It has a key partnership with Airbus. Also based at Daresbury is The Engineering Technology Centre.

The region's North West Composites Centre and the Cockcroft Institute are significant assets.

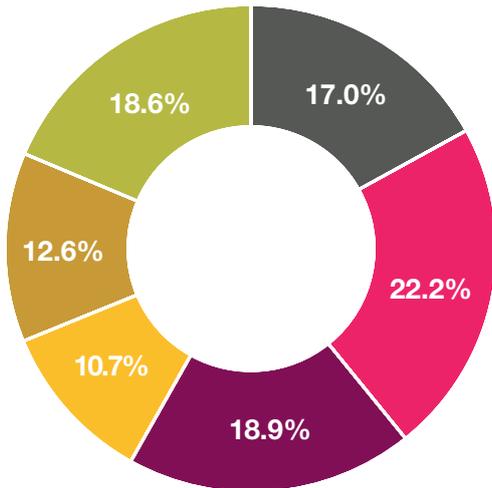
IV. Finance

The Liverpool City Region Local Enterprise Partnership provides a gateway into multiple sources of financial support to help manufacturing companies grow, with efforts underway to ensure the alignment of public money to economic objectives via a Single Local Growth Fund. Manufacturers, in particular, have benefited from the Regional Growth Fund (RGF).

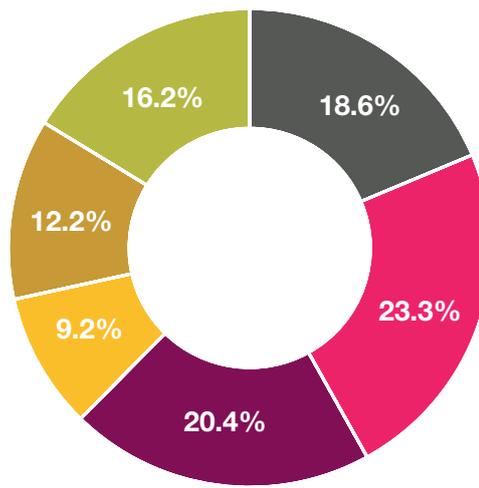
A successful partnership with the West Midlands has created the Advanced Manufacturing Supply Chain Initiative Fund (AMSCI) which can support job creation schemes in automotive, aerospace and their associated supply chains. We also offer infrastructure funding through Chrysalis and the Growing Places Fund. Funding is in place for R&D, a £5million Skills Bank fund, equity and loans funds through Merseyside Special Investment Fund (MSIF), and the North West Fund.



LCR Manufacturing Employment by District



LCR Manufacturing Output by District



Source: Oxford Economics, Liverpool City Region Forecasts, 2013

Under the leadership of the LEP a new partnership for manufacturing is emerging

Liverpool City Region has a strong track-record of working together to support and promote the local manufacturing sector; it is part of the reason why we are globally competitive.

Led by the Liverpool City Region Local Enterprise Partnership, this approach has deepened, with major companies, SMEs, Local Authorities, sector support agencies, skills agencies and professional service firms committed to work together to remain ahead of the competition.

- The recent Skills for Growth Agreement, led by employers and backed by public agencies provides evidence of this partnership, has set out a clear way forward in identifying new talent and helping business recruit and grow locally.
- Strong research collaborations are in place between the City Region's major businesses, SMEs and Universities leading to innovation and new technology.
- National and regional support agencies such as the Manufacturing Advisory Service, UKTI, and EEF are engaged and active within the City Region.
- Central Government is well engaged, with supportive investment from the Technology Strategy Board, funding via Regional Growth Fund, and co-operation on the International Festival of Business (see page 23).

The partnership is critical to continued success. We will need to make the most of success stories, such as Jaguar Land Rover's investment in the local supply chain, to continue to attract investment attention. We also need our local, national and international business networks to grow, particularly in linking companies across different sectors.

The focus on long-term competencies will require companies to work across sectors to identify solutions; with public and sector support agencies flexible and able to respond to the challenge. Short term investments require vision, ambition and responsiveness to be able to take the opportunities that exist.



Liverpool City Region Local Enterprise Partnership (LEP) and its role

Liverpool City Region has assets and ambitions to match.

Focus is required to achieve the potential for economic growth and new opportunities across the City Region. The LEP provides this focus.

It can influence agendas, talk to politicians and international business leaders therefore helping to create a better environment for business. It can help to create jobs and make the City Region a better place to live and work.

How does the LEP achieve this?

- Lobbying Government on a national scale to ensure the LCR business community and economy gets what it needs
- Build relationships with key departments including the Department for Business Innovation and Skills (BIS), the Department for Communities and Local Government (DCLG), the Department for Transport
- Encourage business support and investment
- Lobby Government at a European level helping to secure regional development funding (ERDF) and European Social Funds (ESF), working with the city to maximise the impact of any investment
- Make sure the City Region's voice is heard, regionally, nationally and internationally

This support helps drive investment. The LEP is not-for-profit. It has over 450 Members from the private and public sectors including six Local Authorities, three universities, and leading businesses.

LEP can help by providing advice and support, the businesses do what they do best; deliver their work and projects more efficiently with reduced risk and cost. The LEP can assist with:

- Detailed Location Information
- Demographic analysis
- Financial advice and assistance
- Land and property search and support
- Workforce recruitment and training
- Supply chain development
- Planning and environment guidance
- Staff relocation support
- Business network introductions
- Post investment support
- Grant support



Manufacturing Forum

The LEP has established a Manufacturing Forum to specifically address the needs of the Advanced Manufacturing sector. The Manufacturing Forum is a private sector led-group and involves many of the Liverpool City Region manufacturing companies including Unilever, Dairy Crest, United Biscuits, Jaguar Land Rover, NGF and General Motors.

The Manufacturing Forum is currently chaired by Getrag Ford. The focus of the Manufacturing Forum is on mutual learning between the organisations involved but in particular the Forum will focus on the key issues of productivity, logistics and employment (recruitment, cultural change, employment law and apprenticeships).

Making It

The Liverpool City Region has embarked on an ambitious research project, working with industry to position itself to make the most of future trends. This unique approach is the most in-depth study into a specific industry of its kind in the UK.

Called “Making It”, the project has reinforced and reiterated the existing strengths of the local manufacturing base, and identified short term investment opportunities that will help the Liverpool City Region stay ahead of the game.

The project has also identified the longer term competencies that the Liverpool City Region requires in order to remain competitive. These opportunities are well aligned with the UK Government’s priorities through the Technology Strategy Board, and provide a justification for future investment through the national manufacturing strategy.

making it





Making potential a reality

By creating a skilled workforce, encouraging investment and focusing on growth, Advanced Manufacturing in the Liverpool City Region can be part of UK economic recovery.

I. People

It is vital for Advanced Manufacturing to focus on improving skills. We need to grow the number of graduates in the workforce, as well as the number of workers with “intermediate” qualifications i.e. those that are functional and vocational.

For five years the number of young people with five or more GCSEs in the LCR has been increasing. It is now only slightly below the national average.

Why is it important to focus on skills?

The manufacturing sector is changing. With that, the requirement of its workers will shift. Advances in technology, regulation and compliance will demand a workforce to keep up.

This is against a backdrop of a change in the way we work. People work longer. We feel a responsibility to continuously develop skills throughout our working lives. It makes us more flexible, more attractive to employers and more competitive. Advanced Manufacturing needs to do more to put staff development at the heart of its operation, along with training at the centre of its long-term business plans.

The skills base of workers in the LCR is advancing, although still below the national average. We have areas of specialism and UK expertise - pharmaceuticals; chemicals; biotechnology; and automotive.

To make Advanced Manufacturing in the LCR more sustainable and more in line with global and national trends, we need to address our skills shortage.

We don't want to hire these skills in, we want to nurture them ourselves.

How can we achieve this?

- The Skills for Manufacturing Report, commissioned by the National Apprenticeship Service and supported by SEMTA, will provide evidence of how schools and training providers can develop and produce the workforce future manufacturers need
- Working with schools and colleges for technical training, we can ensure they meet the needs of business and the industry
- We can support the Skills For Growth Agreement for Manufacturing, and other key work by the Employment and Skills Board



II. Business

We must create the atmosphere in which we want to do business. This means working at every level of the supply chain to inspire, as well as promoting entrepreneurship, and the advantages of working with the Advanced Manufacturing industry.

Working with a supply chain might seem insular. That couldn't be further from the truth. If we understand the supply chain rooted at the heart of our industry, then it is easier to work strategically to improve it and ensure it is focused on growth.

This means looking for inward investment opportunities, helping to create a more efficient and flexible route to market, from the ground up. We must build partnerships.

We can help companies find out how many warehouses they need, where they need to be, and how they meet their business demands. It involves identifying good suppliers and distributors. It means improving logistics.

This enables us to tie the sector together and make it stronger.

To achieve this goal and work together more effectively, we must consider these three questions:

- What partners do we need to help us develop our supply chains?
- How can we collaborate on engagement?
- How can business be supported and developed to become part of the LCR's supply chain?

III. Growth

Business needs to be able to grow. At the heart of this process is the LEP. It brings businesses together to advise them and to help them support and work alongside each other.

Advanced Manufacturing must, as an industry, be part of this activity.

Already, the LEP is delivering:

- Leadership across sectors of the economy that will drive future economic growth, including **SUPERPORT**, Low Carbon, Visitor Economy and the Knowledge Economy; including advanced manufacturing, life sciences and the creative and digital industries
- A Business Growth Hub Board has been established to engage with business, drive an enterprising culture and to create the right conditions for business growth



- The Skills for Growth Bank - a £32m business-led skills funding project devised by the City Region's Employment and Skills Board and the LEP. It will invest up to £20m of grant funding into delivering the specific skills that individual businesses want in return for their delivery including apprenticeships, pre-employment training, qualifications and investment opportunities
- Co-ordination of public and private sectors support, including the efficient and effective deployment of government funds through a single Local Growth Fund.
- Co-ordination of the 2014-2020 European Programme of investment.
- The Regional Growth Fund (RGF) supporting and investing in growth

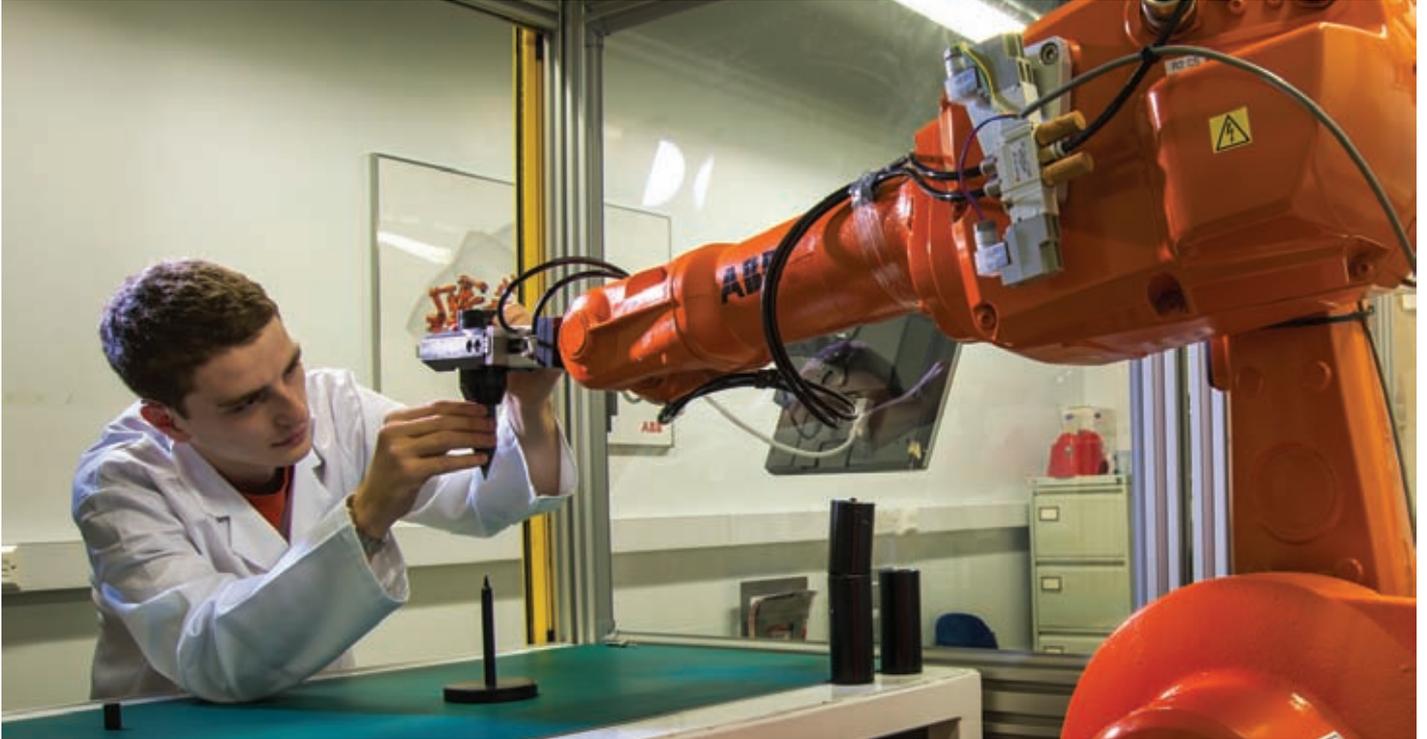
- By helping to provide greater access to public sector investment support, such as the £140million North West Business Fund and the national £3billion Green Investment Bank
- Links with nationally managed programmes, like the Manufacturing Advisory Service and UKTI, that could have a greater impact locally. With their visibility increased they can be more effective in having a bigger impact on businesses in the LCR
- A Business Growth Grant, allocating £10million supporting companies who want to expand. The minimum grant is £50k, the maximum £750k
- AMSCI is a £19m investment fund designed specifically for manufacturers that can provide loans and grants for the purchase of capital equipment, working capital, and R&D and skills development

International Festival For Business 2014

This major event being hosted by Liverpool City Region next June and July will provide a unique opportunity to demonstrate the capacity and ambition of the region's Advanced Manufacturing sector.

IFB 2014 will accelerate UK economic growth with an ambitious programme of global business events engaging visitors representing businesses from around the world.

For further information visit IFB2014.com



Promoting Advanced Manufacturing in Liverpool City Region

The global economy is competitive. So the Liverpool City Region needs to shout about its benefits and attractions to help it stand head and shoulders above the rest. We have a world-class 'Liverpool' brand that is already being promoted. Every corner of the LCR needs to talk about it with clarity and consistency. The opportunities are there, we just need to capitalise on them.

While we're attracting businesses, students, visitors, and researchers how are we helping the Advanced Manufacturing Sector?

It's about selling our strengths. The profile of the City Region grows, helping us show why it is a great location for investment in Advanced Manufacturers and their supply chains.

We can attract new workers and inspire young people and graduates with the opportunity to secure a long-term career in a successful sector.

Raising the reputation and profile of Advanced Manufacturing, especially to an overseas market, can attract new exporters.

Encouraging entrepreneurs to look at the opportunities here and supporting them to develop new business ideas that can help Advanced Manufacturing to grow.



What are the key things to remember?

- Liverpool is a vibrant and cosmopolitan city region of over 1.5million people providing an excellent environment for businesses in the Advanced Manufacturing sector
- Liverpool City Region is one based on innovation and quality, just look at the quality of the companies already here
- Liverpool City Region has a strong track-record of working together to support and promote the manufacturing sector - led by the LEP this approach has deepened with major companies, SME's, Local Authorities, skills agencies, amongst others committed to working together to remain ahead of the competition
- Collectively the economic assets of the City Region have global significance and appeal. Having a focus on how we market our brand is key to the regions continued growth and success
- Help to raise the profile of the 'Liverpool' brand and spread it internationally, especially in emerging and fast growing economies
- Research and development in LCR needs a higher profile. Everyone needs to know about the collaboration between our universities and major companies in this field
- Investment projects like **SUPERPORT** that build on our existing infrastructure can take it to the next level, creating a City Region economy for the future
- Talk to trade markets nationally and internationally





Liverpool City Region (LCR)

The Liverpool City Region has a population of 1.5million and crosses the boundaries of six local authorities; Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

Manufacturing Advisory Service

Nationally procured Manufacturing Advisory Service (MAS) which (over the course of its three year plan) will deliver 600 manufacturing reviews with businesses, 18 events, and 170 intensive projects with businesses, as well as looking at the provision of an enhanced MAS offer dedicated to the City Region supported by ERDF.

The Technology Strategy Board (TSB)

The Technology Strategy Board is an executive Non-Departmental Public Body (NDPB), established by the Government in 2007, and sponsored by

the Department for Business, Innovation and Skills (BIS).

Its primary motive is to drive innovation helping to boost UK growth and productivity. It promotes, supports and invests in technology research, development and commercialisation.

TSB also works in an advisory capacity within Government helping grow the use of technology.

AMSCI, The Advanced Manufacturing Supply Chain Initiative

AMSCI is a £19m investment fund designed to support the development of productive capacity in the automotive and aerospace supply chains in the four LEP areas of Black Country, Coventry and Warwickshire, Greater Birmingham and Solihull and Liverpool City Region.

It is designed to promote closer collaboration within the supply chain and to address market failures.

In practical terms, funding can be used for;

- the purchase of capital equipment including the provision of working capital;
- R&D activity which improves manufacturing equipment, systems or processes; and
- Specific training and skills development to support the project.

Image Credits: Cammell Laird; Jaguar Land Rover; Jill Jennings; Liverpool City Region (LEP) image library.

FURTHER INFORMATION

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