



Building Our Future: Liverpool City Region Growth Strategy

Mark Basnett
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**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY



Liverpool City Region
Local Enterprise Partnership

2016

Building Our Future

Liverpool City Region
Growth Strategy

 Liverpool City Region
Local Enterprise Partnership
www.liverpoollep.org

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www.liverpoolcityregion-ua.gov.uk



Why did we do this?

What do we aim to achieve?

How will we achieve it?

What will we do next?

Why did we do this?

Secure Alignment

Single Vision

Clear Focus

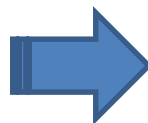
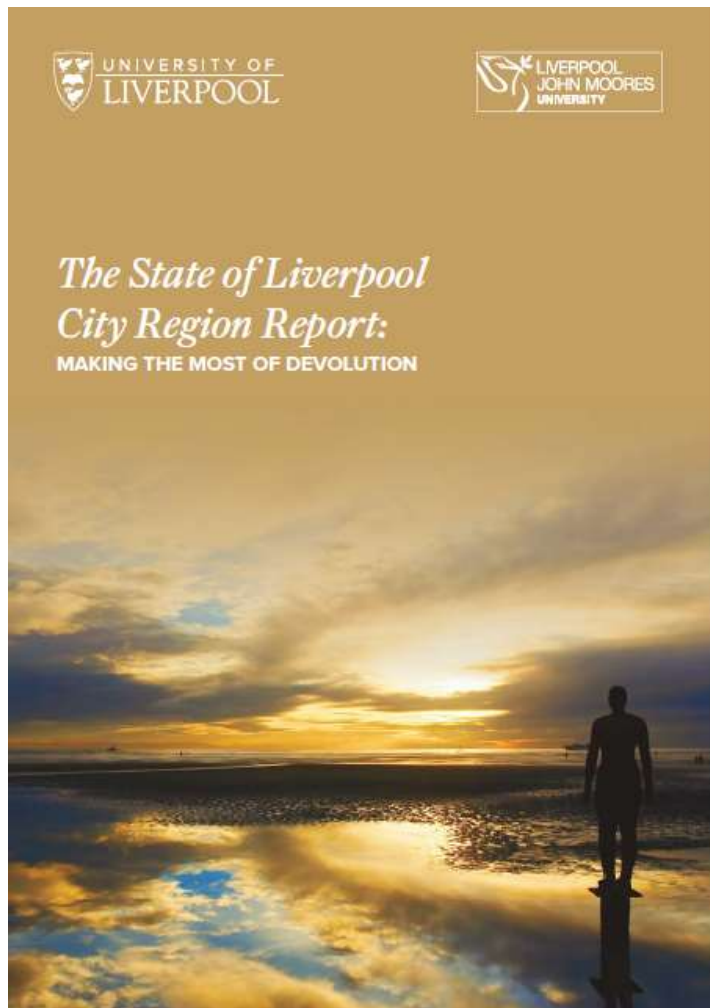
Raise Profile

Attract Investment

Stimulate Delivery



Our Strategic Approach



Building on Strengths

Investment in Liverpool2
Set to treble Port of Liverpool container capacity



A car produced every 80 seconds at Jaguar Land Rover's Halewood factory



One of Europe's largest Health and Life Science clusters
20% of LCR workforce contributing £4.1bn to GVA



A City Region built on a rich history of innovation and cultural creativity
UNESCO World Heritage Site
UNESCO City of Music
World renowned Football




LCR is part of the UK's **2nd largest manufacturing region**
12% of LCR GVA vs 8.8% for UK



Liverpool recognised by Government as a financial centre of excellence

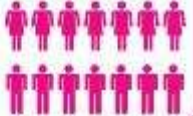


Digital and Creative new business growth rates more than doubled between 2010 and 2013



In 2014 and 2016, Liverpool City Region hosted the **biggest business event of its type in the world**, the International Festival for Business (IFB) and will do so again in 2018 and 2020

From 2001 to 2014, population grew by **31,000**



Liverpool City Region now has the 2nd highest incidence of high-growth firms among all LEP areas in the country



To date we have secured **£264m** of Growth Deal funding from Government



Mersey Gateway a new 6 lane bridge



£4.3bn private sector investment in Low Carbon Energy over the last 5 years



Addressing our Challenges

We have to address:

A wealth gap
with below average
GVA per head



A business gap
with low rates business
density and too few
private sector jobs



A skills gap
with more skilled
workers required for
our growing industries



Taking our Opportunity

Historic Devolution Agreement signed in November 2015

Control of newly devolved budgets, ranging across transport, skills, business support, innovation, infrastructure, planning and housing

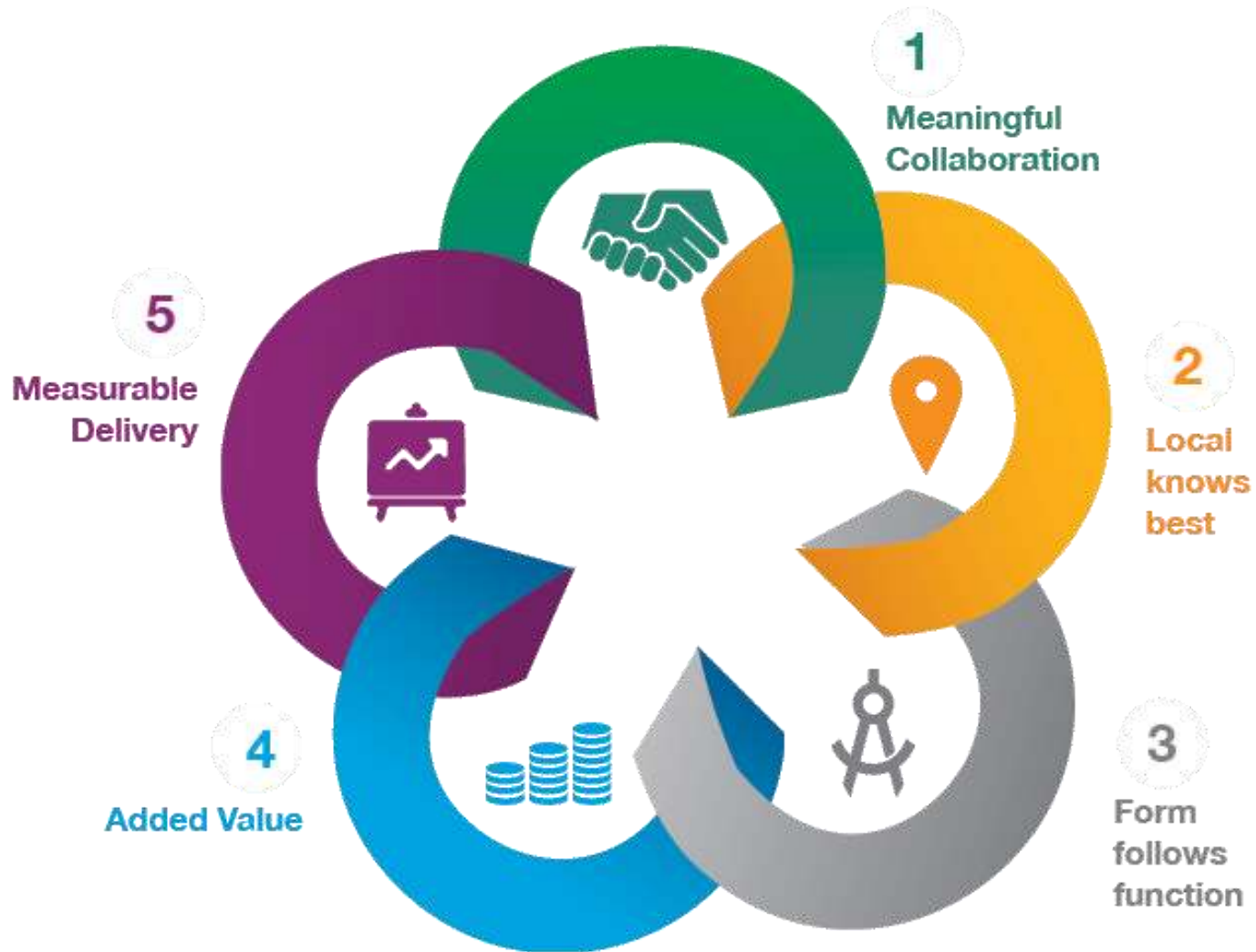


'We will build on our core strengths and capacity for innovation to create a truly global and competitive City Region at the heart of the Northern Powerhouse'



1. To start, attract and develop more businesses
2. To **nurture and grow our talent base**
3. To enhance and protect our distinctive quality of place
4. To create **more sustainable employment** and high value jobs

How will we do this?



Our Strategic Approach

Productivity

Building on our sector strengths

Growing successful businesses



People

Attracting, nurturing and retaining talent

Employer led skills interventions



Place

Improving our physical & digital connectivity

Enhancing and protecting our quality of place

Upgrade and rebalance housing



Building on our Sector Strengths

- Ambition is for each of Liverpool City Region's distinct sectors to become a beacon of excellence, productivity and accelerated growth
- Investment in facilities, infrastructure, networks, people and innovation creating more and higher skilled jobs and more growth businesses throughout our economy



- **Advanced Manufacturing**
- **Digital and Creative**
- **Financial and Professional**
- **Health and Life Sciences**
- **Low Carbon Energy**
- **Maritime and Logistics**
- **Visitor Economy**



Artist impression Advanced Manufacturing Centre, Unilever, Wirral





A 3D architectural rendering of a modern industrial building. The building features a prominent blue section with the 'ALSTOM' logo in white and red. The rest of the building is light grey with horizontal siding. A large glass entrance is visible on the right. The scene includes a clear blue sky, some greenery, and white human silhouettes for scale.

ALSTOM



LIVERPOOL KNOWLEDGE QUARTER





Sci-Tech
DARESBUY



Sensor City

A global hub for
Sensor Technologies







A low-angle, upward-looking photograph of the Exhibition Centre Liverpool. The building's facade is a grid of dark metal frames and large glass panels. The sky is a deep, clear blue with a few wispy white clouds. The sun is visible through the glass, creating a bright, circular lens flare. The text 'exhibition centre' and 'liverpool' is printed in white on the dark upper section of the facade. The overall color palette is dominated by blues and greys, with a strong cyan tint from the glass reflections.

exhibition centre
liverpool



Advanced Manufacturing

- To become a global hotspot for digital manufacturing with the smartest networks, talent technology and investment in automotive, FMCG, chemicals and rail manufacture



Digital and Creative

- To be a world leader in the application of high performance and cognitive computing and sensor technology to revolutionise productivity across all sectors and to be the best place in the UK to start, grow and scale up a digital or creative business



Financial & Professional Services

- To be a European Centre of Excellence for Financial and Professional Services with international strengths in private clients, maritime and business services - attracting new investment whilst actively supporting the development and growth needs and opportunities of local business



Health & Life Sciences

- To be home to world leading centres of excellence for precision medicine, infectious disease, children's health, healthy and independent living and eHealth – attracting research funding, talent, investment and business to commercialise this excellence



Low Carbon Energy

- To be the largest marine energy hub in Europe, generating local, competitive and resilient energy to support the growth of our economy



Maritime and Logistics

- To be the Global Logistics Hub for Northern UK and Ireland and a globally significant Maritime Knowledge Hub with a thriving cluster of industries and services involved in international trade



Visitor Economy

- To continue to establish Liverpool City Region as an internationally renowned thriving and vibrant destination for business and leisure visitors with global connectivity, enhancing the attractiveness of the area as a place to study, live, work and invest



Growing Successful Businesses

- Ambition to be An Enterprise Capital of Europe – one of the best places to start grow and invest in business
- Deliver a coherent & sustained approach with new interventions
- Build on the success of International Festival for Business in 2014 and 2016



- **Export Plan**
- **Finance Hub**
- **Single Investment Strategy**
- **Business Leadership**
- **Procurement/Tendering**
- **Commercialisation**
- **Schools Enterprise**

Improving our skills & talent

- Improve and increase skills capitalising on existing talent and attracting new talent
- Employer led strategy will be developed and adopted by summer 2017 to maximise devolution opportunities based on comprehensive review of skills provision and business needs and opportunities and include



- **Skills Commission**
- **Clear skills pathway partnerships**
- **Improve diversity and productivity**
- **Innovative scholarships**
- **Common skills frameworks**
- **Capital investment in skills**





The Future of

Business View of Skills Needs

- Entry Level:
Basic English & Maths Skills
Business Understanding; attitude
- Technical Level:
High volume of good calibre
candidates required, especially for
small businesses
- Higher Level:
Commercial awareness, retention of
graduates in the area and clear career
progression opportunities



Maximise our competitive advantages

- Transport – integrated multi modal transport system; linking Liverpool to HS2; Global port and logistics hub for the Northern UK and Ireland
- Green Energy – become the largest marine energy hub in Europe
- Digital - Ultra fast Broadband



Protect and enhance our distinctive quality of place

- Adopt a Whole Place approach
- Capitalise on existing spaces
- Identify and maximise new spaces
- IFB 2018;2020 ...
- Upgrade and rebalance housing
- Quality of Place – Cultural, natural assets



What difference will this make?

- **100,00 additional jobs by 2040**
- **Falling unemployment**
- **Population increase to 1.6m by 2040**
- **Net increase of businesses**
- **Increased demand for public services**
- **Additional GVA by 2040**
- **Increase in the average productivity levels**
- **Increased housing demand**
- **Substantial increase in exporting business and value of exports**

7 Summary

This is our bold and ambitious Growth Strategy which aligns our City Region ambitions and creates a single vision and framework to realise our aspirations over the next 25 years.



Our Vision

Liverpool City Region will build on our core strengths and capacity for innovation to create a truly global and competitive City Region at the heart of the Northern Powerhouse.



Our Mission

- To start, attract and develop more businesses.
- To enhance and protect our distinctive quality of place.
- To nurture and grow our talent base.
- To create more sustainable employment and high value jobs.



Our Guiding Principles



Meaningful Collaboration



Local knows best



Form follows function



Added Value



Measurable Delivery

Our Pillars



Productivity

Focusing on our sector strengths and related assets to ensure they are maximised to their full potential.

Starting and growing more successful businesses by promoting innovation and entrepreneurial activity.



People

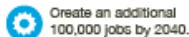
Improve and increase skills, developing existing talent and attracting new talent for sustainable growth.



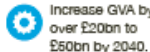
Place

Improve our transport, energy and digital infrastructures, and protect and enhance our cultural and environmental assets. This will improve quality of life for residents and attract and retain investors, skilled workers and visitors who will contribute to growth.

Outcomes



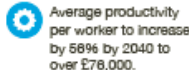
Create an additional 100,000 jobs by 2040.



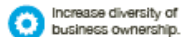
Increase GVA by over £20bn to £50bn by 2040.



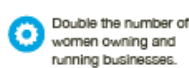
20,000 businesses over the next 25 years.



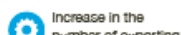
Average productivity per worker to increase by 58% by 2040 to over £76,000.



Increase diversity of business ownership.



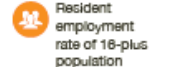
Double the number of women owning and running businesses.



Increase in the number of exporting business and the value of exports.



Increase in the commercialisation of research and development.



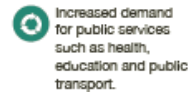
Resident employment rate of 16-plus population increased to 58% by 2025.



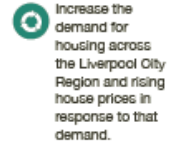
Population increase by 88,000 to 1.6m by 2040.



Increase the number of people coming to live in the City Region by 50,000 by 2040.



Increased demand for public services such as health, education and public transport.



Increase the demand for housing across the Liverpool City Region and rising house prices in response to that demand.

Delivery

Implementation of this Strategy is our next focus so that we can achieve our ambitions at pace and with scale. Key to implementation is the attraction and focused allocation of investment, with partners across the City Region.

We will use our existing resources:

£264m

Growth Deal funding from Government



£188m

European sources



£900m

Single Investment Fund (SIF) £90m per year for 80 years



The City Region will use this strategy to identify priorities for SIF and to secure further funding for growth.



What next?

Now we have our bold strategy, we will follow with our tangible and measurable Implementation Plan. We will turn our vision into reality by developing targeted programmes of work, with clear lines of deliverability and accountability. We have the assets, the heritage and the talent to deliver our vision to create a truly global and competitive City Region. This Strategy is the first step towards making it happen.

- **Action Plan**

To turn the strategy into delivery

- **Skills Commission**

Evidence based, employer led Skills Commission by the Combined Authority

- **Get Involved**

What does your business need to grow?