

Annual General Meeting

Tuesday 6th November 2018
Hill Dickinson, Liverpool

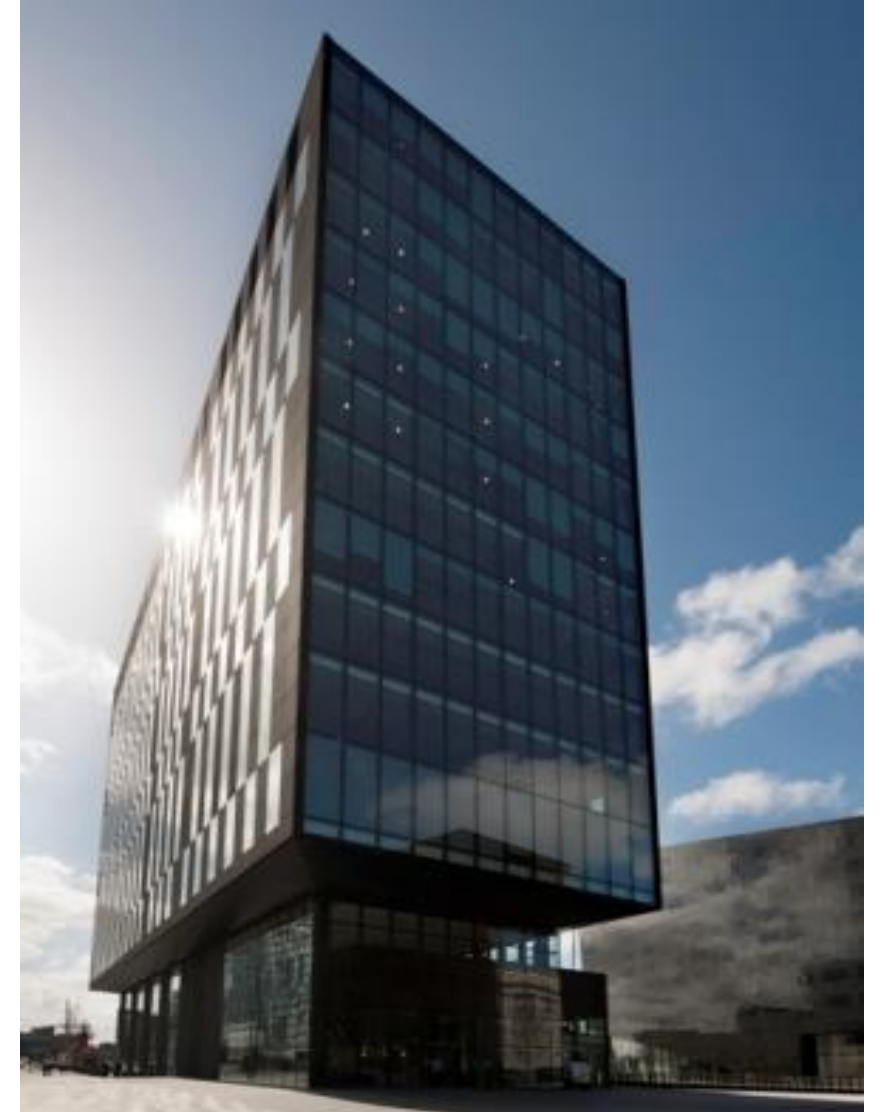
Delivering Impact from Insight: LEP Performance Review 2017/18

Mark Basnett

Managing Director, Liverpool City Region LEP

A YEAR OF CHANGE

- **Election of LCR Metro Mayor Steve Rotheram**
May 2017
- Moved in alongside Combined Authority (CA)
in 1 Mann Island shortly after election
- Invested in building a close and effective
partnership with the Mayor and Combined
Authority & wider partners: **Team LCR**
- Led for LCR on major programmes in **Digital
Connectivity and Renewable Energy**
- LEP Chair became **CA Portfolio Lead** for LCR
Business & Brexit
- Made decision to invest in providing Executive
support to CA whilst it was building its capacity
and deliver extensive activity programme



INSIGHTS PROGRAMME

- LCR Insights Programme for LCR businesses providing latest thinking, experts & support to support increased productivity
- 2017/18 Programme 9 events included:
 - Productivity through Diversity
 - Digital Summit (sold out)
 - Future Proofing PBS business
 - Skills & Apprenticeships
 - **1st LEP Annual Conference** (sold out)
- 2018/19 Programme 10 events including:
 - Cyber Security; Blockchain
 - Workplace Health & Wellbeing
 - Digital Summit (sold out)
 - 2nd LEP Annual Conference
 - **Brexit Summit with Anand Menon (28 Nov)**



BUSINESS GROWTH

- You told us the business support landscape was cluttered and hard to navigate: We established the **Local Growth Hub** – LCR's business support brokerage service
- Work through 7 local partners to provide local access and avoid duplication
- In 2017/18 the Local Growth Hub helped 3,000 businesses to access support to grow
- In 2018/19 we will support a further 3,000 businesses & will account manage 300 high growth businesses to **Scale up**
- New Markets Programme helping 160 businesses access commercial support to grow with 35% funding via Growth Hub



SECTOR DEVELOPMENT

- With your help the LEP **has championed and invested** in our City Region's key growth sectors for 6 years
- We know our **globally competitive strengths and assets** and have been promoting and developing them further
- Seen by Govt as “**Exceptional**” in this space in the development of strategy
- Put them at centre of **inward investment** promotion
- Major sector events, bids for new facilities, research & intelligence, networks, specialist business support programmes



ADVANCED MANUFACTURING

- **LCR 4.0** working with UoL, LJMU and others to deliver the UK's leading 4th Industrial Revolution Business Support Programme
- **Digital Manufacturing Week 2017** – Brought Europe's leading event to Liverpool with 4,000 delegates and innovation showcase for local businesses
- 2018/19: **£20m Smarter NW Pilot** secured and to be launched in Liverpool
- Digital Manufacturing Week 2018 – back in Liverpool and even bigger with more opportunities for local business
- Sector Skills Strategy produced led by Sector Board inc. JLR, Siemens etc



DIGITAL CREATIVE & INNOVATION

- Digital Infrastructure Action Plan for City Region developed and agreed with CA – now moving onto detailed specification
- Digital Summit 2017 – huge success with 150 delegates
- Digital Summit 2018 – another sell out at 300 delegates
- Supporting partner bids for new facilities including:
 - Glass Futures in St Helens (Pilkingtons)
 - Smart Sustainable Plastic Packaging (Unilever)
 - AI Centre with UoL and STFC



HEALTH & LIFE SCIENCES

- **Health Innovation Exchange** with Innovation Agency supporting 60 SMEs in the sector
- Science Industry Partnership to support skills development in pharma and med tech
- Funding Bids support for new Healthy Ageing and Infectious Diseases Programmes



PROFESSIONAL SERVICES

- **Baseline and Strategic Priorities Review** published – led by business
- Partnering to commission CBD Strategic Regeneration Framework with City/BID and private sector
- Partnering with Schools & Universities with mentoring and work shadowing

"Professional and Business Services in LCR accounts for approximately a quarter of all firms - it is a crucial sector at the heart of making this region more prosperous and needs the right support. This review is the first step towards achieving this goal."

Asif Hamid MBE, Chair, Liverpool City Region
Local Enterprise Partnership

ENERGY

- Combined Authority **Power from the Mersey** project supported by the LEP. Initial evaluation complete. Phase 2 now under way. Aim for full business case by Dec 2019
- **NW Energy Hub** being established at the LEP to provide advice, support and leadership to energy projects in LCR and across the NW
- Bids in development for **Hydrogen Transport System for the City Region**
Hydrogen vehicle refuelling in St Helens & Halton and Hydrogen train fleet
- Working with multiple public and private sector partners and developing supply chains



VISITOR ECONOMY

- **Destination Performance:**

Visitors up to 73m (2.7% up)

Paid accommodation up to 2.63m (2.6% up)

54,000 jobs (3.5% up)

4.5bn economic impact (6% up)

- **New Destination Marketing Strategy** developed for Liverpool with partners to run to 2021/22 to generate extra £171m in visitor spend in next 3 years. Work under way on Wirral Strategy
- Work on future funding options inc potential for a visitor levy



TRADE & INVESTMENT

- First ever **Internationalisation Strategy** developed for the City Region – informed and led by the LEP with businesses and universities and evidence based
- Inward Investment project handling for all DIT enquiries into LCR – 42 project successes in 2017/18
- Account Management of 60 overseas businesses - 12 investment projects
- Collaboration with Northern Powerhouse partners focussed on our key strengths
- All Delivery to be **private sector led** and integrated into One Front Door
(India Tech Summit 11/12 December 2018)



EDUCATION & SKILLS

- Schools Enterprise Network established with 100 LCR secondary schools supported by 80 volunteer enterprise advisors to embed and coordinate enterprise and business
- Sector Skills Strategies and programmes of **employer led skills & training** initiatives partnering with providers and 3rd sector
- 2018/19 will see the establishment of **LCR Careers Hub** for schools led by the LEP for 34 Schools with enhanced support to improve the 8 Gatsby Benchmarks in every school
- Work with Universities to enhance **graduate retention** in the City Region
- Work with **Colleges** to ensure courses match with current and future jobs market

