

Secured **£232 million Growth Deal** from Government to unlock region's potential

**Over 100 businesses** being supported through the **LEP Business Growth Grant** creating **2,000 jobs**

**LEP New Markets Programme** is working with **over 200 SMEs** to grow their businesses

[www.AdviceFinder.co.uk](http://www.AdviceFinder.co.uk) has **over 300 advisers** helping business find the right **commercial advice**

**Over 2m sqft of additional logistics space** now in planning and development **across the City Region**

LEP secured **new global inward investment** from Seadrill which will **create 90 high-value jobs**

**Health Enterprise Hub** created to promote the region as a **world class life science destination**

**Growth Hub funding secured**

**The first City Region** in the UK to receive **WorldHost accreditation status**



Join us as one powerful voice to develop economic priorities, engage with government and secure investment.



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## COLLABORATION AND COMMITMENT TO DELIVER GROWTH

It has been an important year for the LEP which has seen Government extend our role and responsibilities, increasing the influence that LEPs now have in national economic strategy. Central to this is the Local Growth Deal that sets out our strategic intentions for the local economy. In July 2014, the LEP was allocated £232m from an Ask of £250m with the door open to apply for more in future years. Our Deal was highly commended in that it outlined an ambitious vision to unlock the area's market-driven potential with the long term goal of achieving increased economic growth and job creation.

2014 has also seen the creation of the Liverpool City Region Combined Authority. This is an important structure that, amongst many other functions, provides an efficient and effective mechanism for delivery of the Growth Deal. The opportunities for the City Region around Devolution are developing quickly. The LEP, representing the private sector on the Combined Authority, will play an influential role in those discussions which are likely to have a significant impact on the shape and performance of our area. Our focus is on delivery that benefits growth – it is performance that matters.

We therefore continue to work closely with the private sector on the development of the Key Growth Sectors to enable the City Region to expand and create jobs. In addition to the Key Growth Sectors the LEP is also continuing to develop its Employment and Skills agenda, as well as Business Growth and Entrepreneurship.

We listen to business and understand what businesses need to be able to grow. For example, Business Support in the City Region is complicated with over 300 publicly funded products out there for businesses to navigate. So, 2015 will see us focusing heavily on our Business Growth agenda, particularly around developing a Business Growth Hub with partners while also assisting SME growth via the New Markets Programme and AdviceFinder.co.uk website.

Being a LEP that delivers is our aim and we will continue to drive forward the City Region in a way no other body can.

The next phase of work for the LEP will be to implement the Local Growth Deal for the City Region while also developing the £190m European Programme which will go live in 2015. With partners, we have responsibilities for over £400m of investment into the City Region – and as we do not receive funding ourselves directly from the pots we secure, our members are a critical part of our success.

This brochure provides a snapshot of what the LEP and City Region is achieving today and our plans for the future. Our ambitions are real and together we can build a better future for all.



*Robert Hough*

Robert Hough, Chair,  
Liverpool City Region LEP

[www.LiverpoolLEP.org](http://www.LiverpoolLEP.org)

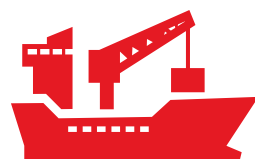
## SUCCESS IN 2014

### GROWTH DEAL SECURED



A total of £232m of Local Growth Fund was secured from our Growth Deal to unlock the City Region's potential as the gateway to a Northern economic powerhouse. The Deal will help to create 15,000 jobs, allow up to 16,000 new homes to be built and generate up to £30million in public and private spending.

### MARKETING SUPERPORT



The LEP and its partners are rolling out a new brand and marketing strategy to raise the profile of SUPERPORT as a Global Logistics Hub for the Northern UK locally, nationally and internationally.

### WORKING WITH SMEs

The New Markets Programme allows local businesses with high growth potential to access quality commercial business advice, bespoke to their business needs with a contribution of 35% towards the cost. As part of this programme, AdviceFinder.co.uk provides an online matchmaking service to help businesses find the right business advice.



### MAKING IT BOARD ESTABLISHED

#### making it

The LEP established a Making It Board to set out the future development and direction of Advanced Manufacturing across the City Region. As part of this initiative, the LEP worked with the City Region's universities to successfully bid for Sensor City University Enterprise Zone (UEZ), one of only four UEZs in the UK.

### SUPPORTING SUSTAINABLE ENERGY PROJECTS

£180,000 committed by Government and the LEP to support four major City Region energy projects. The projects will provide low carbon electricity and district heating to strategic development sites.



### TOURISM AWARDS 2014



The Liverpool City Region Tourism Awards returned to St George's Hall, Liverpool in 2014 when quality and excellence were recognised across the sector. A total of 16 categories saw winners from attractions, accommodation and events, through to celebrating individual's success in customer service and ambassador roles. The event reflected the continuing strong progress of the Visitor Economy over the last year within the City Region.

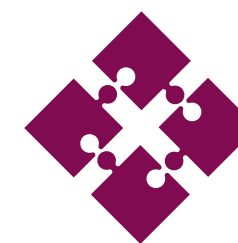
## NEW OPPORTUNITIES FOR 2015

### Implementing the Local Growth Deal for 2015/2016

City Region partners have agreed to co-invest in the following agreed priorities for 2015/2016:

- Knowsley Industrial Park – access improvements to one of Europe's largest industrial parks that will enable thousands of jobs to be created
- The launch of a £41m capital fund for colleges and skills providers
- A new low carbon fund for colleges
- Improvements to Knowsley Expressway to maximise the benefits of the new Mersey Crossing
- Improving the Newton-le-Willows interchange
- International Festival for Business in 2016

GROWTH DEAL



#### Growth Hub for City Region's businesses

The LEP will be establishing a Growth Hub that will see a coordinated approach to business support across the City Region. The Hub will be operational in Spring 2015.

### EU Programme 2014-2020

The LEP will be delivering the new £190million EU Programme around the five areas of activity; Blue/Green Economy, Business Economy, Innovation Economy, Inclusive Economy and Place and Connectivity.



### Promoting the City Region as a place to invest

As the official inward investment agency for Liverpool City Region the LEP will continue to develop the City Region's key growth sectors and promote its competitive inward investment value proposition.



### Delivering the City Region's Innovation Plan

The Liverpool City Region Innovation Plan is a framework to develop our innovation capability and deliver programmes that will drive growth and ensure the City Region is recognised globally as a world class innovator. Activity will be focused on development of an innovation ecosystem, four priority areas and 12 delivery programmes.



### Visitor Economy Priorities for 2015

A new City Region Visitor Economy Strategy and Destination Management Plan will include priorities and opportunities around the following: conferences and exhibitions, staycations and international leisure visitors plus the underpinning themes of brand distinctiveness, welcome, digital and transport connectivity.

ADMIT ONE