

Liverpool City Region

Funding and Support for Business Growth

Mark Basnett

LEP: What are we?

- A collaborative public/private partnership
- Responsible for driving economic growth and job creation
- Endorsed by UK Government
- Access funding for local businesses and developers
eg. Growing Places, Regional Growth Fund, ERDF
- Targeting growth in key sectors and business enterprise

But....

- Little UK Government funding
- Business model dependant on membership and collaborative funding

Chairman's Welcome

“The **Liverpool City Region Local Enterprise Partnership** was formed in March 2012 to drive the economic growth and job creation required by the City Region and with the **full endorsement of Government**. It is a Partnership of the public and private sector – with the **Mayor of Liverpool and all 5 Local Authority leaders** on the Board alongside a majority from the private sector.”

“No other LEP in the country can boast the private sector influence that our **450 members** offer and it is with this **unique strength** that we can look to expand and grow our economy, confident that what we do continues to have the **private sector at its heart.**”

“The year ahead will therefore see the Company deliver in our **key growth areas of SuperPort, Visitor Economy, Low Carbon, and the Knowledge Economy**, with a focus on where we can add value. “

“**Our goals are quite simple:** To maximise growth in output and in jobs; To increase our productivity and competitiveness: and to achieve a rebalancing of the economy away from public sector dependency, making our economy more sustainable in the long term”

Robert Hough
Chair
Liverpool City Region LEP

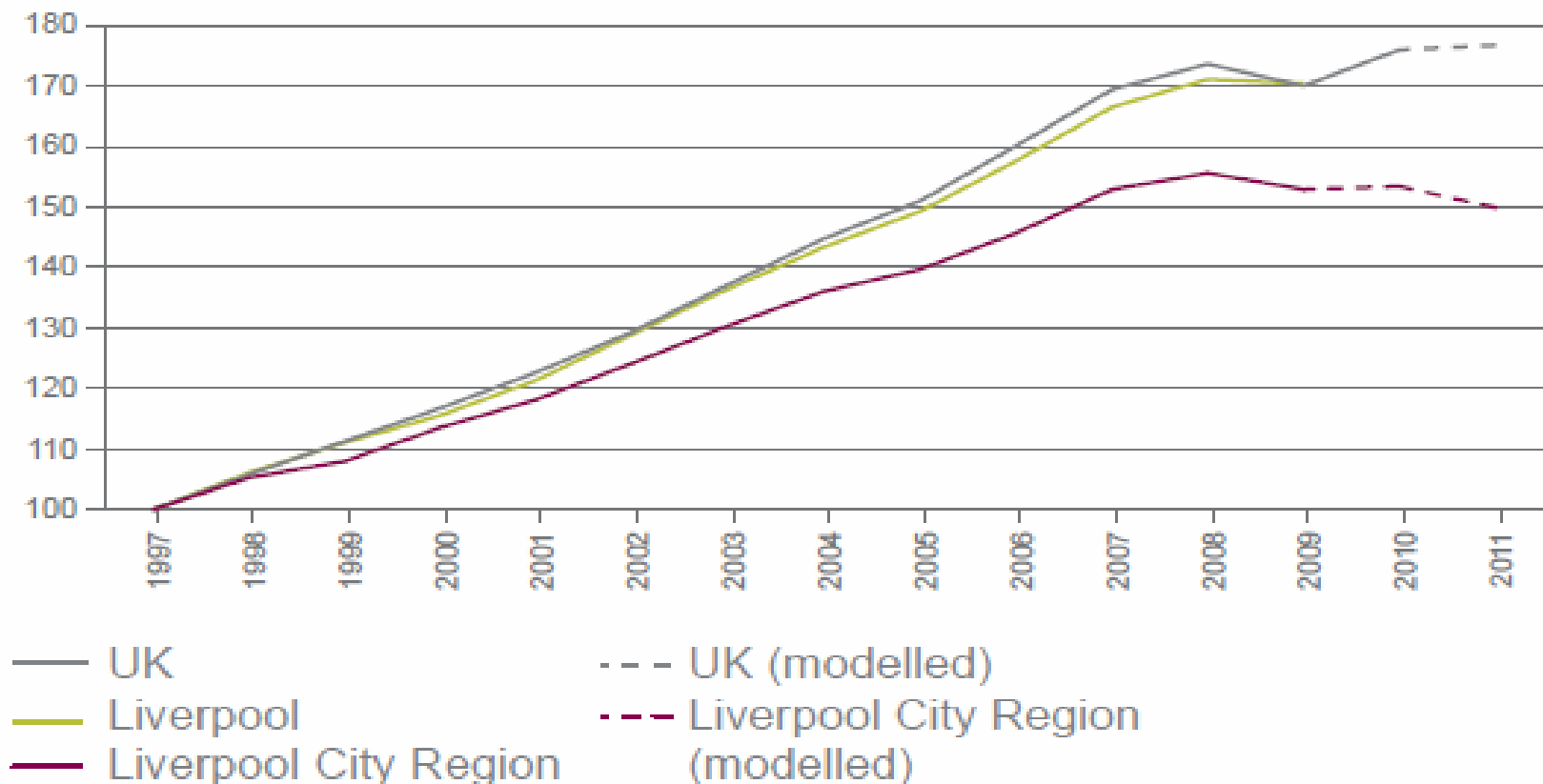


What do we do?

- Develop and articulate **strategy**/action plans
- Identify business and investment **opportunities**
- Support supply side **capacity development** in the key Growth Sectors
- **Work in partnership** to represent the key sectors and develop business networks
- **Promote** our key sectors
- **Collaborative marketing** – nationally and internationally
- **Investment** proposition building and enquiry handling
- Develop and support **bids** for funding/status
- **Lobby** Government on key policy issues
- Commission **analysis**/reports
- **Monitor** and report

Why Do We Do it?

Change in economic value
(indexed to 2007)



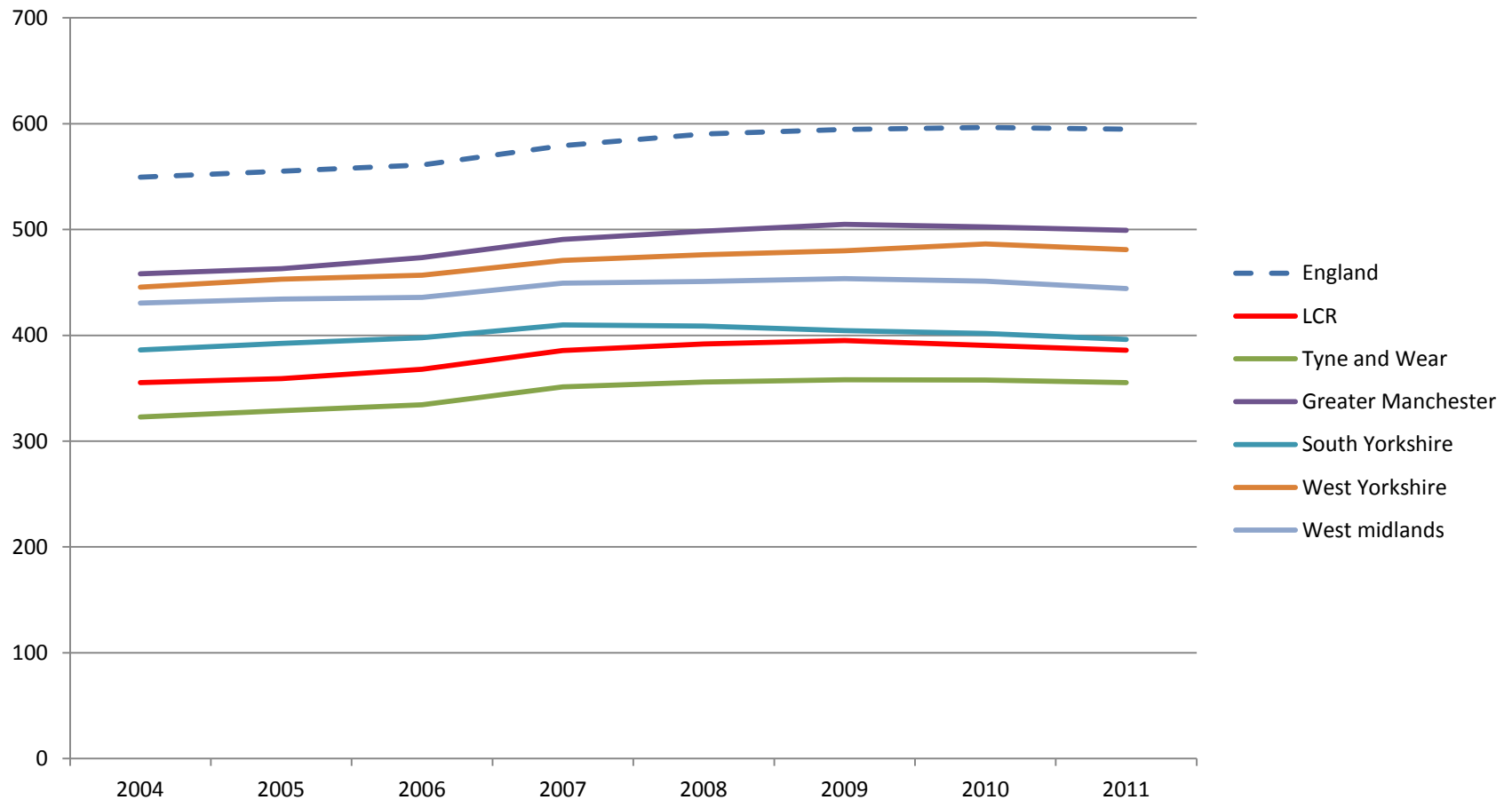
Source: ONS Regional GVA and Modelling

Challenge:

Increase GVA by £8.2bn

Why Do We Do it?

Total Enterprises (per 10,000 working age population)

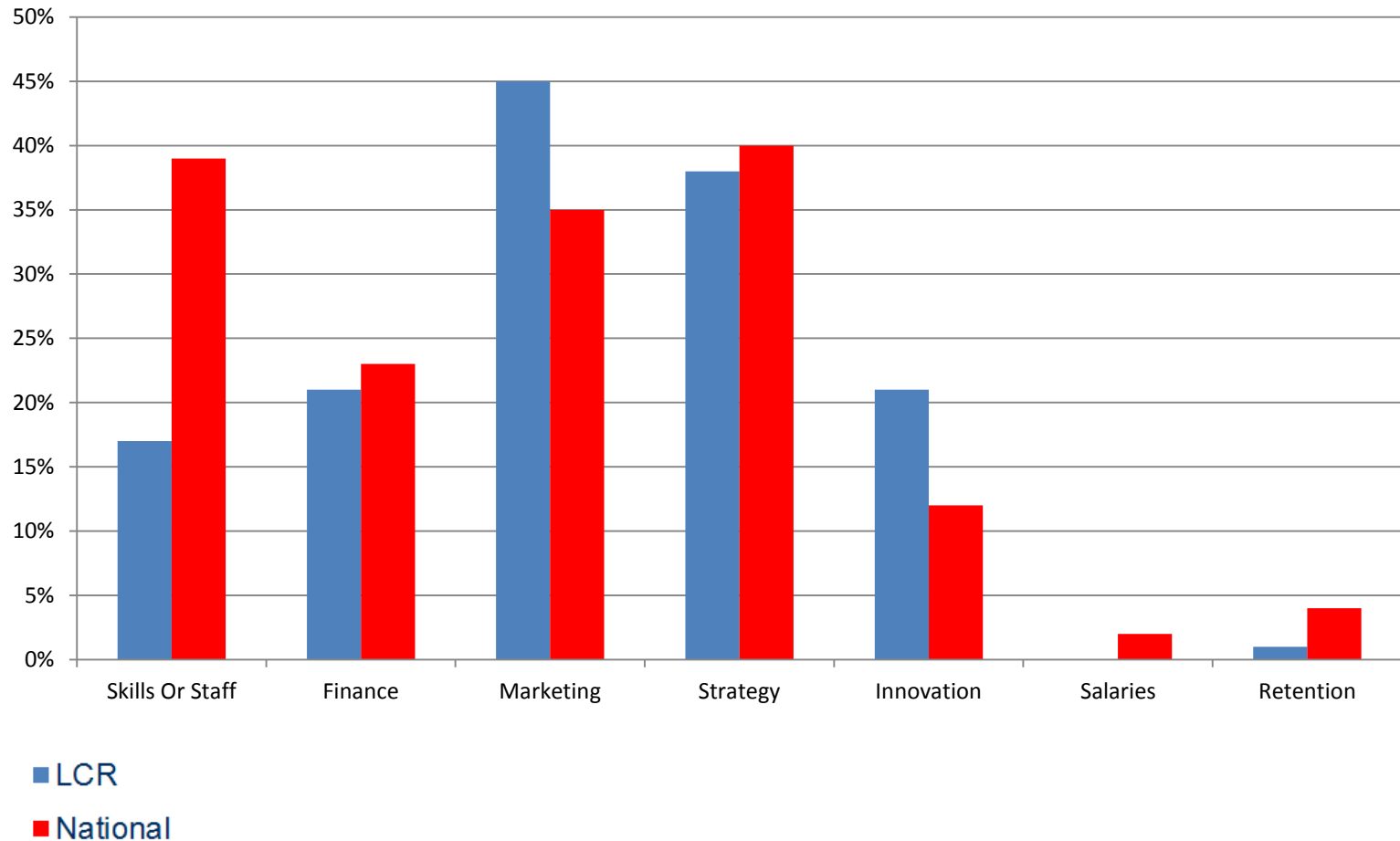


Challenge:

Increase Business Population by 18,500

Barriers to Growth

Barriers to Growth

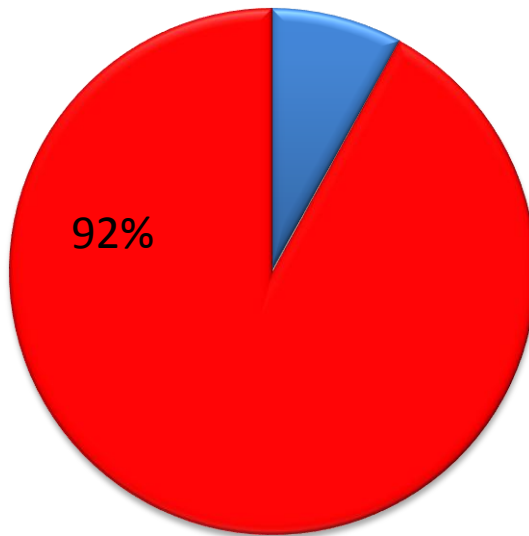


Challenge:

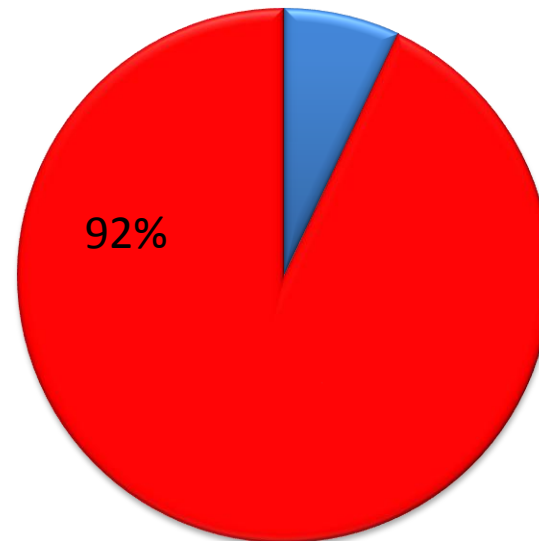
Stimulate and Support Business Growth

Employment (Liverpool vs England)

**Employment
Rate**



**% in Private
Employment**



Challenge:

Create 90,000 net additional jobs



Visitor Economy



Knowledge Economy

100,000+ jobs



Low Carbon Economy



SuperPort

Challenge:

How Do We Support Businesses to Grow?

Business Growth Grant

- **UK Government** runs the National **Regional Growth Fund** for businesses – but the minimum entry level is **£1m grant** which is too high for many of our local businesses
- **LCR LEP bid for funds** for local business with smaller projects working in partnership with our Local Authorities
- **£15 million** (funded by Regional Growth Fund) secured to deliver **Business Growth Grants** to provide funding to expanding businesses with **projects requiring less than £1m in grant**
- Grants can be from **£10k to £1m** towards expansion projects which deliver **£5 private investment for every £1 of grant**

Business Growth Grant

Eligibility

Business must be:

- Established (minimum 12 months trading)
- Based in Liverpool City Region(or about to be based)
- Planning to expand
- Creating new jobs (or exceptionally saving jobs)
- Have other funding in place (bank, own resources etc)
- Demonstrate need for the grant

Business Growth Grant

Eligible Expenditure:

- Plant, equipment, buildings, and adaptations
- Investment in new technologies
- Systems
- Software
- Training aid

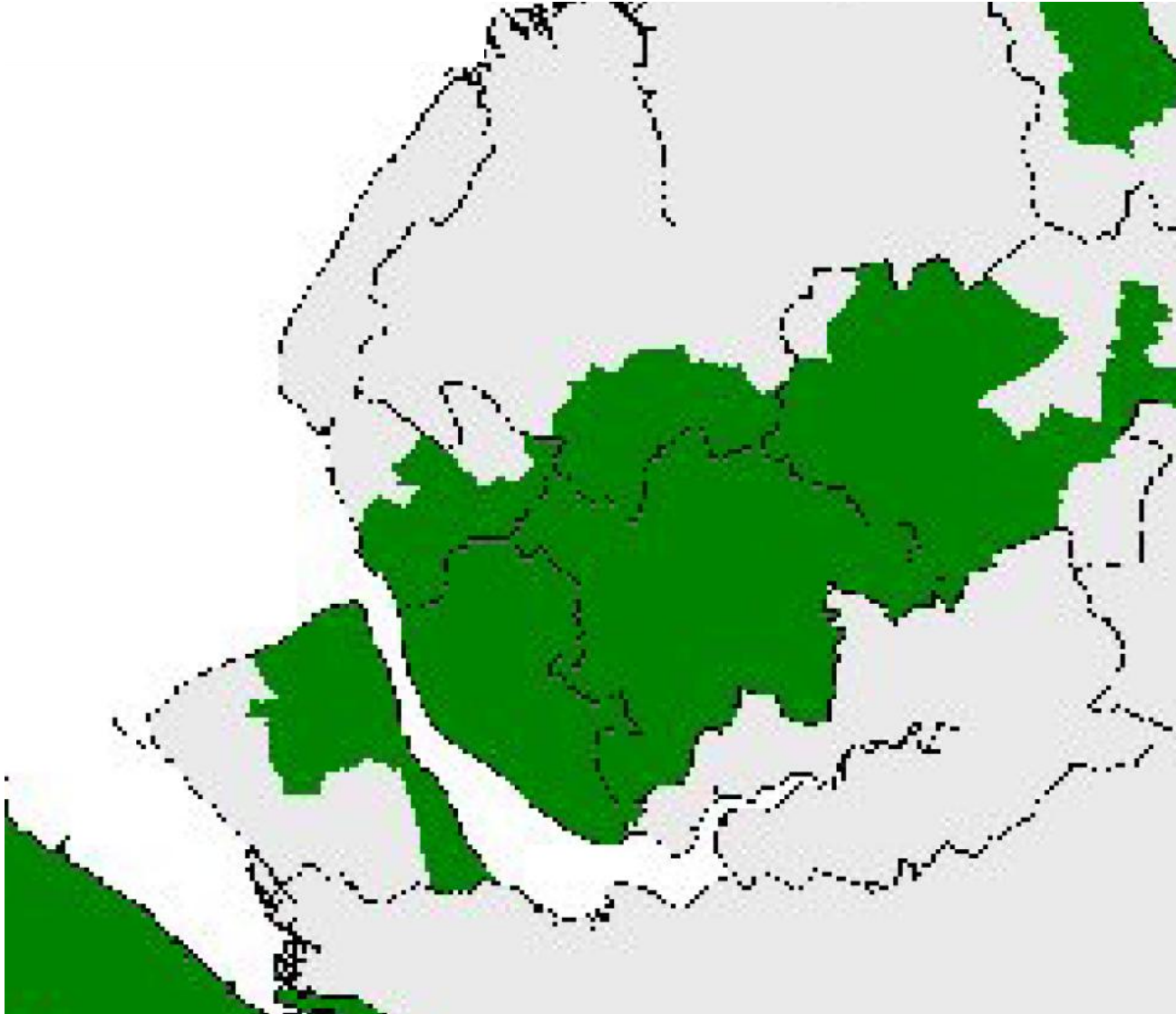
Business Growth Grant

Funding Level

- Competitive Fund – Best value projects supported
- Based on State Aid limits
- Typically grant is 10-20% of total eligible costs with a job being created for each £5-8k of grant awarded
- Up to 25% for SMEs in exceptional cases
- Maximum 15% for large companies or Deminimus (up to £175k aid in any 3 years)
- 100% for Fundamental research
- 50% for industrial research
- 25% for experimental development

Business Growth Grant

Assisted Areas Map



Business Growth Grant

Case Study 1:

Company: Software Development Company

Project: The company is investing a total of £275k in their facilities and technologies which will allow them to relocate to a larger more suitable facility

Project Cost: £275K

Grant: £55k

Outputs: 28 jobs created
Increased workspace
60% increase in revenue

Other Funds: Bank Finance



Business Growth Grant

Case Study 2:

Company: Family owned food manufacturing business

Project: Relocation to more modern premises which in turn will allow growth in production, packaging and packaging mechanisation

Project cost: £1,200,000

Grant : £250,000

Outputs: 25 jobs to be created
25% increase in turnover

Other Funds: Internally generated



Business Growth Grant

Fund Information:

- Fund is administered by the **LEP** with **LA Partners**
- First step: Discuss project with the **LEP and LA** to ensure it is eligible
- No need to use grant consultants/advisers – speak to us first
- **Expressions of Interest** welcome – see forms & guidance on www.liverpoollep.org

Contact: Andy Devaney (LEP) – 0151 237 3522
 Gavin Quinn (Sefton) – 0151 934 3444

New Markets Support

ERDF Funded Support for Growth Business

- 35% contribution to the cost of commercial advice that supports the growth of the local SME business
- Support completely bespoke to business and intensive to deliver significant impact on business performance
- Must be competitively procured advice
- Must work through LEP “Commercial Broker” who will help identify commercial providers and assist with specification, paperwork etc
- Funding provided once work is complete

New Markets Support

Examples of Eligible Advice (subject to agreement)

- Product and Service Development
- Supply Chain Development
- Investment Readiness
- Sales and Marketing Research, Strategies and Delivery
- Social Media/Technology adoption
- Specialist Export Market support
- IP Protection and Exploitation
- Interim Business Growth Manager


Business Advice



What business advice do you need?

[GO](#)

- Independent, impartial and free to use for businesses within the Liverpool City Region



35%

35% SUBSIDY AVAILABLE
TO LOCAL SME'S

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1

STEP ONE Select Specialism

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2

STEP TWO A few Questions

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3

STEP THREE Select an Advisor

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Just a few questions...

Which specialism do you need?

What stage is your business at?

What sector is your business in?

Enter your postcode

Enter keywords to refine your search (separate each keyword with a comma e.g. food, manufacturing)

Enter your email address to keep you informed on the latest from AdviceFinder.co.uk (required)
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Enter your name

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Search



Just a few questions...

Which specialism do you need?

- | | | | |
|--|---|---|---|
| <input checked="" type="checkbox"/> Accountancy | <input type="checkbox"/> PE / VC / Equity | <input type="checkbox"/> Business Mentoring | <input type="checkbox"/> Business Plans |
| <input type="checkbox"/> Legal - Corporate | <input type="checkbox"/> Legal - Personal | <input type="checkbox"/> Marketing, PR & branding | <input type="checkbox"/> Non exec director |
| <input type="checkbox"/> IP, Patent & Trademarks | <input type="checkbox"/> MBO / MBI / Acquisitions | <input type="checkbox"/> Property | <input type="checkbox"/> Recruitment |
| <input type="checkbox"/> Sales & Selling Skills | <input type="checkbox"/> Health & Safety | <input type="checkbox"/> VAT & Duties | <input type="checkbox"/> Turnaround / Restructuring |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Employment Advice | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Pension Schemes |
| <input type="checkbox"/> IFA / Wealth Management | <input type="checkbox"/> Strategic Planning | <input type="checkbox"/> Budgeting & Cashflow | <input type="checkbox"/> Auditor |
| <input type="checkbox"/> Fundraising / Refinance | <input type="checkbox"/> Insolvency | <input type="checkbox"/> Business Advisory | <input type="checkbox"/> Corporate Finance |
| <input type="checkbox"/> Personal Tax | <input type="checkbox"/> Corporate Tax | <input type="checkbox"/> IPO / Pre IPO | <input type="checkbox"/> R & D Tax Credits |
| <input type="checkbox"/> Family Businesses | <input type="checkbox"/> Trusts | | |

What stage is your business at?

- | | | | |
|--|----------------------------------|--|---|
| <input type="checkbox"/> Early stage - pre revenue | <input type="checkbox"/> Growth | <input type="checkbox"/> Well established - 2 years + of strong revenues | <input type="checkbox"/> Pre-flotation |
| <input type="checkbox"/> Early stage - with rev & full business plan | <input type="checkbox"/> Project | <input type="checkbox"/> Acquisition | <input type="checkbox"/> Reorganisation / Phoenix |
| <input type="checkbox"/> At least 2 Years revenue | | | |

What sector is your business in?

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Professional Services | <input type="checkbox"/> Storage & Distribution | <input type="checkbox"/> Entertainment & Media |
| <input type="checkbox"/> Env'tl / Greentech / Cleantech | <input type="checkbox"/> Financial Services & Insurance | <input type="checkbox"/> Food & Drink | <input type="checkbox"/> Franchising |
| <input type="checkbox"/> Healthcare | <input type="checkbox"/> IT Hardware | <input type="checkbox"/> Software & Support | <input type="checkbox"/> Leisure & Travel |
| <input type="checkbox"/> Life Sciences / Biotech | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Energy / Power | <input type="checkbox"/> Property & Construction |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Telecoms & Internet | <input type="checkbox"/> Transport & Logistics | <input type="checkbox"/> Engineering |
| <input type="checkbox"/> FMCG | <input type="checkbox"/> Education | <input type="checkbox"/> Charity / Not for Profit | <input type="checkbox"/> Wholesale |
| <input type="checkbox"/> Recruitment | <input type="checkbox"/> Printing & Publishing | <input type="checkbox"/> Technology | <input type="checkbox"/> Advertising / Marketing & PR |
| <input type="checkbox"/> Building & Maint Services | <input type="checkbox"/> Digital, Creative inc Apps | | |

Enter your postcode

Enter keywords to refine your search (separate each keyword with a comma e.g. food, manufacturing)

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Enter your name

Enter your phone number

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Search

Local advice providers

Corporate Finance & Legal Specialist - Jim Tully - Addleshaw Goddard



I specialise in M&A, corporate finance and private equity, I joined Addleshaw Goddard in 1999 from British Aerospace plc and became a partner in 2001. I have a wealth of experience acting for a broad range of clients including private equity houses, m...

ADDLESHAW GODDARD

[VIEW PROFILE](#)

MANCHESTER

Corporate Finance & Legal Specialist - Austin Moore - Gateley



Austin is a corporate lawyer based in the firm's Nottingham office with specialist expertise in MBO's, corporate acquisitions and reorganisations. Did you know: Austin plays the drums in a rock band (still gigging after 30 years). He also enjoys golf,...

Gateley

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NOTTINGHAM

Sales Training & Consultancy - Charlie McIntyre - CM Services (UK) Ltd



Charlie McIntyre the principle trainer and a highly qualified professional, has a wealth of knowledge gained from hands on experience with over 30 years in the sales and management arena. I have experience in industry sectors that include engineering,...

CM Services (UK) Ltd
SALES TRAINING AND CONSULTANCY

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CESHIRE

Business Consultancy & Advisory - Noel Guilford - Guildford Consulting



Advice and assistance from a chartered accountant with over 25 years experience Guildford Consulting provides advice on business strategy and finance to growing businesses to support them with business planning, raising finance, growth and succession ...

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consulting

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CHESTER

Business Consultancy & Advisory Noel Guilford

Guildford Consulting Chester



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Let Noel Guilford tell you about **Business Consultancy & Advisory**

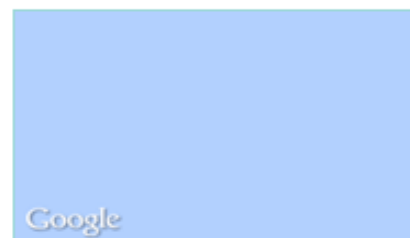
Advice and assistance from a chartered accountant with over 25 years experience Guildford Consulting provides advice on business strategy and finance to growing businesses to support them with business planning, raising finance, growth and succession planning.

Most businesses do not have a clearly defined strategy that enables them to determine what to say 'no' to and what to invest in. The strategic planning process used by Guildford Consulting is a proven process for determining the vision, values, strategy, and goals for the business.

Clients:

We act for small and medium sized businesses and companies throughout the North West.

Our clients are the owner managers of businesses looking to grow, develop their strategy, raise finance and improve their financial performance. They need competent, experienced, professional advice, from a firm they can trust, at a price they can afford.



REVIEW THIS PROFILE

Top sectors:

- Storage & Distribution
- Entertainment & Media
- Food & Drink
- IT Hardware
- Software & Support
- Manufacturing
- Telecoms & Internet

Expertise:

Noel's widest experience comes from advising the shareholders, directors and management of private companies. He has led and arranged acquisitions, management buyouts and disposals, raised development capital and provided strategic and business advice to numerous businesses.

Specialist areas:

- Business Mentoring
- Non exec director
- Sales & Selling Skills
- Strategic Planning
- Business Advisory

Business stages:

- Early stage - pre revenue
- Growth
- Well established - 2 years + of strong revenues
- Pre-flotation