

International Sefton

New Markets

Mark Basnett

investsefton

Sefton@Work
working for you

Sefton Council



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

LEP: What we are/do

- A business led collaborative public/private partnership
- Endorsed by the UK Government
- Driving business and job growth in the City Region
- Developing the City Region's Local Growth Plan and the 2014-2020 European Programme
- Accessing funding for local businesses and developers through Growing Places Fund, Regional Growth Fund, ERDF etc
- Enabling, facilitating, collaborating, developing and delivering

But....

- Little UK Government funding
- Supported by membership, contract 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





Visitor Economy



Knowledge Economy



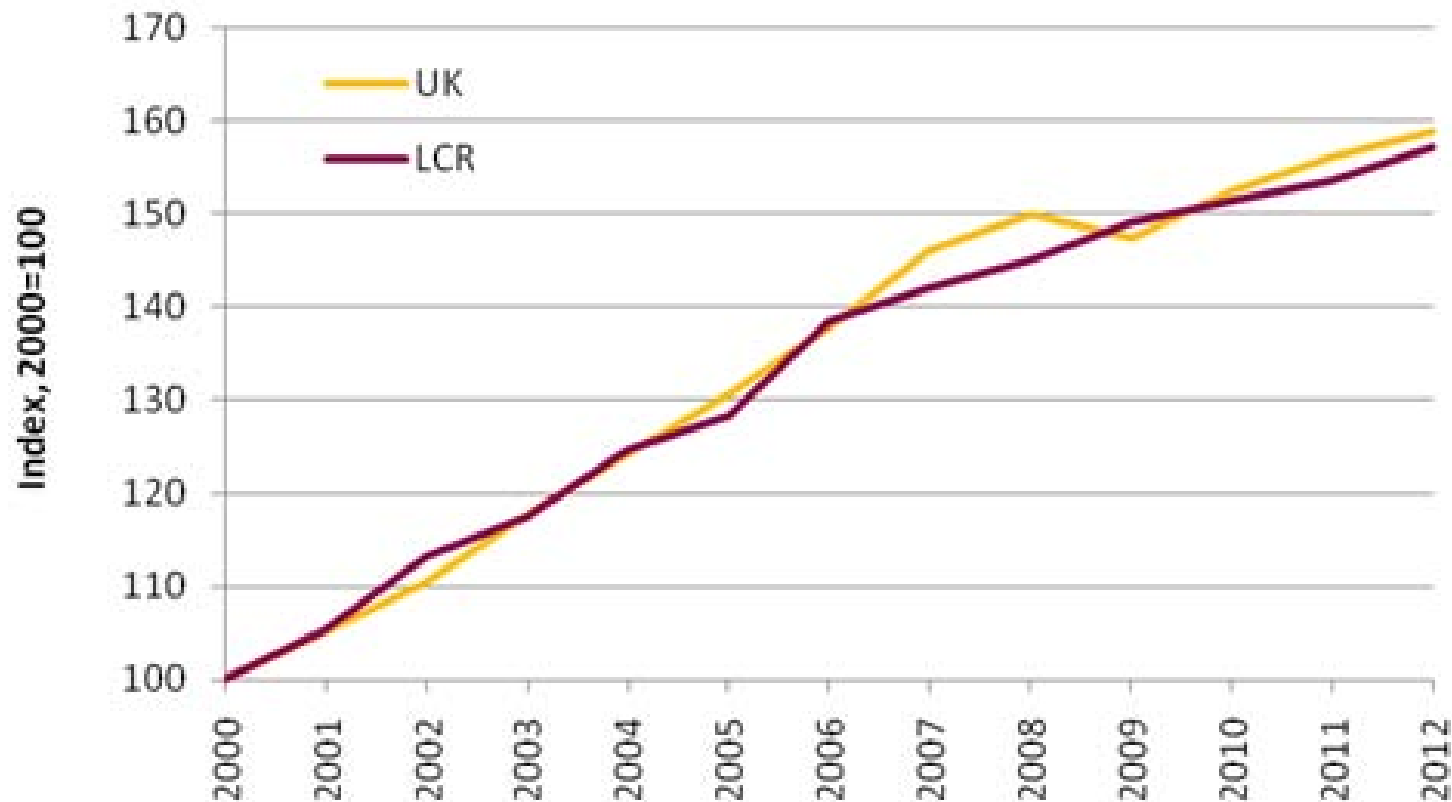
Low Carbon Economy



SuperPort

Why Do We Do it?

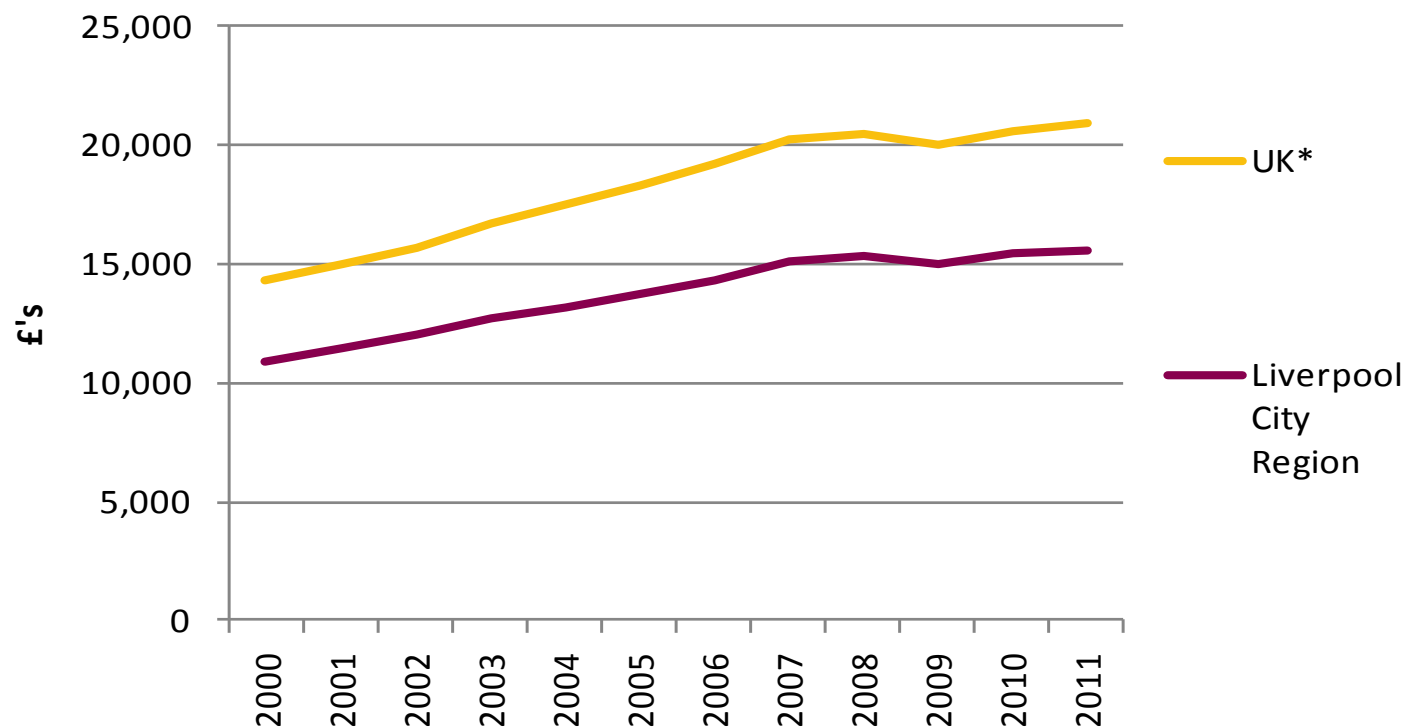
Economic Growth Indexed to 2000



Source: ONS

Why Do We Do it?

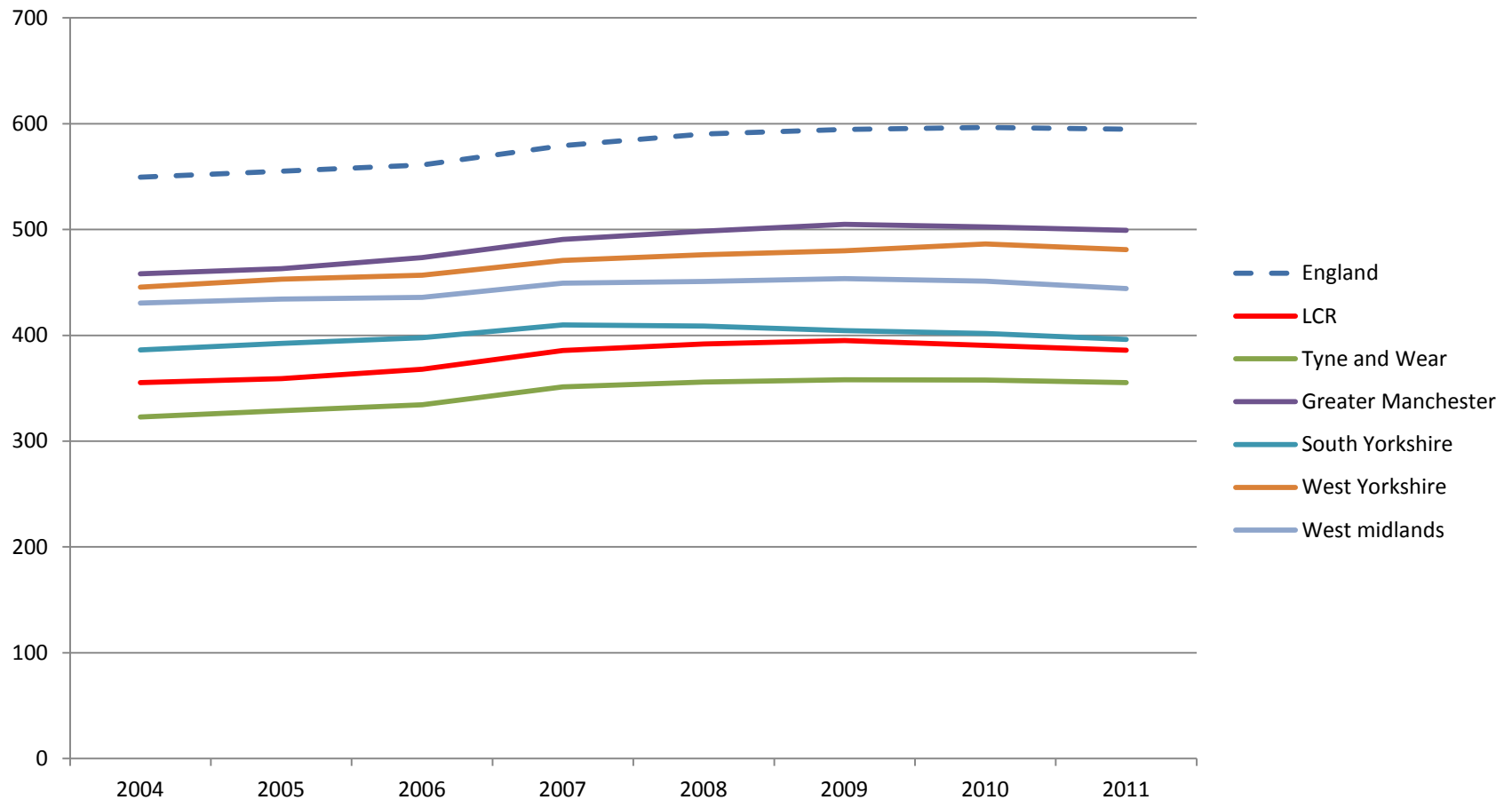
GVA per head per annum from 2000



Source: ONS

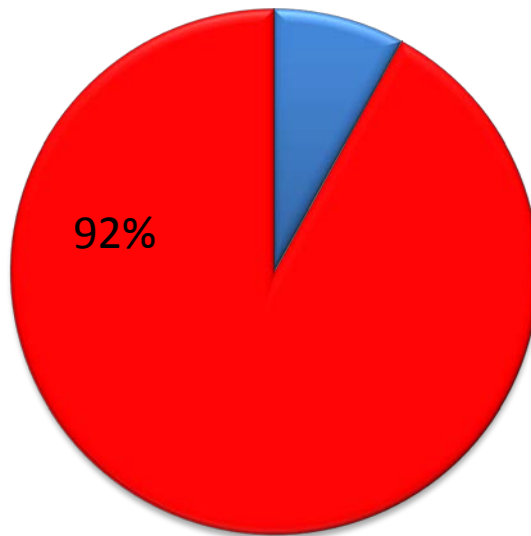
Why Do We Do it?

Total Enterprises (per 10,000 working age population)

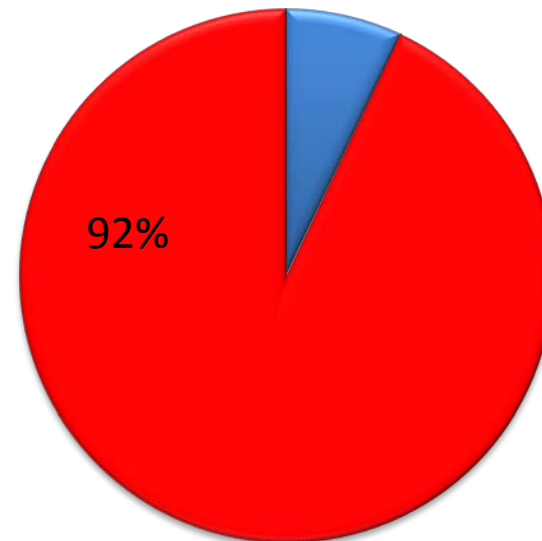


Employment (Liverpool vs England)

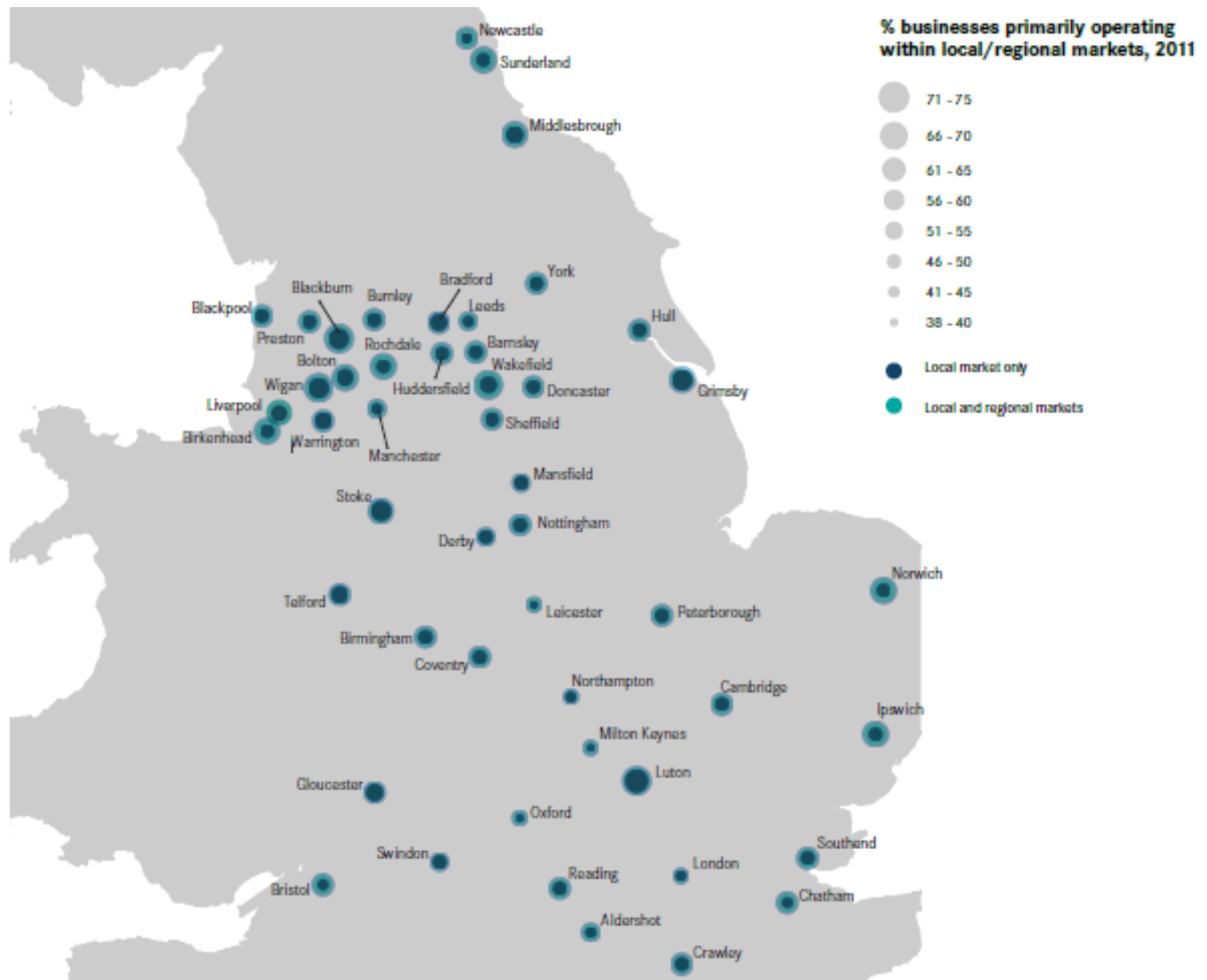
**Employment
Rate**



**% in Private
Employment**

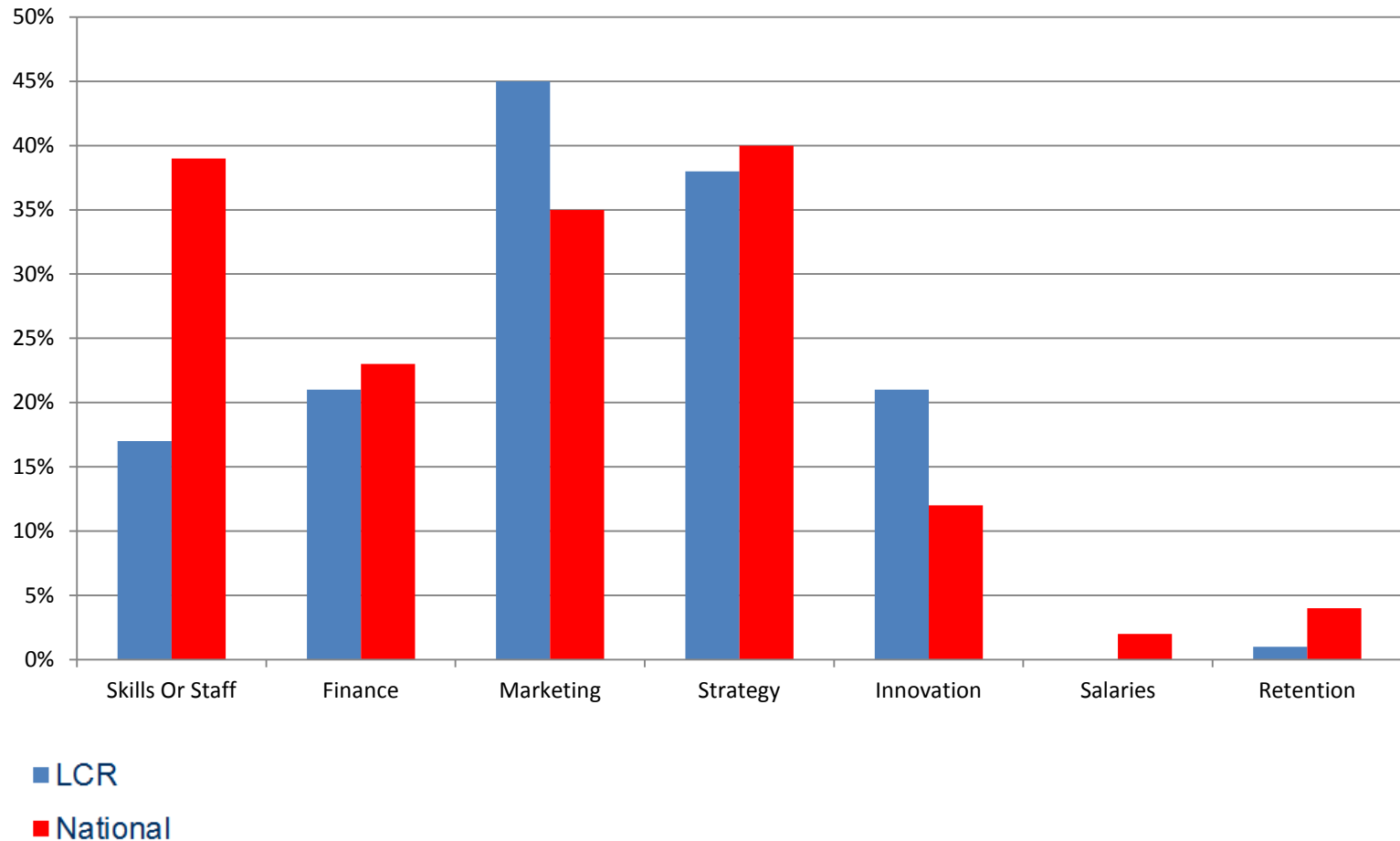


Barriers to Growth



Barriers to Growth

Barriers to Growth



**How do we stimulate
and support
business growth
In new markets?**

New Markets Programme

New Markets Support

ERDF Funded Support for Growth Business (SMEs)

- **35%** contribution to the cost of commercial advice that supports the growth of the business
- Support completely **bespoke** to business to deliver significant impact on business performance
- Must be **competitively procured**
- Assistance from LEP Commercial Broker who will help with specification, procurement, paperwork etc
- Funding provided once **commercial** work is complete

New Markets Support

Examples of Eligible Advice (subject to agreement)

- Sales Strategies and Delivery
- Market Research
- Product and Service Development
- Supply Chain Development
- Export Market development/specialists
- Social Media/Technology adoption
- IP Protection and Exploitation
- Interim Business Growth Manager
- Investment Readiness / Access to Finance



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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WHO ARE Advicefinder.co.uk?

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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)
FundingStore.com will not pass on your details to third parties: [Privacy Policy](#) [Terms & Conditions](#)

Enter your name

Enter your phone number

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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)

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

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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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CHESHIRE

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 ...

guildford
consulting

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CHESTER

Business Consultancy & Advisory Noel Guilford

Guildford Consulting Chester



guildford
consulting

CLICK HERE TO
CONTACT ME

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

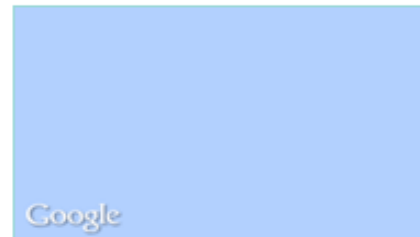
Advice and assistance from a chartered accountant with over 25 years experience Guildford Consulting provides advice on business strategy and finance to growing businesses to support them with business planning, raising finance, growth and succession planning.

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

Business Growth Grant

- UK Govt runs a **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)
- Getting other funding in place (bank, own resources etc)
- Demonstrating need for the grant

Business Growth Grant

Eligible Expenditure:

- Plant, equipment, buildings, and adaptations
- Investment in new technologies
- Systems
- Software
- People
- 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
- Grant typically **£5k per job** created
- Up to 25% for SMEs in assisted areas
- Up to 15% for large companies in assisted areas
Deminimus (up to £175k aid in any 3 years)
- 50% for industrial research
- 25% for experimental development

Business Growth Grant

Assisted Areas Map



Business Growth Grant

Example:

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

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

**What else can we do to
stimulate and support
business growth
In new markets?**