

The background of the entire page is a blue-tinted image. It features a hand holding a tablet computer. Overlaid on the tablet and extending into the background is a network of white icons connected by lines. The icons include a person silhouette, a speech bubble, a camera, a video camera, and a globe. In the upper right, a faint world map is visible. The overall theme is digital connectivity and global business.

**OUTSOURCING
SOLUTIONS
& SERVICE CENTRES**

WE ARE READY FOR BUSINESS.



LOCATING A SERVICE CENTRE IN LIVERPOOL CITY REGION GIVES YOU:




SECOND FASTEST GROWING DIGITAL CLUSTER IN THE UK


HOME TO THE LATEST DATA-CENTRIC AND COGNITIVE COMPUTER TECHNOLOGIES

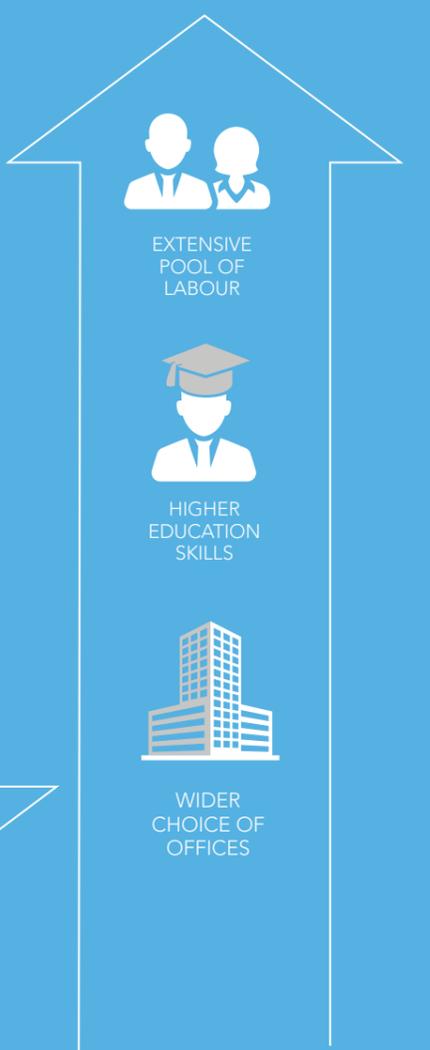

MOST DIGITALLY SKILLED CITY BARCLAYS 2017




LOWER STAFFING COSTS


LOWER ATTRITION RATES


LOWER PROPERTY COSTS




EXTENSIVE POOL OF LABOUR


HIGHER EDUCATION SKILLS


WIDER CHOICE OF OFFICES

PROVEN SERVICE HUB FOR GLOBAL BUSINESS.

Liverpool City Region offers companies all the business-critical ingredients for profitable back and middle-office functions.

Whether it's an outsourcing operation, customer services or shared services centre, you'll find everything you need here.

This is a place where you'll find a depth and breadth of expertise and skills.

Major firms with service centre operations here include:

- **American Airlines** – customer service centre in Liverpool City Centre
- **Pershing BNY Mellon** – 400 employees at Liverpool service centre
- **Santander** - employs around 2,000 staff at its commercial banking headquarters in Bootle
- **Bosch Service Solutions** – BPO specialist with 30-languages covered, 24/7 service centre
- **Kura** – 200 jobs created in 2017 at new centre for Scottish Power
- **Barclays** – £15m investment in high-tech customer services centre in 2016
- **BDO** – Recently expanded shared services hub

More than 80 businesses have chosen to locate a customer service centre, middle or back office in Liverpool City Region.

You'll be in good company.



CASE STUDY: PERSHING BNY MELLON

Pershing is a subsidiary of the Bank of New York Mellon Corporation and is a global financial business solutions provider with offices around the world. It is a leading provider of outsourcing solutions for private client firms and institutional broker dealers in Europe.

Pershing BNY Mellon provides investment service solutions to institutional broker dealers, wealth managers and independent financial advisers. Located across London, Liverpool, Manchester, Dublin and Jersey. For the EMEA region, Liverpool is the flagship operational centre and is accredited as a 'Centre of Excellence' within BNY Mellon. Pershing has more than 200 employees located at their new offices in The Royal Liver Building.

Peter Norman, Managing Director (Operations) said: "So why is Liverpool good for us? It has a deep talent pool — four top universities and feeder schools, a strong Wealth Management heritage and tradition, and an energised, committed, innovative and loyal team from a skilled and qualified resource pool.

"Liverpool has a great tradition in supporting the wealth management industry, creating a deep talent pool of experience and technical skills. This, coupled with an excellent infrastructure and a powerful economic base make Liverpool an ideal location."

A PLACE WHERE PEOPLE LOVE TO LIVE.

This is a place that ticks all the boxes when it comes to recruitment.

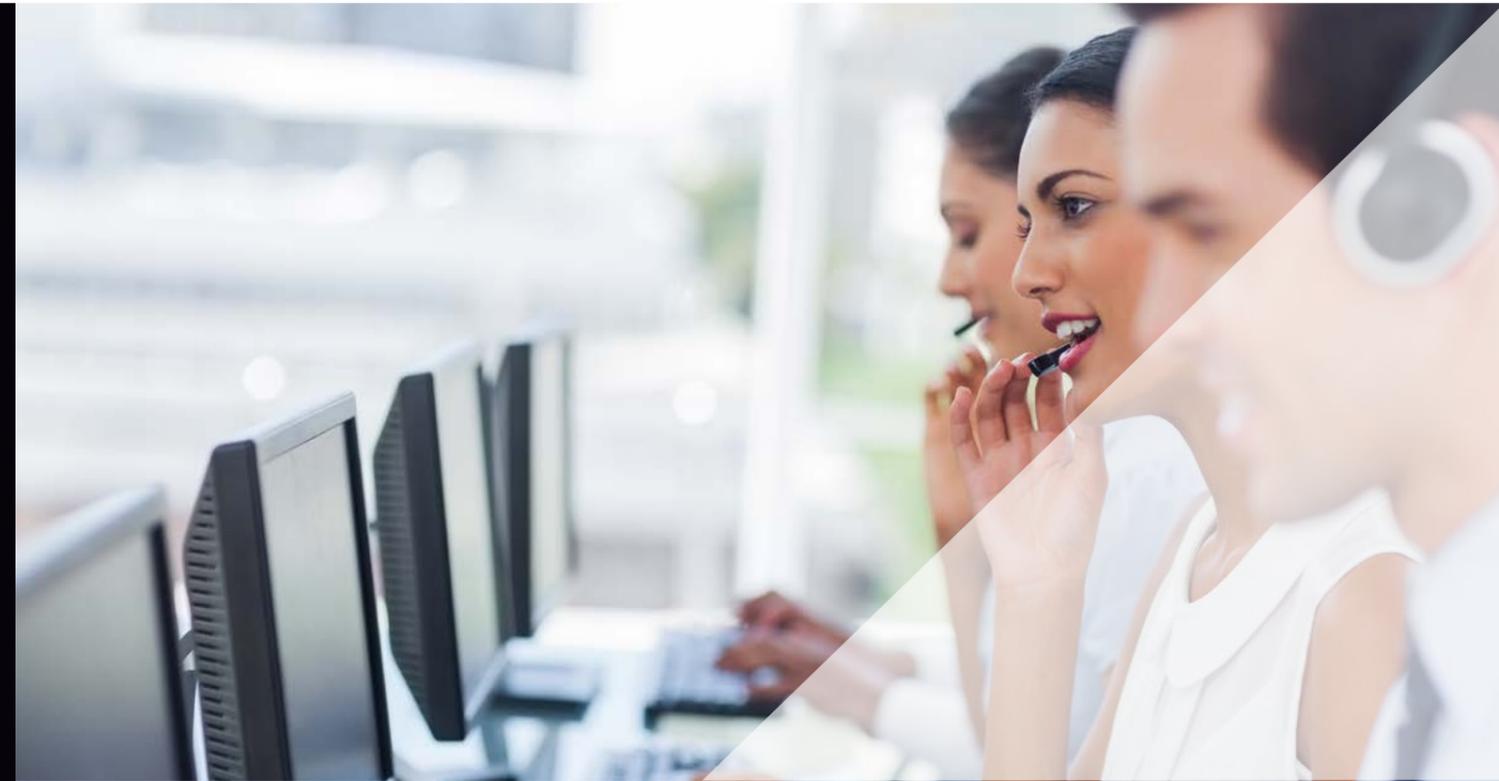
With more than 6 million people living within an hour of the city region, there's a huge choice of talent and skills available.

The region's cluster of existing service centres means that companies can access a wide range of experienced people, with expertise in all aspects of business service skills in sales, marketing, HR, IT financial processing and customer services.

With more than 90,000 students, of which 30,000 graduate each year, Liverpool City Region offers you direct access to some of the world's best academic resources and a pipeline of new talent.

We're also a city region that offers you a multilingual workforce. An example of this is the highly-successful Bosch Service Solutions, which offers its clients IT and consulting expertise in more than 30 languages. The company's location in Liverpool offers 24/7 services in Danish, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Portuguese, Spanish and Swedish.

It's not just the people we have here already though. Liverpool City Region has all the attractions and buzz to attract and retain the best people.



CASE STUDY: KURA

Kura is a market-leading contact centre outsourcer based in Glasgow with a client list that includes GM, Sears, Vodafone and Verizon. In 2017, Kura chose Sefton for its first contact centre outside of Scotland creating 200 new jobs.

The expansion to Liverpool City Region comes after Kura was selected as a strategic partner of Scottish Power for the next five years to become the utility giant's largest outsource customer services provider. The contract meets Scottish Power's promise of delivering all call handling services from UK based contact centres.

Kura has said there is potential to create further 200 roles at the 34,000 sq ft office.

Brian Bannatyne, Chief Executive of Kura, said: "We're delighted to be opening this major new site in the thriving Liverpool area. Sefton offers a fantastic platform for our expansion within the UK and will create new jobs for those in the area. At Kura we're out to build a very different business in our industry, one that is focused on its people and their development.

"Our philosophy is to help people be the best they can be and our vision is to be recognised across all organisations as unrivalled in developing people. Caspian House will be a flagship site, creating the right learning environment for the culture we are building."

BRITAIN'S MOST COST-EFFECTIVE LOCATION.

As well as having access to a labour pool of great talent and skills, businesses choose to locate here because of the many cost and productivity advantages.

Companies are realising the benefits of relocating key functions away from London and the South East to the North of England – the so-called 'northshoring' trend.

Locating your business here gives you an immediate competitive edge. UK government data shows that wages in Liverpool are lower than the national average and all major city comparators.

AVERAGE WEEKLY EARNINGS 2016 (£)



| | |
|------------------|--------------|
| LIVERPOOL | 503.8 |
| BIRMINGHAM | 506.7 |
| NATIONAL AVERAGE | 524.5 |
| GLASGOW | 525.2 |
| LEEDS | 526.1 |
| LONDON | 696.8 |

Source: Centre for Cities, 2017

With plenty of modern office Grade A developments in the pipeline, Liverpool City Region offers a great choice of accommodation with costs well below those found in other major UK cities.

GRADE A OFFICE RENT PER SQ. FT



| | |
|-------------------|---------------|
| LIVERPOOL | £21.50 |
| GLASGOW | £30.00 |
| BIRMINGHAM | £32.50 |
| MANCHESTER | £35.00 |
| LONDON (CITY) | £70.00 |
| LONDON (WEST END) | £118.00 |

Source: Colliers International, 2017

Incentives and rent free periods of up to 3 years on a 10 year lease are available at sites across the city region. The Invest Liverpool team can help you identify the best options available.



CASE STUDY: THE CONTACT COMPANY

Launched in 2006 with just 15 people, The Contact Company (TCC) has since grown to become one of Liverpool City Region's most significant employers with more than 1,000 staff and is recognised as one of the largest independent outsourcers in the UK.

Clients that are served from two sites in Wirral include leading retailers such as River Island, Play.com and Penguin.

Since its launch TCC has established a solid, experienced team across all aspects of contact centre activity from inbound and outbound voice and email through to social media and all other related customer support services.

Founder and CEO, Asif Hamid said: "We're here to stay and we are investing for the future. Initially, we rented space to other companies but we are in full occupation now and looking to expand again. We opened new premises on Birkenhead waterfront which represents the biggest office development in the North West over the last five years."

The existing wirral base, employing 1,200 people is now at full capacity. TCC has recently announced the opening of a new office on Liverpool waterfront to accommodate an additional 1,500 people.

TECH-FUELLED ECOSYSTEM.

Liverpool City Region's renowned technology strengths offer complimentary support for businesses locating here.

Our universities provide a constant pool of graduates from some of the highest ranked computing departments in the UK and at Sci-Tech Daresbury, the Hartree Centre is a leading collaborative research and innovation centre focused on accelerating the adoption of data-centric computing, big data and cognitive technologies.

It works in partnership with Liverpool City Region supporting large corporates and SME's that want to utilise it's capabilities.

Local companies like Blue Prism are revolutionising back-offices with their Robotic Process Automation software and the area's creative and digital talent is being harnessed by a thriving tech sector that supports our existing service centres.



CASE STUDY: BDO

BDO provides tax, audit and assurance, advisory and business outsourcing services to companies across all sectors of the economy. Part of the \$8bn BDO network globally, BDO operates from 18 offices in the UK, employing 3,500 people.

Mid-2016, BDO took a strategic decision to establish a Shared Services Centre in central Liverpool. The team presently has 75 staff and supports client teams with delivery of tax compliance, audit planning, marketing support and other internal services. Over the next three years, BDO aims to enhance the depth and range of services provided to the UK firm by growing the team to 200 - 250 staff.

Andy Butterworth, Chief Operations Officer at BDO, said: "We have committed to Liverpool for the long-term having recently taken a ten year lease which trebles our available space. Our city centre location is extremely appealing to the workforce, as well as having excellent communication links to our regional office network. The availability of dynamic and loyal staff to support and grow our operation in the city is excellent. We continue to build first-rate relationships with local universities to identify future talent."

We have a team of business location experts from across Liverpool City Region that can assist you with your next project.

We can provide detailed research on markets, sectors and workforce demographics. We can put you in touch with the right contacts at industry networks and partner organisations. We're happy to introduce you to potential partners at our world-class universities and our existing businesses. We can help you to identify all the available support to help your expansion and show you a wider range of sites, premises and development opportunities.

Email us at LCR@investliverpool.com or telephone +44 (0)151 600 2930 for help and we look forward to working on your plans with you.

investliverpool.com

INVESTLIVERPOOL

ADVANCING THE CITY REGION

