

**INVESTLIVERPOOL**  
ADVANCING THE CITY REGION

**CREATIVE  
& DIGITAL**

**WE ARE FREE THINKERS.**



"There's an entrepreneurial vibe that comes from Liverpool, a punk rock attitude of 'Yeah, let's do it!'"

- Simon Rhodes, Founder, Smiling Wolf





## WELCOME TO A PLACE WHERE CREATIVE IDEAS AND DIGITAL DREAMS ARE MADE.

We're famous for our music, fashion and culture. We're known for digital media and great video game heritage; BAFTA winning productions and Oscar-winning talent. Our firms deliver creative solutions for Disney, Sony, BBC, Virgin Media, Vodafone, LinkedIn, Nintendo, Microsoft, Google and Amazon.

And we've got some new toys to play with: Supercomputing; Robotics; Virtual Reality; Internet of Things; Sensors; Big Data and Big Science. We've got the largest supercomputing facility for industrial applications in the UK and the highest concentration of robotics for materials science in the world. But there's nothing artificial about our intelligence. And there's nothing robotic about our people.

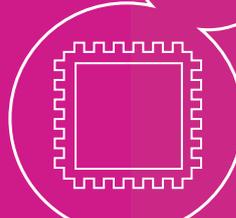


# CREATIVE & DIGITAL

ONE OF THE FASTEST GROWING CREATIVE AND DIGITAL CLUSTERS IN THE UK



**MOST POWERFUL**  
SUPERCOMPUTER IN THE UK  
DEDICATED TO INDUSTRIAL R&D



**30,000+**  
EMPLOYED IN CREATIVE  
AND DIGITAL INDUSTRIES (TWA)



ONE OF THE UK'S STRONGEST GAMES AND CREATIVE MEDIA CONTENT CLUSTERS

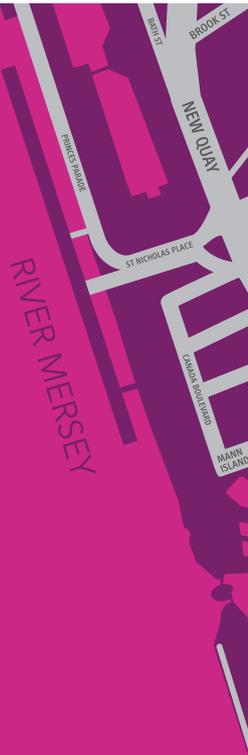
EXEMPLAR REGION FOR IoT TECHNOLOGIES



GVA TO DOUBLE TO **£1.75 BILLION** BY 2030



THE MOST CONCENTRATED DEPLOYMENT OF HEALTH TECH IN EUROPE





**KEY:**

- 1. **Hibernia Atlantic Cables** - Direct high speed trans-atlantic network.
- 2. **Cotton Exchange** - Creative & Digital hub.
- 3. **Liverpool Northshore** - Creative Production hub.
- 4. **Liverpool Innovation Park** - Creative & Digital Content business hub.
- 5. **Gostins Building** - IoT Maker hub.
- 6. **Liverpool Science Park** - Innovation & R&D hub.
- 7. **Sci-Tech Daresbury** - National Science & Innovation Campus.
- 8. **Baltic Triangle** - Creative & Digital cluster.

## GLOBAL REACH

Liverpool has always been a gateway. Our geography and natural assets have shaped commercial and cultural life here for centuries. Our role in the national and global economy has never been more relevant as international manufacturers make the most of our international links to reach customers and suppliers all over the world.

One of the biggest opportunities for firms in Liverpool City Region is the access to a new ports and logistics infrastructure. Superport is an integrated cluster of logistics assets and expertise that will deliver faster, greener global market access. Superport is undergoing more than £1 billion of intermodal infrastructure investment, and the new deep-water Liverpool2 container terminal can service 95% of the world's largest container ships, opening up faster supply chain transit for at least 60% of the existing UK container market.

For international connections there is a choice of both Liverpool and Manchester airports which are within a 45 minute drive. Liverpool John Lennon Airport has flights to all major European business centres and Manchester Airport has direct flights to 200 destinations and extensive freight and logistics facilities to support the import and export of goods to and from all major global markets.

For the UK market, the region is well-connected. Wherever your customers, Liverpool is within easy reach. London is just two hours away by train – with services every hour. Direct rail services to Manchester, Birmingham, Leeds, Sheffield, Nottingham and others. And our motorway connections put the vast majority of UK cities from Glasgow to Southampton within four hours' drive time.





## CASE STUDY: **SHOP DIRECT**

Exemplifying the ability of local businesses to adapt and change, Shop Direct has built on 80 years in retail to become the UK's second largest pureplay online retailer with more than £1.8 billion in sales.

The company's websites receive over a million visits every day with its digital department stores including [Very.co.uk](http://Very.co.uk), [VeryExclusive.co.uk](http://VeryExclusive.co.uk) and [Littlewoods.com](http://Littlewoods.com).

Shop Direct is headquartered at a state-of-the-art office – a former aircraft hangar near to Liverpool John Lennon Airport. The company has other locations across

the North West, sells more than 1,500 famous brands, including big name labels and its own exclusive brands. It has four million customers and delivers 48 million products every year.

The company took home three awards, including 'Pure Play Etailer of the Year' for the second consecutive year, at the Retail Week Awards 2016. Shop Direct also won a number of awards at the Drapers Digital Awards 2016, where group ecommerce director Jonathan Wall was named 'Best Digital Leader'.

## WE ARE CREATORS.

From the creative sparks that bring an indie edge to our work; to the programmers and developers bringing lines of code to life. This is a place with a unique personality. Our free thinkers are at the forefront of health and medical applications; we're using virtual reality to design safer cars; and mashing up Big Data to save lives. In converted warehouses and dockside spaces, universities laboratories and global IT hubs; in every corner of this creative and talented region; we are creating something very special.

This place has a rhythm and an energy all of its own – and it's always moved to its own beat: attracting world class talent, encouraging new startups, and developing the next generation of creators, makers, gamers and ground-breakers.

Iconic creative talent thrives in our film and television companies, such as Hurricane Films, Lime Pictures and LA Productions and a host of independent content providers. Plans for new film studios are afoot which will add to our film and TV credentials.

Our city region has produced innovative Skills for Growth agreements for our key sectors which reflect a unique and innovative joint working between public, private and academic organisations to address current and future skills needs. A great example of this skills partnership in action can be seen at Wirral Met College, where more than 1,000 employers are engaged in ensuring that the curriculum portfolio matches the demands of local businesses.

A photograph of a sign that reads "We Are All Explorers". The sign is made of a light-colored material, possibly cardboard or paper, and is placed on a surface. The text is in a bold, sans-serif font. The word "We" is on the top line, "Are All" is on the second line, and "Explorers" is on the third line. The sign is partially obscured by a dark, curved shape in the foreground, which appears to be the edge of a table or a similar surface.



## CASE STUDY: CITRUS SUITE AND DISNEY

After a challenge by Disney UK and Creative England for technology developers to come up with a digital prototype to help inspire families to lead healthier lifestyles, Liverpool based digital agency Citrus Suite was announced as the winner in early 2016.

Their app is based on a digital game prototype that will help families set and reach their wellbeing goals, encouraging them to take up moderate exercise as a team.

Chris Morland, CEO of Citrus Suite: "We saw this competition as a great opportunity to work with Disney which has a long-standing global commitment to healthy

living. Partnering with Disney will give us the chance to let our creativity shine, while accessing the best movie brand IP. We're focussed on making the concept work as a fun Disney prototype. We've got a busy few months ahead but we're looking forward to the challenge.

"We have some great talent based in Liverpool. Citrus Suite is one of the first cohorts of the tech Baltic Triangle and we've seen development in the creative tech sector grow rapidly over the past three years."

## WE ARE COLLABORATORS.

This is a friendly and open place. People here work best when they work together. For us, open innovation isn't a management theory, it's a way of life around here. Our sense of community and solidarity runs deep. We attract talent and business from around the world and bring them together in collaborative networks and shared spaces to create a special alchemy.

Creative and digital minds work best when they work together. Our industry networks across the city region are fuelling the transformative growth of the sector here. With active groups including:

- **Kin™** – the longest established network of its kind in the UK, with more than 3,000 active members sharing opportunities and ideas online and at regular events.

Covering sectors as diverse as design to data mining, games development to aerial photography, from music management to digital music publishing and distribution, Kin™ offers a platform for all of the city region's creatives to connect and showcase their work.

Sharing opportunities and ideas through events and a vibrant online community, Kin™ is the perfect platform for local businesses to find creative talent. With a vetting process to ensure only genuine opportunities make it onto the site, Kin™ has become one of the first ports of call for creatives on the lookout for new opportunities.

Other active groups include:

- **Liverpool Girl Geeks** – more than 500 members on a mission to decrease the gender imbalance in tech through a variety of events, workshops and courses.

- **Creative Kitchen** – network of creative, digital and tech people sharing knowledge at regular events, with a strong developer focus.

- **North West Indies** – network of independent games developers based in the North West of England and coordinated from Liverpool.

- **British Interactive Media Association** – recently chose Liverpool for its regional headquarters.

This is just a sample of the dozens of networks and collaborations that exist in and around Liverpool City Region.

These networks work closely with colleagues in the wider region and beyond with strong sector partnerships with organisations such as Tech City UK, Innovate UK, Tech North and Manchester Digital.

## CASE STUDY: UNIFORM

Uniform is an award-winning design and innovation company based in Liverpool and London working with a range of global brands including Mitre, Gatorade, Canary Wharf Group, Westfield, AMEX, Bacardi and Belling. It is one of the most innovative creative companies in the UK and is a place where design, business and technology collide.

Founded in 1998 by three graduates straight out of Liverpool John Moores University, the company has doubled in size in the last three years and now employs over 50 staff in its Liverpool headquarters, with revenues in excess of £3 million and a steadily expanding presence in Clerkenwell, London. Uniform was one of the UK's top 10 fastest growing creative agencies, and 56 in the 2015 Design Week Top 100. The company has recently designed the commemorative 50p coin for the 2016 Rio Olympics.

Alongside their commercial work, Uniform has a significant commitment to R&D and innovation. Key R&D projects have included Postcard Player, exploring conductive ink in music publishing, first shown at South by South West (SXSW) in 2012 and shortlisted and exhibited as part of the Design

Museum's Designs of the Year 2013 exhibition; internet connected devices including Casual Interfaces for UKMX and London Design Festival/V&A; and Weather Systems (Wired Japan's top 10 designs projects 2015); and most recently Grip, an internet-enabled virtual coaching experience for climbers showcased at SXSW 2016.

Uniform also host Liverpool's Open Device Lab. Open Device Labs is a not-for-profit resource set up to allow everyone, from freelancers to tech and creative companies, to access a pool of internet connected devices, to allow testing and ultimately improve the quality of digital products. This self-funded initiative is representative of the open source culture of the business and their commitment to championing the creative and digital industries in the North of England and the rest of the UK.

Their work has been covered by BBC, CNN, WSJ, FastCo, and PSFK amongst others.



## WE ARE CHALLENGERS.

And this is a place with spirit, pride and passion. We're independent and we never shy from challenging the status quo. When someone says it can't be done; we'll find a way; when things need changing and new models are required, you'll find us right there at the forefront of innovation and change.

Disruptive technologies and challenging minds are the driving force behind our creative and digital scene. From integrating cutting-edge virtual reality into social networks, to placing artist's music inside games, films and TV shows, our creative firms are driving new models of business.

The impact of our work here can also be seen in far-reaching medical advances, environmental research and applications that make the world a better place.





## CASE STUDY: UNESCO CITY OF MUSIC

In December 2015, UNESCO awarded Liverpool 'City of Music' status.

The city is synonymous with music and this recognition is helping to further enhance its creative industries.

Our contribution to the world's music probably began through shipping and trade, but continued in the 19th century with the establishment of the UK's oldest surviving Philharmonic Society. The Royal Liverpool Philharmonic Orchestra is now regarded as one of the finest orchestras in Europe, winning the title "Ensemble of the Year" at the 2009 Royal Philharmonic Society Music Awards.

Of course the 1960s were pivotal in turning the world's attention on the city and clubs like Eric's in the 1970s and Cream in the 1990s have sustained our national and international reputation. The current scene is vibrant

and supported by two of the freshest and most exciting music festivals in the UK; Liverpool Sound City in May and Liverpool Music Week in November.

There's a lot more to Liverpool than music, we've got one of the best visual art scenes in the UK with venues like the Walker Art Gallery and Tate Liverpool as well as the Liverpool Biennial. We've already been recognised by the Arts Council as England's 'Most Musical City' as well as being awarded the title 'World Capital of Pop' by the Guinness Book of Records.

New projects in the local visual arts scene include the Invisible Wind Factory - a new space situated in a former warehouse on the North Liverpool docks, created by a collective and The Kazimier, which has found critical acclaim converging skills in sound engineering, visual arts, set design, performative theatre and live art.

## BIG SCIENCE BIG ASSETS

At the heart of this region's attractiveness is a thriving academic scene.

Schools, colleges and universities are involved in some of the world's most important science and technology projects. The amount of new investment in science, technology and engineering facilities and capabilities is testament to the ambition and vision of an academic cluster that works closely with major businesses.

- **University of Liverpool** – a world-class university ranked in the top 1% globally and is one of the top three centres in the UK for Computer Science-related published research. Areas of internationally-renowned research include algorithms and artificial intelligence. The Liverpool School of Art and Design is a hub of creativity including music and media.

- **Materials Innovation Factory** – the £68 million project to create the highest concentration of robotics for materials science in the world.

- **Liverpool John Moores University** - is one of the largest, most dynamic and forward-thinking universities in the UK. Major investment in VR facilities supports computing research work. The Open Labs programme supports companies, helping them develop the knowledge and connections needed to take advantage of new digital technologies and markets.

- **Manufacturing Technology Centre** - MTC@LJMU is the first regional offshoot of the national Manufacturing Technology Centre Catapult. This further enhances links with Innovate UK, the national innovation agency and other catapult centres for digital technologies.

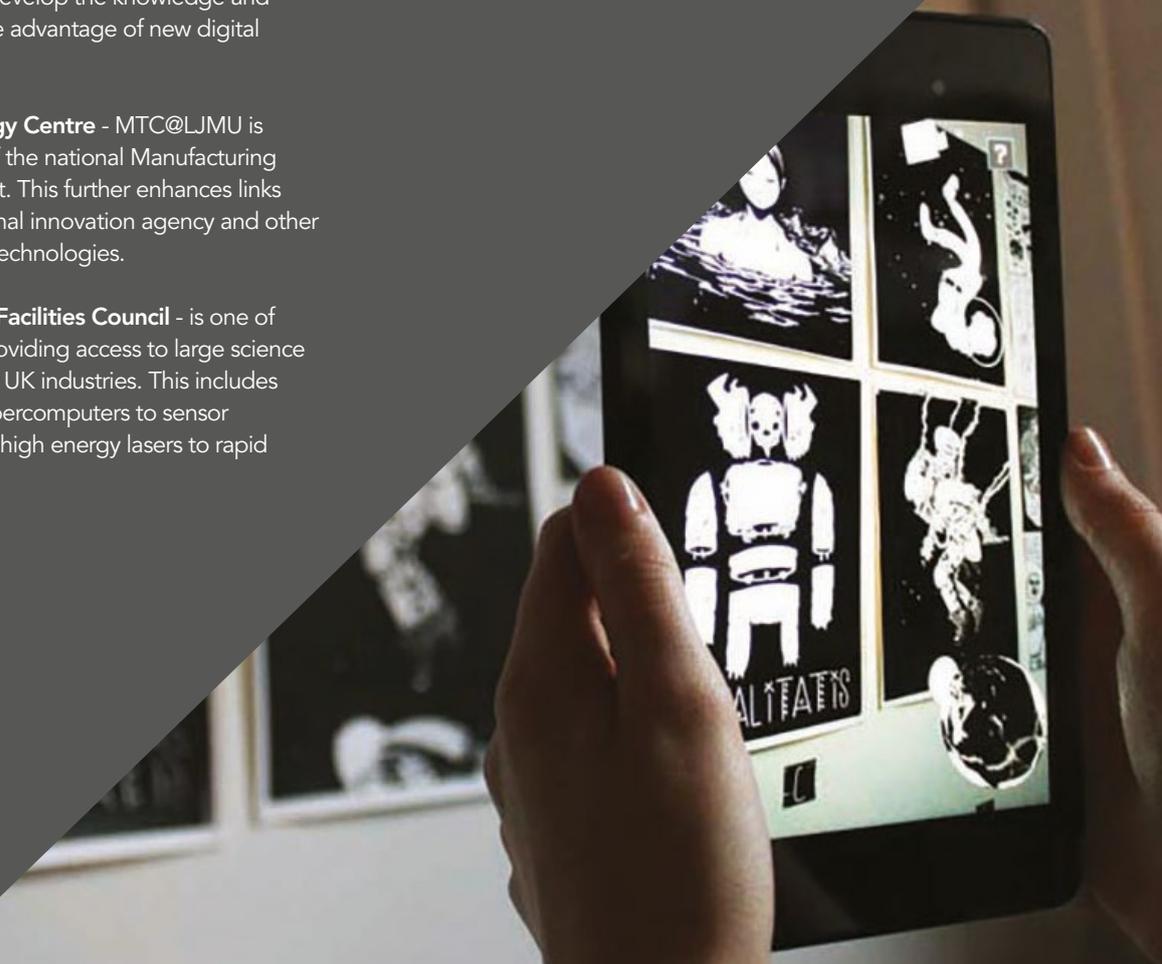
- **Science and Technology Facilities Council** - is one of the UK research councils providing access to large science and technology facilities for UK industries. This includes access to anything from supercomputers to sensor and detector technologies, high energy lasers to rapid prototyping equipment.

- **Liverpool Hope University** – was ranked fifth in the UK for student satisfaction by The Sunday Times Good University Guide in 2016 and is in the top 20 of all UK universities for the percentage of academic staff with doctorates. A major focus on the arts includes music, drama, dance and communications.

- **Edge Hill University** - voted The Times Higher Education University of the Year in 2014/15, Edge Hill is a hub for research around sports science and health-related issues. The computing department was recently voted as the best for teaching in the country. The Institute for Creative Enterprise connects students with the digital and creative economy and cultural institutions.

Within an hour of the city region, you'll find more great creative and digital talent at universities in Manchester, Salford, Lancaster and Preston.

Other key assets include the Baltic Triangle and Ropewalks areas of Liverpool as hubs for the digital and creative sectors; Liverpool Science Park and Liverpool Innovation Park; and Sci-Tech Daresbury including the Hartree Centre.





## CASE STUDY: BALTIC TRIANGLE

The Baltic Triangle is an historic part of Liverpool City Centre, which is enjoying a steady renaissance as a creative hub. The impressive architecture includes industrial warehouses and workshops that have been reclaimed and resurrected by a growing colony of creative and digital entrepreneurs, supported by the city's digital support agencies.

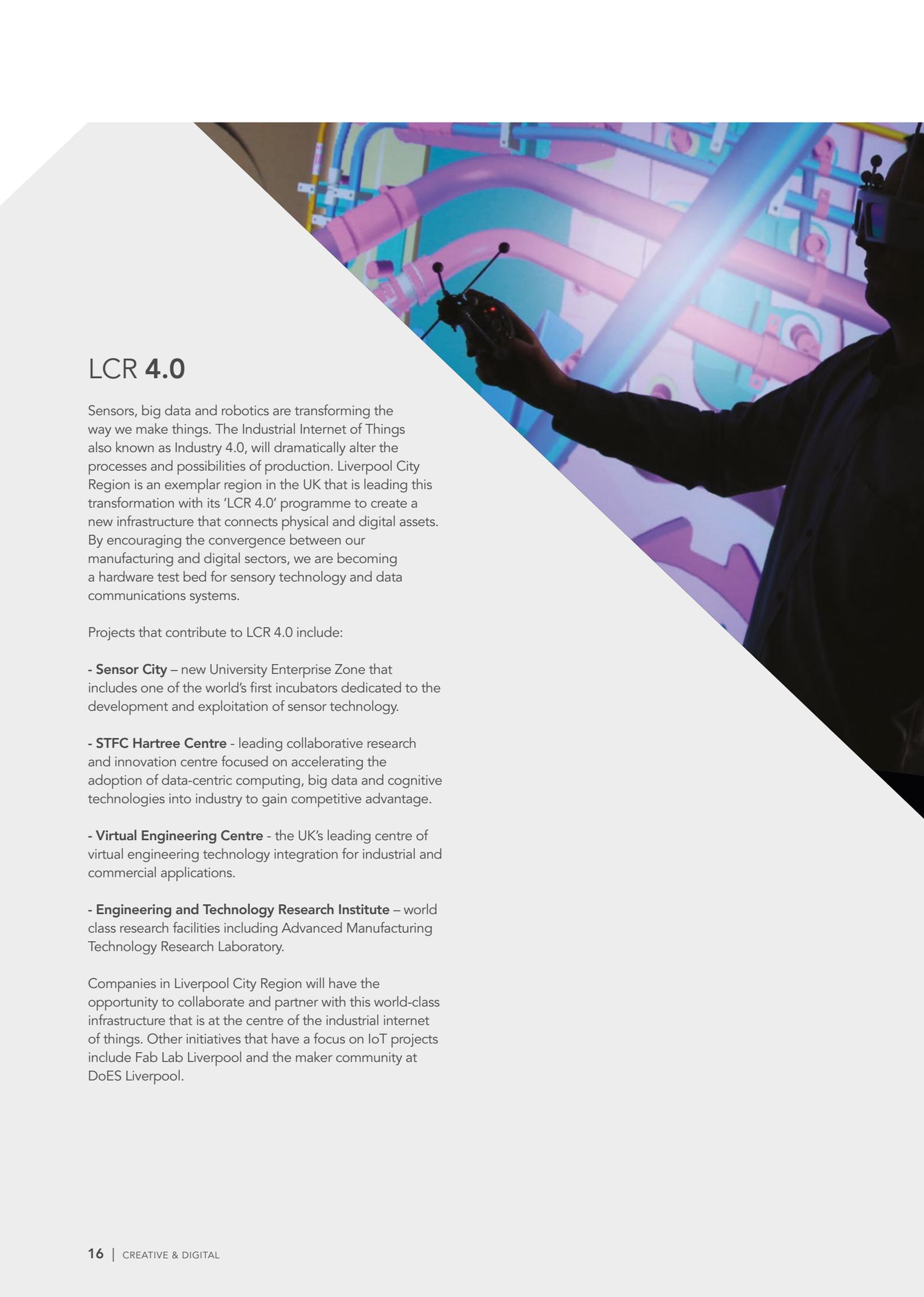
It's an area where musicians rub shoulders with photographers, artists, fashion designers, digital agencies, architects, film-makers and young entrepreneurs, in a place with recording studios, indie bars and eateries, nightlife venues, internationally acclaimed arts festivals and galleries.

At the heart of the district is Baltic Creative, a community interest company that provides creative space designed to meet the needs of the sector. There are more than 130 companies based in the Baltic's unique Creative Campus, shop front studios, multifunctional warehouses, workshops and managed workspaces.

Thanks to Baltic Creative's community ethos and status, all surpluses are reinvested into supporting the businesses and investing in buildings and infrastructure. The scheme is generally regarded as a model of best practice for successful growth and collaboration.

Another key element of the Baltic Triangle community is Elevator Studios, providing working space for artists, musicians and companies. The warehouse includes 35 standard-sized offices and 18 full-floor studios for tenants as well as a café, communal areas and rehearsal spaces.

And the UK's first school specialising in digital technology (for 14-18 year olds) is here too. The Studio School educates young people for success in a digital world and, in particular, for employment, entrepreneurship, a new business venture or further study in the digital media sector.



## LCR 4.0

Sensors, big data and robotics are transforming the way we make things. The Industrial Internet of Things also known as Industry 4.0, will dramatically alter the processes and possibilities of production. Liverpool City Region is an exemplar region in the UK that is leading this transformation with its 'LCR 4.0' programme to create a new infrastructure that connects physical and digital assets. By encouraging the convergence between our manufacturing and digital sectors, we are becoming a hardware test bed for sensory technology and data communications systems.

Projects that contribute to LCR 4.0 include:

- **Sensor City** – new University Enterprise Zone that includes one of the world's first incubators dedicated to the development and exploitation of sensor technology.
- **STFC Hartree Centre** - leading collaborative research and innovation centre focused on accelerating the adoption of data-centric computing, big data and cognitive technologies into industry to gain competitive advantage.
- **Virtual Engineering Centre** - the UK's leading centre of virtual engineering technology integration for industrial and commercial applications.
- **Engineering and Technology Research Institute** – world class research facilities including Advanced Manufacturing Technology Research Laboratory.

Companies in Liverpool City Region will have the opportunity to collaborate and partner with this world-class infrastructure that is at the centre of the industrial internet of things. Other initiatives that have a focus on IoT projects include Fab Lab Liverpool and the maker community at DoES Liverpool.

## CASE STUDY: THE STFC HARTREE CENTRE AND IBM

At the heart of our leadership in big data and cognitive technologies is the Science and Technology Facilities Council's (STFC) Hartree Centre, part of Sci-Tech Daresbury, where these cutting-edge techniques are providing competitive advantage to UK industry and solving real world problems. It is part of a growing cluster of international, national and local companies at Sci-Tech Daresbury focused on data-centric computing, big data analytics and cognitive technologies.

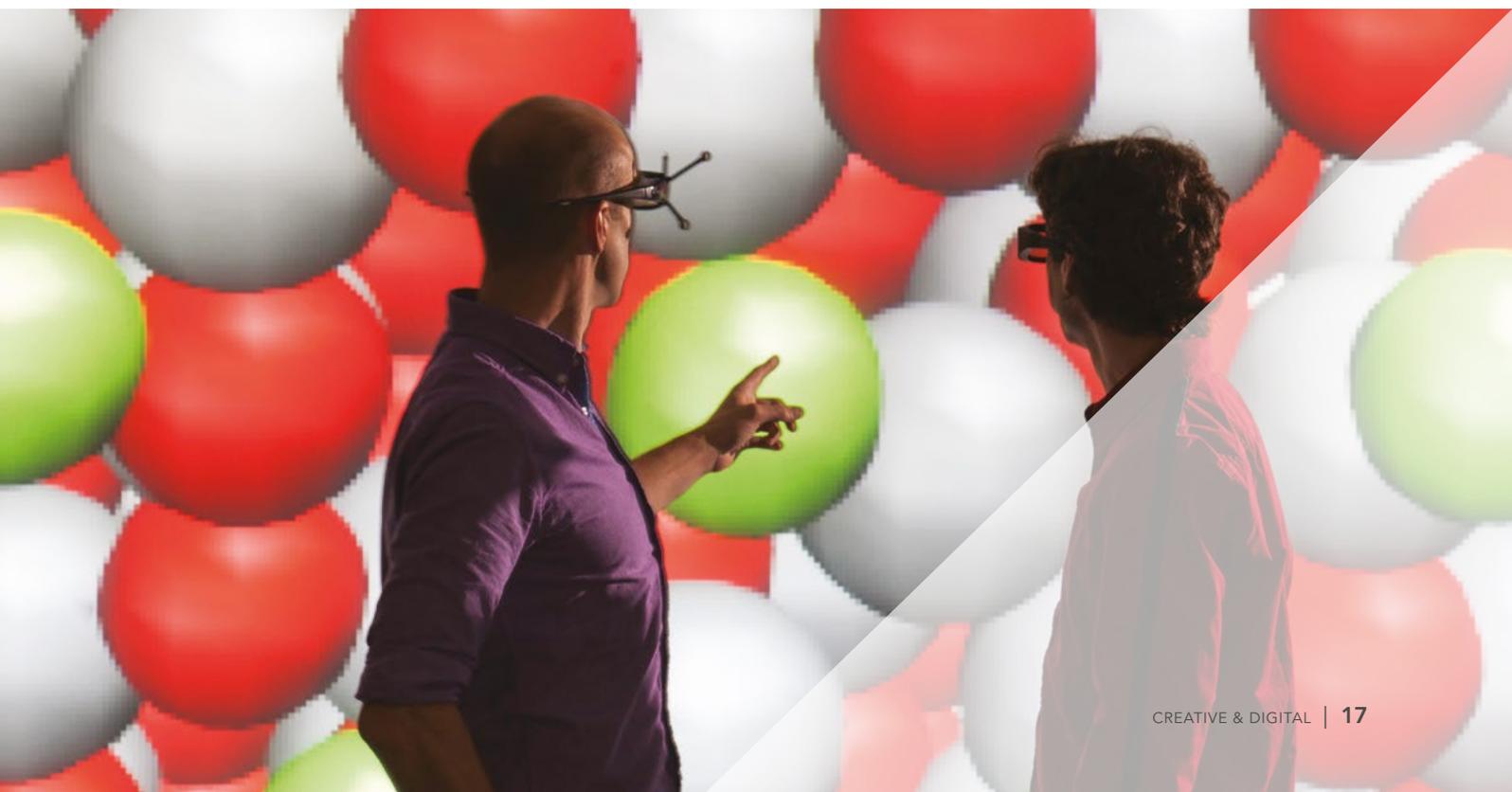
In 2015, a £315.5 million partnership with information technology leader IBM was announced to boost big data research in the UK. Through this strategic partnership with IBM, the Hartree Centre is enabling access to the latest data-centric and cognitive computing technologies from IBM, including its world-class 'Watson' platform. Over the next two years more than two dozen IBM researchers will be based at the Hartree Centre working alongside existing researchers.

Delivered through the cloud, IBM's Watson analyses high volumes of data, understands complex questions posed in natural language, and proposes evidence-based

answers. It continuously learns, gaining in value and knowledge over time, from previous interactions.

David Stokes, Chief Executive for IBM in the UK and Ireland, said: "We're at the dawn of a new era of cognitive computing, during which advanced data-centric computing models and open innovation approaches will allow technology to greatly augment decision-making capabilities for business and government. The expansion of our collaboration with STFC builds upon Hartree's successful engagement with industry and its record in commercialising technological developments, and provides a world-class environment using Watson and OpenPOWER technologies to extend the boundaries of big data and cognitive computing."

One of the first projects using Watson that Hartree is leading is a collaboration with Alder Hey Children's Hospital to improve the patient experience by creating the UK's first cognitive hospital.



## PRODUCTIVE & COMPETITIVE

So many creative and digital businesses choose to locate and invest in Liverpool City Region because of the many cost and productivity advantages when compared to other places.

Creative and digital clusters can be found at sites across the area such as Liverpool Science Park, Liverpool Innovation Park, Cotton Exchange and Baltic Triangle. We can offer purpose built digital incubation, accelerator and studio spaces that are low cost and future proof, world-class connectivity and resilience, with some central locations offering up to 1 Gbps connections, and access to a Tier Three datacentre.

But it's not just about lower costs though. Our workers are highly productive too. Liverpool led the UK in productivity growth between 2004-2012 with a 34% increase. And according to the Tech Nation report in 2015, Liverpool was the UK's second fastest growing digital cluster, ahead of London and Manchester.

But most importantly of all, we've got the people that your business needs. A tenth of the city region's workforce is aged 16-19, that is above the national average. A fifth of the working age population is in their twenties. You'll find a young and dynamic workforce here, that's developing future skills through apprenticeships, schools, colleges and university programmes.

The bottom line: Liverpool City Region is a profitable and productive place for creative businesses.





## CASE STUDY: **UNILEVER GLOBAL IT HUB**

Unilever is one of the world's leading suppliers of food, home and personal care products, with more than 400 brands from Persil to PG Tips and Tresemmé to Magnum. The global manufacturer has had a major presence here since 1887 at its historical home of Port Sunlight in Wirral. This is the centre for its Home Care and Personal Care R&D where more than 750 scientists work.

In 2014, Unilever relocated its global IT operation to Port Sunlight. This houses 800 expert IT professionals who are driving effectiveness, efficiency and sustainable growth within the business, and providing Unilever employees

with leading edge IT systems and devices so they are connected whenever and wherever they need to be.

In 2017, Unilever will open a new Advanced Manufacturing Centre facility here too. The 6,500 sq m centre will house a state-of-the-art pilot plant enabling scientists and engineers to test new ideas during product development on a factory scale. The new Centre is the latest in a line of recent investments at Port Sunlight totalling £200 million.

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](mailto:LCR@investliverpool.com) or telephone +44 (0)151 233 5912 for help and we look forward to working on your plans with you.

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