INVESTLIVERPOOL
ADVANCING THE CITY REGION

OUTSOURCING

WE ARE **LEADING THE WAY.**

LOCATING A SERVICE CENTRE IN THE LIVERPOOL CITY REGION GIVES YOU:

LOWER STAFFING COSTS

LOWER ATTRITION RATES

LOWER PROPERTY COSTS

BIGGER POOL OF WORKERS

HIGHER EDUCATION SKILLS

LARGER 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-language, 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

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

You'll be in good company.

TECH-FUELLED **ECOSYSTEM.**

Liverpool city region's strong 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.

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:
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.

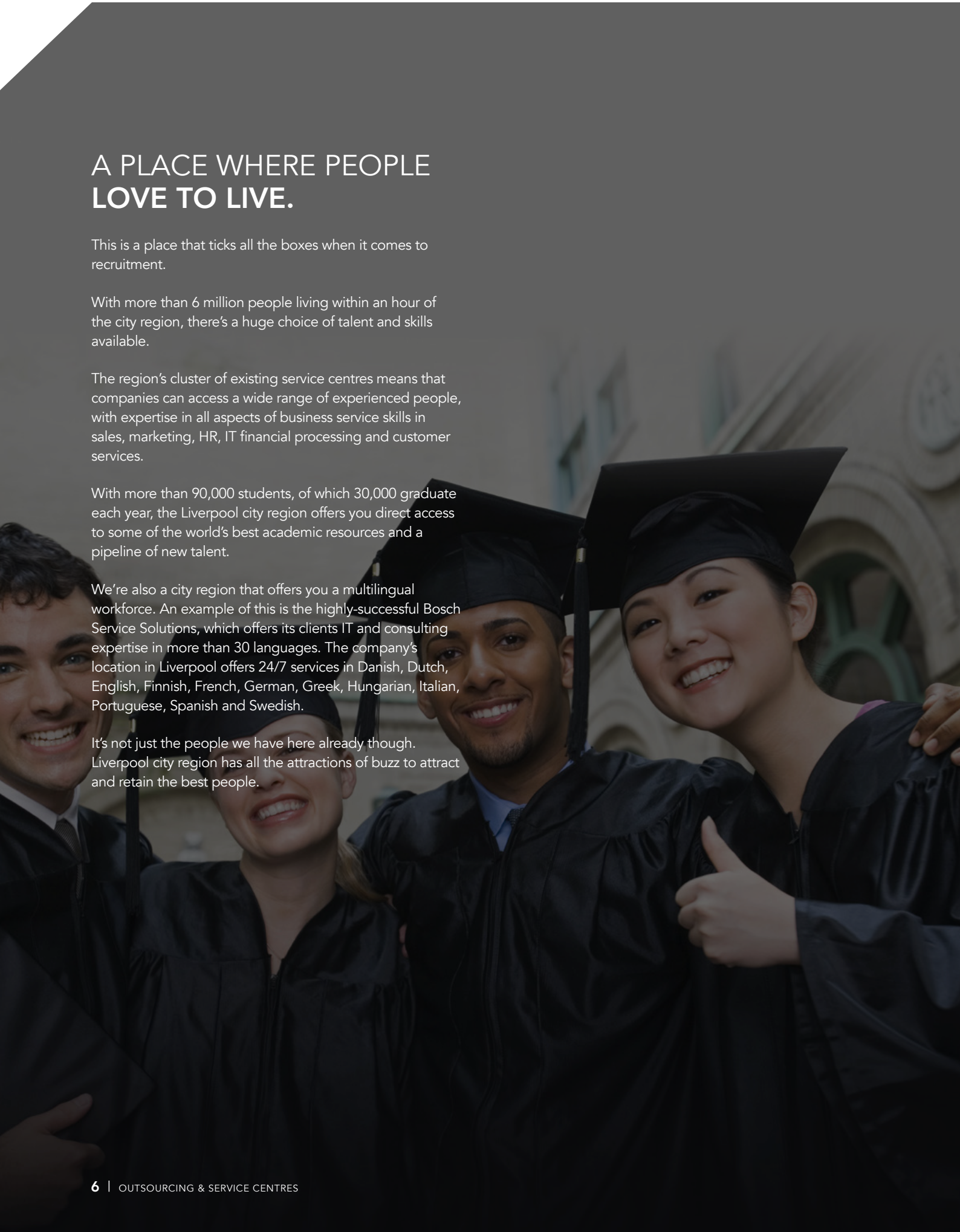
With more than 6 million people living within an hour of the city region, there's a huge choice of talent and skills available.

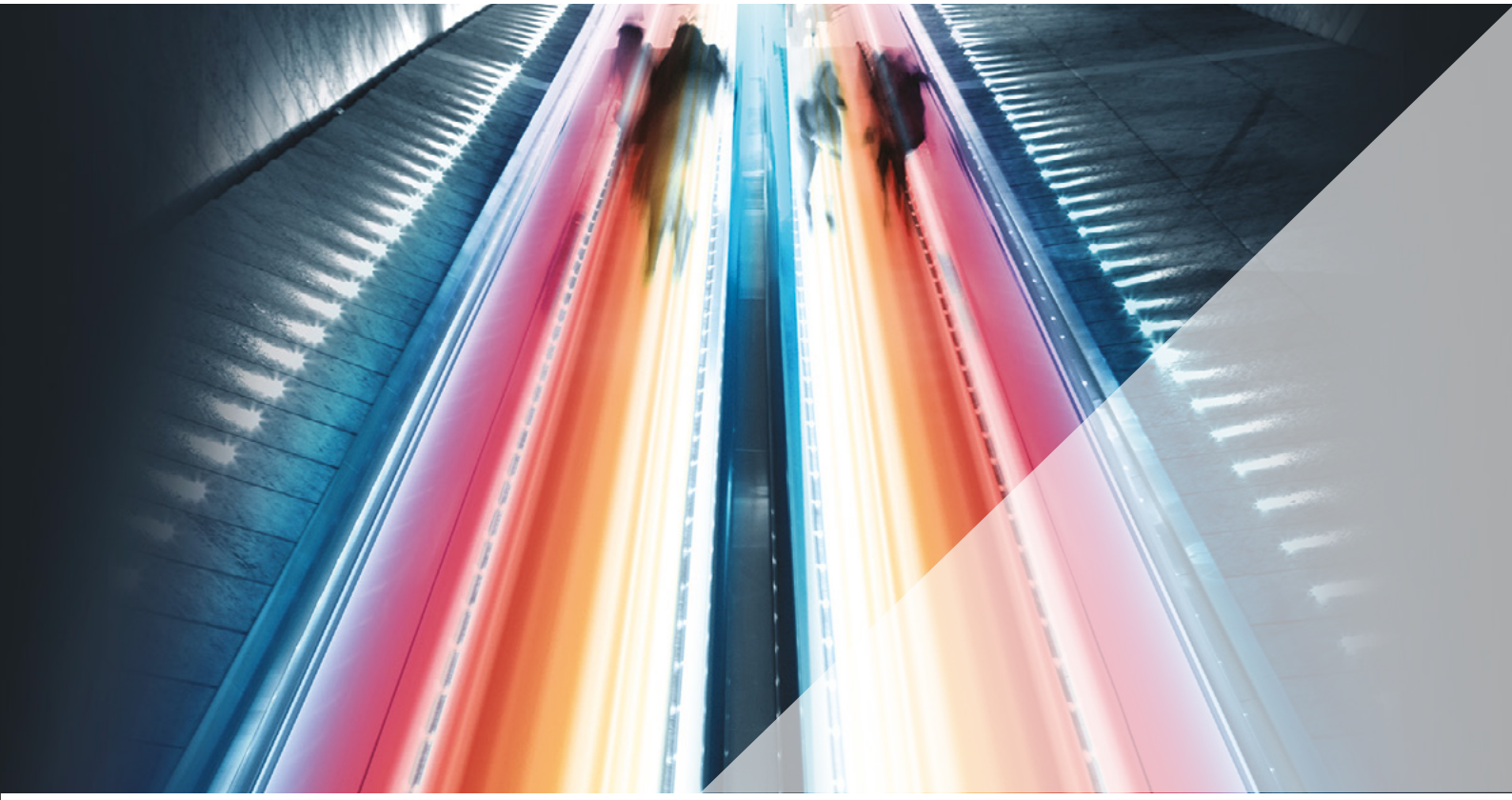
The region's cluster of existing service centres means that companies can access a wide range of experienced people, with expertise in all aspects of business service skills in sales, marketing, HR, IT financial processing and customer services.

With more than 90,000 students, of which 30,000 graduate each year, the 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 of 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 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 large talent 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.

CASE STUDY:
THE CONTACT COMPANY

Launched in 2006 with just 15 people, TCC has since grown to become one of the 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're building new premises at on the Birkenhead Waterfront which represents the biggest office development in the North West over the last five years."

FIRST CLICK **TO LAST MILE.**

Liverpool City Region offers access to a world-class ports and logistics infrastructure. An integrated cluster of logistics 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 45 minutes' drive. Liverpool John Lennon Airport has flights to all major European business centres and Manchester Airport has direct flights to 200 destinations and has 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 4 hours' drive time.

With six major motorways connecting the city region to the rest of the country, your goods get off to a flying start. With development opportunities around key junctions of the M62, M53, M56, M57, M58 and M6, businesses enjoy excellent connections to the rest of the country.

COMPETITIVE **CHOICES AND COST-EFFECTIVE PLACES**

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.

Digital clusters can be found at sites across the area such as Liverpool Science Park, Liverpool Innovation Park, Liverpool Commercial District (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 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, which is above 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.

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.

SPEAK TO AN EXPERT

For further information and support contact:

Alice Lamb, Head of Investment Services, Growth Platform
Email: Alice.lamb@growthplatform.org
Tel: +44(0)151 237 3919

investliverpool.com

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ADVANCING THE CITY REGION

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