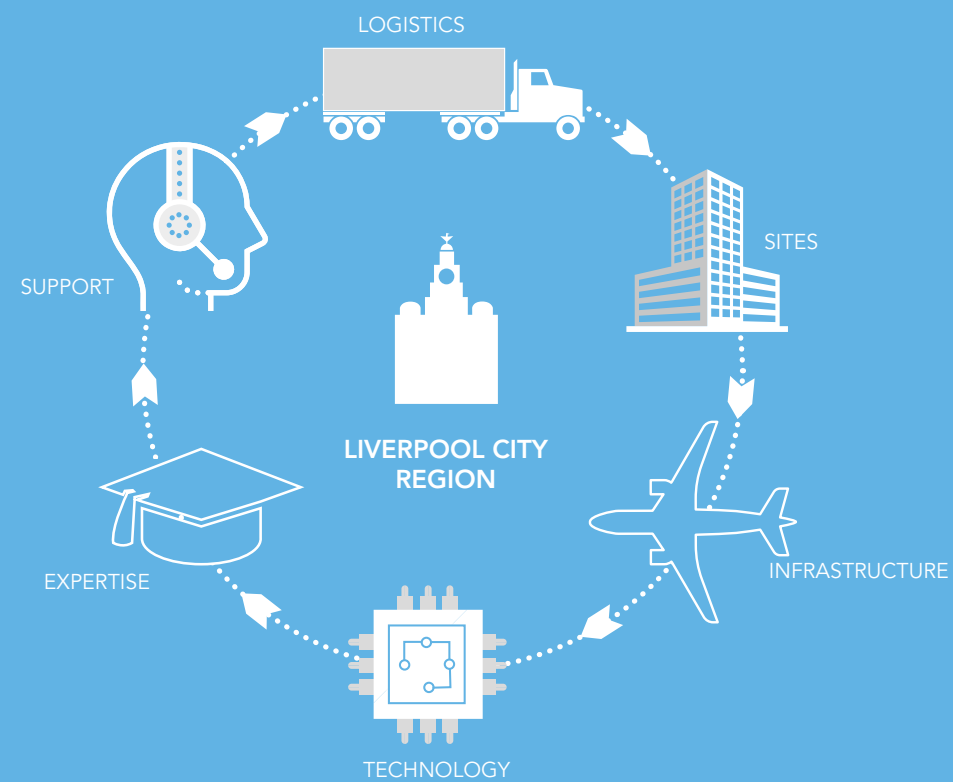




ECOMMERCE

WE ARE LEADING THE WAY.



LIVERPOOL CITY REGION  
IS HOME TO THE UK'S:

**MOST DIGITALLY  
SKILLED CITY**  
(BARCLAYS 2017)

**2ND**  
LARGEST ONLINE  
RETAILER  
(SHOP DIRECT)

**1ST**  
SINGLE PLATFORM,  
CLOUD-BASED RETAIL  
MANAGEMENT SYSTEM  
(CYBERTILL)

**1ST**  
MAIL ORDER  
BUSINESS  
(LITTLEWOODS)

**1ST**  
TELEVISION  
SHOPPING  
CHANNEL  
(QVC)

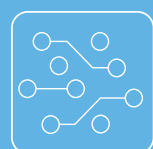
**1ST**  
RETAILER TO  
SELL ON  
DIGITAL CABLE  
(QVC)



**6 MILLION**  
WORKFORCE  
WITHIN AN HOUR



WAGES IN LIVERPOOL  
ARE 10% LOWER  
THAN THE NATIONAL  
AVERAGE AND  
50% LOWER THAN  
THE CITY OF LONDON



HOME TO LATEST  
DATA-CENTRIC  
AND COGNITIVE  
COMPUTING  
TECHNOLOGIES



SECOND FASTEST  
GROWING DIGITAL  
CLUSTER IN THE UK



AVERAGE GRADE A OFFICE  
SPACE IS £21.50 PER SQ. FT IN  
LIVERPOOL, £75 PER SQ. FT IN  
CITY OF LONDON  
(COLLIERS, 2016)



## UK'S NUMBER ONE ECOMMERCE LOCATION.

Liverpool City Region offers companies all the business-critical ingredients to create a profitable eCommerce operation.

It's no coincidence that Liverpool City Region is a proven leader when it comes to online retail and eCommerce.

We're enthusiastic early-adopters of new business models. Our's is a city region forged by global trade. As an international trading port, we are always at the forefront of new innovation and exciting ideas.

In 1932 Littlewoods pioneered mail-order retailing here and grew to become the largest private company in the UK. That same pioneering spirit can be seen in the innovators that are transforming online retail today, with major players like Shop Direct successfully drawing on the key ingredients that make our city region such a vibrant and viable ecosystem for eCommerce businesses.



### 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](#), [VeryExclusive.co.uk](#) and [Littlewoods.com](#).

The company, which is headquartered at a state-of-the-art office – a former aircraft hangar near to Liverpool John Lennon Airport – and 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'.



## EXPERTISE AND SKILLS.

This is a place where you'll find a depth and breadth of expertise when it comes to eCommerce.

Major eCommerce firms with operations here include:

- **Shop Direct** - UK's second largest pureplay digital retailer
- **Park Group** - One of the UK's leading prepaid gift card businesses.
- **Victorian Plumbing** - Major online retailer.
- **PMT** - The UK's largest online musical instrument retailer.

The wider region is home to other world-class ecommerce leaders AO.com; N Brown (JD Williams); Rentalcars.com; Findel and The Hut Group (Zavvi), so there's no shortage of experience and talent on our doorstep.

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.

University of Liverpool's computer science department is recognised as the leading centre in the UK for world-leading research. The department has a focus on algorithms and artificial intelligence and also offers an Electronic Commerce Computing degree course. Liverpool John Moores University has a special focus on cybersecurity, forensics and computer games, alongside more general computer science and software engineering programmes.

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.

## CASE STUDY: CYBERTILL

Cybertill is a cloud-based retail software provider, which incorporates point of sale (EPoS), eCommerce, stock control, CRM, merchandising and warehousing modules. Cybertill's headquarters are in Liverpool City Region where the company employs more than 100 people.

The company's product, RetailStore, is the first one platform, one solution cloud retail management system specifically designed for today's complex and challenging multi-channel retail world.

This is a highly modular and flexible cloud platform and supports retailers of all sizes from independents, franchises, national chains through to outlets and eCommerce.



## FINTECH POWERED ECOSYSTEM.

With so many fintech companies in the region, we're home to the new technologies that are revolutionising eCommerce.

Businesses here are supporting major players in eCommerce with solutions around payments, identity, cybersecurity and artificial intelligence.

Payment solutions and EPoS specialists include Cybertill, Handepay, Evoke Creative, First Capital Cashflow, Premier EPoS and Merseyside Cash Registers. Specialist eCommerce solutions providers such as Mando Agency and Amaze are part of our thriving creative and digital scene.

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 into industry to gain competitive advantage.

The future of eCommerce will include delivery by drone. Liverpool is well served by companies that are driving drone technology such as IronBird and Flyview, both who are CAA licensed. Liverpool John Moores University is a hotbed of research into drone research and offers a masters course in Drone Technology.



### CASE STUDY: QVC

QVC is a leading multi-channel retailer which launched its UK operation in 1993, and has grown to be available in all UK homes through satellite and cable TV, as well as a significant online presence.

QVC's operations and distribution centre has been located on a 31-acre site in Liverpool City Region since 1996. The facility is a best practice example of new technology and automation for the fulfilment and distribution sector and dispatches over 12 million orders each year.

QVC has implemented a range of green initiatives alongside multi-million pound investments in its UK business to achieve an efficient and sustainable supply chain. QVC offers more than 25,000 products which are dispatched to the customer within 48 hours following receipt of the order.

Lorna Billinge, global vice president quality assurance and supply chain of QVC, said: "Our business lives on rapid response to customer demand and shipping through Liverpool provides us with greater predictability and resilience in our supply chain, by avoiding the uncertainty and delays associated with longer road or rail journeys."

"Reducing land freight mileage also allows us to minimise our carbon footprint. With our operations centre strategically positioned in the North West, increasing our trade via Liverpool is a key part of our strategy to meet increases and changes in customer demand."

## 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.

**For further information and support email:** [investliverpool@liverpool.gov.uk](mailto:investliverpool@liverpool.gov.uk).

We look forward to working on your plans with you.

**investliverpool.com**

**INVEST  
LIVERPOOL**  
ADVANCING THE CITY REGION

