

## **THE MERSEY PARTNERSHIP (TMP)**

The Liverpool City Region boasts one of the fastest growing economies in the UK - creating a dynamic and enterprising environment, alive with opportunity.

With 3 universities and a student population of 50,000, alongside innovations such as the National Biomanufacturing Centre, the region boasts an impressive knowledge base. Key strengths include Financial Services, Life Sciences, Digital and Creative Industries, Port and Logistics, and Environmental Technologies.

The Mersey Partnership (TMP) is a unique alliance representing 440 key businesses across the Liverpool City Region, championing it as a great place to live, work, visit and invest.

TMP has three key strands of activity:

*Inward Investment, Economic Development and Tourism.*

### **1) Inward Investment -**

TMP has an excellent track record in assisting companies investing in the Liverpool City Region to make the right decisions on property, finance and people. A recent survey commissioned by The World Bank Group credited TMP with a strong performance in key areas of its inward investment activity.

The detailed report of Investment Promotion Agencies (IPAs) described TMP's enquiry handling performance as "very strong" and said TMP's website at [www.investliverpoolcityregion.com](http://www.investliverpoolcityregion.com) demonstrates best practice and understands the needs of investors.

Services offered by TMP's Inward Investment Team includes:

- A dedicated team with a named contact to project manage both new and existing investor requirements.
- Access to the Merseyside Property Finder, which provides up-to-date information on a wide range of commercial property searches across six local authority areas.
- Rigorous demographic analysis (eg. office costs, taxes, labour costs, regional financial assistance).
- Detailed information about the Liverpool City Region - (eg, available sites & premises, local labour availability, infrastructure, education, lifestyle)
- Specific information about key sectors in the City Region and introductions to sector specialists.
- Provision of contacts within professional services companies - (eg, accountants, banks, lawyers, relocation service companies and recruitment companies)

## **2) Economic Development -**

The Mersey Partnership has Sub-Regional status, giving it official responsibility for the economic development and regeneration of the Liverpool City Region.

TMP collates the annual Merseyside Economic Review, a comprehensive economic health check which relies on official, national data and enables the Liverpool City Region to benchmark its economic performance against other leading UK conurbations.

## **3) Tourism -**

TMP is the official Tourist Board for Liverpool and Merseyside. Tourism is worth £1.1 billion to the economy, and with Liverpool's title as European Capital of Culture 2008 and the rapid growth of Liverpool John Lennon Airport, this figure is set to increase further.