

a Vision for Liverpool

Liverpool Vision is the city's economic development company providing a single point of access for economic and physical development alongside business and enterprise support.

Liverpool is a city on the up – a city transformed into one of the UK's leading business destinations by an ambitious and far-reaching investment programme. A city where £4bn has been committed to physical regeneration and investor confidence is at an all time high.

The scale and pace of Liverpool's economic renaissance has been impressive. The city's emergence as a centre for financial and professional services, life sciences, creative, digital, knowledge and maritime-related industries is driving the city's economic growth.

The population of Liverpool is a growing 436,100, sitting at the centre of a large conurbation with 2.22 million people all within 30 minutes of the city. Some 226,400 jobs feature across 13,520 workplaces, while a thriving undergraduate population of 50,000 come from across 100 countries to study at the city's top institutions.

A sure sign of a successful city is the calibre of companies it attracts. Businesses choose Liverpool for its skilled workforce, access to new markets and quality of life. JP Morgan, Coutts Bank, Prinovis, Novartis, Jaguar/Land Rover, Peel Holdings,

Grosvenor Estates and most recently Maersk shipping line have all made significant investments in recent years.

A city on the up

Since 2000, the central business district has expanded significantly, with almost one million sq ft of new office space. Liverpool ONE, Europe's largest city centre retail development, opened in May 2008 and has transformed the city as a shopping location, complementing the upmarket designer shopping available in other new developments such as Metquarter.



Science at University of Liverpool



Princes Dock - home to KPMG and PricewaterhouseCoopers



Jaguar/Land Rover's production line in Knowsley