



INVEST LIVERPOOL CITY REGION

PARTNERSHIP 2025



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION



A message from Katherine Fairclough, Chief Executive of the Liverpool City Region Combined Authority

The Liverpool City Region stands at the forefront of a transformative period, where innovation and culture meet opportunity across our diverse real estate landscape. Our region's compelling investment proposition is underpinned by unprecedented technological advancement, sustainable development and strategic infrastructure investments.

Innovation is revolutionising our economy – with Health and Life Sciences, Advanced Manufacturing and Creative and Digital, along with Maritime and Net Zero sectors at the vanguard of our economic growth.

We're experiencing significant transformation across multiple sectors. The integration of smart technologies and sustainable design principles is reshaping our built environment, whilst our Freeport status is catalysing development across the region, offering unique opportunities in logistics and manufacturing with attractive tax incentives and simplified planning processes.

Our commitment to net zero by 2035 is driving innovation in sustainable real estate development. Supported by national transport connectivity, major infrastructure improvements include new railway stations, a new £500m fleet of trains – with battery powered trains extending our rail network, enhanced ferry services and an extensive active travel network. Additionally, the franchising of buses will create a more integrated public transport network, connecting people and businesses and opening new development corridors.

Our £800 million Life Sciences Innovation Zone exemplifies our economic dynamism, with 21 transformative projects creating 8,000 jobs. This is complemented by the LCR Connect ultrafast network, providing essential digital infrastructure for modern businesses and smart buildings. Our thriving universities continue to supply skilled graduates across multiple disciplines, fostering collaboration between academia and industry, particularly in areas such as materials science, digital innovation and sustainable technologies.

With a target to deliver nearly 8,000 new homes annually and grow our population to serve our expanding economy, significant residential investment opportunities exist across various accommodation types. This residential growth is supported by our rich cultural offerings and high quality of life, making the region increasingly attractive to young professionals and families alike.

The Liverpool City Region offers investors significant headroom for growth, supported by strategic initiatives, infrastructure improvements, as well as a clear vision for the future. Our competitive cost base, combined with high-quality amenities and a rich cultural heritage, creates a compelling investment proposition.

We invite you to be part of our journey as we build a sustainable, innovative and prosperous future.

The Liverpool City Region Capital and Real Estate programme

is supported by public, private and key anchor institution partners who work cohesively to showcase the region as an attractive investment location.

The programme will build on the strong foundations delivered by the Liverpool Place Partnership by implementing an annual place-based programme which will help ensure the Liverpool City Region is positioned to attract investment and support in the delivery of sustainable growth, making the city region the best place to grow up, grow a family, and grow a business - where no one is left behind.

A year-round approach will ensure partners benefit from established working relationships as well as the ability to shape wider conversations.

PROGRAMME OBJECTIVES

- **Raise awareness of the inward investment opportunities available in the Liverpool City Region**
- **Facilitate engagement with potential and targeted investors**
- **Support the attraction of new investment into the Liverpool City Region**
- **Build, strengthen and grow engagement with key stakeholders**

PARTNERSHIP PACKAGES

The Liverpool City Region Capital and Real Estate Programme will include a presence at investor-focused real estate conferences, MIPIM, UKREiiF and EXPO REAL 2025, to showcase the region to a global audience as a place that's open for business. A supplementary strategic communications campaign will reinforce the investment proposition, targeting the real estate investment and development community.

In addition to the national and international flagship events, the programme will also include a year-round calendar of wider activity, including networking within the Liverpool City Region attended by senior public sector leaders and wider investment activities to support the priorities of the City Region and Partners objectives.

This programme and all activities will be developed in conjunction with the partners.

MIPIM 2025

MIPIM, the world's leading real estate market event, brings together the most influential players from all sectors of the international real estate industry and gives unrivalled access to the greatest number of development projects and sources of capital worldwide.

10 – 14 March 2025

Cannes, France

www.mipim.com

Meet the real estate community through a programme of seminars, panel discussions and networking receptions which will showcase investment opportunities.

- 20,000+ attendees
- Investors
- Occupiers
- Developers
- Cities and local authorities
- Three days of activity
- Prolific Liverpool City Region exhibition stand along the Croisette
- Unrivalled networking opportunities
- Fringe events
- UK Cities Dinner
- LCR representation within UK Hub programming
- Access to Housing Matters conference
- Access to Tourism & Hospitality conference

20,000+
EVENT ATTENDEES

300+
STANDS

90
COUNTRIES

£4TN

ASSETS MANAGED BY
INVESTORS ATTENDING (2024)

**UK CITIES
DINNER**

3
DAYS OF
ACTIVITY

MIPIM 2025

UKREiif 2025

The UK Real Estate Investment & Infrastructure Forum (UKREiif) is a three-day real estate and infrastructure event.

20 – 22 May 2025

Royal Armouries Leeds & Leeds Dock

www.ukreiif.com

UKREiif connects people, places and businesses to accelerate and unlock sustainable, inclusive and transformational investment.

- 16,000+ event attendees
- 60+ stages
- 150+ fringe events
- 275+ local authorities attending
- 1,750+ investors attending
- 1,000+ occupiers attending
- 1,750+ developers attending

Supported by a high number of regional combined authorities, local councils and Government departments – as well as the largest developers and investors from across the UK and internationally – this event will gather all the key players, influencers and decision makers in the investment and real estate markets to highlight investment and development opportunities, whilst connecting and facilitating new relationships to drive economic growth through development and regeneration.

- Three days of activity
- Prolific Liverpool City Region Waterfront Pavilion exhibition space
- Liverpool City Region showcase events
- Fringe events
- Private investor event

16,000+
EVENT ATTENDEES

275+
LOCAL
AUTHORITIES

150+
FRINGE
EVENTS

1,750+
DEVELOPERS

1,000+
OCCUPIERS

60+
STAGES

UKREiif 2025

PARTNERSHIP PACKAGES

PLATINUM PARTNER

£50k

For investors and developers with significant business interests in the Liverpool City Region

- Keynote speaking / profiling opportunity, inc. opportunity to host own session on the Liverpool City Region Waterfront Pavilion at UKREiiF 2025
- Headline branding on MIPIM 2025 and UKREiiF 2025 Waterfront Pavilion and all appropriate collateral, including media
- 4 x delegate passes for MIPIM 2025
- Access to reduced rate delegate passes for MIPIM 2025, inc. UK Cities Dinner
- 4 x passes to UK Cities Dinner at MIPIM 2025
- Collaborate events with other UK city regions
- 4 x passes for UKREiiF 2025
- Access to reduced rate delegate passes for UKREiiF 2025
- Invitation to join the city region Taskforce, providing opportunity to steer programme
- Opportunity to host own session on the Liverpool City Region Waterfront Pavilion at UKREiiF 2025
- Logo and preferential listing on branding, as appropriate
- Opportunity to promote investment and regeneration activities through ongoing Liverpool City Region marketing activities, including photography and videography opportunities and editorial content
- Priority for flagship off-site and / or affiliated events, e.g. high-level investor dinner and networking events
- Direct account management in relation to the programme by Assistant Director – Business Growth and / or Head of Commercial Development, Liverpool City Region Combined Authority.

GOLD PARTNER

£25k

For investors, developers,
Liverpool City Region institutional
organisations and professional
services partners

- Speaking / profiling opportunities, inc. opportunity to host – or co-host – own session on Liverpool City Region Waterfront Pavilion at UKREiiF 2025
- 3 x delegate passes for MIPIM 2025
- Access to reduced rate delegate passes for MIPIM 2025, inc. UK Cities Dinner
- 3 x passes to UK Cities Dinner at MIPIM 2025
- Collaborate events with other UK city regions
- 3 x passes for UKREiiF 2025
- Access to reduced rate delegate passes for UKREiiF 2025
- Invitation to join the city region Taskforce, providing opportunity to steer programme
- Prominent branding within branding MIPIM 2025 and UKREiiF 2025 Waterfront Pavilion and appropriate collateral, including media
- Logo and listing on branding, as appropriate
- Opportunity to promote investment and regeneration activities through Liverpool City Region marketing activities, including photography and videography opportunities and editorial content
- Access to flagship off-site and / or affiliated events, e.g. high-level investor dinner and networking events
- Direct account management in relation to the programme by Assistant Director – Business Growth and / or Head of Commercial Development, Liverpool City Region Combined Authority.

SILVER PARTNER

£15k

For professional services
partners

- 2 x delegate passes for MIPIM 2025
- Access to reduced rate delegate passes for MIPIM 2025, inc. UK Cities Dinner
- 2 x passes to UK Cities Dinner at MIPIM 2025
- 2 x passes for UKREiiF 2025
- Access to reduced rate delegate passes for UKREiiF 2025
- Rotating representation on the city region Taskforce
- Logo and listing on branding, as appropriate
- Opportunity to promote investment and regeneration activities through Liverpool City Region marketing activities, including photography and videography opportunities and editorial content
- Access to flagship off-site and / or affiliated events, e.g. high-level investor dinner and networking events

BRONZE PARTNER

£7.5k

For microbusinesses

- Access to reduced rate delegate passes for UKREiiF 2025 and MIPIM 2025
- 1 x pass for MIPIM 2025, including UK Cities Dinner OR 1 x pass for UKREiiF 2025.
- Logo and listing on branding, as appropriate
- Opportunity to promote investment and regeneration activities through Liverpool City Region marketing activities, including photography and videography opportunities and editorial content
- Dedicated session on how to make the most out of time at MIPIM and UKREiiF

All events, initiatives and programming are subject to approvals and financial viability.

CONTACT

To register as a partner, visit
investliverpoolcityregion.com

For further information, please contact:

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