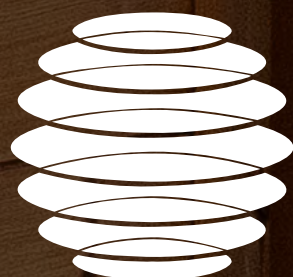


**INVEST
LIVERPOOL
CITY REGION**

CREATIVE & TECH

YOUR TICKET TO THRIVE.

Think big. Be bold.
Make it happen.



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION



CONNECTED. COMPETITIVE. COLLABORATIVE.



CONNECTED. COMPETITIVE. COLLABORATIVE.

A new wave of high-value investments is transforming the Liverpool City Region.

Global names like Playstation, Kyndryl, IBM and PsiQuantum are thriving here, drawn by our deep talent pool, world-class infrastructure, and commercially smart location.

Backed by nationally significant Research & Development (R&D) assets, competitive operating

costs, and a connected business ecosystem, this is where ambitious companies scale with confidence.

You'll access future-ready workspaces, top-tier talent, and a dedicated investment team.

YOUR TICKET TO THRIVE



AT A GLANCE



AT A GLANCE.

This is the time, and
this is the place.

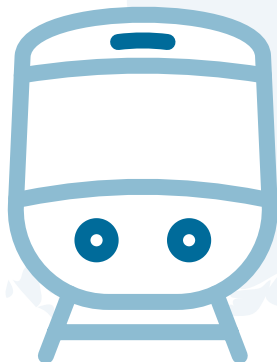


YOUR TICKET TO THRIVE



274k

enrolments
in **Higher
Education**
Institutions



2

hours to London, 10
rail terminals linked
to Liverpool Port



6

million **people**
within 60 minutes

£39.6bn

Gross Value Added
(GVA) for the
Liverpool City Region



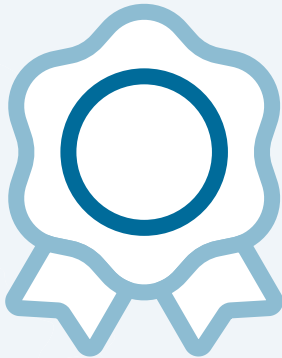
2

international **airports**
within 45 minutes



1.6m

people live here



7th

best city in
the world (Time Out)

AT A GLANCE



Real stories, real impact:

Kyndryl, the world's largest IT infrastructure services provider, has chosen Liverpool City Region as the home of its new UK technology hub, creating 1,000 high-value jobs in AI and software engineering.

Backed by the region's strong talent pipeline and growing reputation for digital excellence, Kyndryl's investment cements our region as a leading destination for global tech innovation and digital transformation.

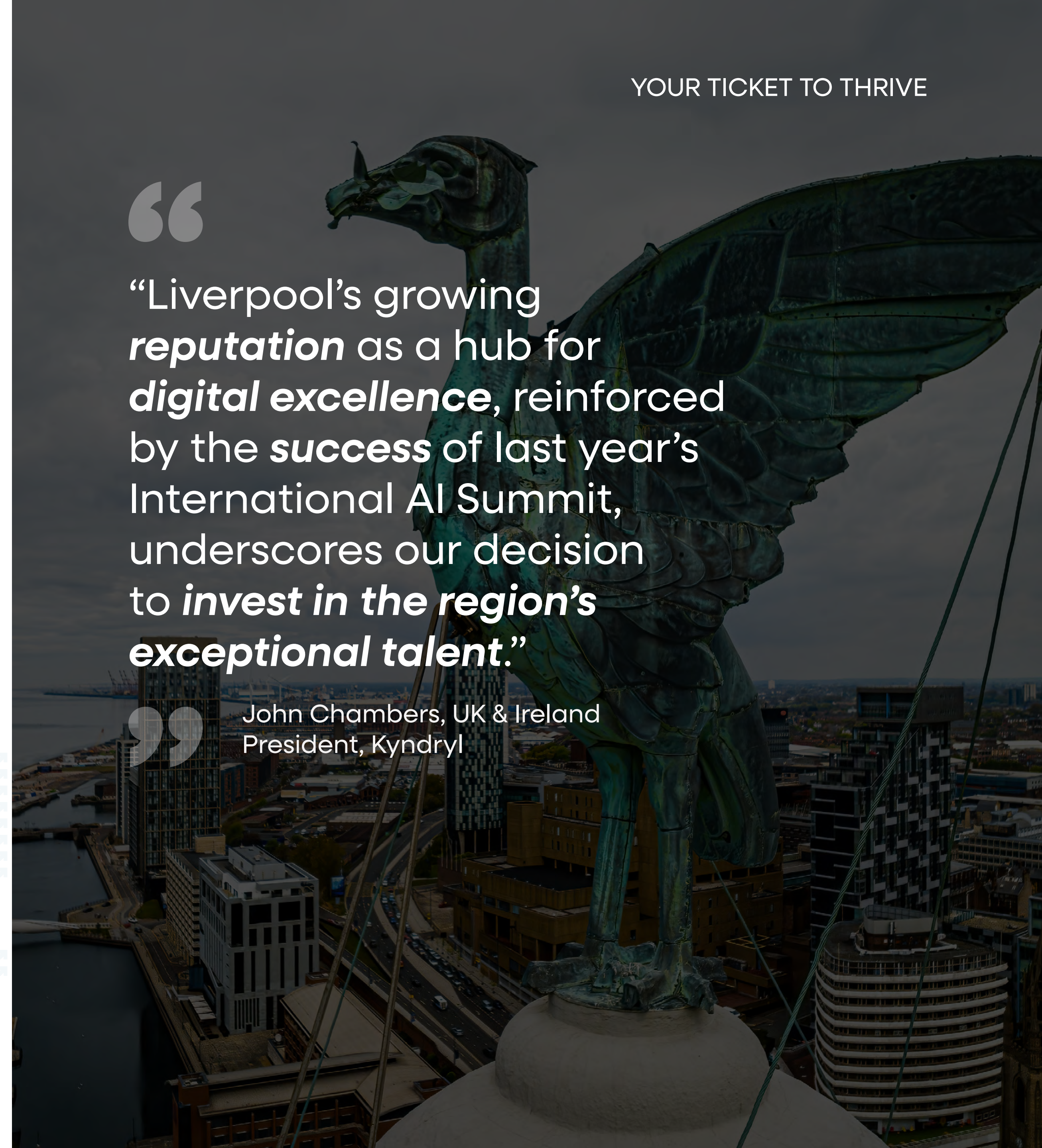
YOUR TICKET TO THRIVE

“

“Liverpool's growing *reputation* as a hub for *digital excellence*, reinforced by the *success* of last year's International AI Summit, underscores our decision to *invest in the region's exceptional talent*.”

”

John Chambers, UK & Ireland
President, Kyndryl





WHAT WE OFFER.



Top talent

Skilled, diverse workforce of **6 million people** within an hour's reach, strong training pipelines, and tailored support packages.



Global market access

A UK-leading port and logistics base, two international airports, and extensive rail and motorway links, **we connect you** to customers locally and worldwide.



Maximise value

Commercial property is up to **42% more cost-efficient than UK** and EU counterparts, benefiting your bottom line.



Innovate at scale

Accelerate R&D in **world-renowned facilities** like Liverpool School of Tropical Medicine and Sci-Tech Daresbury, home to transformative breakthroughs.



Join global players

Stellantis, Ford, Jaguar Land Rover, Pharmaron, Kyndryl and Taylor Wessing are here, part of **thriving industry clusters** driving long-term success.



Unlock funding

Access a range of investment incentives, innovation funds, and business-friendly regulation, designed to help you **scale with confidence**.



ECONOMIC POWERHOUSE.

6.5k

6.5k - companies in the region,
employing over 51,000 professionals.

7th

7th - in the 2024 list of Time Out's
Best Cities in the World.

250k

250k - students studying
Creative and Tech courses
in LCR's catchment area.

£13.5m

£13.5m - UK government funding
to boost live music and creative
tech firms.

48%

48% - growth in sector, versus
29% across the rest of the UK.

38%

38% - growth in digital businesses
since 2010.

29%

29% - lower operating costs than
other comparator locations.

212km

212km - full-fibre gigabit-capable
network infrastructure.



INNOVATION HOTSPOT.

We offer an unbeatable blend of quality, affordability, and low risk for investors.

Creative powerhouse

A major player in **global game development**, home to industry leaders like Sony and Tencent alongside innovative indie studios driving immersive tech.

Film and TV destination

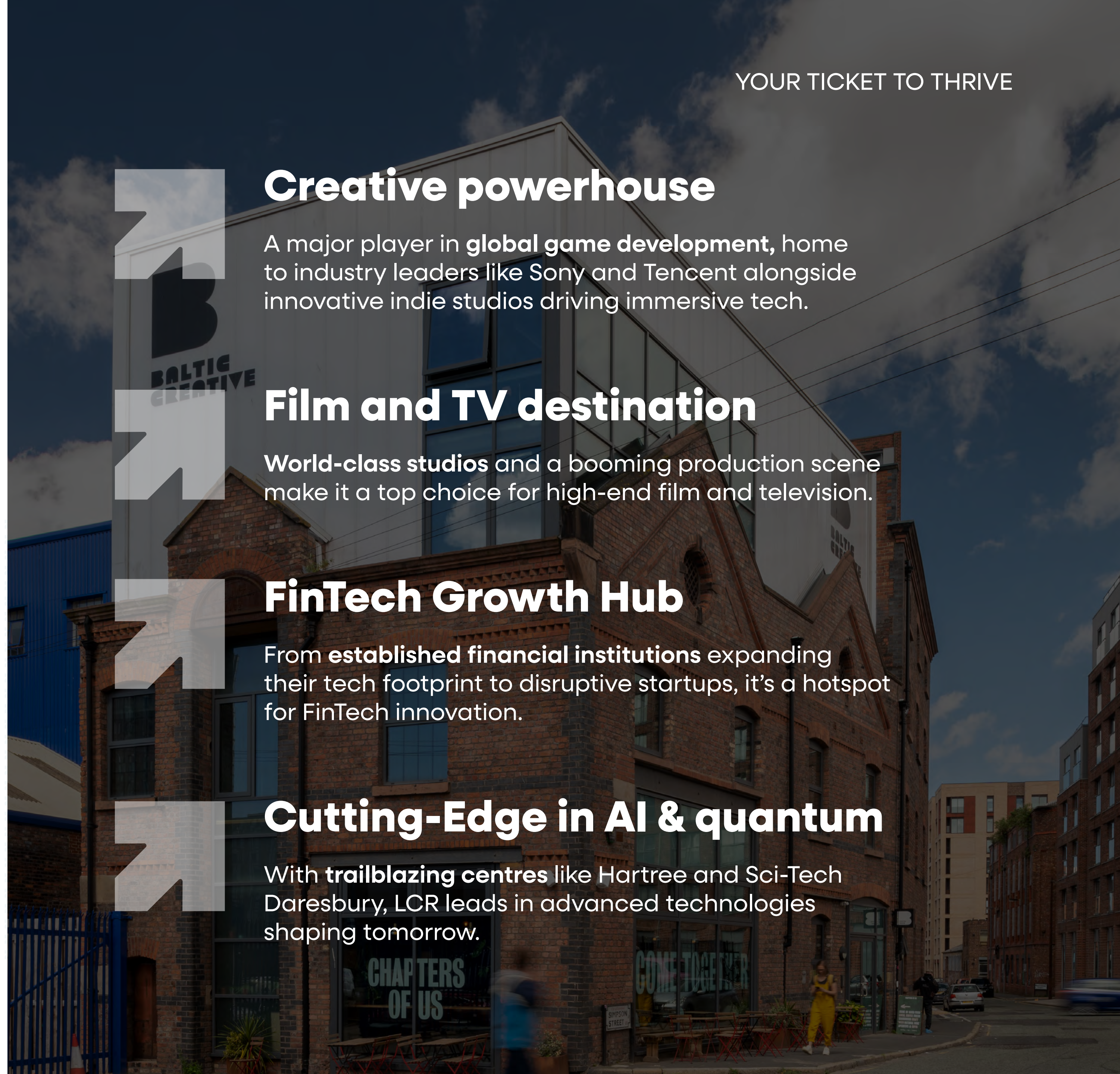
World-class studios and a booming production scene make it a top choice for high-end film and television.

FinTech Growth Hub

From **established financial institutions** expanding their tech footprint to disruptive startups, it's a hotspot for FinTech innovation.

Cutting-Edge in AI & quantum

With **trailblazing centres** like Hartree and Sci-Tech Daresbury, LCR leads in advanced technologies shaping tomorrow.





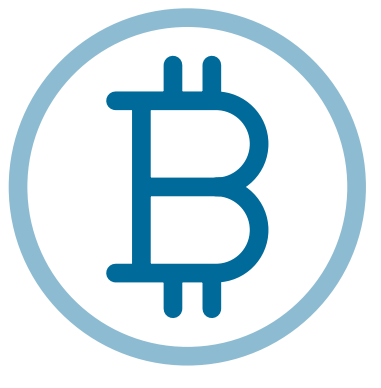
**Creative
content**

- Film and media production
- Music production
- Game development
- Immersive technology



**Advanced
computation**

- Artificial intelligence
- Quantum computing



**Financial
technology**

- Payments
- Wealthtech
- Insurtech
- Accounting

WHY INVEST HERE?



51k

51k people employed in the sector, more than Leeds (37k) and Oxford (22k).



250k+

250k+ students with specialist expertise, 50% of graduates who moved away to study then return to the region.



6.5k

6.5k digital and creative technology businesses.



£1.8bn

£1.8bn contribution to the Liverpool City Region economy.

WHY INVEST HERE?



£77k

£77k gross value added per job.



48%

48% sector growth in a decade.



£210m

£210m National Centre for Digital Innovation driving AI and Big Data.



Specialist

The Engineering College, our **specialist** centre for training.



LCR Connect

LCR Connect - Full-fibre gigabit capable network infrastructure.



£2bn

£2bn of R&D investment in five years, with a future pipeline of £3bn.

WHY INVEST HERE



Real stories, real impact:

PsiQuantum is the world's largest privately-backed quantum computing company and chose Sci-Tech Daresbury in LCR as its first R&D site outside of the US.

This site has one of Europe's largest liquid-helium cryogenic plants, and a highly-skilled quantum and cryogenic engineering workforce, crucial to developing their general-purpose silicon photonic quantum computer.



WHY INVEST HERE

“

“The new location is intended to **attract and retain** the **best talent in the area...**”

”

Sony Interactive
Entertainment

YOUR TICKET TO THRIVE



Real stories, real impact:

PlayStation maker Sony Interactive Entertainment (SIE) has moved into a new 65,000 sq ft HQ in Liverpool's commercial district, a major signal of confidence in our region.

Employing 500 people locally, SIE's move from Wavertree to Echo Place is designed to attract world-class talent and boost collaboration across the region's thriving tech, business, and academic networks.

The expansion follows SIE's acquisition of Liverpool's Firesprite Games and Firesprite's acquisition of Fabrik Games, cementing Liverpool City Region as a global player in immersive and gaming innovation.



CONTENT, CULTURE, COMMERCIAL SUCCESS.

From gaming giants like Avalanche and Rebellion to trailblazing independents, this region fuses scale with creative spark. It's a breeding ground for world-class content across film, TV, immersive tech, and AI.

At the cutting-edge Hartree Centre, breakthroughs in AR, VR, and AI are driven by elite R&D and a steady stream of talent from top-tier universities. Named a UKRI Creative Cluster for Music

and a UNESCO City of Music, Liverpool City Region offers the infrastructure, investment, and innovation to help creators scale fast and shape the future.





Film and media production

We're **shaping the future** of virtual production and VFX, powered by Liverpool's immersive tech scene. With cutting-edge facilities and the UK's top filming spot outside London, we're crafting world-class film, TV, drama, commercials, and digital content that's built to stand out globally.



Music production

Join a **thriving hub** of over 1,400 music businesses backed by £6.75m UKRI funding for MusicFutures. Tap into Liverpool City Region's global reputation as a UNESCO City of Music, and scale internationally with support from the Northern Music Export Office.



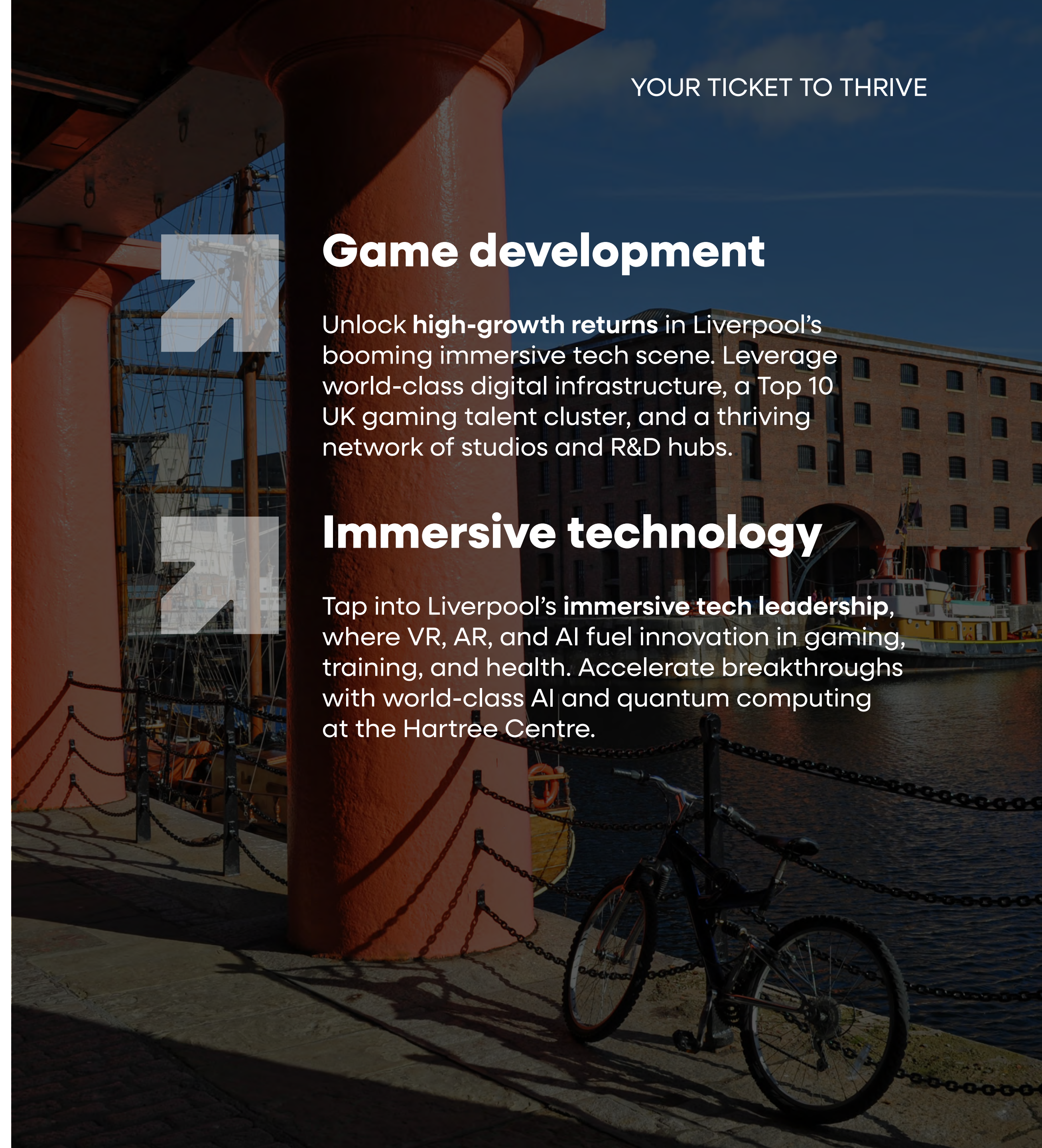
Game development

Unlock **high-growth returns** in Liverpool's booming immersive tech scene. Leverage world-class digital infrastructure, a Top 10 UK gaming talent cluster, and a thriving network of studios and R&D hubs.



Immersive technology

Tap into Liverpool's **immersive tech leadership**, where VR, AR, and AI fuel innovation in gaming, training, and health. Accelerate breakthroughs with world-class AI and quantum computing at the Hartree Centre.





Real stories, real impact:

Avalanche Studios Group (renowned for its Just Cause franchise, which has sold over 15 million copies) chose Liverpool in 2020 as the home of its second international studio.

Already established in New York and Sweden, Avalanche recognised the city's growing reputation as a hotspot for game development talent and innovation. Their investment reinforces Liverpool City Region as a magnet for global content creators seeking a dynamic, world-class environment.

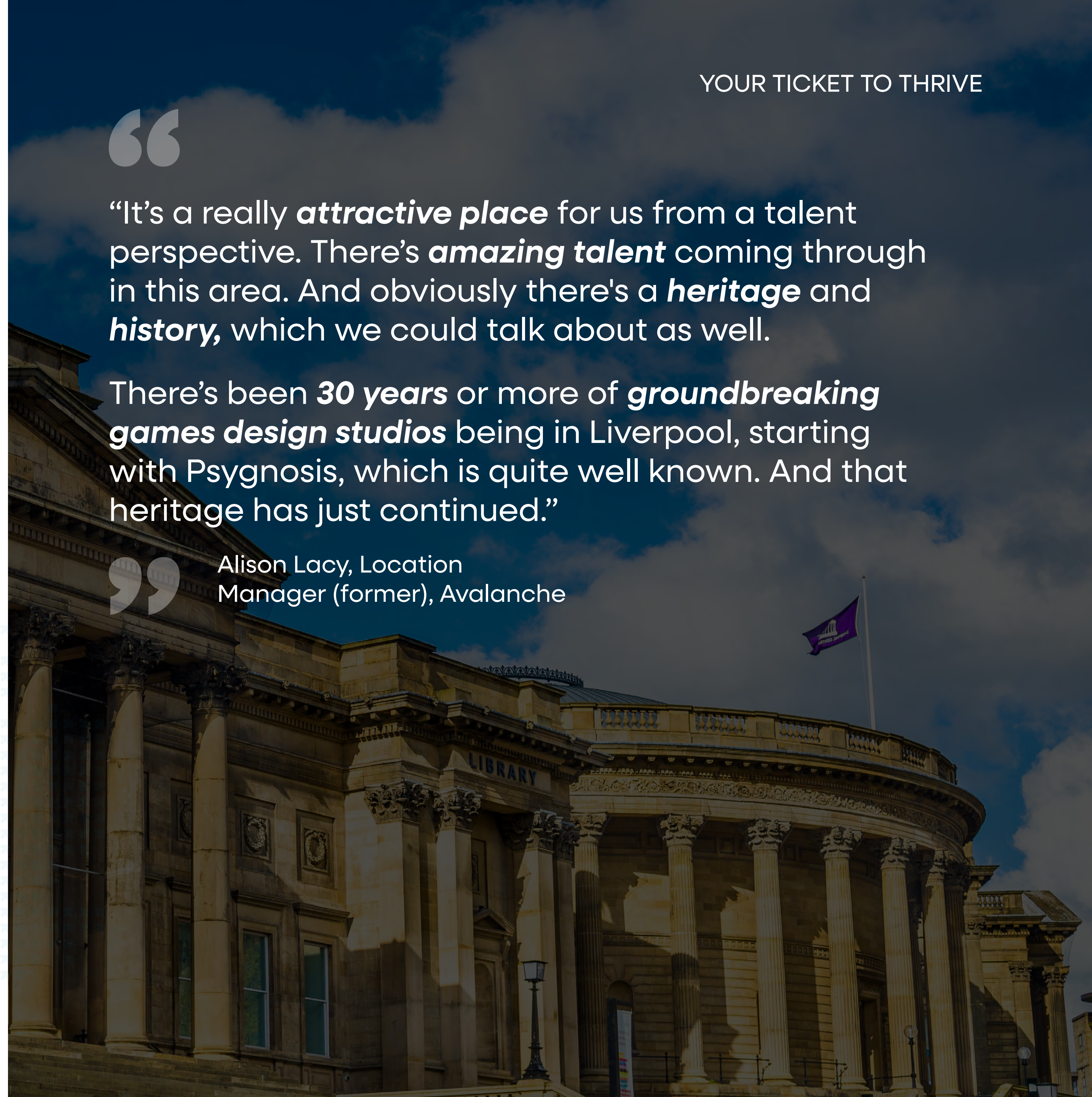
“

“It’s a really **attractive place** for us from a talent perspective. There’s **amazing talent** coming through in this area. And obviously there’s a **heritage** and **history**, which we could talk about as well.

There’s been **30 years** or more of **groundbreaking games design studios** being in Liverpool, starting with Psygnosis, which is quite well known. And that heritage has just continued.”

”

Alison Lacy, Location Manager (former), Avalanche



“

“Liverpool has **huge strengths** as a **music sector**. I think we should shout about it more and market the city as a **music business hub** in the same way that Nashville is.

Just look at companies like ourselves, Ditto, Modern Sky and Ad Lib. We should be telling people that they can come here as a student – we have some **great music** and **music industry courses** here. You can have a great student life in Liverpool and then you can stay here and get an **exciting job** in a **music business** or be supported to set up your own.”

”

Chris Meehan, Founder and CEO, Sentric Music Group



Real stories, real impact:

Sentric Music, founded in 2006, is a Liverpool-based music publishing company helping artists and songwriters get paid - quickly and fairly - for the use of their work. Its innovative tech simplifies music licensing and royalty collection across global platforms.

Rooted in Liverpool's cultural and digital strengths, Sentric grew from a local startup to an international player with offices across Europe and the US. In 2023, it was acquired by Believe, a leading digital music company, reinforcing Sentric's role at the forefront of music publishing innovation.

Today, with 100+ employees and a 4 million-strong catalogue, Sentric continues to shape the global music industry while putting Liverpool on the map as a music tech hub.



THE FUTURE OF COMPUTING.

We're a rising hub for AI and quantum computing.

Home to the Hartree Centre and supported by the UK's £2.5 billion quantum strategy, our region is at the forefront of quantum-enabled AI, cybersecurity, and high-performance computing.

Global leaders like PsiQuantum are already investing, drawn by our R&D strengths, talent pool, and active innovation ecosystem. With government incentives, international summits, and strong academic-industry partnerships, LCR offers an ideal environment for scaling the next generation of tech ventures.

Artificial intelligence:

- Deploy AI in healthcare, logistics, smart cities, and finance to **boost automation** and decision-making.
- **Establish** AI/ML R&D hubs focused on predictive analytics, automation, and ethical AI, leveraging Liverpool's digital and academic strengths.
- Partner with facilities like the Hartree Centre to **fast-track AI model training** and advanced data analytics.

Quantum computing:

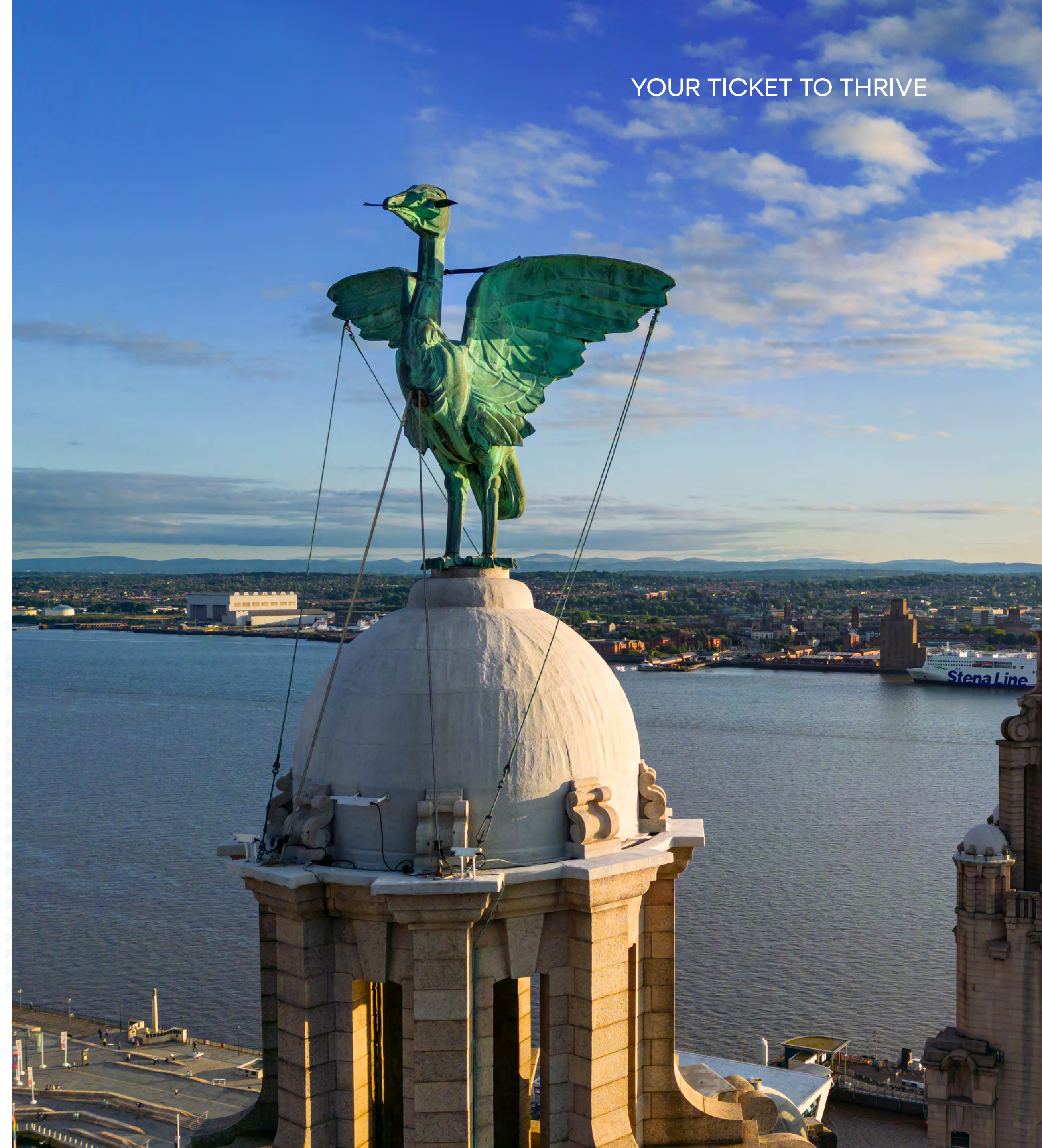
- Leverage LCR's growing investment in **quantum tech** for AI and cybersecurity innovation.
- Join **pioneers** like PsiQuantum at Daresbury Laboratory in a leading UK quantum hub.
- Advance breakthroughs in **quantum chemistry, biology, and AI** in line with national strategy.
- Access funding, **industry partnerships**, and talent through LCR's expanding quantum network.



FUTURE-PROOF FINANCE.

Liverpool City Region's fintech sector is thriving, contributing £219 million in GVA and playing a key role in the region's £38.6 billion economy.

The sector benefits from Liverpool's ambitious R&D targets - aiming for 5% annual investment by 2030, nearly double the UK average. intech companies also have access to a top-tier talent pool. The University of Liverpool ranks 5th in the UK for world-leading computer science research and offers a specialist FinTech MSc, producing graduates ready to hit the ground running.



Payments:

- Build on Liverpool's **fintech strengths** to create secure, high-speed digital payment solutions.
- Embed finance into retail, logistics, and e-commerce to streamline transactions and **boost** customer experience.
- **Innovate** in real-time payments and open banking to lead in cross-border finance and fraud prevention.

Wealthtech:

- Build on Liverpool's **wealth management heritage**, home to major players Investec and Rathbones, driving fintech innovation.
- **Enhance investment platforms with AI**, automation, and personalised financial tools for smarter decision-making.
- **Innovate portfolio management** through real-time data analytics and risk assessment technologies.

Insurtech:

- Be part of a **fast-growing hub** rooted in Liverpool's rich insurance heritage, home to major players like RSA since the 1800s.
- Leverage AI, automation, and predictive analytics to **streamline** underwriting, claims, and risk management.
- Benefit from LCR's **talent pool** and strong crossover between insurance and tech sectors to drive efficiency and reduce costs.

Accounting:

- Capitalise on Liverpool's **strength** in cloud accounting to lead the way in automated bookkeeping, digital tax compliance, and real-time reporting.
- Leverage AI and predictive analytics to drive **smarter forecasting**, and faster financial decision-making
- Integrating **advanced accounting tech** to improve speed, scale, and security for digital-first firms.



Real stories, real impact:

Zempler Bank, a leading UK digital bank with over 1.6 million customers, opened a 6,000 sq. ft. Liverpool office at The Spine in 2022 to expand its northern presence.

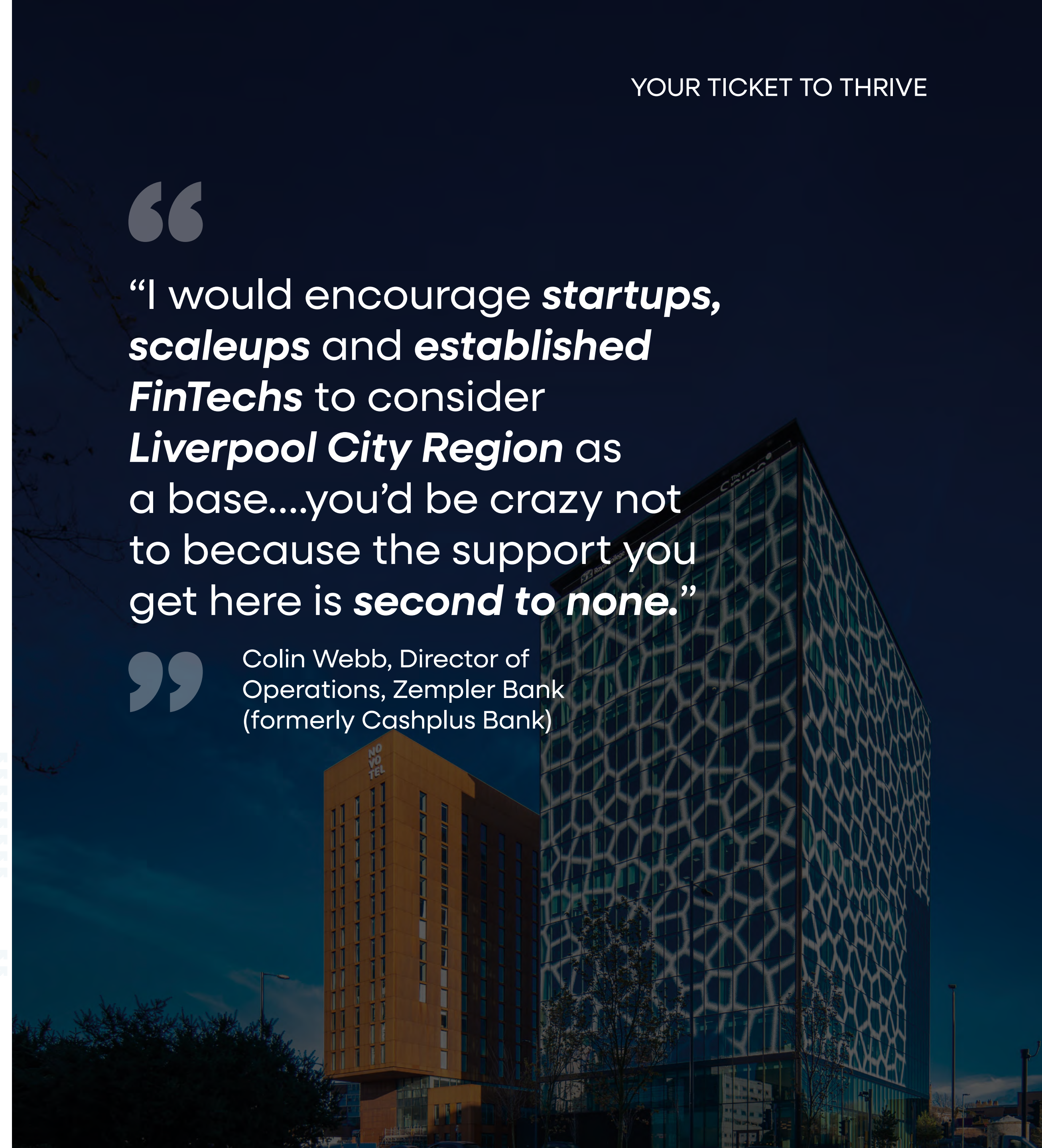
In 2023, it announced plans to double its space and create 150 new jobs by 2028, highlighting Liverpool's growth as a fintech hub.

“

“I would encourage **startups, scaleups** and **established FinTechs** to consider **Liverpool City Region** as a base....you'd be crazy not to because the support you get here is **second to none.**”

”

Colin Webb, Director of Operations, Zempler Bank (formerly Cashplus Bank)



BIG ON CREATIVITY, SMART ON COST



BIG ON CREATIVITY, SMART ON COST.

Total annual operating costs are 29% less in Liverpool City Region than the average across UK and European comparator locations for a typical 50 headcount Media & Digital Technologies operation.

Cut costs, boost profits. Liverpool City Region beats UK and EU rivals on property and labour costs for media and digital tech.

YOUR TICKET TO THRIVE

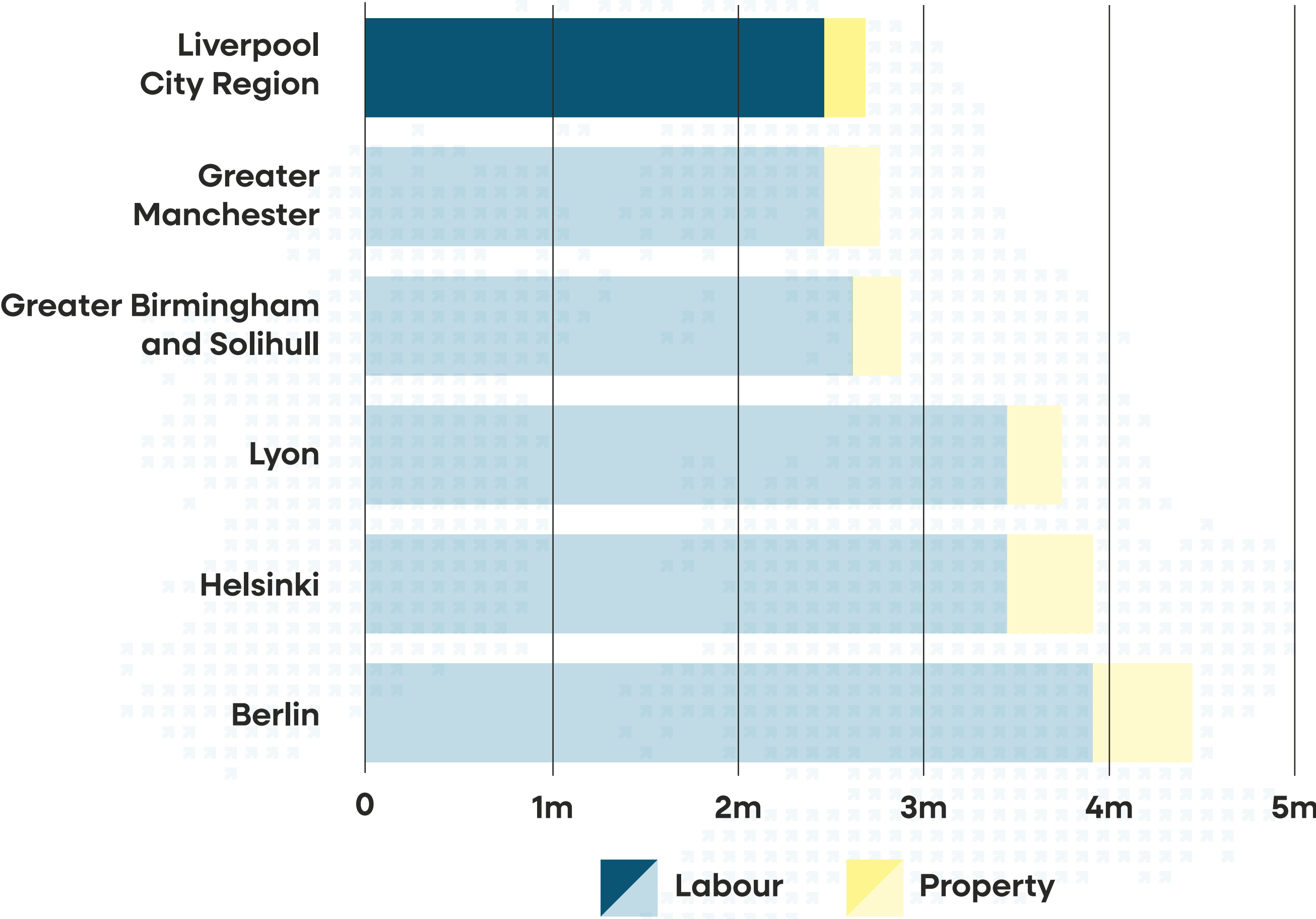


BIG ON CREATIVITY, SMART ON COST

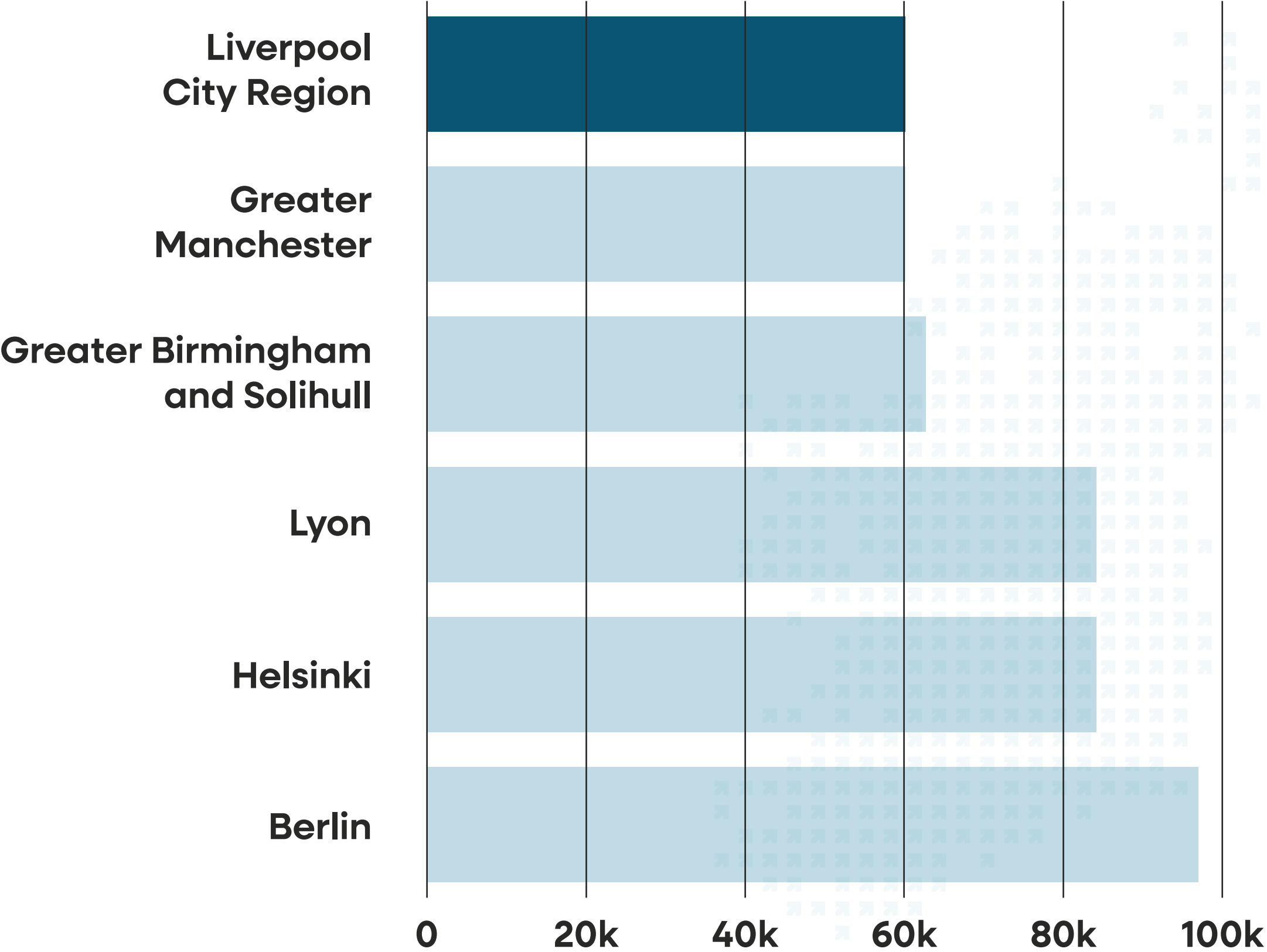


YOUR TICKET TO THRIVE

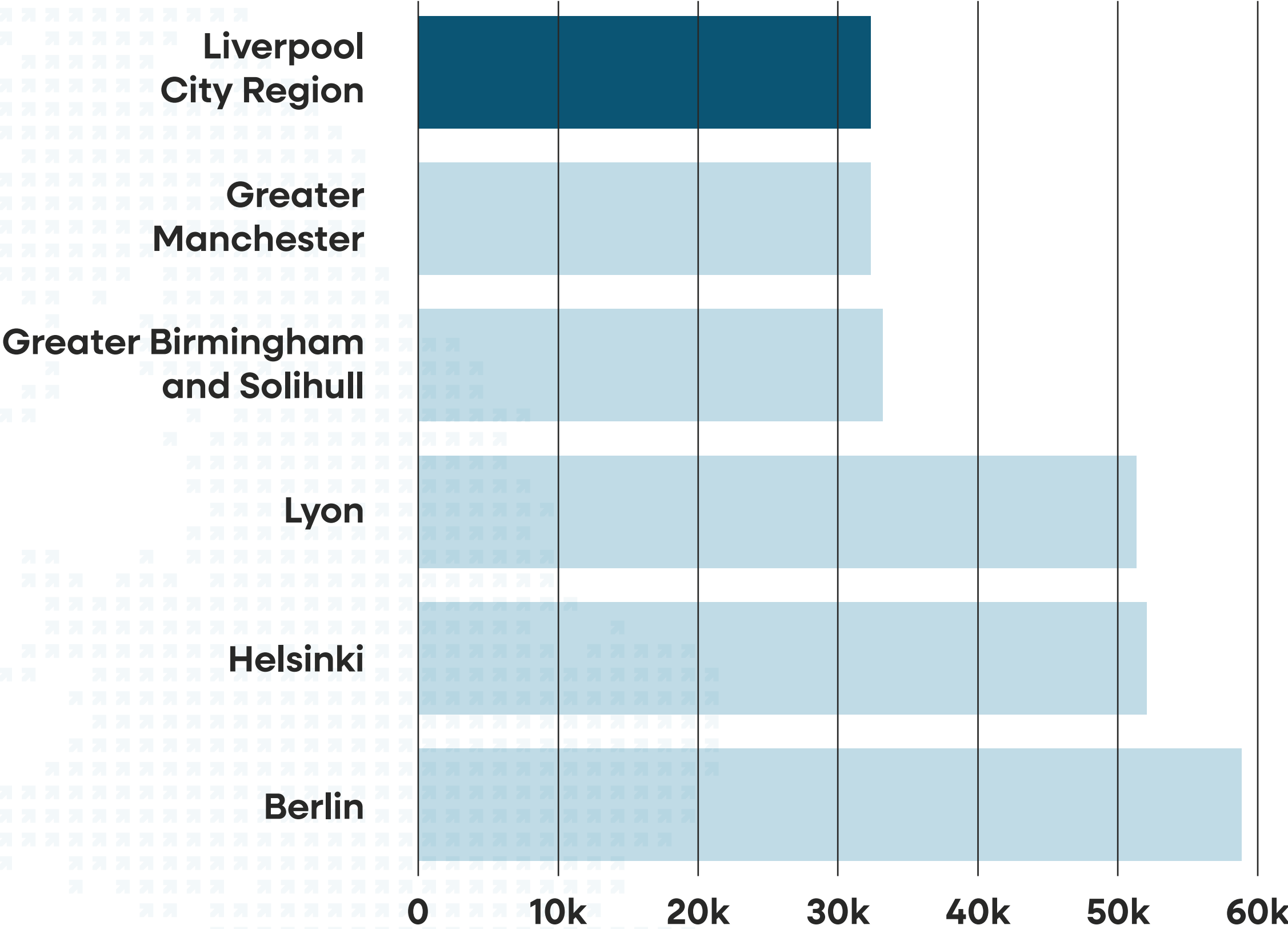
Indicative total annual operating costs (£) of a 50 headcount Media & Digital Technologies operation



Indicative total cost (£)
for a Creative Director



Indicative total cost (£) for
a Software Programmer





STRONG, DIVERSE TALENT POOL.

Liverpool City Region offers access to a highly skilled, cost-effective workforce, attracting talent from across the UK thanks to its strong economy, quality of life, and excellent transport links.

With 6 million workers within an hour's travel, it provides a deep talent pool and opportunities to upskill staff through sector-specific training and bootcamps. Creative and tech salaries are around 25% lower than UK and EU averages, giving you high-quality talent at a more competitive cost.



51k professionals

Work in Liverpool's **Creative and Tech sector**, covering AI, software engineering, game development, art direction, production and fintech.



Large regional skills supply

Liverpool City Region has a larger **creative and tech workforce** than similar cities - more than Leeds (37k) and Oxford (22k).



FUTURE-PROOF TALENT PIPELINE.

Liverpool City Region offers a growing pipeline of skilled talent in tech, digital, creative, and business sectors, backed by over 250k students and specialist training.

With strong industry links, including Sony and PlayStation First, and institutions like the Digital Academy and University of Liverpool's top-ranked Computer Science department, there is access to future-ready graduates and hands-on expertise to power growth.



250k students

Over **250k students** are studying creative and tech subjects in the Liverpool City Region, giving you direct access to a rich talent pipeline in AI, fintech, games, film, and more.

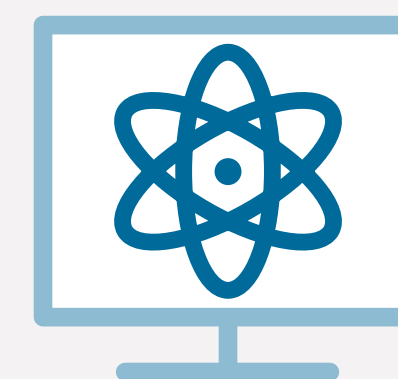


High graduate return rate

Half of students who leave Liverpool City Region for university **return after graduating**, thanks to strong career opportunities and a thriving local economy.



LEADING UNIVERSITIES, EXCEPTIONAL TALENT.

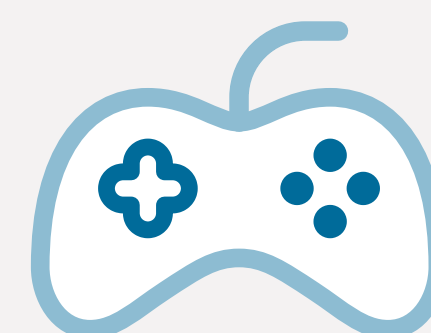


5th

in UK for
Computer
Sciences

University of Liverpool

With 140 years of teaching, the **University of Liverpool** is a **top 20 UK** and a top 200 global university. Ranked 1st in the UK for course content in 2024, 91% of its research is rated world-leading or internationally excellent. Its Computer Science department ranks 5th in the UK for research outputs, offering a BCS-accredited MSc that delivers industry-ready, highly skilled talent.



8th

in UK for
Animation and
Game Design

Liverpool John Moore's University

With 27k students and partnerships with 30 global institutions, this university has the **UK's 4th largest student cohort**. Ranked 2nd by Uni Compare for 2025, it's top 10 for course quality and employability. Specialisms include game design, film, AI, digital marketing, and immersive tech—backed by cutting-edge facilities like Sensor City and the Foundation for Art and Creative Technology.



INNOVATION, RESEARCH, AND DEVELOPMENT.

Liverpool City Region leads the way with the UK's first sub-regional Innovation Board, driving growth and global competitiveness.

As an investor, you'll gain access to a collaborative R&D ecosystem where your tech and expertise can power future-facing industries. With bold investment plans, the region is set to exceed the UK's R&D targets by 2030.





Hartree National Centre for Digital Innovation

Home to one of **Europe's most powerful supercomputers**, offering businesses access to AI, supercomputing, and data science expertise. Provides secure testbeds, advanced digital training, and collaboration opportunities with industry and academia.



Virtual Engineering Centre

Supports gaming, immersive tech, and digital content creation with AI-driven simulations, digital testbeds, and real-time analytics. Offers robotics, advanced modelling, and visualisation tools to help businesses solve industry challenges.



Digital Innovation Facility

A hub for AI, robotics, and digital technologies, providing businesses with **advanced computing tools**, data analytics, and simulation capabilities. Facilitates industry-academic collaboration for cutting-edge R&D.



Liverpool Science Park

Prime location in the Knowledge Quarter, offering tailored office and lab spaces for tech and digital businesses. Provides networking, business support, and access to research talent to **accelerate growth**.



INNOVATION & COLLABORATION.

1. Southport

Southport Enterprise Arcade, a £1.5m hub aimed at start-up businesses and entrepreneurs in the digital and creative sectors.

2. Birkenhead

A creative hub in the making - the Argyle Independent Quarter – a thriving village of artists, makers and start-ups.



3. Knowledge Quarter Liverpool

A powerhouse of expertise across health and life sciences, digital, manufacturing, and materials.

4. Digital Innovation Facility

A specialist environment that supports life sciences and tech innovation through advanced robotics and AI integration.

5. Baltic Triangle

The city's creative and digital heartbeat, home to cultural, tech, and design talent.

6. Sci-Tech Daresbury

One of the UK's top national research campuses, access AI, quantum, life sciences, and advanced manufacturing in one.



WHERE CONNECTIONS COUNT.



LCR Tech Climbers

The fastest-growing and most innovative tech businesses in the region, helping you spot the next big opportunity.

techclimbers.co.uk/locations/liverpool-city-region

Liverpool City Region FinTech Growth Group

Be part of LCR's growing fintech economy, where you can invest in payments, wealthtech, and insurtech, and collaborate with industry leaders.

growthplatform.org/sectors/digital-and-creative/liverpool-city-region-fintech/

LCR Gather

Join Liverpool's central platform for digital, creative, and tech businesses, giving you insider access to high-growth companies, emerging talent, and collaboration opportunities.

gatherlcr.com

LCR Play

Your gateway to Liverpool City Region's interactive entertainment and gaming industry, offering direct access to industry leaders, collaboration opportunities, and a thriving digital ecosystem.

lcrplay.co.uk

WHERE CONNECTIONS COUNT

Liverpool City Region Music Board

Get involved in the region's £6.75m UKRI-funded Music Cluster, where you can invest in music-tech, content creation, and digital entertainment.

lcrmusicboard.co.uk

Liverpool Film Office

Your one-stop partner for film and TV production in the city, providing seamless access to locations, permits, incentives, and industry connections.

liverpoolfilmoffice.tv

Immersive Liverpool

Connect with pioneers in Games & Immersive Technology, XR/VR/AR, Interactive Entertainment, Realtime Content Creation, Virtual Production, Immersive Experiences and more.

meetup.com/immersive-liverpool

Baltic Ventures

Backing high-growth start-ups in a dedicated tech accelerator, providing you with opportunities to invest in scalable, high-impact ventures.

balticventures.uk

YOUR TICKET TO THRIVE



Real stories, real impact:

PsiQuantum has chosen Liverpool City Region for its new UK R&D facility, now operating from Daresbury Laboratory, an innovation hub in the region's thriving science and tech ecosystem.

Backed by £9 million from the Department for Science, Innovation and Technology (DSIT), PsiQuantum gains access to one of Europe's largest liquid-helium cryogenic plants, reaching ultra-low temperatures near -270°C .

Through a pioneering partnership with STFC Daresbury experts, the company is developing high-power cryogenic modules essential to scaling photonic quantum computers to millions of qubits, revolutionising how complex scientific and commercial problems are solved.

The project delivers the highest cryogenic cooling power ever deployed, reaffirming Liverpool City Region's role as a global centre for scientific innovation and collaboration.

“

“We are very *excited* to be setting up a lab in the UK in collaboration with the STFC's Daresbury Laboratory. The UK has a long history in *quantum technologies* and a talent pool of exceptional *quantum engineers*. The STFC team and facilities are *world class*, with a deep history of accomplishments in *large-scale scientific infrastructure*. Access to existing cryogenic infrastructure and expertise accelerates PsiQuantum's mission to deliver a *large-scale quantum computer*.”

”

Mark Thompson,
Chief Technologist and
Co-Founder at PsiQuantum.

YOUR INVESTMENT, FULLY SUPPORTED



YOUR INVESTMENT, FULLY SUPPORTED.

Our dedicated inward investment team offers end-to-end support to help you land, grow, and thrive in Liverpool City Region.



Account manager

Your **dedicated** single point of contact from start to finish.



Recruitment support

Helping you find the **talent** you need.



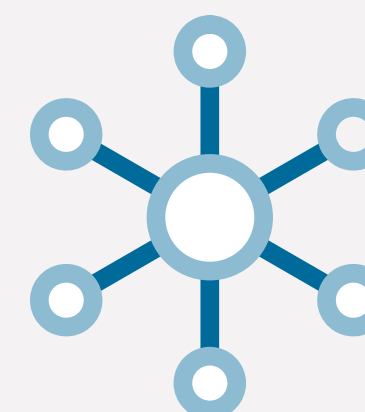
Property sourcing

Relocating made simple.



Business services

Introductions to **expert** providers.



Local connections

Tap into our strong **partner network**.



Export support

Guidance to reach **global** markets.

Funding to fuel your growth:



Cyber Local

£1.3 million fund targeting cyber skills and innovation.



LCRCA Production Fund

Up to £0.5 million available for local films, TV dramas, animation, and comedy series.



Flexible Growth Fund

Up to £1 million funding for local expansion projects.



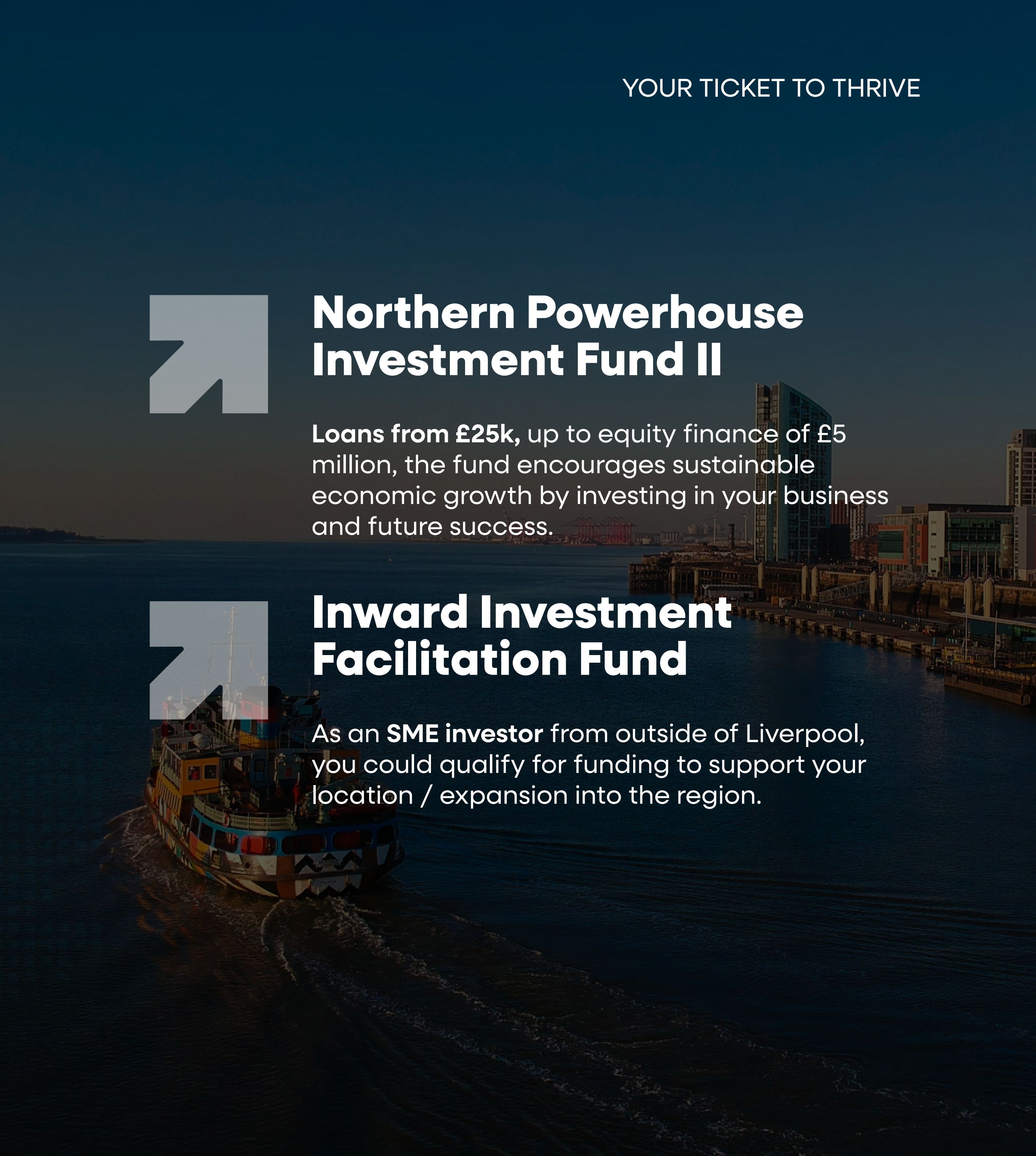
Northern Powerhouse Investment Fund II

Loans from £25k, up to equity finance of £5 million, the fund encourages sustainable economic growth by investing in your business and future success.



Inward Investment Facilitation Fund

As an SME investor from outside of Liverpool, you could qualify for funding to support your location / expansion into the region.





READY TO INVEST IN SOMETHING EXCEPTIONAL?

LET'S EXPLORE WHAT'S POSSIBLE TOGETHER.

Get in touch with:

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Internationalisation Manager - Digital & Creative

danielle.carrington@liverpoolcityregion-ca.gov.uk

+44 (0)7817 848 074

