

## Corporate Membership



### Accelerating growth in the City Region's economy

Liverpool City Region Local Enterprise Partnership (LCR LEP) is the most innovative in the country. It is the only LEP with a 450+ strong, fee-paying, and private sector-led Membership committed to growing the City Region's economy.

The Liverpool City Region LEP has a private sector-led Board, with political leaders representing the six Local Authority areas of Halton, Knowsley, Liverpool, Sefton, St.Helens and Wirral, and is the only body which represents the entire City Region at Government level.

By bringing together local entrepreneurs and politicians, we have been able to harness the skills and experience of a wide range of individuals who understand what it takes to establish and grow businesses, which is a prerequisite for economic growth.

Our core drivers are:

- **Strategic Economic Development**
- **Business Growth**
- **Key Growth Sectors**  
(Knowledge Economy, Visitor Economy, Low Carbon, SuperPort)
- **Marketing**

A further 10 additional actions to support these key drivers have also been agreed. They include Business Support, Innovation, Entrepreneurship, Inward Investment, Lobbying & Communications, Skills, Funding and Major Projects.

The work of the LEP in the Liverpool City Region includes major initiatives to create economic growth and jobs within the private sector through large scale projects such as Liverpool SuperPort, Mersey Gateway, Daresbury Science and Innovation Campus, Liverpool Waters and Wirral Waters.

There is also an emphasis on the importance of new business formation, support for small firms and accelerated business development.

## Why do Members join?

Organisations join and maintain Membership of the Liverpool City Region LEP to:

- Support a collective effort to champion and grow the Liverpool City Region economy;
- Benefit from the economic uplift derived from working in partnership and through shared market intelligence;
- Be informed of and inform the City Region's economic strategy;
- Participate in the activity undertaken by, for and with the LEP;
- Generate a return on their investment in Membership through opportunities identified and realised.

The weighting given to each of these factors will depend upon the type of organisation and the nature of their relationship with the LEP. For many, the knowledge that they are part of something that is working for the area where they conduct business and are passionate about is an important factor.

Actively engaged Members experience the following elements:

- To be able to **inform and participate** in the development and delivery of strategy/action plans in key growth sectors;
- Expansion and development of their **market intelligence**;
- Attendance at **Key Growth Sector Panels**;
- Ability to **plan** their business around key sector trends and campaigns;
- **Introductions** to business and investment opportunities;
- Opportunities to **Partner** with others to create scale;
- Have their **views represented** in the economy;
- Expansion of their business **networks**;
- **Position** their business strategically in key growth sectors;
- Partner in **collaborative marketing** opportunities and promotions, nationally and internationally;
- **Investment** proposition building and enquiry handling;
- **Access** to business and Government decision makers.

## Key benefits of Corporate Membership

With 450+ members, the region's major organisations and many of its most forward thinking enterprises are committed supporters, working with us to win more business for Liverpool City Region. Members, large and small, play an important and significant role in supporting and developing Liverpool City Region LEP activities.

Participation in our Membership programme provides businesses with exclusive access to a wide range of benefits, features and opportunities.

### **Access opportunities**

- An extensive menu of opportunities, including key sector events, panel meetings, business networks, special events, corporate hospitality, launch events and high level networking dinners.
- Access to Liverpool City Region LEP Executive Directors.
- Access to intelligence, studies and reports.
- Use of our marketing materials to support sales initiatives, including access to our image library, promotional videos and literature.
- Access to our research data via our in-house team – England's Northwest Research Service.
- Use of our complimentary Accommodation Booking Centre.
- Complimentary use of our Conference Venue finding service.

## **Membership support**

- A programme of activity developed to meet each Member organisations specific requirements – drawn from the various activities in which Liverpool City Region LEP is engaged.
- Assignment of a dedicated Relationship Manager to understand these requirements, assist with facilitating introductions, seek potential business opportunities and ensure that Members are fully engaged and benefit, where possible, from our activity across Liverpool City Region.
- This relationship is one of mutual benefit. We know from our Members' feedback that LCR LEP Membership is important to the organisations that have joined. We know that without our Members our voice would be nowhere near as strong or unified in representation of the City Region.
- We aim to act as a conduit for our Members, offering a unique opportunity for the private sector to become involved in, and influence, the public sector policy and decision-making process.
- We provide assistance to businesses looking to develop projects that are eligible to receive ERDF funding. We assist them throughout the application process and continue to provide ERDF technical support during the delivery of projects.
- Businesses in the Liverpool City Region have a right to be heard and they can do this most effectively through the LEP.

## **Networking**

- Networking plays a key role in our Membership structure. We can make introductions and help to connect businesses.
- Regular Member events throughout the year include corporate dinners, conferences, presentations and our AGM.
- Liverpool City Region LEP invites Members to get involved with showcasing the City Region to existing and potential investors.
- Regular electronic briefings, news and updates to keep Members informed.

## **Communications**

- Raising the profile of Member organisations and their business success.
- Business promotion through our networks and connectivity to our commercial opportunities.
- News of new developments, awards and major events can be included in our Press Releases and newsletters where relevant.

## **Membership fees**

Annual Executive Membership £21,000+VAT

The revenue achieved through our Membership scheme is all reinvested in our work, helping us to represent the interests of our Partners and the City Region.

For further details please contact our Membership Team on 0151 237 3904.

***We look forward to welcoming you into Membership of Liverpool City Region Local Enterprise Partnership.***

## Reassuringly in good company

A small sample of our Members:

