

**EMPLOYMENT LEARNING, SKILLS AND COMMUNITY TOPIC GROUP**  
**30<sup>TH</sup> APRIL 5.30 P.M.**  
**INWARD INVESTMENT**

**SESSION 2**

**In attendance:** Councillor Sue Edge, Councillor S. Parker, Tim Leather, W. Rourke.

Mark Basnett from the Liverpool City Region Local Enterprise Partnership (LEP) provided an overview on Inward Investment challenges in the Liverpool City Region and drivers for growth and the need to have the right Inward Investment product e.g. skills, talent, infrastructure, cost effectiveness.

Mark stated that the things we need to focus on are working smarter together with limited resources and pooling capabilities.

The LEP and partners were looking at options which focus on:

- 1) Creating an investment hub and a virtual team.
- 2) Spending time with sector specialists, developing a LCR investment strategy that we all agree to.

Mark remarked that looking to our strengths; logistics, parts accessibility, buildings are Halton's key strengths.

We have promoted Halton sites at national exhibitions e.g. 3MG at the NEC Multi-Modal Hub.

Mark reported on an area by area analysis and consideration of opportunities through a City Region Inward Investment Asset Matrix (circulated) and working jointly can create economies of scale.

The LCR has some sector strengths i.e. automotive and relationship with the sector supply chain.

Just in time supply is critical in this sector and we can offer a broader package to businesses and reasons and a product to offer.

A third area focus on world class facilities including Big Data, for example, Si-Tech Daresbury.

LEP will work with local teams to promote and market opportunities in the area.

One team, operating on a Common Customer system as the key function of the LCR Inward Investment Framework would be a desired long-term position.

An Investment Strategy will focus on key sectors and would establish a set of performance measures and be accountable to City Region Leaders, and Chief Executives.

Also emphasis on engaging with business leaders.

Future proposals would not be about taking away existing lines of enquiry.

LA Leaders have signed up to these principles.

£1m had been allocated to Inward Investment. activity in LCR, of which 20% is a contribution from Local Authority partners.

Councillor Parker asked whether if transport infrastructure is an asset is it being used effectively? Example cited Manchester Ship Canal.

The intention is to create a continual dialogue to refine a better product to attract investment to Halton and beyond.

Mark shared a paper that had been presented to Regeneration Directors identifying potential options and level of funding required.

There is an opportunity to demonstrate a collective approach to the “outside world”.

A discussion took place regarding Human Capital and recent discussions the Chair had had with Riverside College, given skills shortages in growth sectors.