

The Northern Powerhouse North West Financial Centre of Excellence



**BUSINESS
IS
GREAT**

BRITAIN & NORTHERN IRELAND



Withdrawn 27 May 2019



Welcome to the North West

The North West, including the three cities of Chester, Liverpool and Manchester, is one of the UK's leading regions for Financial Services.

The region is a particular centre of excellence for Banking, General Insurance, Wealth/Asset Management, Legal Services and Accountancy. Within the three areas, there are over 5,000 financial services firms employing over 227,000 people.¹





Chester, Liverpool and Manchester form a thriving business region, with almost 2.5 million economically active people working within the three city areas.³

The North West is sufficiently far from London so that wage inflation and attrition levels remain stable. With typical cost savings of 30-40%, it is the ideal complimentary location to London.

Underpinned by excellent transport infrastructure, an established business services community and an extensive talent pool, the region is a compelling magnet for inward investment. From the unspoilt beauty and rolling landscapes of Cheshire to the vibrant cosmopolitan areas of Manchester and Liverpool, the region offers diverse business locations and a first class quality of life.



5,000

Financial service firms within the three city areas.¹



£31.7bn

GVA for Financial, Professional and Business Services in the North West²



2.5m

Economically active people within the three city areas.³



227,300

People employed in the Financial Services sector⁴

¹ ONS Annual Business Inquiry 2015

² Greater Manchester Forecasting Model, 2014

³ ONS Annual Population Survey, 2015

⁴ TheCityUK, 2014

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Financial Services in the North West

The North West – comprising the core cities of Chester, Liverpool and Manchester – is home to some of the largest Financial Services operations in the UK outside of London.

BNY Mellon, BAML/MBNA, RBS, Barclays and Santander have all chosen the North West to locate significant functions. For companies looking to nearshore operations, the region provides a high quality, low risk solution to improve operational efficiencies and client service delivery.

The North West has significant strengths in Financial Services. Chester is home to large back-office and technology operations including BAML/MBNA, while Liverpool is an established centre for banking, wealth and asset management and a specialist in maritime insurance. All elements of the sector are represented at scale in Manchester from retail banking and legal services to corporate finance and general insurance.

Manchester

Manchester has a highly evolved Financial, Professional and Business Services sector that accounts for 20% of the local economy¹ with key strengths in Banking, Insurance, Legal Services, Accountancy and Consultancy. All elements of the sub-sectors are represented at scale and depth, giving companies excellent access to experienced staff meaning that Manchester is able to support a range of functions.

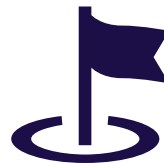
KPMG have ranked Manchester as Europe's most cost-competitive business location (in cities with a population over 2 million) since 2010.² The size of Manchester's talent pool, both from the existing workforce and emerging student pool, means companies are able to upscale operations in short timescales, at minimum cost. Wage inflation and attrition levels remain stable even with a significant number of new investors entering the market in recent years.

Over the last 10 years the sector has grown by 50%³ and moved higher up the value chain in terms of the complexity of roles. Key developments such as the new Financial and Professional Services district, Spinningfields, have been a huge catalyst in driving forward growth in the sector. The area now employs over 20,000 people and continues to grow.



Manchester now has a significant talent pool in higher value areas of finance such as Derivatives, Complex Client Servicing, Recovery and Resolution Planning with many EMEA and Global Heads of Business based in the city. Manchester has already proven itself to be a highly attractive place to live, work, visit and invest, meaning that it can attract senior talent from across the globe as well as the companies that employ them.

A number of banks have their head office, regional offices or European operations centres in Manchester, with this area growing notably over the last decade. The Co-operative Bank is headquartered here and major banks such as Barclays, RBS and HSBC have their northern



One of the largest FPS sectors outside of London⁴

¹ New Economy

² KPMG

³ New Economy 2013

⁴ TheCityUK, 2014

headquarters in the city. Challenger Banks such as Williams & Glyn, OakNorth and Aldermore have also established major operations in Manchester and the city is emerging as one of the nearshore locations of choice for many companies relocating functions out of London.

Manchester also has a strong offering in private banking, wealth and asset management. There is also a large presence of investment management front office and operational functions. Manchester is an important centre for corporate finance and private equity, particularly in the mid-market. The city is home to 20 private equity firms, one of the largest concentrations outside of London.

Manchester has a long history as a key location for insurance and its related industries. The sector is home to one of the largest general insurance communities outside London and a growing broker base with key employers including Aon, Marsh and Swinton. There are a significant number of life insurance companies and mutuals, as well as a strong intermediary sector.

Manchester's ground-breaking devolution agreement with central government, grants the city control over key facilitators of business growth such as skills, transport and business support, enabling Manchester to create a unique pro-business environment for employers.



The Financial Services sector in Manchester will create an additional 63,000 jobs between now and 2024⁵



Manchester's Financial Services sector has grown by 50% over the last decade⁶



7.2 Million people live within an hour's commute of Manchester city centre⁷

⁵ Greater Manchester Forecasting Model 2014

⁶ New Economy 2013

⁷ NOMIS 2015

CASE STUDY - BNY Mellon



BNY Mellon is a leading investment management and investment services company operating in 35 countries and over 100 markets, with over 49,000 staff worldwide. The group provides asset and wealth management, asset servicing, issuance services, advisory services, and treasury services through a worldwide, client-focused team.

BNY Mellon Manchester is one of the company's key locations and is viewed as a hub for operational and client service excellence. The company have enjoyed incredible success in Manchester thanks to the quality of the city's talent pool. This has helped build a location capable of providing their global client base with consistently high levels of service. The organisation now has over 200 managers, some of whom joined the company straight from college six years ago. Established in 2005, the operation employs around 1,200 employees working across two city centre locations in areas including:

Global Markets - Specializes in an array of value-added global risk management solutions offering investor, corporate and correspondent

bank clients a comprehensive suite of innovative products and consultative services. These include basic foreign exchange, customized multi-currency hedging and yield-enhancing strategies, as well as a full range of currency, equity and interest rate derivatives products.

Client Service Delivery - CSD encompasses key operational areas into one global team to better support the group and serve clients around the world. CSD helps clients conduct business, service assets, and engage in transactions at every stage of the investment lifecycle - creating, trading, clearing, settling, holding, servicing, managing, distributing and restructuring assets.

Business Partner Group - Employees in these departments include: Finance, Information Technology, General Services and HR. Additionally, Manchester has employees working in Client Technology Solutions and Investment Services

"We've been a significant part of how Manchester has developed over the last 10 years and are proud to be invested in it. The city unquestionably has a talented workforce with the right mix of digital skills and financial services experience."

Matt Wells, Manchester Site Head



Liverpool

Liverpool has been doing business with the world for over 200 years and has developed deep and lasting partnerships in markets across the globe. It has a reputation as a city that you can trust. Liverpool has developed a wealth of experience in providing business and financial services - with specialist skills in insurance, wealth management and legal. As a result, Liverpool is a significant UK centre for asset and wealth management.

Liverpool has more than 500,000 businesses within a 15 hours of the city centre, creating a huge range of potential business opportunity.¹

Close proximity to London, and easy access to European business destinations makes Liverpool the perfect location from which to access local, UK and international markets.

**Commute catchment of
6.2 million people²**



Multi-national firms such as Santander and Investec are based in Liverpool alongside leading BNY Mellon, Coutts & Co, Deloitte, Tilney Bestinvest and many more.

Investing in Liverpool is as safe a proposition as ever. Liverpool is renowned as a business and financial services centre. The strength and depth of Liverpool's financial and business services industry has always been the cornerstone of the regional economy.

More than 10,000 businesses contribute their wide range of skills to a dynamic, thriving city region.³

Liverpool has the talent

Access to skilled people is one of the core strengths of Liverpool. With a working population of just over 1 million⁴, companies locating in the city can access a considerable pool of labour.

^{1,2} ONS 2015

³ BRES 2014

⁴ East West 2015

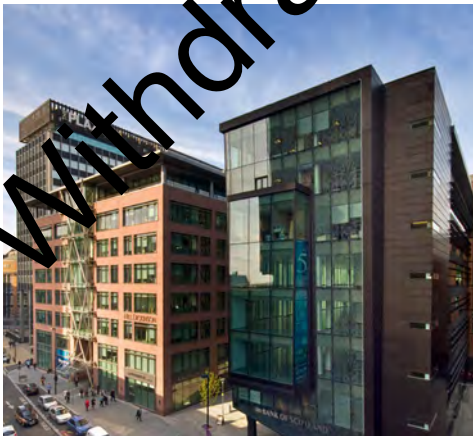


The business services sector currently employs over 47,000 in Liverpool⁴

234,000 people of working age are educated to degree level in Liverpool.⁵ The city's universities have significant research expertise which is ranked at a high international standard.

Liverpool is delivering results

The large employment pool has attracted a significant number of business process outsourcing and asset servicing operations. ServiceSource, Wealth at Work and many others have chosen to locate in Liverpool because of the cost-effective local workforce with their expertise in business support and financial services.



⁴BRES

⁵ Annual Population Survey ONS 2014

CASE STUDY - Pershing BNY Mellon

Liverpool as a business hub - our perspective

"As a BNY Mellon company, Pershing benefits from the strength and stability of a premier global provider, servicing more than 100 markets. We have offices in 23 locations throughout the Americas, Asia Pacific and Europe and employ thousands of professionals who are highly focused on supporting the needs of our clients. Serving 1,000 institutional and retail financial organisations, Pershing is a member of every major US securities exchange, the Australian Stock Exchange, the Deutsche Börse, the Irish Stock Exchange, the London Stock Exchange and the Toronto Stock Exchange. 100,000 professionals use our technology platform for broker dealers and advisors.

Pershing provides investment service solutions to institutional broker dealers, wealth managers and independent financial advisers. Located across London, Liverpool, Dublin and Jersey, Liverpool is the flagship operational centre. Accredited a 'Centre of Excellence' within BNY Mellon, 210 employees located to new offices in The Royal Liver Building."

"So why is Liverpool good for us? It has a deep talent pool – 4 top universities and feeder schools, a strong Wealth Management heritage and tradition, and an energised, committed, innovative and loyal team from a skilled and qualified resource pool."

Peter Norman, Managing Director, Operations.



Chester

With its distinctive Tudor architecture, the historic city of Chester has always attracted businesses looking for something a bit special. From the Roman walls to the River Dee, the city is a beautiful place to live and work.

Chester supports an established community of Financial Services businesses. After Bank of Scotland acquired the small Chester finance house North West Securities (NWS) in 1958, the business became one of their most profitable arms. Now part of Lloyds Banking Group, the operation and the legacy of NWS has provided the basis for Chester's cluster of financial services companies.

NWS provided the infrastructure for the first Marks and Spencer store card launched in Chester in 1985 by St Michael Financial Services. The partnerships have changed as the company's financial brand has developed and M&S Bank is now a joint venture with HSBC.

Attracted by the quality of life, MBNA were one of the first occupants of Chester Business Park over 20 years ago. Since then, the business has grown from one building to a 25 acre campus, becoming one of the city's major employers and cultural sponsors.

In 2006, MBNA became part of Bank of America, who recognised Chester as one of the most productive sites within the corporation. The site was chosen as the location for their Global Operations Centre, employing 80 staff who monitor and support the banks technology infrastructure around the world, around the clock.

“In Chester we operate from a very efficient cost base. We have access to a significant labour pool with a relevant and consistent skills base”

Mark Elliott, Director of Corporate Affairs, MBNA

Cybersecurity specialists GBG employ **200** people at their headquarters in Chester. Their neighbours at Chester Business Park include payment solutions provider Tuxedo Money Solutions and vehicle finance company Next Gear Capital. These head office functions sit alongside back office operations for large companies in other sectors, such as Bristol Myers Squibb and Tetrapak. Meanwhile, the redevelopment of Chester's Central Business Quarter has begun with 1, City Place, a 70,000 sq ft BREEM excellent HQ building with further office and residential phases to come.

M&S Bank employ over **1,500** people in customer-facing roles, supporting current accounts, credit cards, travel money, loans, savings and insurance products.



“Chester Business Park is home to several key financial services businesses and has a history in the sector. We have been able to take advantage of that talent in setting up our business and we feel very optimistic about our future plans in the city”

Richard Law, CEO, GBG.

“We are delighted to relocate to bigger offices in Chester, as this is home to several key financial services businesses and has a history in the sector we have been able to take advantage of available talent and networks in our growth plans. We feel very optimistic about our future plans in the city”

John Sharman, CEO, Tuxedo Money Solutions.

“We have been able to call upon the strong financial services skill base in Chester to set up the business in record time”

David Mercer, Managing Director, NextGear Capital

“We are very excited to be in Chester. It is a beautiful historic city with a strong reputation for financial services. The city is a great base for our operation as we will be able to grow and develop here”

Will Loughnane, Director of Business Insights, Virgin Money

CASE STUDY - BAML /MBNA

With more than one eighth of the market, MBNA is one of the UK's largest credit card and reward card issuers. MBNA became the credit arm of Bank of America in 2006 and Chester's continuous good performance meant that it was chosen as the location of the bank's Global Operations centre which opened in 2013.

MBNA opened its first office at Chester Business Park in 1993. Having outgrown their original building, the company expanded into a versatile campus with four interconnected buildings and a wide range of facilities. Today there are around 2,500 employees in Chester, the majority providing back office functions supporting MBNA's affinity cards.

BAML also employ 750 staff, carrying out commercial and investment banking settlements and have the Global Operations Centre. This 'command centre' monitors IT systems and provides technical support around the world, 24 hours a day.

MBNA's Director of Corporate Affairs, Mark Elliott, acknowledges several factors were key to BAML's commitment to the site. "In Chester, we operate from a very efficient cost base compared with South East England. We have access to a significant talent pool with a relevant and consistent skills base."

"To be able to operate effectively, BAML has to be able to rely on excellent transport links that enable it to access talent pools across the wider region."

"Chester is a Financial Services Centre of Excellence with a strong record of attracting key firms including Lloyds Banking Group, RBS, M&S Bank and Virgin Money."

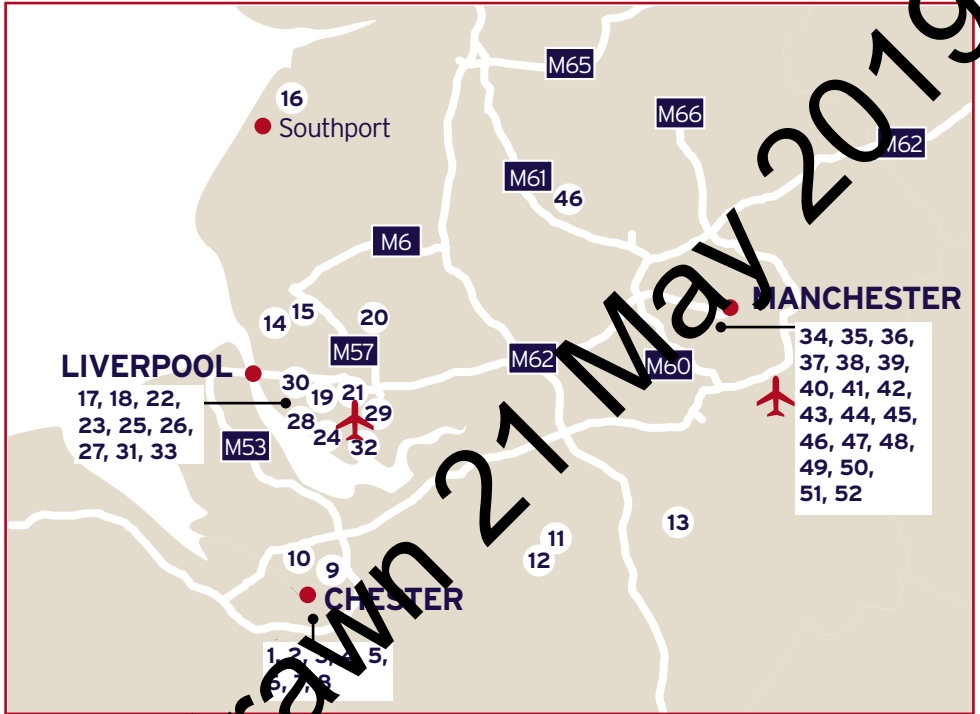
He added, "We could not operate without the network of local Business Support firms on our doorstep. Right from the time of arrival in Cheshire to this day, we have benefitted from the support and encouragement of local organisations, both in the public and private sector"

"I have lived all over the UK and I am deeply impressed by the quality of life. The region is blessed with rich cultural life, a strong education sector and beautiful countryside as well as a very sophisticated retail offer and excellent transport links to Liverpool, Manchester and the rest of the UK."

Mark Elliott, Director of Corporate Affairs



North West - Key Employers



Chester

- 1. BAML/MBN
- 2. M&S Bank
- 3. GE Group
- 4. Nexteer Capital
- 5. Toledo Money Solutions
- 6. Diners Club
- 7. Funding Corporation
- 8. APS Group
- 9. Lloyds Banking Group
- 10. Virgin Money
- 11. Ingenico
- 12. Payzone
- 13. Barclays Radbroke

Liverpool

- 14. Santander
- 15. Shop Direct Financial Services
- 16. Paymentsshield (Insurance)
- 17. Rathbones
- 18. Pershing BNY Mellon
- 19. Barclays
- 20. Barclaycard
- 21. RSA
- 22. Griffiths & Armour
- 23. Deutsche Bank
- 24. Coutts
- 25. HSBC
- 26. MSIF

- 27. Quilter Cheviot
- 28. Investec
- 29. Tilney Bestinvest
- 30. Williams & Glyn
- 31. Fraser Wealth Management
- 32. Bibby Financial Services
- 33. Lloyds Banking Group

Manchester

- 34. Co-operative Financial Services
- 35. BNY Mellon
- 36. RBS
- 37. Barclays
- 38. HSBC

- 39. Santander
- 40. Lloyds Bank
- 41. Investec
- 42. Swinton
- 43. Aon
- 44. Marsh
- 45. Willis
- 46. AXA
- 47. RSA
- 48. Williams & Glyn
- 49. Aldermore
- 50. OakNorth
- 51. Aviva
- 52. Ageas



Talent pool and Education

7.1 million
people live in the North West ¹



4.5 million
people are of working age ²



2.35 million
people hold Level 3 qualifications
or above. ³



The significant talent pool, combining existing expertise and a continuous supply of quality graduates, gives businesses a means to establish new operations quickly and develop the workforce over time. The supply of labour both in scale and depth also keeps wage inflation low.

66%

of students studying in the North West remain in the region after graduation, ensuring a healthy pipeline of top talent. ⁴

¹ NOMIS 2014 ³ Annual Population Survey 2014

² NOMIS 2014 ⁴ HECSU 2015

*There are fourteen universities in the North West with over **226,000** students studying in the region. In the academic year 2013-14, the North West's universities produced over **48,000** graduates.⁵*



No.	University	Graduates
1	Manchester Metropolitan University	7,775
2	University of Manchester	7,425
3	University of Central Lancashire	5,585
4	Liverpool John Moores University	5,260
5	University of Liverpool	4,905
6	University of Salford	3,925
7	Edge Hill University	3,455

No.	University	Graduates
8	University of Lancaster	2,845
9	University of Chester	2,320
10	University of Cumbria	1,925
11	Liverpool Hope University	1,350
12	University of Bolton	1,240
13	Liverpool Institute of Performing Arts	225
14	Royal Northern College of Music	150

North West Universities

Business & administrative studies



Students
32,675



Graduates
7,505

Mathematical sciences



Students
4,670



Graduates
1,145

Computer sciences



Students
6,830



Graduates
1,455

Source: HESA 2014

University of Liverpool

Preparing the younger workforce, the University of Liverpool (part of the Russell Group) delivers an E-Finance BSc Hons through the Liverpool Management School, whilst the region's Higher Education colleges take in around 100 students each year on courses relating to financial and professional services.



Liverpool John Moores University

Liverpool John Moores University is home to the Research Centre for Critical Infrastructure Computer Technology and Protection (PROTECT). The Centre provides PhDs and research in safeguarding systems against attacks, networking to support systems' distributed operations and software engineering/artificial intelligence in systems. The Hartree Centre at Sci-Tech, Daresbury also offers access to the UK's largest super-computer for "big data" analysis.

University of Chester

The University of Chester is a founder member of the Cheshire and North West Cyber Security Advisory Group. The Group works with schools on digital identity and with businesses around insider threats and cybersecurity toolkits. Headed by Sir Edmund Burton, leader of the Information Assurance Advisory Committee, members include KPMG and the University of Lancaster's Centre of Excellence.

To keep Chester's supply of skilled labour buoyant, the University's Business School delivers an innovative Business Masters qualification, a one year course centred around work-placement based learning. The Business School also develops bespoke work-based learning, for example delivering an accredited course for over 150 employees at the Department for Work and Pensions. New "higher level apprenticeships" are being rolled out in the coming year, starting with Chartered Management, which can be funded.

The University of Chester and MBNA worked together to develop the Chester Business Masters, a work-based qualification helping employees gain analytical and consultative skills. MBNA advertised posts for Business Risk Analysts with an embedded Master's degree. Having received over 1,500 applications, the company was able to recruit several graduates into the team.

Manchester Metropolitan University

Manchester is home to the two most applied to universities in the UK¹ and has two of the largest student populations in Europe with 96,000 students currently studying in Greater Manchester. Manchester Metropolitan University's Business School is the UK's second largest Business School with 5,000 students, offering Undergraduate, Postgraduate, Professional and Research Programmes.

The Business School is the only public sector Association of Chartered Certified Accountants (ACCA) Platinum Approved Learning Partner in the North of England and also offers the CIMA (Chartered Institute of Management Accountants) Award.

University of Manchester

The University of Manchester is a world-leading institute, ranked 33rd globally by QS World University Rankings and is the most targeted UK University by graduate employers according to the 2015 High Fliers Report.

In 2014, the Research Excellence Framework (REF) found that 83% of the University's research was judged to be 'world leading' or 'internationally excellent'. The REF also ranked Alliance Manchester Business School (MBS) 2nd in the UK for research power.

The university offers a Finance MSc course covering areas such as derivatives and investments, to mergers and acquisitions and global markets. Students enrolling in the program build a strong foundation of advanced investment analysis and real-world portfolio management skills.

Each year, Alliance MBS runs a five-day Trading BootCamp for students studying finance-related degrees. These trading simulations provide students with experience of real world trading and the opportunity to engage with contemporary

financial markets, enabling students to apply their classroom theory into practice. To deliver the Trading BootCamp, the School has teamed up with Amplify Trading, a global financial trading and training firm, which offers training to some of the world's largest financial institutions. They have developed specialist software that enables students to experience a live trading floor and two experienced traders deliver the week-long training.

The School of Computer Science is rated 9th in Europe² and is leading in a number of research areas such as Data Analytics and Cyber Security with many banks employing penetration testers straight after graduation to test the resilience of their firewalls.

75.7% of students from the University of Manchester, a Russell Group university, graduate with a 2:1 or First Class degree.³

University of Lancaster

The University of Lancaster has recently been awarded the highly prestigious status of an EPSRC-GCHQ Academic Centre of Excellence in Cyber Security Research. Their Cyber Security MSc combines advanced technical skills with disciplines such as Economics, Risk Management, Psychology and Social Science to provide a multidisciplinary approach to educating the next generation of security specialists.



²QS, 2015

³The Complete University Guide, 2014



Digital Connectivity

The North West has a world-class digital infrastructure, able to meet the demands of companies operating within the financial services sector, from a resilience, security and low latency perspective.

Being at the northern point of all of the UK's fibre rings, the region has access to a wide range of internet transit and upstream bandwidth providers. There are excellent fibre networks to the rest of the UK, Europe and North America via the Hibernia Atlantic cable

network Internet Exchange. The region's suitability as a destination for high speed voice and data traffic is strengthened by the arrival of a direct transatlantic link.

Liverpool can offer world-class connectivity and resilience, with some central locations offering up to 100 Gbps connections, and access to a Tier Three datacentre to give businesses world-class digital infrastructure.

Manchester is home to one of the most advanced and competitive telecommunications and internet infrastructures in Europe. MediaCityUK in Salford is Europe's first purpose-built business hub for the creative and digital industries and the first shared media infrastructure in the UK. It is also the location for The Landing, a brand new, state of the art research & innovation centre designed to stimulate the development & application of new ideas.



IX Manchester, one of the UK's strongest International Internet Exchanges, has enough spare capacity to route all the internet traffic in the UK should the main peering point, Telehouse in London Docklands, fail. This puts the region in a very strong position for companies looking for a digital infrastructure which is able to meet even the most demanding requirements.

Liverpool and Greater Manchester are two of the UK's first Super-Connected Cities, announced by the government in 2012 to bring ultra-fast broadband to key UK locations. The scheme is administered by local authorities and funded by central government. It brings the fastest internet speeds within the reach of smaller organisations, which may not previously have been able to afford to upgrade. Nearly 2,000 small businesses, charities and social enterprises in Manchester alone have gained grant funding of up to £3,000 for a superfast or ultrafast broadband connection.

Withdrawn 21 May 2019



Connectivity

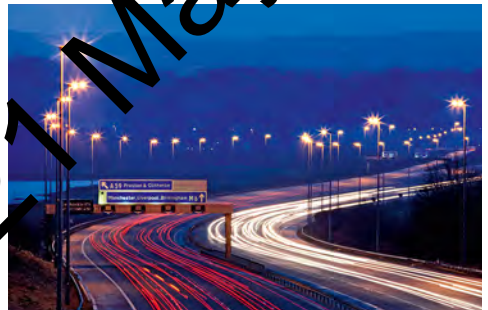
The North West has a world-class transport infrastructure which provides excellent regional, national and international connectivity. Employers in the North West are able to source talent from a large labour pool and the planned investment in transport infrastructure projects such as HS2, HS3 and Northern Hub will exponentially increase this catchment area in the coming years. Upon completion, the North West will be at the heart of a vastly improved transport network that will add additional capacity and reduce journey times between cities.

Internationally, ongoing route development through the airport is also increasing connectivity to global markets like China and India, complementing already well-serviced destinations in EMEA and the USA.

Strong road, rail and air infrastructure enable easy connectivity both within the region and further afield.

Road Links

With over 200 miles of motorway, locations in the North West are easily accessible and drive times to London are under 4 hours.



Local Road Network



Withdrawn 27 May 2019

Rail Links

The region is well connected by train; local and regional railway infrastructure is quick and efficient.

Frequent services also run between the core cities and London, enabling travel into the capital in just over two hours.

Rail connections are currently being upgraded through the Northern Hub development and are due for completion in 2019.

Northern Hub:

£560 million
scheme



40% increase in
services



700 extra daily
trains



3.5m extra
passengers per
year



Air Links

Liverpool John Lennon Airport and Manchester Airport fly to over 260 destinations in the UK, across Europe and worldwide.

Chester Hawarden Airport offers corporate services nationally. Between them, Manchester and Liverpool offer flights to the majority of European capital cities. Multiple daily services from Manchester connect the region to numerous destinations further afield, including direct flights to major financial centres including New York, Hong Kong, Singapore and Frankfurt. Direct flights to Beijing from Manchester were announced in 2015.





Lifestyle

The North West is a diverse region offering both the tranquillity of the countryside and miles of coastline, as well as diverse international cities. Picturesque, yet affordable housing lies within a 20 minute drive of major metropolitan areas, where residential property is competitively priced. The North West's strong quality of life offers means that it is excellent at attracting and retaining top global talent.

Major investment has led to a surge in population over the last decade with individuals attracted to the region for its strong retail, leisure and cultural offering whilst still maintaining its affordability.

For employers, this ability to attract talent, and the lower cost of living, means salaries remain competitive and operational costs low.



Quality of Life

In Rightmove's 2015 "Happy At Home" index, Chester was named the fifth happiest place to live in Britain. Factors contributing to this high rating were the communities, shopping and scenery, as well as attractions such as Chester Zoo, which is visited by nearly 1.5 million people per year. Budding astronomers can stargaze at Jodrell Bank, home of the UK's largest radio telescope.

In 2015, Manchester was named among the world's most liveable cities by the Economist Intelligence Unit, ahead of London, New York and Singapore for the fourth year running based on factors including culture, infrastructure and education.

Manchester has a strong retail, leisure and cultural offering. In 2015, this was further strengthened by HOME, a multi-arts centre including a 500 seat theatre, 5 cinemas, art galleries, bars and restaurants.

The recently reopened Whitworth Art Gallery was awarded the Art Fund Prize for Museum of the Year 2015 and the city also has numerous theatres and galleries. Manchester city centre offers first class shopping opportunities from high end retailers such as Harvey Nichols to Selfridges, to an eclectic mix of independent and vintage boutiques in the Northern Quarter.

Liverpool offers a wide range of housing options to suit all tastes from City Centre living on its magnificent waterfront, to delightful Georgian and Victorian architecture. Liverpool city is one of the

UK's top shopping destinations. Liverpool ONE, right in the heart of the city, is an extensive, open-air shopping district that is home to more than 160 famous high street and designer names, from John Lewis to Zara, designer favourites Ted Baker, Reiss, Hobbs classic womenswear and the only Beauty Bazaar Harvey Nichols in the country.¹

Outside the city there are high quality living choices from chartered cottages to leafy green suburbs and coastal retreats within easy commuting distance of the region.

Education

The Sunday Times Best Schools list includes many top performers across the North West, from Liverpool's Blue Coat, Kings and Queens Schools in Chester, to Manchester Grammar School and Chetham's School of Music.

Schools across the Liverpool City Region are gathering a national reputation, performing consistently well in league tables. 42 schools and 29 pre-prep/prep providers across Merseyside and Cheshire have been classed as "outstanding" in the annual report of Her Majesty's Chief Inspectors of Schools.

Manchester has a very strong education offering for early years, prep, middle and secondary education. Greater Manchester has 29 of the top selective, private and state schools and 38 of the top primary schools in the UK according to the Sunday Times.

¹Harvey Nicols 2013

Outdoor Activities

For a breath of fresh air, Cheshire has beautiful countryside walks such as The Sandstone Trail, with the Lake District, Snowdonia, and Derbyshire's Peak District all within 90 minutes' drive of the region.



Sport

Sport is another of the region's passions with Everton, Liverpool, Manchester City and Manchester United Football Club's supporters spanning across the globe. The world-famous Grand National Steeplechase takes place at Aintree racecourse, while Chester has the oldest racecourse still in use in England, dating back to the early sixteenth century! Cricket fans can watch the Ashes and international test matches at Old Trafford.



Music

Both Liverpool and Manchester have world-renowned musical heritage. The Royal Liverpool Philharmonic Orchestra and the Hallé Orchestra in Manchester are complemented by the rich tradition of pop music spanning the decades from The Beatles to Oasis. Liverpool has been named a UNESCO City of Music. This accolade means that Liverpool joins a small and select band of cities across the world able to use the title. It is only the second UK city to be given the status, following Glasgow.





UK Trade & Investment

gov.uk/ukti

UKTI

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy, acknowledged as Europe's best place from which to succeed in global business.

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