

# Liverpool City Region Economic Opportunities Framework Evidence Base



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

# Life sciences



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

# Key points

## Employment

- There are 6,000 people employed in the LCR life sciences sector. This is the largest life sciences sector of any city region, except for Cambridgeshire and Peterborough.
- The number of jobs has grown by 20% in the last 5 years. This is faster than the national average of 19% and is the third fastest growth of any city region.
- 0.9% of all LCR jobs are in life sciences. This is greater than the national average of 0.8% and is the third highest concentration of jobs of any city region.

## Businesses

- There are 165 life sciences businesses in LCR. This is the sixth largest of all city regions.
- The number of businesses has grown by 10% in the last 5 years. This is faster than the national average of 3% and is the fourth fastest growth rate of any city region.

## GVA

- The life sciences sector makes a £730m contribution to the LCR economy. This is the largest of all comparable city regions (note this does not include Cambridge & Peterborough).

- The LCR life sciences sector has grown by 18% over the last 5 years. This is slightly slower than the national average of 27% and is slower than most comparable city regions.
- The life sciences sector contributes 2.1% of all LCR GVA. This is higher than the national average of 1.7% and significantly higher than all comparable city regions.

## Productivity

- The LCR life sciences sector produces £121,000 of GVA per job. This is the second largest of all comparable city regions. However, it is 16% less productive than the national average for life sciences.
- Life sciences productivity in LCR is more than double average productivity in LCR.
- Productivity in the LCR life sciences sector has fallen by 11% over the last 5 years. Over the same period, productivity grew nationally and in all comparable city regions.

Source: ONS Business Register and Employment Survey, 2016 - 2022; ONS UK Business Counts, 2018 - 2023; ONS Regional Gross Value Added, 2016 - 2021

# Existing life sciences strengths

- **Infectious disease prevention and control** – complimented by expertise in diagnostics, vaccine discovery, development and manufacturing, and novel therapeutics, supported by academic research and clinical trials conducted by Liverpool School of Tropical Medicine, Liverpool University Hospitals NHS Trust and the University of Liverpool.
- **Antimicrobial resistance (AMR)**: recently listed among the top 10 threats for global health and a key focus for LCR with a recently launched microbials accelerator programme.
- **Data science applications in health care** – benefitting NHS patients in Cheshire and Merseyside by using machine learning and other data science techniques to explore large data sets linked to specific illnesses.
- **Cancer care and Oncology** - Clatterbridge Cancer Hospital are working with leading academics to develop a pioneering, first of its kind, cancer vaccine which will be tailored to the needs of the patients.
- **Health/MedTech** - The Knowledge Quarter and Sci-Tech Daresbury have scope to become the location of choice for innovative Med/Health Tech companies.
- **Children's Health and Mental Health** - with Alder Hey's Innovation Centre and plans for an International Centre of Excellence for Mental Health.

# Life sciences employment

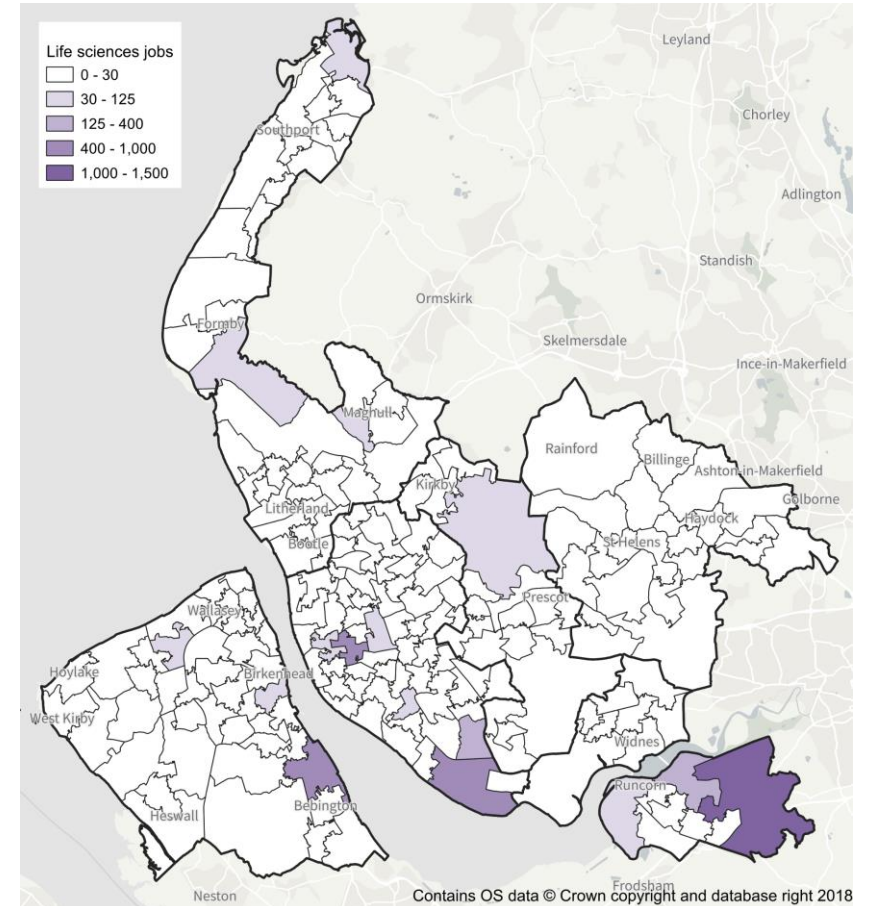
## Key points

- There are 6,000 people employed in the LCR life sciences sector. This is the largest life sciences sector of any city region, except for Cambridgeshire and Peterborough.
- The number of jobs has grown by 20% in the last 5 years. This is faster than the national average of 19% and is the third fastest growth of any city region.
- 0.9% of all LCR jobs are in life sciences. This is greater than the national average of 0.8% and is the third highest concentration of jobs of any city region.

## Life sciences employment, 2022

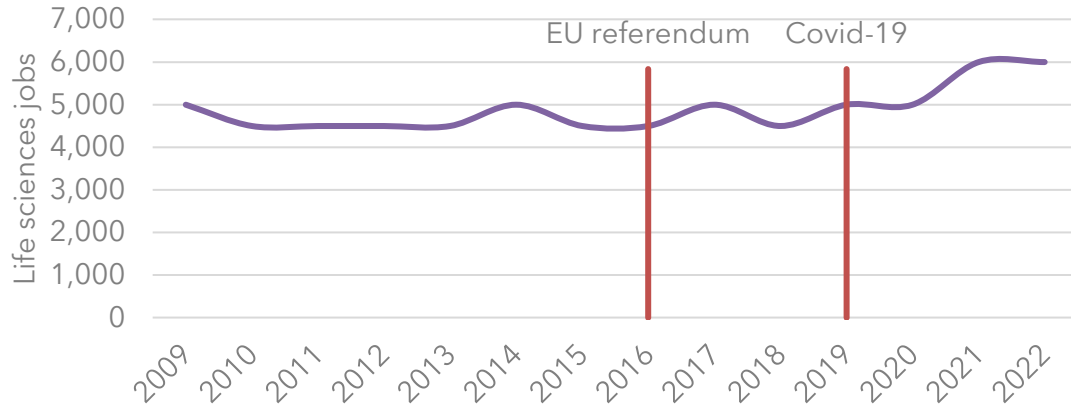
	Number of jobs	Share of area total	5 year growth
Halton	2,000	3.1%	+14%
Knowsley	150	0.2%	+50%
Liverpool	2,250	0.8%	-10%
Sefton	300	0.3%	+50%
St. Helens	75	0.1%	+50%
Wirral	1,000	1.0%	+186%
Liverpool City Region	6,000	0.9%	+20%
North West	19,000	0.5%	-10%
England	221,000	0.8%	+19%

## Number of life sciences jobs, 2022

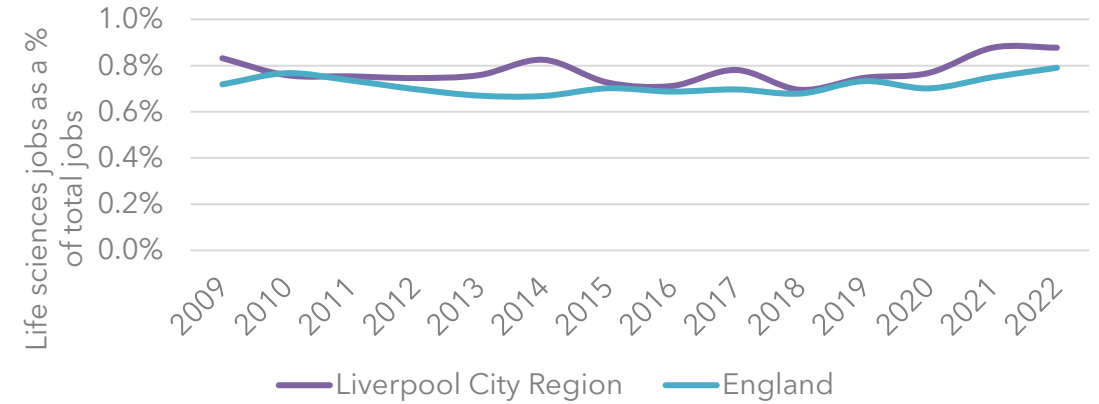


# Life sciences employment

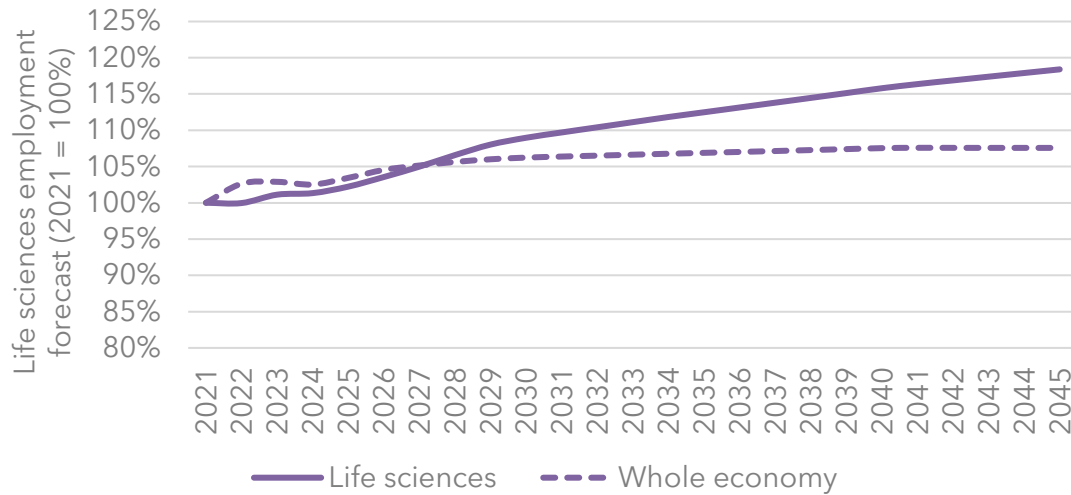
Number of life sciences jobs in LCR, 2009 - 2022



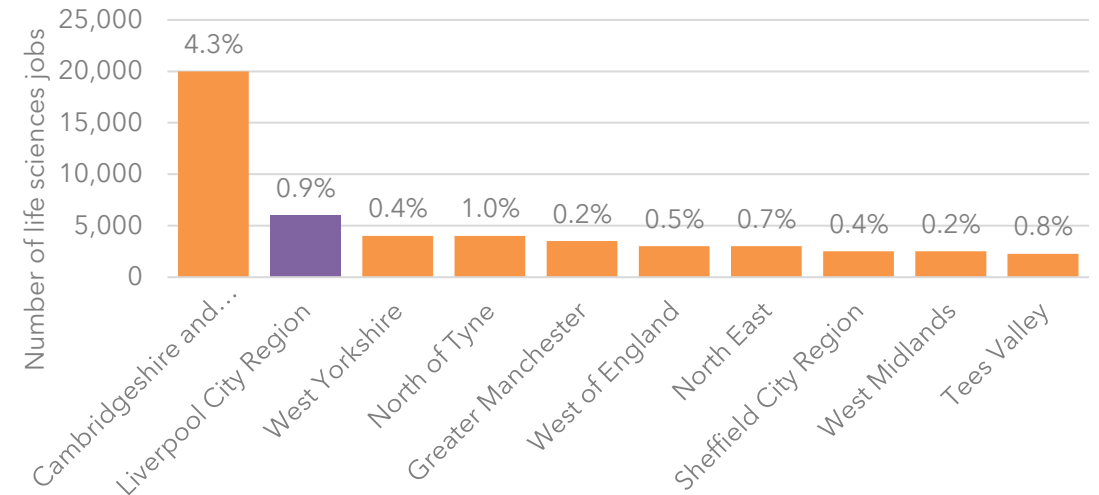
Number of life sciences jobs as a share of total jobs in area, 2009 - 2022



Forecast change in LCR life sciences employment, 2021 - 2045



Number of life sciences jobs and share of total jobs in area, 2022



# Life sciences businesses

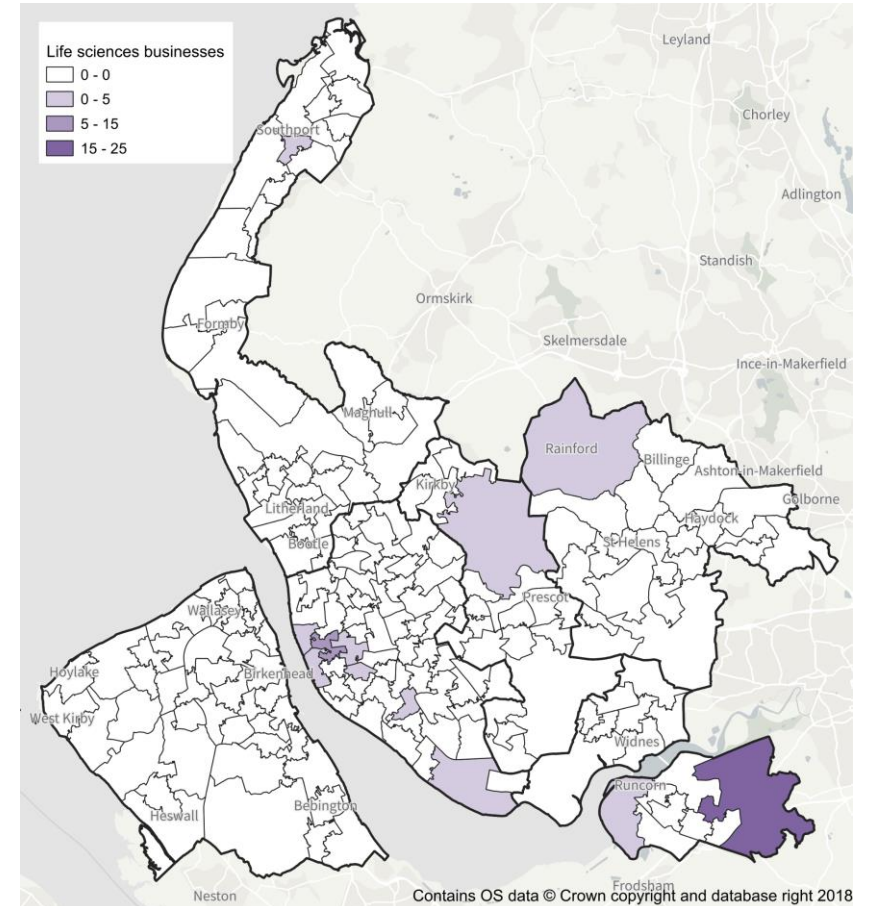
## Key points

- There are 165 life sciences businesses in LCR. This is the sixth largest of all city regions.
- The number of businesses has grown by 10% in the last 5 years. This is faster than the national average of 3% and is the fourth fastest growth rate of any city region.

## Life sciences businesses, 2023

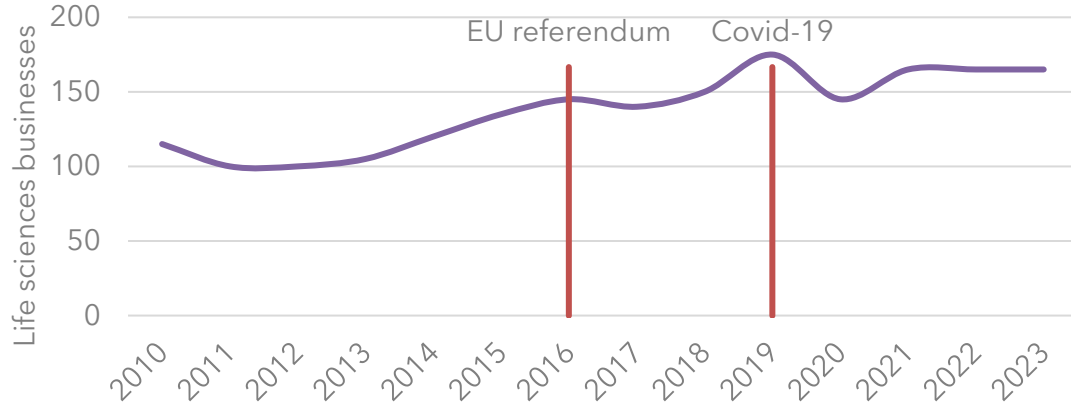
	Number of businesses	Share of area total	5 year growth
Halton	35	0.8%	+17%
Knowsley	5	0.1%	-50%
Liverpool	65	0.4%	+0%
Sefton	25	0.3%	+67%
St. Helens	10	0.2%	+0%
Wirral	25	0.2%	+0%
Liverpool City Region	165	0.3%	+10%
North West	810	0.3%	+6%
England	7,645	0.3%	+3%

## Number of life sciences businesses, 2023

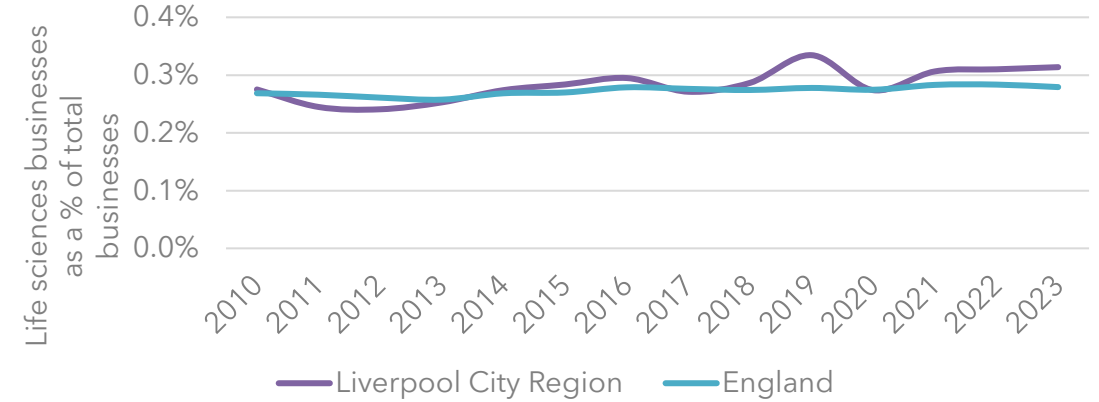


# Life sciences businesses

Number of life sciences businesses in LCR, 2010 - 2023

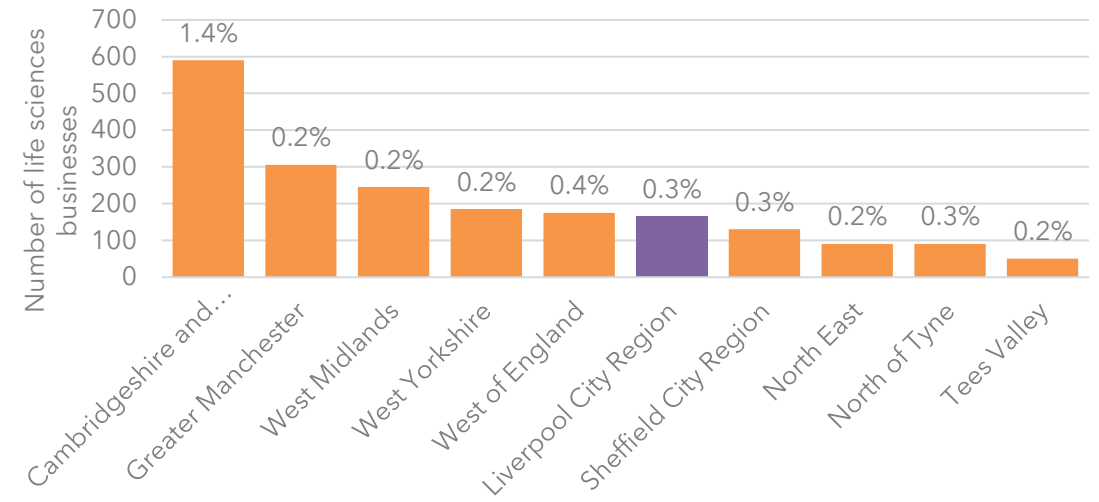


Number of life sciences businesses as a share of total businesses in area, 2010 - 2023



Economic forecasts data not available for business numbers.

Number of life sciences businesses and share of total businesses in area, 2023





# Life sciences GVA

## Key points

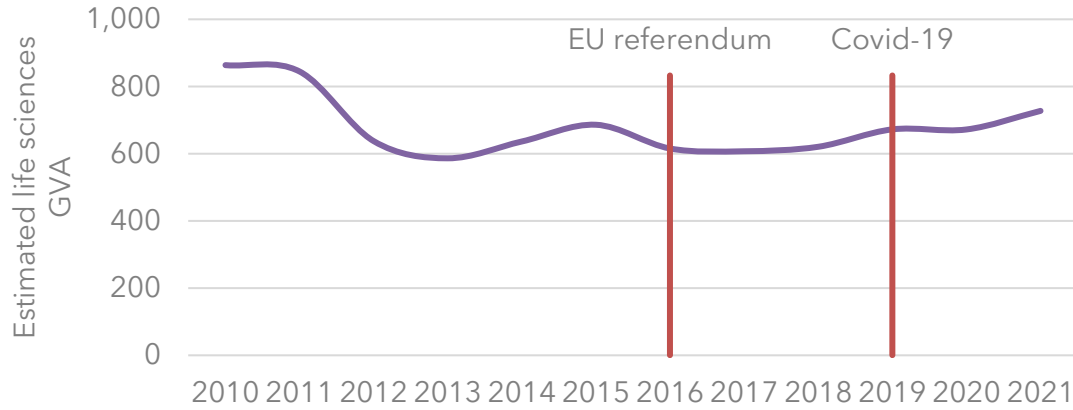
- The life sciences sector makes a £730m contribution to the LCR economy. This is the largest of all comparable city regions (note this does not include Cambridge & Peterborough).
- The LCR life sciences sector has grown by 18% over the last 5 years. This is slightly slower than the national average of 27% and is slower than most comparable city regions.
- The life sciences sector contributes 2.1% of all LCR GVA. This is higher than the national average of 1.7% and significantly higher than all comparable city regions.

## Life sciences GVA, 2021

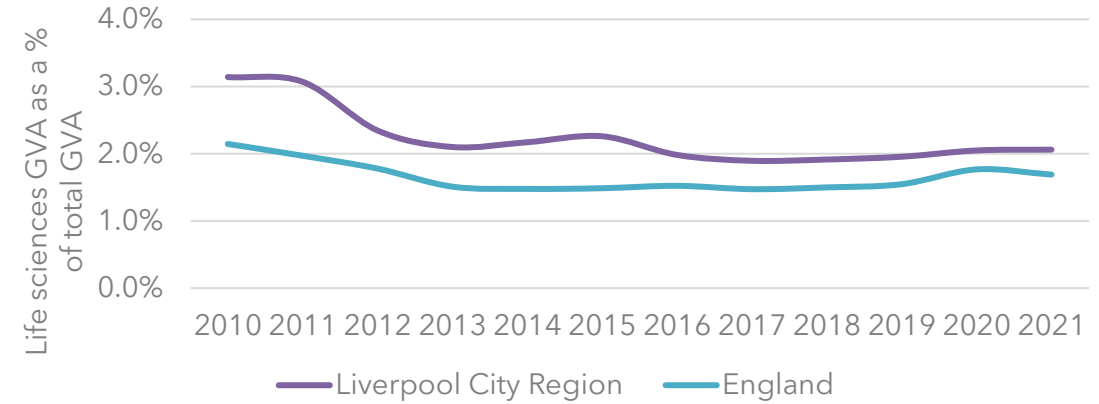
	GVA (£m)	Share of total	5 year growth
Halton, Knowsley & St. Helens	£201m	1.8%	+16%
Liverpool	£356m	2.5%	-14%
Sefton	£17m	0.4%	+34%
Wirral	£114m	2.0%	+262%
Liverpool City Region	£728m	2.1%	+18%
North West	£5,142m	2.6%	-4%
England	£29,711m	1.7%	+27%

# Life sciences GVA

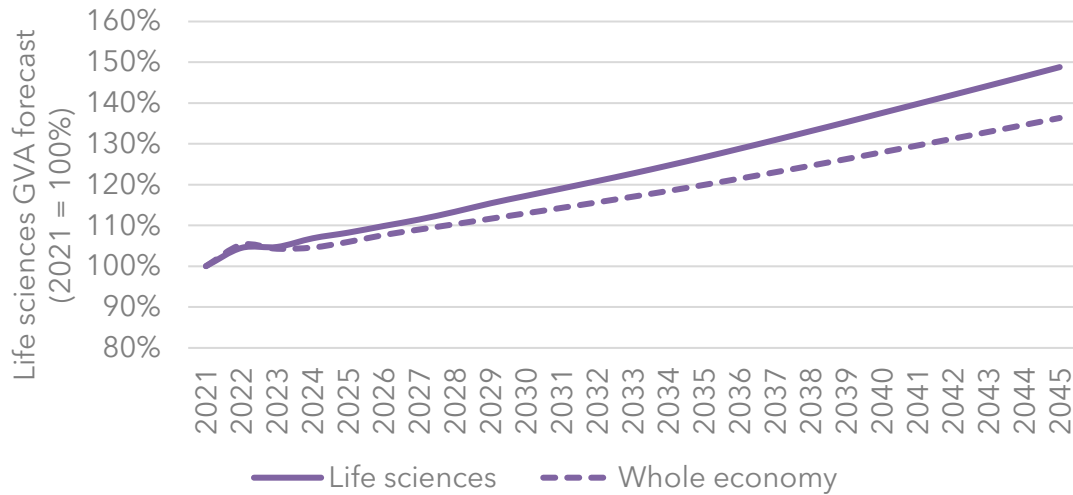
Life sciences GVA in LCR, 2010 - 2021



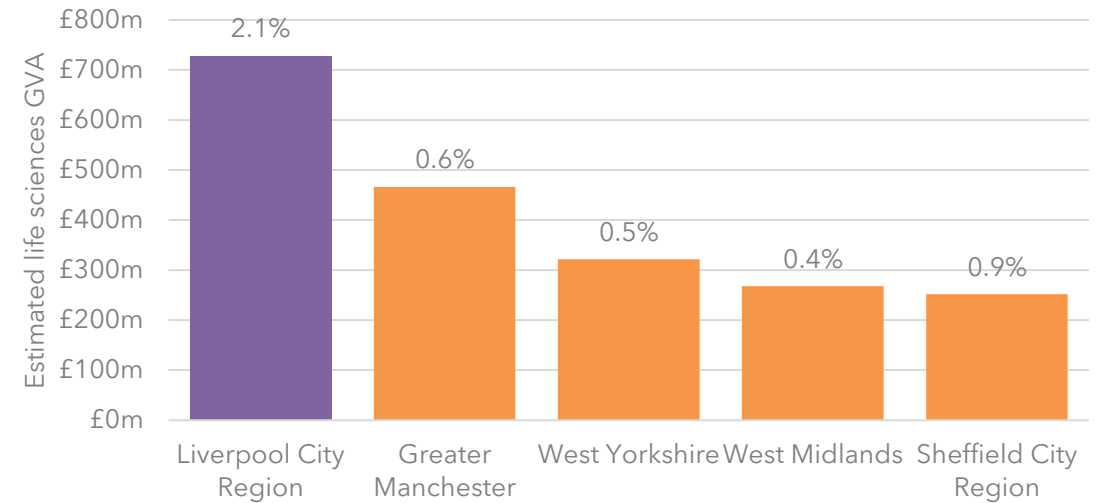
Life sciences GVA as a share of total GVA in area, 2010 - 2021



Forecast change in LCR life sciences GVA, 2021 - 2045



Life sciences GVA and share of total GVA in area, 2021



# Life sciences productivity

## Key points

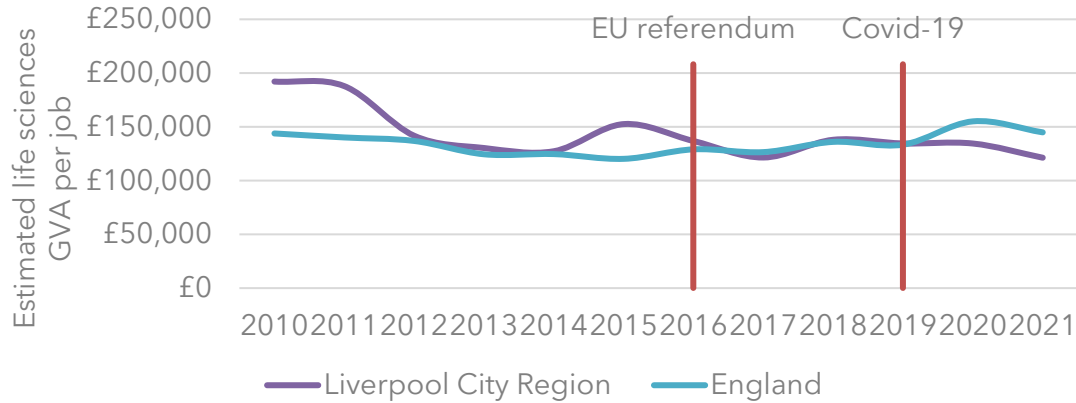
- The LCR life sciences sector produces £121,000 of GVA per job. This is the second largest of all comparable city regions. However, it is 16% less productive than the national average for life sciences.
- Life sciences productivity in LCR is more than double average productivity in LCR.
- Productivity in the LCR life sciences sector has fallen by 11% over the last 5 years. Over the same period, productivity grew nationally and in all comparable city regions.

## Life sciences productivity, 2021

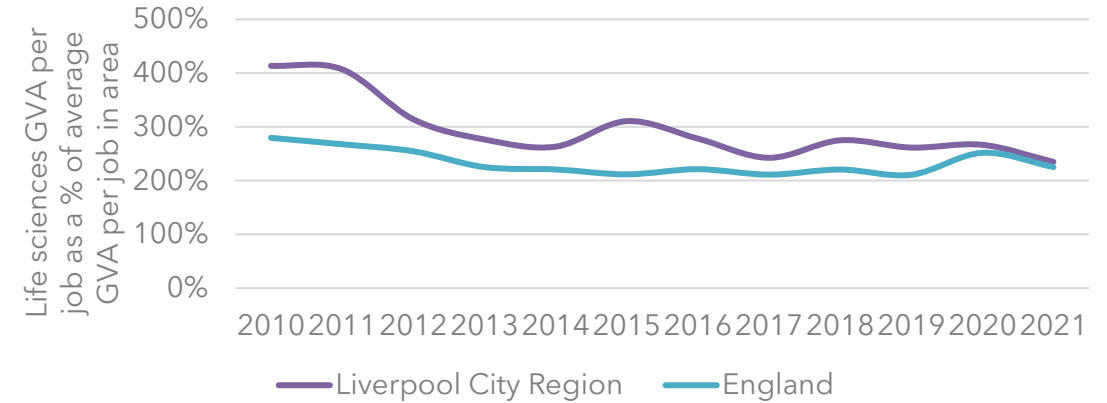
	GVA per job	% of area average	% of national sector average	5 year growth
Halton, Knowsley & St. Helens	£91,321	173%	63%	-14%
Liverpool	£158,198	302%	109%	-14%
Sefton	£66,412	143%	46%	+7%
Wirral	£91,552	174%	63%	-28%
Liverpool City Region	£121,312	235%	84%	-11%
North West	£270,629	488%	187%	-14%
England	£144,932	225%	100%	+12%

# Life sciences productivity

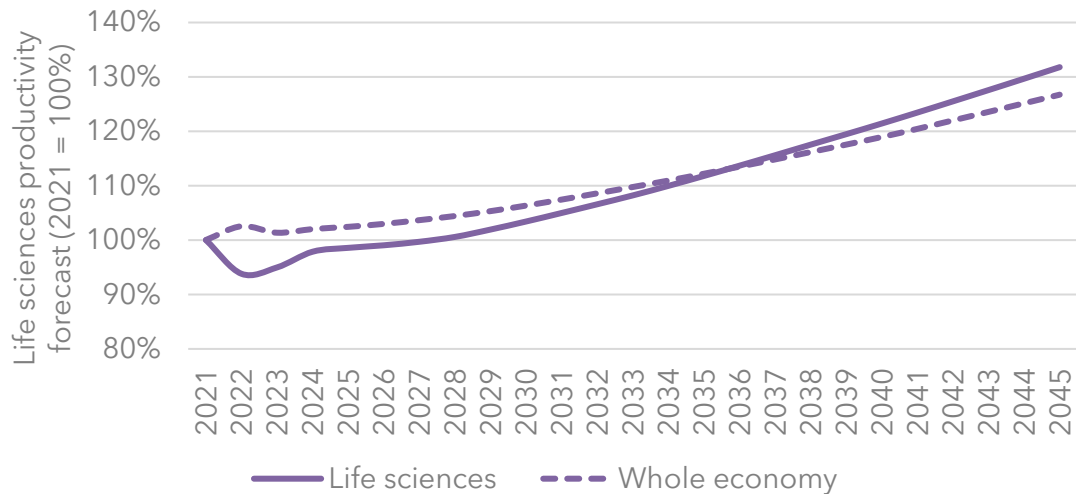
Life sciences productivity in LCR, 2010 - 2021



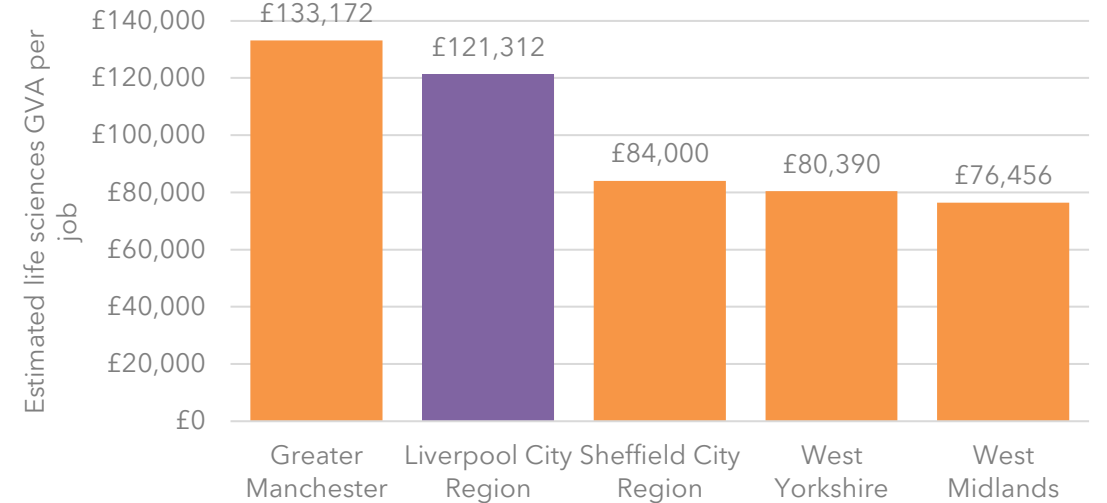
Life sciences productivity as a proportion of average productivity in area, 2010 - 2021



Forecast change in LCR life sciences productivity, 2021 - 2045



Life sciences GVA per job, 2021



# Advanced manufacturing



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

# Key points

## Employment

- There are 22,000 people employed in the LCR advanced manufacturing sector. This is the fifth largest advanced manufacturing sector of any city region.
- The number of jobs has fallen by 15% in the last 5 years. This is a greater decline than the 5% decrease nationally.
- 3.2% of all LCR jobs are in advanced manufacturing. This is greater than the national average of 2.7% and is the fifth highest concentration of jobs of any city region.

## Businesses

- There are 670 advanced manufacturing businesses in LCR. This is the sixth largest of all city regions.
- The number of businesses has grown by 2% in the last 5 years. This compares to a national decrease of 1%. Of all city regions, only LCR and West Yorkshire have seen growth in the number of advanced manufacturing businesses over the last 5 years.

## GVA

- The advanced manufacturing sector makes a £2.9bn contribution to the LCR economy.

- The advanced manufacturing sector has grown by 3% over the last 5 years. This is slower than the national average of 11% and is slower than most comparable city regions.
- The advanced manufacturing sector contributed 8.2% of all LCR GVA. This is 70% higher than the national average of 4.9% and significantly higher than all comparable city regions.

## Productivity

- The LCR advanced manufacturing sector produces £126,000 of GVA per job. This is greater than all comparable city regions and is 10% higher than the national average.
- Advanced manufacturing productivity is more than double average productivity in LCR.
- Productivity in the LCR advanced manufacturing sector has grown by 3% over the last 5 years. Over the same period, national advanced manufacturing productivity grew by 13%.

Source: ONS Business Register and Employment Survey, 2016 - 2022; ONS UK Business Counts, 2018 - 2023; ONS Regional Gross Value Added, 2016 - 2021

# Existing advanced manufacturing strengths

- **Automotive**, employing 7,000 people and 15% of the UK's annual car production.
- **Vaccine Production/Biomanufacturing**, with LCR home to one of the most important clusters of biomanufacturing in Europe.
- **Materials and Chemicals**, with one of the UK's largest chemical clusters, and Unilever's site in Port Sunlight is a major global hub.
- **Ship building and marine engineering**, with a diverse range of world class maritime companies, including the famous Cammell Laird, a strategic UK facility.

# Advanced manufacturing employment

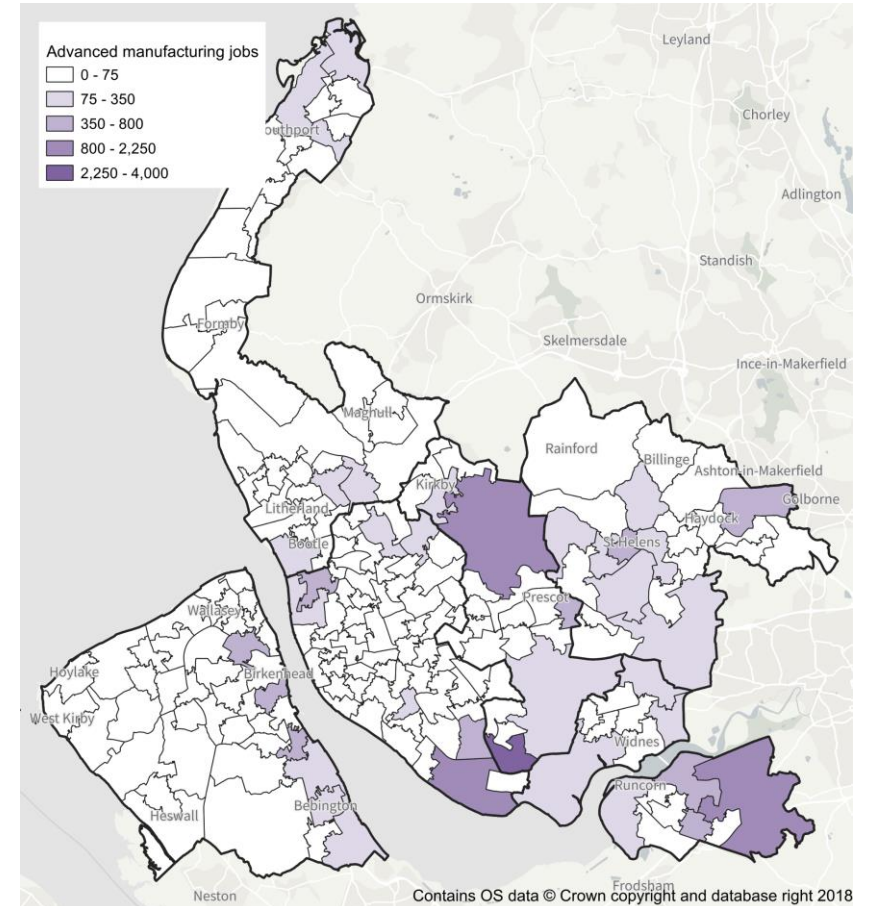
## Key points

- There are 22,000 people employed in the LCR advanced manufacturing sector. This is the fifth largest advanced manufacturing sector of any city region.
- The number of jobs has fallen by 15% in the last 5 years. This is a greater decline than the 5% decrease nationally.
- 3.2% of all LCR jobs are in advanced manufacturing. This is greater than the national average of 2.7% and is the fifth highest concentration of jobs of any city region.

Advanced manufacturing employment, 2022

	Number of jobs	Share of area total	5 year growth
Halton	4,500	7.0%	-10%
Knowsley	6,000	7.8%	-33%
Liverpool	4,500	1.6%	-10%
Sefton	1,500	1.6%	+0%
St. Helens	2,000	2.9%	-20%
Wirral	3,000	2.9%	+0%
Liverpool City Region	22,000	3.2%	-15%
North West	115,000	3.2%	-12%
England	742,000	2.7%	-5%

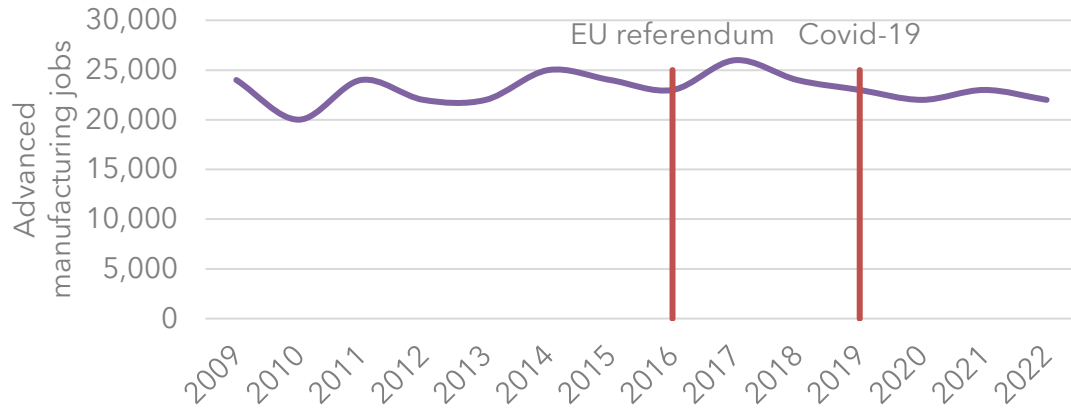
Number of advanced manufacturing jobs, 2022



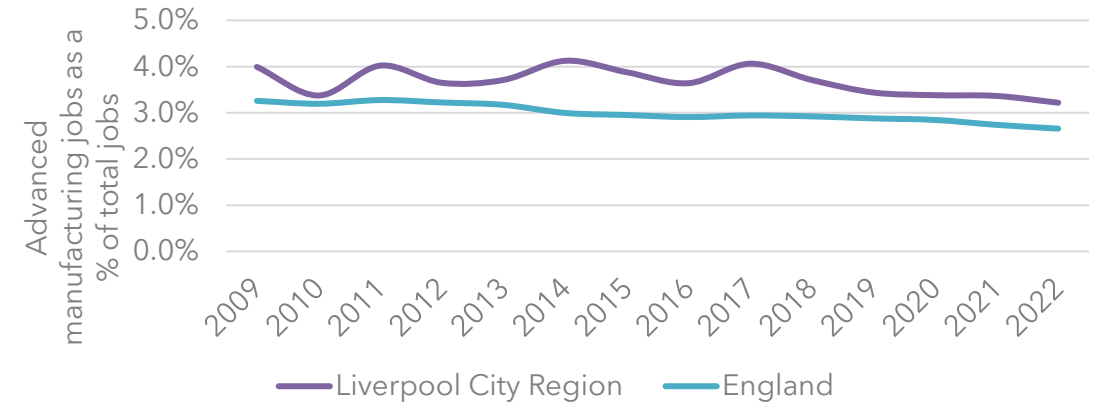


# Advanced manufacturing employment

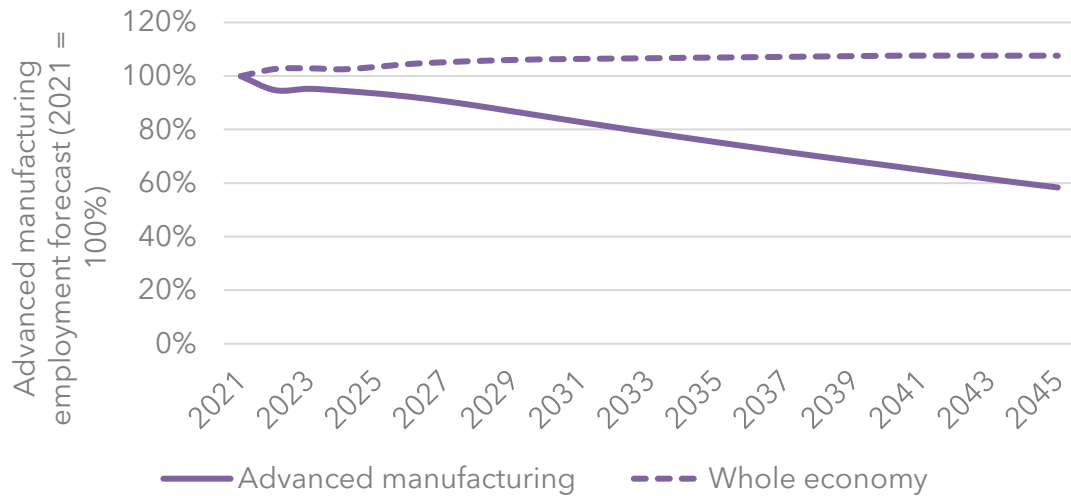
Number of advanced manufacturing jobs in LCR, 2009 - 2022



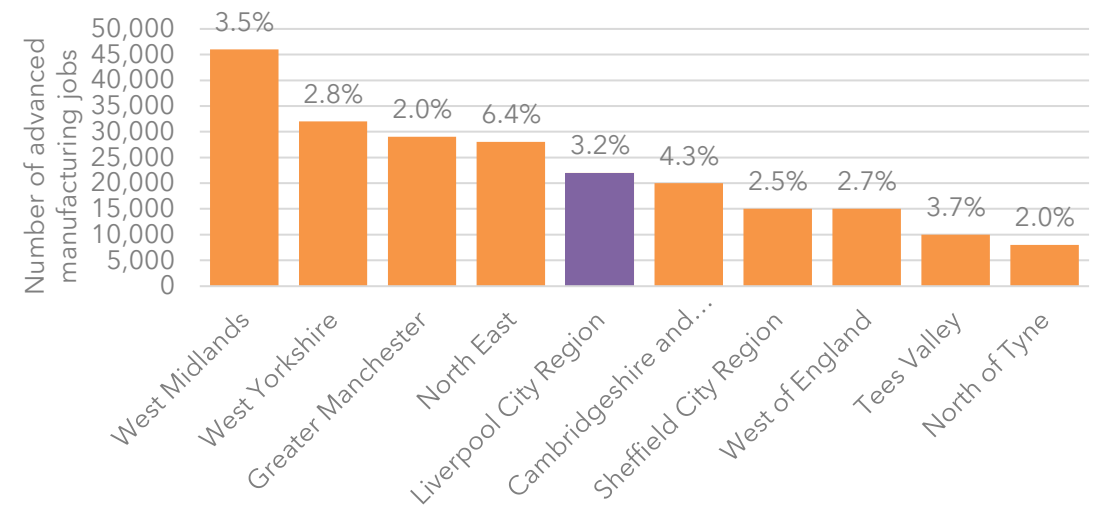
Number of advanced manufacturing jobs as a share of total jobs in area, 2009 - 2022



Forecast change in LCR advanced manufacturing employment, 2021 - 2045



Number of advanced manufacturing jobs and share of total jobs in area, 2022



# Advanced manufacturing businesses

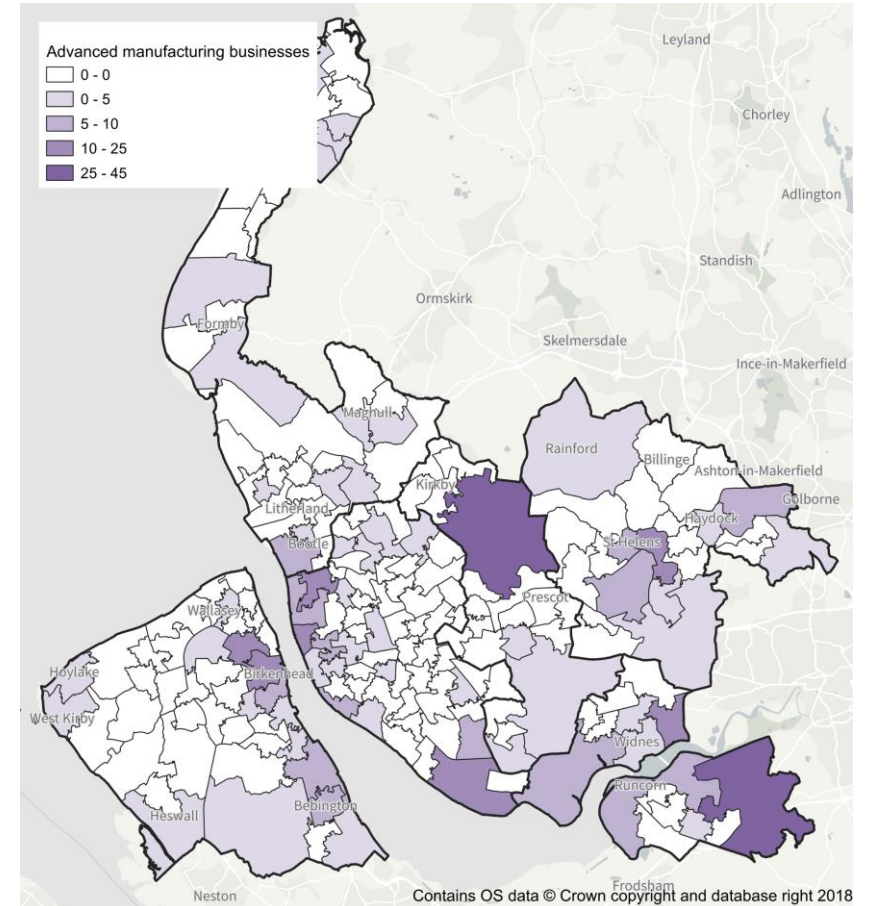
## Key points

- There are 670 advanced manufacturing businesses in LCR. This is the sixth largest of all city regions.
- The number of businesses has grown by 2% in the last 5 years. This compares to a national decrease of 1%. Of all city regions, only LCR and West Yorkshire have seen growth in the number of advanced manufacturing businesses over the last 5 years.

## Advanced manufacturing businesses, 2023

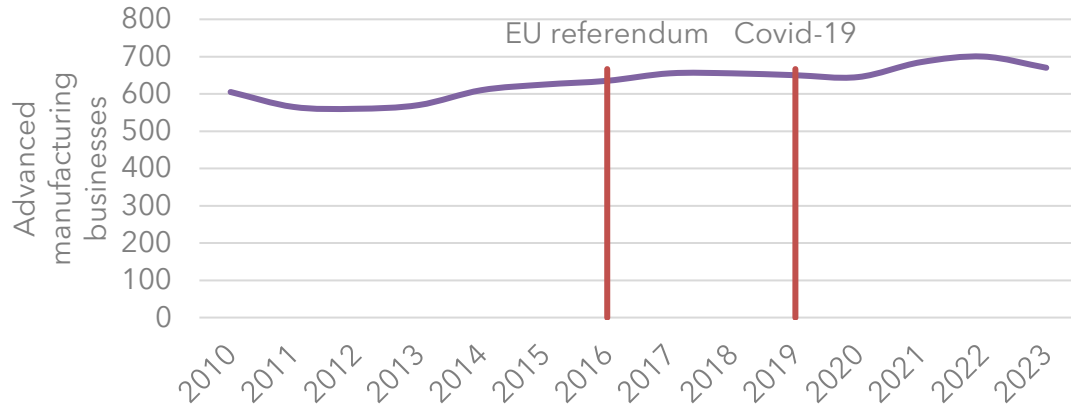
	Number of businesses	Share of area total	5 year growth
Halton	100	2.2%	-13%
Knowsley	75	1.8%	+0%
Liverpool	185	1.0%	+28%
Sefton	100	1.1%	+0%
St. Helens	75	1.3%	-12%
Wirral	135	1.3%	+0%
Liverpool City Region	670	1.3%	+2%
North West	3,770	1.2%	-2%
England	30,605	1.1%	-1%

## Number of advanced manufacturing businesses, 2023



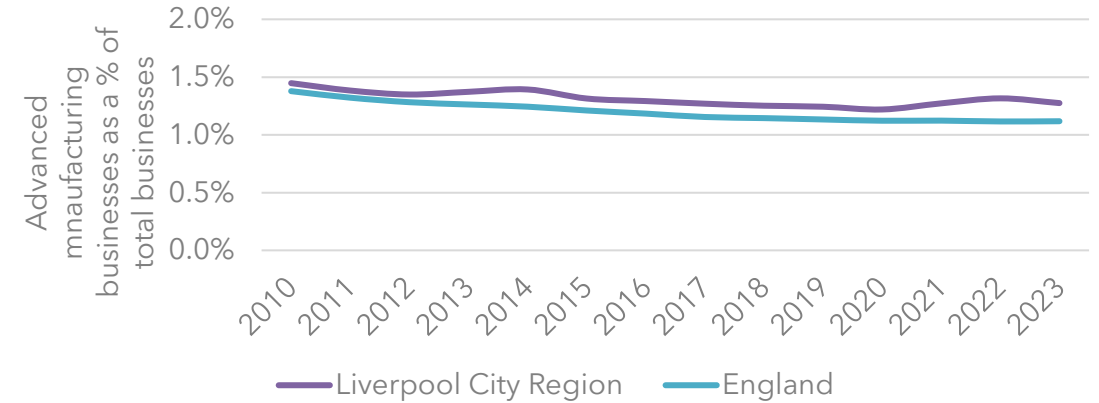
# Advanced manufacturing businesses

Number of advanced manufacturing businesses in LCR, 2010 - 2023

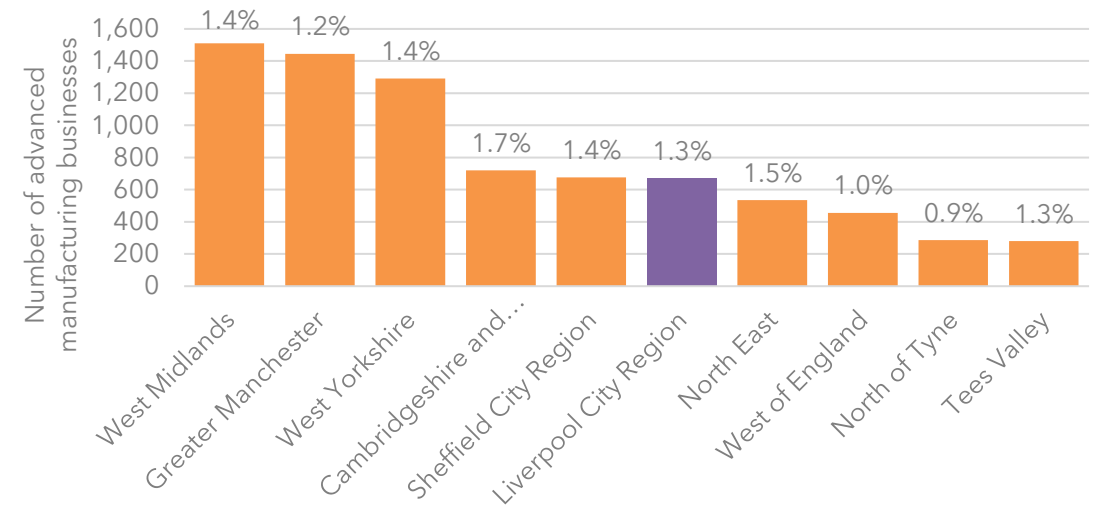


Economic forecasts data not available for business numbers.

Number of advanced manufacturing businesses as a share of total businesses in area, 2010 - 2023



Number of advanced manufacturing businesses and share of total businesses in area, 2023



# Advanced manufacturing GVA

## Key points

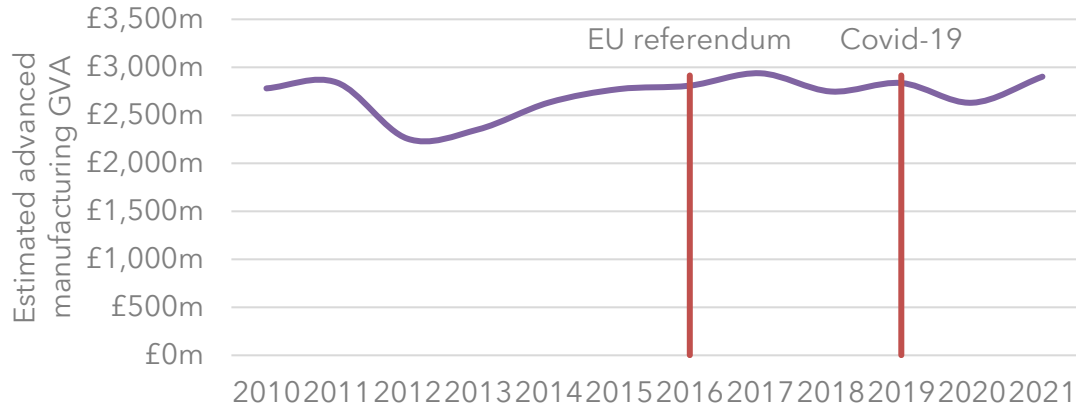
- The advanced manufacturing sector makes a £2.9bn contribution to the LCR economy.
- The advanced manufacturing sector has grown by 3% over the last 5 years. This is slower than the national average of 11% and is slower than most comparable city regions.
- The advanced manufacturing sector contributed 8.2% of all LCR GVA. This is 70% higher than the national average of 4.9% and significantly higher than all comparable city regions.

## Advanced manufacturing GVA, 2021

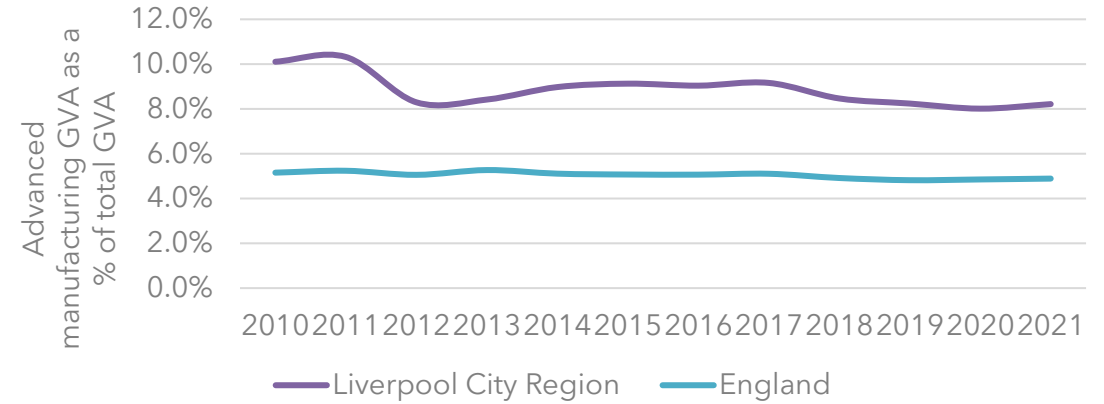
	GVA (£m)	Share of total	5 year growth
Halton, Knowsley & St. Helens	£1,616m	14.8%	-3%
Liverpool	£556m	3.9%	-9%
Sefton	£83m	1.8%	+99%
Wirral	£367m	6.5%	+49%
Liverpool City Region	£2,903m	8.2%	+3%
North West	£16,298m	8.3%	+4%
England	£86,161m	4.9%	+11%

# Advanced manufacturing GVA

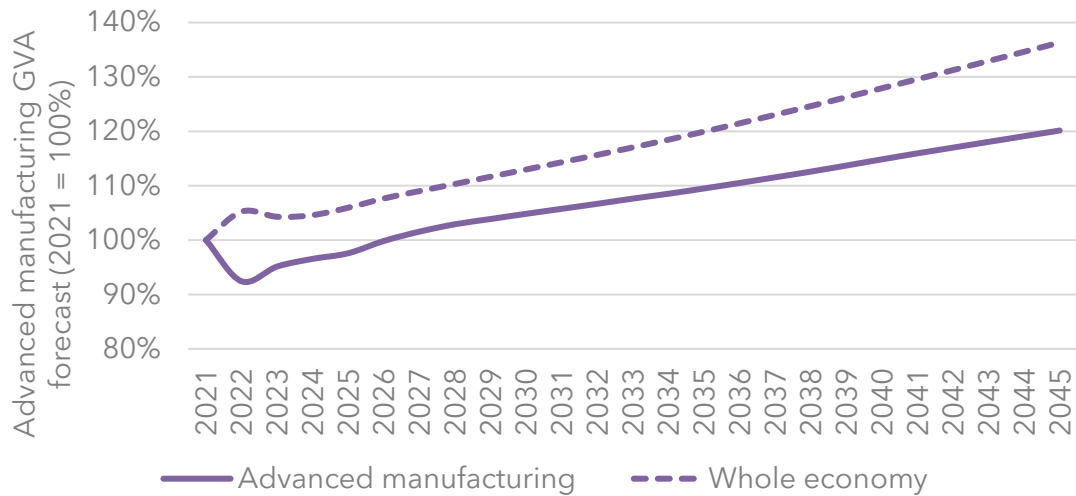
Advanced manufacturing GVA in LCR, 2010 - 2021



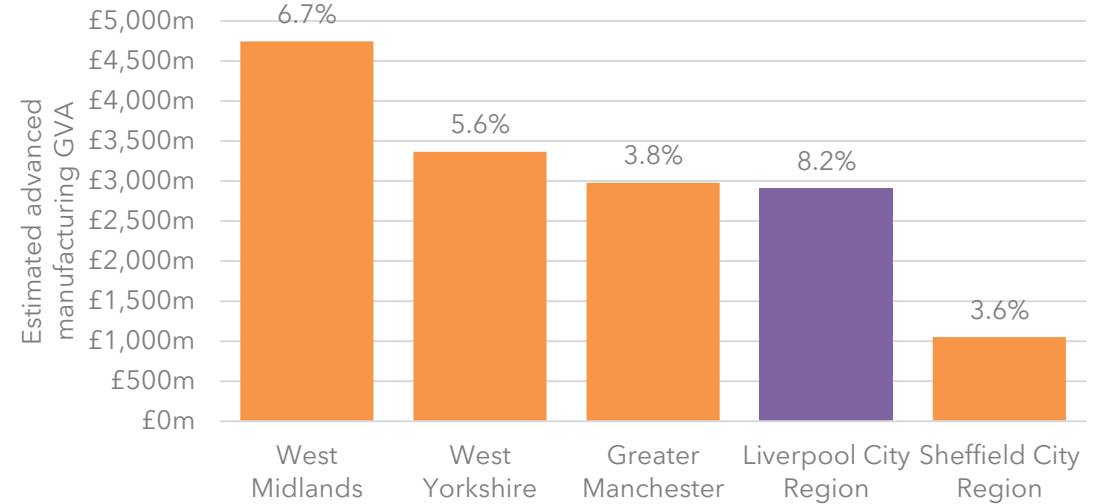
Advanced manufacturing GVA as a share of total GVA in area, 2010 - 2021



Forecast change in LCR advanced manufacturing GVA, 2021 - 2045



Advanced manufacturing GVA and share of total GVA in area, 2021



# Advanced manufacturing productivity

## Key points

- The LCR advanced manufacturing sector produces £126,000 of GVA per job. This is greater than all comparable city regions and is 10% higher than the national average.
- Advanced manufacturing productivity is more than double average productivity in LCR.
- Productivity in the LCR advanced manufacturing sector has grown by 3% over the last 5 years. Over the same period, national advanced manufacturing productivity grew by 13%.

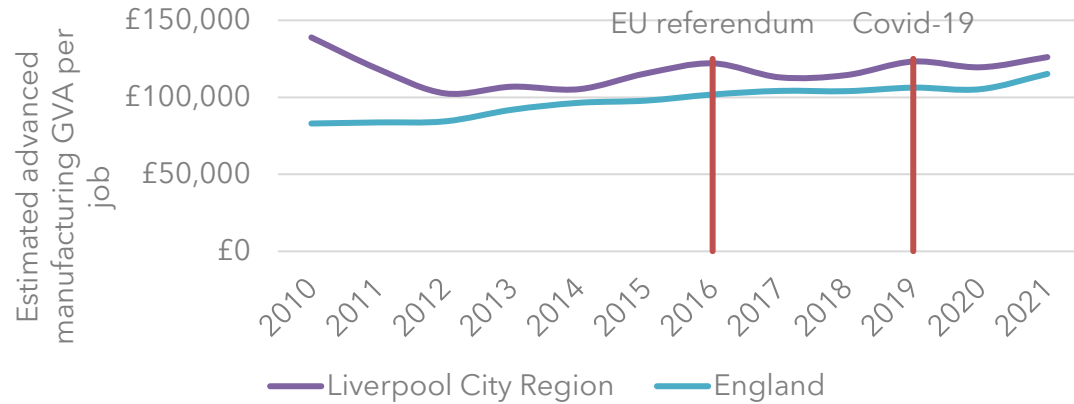
## Advanced manufacturing productivity, 2021

	GVA per job	% of area average	% of national sector average	5 year growth
Halton, Knowsley & St. Helens	£117,550	222%	102%	+9%
Liverpool	£123,508	236%	107%	-29%
Sefton	£66,607	143%	58%	+99%
Wirral	£104,739	199%	91%	+28%
Liverpool City Region	£126,217	244%	110%	+3%
North West	£144,227	260%	125%	+8%
England	£115,189	179%	100%	+13%

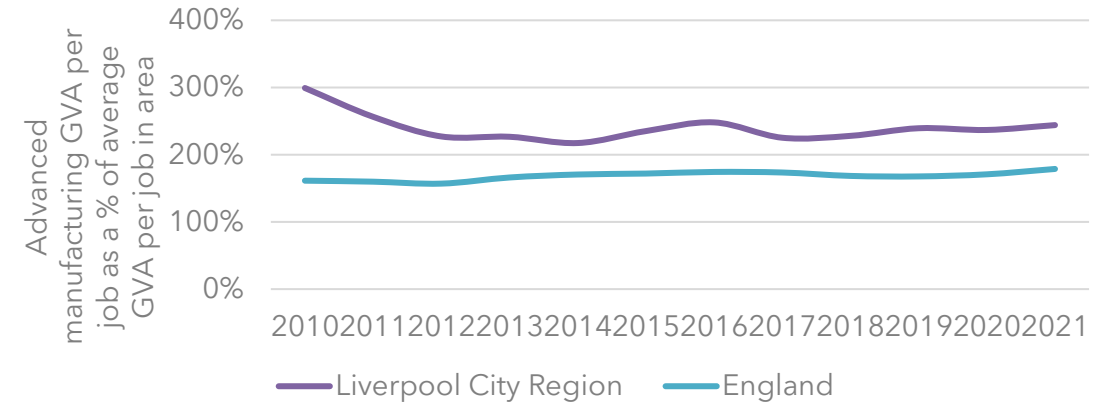
Advanced manufacturing productivity, 2021

# Advanced manufacturing productivity

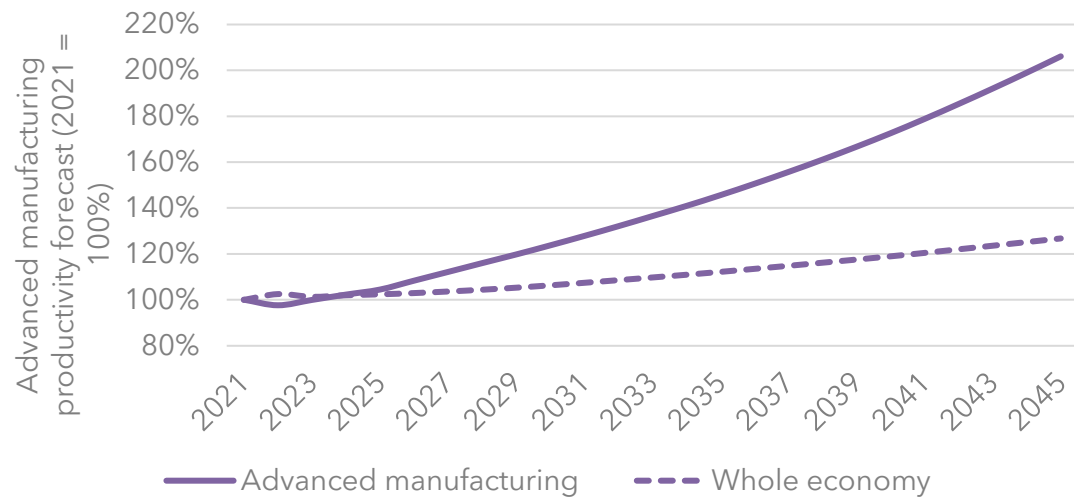
Advanced manufacturing productivity in LCR, 2010 - 2021



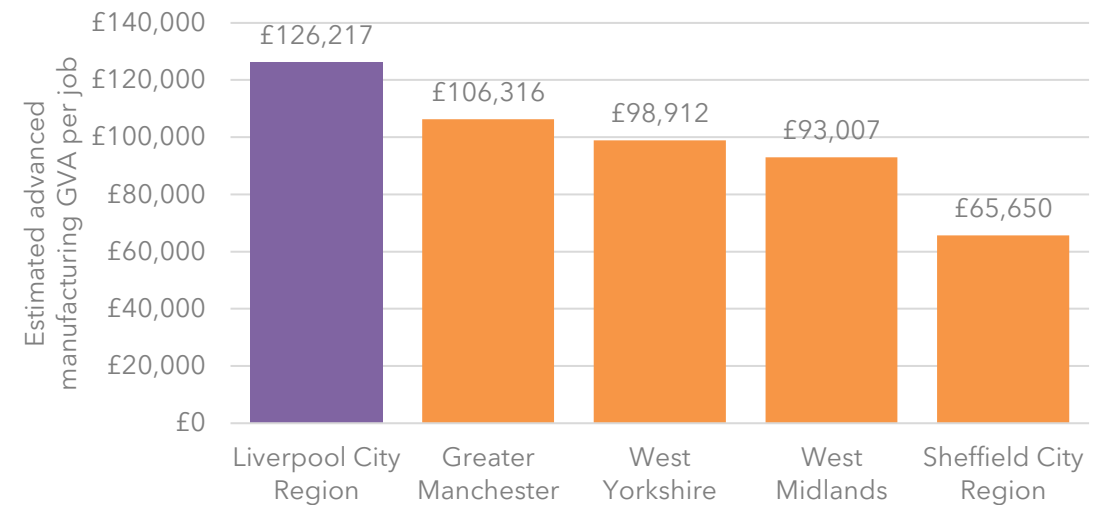
Advanced manufacturing productivity as a proportion of average productivity in area, 2010 - 2021



Forecast change in LCR advanced manufacturing productivity, 2021 - 2045



Advanced manufacturing GVA per job, 2021



# Digital & creative



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION



# Key points

## Employment

- There are 24,000 people employed in the LCR digital & creative sector.
- The number of jobs has grown by 4% in the last 5 years. However, the number of digital & creative jobs nationally has grown by 10%.
- 3.5% of all LCR jobs are in digital & creative. This is less than the national average of 6.9%.

## Businesses

- There are 3,875 digital & creative businesses in LCR. This is the sixth largest of all city regions.
- The number of businesses is the same as it was 5 years ago. This compares to a national decrease of 8%. Of all city regions, LCR was the only city region that did not see a decrease in the number of digital & creative businesses over the last 5 years.

## GVA

- The digital & creative sector makes a £1.8bn contribution to the LCR economy.
- The digital & creative sector has declined by 10% over the last 5

years. Over the same period, the national digital & creative sector has seen GVA growth of 17%. Similarly, all other comparable city regions have seen growth.

- The digital & creative sector contributed 5% of all LCR GVA. This is almost half the national average of 9.6% and is less than all comparable city regions.

## Productivity

- The LCR digital & creative sector produces £77,400 of GVA per job. This is greater than all comparable city regions, but is 16% less than the national average.
- Digital & creative productivity is 50% higher than average productivity in LCR.
- Productivity in the LCR digital & creative sector has fallen by 21% over the last 5 years. Over the same period, national digital & creative productivity grew by 11%.

Source: ONS Business Register and Employment Survey, 2016 - 2022; ONS UK Business Counts, 2018 - 2023; ONS Regional Gross Value Added, 2016 - 2021

## Existing digital & creative strengths

- The £210m **National Centre for Digital Innovation** at Sci-Tech Daresbury drives AI and data expertise, allowing businesses to acquire technical capability required to adopt digital technologies like supercomputing, data analytics, AI, Immersive Technology, and Quantum Computing.
- **LCR Connect** is opening up connectivity across the City Region. This combines with world-leading high-performance computing and AI capabilities, a Liverpool 5G testbed and a Civic Data Cooperative data-sharing platform, all of which are designed to transform and enable better health and care. Together with the next stage development of 'Meta-Liverpool' - the world's first city-scale digital twinning and AI-enabled decision support platform - LCR can be a national digital transformation exemplar for showcasing a truly Smart City Region.
- LCR has a strong **gaming sector** with major names including Sony PlayStation, Avalanche Studios and Universally Speaking. It has the talent, skills, suitable studio locations, and a strong supporting ecosystem.
- A major advanced manufacturing industry, well-connected health sector and the more nascent emerging technologies (AI/Quantum) can respond to new **Med Tech** opportunities in a £500bn global market.
- The City Region is focusing on developing **'smart' approaches** to digitally driven ports and logistics building on AI expertise.
- LCR has significantly developed its capability and offer in **Fintech, WealthTech and LawTech** - building on the strengths of its Financial, Professional and Business Services.

# Digital & creative employment

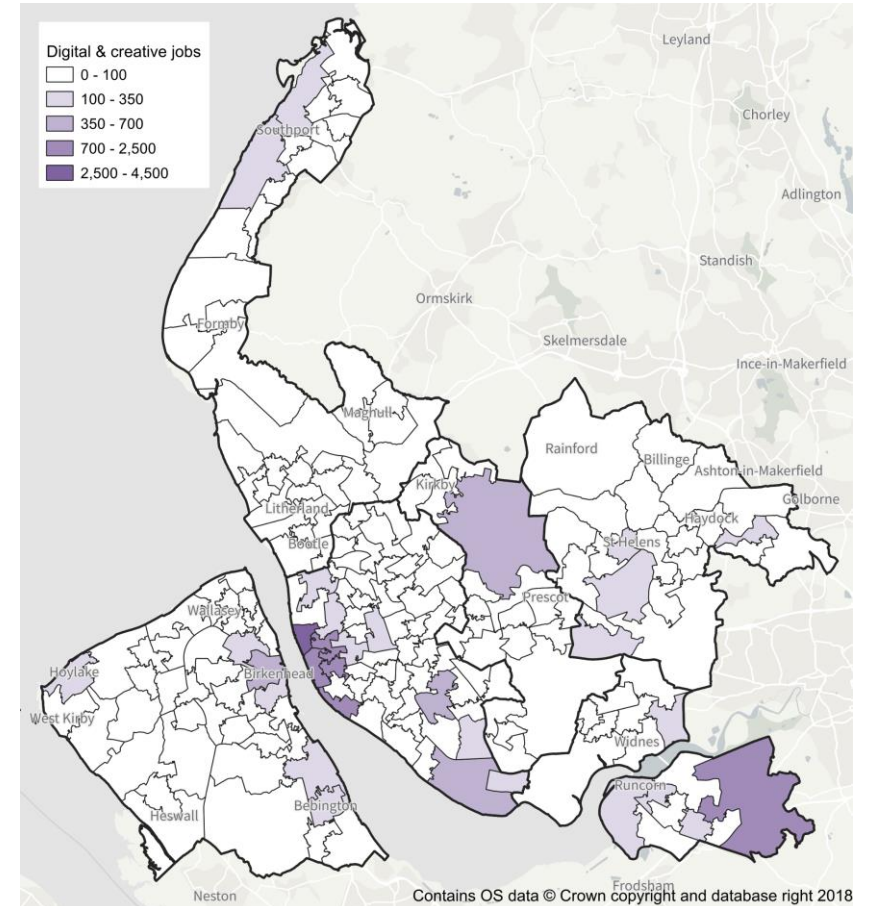
## Key points

- There are 24,000 people employed in the LCR digital & creative sector.
- The number of jobs has grown by 4% in the last 5 years. However, the number of digital & creative jobs nationally has grown by 10%.
- 3.5% of all LCR jobs are in digital & creative. This is less than the national average of 6.9%.

## Digital & creative employment, 2022

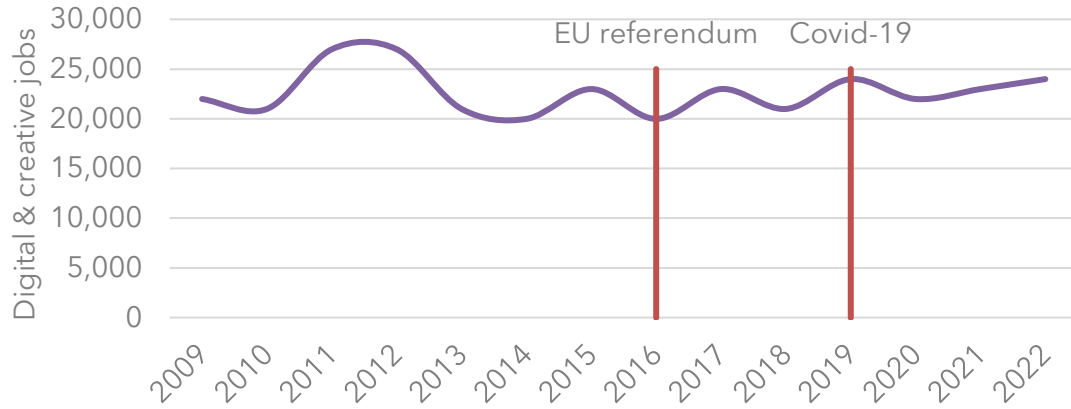
	Number of jobs	Share of area total	5 year growth
Halton	2,500	3.9%	-38%
Knowsley	1,250	1.6%	+25%
Liverpool	14,000	5.0%	+27%
Sefton	2,000	2.2%	-11%
St. Helens	1,500	2.2%	-14%
Wirral	3,000	2.9%	+0%
Liverpool City Region	24,000	3.5%	+4%
North West	170,000	4.8%	+10%
England	1,932,000	6.9%	+10%

## Number of digital & creative jobs, 2022

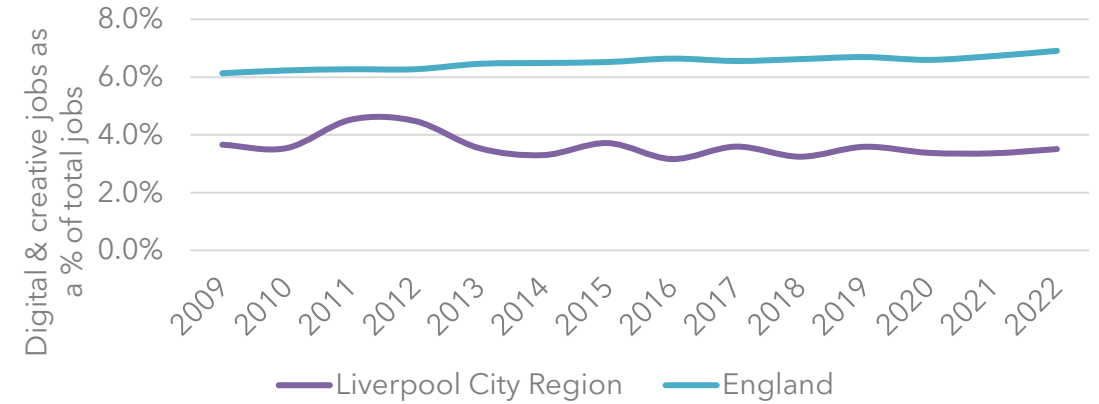


# Digital & creative employment

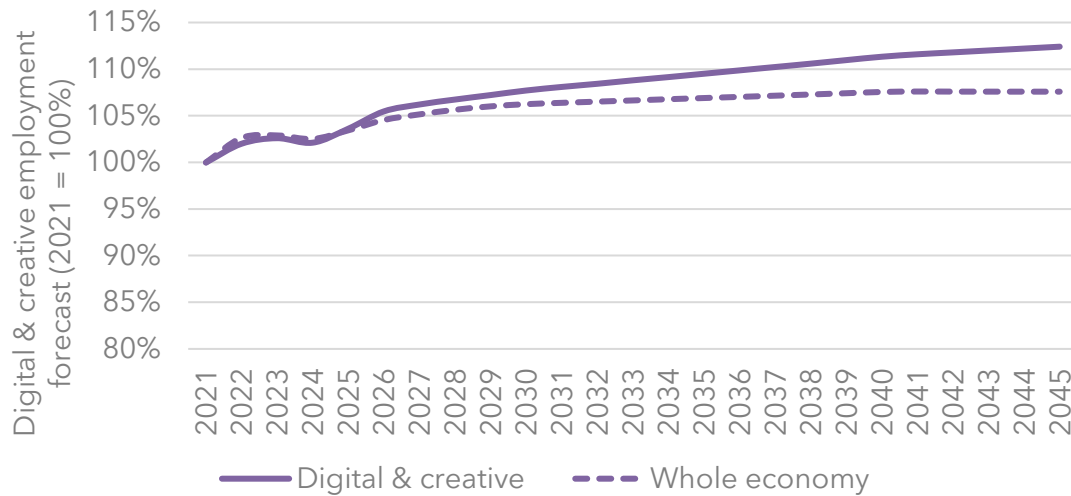
Number of digital & creative jobs in LCR, 2009 - 2022



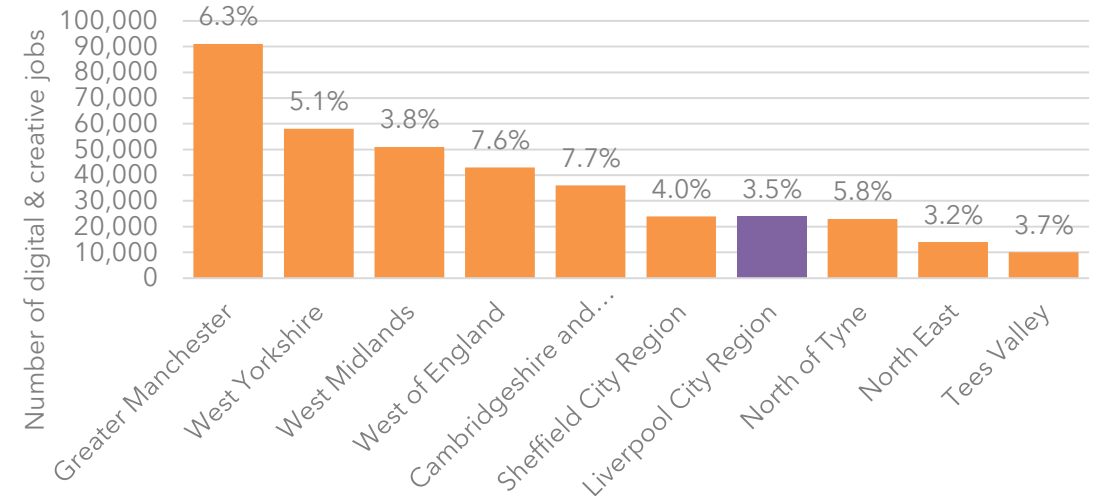
Number of digital & creative jobs as a share of total jobs in area, 2009 - 2022



Forecast change in LCR digital & creative employment, 2021 - 2045



Number of digital & creative jobs and share of total jobs in area, 2022



# Digital & creative businesses

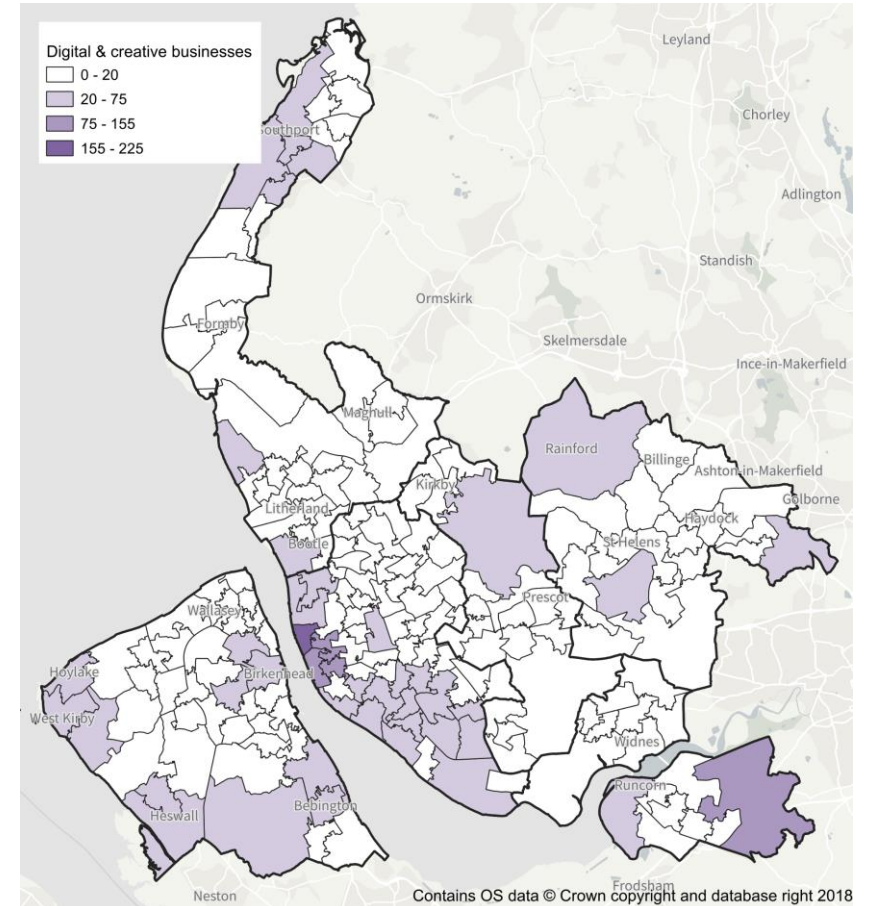
## Key points

- There are 3,875 digital & creative businesses in LCR. This is the sixth largest of all city regions.
- The number of businesses is the same as it was 5 years ago. This compares to a national decrease of 8%. Of all city regions, LCR was the only city region that did not see a decrease in the number of digital & creative businesses over the last 5 years.

## Digital & creative businesses, 2023

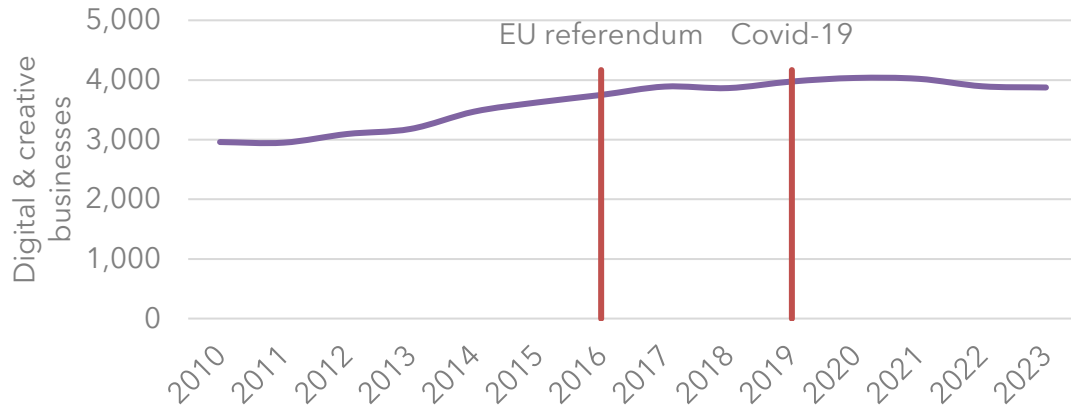
	Number of businesses	Share of area total	5 year growth
Halton	280	6.3%	-16%
Knowsley	235	5.5%	+2%
Liverpool	1,610	8.9%	+13%
Sefton	625	6.6%	-5%
St. Helens	325	5.7%	-13%
Wirral	800	7.6%	-6%
Liverpool City Region	3,875	7.4%	+0%
North West	24,835	7.9%	-5%
England	300,060	11.0%	-8%

## Number of digital & creative businesses, 2023



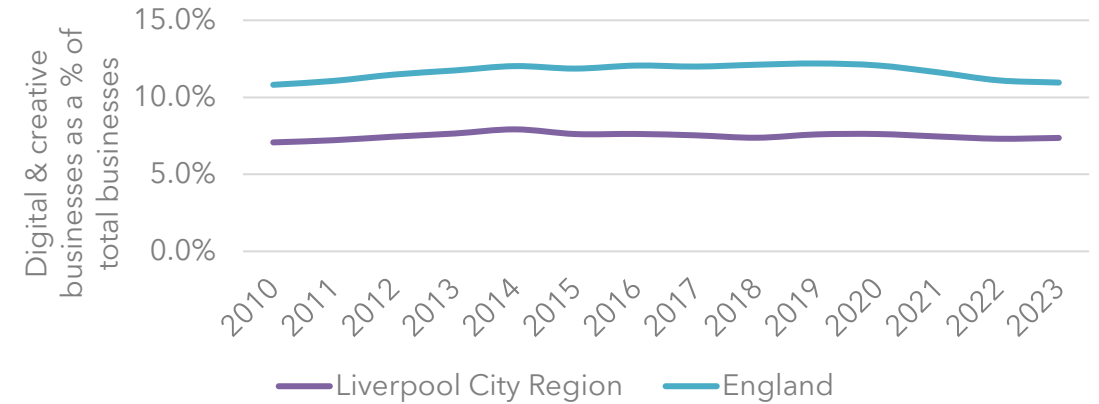
# Digital & creative businesses

Number of digital & creative businesses in LCR, 2010 - 2023

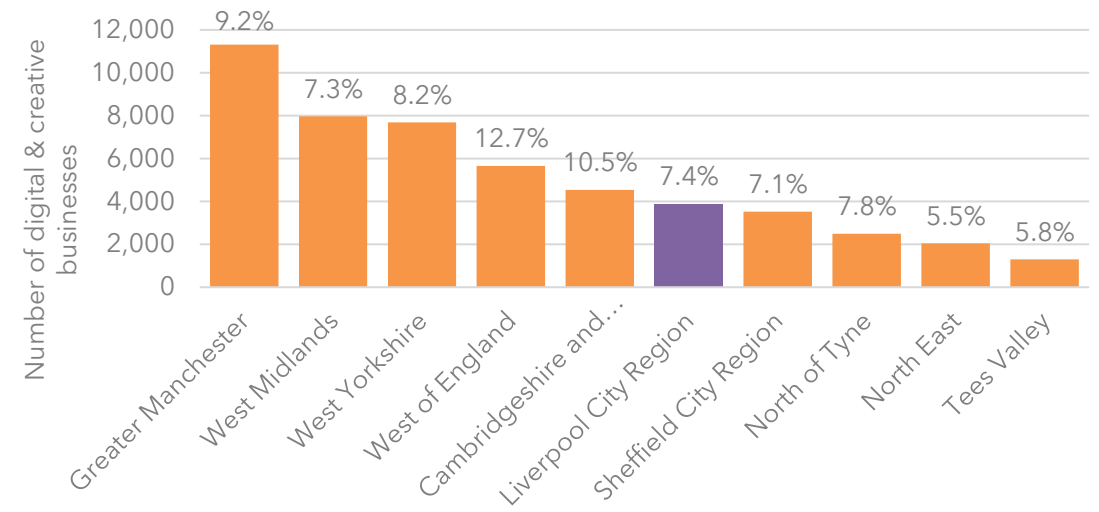


Economic forecasts data not available for business numbers.

Number of digital & creative businesses as a share of total businesses in area, 2010 - 2023



Number of digital & creative businesses and share of total businesses in area, 2023



# Digital & creative GVA

## Key points

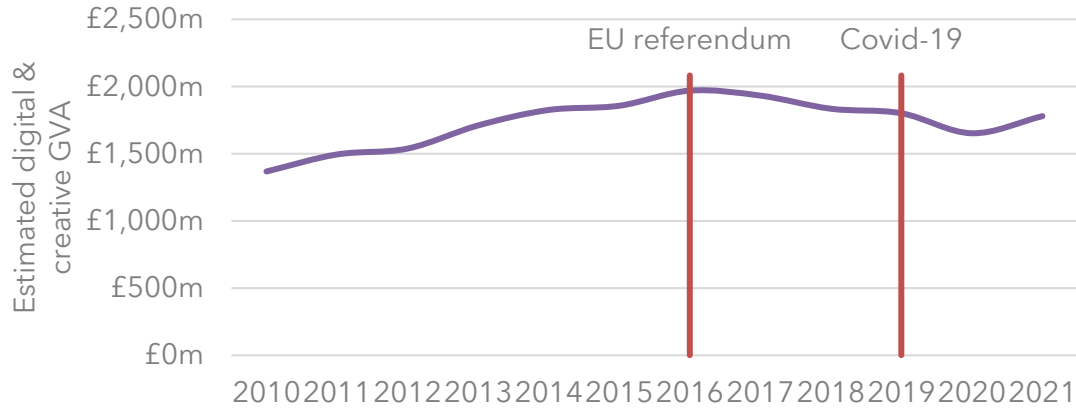
- The digital & creative sector makes a £1.8bn contribution to the LCR economy.
- The digital & creative sector has declined by 10% over the last 5 years. Over the same period, the national digital & creative sector has seen GVA growth of 17%. Similarly, all other comparable city regions have seen growth.
- The digital & creative sector contributed 5% of all LCR GVA. This is almost half the national average of 9.6% and is less than all comparable city regions.

## Digital & creative GVA, 2021

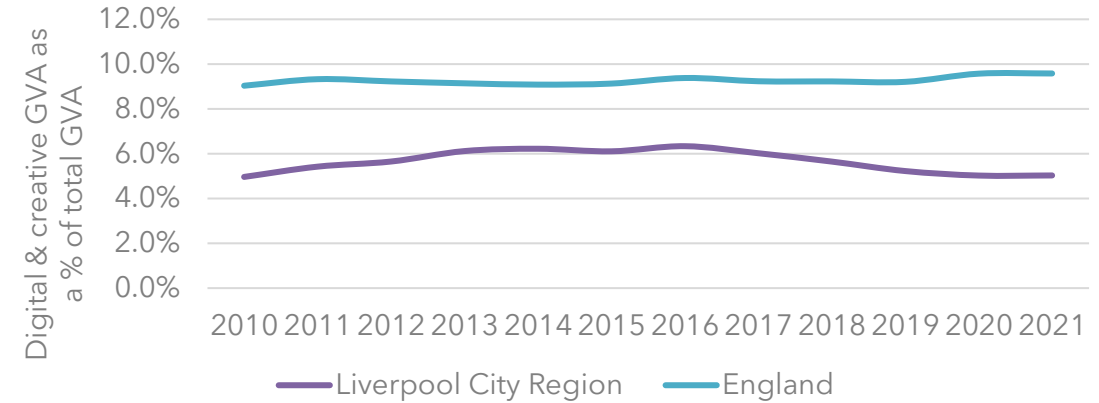
	GVA (£m)	Share of total	5 year growth
Halton, Knowsley & St. Helens	£348m	3.2%	-60%
Liverpool	£1,214m	8.5%	+40%
Sefton	£93m	2.0%	-10%
Wirral	£127m	2.3%	-7%
Liverpool City Region	£1,780m	5.0%	-10%
North West	£12,030m	6.1%	+15%
England	£168,827m	9.6%	+17%

# Digital & creative GVA

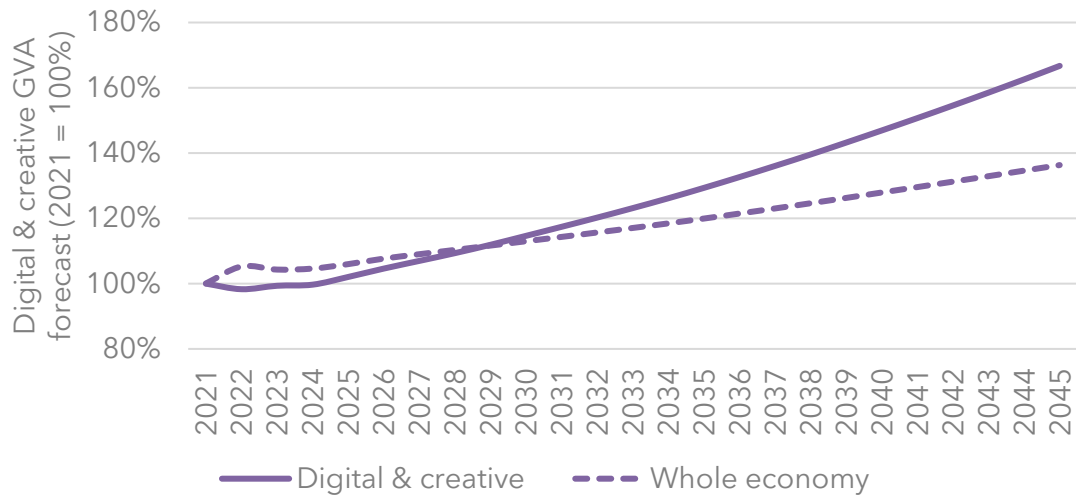
Digital & creative GVA in LCR, 2010 - 2021



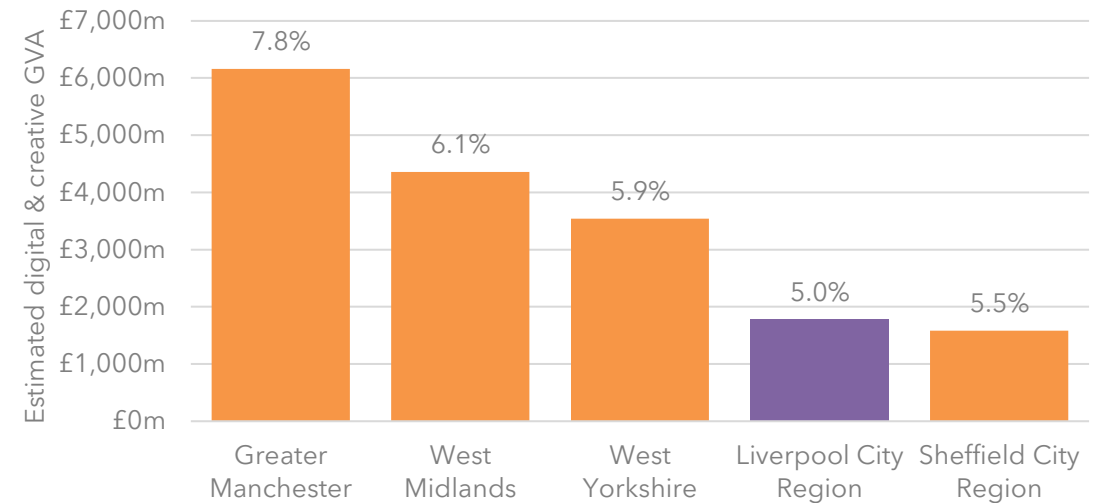
Digital & creative GVA as a share of total GVA in area, 2010 - 2021



Forecast change in LCR digital & creative GVA, 2021 - 2045



Digital & creative GVA and share of total GVA in area, 2021





# Digital & creative productivity

## Key points

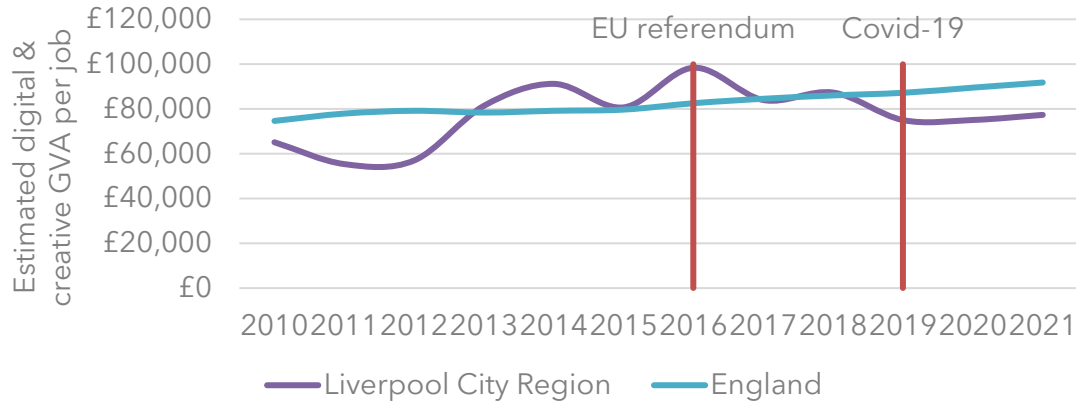
- The LCR digital & creative sector produces £77,400 of GVA per job. This is greater than all comparable city regions, but is 16% less than the national average.
- Digital & creative productivity is 50% higher than average productivity in LCR.
- Productivity in the LCR digital & creative sector has fallen by 21% over the last 5 years. Over the same period, national digital & creative productivity grew by 11%.

## Digital & creative productivity, 2021

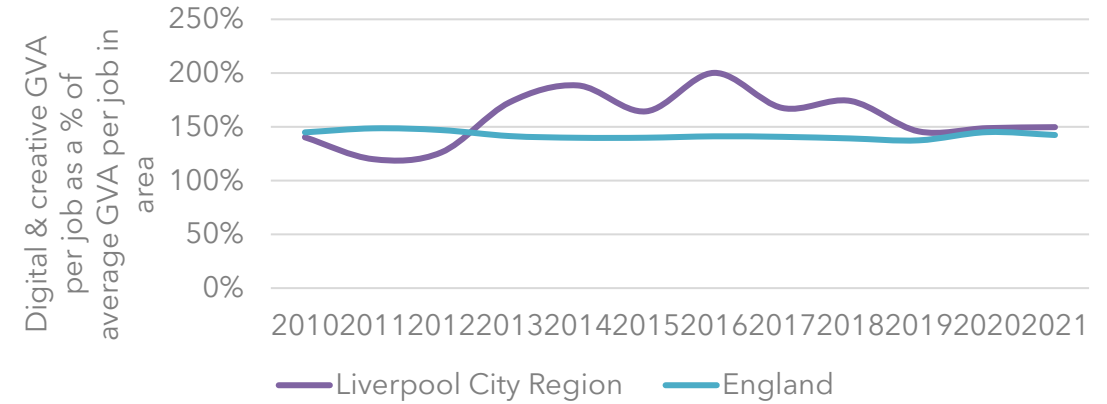
	GVA per job	% of area average	% of national sector average	5 year growth
Halton, Knowsley & St. Helens	£73,345	139%	80%	-50%
Liverpool	£93,418	179%	102%	-3%
Sefton	£46,606	100%	51%	+1%
Wirral	£42,278	81%	46%	-7%
Liverpool City Region	£77,375	150%	84%	-21%
North West	£75,662	136%	82%	+1%
England	£91,804	143%	100%	+11%

# Digital & creative productivity

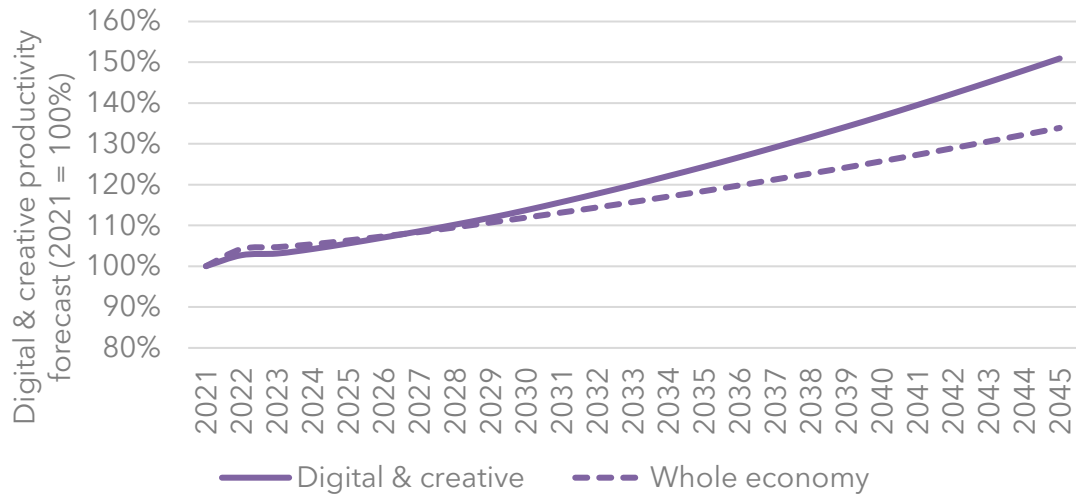
Digital & creative productivity in LCR, 2010 - 2021



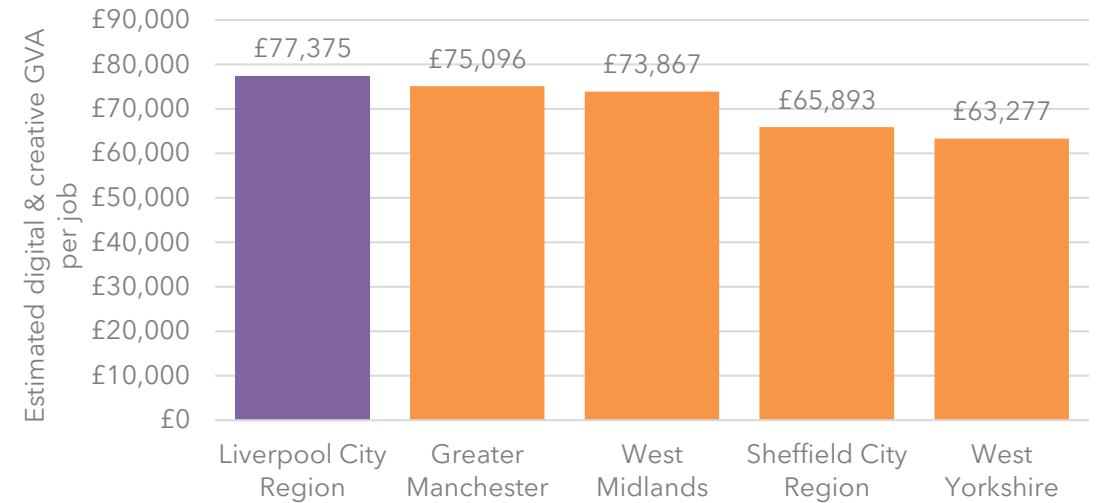
Digital & creative productivity as a proportion of average productivity in area, 2010 - 2021



Forecast change in LCR digital & creative productivity, 2021 - 2045



Digital & creative GVA per job, 2021



# Financial, professional and business services



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

# Key points

## Employment

- There are 96,000 people employed in the LCR FPBS sector.
- The number of jobs has grown by 7% in the last 5 years. This is slightly faster than the national growth of 6%.
- 14% of all LCR jobs are in FPBS. This is less than the national average of 18.2%.

## Businesses

- There are 10,250 FPBS businesses in LCR. This is the fifth largest of all city regions.
- The number of businesses has decreased by 14% over the past 5 years. This compares to a national decrease of 8%.

## GVA

- The FPBS sector contributes just under £1bn to the LCR economy.
- The FPBS sector has grown by 12% over the last 5 years.

However, over the same period, the national FPBS sector has seen GVA growth of 16%.

- The FPBS sector contributed 14.4% of all LCR GVA. This is around a third less than the national average of 21.7% and is less than almost all comparable city regions.

## Productivity

- The LCR FPBS sector produces £49,700 of GVA per job. This is less than almost all comparable city regions, and is just over a third less than the national average.
- FPBS productivity is slightly less than average productivity in LCR.
- Productivity in the LCR FPBS sector has grown by 4% over the last 5 years. Over the same period, national FPBS productivity grew by 12%.

Source: ONS Business Register and Employment Survey, 2016 - 2022; ONS UK Business Counts, 2018 - 2023; ONS Regional Gross Value Added, 2016 - 2021

# FPBS employment

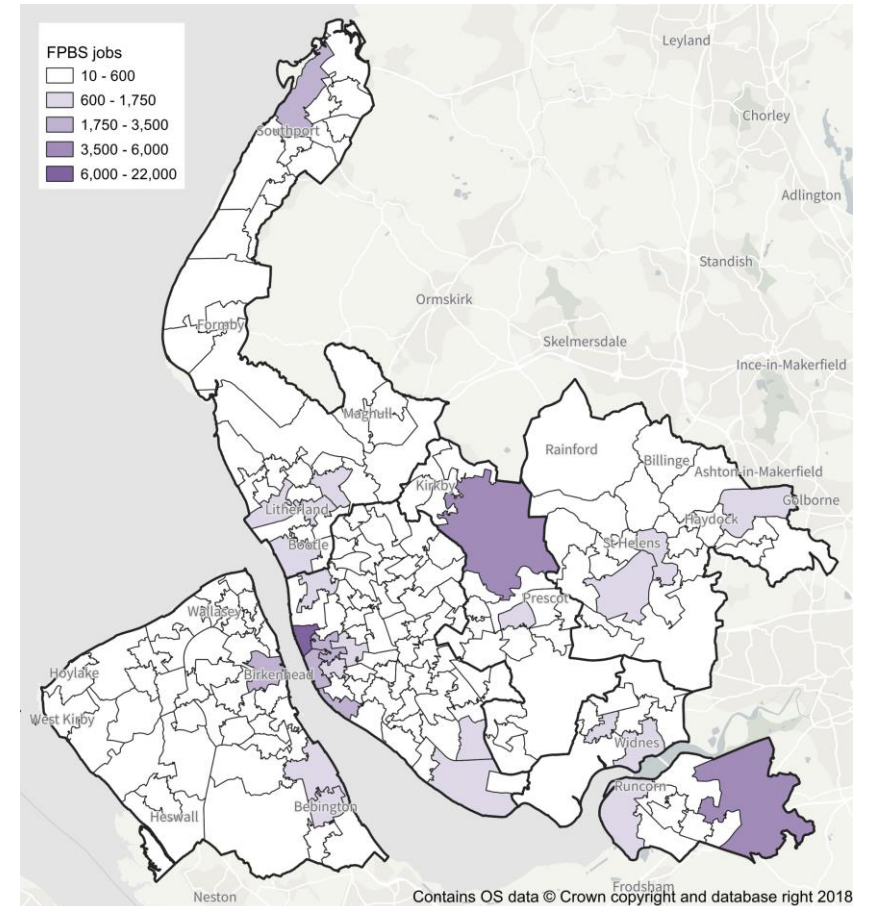
## Key points

- There are 96,000 people employed in the LCR FPBS sector.
- The number of jobs has grown by 7% in the last 5 years. This is slightly faster than the national growth of 6%.
- 14% of all LCR jobs are in FPBS. This is less than the national average of 18.2%.

## FPBS employment, 2022

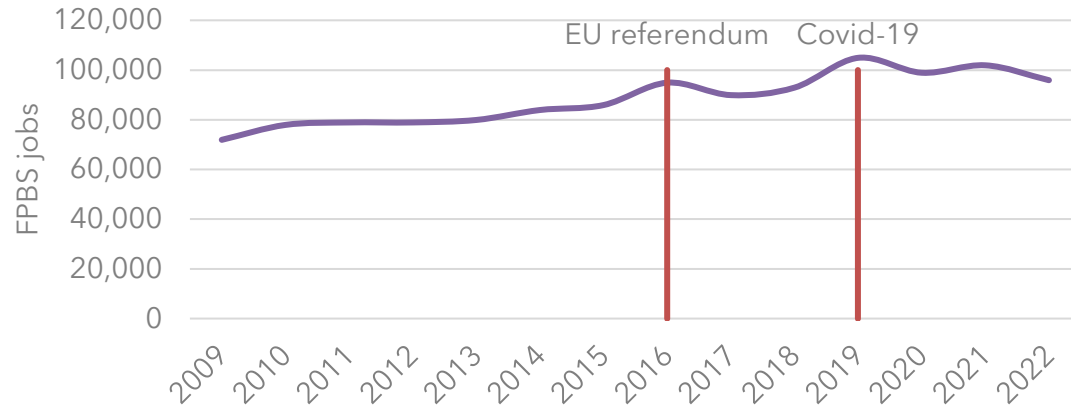
	Number of jobs	Share of area total	5 year growth
Halton	11,000	17.2%	+10%
Knowsley	9,000	11.7%	+0%
Liverpool	43,000	15.4%	+10%
Sefton	13,000	14.0%	+8%
St. Helens	7,000	10.3%	+0%
Wirral	13,000	12.5%	+0%
Liverpool City Region	96,000	14.0%	+7%
North West	607,000	17.0%	+11%
England	5,085,000	18.2%	+6%

## Number of FPBS jobs, 2022

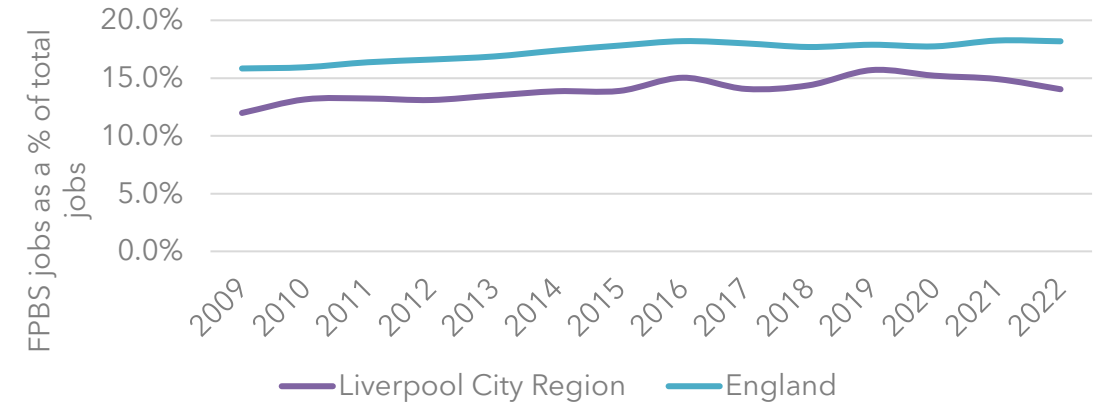


# FPBS employment

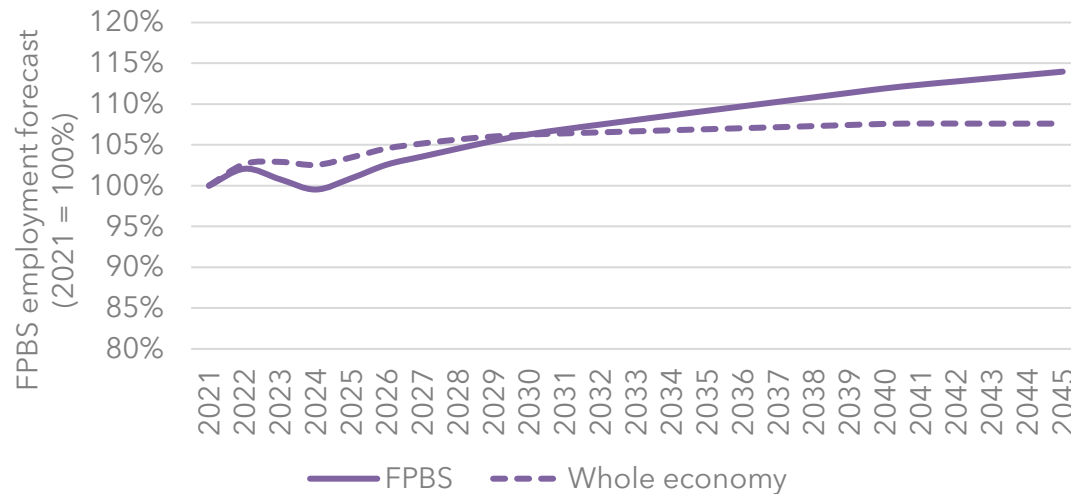
Number of FPBS jobs in LCR, 2009 - 2022



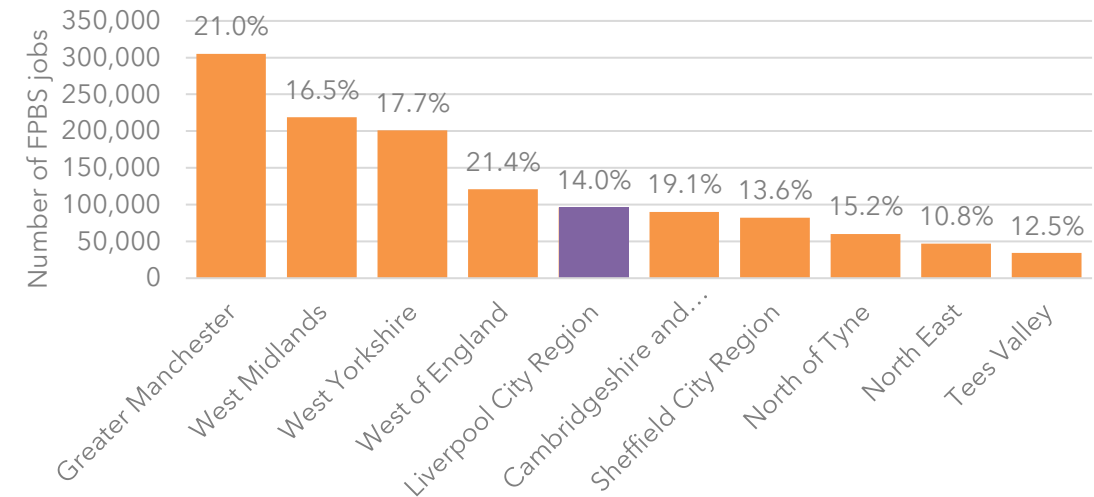
Number of FPBS jobs as a share of total jobs in area, 2009 - 2022



Forecast change in LCR FPBS employment, 2021 - 2045



Number of FPBS jobs and share of total jobs in area, 2022



# FPBS businesses

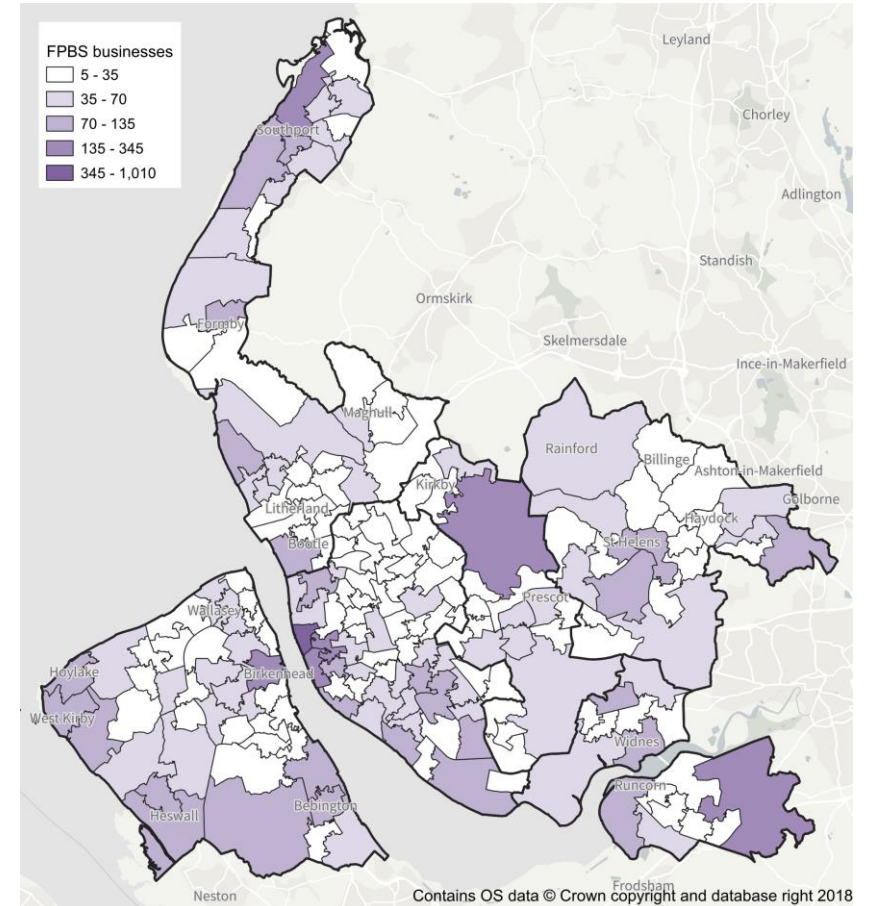
## Key points

- There are 10,250 FPBS businesses in LCR. This is the fifth largest of all city regions.
- The number of businesses has decreased by 14% over the past 5 years. This compares to a national decrease of 8%.

## FPBS businesses, 2023

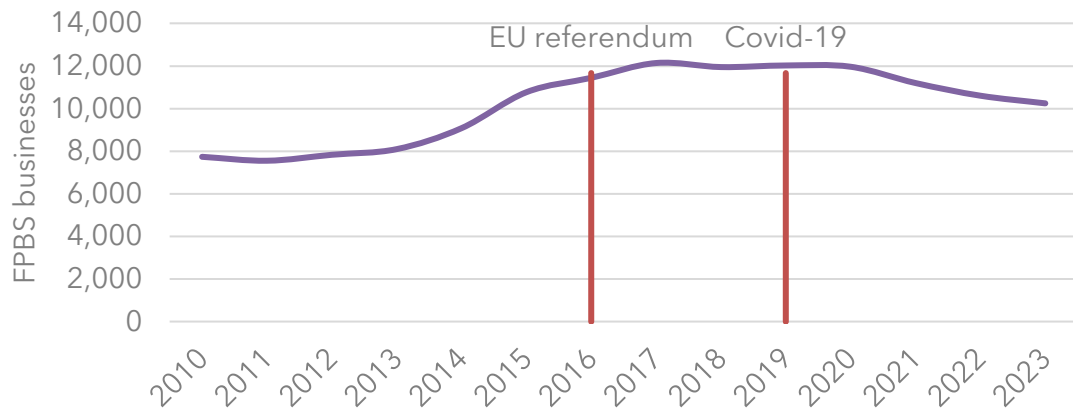
	Number of businesses	Share of area total	5 year growth
Halton	875	19.7%	-7%
Knowsley	710	16.7%	-21%
Liverpool	3,830	21.1%	-14%
Sefton	1,775	18.7%	-12%
St. Helens	965	16.9%	-15%
Wirral	2,090	19.9%	-17%
Liverpool City Region	10,250	19.5%	-14%
North West	65,965	21.0%	-11%
England	602,795	22.0%	-8%

## Number of FPBS businesses, 2023



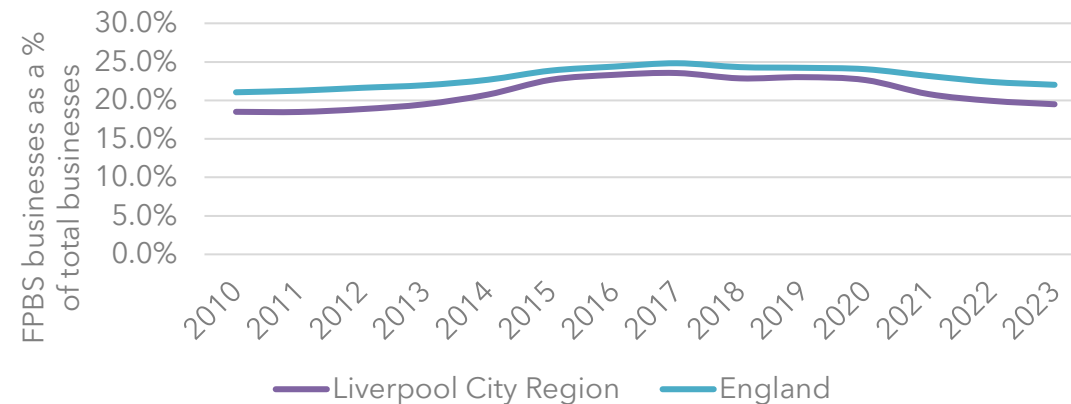
# FPBS businesses

Number of FPBS businesses in LCR, 2010 - 2023

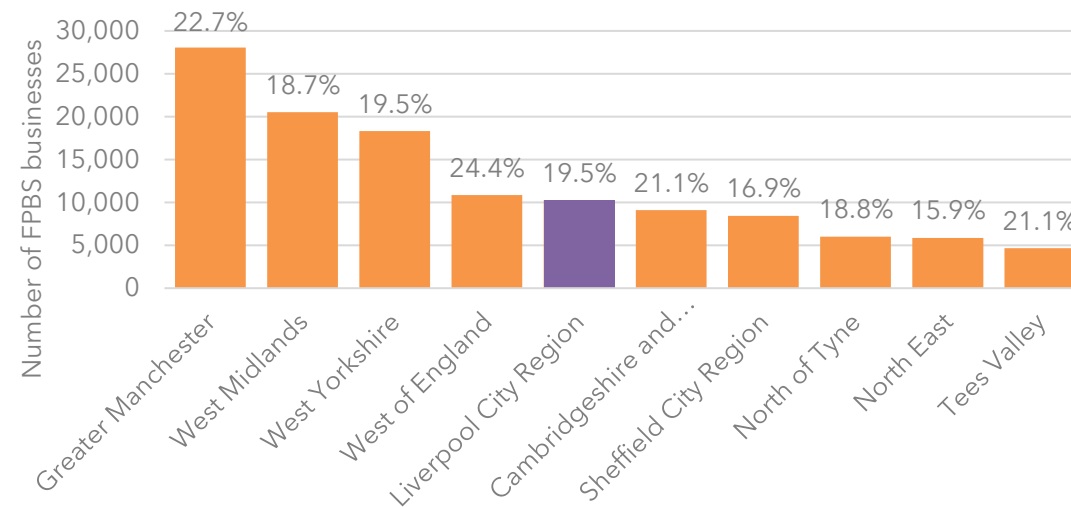


Economic forecasts data not available for business numbers.

Number of FPBS businesses as a share of total businesses in area, 2010 - 2023



Number of FPBS businesses and share of total businesses in area, 2023





# FPBS GVA

## Key points

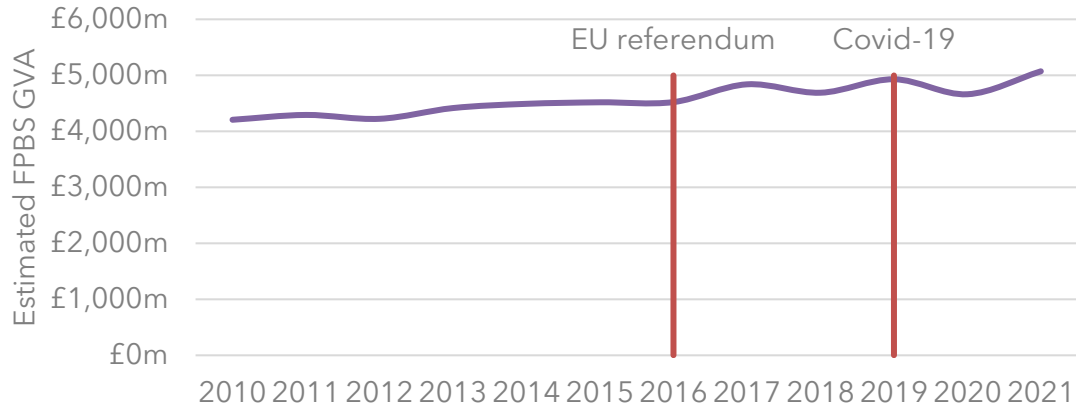
- The FPBS sector contributes just under £1bn to the LCR economy.
- The FPBS sector has grown by 12% over the last 5 years. However, over the same period, the national FPBS sector has seen GVA growth of 16%.
- The FPBS sector contributed 14.4% of all LCR GVA. This is around a third less than the national average of 21.7% and is less than almost all comparable city regions.

## FPBS GVA, 2021

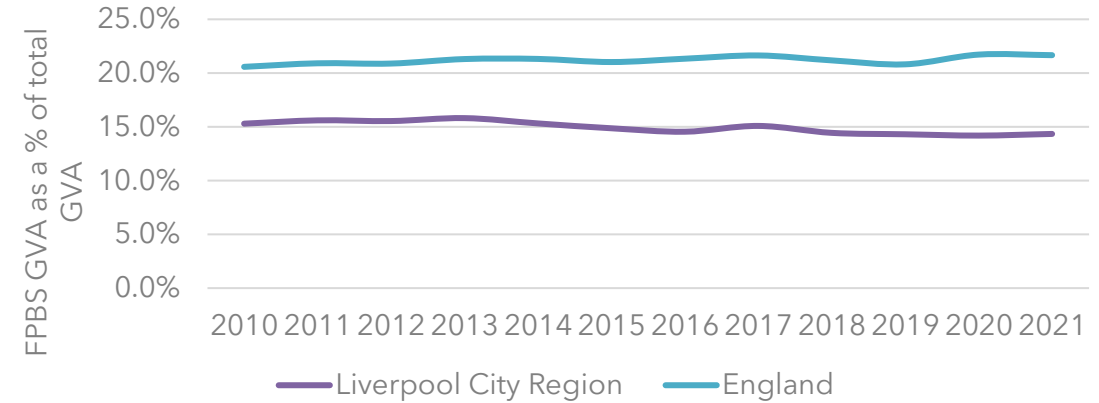
	GVA (£m)	Share of total	5 year growth
Halton, Knowsley & St. Helens	£966m	8.9%	+5%
Liverpool	£2,642m	18.5%	+11%
Sefton	£605m	13.3%	+10%
Wirral	£905m	16.1%	+33%
Liverpool City Region	£5,073m	14.4%	+12%
North West	£31,197m	15.9%	+13%
England	£381,636m	21.7%	+16%

# FPBS GVA

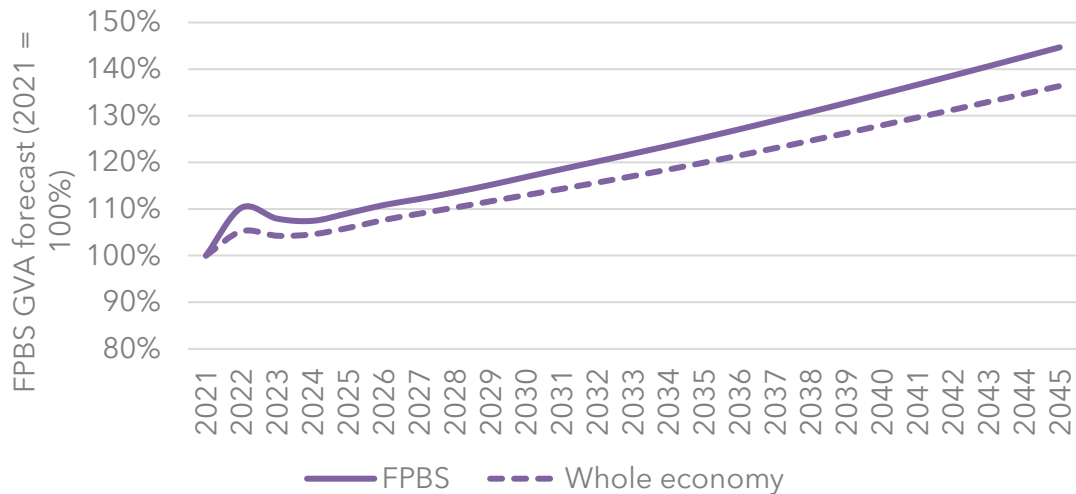
FPBS GVA in LCR, 2010 - 2021



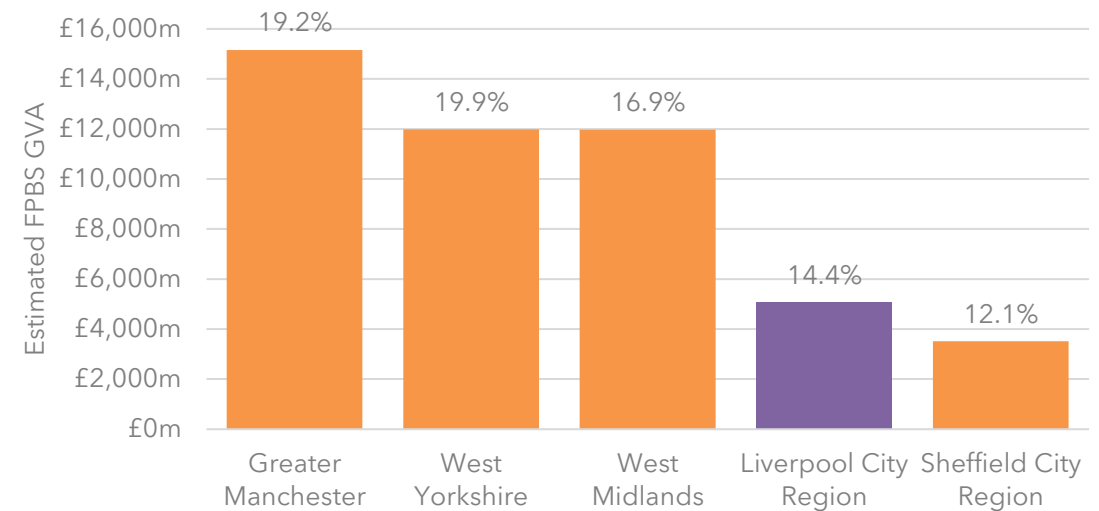
FPBS GVA as a share of total GVA in area, 2010 - 2021



Forecast change in LCR FPBS GVA, 2021 - 2045



FPBS GVA and share of total GVA in area, 2021



# FPBS productivity

## Key points

- The LCR FPBS sector produces £49,700 of GVA per job. This is less than almost all comparable city regions, and is just over a third less than the national average.
- FPBS productivity is slightly less than average productivity in LCR.
- Productivity in the LCR FPBS sector has grown by 4% over the last 5 years. Over the same period, national FPBS productivity grew by 12%.

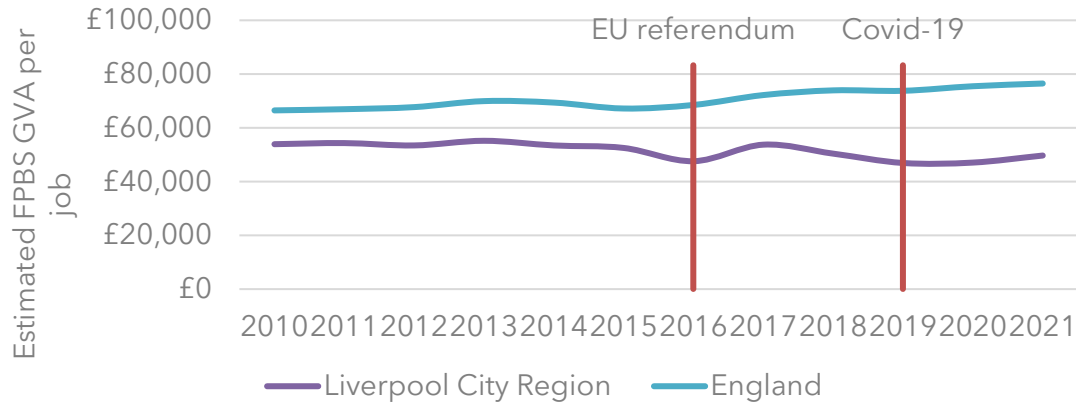
## FPBS productivity, 2021

	GVA per job	% of area average	% of national sector average	5 year growth
Halton, Knowsley & St. Helens	£33,314	63%	44%	+2%
Liverpool	£58,716	112%	77%	+1%
Sefton	£40,337	87%	53%	-12%
Wirral	£64,619	123%	85%	+33%
Liverpool City Region	£49,735	96%	65%	+4%
North West	£49,836	90%	65%	-0%
England	£76,465	119%	100%	+12%

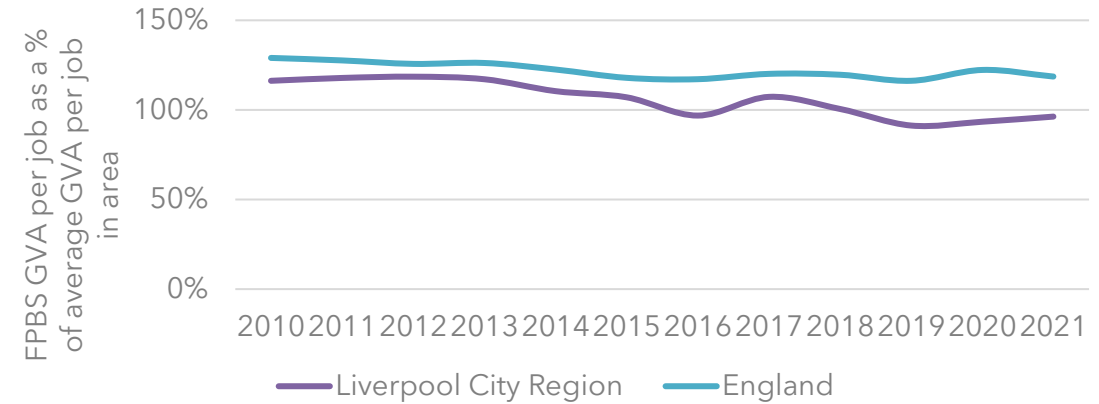
FPBS productivity, 2021

# FPBS productivity

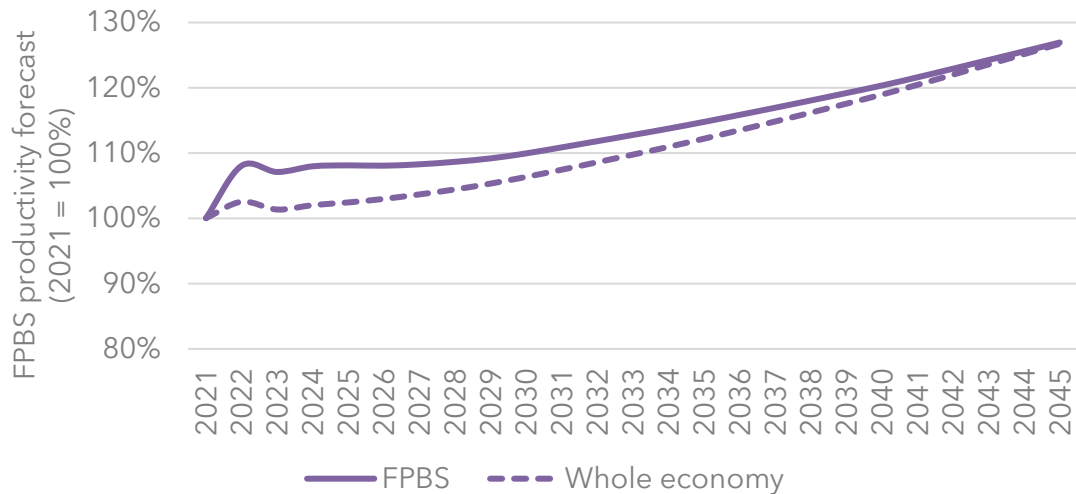
FPBS productivity in LCR, 2010 - 2021



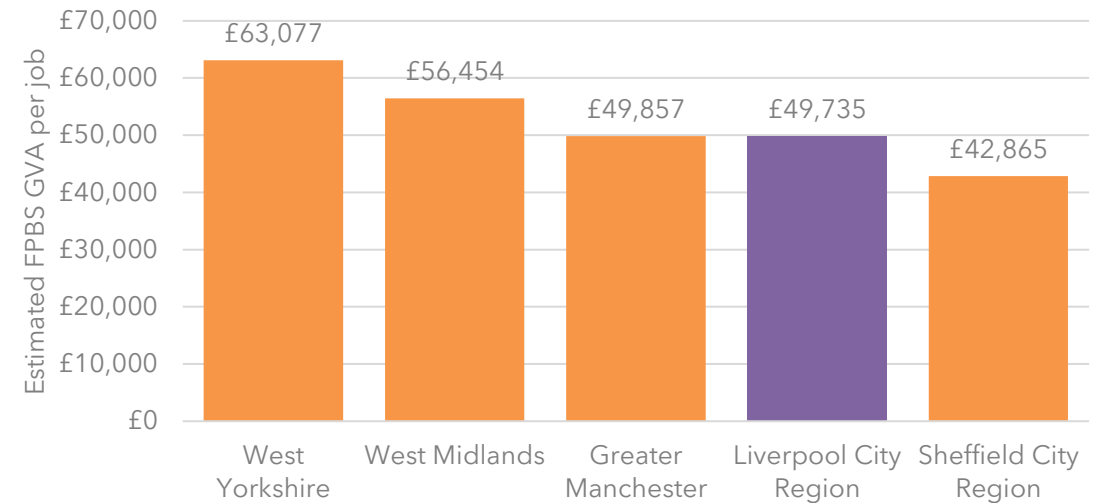
FPBS productivity as a proportion of average productivity in area, 2010 - 2021



Forecast change in LCR FPBS productivity, 2021 - 2045



FPBS GVA per job, 2021



# Visitor economy



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

# Key points

## Employment

- There are 73,000 people employed in the LCR visitor economy. This is the fourth largest visitor economy of any city region.
- The number of jobs has grown by 7% in the last 5 years. This is slightly greater than the 6% growth nationally and is the third highest growth rate of all city regions.
- 10.7% of all LCR jobs are in the visitor economy. This is slightly less than the national average of 11%, but is the second highest concentration of jobs of any city region.

## Businesses

- There are 5,895 businesses in the LCR visitor economy. This is the fourth largest of all city regions.
- The number of businesses has grown by 15% in the last 5 years. This is faster than the national growth of 10% and is the fourth fastest growth rate of all city regions.

## GVA

- The visitor economy makes a £1.6bn contribution to the LCR economy.
- The economic contribution of the visitor economy has fallen by

14% over the last 5 years. The national visitor economy has decreased by the same amount over the last 5 years.

- The visitor economy contributes 4.5% of all LCR GVA. This is greater than all comparable city regions and is similar to the national average.

## Productivity

- The LCR visitor economy produces £20,900 of GVA per job. This is just under a quarter less than the national average.
- The visitor economy is just under half as productive as the LCR average.
- Productivity in the LCR visitor economy has fallen by 18% over the last 5 years. Over the same period, national visitor economy productivity fell by 15%.

Source: ONS Business Register and Employment Survey, 2016 - 2022; ONS UK Business Counts, 2018 - 2023; ONS Regional Gross Value Added, 2016 - 2021

# Visitor economy employment

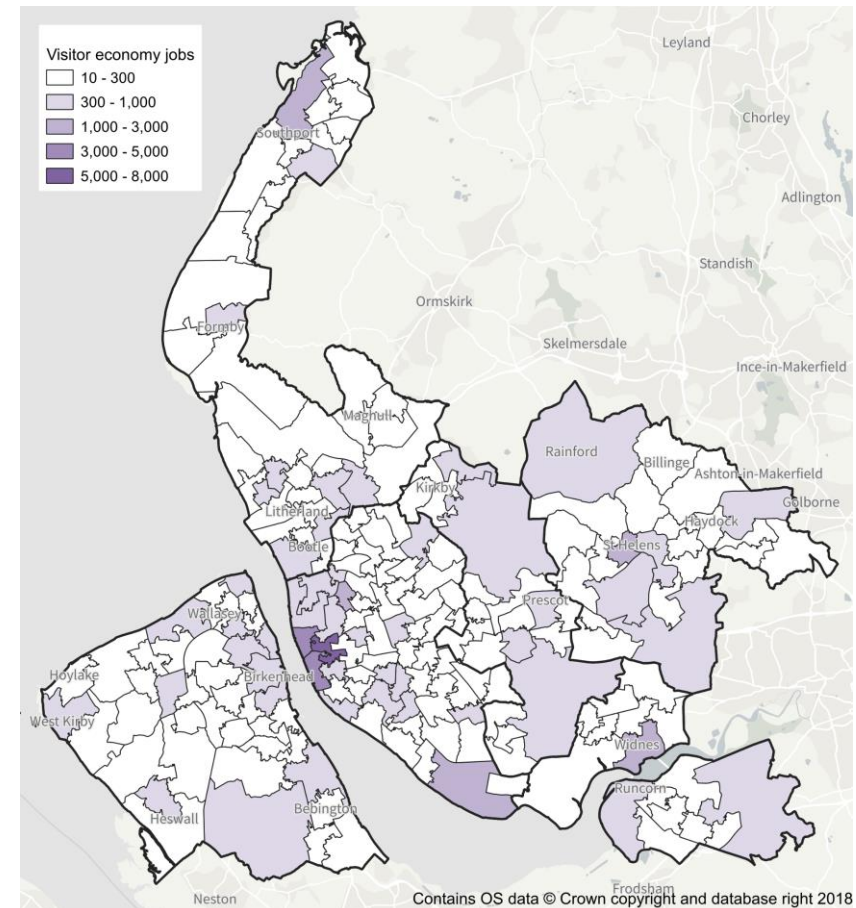
## Key points

- There are 73,000 people employed in the LCR visitor economy. This is the fourth largest visitor economy of any city region.
- The number of jobs has grown by 7% in the last 5 years. This is slightly greater than the 6% growth nationally and is the third highest growth rate of all city regions.
- 10.7% of all LCR jobs are in the visitor economy. This is slightly less than the national average of 11%, but is the second highest concentration of jobs of any city region.

## Visitor economy employment, 2022

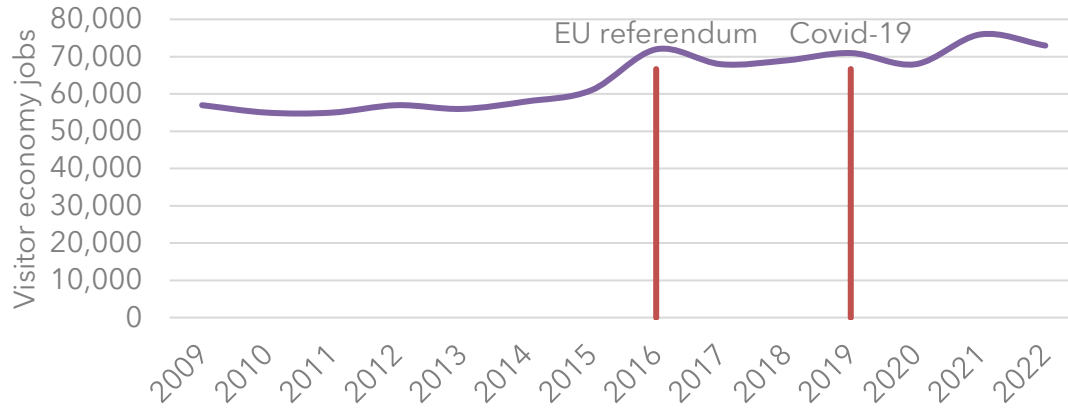
	Number of jobs	Share of area total	5 year growth
Halton	4,500	7.0%	+13%
Knowsley	4,000	5.2%	+0%
Liverpool	37,000	13.3%	+6%
Sefton	11,000	11.8%	+10%
St. Helens	6,000	8.8%	+0%
Wirral	11,000	10.6%	+10%
Liverpool City Region	73,000	10.7%	+7%
North West	379,000	10.6%	+13%
England	3,063,000	11.0%	+6%

## Number of visitor economy jobs, 2022

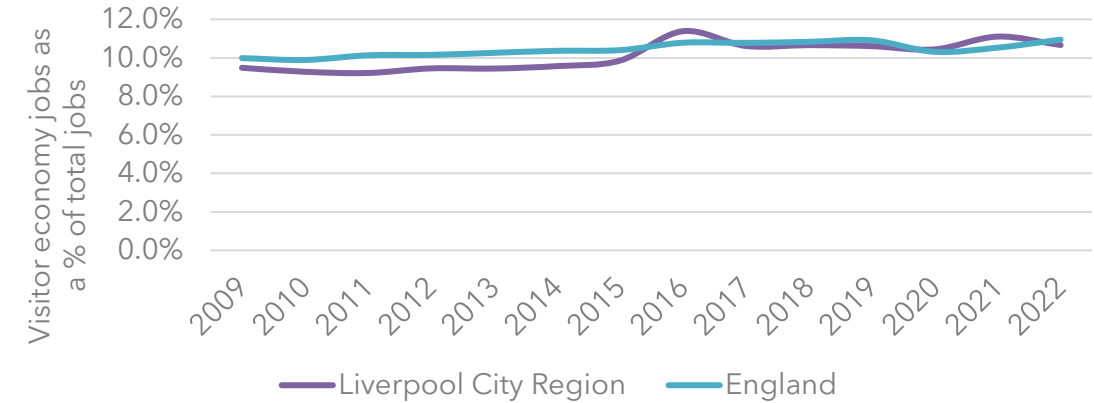


# Visitor economy employment

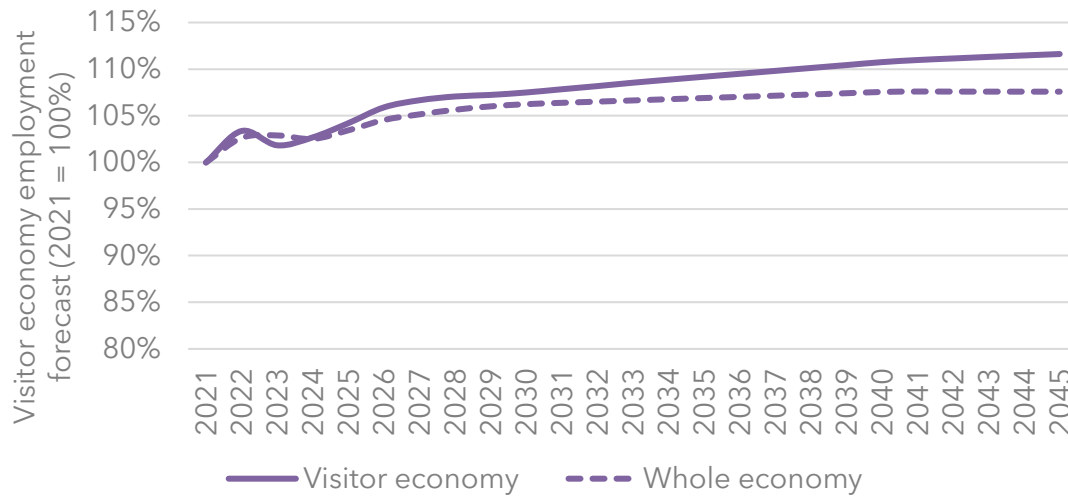
Number of visitor economy jobs in LCR, 2009 - 2022



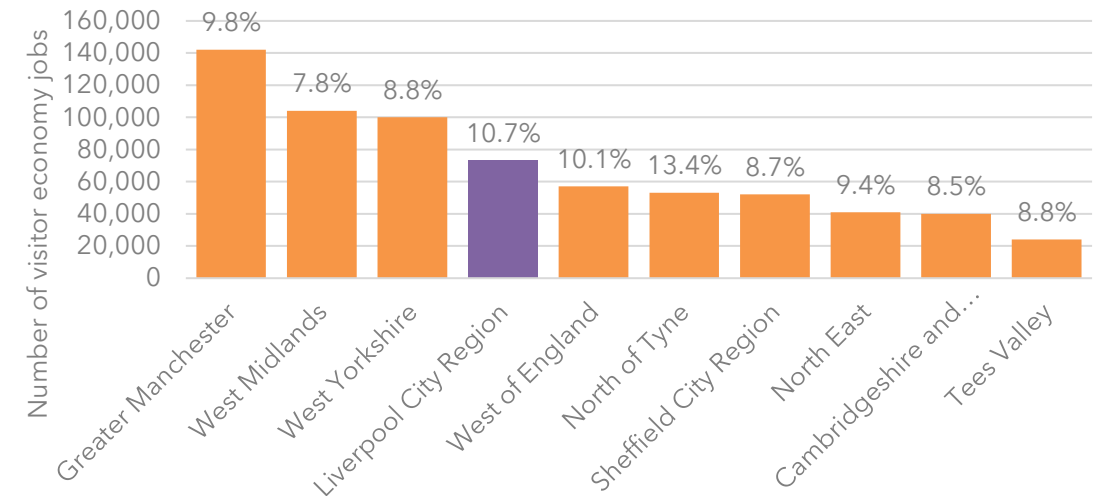
Number of visitor economy jobs as a share of total jobs in area, 2009 - 2022



Forecast change in LCR visitor economy employment, 2021 - 2045



Number of visitor economy jobs and share of total jobs in area, 2022





# Visitor economy businesses

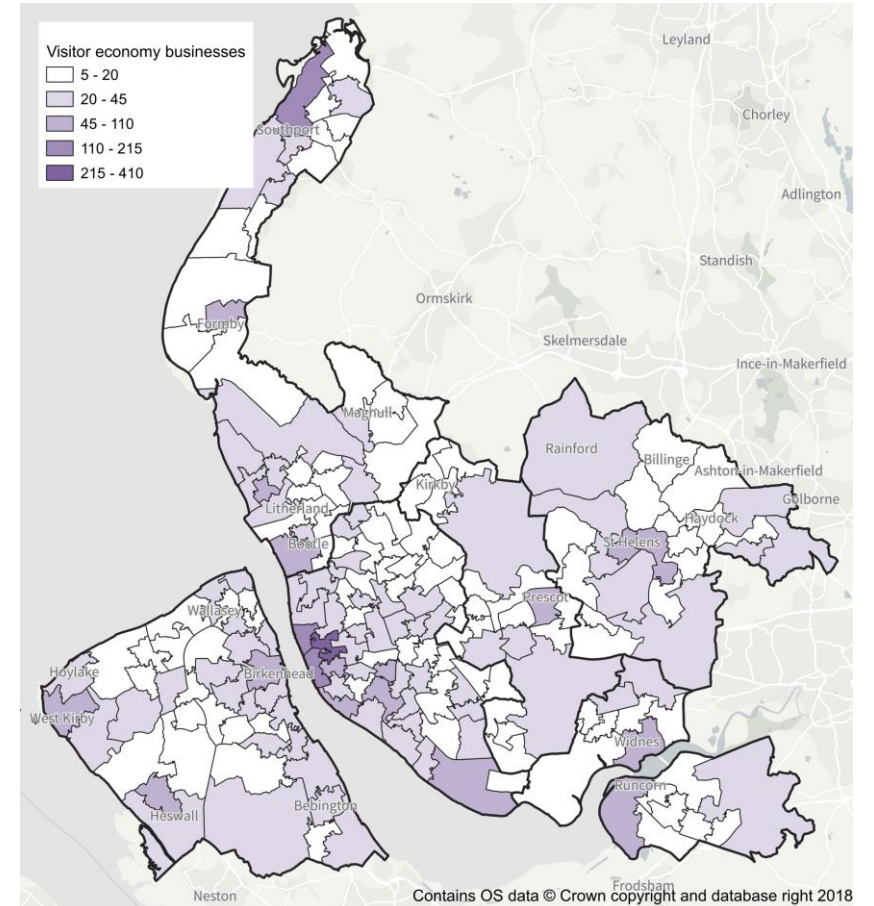
## Key points

- There are 5,895 businesses in the LCR visitor economy. This is the fourth largest of all city regions.
- The number of businesses has grown by 15% in the last 5 years. This is faster than the national growth of 10% and is the fourth fastest growth rate of all city regions.

## Visitor economy businesses, 2023

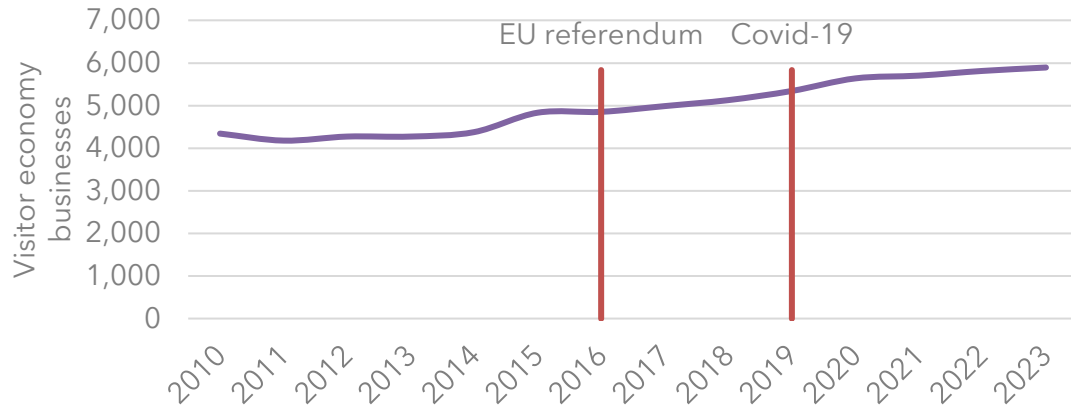
	Number of businesses	Share of area total	5 year growth
Halton	390	8.8%	+13%
Knowsley	350	8.2%	+21%
Liverpool	2,400	13.2%	+15%
Sefton	1,055	11.1%	+17%
St. Helens	555	9.7%	+8%
Wirral	1,145	10.9%	+15%
Liverpool City Region	5,895	11.2%	+15%
North West	32,285	10.3%	+13%
England	276,855	10.1%	+10%

## Number of visitor economy businesses, 2023



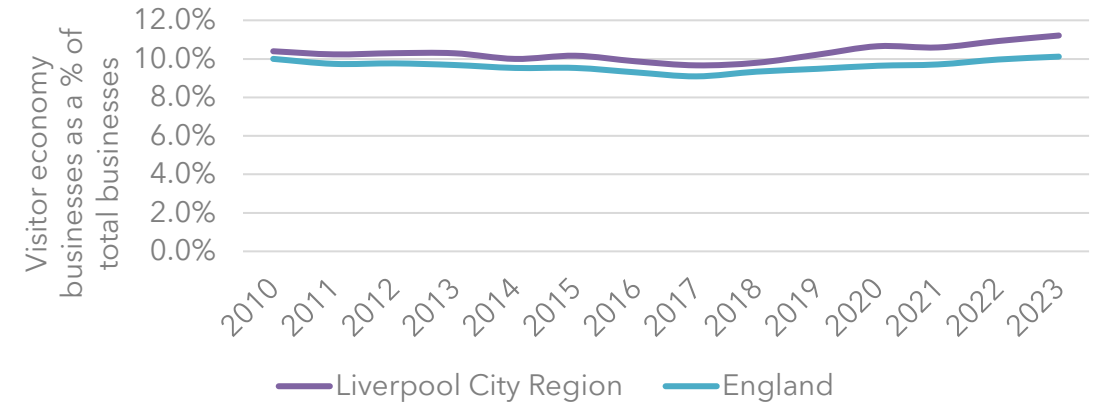
# Visitor economy businesses

Number of visitor economy businesses in LCR, 2010 - 2023

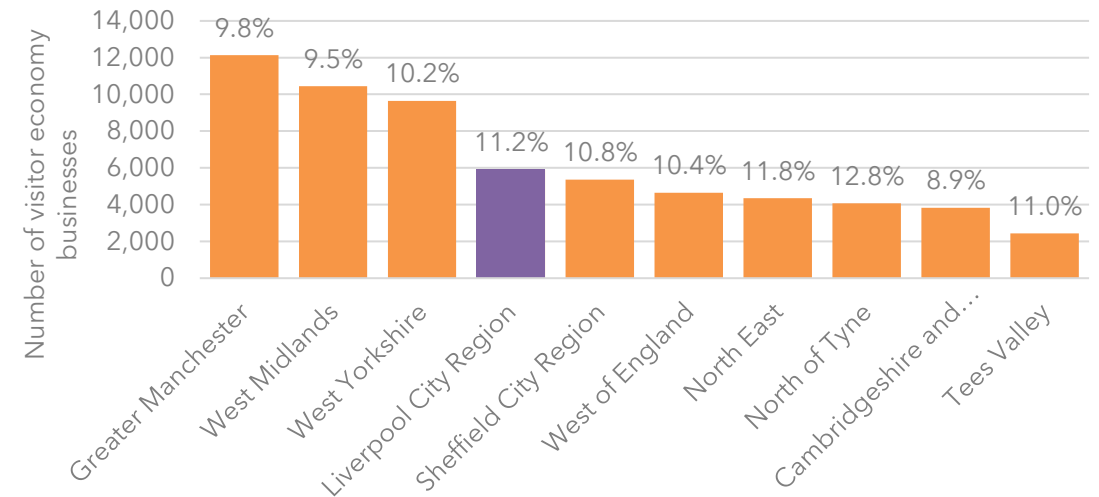


Economic forecasts data not available for business numbers.

Number of visitor economy businesses as a share of total businesses in area, 2010 - 2023



Number of visitor economy businesses and share of total businesses in area, 2023



# Visitor economy GVA

## Key points

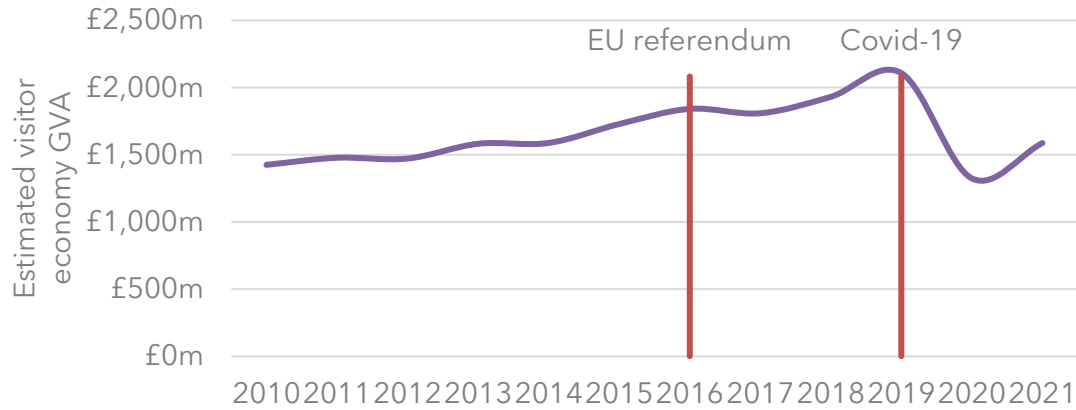
- The visitor economy makes a £1.6bn contribution to the LCR economy.
- The economic contribution of the visitor economy has fallen by 14% over the last 5 years. The national visitor economy has decreased by the same amount over the last 5 years.
- The visitor economy contributes 4.5% of all LCR GVA. This is greater than all comparable city regions and is similar to the national average.

## Visitor economy GVA, 2021

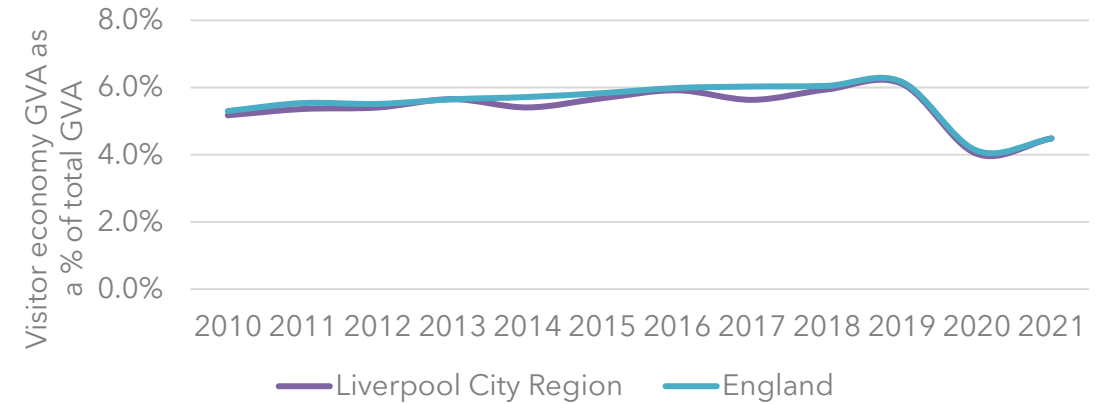
	GVA (£m)	Share of total	5 year growth
Halton, Knowsley & St. Helens	£310m	2.9%	+2%
Liverpool	£810m	5.7%	-21%
Sefton	£211m	4.6%	-4%
Wirral	£224m	4.0%	-3%
Liverpool City Region	£1,587m	4.5%	-14%
North West	£8,440m	4.3%	-13%
England	£78,907m	4.5%	-14%

# Visitor economy GVA

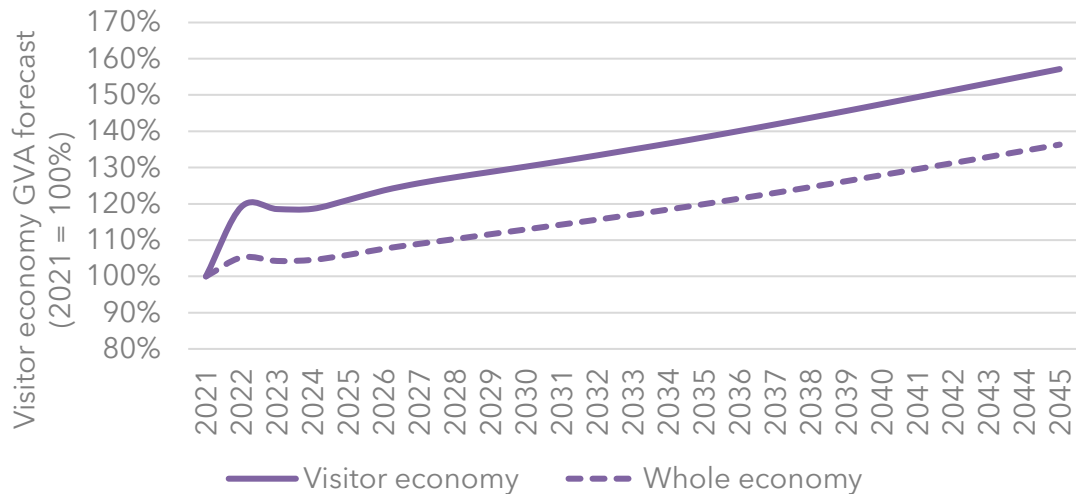
Visitor economy GVA in LCR, 2010 - 2021



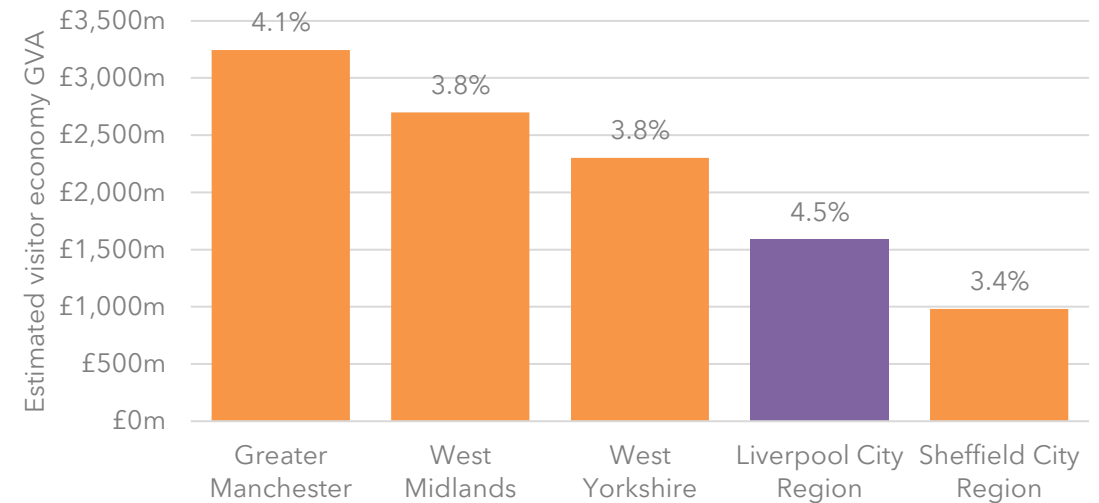
Visitor economy GVA as a share of total GVA in area, 2010 - 2021



Forecast change in LCR visitor economy GVA, 2021 - 2045



Visitor economy GVA and share of total GVA in area, 2021



# Visitor economy productivity

## Key points

- The LCR visitor economy produces £20,900 of GVA per job. This is just under a quarter less than the national average.
- The visitor economy is just under half as productive as the LCR average.
- Productivity in the LCR visitor economy has fallen by 18% over the last 5 years. Over the same period, national visitor economy productivity fell by 15%.

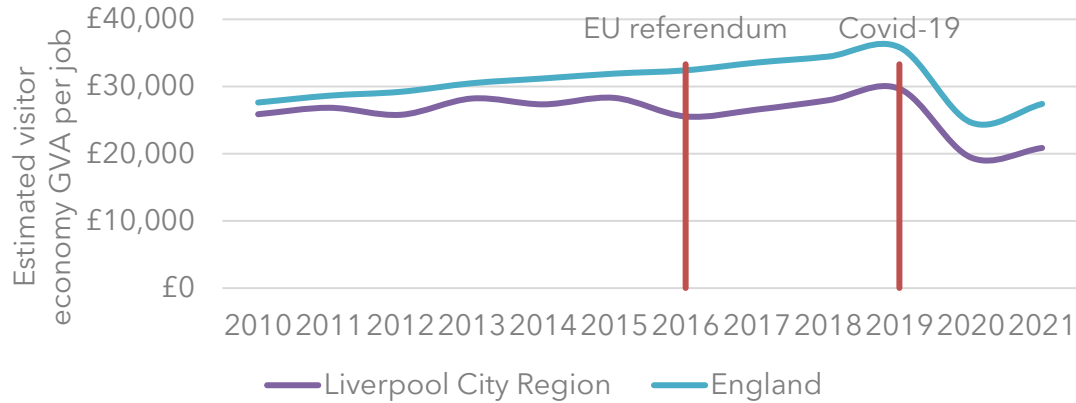
## Visitor economy productivity, 2021

	GVA per job	% of area average	% of national sector average	5 year growth
Halton, Knowsley & St. Helens	£20,019	38%	73%	-8%
Liverpool	£21,321	41%	78%	-25%
Sefton	£16,241	35%	59%	-19%
Wirral	£20,330	39%	74%	-3%
Liverpool City Region	£20,886	40%	76%	-18%
North West	£22,687	41%	83%	-13%
England	£27,398	43%	100%	-15%

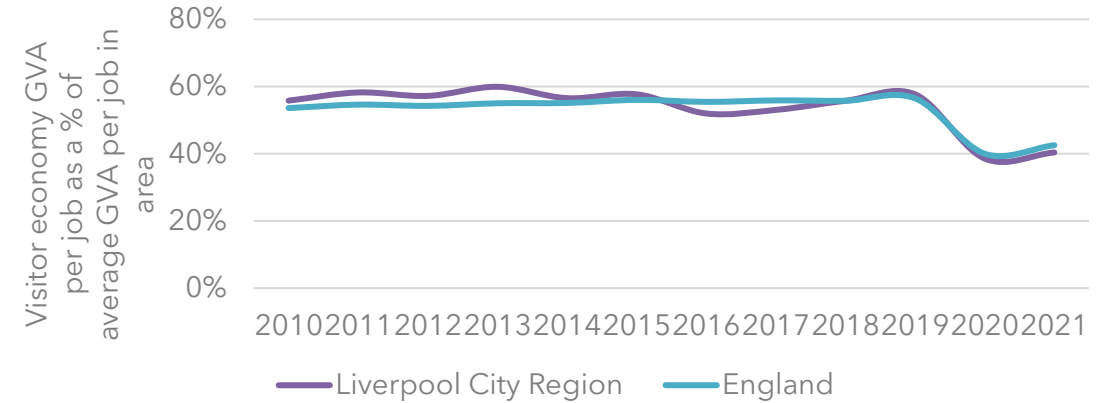
Visitor economy productivity, 2021

# Visitor economy productivity

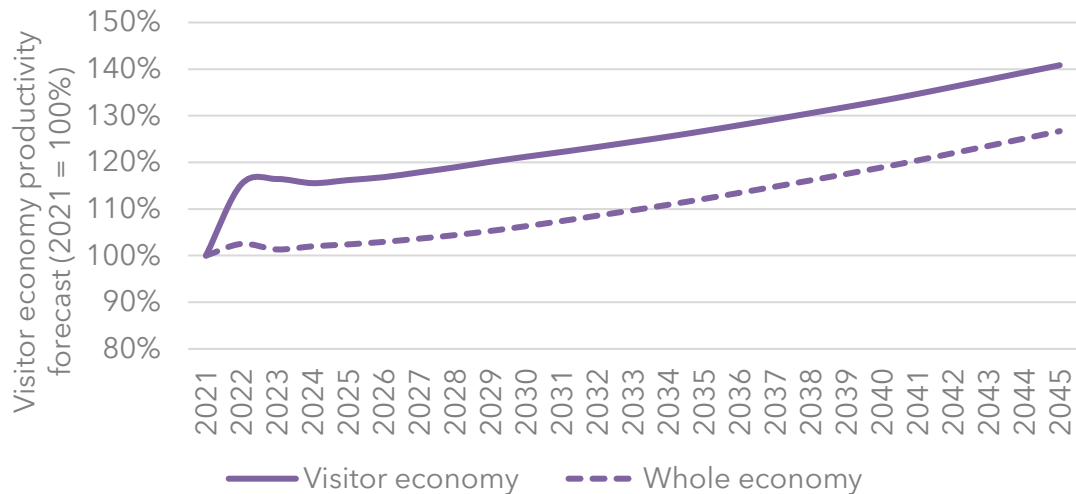
Visitor economy productivity in LCR, 2010 - 2021



Visitor economy productivity as a proportion of average productivity in area, 2010 - 2021



Forecast change in LCR visitor economy productivity, 2021 - 2045



Visitor economy GVA per job, 2021

