



**Aim 2: A business friendly city with accessible, responsive and integrated business services which encourage inward investment, growth and jobs with a healthy not for profit business sector**

| Priority              | Measure   | Targets  |              |               | Key actions for 2004/05 |   |
|-----------------------|---|--|--------------|---------------|-------------------------|---|
|                       |   | 04/05  | 05/06        | 06/07         |                         |   |
| <b>AED John Kelly</b> |   |  |              |               |                         |   |
| 2.1                   | Drive the urban renaissance of the city centre with Liverpool Vision and other partners   | RPR0015 – value of retail trade in the city centre   | £2.2bn       | £2.3bn        | £2.4bn                  | <ul style="list-style-type: none"> <li>Ensure effective project management of the Paradise Street development area (PSDA)</li> <li>Deliver City Centre North phase one: Renshaw St and Berry St; widening of Byrom St, works in Hunter St and traffic lights in Leeds St; introduce 2-way in Leeds St and experimental closure at Hatton Garden.</li> <li>Public Realm: complete Packages X and Y including the Hope St. environmental improvements</li> <li>Pier Head environmental renaissance phase one to support the cruise liner facility</li> <li>Incorporate the Liverpool Business Improvement District Company, produce the business plan and deliver a programme of activities (environment, safety, marketing and events)</li> <li>Support The Mersey Partnership (TMP) to deliver projects within the Merseyside Waterfront Regional Park</li> </ul> |
|                       |   | RPR0018 – jobs created / safeguarded in city centre  | 797          | 984           | 1591                    |   |
|                       |   | RPR0019 – floor space created or refurbished in city centre (sq m)                               | 23,000       | 30,000        | 37,000                  |   |
|                       |   | RPR0020 – private investment generated in city centre  | £232m        | £337m         | £1,226m                 |   |
| <b>AED Cath Green</b> |   |  |              |               |                         |   |
| 2.2                   | Create the sites, premises, infrastructure and other pre-conditions for investment within the strategic investment areas (SIAs) through work with the Liverpool Land Development Company (LLDC) | SIG0001 – hectares of land (assembled, reclaimed, disposed)                                      | 31           | 62            | 31                      | <ul style="list-style-type: none"> <li>Implement key projects in each of the four strategic investment areas (excluding the city centre):</li> <li><b>Speke / Halewood:</b><br/>National Bio-manufacturing Centre<br/>John Lennon Airport phase 3</li> <li><b>Atlantic Gateway:</b><br/>Wellington Employment Park – infrastructure<br/>Wellington Employment Park – development</li> <li><b>Eastern Approaches:</b><br/>Edge Lane road improvements<br/>Liverpool Digital</li> <li><b>Approach 580:</b><br/>Stonebridge Park<br/>Aintree Industrial Estate</li> </ul>  |
|                       |   | SIG0002 – public & private sector investment secured (development investment and grant received) | £43m         | £65m          | £42m                    |   |
|                       |   | SIG0003 – floorspace created (new build and refurbished)   | 75,000 Sq. m | 150,000 Sq. m | 75,000 Sq. m            |   |
|                       |   | SIG0006 – kilometres of transport routes to development sites improved                           | 5km          | 10km          | 5km                     |   |

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| <b>AED John Kelly</b> |   |  |                 |                    |                         |  |
| 2.3                   | To increase Liverpool's employment rate overall and to close the gap with the national average  | LPSA4a – reduce the gap between the Liverpool unemployment rates compared to the GB rates  | 2 X GB rate     | 1.99 X GB rate     | 1.98 X GB rate          | <ul style="list-style-type: none"> <li>Work with Government and local partners on the development of a full employment plan (and appropriate indicators) for the city to support the LPG Employment Partnership annual business plan and the objectives of the local and national public service agreement targets for employment.</li> <li>Finalise the Liverpool neighbourhood renewal strategy (LNRS) and related delivery plans including the LNRS skills and knowledge programme to support action by partners to achieve the neighbourhood renewal strategy (NRS) floor targets.</li> <li>Review LNRS Cluster strategies and neighbourhood action plans and develop delivery plans.</li> <li>Further develop the Employment Diversity Project to increase the representation of the city's Black and other racial minority communities in its labour market</li> </ul> |
|                       |   | RPD0012 - reduce the difference between the lowest quintile and highest quintile ward rates across the city                                  | 4 X lowest rate | 3.95 X lowest rate | 3.9 X lowest rate       |  |
|                       |   |  |                 |                    |                         |  |
| <b>AED Cath Green</b> |   |  |                 |                    |                         |  |
| 2.4                   | To become the most business friendly city in the UK offering top quality business support services and improve Liverpool's position nationally and internationally as a competitive investment location to stimulate new jobs | LBC0011 – overall ranking (out of 7) of the Liverpool region in the annual The Merseyside Partnership (TMP) 'investment likelihood' survey   | 4               | 3                  | 2                       | <ul style="list-style-type: none"> <li>Relaunch the Liverpool Business Centre as a joint venture company</li> <li>Implement the business friendliness action plan</li> <li>Conduct further sectoral research with TMP and develop further specialist 'knowledge' pools.</li> </ul>   |
|                       |   | LBC0014 – % of investment related business enquiries generating significant support from LBC that result in investment projects in Liverpool | 40%             | 45%                | 50%                     |  |
|                       |   | LBC0002 – number of new jobs created through LBC intervention  | 775             | 800                | 825                     |  |





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|                       |  | 04/05  | 05/06 | 06/07 |                         |   |
| <b>Maggie Barr</b>    |  |  |       |       |                         |   |
| 2.5                   | Establish a Culture Company to run themed years and prepare to become European Capital of Culture 2008 | City of Liverpool residents' satisfaction with cultural activities in the run up to 2008               | TBC   | 70%   | 80%                     | <ul style="list-style-type: none"> <li>Establish the vehicle to deliver the Capital of Culture, including recruitment of the team and introduction of structures to manage the organisation</li> <li>Develop the capacity to deliver world class events in 2008 by introducing a themed year programme</li> <li>Develop key internal / external partnerships to deliver the themed year programme</li> <li>Implement the creative communities programme and evaluate the impact and success of the programmes</li> <li>Deliver a themed action programme that meets with the creative objectives of the education partners</li> <li>Create a culture that will enable a co-ordinated tourism offer. Work with partners to establish the 'Visit Liverpool' concept</li> <li>Review and evaluate the current events programme. Implement a new themed events programme</li> <li>Create and implement a new 'Culture' brand that has synergy with the city brand and the wider region</li> <li>Develop a commercial plan that generates private sector investment into the Capital of Culture company</li> </ul> |
|                       | Percentage of culture company's original base budget secured from private sector                       | 5%   | 10%   | 20%   |                         |   |
| <b>AED Cath Green</b> |  |  |       |       |                         |   |
| 2.6                   | Promote the growth of a thriving social economy within the city through support to Liverpool Plus      | LBC0015 - number of existing LCC services transferred annually to social businesses via Liverpool Plus | 1     | 2     | 2                       | <ul style="list-style-type: none"> <li>The transfer of one service already identified to a host social enterprise via Liverpool Plus</li> <li>Identify and investigate two further services for transfer to a host social enterprise for implementation during 2005/06</li> <li>Develop the capacity of the social economy through support to Liverpool Plus</li> <li>Work with the Furniture Resource Centre and Liverpool Plus to consider the service provision of public conveniences via a social host</li> <li>Establish an 'added value' business case for Bulky Bobs bulky waste service to include a number of 'placements' that progress to full-time employment / further education and specifying the level of collected goods to be recycled</li> <li>Work with the social economy providers of the council's recycling service to establish multi-material collections in their area of operation and develop performance monitoring arrangements</li> </ul>  |