

Promoting Investment and Economic Development: The Future of Liverpool

23rd September 2010, Marriott Hotel, Liverpool



Liverpool has just been announced as one of the first areas to experience the roll out of the Big Society. This will initially have a focus on culture with a pilot scheme seeing volunteers from across the city deployed to extend the opening hours of the city's museums.

Liverpool faces challenges ahead; with public sector cuts looming there is an even greater need to look to the opportunities the private sector can provide and to seek to draw private sector investment into the city and wider sub-region.

This conference examines how the city region can build on its strengths to attract inward investment and build economic resilience through attracting a greater number of private sector jobs. It will examine the potential of new industries such as renewable technologies and will look at the impact of major projects on Liverpool's regeneration. It will look at the potential of new governance structures such as Local Enterprise Partnerships and the opportunities the Big Society initiative provides.

Your chance to hear from a leading line-up including:

Max Steinberg Chief Executive **Liverpool Vision**

Chris Webber Senior Analyst **Centre for Cities**

Dave Moorcroft Director of Economic Development **The Mersey Partnership**

Alan Stilwell Director of Integrated Transport **Merseytravel**

Peter Nears Strategic Planning Director **The Peel Group**

Andrew Carter Director of Research & Policy **Centre for Cities**

Councillor Joe Anderson Leader **Liverpool City Council** and Leader **Liverpool City Region Partnership**

Gary Iddon General Manager, Liverpool **Virgin Trains**

Julian Dobson Editorial Director **New Start Magazine**

Jack Stopforth Chief Executive Officer **Liverpool Chamber of Commerce**

Chairman: **Neil Scales OBE** Chief Executive and Director General **Merseytravel**

Endorsers:



Organised by:



Who should attend?

- Local authorities on Merseyside: planning, transport, housing and city development departments
- Merseytravel
- North West Regional Development Agency and North West Regional Leaders Board
- Transport infrastructure companies
- DCLG, Department for Transport, HM Treasury, and Government Office for the North West
- Learning and Skills Councils on Merseyside
- Liverpool Culture Company
- Liverpool Vision, Mersey Partnership and Liverpool Commercial District Partnership
- House builders
- Landowners
- Developers and project management companies
- Planning and transport lawyers and parliamentary agents
- Environmental and other pressure groups
- CBI North West and Liverpool Chambers of Commerce
- Transport operators within the region
- Housing Corporation and English Partnerships
- Transport and land use planning consultants
- Academics

Benefits of attending:

The seminar will cover the following:

- The opportunities localism and the Big Society provides for cities such as Liverpool
- The regeneration of Liverpool city centre and the impact of public sector funding cuts
- Private sector cities – the new opportunities
- Regenerating Liverpool beyond the city centre
- Benchmarking the regional rail network and delivering local benefits
- Moving from Regional Development Agencies to Local Enterprise Partnerships
- The future for the Liverpool City Region – boosting social innovation and ensuring the regeneration continues despite the change in economic conditions

Sponsor



Merseytravel is the operating name of the Merseyside Integrated Transport Authority and Executive.

Merseytravel co-ordinates public transport through partnership initiatives, with the aim of delivering a fully integrated and environmentally friendly public transport network that is accessible to all.

Merseytravel owns and operates the famous Mersey Ferries and the Mersey Tunnels, providing cross river links 365 days a year.

Merseytravel contributes more than £34 million a year to the region's tourism economy and supports the equivalent of 742 full-time jobs through its waterfront and river based attractions, the Mersey Ferries, Beatles Story, Spaceport and U-boat Story.

The Mersey Ferries and the associated tourist attractions welcomed 343,000 tourists last year with 16 per cent visiting from overseas.

For details of all upcoming conferences visit: www.thewaterfront.co.uk

Programme

08:45 Registration and coffee

09:30 Chairman's opening remarks
Neil Scales OBE Chief Executive and Director
General **Merseytravel**

Section 1 – Decentralisation and future governance structures

09:45 **Keynote address**
The opportunities decentralisation and the move to Local Enterprise Partnerships provides for the Liverpool City Region
Councillor Joe Anderson Leader **Liverpool City Council** and Leader **Liverpool City Region Partnership**

10:05 Questions and discussion

10:15 Developing Future North West and managing the transition
Dave Harrison Head of Partnerships **Northwest Regional Development Agency** (Invited)

10:35 The priorities for a Merseyside Local Enterprise Partnership
Jack Stopforth Chief Executive Officer **Liverpool Chamber of Commerce**

10:55 Questions and discussion

11:00 Morning coffee

Section 2 – The impact of spending cuts and attracting private sector investment

11:20 Private sector cities – the new opportunities
Chris Webber Senior Analyst **Centre for Cities**

11:40 Developing an economic strategy for the Liverpool City Region and increasing inward investment by the private sector
Dave Moorcroft Director of Economic Development **The Mersey Partnership**

12:00 Questions and discussion

12:20 Lunch

Section 3 – The impact of major projects on Liverpool's regeneration

13:20 Benchmarking the regional rail network and delivering local benefits
Alan Stilwell Director of Integrated Transport **Merseytravel**

13:40 The impact of Liverpool SuperPort
Peter Nears Strategic Planning Director **The Peel Group**

14:00 Regenerating Liverpool beyond the city centre
Max Steinberg Chief Executive **Liverpool Vision**

14:20 The benefits of a faster West Coast Main Line for Liverpool and the surrounding area
Gary Iddon General Manager, Liverpool **Virgin Trains**

14:40 Questions and discussion

15:00 Afternoon tea

Section 4 – The future for the Liverpool sub-region

15:20 **Panel discussion**
The future for the Liverpool City Region, boosting social innovation and ensuring the regeneration continues despite the change in economic conditions

- The need for regeneration which is not just dependent on the good times
- Ensuring regeneration spreads beyond the city centre
- Where does the Liverpool City Region need to focus its efforts?
- What can Local Enterprise Partnerships deliver for the Liverpool City Region?
- Gaining maximum benefit from the Big Society initiative

Andrew Carter Director of Research & Policy **Centre for Cities**
Max Steinberg Chief Executive **Liverpool Vision**
Julian Dobson Editorial Director **New Start Magazine**

16:20 Chairman's closing remarks

16:30 Close of conference

Book Now! www.thewaterfront.co.uk

Registration Form

Promoting Investment and Economic Development: The Future of Liverpool
23rd September 2010, Marriott Hotel, Liverpool

Delegate Details Please complete in BLOCK CAPITALS

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Booking Contact	Position
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Delegate Fees

- Standard conference fee**
£399 + VAT = £468.83
- Public sector**
£299 + VAT = £351.33
- Charities**
£199 + VAT = £233.83

Delegate fees include:

- Lunch and refreshments
- PowerPoint slides

How to Register

Online: www.thewaterfront.co.uk
Fax: +44 (0)20 7787 1211
Post: Waterfront Conference Company
130-132 Tooley Street, London SE1 2TU

Sponsorship Options

There are a number of opportunities available to raise your company's profile through this event, including:

- Exhibition stand
- Hosting of a refreshment break, lunch or dinner
- Insertion into delegate packs

For more information on these and other packages, please contact the Marketing Manager on +44 (0)20 7787 1210.

Can't make it?

Purchase a set of conference PowerPoint slides
(sent after the conference)

£99 + VAT = £116.33

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Cancellations and substitutions: If for any reason you are unable to attend, cancellations received in writing by 9th September 2010 will be entitled to a full refund less 10% of the invoice total. There will be no refunds for cancellations after this date, for whatever reason, and any outstanding invoices must be paid in full. Substitutions can be made at any time at no additional cost.