



Welcome to the first Liverpool Vision enewsletter. We are the city's strategic economic development company, providing leadership to establish a vision for Liverpool's economy and promote the city. Our enewsletters will inform you about some of the projects we are working on to help make this happen.

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### **LIVERPOOL VISION BUSINESS PLAN**

The plan sets out how Liverpool Vision will work towards delivering more rapid and more sustainable economic growth working with public and private sector partners. [The main elements are to drive a programme of economic growth activities built around the key priorities for Liverpool.](#)

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### **LIVERPOOL IS DEFYING THE DOWNTURN**

Liverpool Vision's attempts to fight back against the worst effects of the recession have received top-level coverage on national radio. The 'PM' programme on BBC Radio 4 reported (27/5/09) how the city is coping in the downturn. [Listen to the report on BBC iplayer.](#)

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### **NEW CREDIT CRUNCH BUSINESS SUPPORT PROGRAMME**

Designed to provide practical support to businesses during the economic downturn, [the new programme offers advice ranging from cash management through to business turnaround.](#) The support can safeguard jobs for Liverpool companies. The assistance will be free of charge.

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### **LIVERPOOL STILL RATED HIGHLY AS BUSINESS DESTINATION**

Liverpool's already high rating as a business destination has improved further, according to the latest independent survey of city businesses. The [Foundations for Growth survey 2009](#) found that 69 per cent of the 850 companies who responded when asked to rate Liverpool as a place in which to do business gave the city 4 or 5 out of 5 against a number of key factors.

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### **LIVERPOOL'S HIDDEN GEM IS OPENED TO THE PUBLIC**

The recently completed scheme opens the [Lutyens Crypt to the public as a visitor attraction, conference and exhibition space and improves pedestrian access.](#) Supported by Liverpool Vision the Archdiocese obtained funding from the North West Development Agency and Europe towards the £3.6m cost.

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### **LIVERPOOL CITY BRAND LAUNCH**

Liverpool unveiled its new brand as part of a long term vision for the city. It has been developed by Liverpool Vision, to ensure a strong and consistent image to promote the city to the world, whilst capitalising on its successful year as European Capital of Culture. Underpinning the brand are the results of extensive market research to understand what makes Liverpool unique and what values are associated with the city.

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## SHANGHAI WORLD EXPO 2010: ONE YEAR TO GO

Probably one of the biggest building sites in the world - and there's exactly one year to transform it into a global event of truly immense proportions. [Liverpool is set to be the only regional city in the UK to have a dedicated presence](#). Over the coming months we will be working hard to make our mark and to use this opportunity to build links with cities across the world.

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For more Liverpool Vision news stories and to view our documents, visit [www.liverpoolvision.co.uk](http://www.liverpoolvision.co.uk)

Kind regards  
Liverpool Vision

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