

**21.6%**

predicted house price rise within the next 5 years

**£5.5b**

of future investment over the next 5 years

**£3.8m**

in tourism added to economy each year

**7m**

people residing within an hour of the city



**2nd**

largest regional economy worth £121 billion

WHY INVEST IN

# LIVERPOOL

Liverpool is considered one of the UK's leading business destinations due to its global links and exceptional economic growth.

At the centre of the UK's second largest regional **economy which is worth more than £121 billion**, Liverpool is home to over 252,000 businesses and benefits from stellar connections with global markets and large multinational corporations. After London, Liverpool is the number one recipient of direct foreign investment in the UK with more than 3,000 businesses choosing the city as the base of their operations.

Liverpool city offers the whole package; access to an enormous job market with almost **7 million people** residing within an hour of the city, and a talented pool of over **66,000 students** from Liverpool's world-class universities.

In recent years Liverpool has faced a chronic shortage of housing, particularly with students and young working professionals. Over 80% of students are not offered university accommodation which fuels a demand for high quality rental property.

## OTHER INVESTMENT PROJECTS INCLUDE:

PROJECT PADDINGTON  
*Over £1 billion*

HEALTH CAMPUS,  
KNOWLEDGE QUARTER  
*£500 million*

NEW CHINATOWN  
*£200 million*

PROJECT JENNIFER  
*£150 million*

With a strong student population of over 60,000 and house prices predicted to grow by **21.6% over the next 5 years**, investors and landlords will benefit from great occupancy rates and high rental yields year-on-year.

HIGH YIELDS

PART OF THE  
NORTHERN  
POWERHOUSE VISION

HIGH RENTAL DEMAND

DESTINED FOR FUTURE  
GROWTH

FANTASTIC  
TRANSPORT LINKS

The economy of Liverpool is one of the largest and fastest growing in the UK according to government data, with a recorded **39% increase in output over the last decade**.

Liverpool is the 6th most visited city in the UK and tourism generates around **£3.8 billion to the economy a year**. Huge developments such as the Echo Arena and Liverpool One have lifted Liverpool into the top five retail destinations in the UK and ongoing plans to redevelop the city's northern dock system (Liverpool Waters) will see £5.5 billion invested into the city over the next 50 years. This will create over 17,000 jobs and pave the way for future investment opportunities.