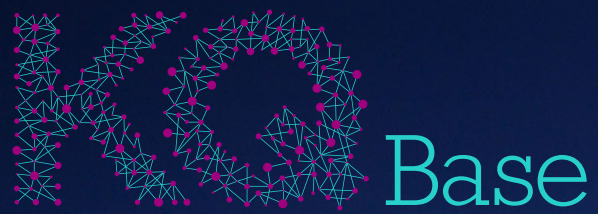


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Helping you land softly in  
Liverpool's Knowledge Quarter





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Liverpool's Knowledge Quarter

If you have international aspirations for your business but feel like the risks simply outweigh the rewards, then look no further.

KQ Base is a bespoke, Liverpool-based, soft landing programme that has been created with global businesses at its heart.

If you're an SME, a Blue Chip or somewhere in between, working in the Health, Education, Science or Tech sectors, and are looking to branch out your business to the UK market for the first time, KQ Base will provide you with the support you need to make those life-altering first steps a reality.

In simple terms, this means you can get the full KQ Liverpool experience and immerse yourself into the fabric of our amazing city without worrying about the 'what ifs' along the way.

KQ Base  
– a bespoke  
soft landing  
programme created  
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its heart.

## Why Liverpool?

The world is currently in a state of change, but Liverpool and the City Region are well positioned to adapt quickly and push forward with positivity into the future.

Liverpool is the UK's fifth largest city with a city region population of 1.52m and a global reputation for business, culture, people and knowledge. With 5% growth and productivity, well above the national average, Liverpool has transformed itself into a world-class visitor and business destination.

Fuelled by culture and powered by knowledge, Liverpool's innovation-led strategy includes an unprecedented £1.4bn plan to help boost the UK's post-Covid recovery and preparations for a post-Brexit economy.

Liverpool City Region's talent base is its biggest asset, with in excess of 6 million people living within a 1-hour commute and with competitive salaries and office markets, a high-quality affordable housing offer, coastal living and great choice of well performing schools, it is also a cost effective solution for any business looking to move to the UK.

Liverpool – a  
global reputation  
for business,  
culture, people and  
knowledge.





**A world –  
leading  
innovation  
district.**

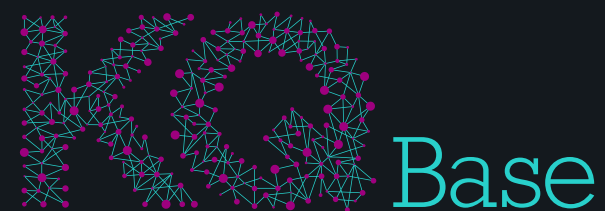
## What is KQ Liverpool?

KQ Liverpool is a world-leading innovation district, spanning more than half of Liverpool City Centre, and is home to some of the world's most influential players in science, health, technology, education, music and the creative and performing arts.

KQ Liverpool links up like-minded cultural and commercial organisations, academics, clinicians and scientists, to promote the world-class innovation that exists within our city region.

You would be at the heart of Liverpool's knowledge community, with links to leading institutions, such as the University of Liverpool, Liverpool John Moores University, Liverpool School of Tropical Medicine, the Liverpool University Hospitals NHS Foundation Trust, Clatterbridge Cancer Centre and a whole host of businesses that are currently located within Liverpool Science Park, Sensor City, Accelerator and Paddington Village.

What's more, we can connect you with an unrivalled talent pool of 70,000 students through KQ Liverpool's university partners.



## What's included?

**We are so confident that you will fall head-over-heels in love with this fantastic city region, that we are willing to take on some of the risk for you.**

**Your first six months' rent covered and a tailor-made business support package.**

In addition to finding you the perfect home in one of our high specification laboratories or office spaces at [Liverpool Science Park](#) or [Sensor City](#), we will cover the rent for the first six months too.

And, if you take a space that is 900 sq ft or less, then we will help you apply for small business rates relief, meaning you will only need to pay the cost of any utilities and a service charge.\*




We will also tailor-make a full business support package, giving you access to some of Liverpool's top advisors free of charge.






In addition to the financial and business support we can offer you, there are also lots of other perks for you to enjoy during your time with us.

**Help with  
small business  
rates relief  
application.**

# KQ Base expert advisors

All incoming businesses will have access to a wide range of free business support, professional guidance and local knowledge, provided by the following KQ Base expert advisors:

Expert Advisors	Support Details		
<b>Active Profile</b> <i>Marketing support</i>  ACTIVE PROFILE	<b>Consultation:</b> A free, one hour meeting with a senior team member at Active Profile, to understand incoming business' marketing and communications requirements.	<b>Local knowledge:</b> Active Profile will provide incoming companies with an overview of the regional business, technology and investment communities.	<b>Introductions:</b> The Active Profile team will offer introductions and follow-ups to key contacts, where possible.
<b>Agent Academy</b> <i>Skills support</i>  	<b>Links to local talent:</b> The team at Agent Academy can support businesses relocating to Liverpool by offering direct links to local talent, through their industry-designed, real-world, practical approach.	<b>Recruitment:</b> The expert team will establish initiatives to enable incoming businesses to recruit a skilled workforce into promising digital, creative and tech careers across a range of sectors.	<b>Upskilling:</b> Agent Academy helps young people in the North West upskill and kick-start careers, to tackle some of the most complex skills challenges using their distinctive model.
<b>Agent Marketing</b> <i>Marketing support</i>  	<b>Agent Accelerator:</b> Via the ERDF New Markets 2 funded project, Agent Marketing will provide 12 hours of free marketing support through their Agent Accelerator programme.	<b>Marketing activity:</b> Support on offer includes strategic insight and campaign planning, creative design work, digital performance improvements and communications workshops.	<b>Local knowledge:</b> The team will be able to provide some initial advice and guidance to companies that are new to the Liverpool City Region.
<b>DLA Piper</b> <i>Legal support</i>  	<b>Access to training events and online resources:</b> Access to upcoming and recorded workshops, seminars and webinars. Training topics include UK Employment Law, Effective Supply Chain and European Technology Index 2020.	<b>Legal start-up pack:</b> A free pack of documents for early stage tech start-up companies, including a step-by-step guide to setting up a company in the UK, a non-disclosure agreement and various legal checklists.	<b>Consultation:</b> A free, one hour consultation on legal matters with the right lawyer(s) who have the relevant expertise to answer their queries.

Support Partner	Support Details		
<b>Growth Platform</b> <i>Business support</i>  	<b>Dedicated Account Manager:</b> To support an incoming company, linking them in with public sector support and providing bespoke business development services.	<b>Funding and operational support:</b> Help to identify funding sources through grants or loans, plus skills and training support, recruitment help and business introductions.	<b>Local knowledge:</b> A bespoke overview of the business benefits and advantages of setting up an operation here in Liverpool City Region, plus introductions to potential partners.
<b>Local Growth Hub</b> <i>Business support</i>  	<b>Leadership programmes:</b> Access to local leadership programmes including Sustain, SME Leaders Programme, Mentoring for Growth Programme and Growth Catalyst.	<b>Business support programmes:</b> Access to business scale-up programmes including Gather, Enterprise Hub, Made Smarter, Clean Growth UK and Virgin StartUp.	<b>Regional development and funding programmes:</b> Including Creative Enterprise Business Planning Support, Business Resilience Support for SMEs and Liverpool City Region Health Matters.
<b>Downtown In Business</b> <i>Business support</i>  	<b>Business support:</b> 12 hours of free business support (via ERDF funding), plus a 6 month membership of DIB Liverpool, including access to their Liverpool events calendar.	<b>Brand awareness:</b> Inclusion in a DIB newsletter, content marketing through a Downtown Discusses Video and a feature in the ERDF section of the DIB monthly e-magazine.	<b>Introductions:</b> 2 key facilitated introductions and access to 1 cross region DIB event.
<b>RSM UK Tax and Accounting Limited</b> <i>Financial support</i>  	<b>Strategy Consultation:</b> Exclusive access to a free, interactive workshop which will take a detailed look at a business' aspirations and performance, and assess its current position, whilst combining this with scenario planning with RSM experts.	<b>Business advisory hub:</b> Quarterly on-site advisory hub providing customers with insight and guidance on a wide range of funding and corporate finance topics that can help their business.	<b>Building business value:</b> RSM have a long and proud history of supporting businesses at various stages of their journey, by providing proactive, innovative solutions to compliance and business advisory requirements.
<b>Western Union</b> <i>Financial support</i>  	<b>Zero transaction fees:</b> Zero transaction fees for any payment transaction booked that involves a currency conversion.	<b>Fee-free* international payments software:</b> Access to WU® EDGE, which gives organisations a simple overview of their transactions and seamless accounting system integration.	<b>Free meeting:</b> For businesses with more sizeable demands or a more frequent requirement, Western Union Business Solutions will offer a free meeting with a regional business manager to discuss specific requirements directly.



## Liverpool - a city of opportunity

Liverpool is a city of opportunity, empowered by its global connectivity, world-class knowledge assets and thriving innovation district.

At KQ Liverpool, we never accept the norm. We are changemakers, always looking to positively disrupt the market and drive sustainable inclusive growth, through partnership and collaboration.

Choosing to locate in KQ Liverpool, alongside some of the world's most influential players in science, health, technology, culture and education, will allow you to scale at pace, take advantage of the business and financial support provided and immerse your business in our collaborative environment.

Through KQ Base, we will help you to establish a strong business base in Liverpool (UK) and by taking advantage of our financial incentives and expert advisory partner support, many of the relocation unknowns will be alleviated.



## Want to know more? Then get in touch!

To express your interest or find out more about how the KQ Base programme can work for your business, please visit [www.kqliverpool.co.uk/kq-base](http://www.kqliverpool.co.uk/kq-base)

Or contact [hello@kqliverpool.co.uk](mailto:hello@kqliverpool.co.uk)

Follow us:  [@KQLiverpool](https://twitter.com/KQLiverpool)



\*Each of the spaces within the programme have a gateway/community criteria that must be met, and certain exclusions apply. Full T&Cs can be provided upon request.