



LIVERPOOL  
CITY REGION  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION



**European Union**  
European Regional  
Development Fund

Liverpool City Region Combined Authority

# Eligibility Guidance for Projects

Urban Development Fund

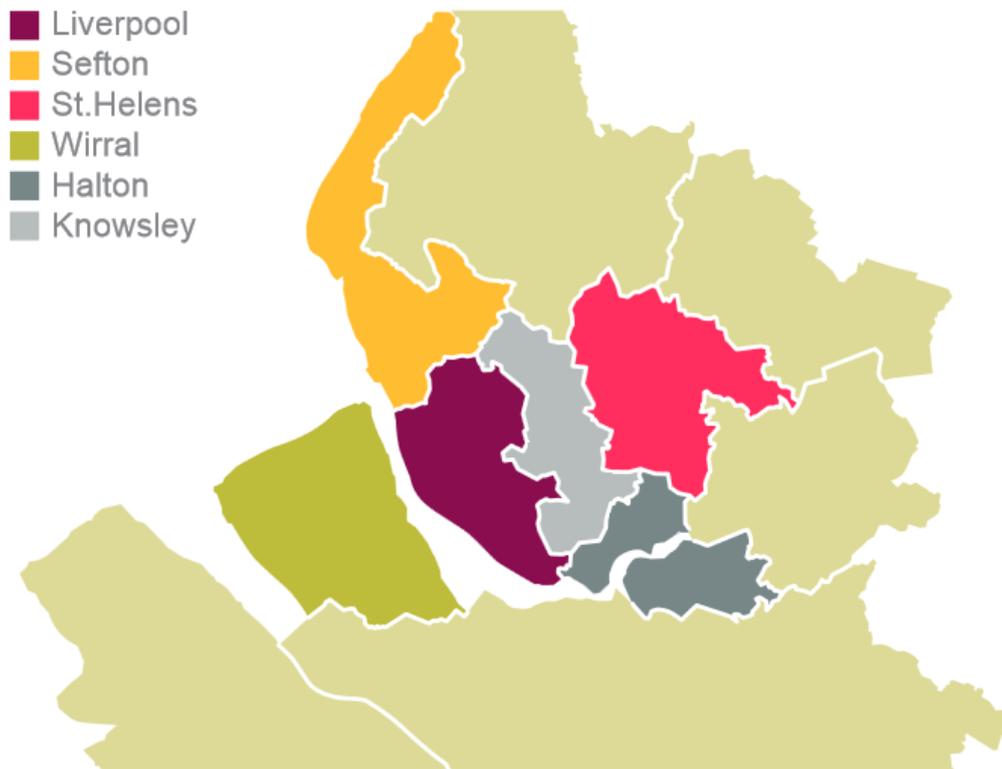
Liverpool City Region Combined Authority  
5 February 2020

## 1. The LCR Urban Development Fund

- 1.1. The LCR Urban Development Fund (LCR UDF) comprises £25m of European Regional Development Fund (ERDF) funding from the Ministry of Housing, Communities and Local Government (MHCLG), a £1.4m contribution from the Combined Authority (CA) and match funding on a project-by-project basis.
- 1.2. The Fund is established under the 2014-2020 ERDF England Operational Programme<sup>1</sup>, which sets out the strategy for smart, sustainable and inclusive growth and the achievement of economic, social and territorial cohesion. The UDF, building on key functional economic areas supports three priority axes (PA):
  - Priority Axis 1: “Research and Innovation” - £5m;
  - Priority Axis 3: “SMEs Competitiveness” - £10m and,
  - Priority Axis 4: “Transition to Low Carbon Economy (Energy)” - £10m.
- 1.3. PA1 and PA3 overlap with certain of the SIF and EU ESIF themes. Nevertheless, we expect this UDF to unlock investment opportunities mainly in the Digital, Createch and Artificial Intelligence; Advanced Manufacturing; Health and Life Sciences and, Maritime and Logistics. Prioritising interventions in, but not limited to:
  - Delivery of the AI and data driven economy initiatives;
  - Createch sector development;
  - Develop innovation support and adoption programmes;
  - Facilitate expansion of current and future areas of competitive advantage;
  - Support research in areas of competitive advantage;
  - Support interventions to capitalise on emerging trends and technologies throughout the supply chain and,
  - Create platforms for sector and cross-sector growth.
- 1.4. Although specific to Low Carbon initiatives, PA4 is expected to be invested alongside both PA1 and PA3 as well as other funding sources from the CA. This approach will ensure that every intervention made will be compliant to a minimum BREEAM ‘Very Good’ for refurbishments, and BREEAM ‘Excellent’ for new build. In addition, it will support demand-led provision of capital equipment, promoting the development of cross-sectoral, cross-technological capabilities. It will also complement the strategic approach to low carbon initiatives by integrating investment and resource efficiency into all the sector investment priorities.
- 1.5. Details of eligibility criteria for each priority axis are provided in sections 3 to 5.
- 1.6. The UDF will invest its resources across the City Region in the highlighted areas:

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<sup>1</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/825676/190121-European\\_Regional\\_Development\\_Fund\\_OP\\_edited-P.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/825676/190121-European_Regional_Development_Fund_OP_edited-P.pdf)



1.7. Intervention rates:

- Halton: Up to 50% of eligible costs.
- Liverpool, St Helens, Wirral, Knowsley, and Sefton: Up to 60% of eligible costs.

Please refer to the Capital Eligibility Rules [here](#) to calculate the eligible costs.

1.8. Funding Allocation per Local Authority:

- Halton: 10% of the total investable funding (c. £2.5m).
- Liverpool, St Helens, Wirral, Knowsley, and Sefton: 90% of total investable funding (c. £22.5m). No specific limits within them.

## 2. Who can Apply for Funding?

- 2.1. General eligibility criteria can be found [here](#).
- 2.2. All non-public sector applicants applying for ERDF funding will be subject to a financial due diligence assessment. This assessment tests that financial health of the applicant organisation, its on-going sustainability, its ability to manage the cash flow requirements of ERDF funding, and its ability to repay ERDF funding if necessary.
- 2.3. The due diligence assessment will include an assessment of whether the undertaking is an undertaking in difficulty. Organisations identified as being undertakings in difficulty are ineligible for ERDF support and their application will be rejected, in accordance with Article 3.3(d) of the ERDF Regulation (EU) No 1301/2013.
  - 2.3.1. The definition under State Aid rules that should be used when assessing whether an undertaking constitutes an undertaking in difficulty is set out in the General Block Exemption Regulation (GBER), No 651/2014. Article 2 para 18:

*“‘undertaking in difficulty’ means an undertaking in respect of which at least one of the following circumstances occurs:*

- (a) In the case of a limited liability company (other than an SME that has been in existence for less than three years or, for the purposes of eligibility for risk finance aid, an SME within 7 years from its first commercial sale that qualifies for risk finance investments following due diligence by the selected financial intermediary), where more than half of its subscribed share capital has disappeared as a result of accumulated losses. This is the case when deduction of accumulated losses from reserves (and all other elements generally considered as part of the own funds of the company) leads to a negative cumulative amount that exceeds half of the subscribed share capital. For the purposes of this provision, ‘limited liability company’ refers in particular to the types of company mentioned in Annex I of Directive 2013/34/EU (1) and ‘share capital’ includes, where relevant, any share premium.*
- (b) In the case of a company where at least some members have unlimited liability for the debt of the company (other than an SME that has been in existence for less than three years or, for the purposes of eligibility for risk finance aid, an SME within 7 years from its first commercial sale that qualifies for risk finance investments following due diligence by the selected financial intermediary), where more than half of its capital as shown in the company accounts has disappeared as a result of accumulated losses. For the purposes of this provision, ‘a company where at least some members have unlimited liability for the debt of the company’ refers in particular to the types of company mentioned in Annex II of Directive 2013/34/EU.*
- (c) Where the undertaking is subject to collective insolvency proceedings or fulfils the criteria under its domestic law for being placed in collective insolvency proceedings at the request of its creditors.*
- (d) Where the undertaking has received rescue aid and has not yet reimbursed the loan or terminated the guarantee or has received restructuring aid and is still subject to a restructuring plan.*
- (e) In the case of an undertaking that is not an SME, where, for the past two years:*
  - (1) the undertaking's book debt to equity ratio has been greater than 7,5 and*
  - (2) the undertaking's EBITDA interest coverage ratio has been below 1,0.”*

**N.B. All parts of the test must be applied (as appropriate) in order to determine whether an organisation is an undertaking in difficulty.**

### 3. Priority Axis 1: “Research and Innovation” - £5m

3.1. **PA1(a):** Enhancing Research and Innovation (R&I) infrastructure and capacities to develop R&I excellence, and promoting centres of competence, in particular those of European interest.

#### 3.2. Who Can Apply?

This route is not limited by type of organisation or size of company when considering investments.

3.3. Actions to be supported under this investment priority:

- Specialist infrastructure/facilities/centres linked to smart specialisation including enhancements to science parks, and to improve access to these facilities through digital and physical links;
- Investment in the development and upgrading of innovation space, with capability to serve as a platform or host for innovation and innovative relationships;
- Improved incubation space to enable research and development and innovation (R&D&I);
- Shared use research laboratories and facilities, particularly targeted at the ‘Eight Great Technologies’<sup>2</sup> as set out in ‘Smart Specialisation in England’;
- Development of enterprise, innovation and technology hubs and centres of excellence, in line with the approach set out in “Smart Specialisation in England”, and
- Development and upgrading of appropriate test facilities and deployment infrastructure.

In all cases, actions will include provision of appropriate equipment.

3.4. Projects selected for investment in this priority axis will fit with ‘Smart Specialisation in England’. Locally specific or niche specialisms may be funded provided they are supported by a strong evidence base, do not unnecessarily duplicate similar activity elsewhere, and a justification that the proposed level of intervention will have sufficient scale to deliver the impact needed. Smart Specialisation is imbedded in the LCR local ESI Funds strategy<sup>3</sup>.

3.5. The portfolio priorities from the LCR ESIF Strategy 2014-2020 are:

- The Blue/Green Economy;
- The Business Economy;
- The Innovation Economy;
- The Inclusive Economy, and
- Place and Connectivity.

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<sup>2</sup> ‘Eight Great Technologies’ as set out in Smart Specialisation in England: Advanced Materials; Energy Storage; Big Data; Satellites; Robotics and Autonomous Systems; Synthetic Biology; Regenerative Medicine, and Agri-Science.

<sup>3</sup> <https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/EU-STRUCTURAL-AND-INVESTMENT-FUNDS-STRATEGY-2014-2020.pdf>

- 3.6. The above builds upon the LCR Innovation Plan's 'Smart Specialisation' priorities:
- 'Big Science';
  - Life Sciences, Healthcare and Bio-Medical;
  - High-Value Manufacturing and Advanced Materials;
  - Green and Blue Economy Technologies, and
  - The Creative and Digital Sector.

3.7. **Examples of Eligible Investments:**

- <https://mspl.co.uk/campuses/citylabs/citylabs-20/>
- <https://www.placenorthwest.co.uk/news/bruntwood-eyes-2020-completion-for-didsbury-technology-park/>
- <https://biocity.co.uk/locations/alderley-park/>
- <https://www.sensorcity.co.uk/>
- <https://www.lancaster.ac.uk/health-innovation/about-us/>

## 4. Priority Axis 3: “SMEs Competitiveness” - £10m

4.1. **PA3(c):** Supporting the creation and the extension of advanced capacities for products, services, and development.

### 4.2. **Who Can Apply?**

Activities target domestic and foreign-owned SMEs, including social enterprises.

4.3. Specific objective: Increase growth capacity of SMEs.

4.4. Actions to be supported under this investment priority:

- Ensuring SMEs have access to sufficient levels of finance to implement their growth plans, including appropriate capital investment for premises and equipment to help build capacity.
- Provision of land and premises for employment sites, including incubation space, managed workspace, or grow-on space. (There will need to be evidence of demand that is not met by existing supply. Support for incubator space will be provided only where it is combined with an effective programme of business support tailored to the growth needs of the target audience).

### 4.5. **Examples of Eligible Investments:**

- <http://www.baltic-creative.com/spaces/developments/61-65-norfolk-street/>
- <https://strawberryfieldshub.com/>
- <http://www.kingmoorpark.co.uk/uncategorized/open-day-for-major-enterprise-zone-development/>
- <https://www.legatowen.co.uk/property/phase-2-helix-business-park-newbridge-road-ellesmere-port/>

## 5. Priority Axis 4: “Transition to Low Carbon Economy (Energy)” - £10m

5.1. **PA4(b)**: Promoting energy efficiency and renewable energy use in enterprises.

### 5.2. Who Can Apply?

Main target group are SMEs, but there are no limitations for company size.

5.3. **Specific objective**: Increase energy efficiency in particular SMEs, including through the implementation of low carbon technologies.

5.4. Actions to be supported under this investment priority:

- Investing in energy efficiency measures, processes and renewable generation capacity to improve a business’ or environmental performance or its resilience to the impacts of climate change;
- Investing in measures to stimulate cost-effective deep renovations of buildings, including staged deep renovations;
- Supporting an increase in energy efficiency in enterprises including an emphasis on “whole place” especially through improving industrial processes, designing out waste, recovery of “waste” heat energy and Combined heat and power (CHP);
- Developing low carbon innovation in relation to energy efficiency within enterprises, including through technologies and engagement practices;
- Building retrofit and energy efficiency measures, especially whole building solutions to exemplify, and support the commercialisation of, next phase technologies which are near to market and low carbon construction techniques to improve the energy efficiency of buildings.

5.5. As per regulation (EU) No 1301/2013 of the European Parliament and of the Council of 17 December 2013, Article 3, ERDF funding shall not support:

(a) The decommissioning or the construction of nuclear power stations, and

(b) Investment to achieve reduction of greenhouse gas emissions from activities listed in [Annex I](#) to directive 2003/87/EC.

5.6. **Examples of Eligible Investments:**

- <https://www.placenorthwest.co.uk/news/ground-broken-on-manchester-heat-network/>

## 6. Annexes

### 6.1. Annex 1: LCR LEP – ESIF Strategy 2014-2020 Portfolios

PORTFOLIO 1: THE BLUE/GREEN ECONOMY			
Portfolio Priorities		Indicative Strands	Indicative Initiatives
1	Blue/Green Energy	<ul style="list-style-type: none"> <li>Develop our marine energy potential moving from demonstration (tidal), through commercialisation (wave) into industrialisation (offshore wind)</li> <li>Develop and deliver energy performance of building stock, for example through design and upgrading, retro-fitting and demonstrators</li> <li>Support energy and resource efficiency in enterprises</li> <li>Development and deployment of 'whole place' Low Carbon solutions, including biomass, hydrogen and energy from waste; decentralised energy and heat networks; community energy schemes; micro generation; and smart energy and demand management concepts</li> </ul>	<ul style="list-style-type: none"> <li>LCR heat pipeline company</li> <li>SEAP project support</li> <li>Energy Performance Certificates target for all residential housing stock to achieve EPC 'C' rating</li> <li>LCR H2N project</li> <li>Indigenous biomass supply chain development</li> </ul>
2.	Blue/Green Sector and Supply Chain Development	<ul style="list-style-type: none"> <li>Develop and grow supply chains in the Low Carbon and Environmental Goods and Services (LCEGS), Logistics, Marine and Maritime sectors, including new business opportunities, stimulating market demand, support to diversify technologies and supply chain development</li> <li>Accelerate the demonstration, adoption, deployment and diversification of Low Carbon and resource efficient technologies and processes, including activities that support collaborative partnerships and knowledge transfer to encourage commercialisation and drive innovation</li> </ul>	<ul style="list-style-type: none"> <li>E-fit business support programme/ Eco-Innovation Marine Energy supply chain programme</li> <li>Business diversification support into Low Carbon sector</li> <li>Maritime and Logistics new markets programmes</li> </ul>
3.	Blue/Green Low Carbon Infrastructure	<ul style="list-style-type: none"> <li>Enabling activities to support targeted investment in economic infrastructure to exploit opportunities in the Low Carbon, Maritime and Logistics sectors</li> <li>Support green and blue infrastructure provision to harness the natural environmental assets of LCR, to underpin strategic capital developments, tackle constraints on growth and support climate change adaption/resilience</li> <li>Safeguard and future proof infrastructure to be resilient to the impacts of climate change</li> <li>Support economic development through strategic investment in flood and coastal risk management</li> <li>Support development of innovative, Low Carbon connectivity solutions, such as Low Carbon transport infrastructure technologies, modal shift, smart systems, port centric and population centric logistics and ICT applications</li> </ul>	<ul style="list-style-type: none"> <li>Marine Energy support infrastructure inc in-river terminals</li> <li>Biomass transport infrastructure</li> <li>LCR H2N and EVCI projects</li> <li>Ship2Shore Power project</li> <li>Mersey Barrage review</li> <li>Green Print for Growth</li> <li>Smart Grid development</li> <li>Freight and Modal shift Strategies</li> </ul>
4	Blue/Green Sustainable Mobility	<ul style="list-style-type: none"> <li>Support the development of active sustainable travel, intelligent and personalised travel technology and alternative transport fuels</li> <li>A resilient and efficient LCR local transport system that directly supports sustainable economic growth</li> </ul>	<ul style="list-style-type: none"> <li>Investment in active sustainable travel, including integrated green infrastructure</li> <li>Investments in new technologies to support sustainable urban mobility</li> <li>Alternative transport fuels</li> <li>Retrofitting of bus fleets</li> </ul>
5		Support for knowledge and skills development to enable local people to take employment opportunities in the Low Carbon, Marine, Maritime and Logistics sectors, based on the Low Carbon and SuperPort/logistics Skills for Growth Agreements, (focused on level 3 and above).	<ul style="list-style-type: none"> <li>Marine Energy Training Centre as part of the ME Campus</li> <li>Support for the Low Carbon and SuperPort UTC</li> </ul>

PORTFOLIO 2: THE BUSINESS ECONOMY		
Portfolio Priorities	Indicative Strands	Indicative initiatives
1 <b>Winning new business – Business Survival and Growth</b>	<ul style="list-style-type: none"> <li>Exploit LCR trade and export assets</li> <li>Maximise/extend MAS, GA and UKTI “opt in” offer</li> <li>Develop new market and investment opportunities for business.</li> <li>Support businesses to increase their sales, including through access to public sector procurement and ability to subcontract</li> <li>Business to business networks to share best practice/peer examples</li> </ul>	<ul style="list-style-type: none"> <li>International Trade Support</li> <li>Tender / Sales Training &amp; Support</li> <li>Quality Standards Programme</li> <li>Supply Chain Development</li> <li>IFB Legacy</li> <li>Priority Sector Development</li> <li>Business Networks/Ecosystem</li> </ul>
2. <b>Business start-ups and Entrepreneurial Culture – Improve Enterprise Culture &amp; More New Businesses</b>	<ul style="list-style-type: none"> <li>Business Start-Up Support</li> <li>Additional support for high growth start-ups</li> <li>Entrepreneurial culture programmes</li> </ul>	<ul style="list-style-type: none"> <li>Business Start-Up &amp; High Growth Start-Up</li> <li>Growth Ambitions &amp; Investment Readiness</li> <li>Target Groups and Social Enterprise</li> <li>Promoting enterprise in schools and to under-represented groups</li> </ul>
3. <b>Business Support and Investment Readiness – Business Survival and Growth</b>	<ul style="list-style-type: none"> <li>Increasing SME growth ambitions and investment readiness</li> <li>Activity to support productivity improvements to enable local businesses to grow and expand</li> <li>Improve resource efficiency</li> <li>Developing management and leadership skills among business owners</li> <li>Delivery of programmes of professional advice to SMEs, including patent applications, legal advice, tender training, to support growth and expansion</li> <li>Provision of finance for all stages of business cycle including proof of concept and early stage funding</li> </ul>	<ul style="list-style-type: none"> <li>Investment Readiness Support</li> <li>Supply Chain Development</li> <li>ICT &amp; Digital Technology Adoption</li> <li>Enhanced MAS and UKTI programme</li> <li>Resource Efficiency &amp; Transport planning advice</li> <li>Leadership and Management Skills</li> <li>Rural Business Support - LEADER</li> <li>Access to Professional Advice e.g. Marketing, Legal etc.</li> <li>Growth Vouchers</li> <li>Knowledge Transfer Partnerships</li> <li>Workforce Development Needs Analysis</li> </ul>
4 <b>Skills and Workforce Development</b>	<ul style="list-style-type: none"> <li>Support businesses to develop their current and future workforce to achieve business growth, including through high level apprenticeships and higher-level skills and qualifications.</li> <li>Businesses to identify specific skills needs to support economic growth, to be commissioned in line with ESB annual skills priorities</li> </ul>	<ul style="list-style-type: none"> <li>Workforce Development Support</li> <li>Access to Professional Qualifications</li> <li>Leadership and Management Skills</li> <li>ICT &amp; Digital Skills</li> <li>Marketing &amp; New Business Skills</li> <li>Entrepreneurial Skills</li> </ul>

PORTFOLIO 3: THE INNOVATION ECONOMY			
Portfolio Priorities		Indicative Strands	Indicative Initiatives
1	<b>Innovation Infrastructure: facilities for collaborative research with SMEs</b>	Creation of the right physical and organisational conditions to support our 'smart specialisation' priorities in which Open Innovation and commercialisation can prosper	<ul style="list-style-type: none"> <li>Physical research and innovation infrastructure, including incubation space, equipment and open access user-test facilities, digital and power</li> <li>R&amp;D centres/business interfaces and facilities to support collaborative research, commercialisation</li> <li>Innovation eco-system, e.g. innovation cluster networks.</li> </ul>
2	<b>Innovation for business starts and early growth</b>	Harness and exploit knowledge assets, including protectable IP, to stimulate high growth, innovation-based businesses and new business models.	<ul style="list-style-type: none"> <li>IP commercialisation</li> <li>Support for early stage high growth businesses, including spin-outs</li> <li>Social and Health Innovation</li> </ul>
3	<b>Innovation for Business Growth</b>	Facilitate direct engagement and collaborative research between research institutions and SMEs, especially high growth and mid-sized companies, to boost the application of knowledge and innovation through Open Innovation and commercialisation of new products and processes	<ul style="list-style-type: none"> <li>General innovation initiatives, e.g. Innovation vouchers, KTPs, graduate placements, contract research, consultancy in SMEs, B2B collaboration, innovative public procurement</li> <li>Specific initiatives targeted at LCR innovation growth sectors, including High Value Manufacturing, Blue/Green economy, Life Sciences, Creative/Digital</li> <li>Water innovation</li> </ul>
4	<b>Higher level skills for Growth</b>	Increase higher level skills to support innovation to enhance the City Region's attractiveness and to develop the capacity of existing businesses, in line with LCR Employment and Skills Board priorities	<ul style="list-style-type: none"> <li>Interventions to improve leadership &amp; management capacity in SMEs to absorb innovation practices</li> <li>Interventions to increase higher level technical skills in the LCR workforce, based on employer demand</li> <li>Interventions in labour market to promote progress to HE</li> </ul>
5	<b>Promotion of the LCR Knowledge Brand</b>	To ensure that LCR is widely known to business, investors, researchers and collaboration partners as a place of innovation, science, technology and creativity, as well as heritage, culture and sporting excellence, linking to joint working across Atlantic Gateway / North of England partners.	<ul style="list-style-type: none"> <li>Campaign to promote LCR as a Knowledge Hub</li> <li>Alignment with promotion of NW Science Offer</li> <li>Alignment of specific campaigns for the Knowledge Quarter, Sci-Tech Daresbury and leading-edge science and technologies</li> </ul>

PORTFOLIO 4: THE INCLUSIVE ECONOMY		
Portfolio Priorities	Indicative Strands	Indicative Initiatives
1. <b>Tackling Youth Unemployment (NEETS 15-24), to also act as the investment framework for the Youth Employment Initiative funding</b>	<ul style="list-style-type: none"> <li>• Basic, employability and generic work-related skills, including removing barriers to work</li> <li>• Transition to work, including work support, work experience, careers guidance, transport etc.</li> <li>• Wage subsidies and Apprenticeships</li> <li>• Information, Advice and Guidance linked to real evidence of local jobs</li> </ul>	<ul style="list-style-type: none"> <li>• Personalised support for young people to include information advice and guidance</li> <li>• Pre-employability programmes</li> <li>• Targeted support for young people with particular barriers to address exclusion</li> <li>• Aligned investment with existing activities e.g. business start-up, social enterprise development, health</li> <li>• Additional apprenticeship support to complement mainstream offer through Skills for Growth Bank.</li> </ul>
2. <b>Helping adults back into Work and Enterprise (over 24)</b>	<ul style="list-style-type: none"> <li>• Basic, employability and generic work-related skills, including removing barriers to work</li> <li>• Transition to work, including work support, work experience, careers guidance, transport etc.</li> <li>• Wage subsidies and Apprenticeships</li> <li>• Information, Advice and Guidance linked to real evidence of local jobs.</li> </ul>	<ul style="list-style-type: none"> <li>• Personalised support for adults to include information advice and guidance</li> <li>• Supported employment programmes through Skills for Growth approach</li> <li>• Aligned investment with existing activities e.g. business start-up, social enterprise development, health</li> <li>• Targeted support to individuals and communities, particularly those with specific disadvantages.</li> </ul>
3. <b>Social growth and connectivity</b>	<ul style="list-style-type: none"> <li>• Micro credit</li> <li>• Development of local social capital (LCR wide and/or 3-4 smaller geographic areas, testing for scalability) linked to Local Impact Fund</li> <li>• Using the natural environment to improve health and employability</li> </ul>	<ul style="list-style-type: none"> <li>• Travel Wise and travel buddy schemes</li> <li>• Small grants programme for community development</li> <li>• Innovative approaches to meet community needs with wider benefits e.g. parental mentors</li> <li>• ESF funded actions to support Local Impact Fund</li> </ul>
4. <b>Skills Development</b>	<ul style="list-style-type: none"> <li>• Support employees and residents to achieve skills and qualifications linked to growth sectors and sectors with significant vacancy volumes, as identified by the Employment and Skills Board's annual skills priorities.</li> </ul>	<ul style="list-style-type: none"> <li>• Skills for Growth Bank</li> <li>• Activities aligned to delivery of skills requirements identified through the other portfolios</li> </ul>

PORTFOLIO 5: PLACE AND CONNECTIVITY		
Portfolio Priorities	Indicative Strands	Indicative Initiatives
1 <b>Business Infrastructure</b>	<ul style="list-style-type: none"> <li>• Incubation space and support services to support the next generation of business</li> <li>• Development of high-quality floor space across the City Region, including site enabling, remediation, access and green infrastructure</li> <li>• Power infrastructure and digital connectivity (particularly in rural areas) to support business expansion in key locations</li> </ul>	<ul style="list-style-type: none"> <li>• Sites and premises in Enterprise Zones, Mayoral Development Zones and key strategic locations across LCR but only where market failure can be clearly demonstrated</li> <li>• Digital infrastructure packages – ensuring businesses in key strategic locations have adequate access to superfast broadband / high-speed networks.</li> <li>• Measures to address power supply issues to allow growth in key economic locations</li> <li>• Embedded Green infrastructure</li> </ul>
2 <b>Place marketing</b>	<ul style="list-style-type: none"> <li>• Place marketing the assets of the LCR growth sectors (SuperPORT, Low Carbon, Innovation/Knowledge Economy and Visitor Economy) in line with emerging place marketing strategy</li> <li>• International Festival for Business 2014 legacy and IFB 2016.</li> </ul>	<ul style="list-style-type: none"> <li>• International place marketing campaigns, capitalising on the legacy of IFB14, to market LCR as a place to invest and do business, and to promote business tourism and the conference/exhibition offer.</li> <li>• Campaigns to promote key LCR assets, e.g. Knowledge Quarter, Sci Tech Daresbury, SuperPORT and Blue/Green investments.</li> <li>• Place marketing of LCR's developing cultural/leisure/sport offer and Liverpool Waterfront</li> </ul>
3 <b>Financial Instruments</b>	A JEREMIE fund to provide access to finance for SMEs, including generic and growth sector Venture Capital Funds; Loan and guarantee Funds Local Impact Fund, providing a joined-up package of loan finance to Social Sector Organisations	<ul style="list-style-type: none"> <li>• Creation/development of VCLF based around NW Fund and MSIF</li> <li>• Development of new Local Impact Fund, developing a pilot fund established under the 2007 – 13 programme.</li> </ul>