



**FROM GLOBAL BROKERS TO
INSURTECH STARTUPS, LIVERPOOL IS
A LOW-RISK, HIGH-REWARD LOCATION.**

Liverpool City Region is building on its long-standing credentials as a significant insurance centre. Thanks to the economic renaissance of the last decade and with more than £10 billion of investment underway, new developments across the region are attracting international businesses to locate here alongside local successful companies and world-class research assets.

We're a low-risk, proven business location recognised by UK Government as a Financial Services Centre of Excellence. Our professional and financial services credentials are broad and deep, with levels of expertise and experience that make Liverpool a safe-bet for any insurance-related project.

With a large workforce catchment that includes higher-skilled financial services professionals as well as a large pool of customer service experienced staff, this is a location with a compelling proposition for insurance firms.

WE ARE READY FOR BUSINESS.

WHY LIVERPOOL?

INSURANCE FIRMS INCLUDING
**WRIGHTSURE, PAYMENTSHIELD
AND GRIFFITH & ARMOUR**
HAVE HQ'S HERE



THRIVING SUPPORT NETWORKS
INCLUDING PROFESSIONAL LIVERPOOL
AND CHARTERED INSURANCE INSTITUTE



MORE THAN **6 MILLION**
PEOPLE WITHIN AN HOUR'S DRIVE
AND **90,000** STUDENTS



GLOBAL INSURANCE BROKERS
MARSH HAVE A PRESENCE
IN THE CITY REGION



OPERATING COSTS ARE
A FRACTION COMPARED TO
OTHER MAJOR INSURANCE CLUSTERS



FAST TRANSPORT LINKS
TO LONDON AND GLOBAL
ACCESS FROM MANCHESTER
AND LIVERPOOL AIRPORTS



LOW STAFF CHURN RATES
WITH SOME INSURANCE FIRMS ENJOYING
AN AVERAGE TENURE OF 12 YEARS



- SIGNIFICANT INSURANCE SUPPORT FUNCTIONS LOCATED HERE INCLUDING **RSA** AND **POLICE MUTUAL**
- INSURTECHS SUCH AS **VAST VISIBILITY** AND **PROCEDE**, PROVIDE TECHNOLOGY FOR THE INSURANCE SECTOR
- AI INNOVATION AND ROBOTICS PROCESS AUTOMATION BY FIRMS SUCH AS **BLUE PRISM**
- STRENGTHS IN MARINE INSURANCE, HOME TO **LIVERPOOL UNDERWRITERS & MARINE ASSOCIATION**

These are just some of the reasons why **Royal & Sun Alliance** are expanding here, where their More Than and Motability operations already employ around 1,000 staff.

Find out how your next insurance project can take advantage of locating in the Liverpool city region:

Contact a member of the team on

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INVESTLIVERPOOL

ADVANCING THE CITY REGION

HALTON BOROUGH COUNCIL | SEFTON COUNCIL | KNOWSLEY COUNCIL |
ST HELENS COUNCIL | LIVERPOOL CITY COUNCIL | WIRRAL COUNCIL |
LIVERPOOL CITY REGION ENTERPRISE PARTNERSHIP | LIVERPOOL VISION

