



I Q B L A D E

Competitive Insight & Market Intelligence



# Liverpool City Region

## Advanced Engineering and Manufacturing (AEM) Sector Group

The Liverpool City Region Advanced Engineering and Manufacturing (AEM) Sector Group is a public sector partnership made up of the Local Authorities of Halton, Knowsley, Sefton, St Helens and Wirral together with Liverpool Vision and the Liverpool City Region Local Enterprise Partnership.

The Group work with other public and private sector partners to promote the advanced manufacturing sector within the Liverpool City Region

The Liverpool City Region Advanced Engineering and Manufacturing (AEM) Sector Group are working with IQBlade to better understand the scale, breadth and depth of the AEM sector across the City Region.

## Challenge

The Liverpool City Region has a strong and thriving Advanced Manufacturing Sector. However, to maximise the productivity of the sector, and attract additional inward investment, the Group needed to ensure that the data they worked from was complete, accurate and up to date.

Historically, the partners have worked in isolation to map sectors within their own geographies based on their own intelligence or other proprietary datasets. This method of data collection often proved inaccurate and fragmentary because data held by Companies House and other data providers often relates to the date of company registration and doesn't reflect changes in core business competency or locations. As a result mapping a specific sector was very resource intensive and required continuous oversight to maintain accurate records.



# What we did?

IQBlade profiled the region's advanced manufacturing sector by aggregating data from many sources. This ensured that the data was accurate and representative. Some of the data sources IQBlade used for this project included; Business Rates, Companies House, premise descriptions, social media profiles, industry classification and website term analysis.

IQBlade developed and refined its web-based business intelligence platform to enable the AEM Sector Group to build structured company queries to understand the economic impact of different sub-sectors within the advanced manufacturing sector and gain insights from real-time data about relevant companies within the region.

## Client Quote

Tim Leather, Lead Officer Business Improvement and Growth at Halton Borough Council commented

*'The team at IQBlade were really responsive to our needs and the insight that they have provided so far is invaluable. The IQBlade system has the potential to significantly reduce the effort needed to map and track the businesses in our region. We are now in the process of validating the platform with the intention of rolling it out to the wider partner group.'*

See how IQBlade can help you, get in touch for a demo

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