

Portman Finance Group, Portman House, 300 Pavilion Drive,
Northampton Business Park, Northampton, NN4 7YE



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Please direct any correspondence regarding this proposal to:
Kyle Ellis

CUSTOMER DETAILS

Trading Name	Liverpool City Sights Limited	Company reg. No.	09648220
Trading As	Liverpool City Sights	Telephone No.	01512 981 253
Trading Address	9 - 11 Glegg Street Liverpool	Mobile No.	07568 190 765
		Email Address	phil@liverpoolcitysights.com
Postcode	L3 7DX	Website Address	liverpoolcitysights.co.uk
Business Activities	Operational Tour Guide & Site Seeing Business	Date Established	19/06/2015

PERSONAL DETAILS (Sole Proprietor/Partners/Directors)

Name	Date of Birth	Address	Property Value	Mortgage Outstanding
Philip Lee Borg-olivier	04.06.1980	5E London Road, Commutation Plaza, L3 8HR	£250,000.00	£20,000.00

LOAN DETAILS

Full Description of Loan	Commercial Loan
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FINANCE DETAILS

Loan Amount	£100,000
Term	0+12
Frequency	Monthly
Type of Agreement	Unsecured Term Loan

ADDITIONAL INFORMATION

WE HAVE PERMISSION TO SEARCH THE DIRECTOR AND A GUARANTEE IS AVAILABLE

We have advised the Customer concerned that searches with a credit reference agency will be made against their Name and Business; they have consented to such searches being carried out.

Company Information

Liverpool City Sights offers a comprehensive sightseeing experience in Liverpool, focusing on the city's rich cultural and historical heritage. Their services include hop-on, hop-off bus tours that cover key attractions such as the Royal Albert Dock, the Beatles Story museum, the iconic Three Graces buildings, and St. George's Hall. The company also provides specialized Beatles-themed tours, combining live guided commentary and access to significant Beatles-related sites. Additionally, Liverpool City Sights offers private hire services, educational tours, and combination tickets that include access to other notable Liverpool landmarks like the British Music Experience and the Wheel of Liverpool.

Company Financials

Liverpool City Sights Ltd's Statement of Comprehensive Income for the year ended 31 March 2023 reveals notable

financial performance. The company achieved a turnover of £1,196,930, up from £783,664 in 2022. Despite an increase in the cost of sales to £677,699 from £402,512, the gross profit rose to £519,231 compared to £381,152 the previous year. Administrative expenses also increased to £476,605 from £285,890, leading to an operating profit of £42,626. After accounting for interest receivable and payable, the profit before taxation was £42,818, compared to £94,643 the previous year.

Funding Rationale

Liverpool City Sights Limited plans to use a loan of £100,000 to enhance its operations through fleet upgrades and recruitment. Investing in new vehicles will significantly improve the customer experience by offering more comfortable and reliable transportation options. This improvement is expected to attract more tourists, which in turn will boost revenue. Enhanced vehicle quality also reduces maintenance costs and increases operational efficiency, contributing to long-term sustainability and profitability.

In addition to upgrading the fleet, the company will hire experienced tour guides to meet the growing demand for their services. This recruitment will not only ensure that the company can accommodate more customers but also enhance the overall quality of the tours, providing a more informative and engaging experience for tourists. The combination of a modern fleet and skilled staff is anticipated to drive further business growth, enhance the company's reputation, and secure its position as a leading provider of sightseeing tours in Liverpool.

ATTACHMENTS

Latest filed accounts (2023)
Last 6months business bank statements (Savings Account)
Last 6months business bank statements (Trading Account)

DATE:	03/07/2024	PROPOSAL CHECKED BY:	
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