



## Nineteen Agency receives Northern Powerhouse Investment Funding

**January 2022**



**Liverpool-based hospitality PR & marketing business, Nineteen Agency, has secured £25,000 funding from NPIF – GC & River Microfinance, which is managed by River Capital in partnership with GC Business Finance as part of the Northern Powerhouse Investment Fund (NPIF).**

Nineteen Agency creates unique strategic solutions, helping elevate its customers' presence within the competitive hospitality industry and holding relationships above all else.

Established in 2019 by Anna Vieira and Louise Kemp, the experienced directors navigated the business through the COVID-19 pandemic providing services ranging from strategy, planning, influencer engagement and relationship data, placing its clients at the forefront during a difficult period for the industry.

From this, Nineteen Agency continues to win high-profile clients from some of the North West's most popular eateries, including Gino D'Acampo Hotels & Leisure, Hell Yeah Hospitality and Lerpwl. The injection from NPIF has seen additional personnel inducted to the Nineteen Agency team allowing them to manage more clientele and establish further services as its demand increases.



**Paul Humphray, River Capital Investment Director, said:** "We are pleased to support Anna and Louise to continue developing Nineteen Agency. Between them, they have significant experience and proven ability to build and promote some of the most recognisable names in the industry. The NPIF funding will assist them in delivering additional revenue as they continue to support the sector in its recovery from the economic impact of the pandemic."

**Anna Vieira, Nineteen Agency Director said:** "We are delighted to have received investment from NPIF, the investment means we have been able to take on an additional two members of staff, expanding the services the business can offer. It has also been great to go through the process with River Capital as it encouraged us to create a three year growth strategy for the business that we are confident can be achieved. It is a very exciting time for Nineteen Agency and we are looking forward to the future growth of the business."

**Sean Hutchinson at British Business Bank, said:** "Being able to support companies coming out of the pandemic has been a priority and we are glad that Anna and her team are able to secure funding from NPIF to maintain their impressive growth. Creating jobs is one of the key uses of funding and we are excited that this creative Northern agency will be able to continue creating value to its clients into the future."

The Northern Powerhouse Investment Fund project, which is designed to boost SME growth in the North of England, is supported financially by the European Union using funding from the European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020 and the European Investment Bank.

**If you are looking for financial support to grow your business, contact [info@rivercapitaluk.com](mailto:info@rivercapitaluk.com)**