



Seminar Sponsorship 2024

**Engage Liverpool's
Annual Seminar Series**

Executive summary

Engage Liverpool CIC is a social enterprise, run by volunteers, with a mission to improve the quality of life for people living in Liverpool City Centre and Waterfront neighbourhoods by empowering residents through aspirational engagement and action, to bring about positive transformation and progress.

As part of this mission, we have run public seminars in Liverpool since 2010, covering a wide variety of important topics relevant to our urban situation, and bringing some incredibly significant speakers from across the world to aid our reflections.

Since 2017 and 2018 in particular, Engage Liverpool has made a huge contribution in a non-political, non-partisan, and non-confrontational approach to urgent questions around topics including Liverpool's UNESCO World Heritage Site status, cycling and walking in the city region, and homelessness and rough-sleeping.

This year our seminar series is focusing on the urgent topic of sustainability in Liverpool. 2023 was confirmed as the warmest year on record since global temperature data was first recorded in 1850. It was 1.48°C warmer than the 1850-1900 pre-industrial level. The Copernicus project which monitors global temperature data estimates that a 12 month period ending in January and February 2024 will exceed 1.5°C above the pre-industrial level. These figures alone make it critical that Engage focuses the minds and hearts of waterfront and city centre residents on the urgent question of sustainability.

We are regularly cited as an example of a citizen-led, voluntary organisation “punching above its weight”, and we strive to bring together significant speakers and panellists, so that members of the public can add value to the debate and conversation already taking place in the city.

Each year we are incredibly fortunate to be supported in this mission by a select number of sponsors, who share our values, and who want to support the work we do. In this document, we hope to demonstrate why **we need your support this year**, and how your sponsorship can help us enrich not only the lives of Liverpool city residents, but also how we can play our part in sustaining our planet.



Gerry Proctor, MBE
Chair, Engage Liverpool CIC

Seminar Series 2024

Few people will think that the subject of sustainability is irrelevant to our neighbours in the city centre and waterfront. It affects how all of us live our lives and what decisions are made on our behalf by those elected nationally and locally to protect and enhance the liveability of our country and city.

Engage has spoken with those in Liverpool who are taking sustainability seriously. With them, we have put together a seminar series that will **inform and educate** our attendees about the reality that we are living through and what remains to be done by both politicians and citizens.



Once again, we're inviting **three headline speakers** from three European cities similar to Liverpool, to share with us their good practice and inspire us with what they have achieved already and are working towards. Our speakers this time each hail from a European Green Capital – the internationally-recognised award for cities taking sustainability and climate change seriously. Each speaker will be followed by a response from **Liverpool City Council's Sustainability Manager**, and a panel of representatives from three **local cultural, academic, and climate activist organisations**, plus the relevant City Council **cabinet member**.

Our venues for this year's three seminars have been specifically chosen as they lie along the **Liverpool Green Lanes project route** (from Paddington Village, down Brownlow Hill, through Liverpool ONE, to the Waterfront) proposed by Ryder Architecture and voted most innovative idea at the Healthy City Design International Congress hosted last year in Liverpool.

Thursday 10th October – Sustainable Liverpool

The first seminar, hosted at the Novotel, Paddington Village, will explore **the data and facts about climate change and particularly its impact on Liverpool residents**, which for us where we live will revolve around flooding from excessive rainfall and the river over-flowing the dock walls plus increasing temperatures that make it hard for many in the absence of sufficient cooling from green areas and tree cover.

This opening event features a speaker from the government of **Tallinn, Estonia (European Green Capital, 2023)** which has shown a truly systemic approach in their transition towards sustainability by interlinking the city's strategic goals for 2035, with the UN Sustainable Development Goals.

Thursday 24th October – Sustainable living

The second seminar, hosted at LJMU's John Lennon Art & Design Building, will tackle the **domestic sector's 30% contribution to CO2 emissions** which we need to rapidly bring down. This might involve the retrofitting of homes in the Georgian Quarter and the design and adaptation of present and future apartments, as well as actions each of us can do at home to lessen our environmental impact.

The event features a speaker from the city council of **Valencia, Spain (European Green Capital 2024)** which has built a citizen-centric approach to sustainability that covers both the environmental and social challenges faced in a modern city.

Thursday 7th November – Sustainable transport

Our third seminar, hosted at the brand new Isle of Man Ferry Terminal, will delve into the **transport sector's 33% contribution to CO2 emissions**. Waterfront residents are aware of the climate impact of the regular visits to the city of cruise liners, the ferries and, further down the river, the impact of John Lennon Airport. Does our infrastructure deliver what is required so we can transition from private cars to public transport and to cycling and walking?

This final event features a speaker from **Bristol (European Green Capital 2015)** which was the first—and only—UK city to be recognised for the accolade.

Why we need your support

Engage brings together significant speakers, experts, and local voices so that members of the public can be exposed to the very best ideas and add value to the debate and conversation already taking place in the city. We have no income or financial resources to put on these seminars and so we rely completely upon sponsorship from organisations in the city. Every year it is a challenge, but a worthwhile one – and we feel that there is no other organisation that brings such informed international and national speakers to engage with residents and citizens in the way Engage does.



Each year Engage benefits from in-kind support from the Engage board members and other volunteers, who donate significant time before and during the events, to make our seminars a success. However, in-kind support can only go so far, and for this year's seminar series, we are also looking for financial support to cover our costs in the following areas:

- Venue hire and staff
- Refreshments for attendees
- Filming and live streaming
- Marketing and design
- Speaker travel and accommodation

There is no doubt that Engage has contributed significantly to the promotion of a level of debate and conversation in the city that adds enormously to the sense of citizenship and involvement which local people experience as residents and stakeholders. We have created a forum where dialogue and reflection are supported by an atmosphere of mutual respect and profound listening. It is quite rare these days to find such a space.

Become a sponsor for 2024

Our budget for this year's series totals £7950. Roughly a quarter of this covers travel and accommodation for our international speakers – which is an important part of presenting Liverpool on a world stage. The remainder is split between venue costs, filming (to preserve the series for future reference), and promotion.

Venue hire	£1200
Venue refreshments	£600
Speaker travel and accommodation	£1950
Filming	£1200
Design and promotion	£2850
Speaker expenses	£150
Total cost	£7950

We're keen to talk to you about ways you could support our 2024 seminar series, either with a financial lump sum, or through in-kind support.

In addition to supporting us in our mission to create a more sustainable city, your sponsorship would also include:

- Your logo on all marketing materials, including our promotional flyers, delivered to waterfront and city centre residents, and public venues across the city. (Due to print timelines, your sponsorship **must be confirmed by 10th September** for your logo to be included in print materials.)
- Mentions in our social media posts before and during the seminars.
- Mentions in our Grapevine email newsletter, covering over 550 city centre and waterfront residents, with a typical open rate of more than 65%.
- Option of placing marketing materials on all seats at each event.
- Option of setting up an information table and pop-up banners at each event.
- Main sponsor logos remain on all pages of our website for a whole year.

To talk to us about sponsorship options call our chairman
Gerry Proctor on 07742 804243 or email chair@engageliverpool.com

A proven track record: World-class debate in Liverpool

In 2017, as it became increasingly clear that Liverpool's World Heritage Site status (inscribed in 2004) was under serious threat, Engage Liverpool made it the theme for our autumn seminar series. In an unprecedented move, we invited three UNESCO speakers to Liverpool, so the organisation's voice could be heard in the city for the first time: **Isabelle Anatole-Gabriel**, **Professor Michael Turner**, and **Minja Yang** who were joined by UK heritage specialists Henry Owen-John (Historic England), Adam Watkinson (Edinburgh WHS) and Chris Blandford (World Heritage UK) for a truly enlightening and inspirational set of seminars.

The seminar title was a deliberate question as Engage wanted to see what the general public and particularly residents of the city centre and waterfront thought and felt about the subject. 'Liverpool UNESCO WHS: A status worth fighting for?' the series title certainly provoked its attendees. By the end of the third seminar the overwhelming answer from those in attendance was a definite and resounding "yes". Engage consciously chose different venues in three different parts of the WHS including St George's Hall, the Museum of Liverpool, the Town Hall.



In 2018 Engage wanted to challenge the dominant narrative in the city that development and regeneration were not consistent with our WHS status and that we were being held back by this unnecessary designation that was opposed to progress. We invited three UNESCO WHS port cities to come to Liverpool and bring an architect and WHS expert to talk about how they managed development, regeneration and progress and balanced it with the demands of maintaining the outstanding universal value of their WHS cities. And so our autumn seminar series was entitled 'WHS Cities of Inspiration' and we invited Strasbourg, Bordeaux, and Hamburg.

Prestigious venues in the WHS were chosen for this series to showcase the quality of the city's architecture and we were welcomed into the famous and outstanding Three Graces on the Waterfront. The first seminar about Strasbourg was held at the Cunard Building and our international speakers were **Roland Ries** (Mayor of Strasbourg) and **Henri Bava**. The second seminar about Bordeaux was held at the Port of Liverpool Building in Rathbone Hall. Our guest speaker was Bordeaux WHS co-ordinator **Ann-Laure Moniot**. The third seminar about Hamburg was held at the Royal Liver Building and we were joined by Hamburg WHS co-ordinators **Bernd Paulowitz** and **Christoph Schwarzkopf**.

Each seminar had three local panel members that included the following: Mark Kitts (Deputy Director of Regeneration LCC), Cllr Tricia O'Brien (Chair of Planning Committee), Professor John Belchem (WHS Mayoral Task Force), Lesley Woodbridge (WHS Coordinator Liverpool City Council), Cllr Alice Bennett (Mayoral Lead for Heritage and Design), Michael Cosser (Brock Carmichael Architects), Cllr Hetty Wood (Chair of Housing and Regeneration Select Committee), Peter Jones (City Centre Development Team Leader LCC) and Pete Swift (PlanIt-IE).

Feedback from past seminar series attendees

"Very worthwhile series. Good to see how other cities embrace their Heritage Status."

"These are marvellous seminars asking truly important questions for future developers and wellbeing of the city. Thanks so much!"

"Thank you for providing such a forum / arena for discussion."

"More!! Fascinating ideas forum, perhaps more engagement with local planning authorities etc, can it be more frequent? Brilliant!"

"Have attended a few such events before, but was very impressed by the amount of info from the speakers, even though their time was short!"

"How encouraging it is to know that people are proud and determined to maintain the culture, diversity, and warmth of the city despite setbacks."

"Engage's offer seems unique and vital in the city right now. Well done!"

Past seminar sponsors

Engage Liverpool is fortunate to have been supported by a number of organisations who share our values and vision for a sustainable and inclusive city.

