



# Engage Liverpool CIC

## Minutes of Meeting

### 14/04/2016

Minutes of Board Meeting at Elliot Fletcher, Brunswick Business Park, L3 4BN, 5.30 pm – 7.30 pm

#### 1 Apologies , Welcome & Acknowledgement

GP

##### Attendees:

GP (Chair) - City Quay (VB)  
AM - Armstrong Quay (VB)  
DH - Quay House (VB)  
RT- (NVB)  
AH – Social Media

##### Apologies were received from:

GM - Prosocial Place (NVB)  
MR - Wapping Quay (VB)  
MH- LMH (A)  
JB - Armstrong Quay (VB)  
**Absent:**  
HW - LCC

#### 2/3 Minutes of previous meeting & Matters Arising from Last Meeting

BOARD

Minutes of previous meeting approved electronically and matters from last meeting dealt with in main items  
LB resignation to be declared to Companies House by AM

#### 4 Chairs Report

GP

GP reported on meetings throughout the month and in particular the following:

- Heritage Lottery meeting with Harcourt and Dave Chetwyn
- Skype Call with Dr Christian Iaione, speaker for the Autumn Series
- Public Meeting to establish Residents Association at The Albany

#### 5 Finance Report

AM

AM reported on year's start with a balance of £2961 and the current financial situation with £5600 in bank of which £3508 are allocated to bids. The accounts show a trading deficit of £869 for the end of year 2015/16 principally due to the web site development costs

#### 6 Funding Report

GP

Nothing to report apart from an upcoming meeting with a prospective funder for the Annual Conference

#### 7 Website & Social Media Strategy

AH

AH reported in detail on the online engagement peaking during Vent! with Twitter interest for the raised topics reaching as far as London

- **Twitter** follower numbers increasing steadily. He encouraged the use of “cards” as a means to engage followers.
- **Facebook** following and engagement still comparably low, while it being the greatest referrer to website. Great potential for connecting to residents and resident’s with each other and service companies make it still a viable platform. Strategy needs to be found of how to best utilise it bearing in mind that usage highest out of working hours
- **Website** engagement increasing despite a lack of block content. Visitors mostly interested in specific articles. Discussion on how to lower bounce rate for new visitors by referring to “related articles” on bottom of pages.  
AH commented on the increased usability of the site when all tools and accessibility are implemented

Board discussed how to further improve the presentation of the social media report to increase the legibility of the statistics. GP commended AH for the high quality of the report

BlueGreen project needs to refer back to Engage as it appears to be a standalone project at the moment

All Board members are to test website when all features are live and report back on any technical issues or usability barriers

## 8 Engage Projects

### i) Liverpool Air Quality Project

GP

Budget and final accounting signed off. Nonconform to deliver final report by the end of the month  
£1500 from Arts Council to go to the artists

### ii) Locality Neighbourhood Planning Project

GP

Flyer printed for Historic Downtown Meeting on 26<sup>th</sup> April 2016, to be distributed ahead of meeting

### iii) BlueGreen Space Liverpool Project

GP

Artist to draw impressions on grey spaces along waterfront

### iv) Seminar Series 2016

GP

Title of Series to be: “Reclaiming the City – from Consumer and Stranger to Citizen and Neighbour”

Up to now the schedule is to be as follows:

1. “From Consumer to Citizen” – Speaker: Jon Alexander (New Citizenship Project) - Wed Oct 5<sup>th</sup> 5.30pm
2. “From Stranger to Neighbour” - Speaker: Atanase Perifan (European Neighbours’ Day) - Wed Oct 19<sup>th</sup> 5.30pm
3. “From Consultation to Collaboration” - Speaker: Dr Christian Iaione (Guglielmo Marconi University of Rome & LabGov ) - Wed Nov 2<sup>nd</sup> 5.30pm – Venue: Legate Theatre

Potential other venues: Doubletree by Hilton, Aloft

### v) Annual Conference 2016

GP

Biophilic City - Speaker: Oliver Heath - Wed June 22<sup>nd</sup> 5.30pm – Venue: Exchange

Station

Tim Beatley (Professor of Sustainable Communities, in the Department of Urban and Environmental Planning, School of Architecture at the University of Virginia) to call via Skype live during the Conference

**vi) 10 Words**

Booklet to be revised and printed and handed out to attendants during the Autumn Series

**8 AOB**

**GP**

RT commented on survey by Merseyforest and noted potential for collaboration

**9 Date of Next Meeting**

Venue: Elliot Fletcher, Brunswick Business Park, L3 4BN

12.05.2016