

# Engage Liverpool CIC

## Minutes of Meeting

### 09/07/2020



Minutes of Board Meeting via Zoom from 6.00 pm

- | 1 | Apologies, Welcome & Introduction  | Actions   |
|---|--|---|
|   | <p><b>Attendees:</b></p> <p>GP (Chair) - City Quay (VB)<br/>           AM - Armstrong Quay (VB)<br/>           DH – Duke Street (VB)<br/>           ZZ – Mann Island (VB)<br/>           LL – St Lawrence Quay (VB)<br/>           HW – LCC (NVB)<br/>           MH – LMH (A)</p>  | <p><b>Absent:</b></p> <p>GM - Prosocial Place (NVB)</p> |
|   | <p>2 Minutes of previous meeting approved and published online<br/>           Review and amendments of actions to be completed by board members<br/>           Zarino reported that artwork from Nonconform is complete. Invoice sent.</p>   | <b>BOARD</b>  |
|   | <p>3 <b>Chairs Report</b><br/>           Circulated ahead of meeting<br/>           GP detailed Zoom meetings over last two months and thanked Board members for Zoom meeting with Steve Boyd (Sefton Street trough)<br/>           • Commented on use of LCC Teams conference call and reported on technical difficulties on two occasions.<br/>           • Delightful City event and subsequent Zoom chat with Josh Malkin suggested useful follow up links relating to discussions</p>   | <b>GP</b>   |
|   | <p>4 <b>Finance Report</b><br/>           Nothing to report<br/>           • AM sent reminder email to LCVS for year-end figures<br/>           • GP suggests we call Zoom AGM as soon as we have accounts</p>   | <b>AM</b>   |
|   | <p>5 <b>Social Media Report</b><br/> <b>Grapevine:</b><br/>           • 13 new subscribers<br/>           • June/July: 60% open rate<br/>           • Most popular: June: World Heritage Watch Report &amp; Liverpool Streets Consultation<br/>           • July: Small Gestures Story &amp; PLACED Education<br/>           • We learn from this that people are interested in other people making a difference or doing good things<br/> <b>Facebook:</b><br/>           • Spikes on 20<sup>th</sup> &amp; 27<sup>th</sup>: Delightful City Event<br/>           • 545 people interacted with Liverpool event (55 viewers on Zoom, 13 on FB), 340 with Leeds event</p> | <b>ZZ</b>   |

- 60 additional followers due to new Zipwire story (on day of meeting)

**Twitter:**

- 67 new followers due to Delightful City promotion
- June: 70 tweets, 73000 impressions 3x usual amount
- Delightful City: 3000-5000 impressions

**Website:**

- Spike on day of meeting due to Zip Wire article (7000 impressions)
- 300 new users compared to average high of 100 or median average of 60)
- Not much activity during Delightful City

**6 The Delightful City GP/ZZ**

- Board discussed successes and potential improvements of format.
- MH commented that discussion was potentially too broad for long term program looking into future
- AM enquired about costs, ZZ put cost at £55 for both events, decision on whether to continue subscription for further month to be made before 12th (Licence renewal date)
- Board explored possibilities of hosting more events focused on Liverpool issues with potential for other cities to join in, if interested in planning and hosting
- MH suggests setup is marketable
- LL suggested specific topics to be focus rather than wide range of themes
- Manchester & Hull registered interest

**7 AGM & Annual Conference DH**

On hold

**8 Engage with... Project GP/LL**

- Positive feedback for event; small, but consistent group of participants for whom weekly meetings made difference
- LL looking into monthly “live” events for future events potentially restaurant visits and/or book club

**9 2020 Seminar Series GP**

Postponed until 2021

**10 WHS Update GP**

- Zipwire debate worthy of webinar topic? – Delightful City format and topic?
- GP reported on the controversy and petitions. Questions of accountability and transparency as well as public spaces and their use

**11 Piazza Fountain GP**

Nothing to report

**12 West Waterloo Dock**

GP subjected to trolling on Twitter by disgruntled residents. Advice from several Board members on how to deal with it. Engage will not get involved with social media that is not respectful. Decisions about supporting resident issues are the responsibility of the whole Board.

**13 AOB**

HW reports that Licensing Committee delays CIA (Community Impact Assessments) to ease impact of COVID-19 as part of Special Cumulative Impact Policy (SCIP)

**Next meetings for 2020: 10.09**

**Venues:  
ZOOM**