



Seminar Sponsorship 2022

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 citizen democracy in Liverpool. With government-appointed commissioners still in place following a bribery and corruption scandal that made national headlines, and the future of the Mayoralty itself in doubt, we want to explore how citizens have come together to shape a culture of transparent, representative decision making in other cities around the world – and what Liverpool can learn from their approach.

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 the democratic processes of our city, for many years to come.



Gerry Proctor, MBE
Chair, Engage Liverpool CIC

Seminar Series 2022

Our city is in democratic crisis. The arrest of a former Mayor on suspicion of bribery and corruption, along with a number of key figures in the council, shook the trust that Liverpool city residents once had with their elected representatives. This year, when the City Council ran—and then ignored the outcome of—a public consultation into continuing or scrapping the Mayoral model, resident trust was eroded even further.

A healthy city is one with an active and informed citizenry, engaged in the decision-making that shapes their everyday lives. 2022 is a time of change, and we want to equip Liverpool citizens with the tools they need to engage more deeply in how their city is run.

Our 2022 seminar series has three core aims:

1. To host a politically neutral public space where all residents feel able to attend and express their views, beyond the usual party politics of the city.
2. To challenge the current attitude of resignation and despair about the state of local democracy.
3. To offer meaningful and inspiring examples of active citizen engagement which would lead people to want to collaborate in a search for common ground to move us beyond the crisis of democracy.

The series will run over a six-week period from September to October 2022, meeting fortnightly to allow time for reflection between sessions. Each seminar will be held in a different, centrally-located public venue, and will feature time for both presentations and open discussion. If our sponsorship goals are reached, the events will also be recorded and archived online for future viewing.

We are honoured to count [Jon Alexander](#), cultural theorist and author, amongst our advisory board for this year's series, and the headline speaker for our opening event will be Dr Camila Vergara, an international leader in the field of democracy and citizen empowerment, and fellow at the University of Cambridge.

We will work closely with national and local partners already involved in deliberative democracy and citizen empowerment, as well as academics in our local universities and also politicians of all parties in the city.

We hope the series will be followed by further events to facilitate gatherings and meetings of key stakeholders to enable a citizen response to develop in the city.

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 expenses

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 2022

We're keen to talk to you about ways you could support our 2022 seminar series, either with a financial lump sum, or through in-kind support.

Our budget for this year's series totals around £4000. Our largest costs include venue hire, online streaming, recording and video editing, and online and print marketing.

Sponsors' contributions in previous years have ranged **from £1000 to £5000**, and we're happy to build a sponsorship package that showcases your organisation's values to our audience this year.

In addition to supporting us in our mission of citizen involvement, 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.
- Mentions in our social media posts before and during the seminars.
- Mentions in our Grapevine email newsletter, covering residents across the city centre and waterfront, 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: Examples from our recent history

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).

An example of our costs and impact: 2021

We pride ourselves on delivering an exceptional seminar series each year, on a tight but realistic budget.

2021 was a particularly challenging year, with COVID-19 precautions limiting in-person attendee numbers, we anticipated a smaller seminar series than previous years. We partnered with a venue who was able to professionally film and live-stream the seminars, but they unfortunately had to pull out after the first seminar. We secured over £600 in attendee donations, but no further sponsorship, and so made a £1710 loss this year.

Venue hire	£286
Venue refreshments	£232
Filming	£425
Design and promotion	£1251
Speaker expenses	£122
Total cost	£2316
Sponsorship	£0
Attendee donations	£606

Feedback from the 2021 seminars, however, was exceptional:

- *“Really interesting speakers – great diversity.”*
- *“How encouraging it is to know that people are proud and determined to maintain the culture, diversity, and warmth of the city despite setbacks.”*

- *“Really thankful for the effort made to make this event available online.”*
- *“It is nice to see at these events that there are people proactively addressing issues and concerns that affect residents and give them a voice in a constructive way.”*
- *“Really happy to see it recorded because these seminars should be widely seen.”*
- *“More!! It’s great and important for the city to have such events! Super interesting.”*
- *“Engage is second to none in laying on these important events for this city. Please support more of these!”*

We’re also proud to see that over four fifths of attendees would come to another Engage Liverpool seminar again, and almost one in ten learned something new at the seminar. This is clear evidence that Engage’s seminar series is delivering value for residents and businesses that isn’t available elsewhere in the city’s public discourse.

	2021 Destination Liverpool seminars
“I learned something I didn’t know before”	86%
“I met someone I didn’t know before”	33%
“I would come to an event like this again”	82%
“I have been to an Engage Liverpool event before”	65%

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.

2019 – Playing Our Part (sustainable development)



2018 – Cities of Inspiration (heritage and development)



2017 – A Status Worth Fighting For? (heritage and development)



2016 – Reclaiming the City (wellbeing and civic participation)



2015 – Liveable Liverpool (apartment living)



2014 – Liverpool On The Move (transport and public realm)

