

# COMMUNITY



## HIGHLIGHTS FROM 2022



**TICKET  
DONATIONS**



**CHARITY CHAMPS  
RAISED £11K**



**CHARITY  
STRATEGY**



**ACCESSIBILITY  
PLEDGE**



**SUPPORT OF VENUE  
HIRE WORTH £60K**

# THE STORY SO FAR

As a business based in Liverpool we want to play an integral role in our community as well as attracting people from all over the world to visit and enjoy our city. To support our community we carry out fundraising for our charitable foundation through our Charity Champs, which this year has supported seven local initiatives by providing over £11,000 in grants.

We have developed a charity strategy that outlines how we can work with charities in multiple ways such as providing tickets as prizes, volunteering, providing free venue hire and providing regular food donations.

We are keen to ensure our campus feels welcoming to all and have developed an Accessibility Pledge that sets out our commitment to making our experiences inclusive. Last year we supported staff to increase the accessibility of our venues with Safe Space Training with LCR Pride, mental health awareness and sign language training. E-learning courses on the Equality Act and Diversity & Inclusion were launched. We hosted the Liverpool City Region Mental Health & Work Summit and spoke at the 2030 Hub event How to win more business by being 'Good'.



## CASE STUDY: **CHARITABLE FOUNDATION**

Thanks to the fundraising of our Charity Champions we were able to award £11,000 in 2022 to seven projects supporting vulnerable communities within the Liverpool City Region. The projects addressed key issues including the cost of living crisis, mental health, child poverty, homelessness and social isolation.

# KEY INITIATIVES IN 2023

Our fundraising efforts will continue to support local charities focusing on issues specifically affecting Liverpool, including community cohesion and inclusion, redressing poverty, health and wellbeing and environmental sustainability. These areas of focus will inform our volunteering policy as we roll it out across the organisation, working with key partners.

In addition, we will work with charities offering space, tickets and time to truly play our part in the Liverpool community. This year we will develop a community engagement plan to identify opportunities and understand potential impact.

This year we will continue to focus on ensuring our venues are as accessible as possible. We will do this by rolling out the NIMBUS scheme, which provides a short cut for disabled people to express their individual needs to us, as well as working with mental health and dementia charities to understand different requirements of different groups.

## 2023 COMMITMENTS

- Roll out the volunteering policy
- Roll out the NIMBUS accessibility scheme
- Increase donations to the foundation
- Community engagement plan
- Develop a comp ticket strategy

# HOW WE'LL GET THERE



## FUNDRAISING



## PARTNERSHIPS



## CITY PRIDE



## ACCESS

- 🎯 Roll out the volunteering policy
- 🎯 Roll out the NIMBUS accessibility scheme
- 🎯 Increase donations to the foundation
- 🎯 Community engagement plan
- 🎯 Develop a comp ticket strategy