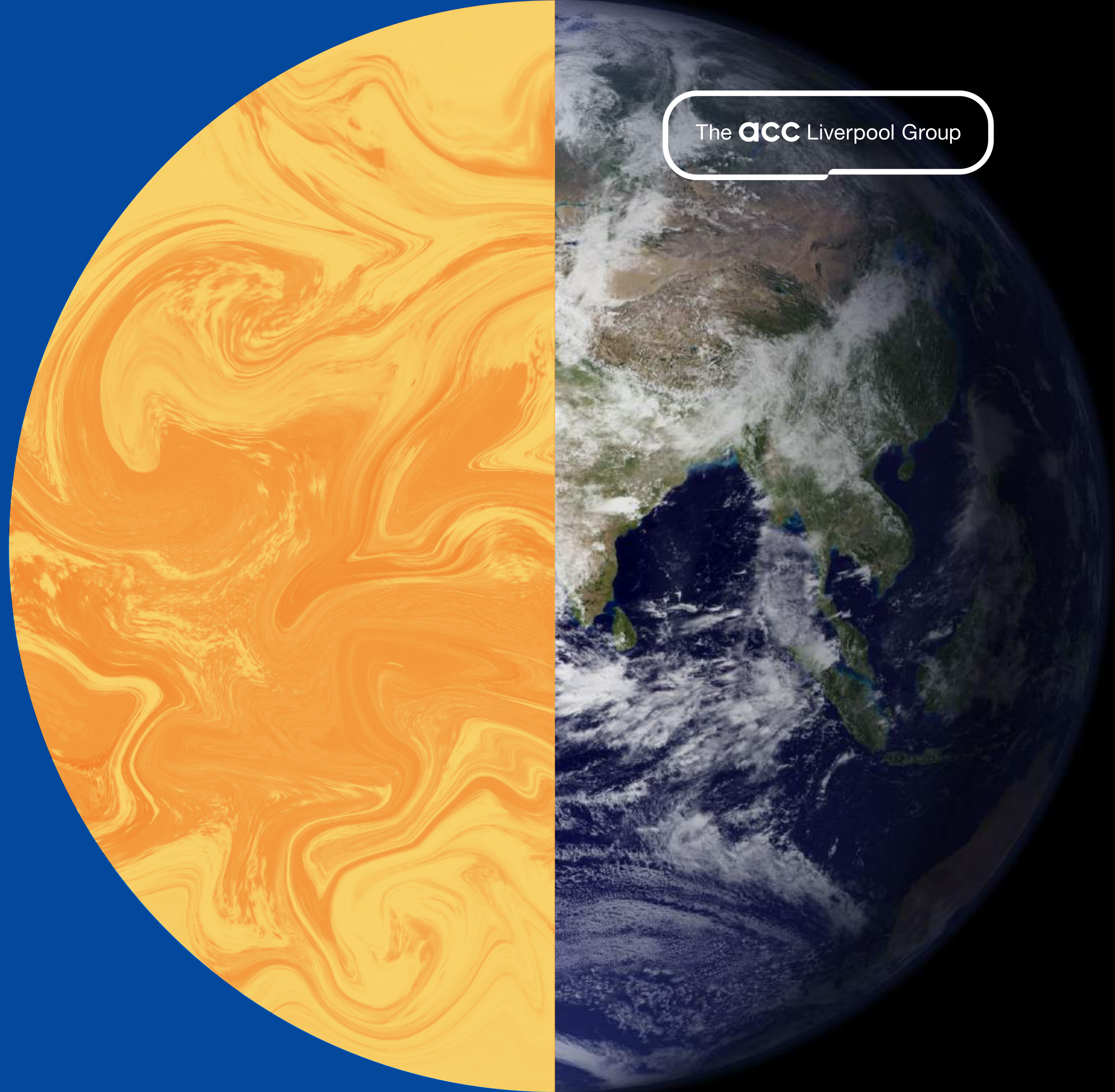


SOCIAL VALUE

IMPACT PLAN

2024-25

The **acc** Liverpool Group





EXPEDITION ONE

CONTENTS

INTRODUCTION



OUR PLAN



ACHIEVEMENTS



HIGHLIGHTS FOR 2024-25



BE A THOUGHTFUL AND INCLUSIVE EMPLOYER



BECOME MORE ENVIRONMENTALLY SUSTAINABLE



USE OUR INFLUENCE



BECOME INTEGRAL TO AND LOVED BY OUR COMMUNITY



2025-26 COMMITMENTS



AIM: TO BE A THOUGHTFUL, INCLUSIVE EMPLOYER



AIM: TO BECOME MORE ENVIRONMENTALLY SUSTAINABLE



AIM: INDUSTRY INFLUENCE



AIM: COMMUNITY



PULL OUTS



M&S BANK
ARENA



TQ TICKET
QUARTER



INTRODUCTION

Liverpool, our hometown, holds a special place in our hearts and we're committed to helping it thrive for years to come by leaving a positive and lasting legacy. That's why, a few years ago, we set out a vision for how we would engage with our colleagues, customers, clients, suppliers, neighbours and local communities to be the best we can be for our city region.

Our commitment and impact has only strengthened as social value activity becomes more embedded in our day-to-day operations. We have made headway in reducing our environmental impact and continue to play our part in the life of the city. We have embedded the TOMs framework, working with the Social Value Portal, to chart progress across our pillars.

There is still much to do. We must continue to listen, educate ourselves and understand what our communities need from us.



ACCESSIBILITY STEWARDS AT THE LABOUR PARTY CONFERENCE
PHOTOGRAPHER: JONO SYMONDS



OUR PLAN

Our Social Value Impact plan has been developed around four main aims:

- Be a thoughtful, inclusive and progressive employer
Equality | jobs | wellbeing | engagement
- Become more environmentally sustainable
Carbon | energy | waste | water
- Use our influence to evolve the industry including our clients, partners and stakeholders
Training | legacy | communications | procurement
- Become integral to and loved by our community
Fundraising | strategic partnerships | city pride | access



BEEHIVES ON SITE AT ACC LIVERPOOL



OUR ACHIEVEMENTS





HIGHLIGHTS FOR 2024-25

Through using the Social Value Portal's TOMs system, we have collected key information to give us a more holistic picture of the social value impact that we have on our local area.

Our social value in 2024-25 equated to more than £5.9m

Since we started formally measuring our social value in 2022, we have generated over £17.5m for our community.

This report details the work we have done from April 2024 to March 2025 against the four overarching areas of people, sustainability, industry influence and community.

HIGHLIGHTS

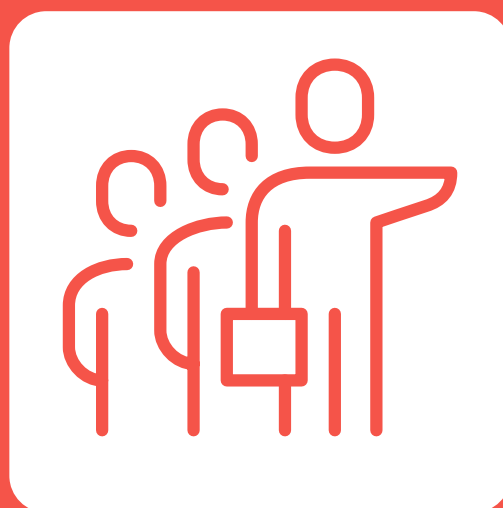
- ✓ Reduced our carbon footprint by 12%
- ✓ Increased biodiversity on-site with three beehives
- ✓ Hosted Act 1.5 Presents and Expedition One sustainable events
- ✓ Engaged with community groups to improve routes to employment
- ✓ Rolled out Mental Health First Aid training to staff
- ✓ Raised £13,000 for local community projects
- ✓ Hosted and co-created city region-wide accessibility forum



BE A THOUGHTFUL, INCLUSIVE AND PROGRESSIVE EMPLOYER



EQUALITY



JOBS



WELLBEING



ENGAGEMENT



KEY INITIATIVES IN 2024-25

This year, we have spent time listening, making connections, and investing in training to help create the most productive environment for our colleagues.

Our people-related initiatives promote our values of respect, honesty, growth, enjoyment and collaboration, which we recognise through our reward platform, Centrestage. The springboard for conversations with colleagues is our staff survey and we have spent time meeting in focus groups to explore the results in depth, developing a deeper understanding of areas where we can improve our business.

Our wellbeing strand is developing with the support of a cross-organisational working group. We celebrated National Employee Appreciation Day by encouraging colleagues to recognise and celebrate each others contributions by nominating them as Wellbeing & Engagement Champions. As part of our focus on psychological safety and inclusion, we took part in 'My Whole Self Day', a national campaign led by Mental Health First Aid (MHFA) England. To enhance our support for mental wellbeing, 28 colleagues trained as Mental Health First Aiders, providing opportunities for growth and a valuable resource for the organisation.

HIGHLIGHTS

- ✓ Engaged with community groups to improve routes to employment
- ✓ Rolled out Mental Health First Aid training to staff
- ✓ Expanded our apprentice programme
- ✓ Focused on colleague wellbeing



Our commitment to building a respectful, inclusive, and representative workforce is embedded in our three-year Equality, Diversity and Inclusion Strategy, now entering its final year. We are proud to be an active member of the Liverpool City Region Race Equality Hub, and we share our job opportunities through their platform in a bid to reach a broader and more diverse talent pool.

We were proud to have been awarded Patron Status by Elevate Education Business Partnership in recognition of our commitment to providing quality careers guidance and opportunities to young people across the Liverpool City Region through our work experience programme.

In November, we hosted a “Pathways to Employment” visit in partnership with The Big Trust, a charity committed to helping individuals overcome disadvantage and realise their potential. As part of this initiative, we welcomed students from St. Francis Xavier College, offering them a unique, behind-the-scenes insight into careers at The ACC Liverpool Group and our onsite hotel, Pullman Liverpool.

We have pledged to support care leavers by partnering with the Care Leavers Covenant, a national initiative that connects young people with work experience, apprenticeships and employment opportunities. Similarly, we’ve started to support the Thrive Careers Hub, part of the Department for Work and Pensions, which helps young people aged 18-24 from economically disadvantaged backgrounds, committing to offering work experience placements and donating event tickets to motivate and reward these young individuals.

We were proud to be awarded Disability Confident Committed Employer status, reinforcing our pledge to create a more inclusive and accessible workplace. In November 2024, we attended the Disability Confident Careers Fair, a crucial event aimed at supporting individuals with disabilities in finding employment.

We participated in Strawberry Fields’ Steps to Work initiative that supports young neurodiverse adults to overcome barriers to work and gain meaningful employment or volunteering opportunities. We were pleased to be able to host one of the students as part of the programme, which lasts for 12 weeks. At the end of the process, the participant joined us as a casual worker.

As part of our wider inclusion efforts, we also partnered with Deaf Active, a Liverpool-based charity that supports Deaf and Hard of Hearing children, CODA (Children of Deaf Adults), and their families. Deaf Active delivered British Sign Language (BSL) training to 18 employees.

Our apprenticeship programme has been very fruitful, and two people who have undertaken apprenticeships with us have gone on to other roles within the organisation. Additionally, we introduced a Work Experience Policy to ensure fair and structured access to placement opportunities across the organisation, with a specific focus on individuals from underrepresented backgrounds, including those living in socio-economically deprived areas of the city region.



BECOME MORE ENVIRONMENTALLY SUSTAINABLE



ENERGY



CARBON



WATER



WASTE



KEY INITIATIVES IN 2024-25

We've made a lot of progress in environmental sustainability over the last year and have published a separate Sustainability Strategy that provides more detail on how we plan to lower our impact on the environment. Our commitment to environmental sustainability is unwavering and was supported this year by ACT 1.5 and Liverpool's UN Accelerator City status, when our site became the centre of the conversation around decarbonising the events industry.

Our activity in this area is driven by an internal sustainability forum, with colleagues from across departments identifying opportunities to react to the climate crisis.

Last year, we became a carbon neutral campus and since then we have been working to further reduce carbon emissions. We completed some crucial projects this year such as replacing our lighting with an LED system and replacing gas boilers with air sourced heat pumps, and as a result our carbon emissions have dropped by 12%. We are well on the way to achieving ISO 50001, which is helping us improve our energy performance and reduce our environmental impact. In addition, we have developed our waste management plan and now sort 50% of our waste on site.

Perhaps the most popular initiative has been introducing bees to our site to encourage more biodiversity. We worked with Wirral-based Sunlight Bees to introduce two queen bees and their hives to the site. Queenie and Fuzzy McStripeyface, as named by our colleagues and customers, were joined by a third hive in the autumn generously funded by our client the Labour Party.

We were honoured to host Act 1.5 in November, a three day event to mark Liverpool becoming the first ever UN Accelerator City for climate change. The event included a three night live music series featuring Massive Attack, Idles and Chic & Nile Rodgers and aimed to trial different initiatives to decarbonise music events. The initiatives included using the same production set up, powering with 100% renewable only energy, plant-based food throughout the venue and public transport purchased with your gig ticket.





Alongside this ran an industry event, Expedition One, presenting eight pilot projects for rapid decarbonisation across live music, TV and film productions scheduled in 2025. Some of the initiatives that we trialled have become regular practice, such as using Vegware across our food outlets. Others continue to inform our strategy going forward. The arena is now central to two of the eight Accelerator City initiatives; Cleaner Arena which aims to reduce carbon across live music and entertainment shows and Ask the Audience which is testing how best to lower carbon in audience travel.

We're making sustainability a regular conversation with business event clients too. The recent Biologists @ 100 conference, organised by The Company of Biologists, provides a great example of how we as a venue can work with clients to create more sustainable events. Initiatives included our venue's catering partners Sodexo Live! prioritising vegan and vegetarian menus, using Vegware for smart packaging and tableware and Klimato carbon labelling on menus to track the carbon footprint of catering choices. All waste produced was responsibly processed, with materials reused, recycled, or composted wherever possible. The event's carbon footprint was measured using Greengage's EVENTsmart calculator, with a view to reducing carbon next time round.

As a result of our activity and commitment to sustainability this year, we received two accreditations – we progressed to a Green Meetings Gold Award and achieved Platinum status in the Greengage ECOsmart Hotels and Venues Certification.

HIGHLIGHTS

- ✓ Reduced our carbon footprint by 12%
- ✓ Achieved Green Meetings Gold and ECOsmart Platinum status
- ✓ Hosted Act 1.5 Presents and Expedition One sustainable events
- ✓ Increased biodiversity on-site with three beehives
- ✓ Championed sustainable events with Company of Biologists @100 conference
- ✓ Launched waste management plan



USE OUR INFLUENCE

TO EVOLVE THE INDUSTRY INCLUDING OUR CLIENTS, PARTNERS AND STAKEHOLDERS



TRAINING



LEGACY



COMMUNICATIONS



PROCUREMENT



KEY INITIATIVES IN 2024-25

Our legacy strategy, which is aligned to the needs and priorities of the city region, has been central to this pillar and has enabled us to demonstrate the power of business events by engaging our clients in making a meaningful difference to our communities. We hosted our third legacy workshop, with over 45 clients and legacy champions in attendance, including Alzheimer's Research UK, ELRIG, IAPD and James Latham from The Iceberg. We also rolled out a quarterly legacy e-newsletter, to amplify our success stories and share best practice with legacy champions and clients that want to maximise the impact of their events.

The power of business events was in the spotlight again when we hosted a low-energy, zero-carbon, affordable house on our site during the Housing Community Summit and Labour Party Conference. The house was part of a ground-breaking new initiative to revolutionise house building, delivering skilled jobs and affordable sustainable homes. Our strong client relationships provided the platform to showcase how the city region's strengths can be harnessed to help tackle the housing crisis.

We continue to champion talent development within the industry, and for the second year running we sponsored five student places at the ABPCO Festival of Learning conference. Sponsorship covers travel, accommodation, entry and other expenses for event management students, making it possible for them to attend the event.



EVENT: ZERO CARBON HOUSE AT THE LABOUR PARTY CONFERENCE

PHOTOGRAPHER: JONO SYMONDS



Our memorandum of understanding with Liverpool John Moores University sees us work together with students to offer an insight into working in the events industry. This year, we worked with a group of students to provide them with a live brief to enrich and animate our outside spaces. The students presented ideas to members of our senior management team, some of which have been worked into future site plans. We're keen to attract and retain talent coming from our universities and regularly present to students, including those studying Accessible Tourism, who came to site for a presentation from our operations and marketing teams.

We continue to promote social value through our supply chain, choosing to work with local suppliers and those that show a commitment to the local area. Our Director of Operations and Venue Management Eddie dos Santos presented at the Liverpool Chamber of Commerce's Well Connected event focused on social value and responsible procurement.

HIGHLIGHTS

- ✓ Hosted third event legacy workshop
- ✓ Hosted zero carbon house showcasing city region's strengths
- ✓ Sponsored students to attend ABPCO Festival of Learning
- ✓ Engaged with local students
- ✓ Promoted our values at industry events



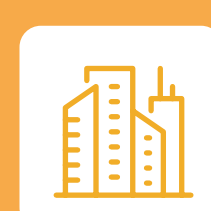
BECOME INTEGRAL TO AND LOVED BY OUR COMMUNITY



FUNDRAISING



STRATEGIC
PARTNERSHIPS



CITY
CONFIDENCE/PRIDE



ACCESS



KEY INITIATIVES IN 2024-25

Our Charity Champs group has focused on increasing donations to the ACC Liverpool Group Foundation, raising £13,000 through a series of initiatives over the past year. The colleague-led fundraising group has enabled us to provide grants to charities and community groups focussed on improving the lives of people in the city region. This year, we encouraged music initiatives to apply to the foundation in a bid to support grassroots music.

In the past year, we have been able to provide grants to 20 Stories High to create a live music experience for young people, Scrapyard Studios CIC to deliver a music-based project specifically for women and South Central Community Transport to replace musical equipment. We supported Chaos Arts CIC to set up a community dance company for LGBTQIA+ people and My Outdoor Classroom CIC to run a monthly forest school for adults with ADHD. Grants also went to Unite Bridge Hope to build a community-based book club and The Bluecoat to engage adults who are neurodiverse or have learning disabilities in a visual art initiative. In addition, we awarded grants to a number of groups providing emergency essentials and combatting food poverty.

Although we fundraise for our own charitable foundation, we also support other charities. When Premier League Darts came to the arena, we worked with mental health charity Chasing the Stigma to raise awareness of resources available to people who may experience poor mental health. When the much-loved Zoe's Place hospice was under threat of closure, we were able to provide a space for businesses to come together to discuss ways to fundraise.



THE BLUECOAT 'BLUE ROOM' PROJECT



We regularly provide tickets for charity events to help fundraising efforts across the city. Over the past year, recipients included the Anthony Walker Foundation, the Walton Centre and North West Cancer Research.

We continue our focus on accessibility, ensuring that everyone feels welcome and comfortable in our venues. We were delighted to host The Liverpool City Region For All Forum: Unlocking an Accessible Visitor Economy, headlined by Paralympic champion and disability rights advocate Baroness Tanni Grey-Thompson DBE DL. The forum, of which we are founding members, brought together leading disability advocates, businesses, and stakeholders in a coordinated effort to create the UK's most welcoming and accessible visitor destination. The forum featured powerful insights from influential speakers including Lucy Edwards, an award-winning presenter and disability activist who lost her sight at 17, and Ollie Thorn, an international para-snowsports athlete and disability inclusion advocate.

We've spent the year working on a new brand identity, the results of which are rooted in Liverpool and the city's character. To build the new brand, we have spoken to stakeholders, customers, clients and colleagues to ensure we fully understand how people see us and to ensure our local communities feel connected to and proud of our events campus.

HIGHLIGHTS

- ✓ Raised £13,000 for local community projects
- ✓ Hosted and co-created city region-wide accessibility forum
- ✓ Provided complimentary venue space and event tickets to local charities
- ✓ Started developing a new brand that is rooted in our community



2025-26





BE A THOUGHTFUL, INCLUSIVE AND PROGRESSIVE EMPLOYER

To maintain our commitment to ED&I and to develop and deliver our strategy, we are in the process of setting up a working group with representation from across the organisation. We'll continue to play an active role in the Race Equality Hub, which will feed into our working group activity.

Our focus on early careers will continue this year, recognising that we must attract and support new talent coming into the industry. We are exploring how we can support LJMU's Discovery Internship Programme, a fully funded initiative allowing students to complete a project for a host organisation, providing valuable real-world experience. We will also continue our outreach, working with organisations like The Big Trust to take ACC Liverpool on the road to reach people who might not know about us yet.

We plan to develop a mentoring and shadowing programme for our colleagues this year, recognising that continuous development and learning are a priority for our employees. This programme will connect individuals with experienced mentors to support personal and professional growth, offer career guidance, and help build meaningful connections.

Our apprenticeship programme has developed organically in recent years and has been invaluable in supporting the organisation in particular areas like marketing and guest relations.

This year, we will focus on developing a more strategic framework for the programme to ensure both participants and the organisation get the most out of it.

We continue to work on the Employee Charter and an Employee Value Proposition which will be reflective of our new brand identity and positioning, using the insight gained through the employee survey, regular pulse surveys and focus groups to explore specific areas of development.



STAFF SUMMER SOCIAL



BECOME MORE ENVIRONMENTALLY SUSTAINABLE

We have a detailed sustainability strategy that outlines our journey to 2030 but this section provides an overview of our plans for this area.

Now that they have been on site for a year, our much-loved bees will be producing honey that we will be able to harvest. To support them, we are increasing our biodiversity across the site, including scattering wildflower seed balls donated by Seedball.

Following the Act 1.5 events, we are currently part of two year-long initiatives to reduce carbon in events driven by the UN Accelerator City programme. As part of this, we are working with the city council to find ways to trial an integrated transport and ticketing programme for our consumer events. We are also reviewing our arena activities to look at how we can reduce carbon in live events, an initiative supported by an application for Greener Arena accreditation from A Greener Future.

Other projects include investing in a fully electric vehicle fleet, continuing to implement our waste management plan, and developing a new sustainable procurement policy, ensuring our values are clearly communicated to everyone we do business with.



GREEN SPACES ACROSS OUR CAMPUS
PHOTOGRAPHER: JONO SYMONDS



INDUSTRY INFLUENCE

As well as looking at our own impact, we are keen to work with our clients to reduce the carbon generated by their events, and offset their footprint, by utilising the Greengage EVENTsmart carbon measurement tool. Using this information, we can help clients make decisions around future events to help reduce their footprint.

As our legacy programme goes from strength to strength, we have started conversations with more clients to understand how we support them to undertake legacy projects. In particular, we are working to facilitate conversations with city partners and the British Society of Paediatric Dentistry around their European Academy in Paediatric Dentistry Conference 2026 in Liverpool.

We recognise that not all event organisers have the resources or lead time to curate legacy projects, and that smaller-scale community outreach work can be just as meaningful. To help, we're in the process of developing an Impact Guide for clients, which will outline some of the issues Liverpool faces and provide practical ideas about how to engage with the local community.

We're proud to be one of the sponsors of the Power of Events North West Schools Engagement Programme aimed at increasing awareness of the industry and improving paths to entry for school leavers. Over the next year, members of our team will be acting as ambassadors for the programme, volunteering time to visit schools across the region and educate them about possible career opportunities.



THE COMPANY OF BIOLOGISTS @100 CONFERENCE AT ACC LIVERPOOL

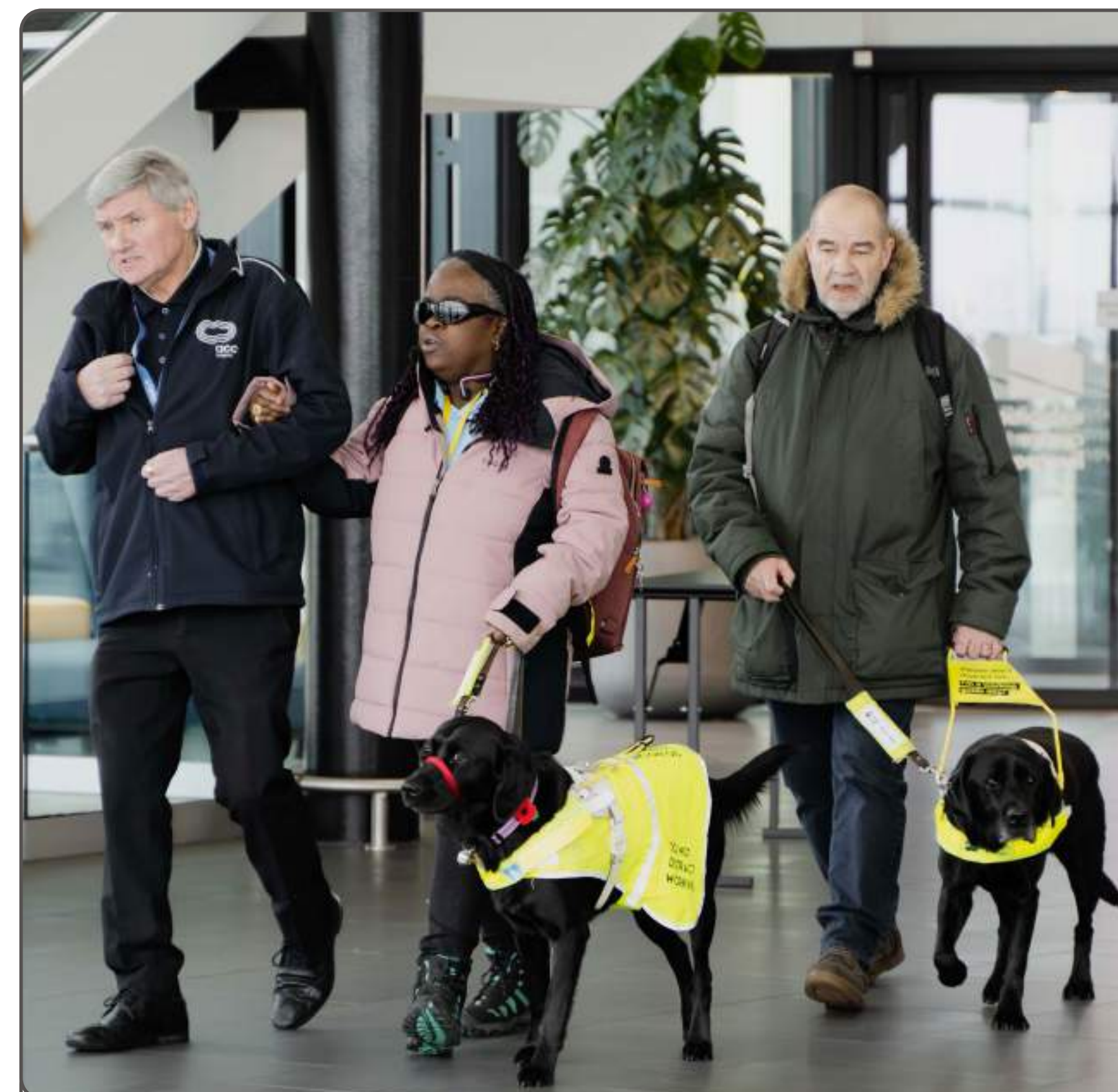


COMMUNITY

Our community strand remains a vital part of our strategy as we work to make a meaningful difference to the city region and build stronger connections with our community. We're currently working through a mapping exercise to understand the areas of greatest need, ensuring our efforts have the greatest possible impact. As part of this, we aim to raise the profile of volunteering opportunities to encourage more people to get involved.

Our Charity Champs are keen to reach a target of £15,000 raised this year for the ACC Liverpool Group Foundation. As part of our community fundraising efforts, we plan to raise the profile of grant recipients so that more people see and support their valuable work. We're also hosting a celebration of Zoe's Place in July, recognising the incredible efforts of the city in fundraising for the charity's future.

Accessibility remains a key priority for us and we will be publishing an updated Accessibility Strategy in the coming months. We understand the importance of digital accessibility and will be installing accessiBe on our websites. The accessiBe tool enables people with disabilities access information and resources on our sites. We will also formally adopt the sunflower scheme throughout our venues to help people with hidden disabilities navigate our spaces.



LIVERPOOL CITY REGION FOR ALL FORUM AT EXHIBITION CENTRE LIVERPOOL
PHOTOGRAPHER: CAITLIN SULLIVAN



PEOPLE

THIS YEAR WE COMMIT TO:

- 🎯 ED&I strategy working group
- 🎯 Early careers focus
- 🎯 Developing a mentoring scheme
- 🎯 Developing an employee charter
- 🎯 Strategic framework for our apprenticeship scheme
- 🎯 Employee survey/pulse survey

INDUSTRY INFLUENCE

THIS YEAR WE COMMIT TO:

- 🎯 Continuing to facilitate legacy initiatives
- 🎯 Creating a community impact guide for clients
- 🎯 Taking part in the Power of Events School Engagement Programme

ENVIRONMENT

THIS YEAR WE COMMIT TO:

- 🎯 Greening areas of site and supporting our bees
- 🎯 Introducing a fully electric fleet
- 🎯 Creating an offsetting database for clients
- 🎯 Applying for Cleaner Arena accreditation
- 🎯 Utilising the Greengage EVENTsmart technology to its full potential
- 🎯 Launching sustainable procurement policy
- 🎯 Sorting 75% of our waste on site

COMMUNITY

THIS YEAR WE COMMIT TO:

- 🎯 Raising £15,000 for the ACC Liverpool Foundation
- 🎯 Hosting a fundraising event for Zoe's Place
- 🎯 Mapping the local areas of greatest need
- 🎯 Increasing volunteering hours
- 🎯 Ensuring websites are accessible
- 🎯 Adopting the sunflower scheme throughout our venues