


The **acc** Liverpool Group



SOCIAL VALUE IMPACT PLAN

INVESTING IN OUR COMMUNITIES

ACCLIVERPOOL.COM

CREATING
SOCIAL VALUE
IS **NOT** AN *ADD ON* TO
OUR BUSINESS
IT'S AT THE
HEART
OF WHO WE ARE

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M&S BANK
ARENA





WE WANT TO BE PART OF THE SOLUTION



At The ACC Liverpool Group, we want to be a company that strives to do the right thing and contributes to society, creating a positive social, economic and environmental impact in everything we do.

We know that we won't always get it right every time, that sometimes doing the right thing can be hard and can at times have an impact on the bottom line. But when you start to think about business in a different way, about what it can mean for society at large not just what it can mean for the P&L in front of you, then suddenly what success looks like starts to change as well.

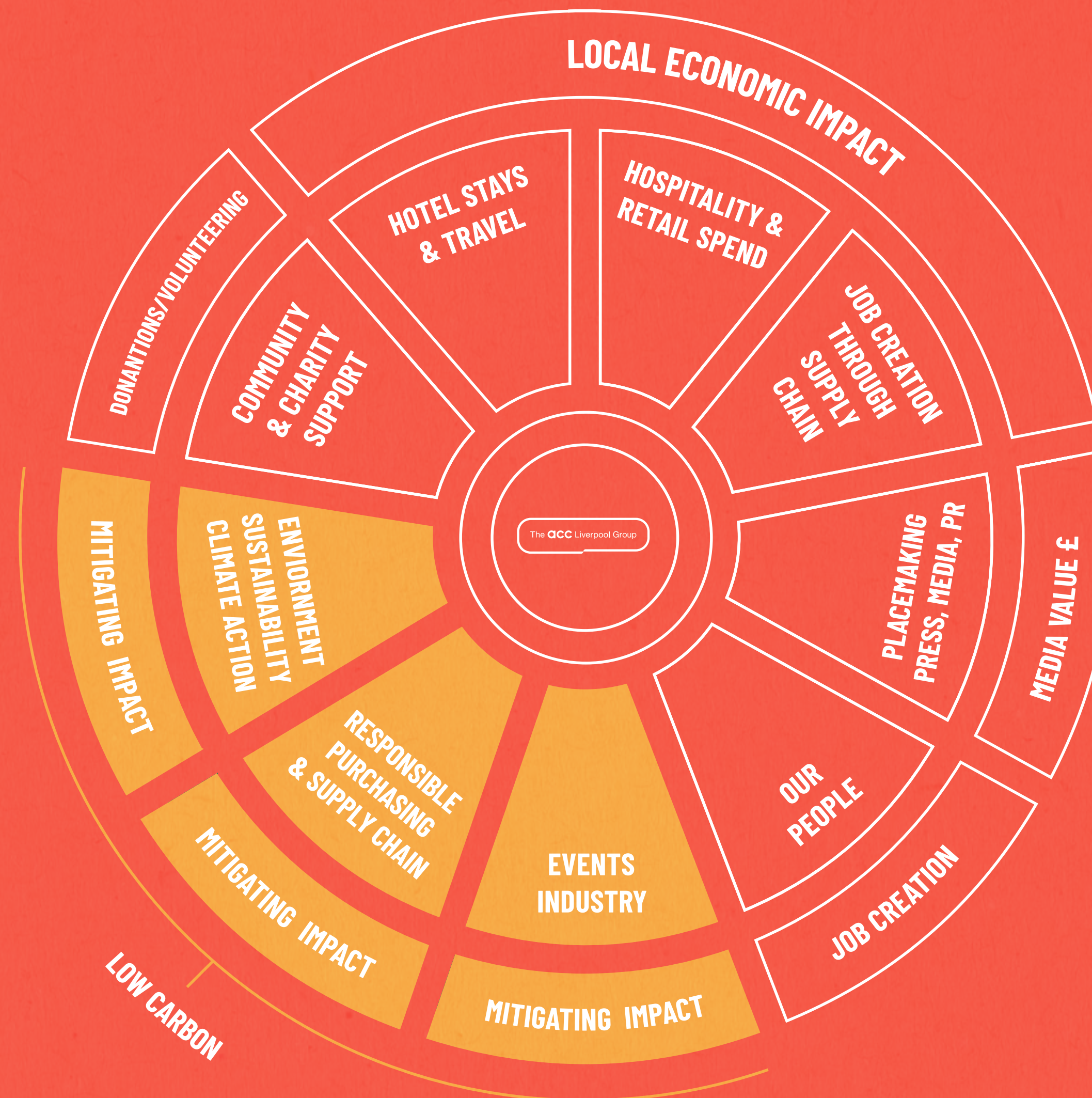
The drive for better business is building momentum every day. The pandemic has shone a spotlight on this more than ever – value led business is front of mind for audiences, customers, employees, partners, shareholders and legislators alike.

We want to be part of the solution.

We want to always be improving and challenging ourselves.



OUR SOCIAL VALUE IMPACT





OUR SOCIAL VALUE TOUCHSTONES

There are a lot of frameworks, plans and strategies in this space of Social Value, all doing great things. We have decided that the best thing for us is to adopt areas and ideas from across the most relevant global, event industry and local plans to create something which is unique to us, deliverable and rooted in who we are, the things we care about most and is most impactful to the environment, people and communities around us. These will be the external Social Value touchstones that we will hold ourselves accountable to, strive to support, achieve and challenge ourselves against.





OUR COMMITMENTS

Through our long term Social Value work and our annual action plans we will...

- Maintain our zero to waste status
- Support the delivery of the UK Government's commitment to reach net zero carbon emissions by 2050
- Support the development of super low carbon events within our industry
- Become a venue campus all audiences feel at home in and that represents all
- Employ and nurture a workforce which reflects our communities
- Support, influence and manage our supply chain to deliver against our commitments
- Work with service partners who are aligned to and will engage in and represent our values
- Continually support and enhance our local community economically and socially



HOW WILL WE DELIVER OUR COMMITMENTS?

WE WILL FOCUS ON 5 KEY AREAS TO SHAPE OUR TARGETS AND DELIVERY





COMMUNITY



Our Hometown means the world to us and our reason for being is to positively impact the lives of our local community.
We want that impact to be more than economic, we also want to deliver positive impact through procurement, education, wellbeing and inclusion.
We are committed to using Social Value as a means to enhance our community engagement.



OUR ACHIEVEMENTS SO FAR:

- ✓ £2bn economic impact to the economy since 2008 supporting the local hospitality, leisure and retail sector growth and local jobs
- ✓ £50,000 raised and donated through our Charity Champions and The ACC Liverpool Group Foundation
- ✓ 100,000+ event tickets donated to the local community and charities to increase access to minority and hard to reach communities and in support of local charitable initiatives
- ✓ Monthly donations to local foodbanks and homeless charities through our catering partner Sodexo
- ✓ Educational and career support for local students and graduates via presentations and site tours and through our partnership with local universities
- ✓ 4 permanent apprenticeship positions across the business each year
- ✓ 6300+ hours spent supporting charities in the local community

OUR ACTION PLAN COMMITMENTS FOR 2022

- 🎯 In partnership with Liverpool City Council, look to contribute to a Social Value MarketPlace to ensure our supply chain and procurement processes can add maximum and targeted benefits to our local community
- 🎯 Deliver 200+ hours of volunteering in the community each year via our new Staff Volunteering Policy to be introduced from October 2021
- 🎯 Work with our F&B partner Sodexo to deliver monthly food donations to local foodbanks, working with Liverpool City Council to identify the foodbanks and charities we can target in support of the city's Covid Recovery Pledges
- 🎯 Lost property donations to be made to local homeless charities 4 times per year
- 🎯 Deliver 25+ hours of educational and career support sessions with local universities and colleges delivered through lectures, talks, presentations and site tours
- 🎯 Donation of 300+ event tickets to local charities for hard to reach and minority recipients and to support local charities
- 🎯 Develop a partnership with transport providers and Sodexo to ensure a free to attend experience for ticket donations, in order to reach deprived communities
- 🎯 Staff led Charity Champion targets to deliver cash and VIK donations of equivalent £10,000 per annum to local charities or community groups
- 🎯 Deliver local graduate interview training through World of Work Programme
- 🎯 Advertising all appropriate job vacancies through Liverpool at Work and local universities and colleges
- 🎯 10 job roles across the company to be local apprenticeship positions
- 🎯 Develop a Community Engagement Plan across key community groups and diverse communities including LGBTQ+ accessibility support groups, ethnic minorities and hard to reach groups
- 🎯 Promoting and enhancing the current Accessibility Standards including commitment to improve the online booking system for accessible tickets.



ENVIRONMENT, SUSTAINABILITY & CLIMATE ACTION

We want to deliver real impact and action, in line with the UN's Sustainable Development Goals, playing our part in the global fight against climate change.
On a local level we want to be a beacon for sustainability and to ensure we offset any negative impact our events and operations may have on the local environment.



OUR ACHIEVEMENTS SO FAR:

- ✓ 100% renewable energy certified
- ✓ We send ZERO waste to landfill
- ✓ We have eliminated single plastics use in our Convention Centre
- ✓ 925 photovoltaic panels installed in Exhibition Centre Liverpool providing renewable energy for our venue campus for the next 20 years
- ✓ Rainwater harvesting across our venues to support with reusable water usage, providing 40% of water for flushing across the venue campus

OUR ACTION PLAN COMMITMENTS FOR 2022

- 🎯 Achieve and maintain ISO50001 certification
- 🎯 Increase the amount of recycled waste from 50% in 2019 to 75% by 2022
- 🎯 Reduce the amount of waste to energy by 50%
- 🎯 Installation of LED lighting across all venues
- 🎯 Reduce energy consumption and improve the energy efficiency of our venue campus by 50%
- 🎯 Become a Zero plastic and Zero waste campus of venues
- 🎯 Source 100% physical sustainable certified palm oil (CPSO)
- 🎯 Continually develop more paper free event solutions for promotional materials and delegate communications



PROCUREMENT WITH PURPOSE

Through new procurement policies and influence on our supply chain, we want to increase the footprint of our positive impact as far as we can. We are committed to delivering responsible procurement, embedding social value criteria in to our relationships with our suppliers and service partners.





OUR ACHIEVEMENTS SO FAR:

- ✓ Procurement support for CSR and Social Value initiatives across the business
- ✓ Procurement support for our Energy and Waste Strategy
- ✓ Supporting contractors, suppliers and service partners to deliver CSR and Social Value impact
- ✓ Clients provided with approved list of environmentally focused preferred suppliers to use on site

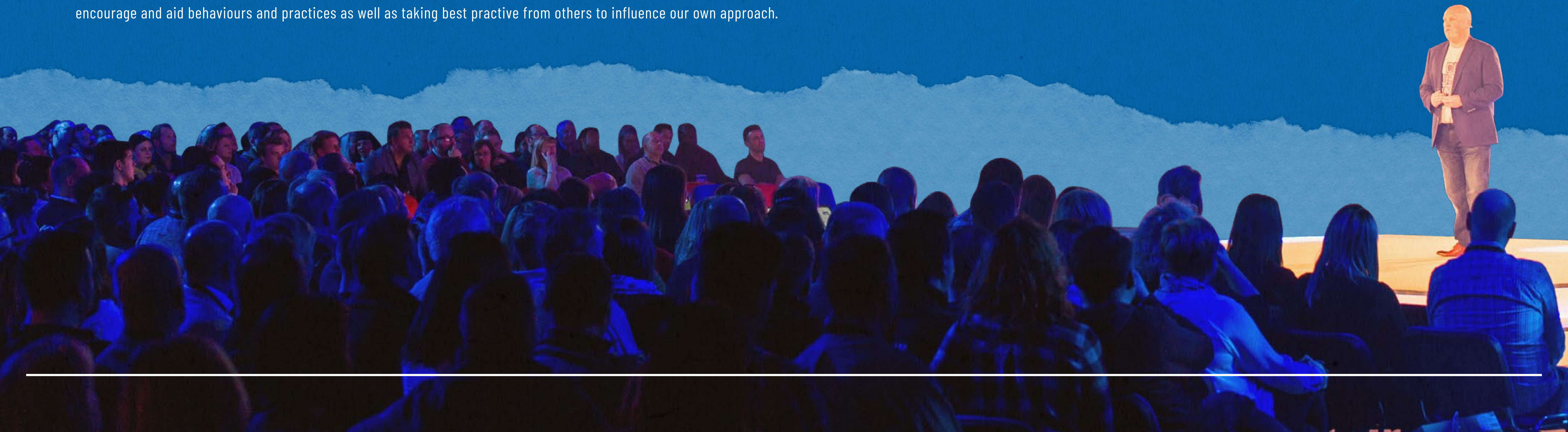
OUR ACTION PLAN COMMITMENTS FOR 2022

- 🎯 Review the Government's Green Paper 'Transforming Public Procurement' specifically the move from awarding contracts from 'MEAT to MAT' making adjustments to our procurement processes to ensure a clear move to social value led procurement
- 🎯 Review our tender evaluation process, embedding any focuses set out in the government's National Procurement Policy Note and any changes due via the new post Brexit UK Procurement Regulations
- 🎯 Introduce a minimum weighting of 10% of the total score of all tender processes applied to social value, with the option to increase the weighting when justifiable, where it is relevant and proportionate to the subject matter of the contract
- 🎯 Provide all Service Partners and key suppliers with a Social Value Charter to help support our Social Value Commitments for 2022
- 🎯 Championing living wage with our suppliers and reviewing all contracts with the aim to include a contractual commitment in all renewals and for future tender processes
- 🎯 Ongoing review of all suppliers and supply chains, targeting highest value and priority suppliers to ensure Social Value engagement in 2022
- 🎯 Develop a Provenance Check list for working with all existing and future suppliers
- 🎯 Develop a preferred local supplier list for internal and external use, in line with procurement regulations



EVENT INDUSTRY INFLUENCE & IMPACT

We are part of a complex, fast moving, international industry. The world of events is always evolving and we want to be in the vanguard of businesses making it as good as it can be. We will use our industry networks, memberships and influence to encourage and aid behaviours and practices as well as taking best practice from others to influence our own approach.





OUR ACHIEVEMENTS SO FAR:

- ✓ Development of client fact sheets communicating our Social Value commitments, achievements and accreditations
- ✓ Engagement with key event organisers to deliver local social value as part of their event delivery, from food donations to charity social events
- ✓ Social Value engagement via our industry body memberships including the Association of Event Venues and National Arenas Association

OUR ACTION PLAN COMMITMENTS FOR 2022

- 🎯 Review the opportunity to work with Ecotricity on the Low Carbon Event Initiative and join the Liverpool City Region 'Shift Liverpool Network
- 🎯 Develop a Social Value client proposition to assist and support clients to build a Social Value objective or element into their event
- 🎯 Integrating relevant focuses and objectives into all event delivery
- 🎯 Development of external facing messaging and assets for clients, customers and visitors
- 🎯 Provide clients with our up to date Social Value fact sheets, providing key facts and objectives for them to align with and communicate to their delegates
- 🎯 Social Value communications to clients via sale proposals and bids
- 🎯 Create event impact statements for clients showing carbon impact of event and create recommendations for improvement



PEOPLE

Who we employ and how we look after them will be integral to our ability to deliver against our social value ambitions for the coming years. We need a workforce that reflects our community and celebrates diversity.

A workforce who can thrive in their careers and in their lives with the help of the positive impact we have on their learning and their health and wellbeing. This area of commitment is intrinsically linked to our Community commitments with the two areas working hand in hand to ensure we can provide the maximum positive social impact for the people within our direct and wider communities.



OUR ACHIEVEMENTS SO FAR:

- ✔ Commitment to continuous learning with ongoing staff and management development programmes
- ✔ Proven track record in providing career progression and development opportunities, with high levels of staff transitioning to higher level roles
- ✔ Comprehensive policies and enhanced benefits to support a happy and engaged workforce
- ✔ Annual health checks for all our staff
- ✔ Monthly health and wellbeing updates and initiatives
- ✔ Living Wage Employer
- ✔ No zero hours contracts
- ✔ Health and wellbeing workplace assessments for staff
- ✔ Employer funded Cash Plan Benefits for all staff
- ✔ Women highly represented at a senior level

OUR ACTION PLAN COMMITMENTS FOR 2022

- 🎯 Conduct a staff survey on our current inclusivity, with follow up focus groups to create an action plan to ensure everyone can bring their wholeselves to work and feel respected and valued
- 🎯 Introduce a Wellbeing Strategy that sets out our commitments, plans and initiatives for the next 3 years to help promote and support a happy and health workforce
- 🎯 Improve our flexible working options, launching a new Agile Working Policy, extending our core working hours and a proven cultural shift in embracing flexibility
- 🎯 Empower and educate our workforce through specific equality and diversity training
- 🎯 Report on our diversity profile, improve reporting via implementation of a new HR system
- 🎯 Set diversity targets for workforce, including 5 year improvement targets to be set across BAME, disability and LGBTQ+ representation
- 🎯 Review and improve our recruitment reach to ensure that we have the best possible chance to recruit a diverse workforce representative of our local community
- 🎯 Deliver external annual gender pay reporting



OUR BUSINESS APPROACH

Put simply, our business is about bringing people together to share time, experiences and ideas.

As a leading campus of venues that brings together people, content and ideas from all areas of society, business and culture, we hold a commitment to diversity and inclusion. We remain politically neutral and welcoming to all.

We follow a well-established industry approach to reviewing organisers and event content through our Event Validation Process to ensure all events;

- ☑ Are from a regulated and recognised sector or industry
- ☑ Are consistent with inward investment strategies of the City and City Region
- ☑ Balance any controversial event content with our requirements to not discriminate or limit access to our facilities
- ☑ Are in line with the BCAP code in reviewing any Commercial Partnerships.

As part of this process, we are also committed to engaging as appropriate with our key stakeholders and community groups to ensure that decisions we make are informed and allow us to continue to deliver a nationally and globally reputable, competitive, successful, profitable and sustainable business on behalf of the people of Liverpool.





OUR ACTION PLAN COMMITMENTS FOR 2022

- 🎯 As part of our Social Value Commitments for 2022, we plan to widen and strengthen our stakeholder and community engagement by setting up a Community Advisory Group to ensure we have a formalised process in which to engage with a diverse and inclusive range of stakeholders and groups across our local community.
- 🎯 Engage with the Mayor of Liverpool's Ethical Charter development process, including liaison with local communities and city region business stakeholders
- 🎯 Develop Social Value Action Plan Commitments for 2023 based on the final outcome of the Ethical Charter development incorporating a balanced and supported consensus

We are committed to delivering actions and outcomes every year as part of our ongoing Social Value journey. We will report back on our progress annually and set ourselves new targets in line with our own objectives as well as those of the global, event industry and local plans and initiatives we have pledged to support.

For more information on our progress visit **accliverpool.com/socialvalue** and follow us on our social channels.

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