

SOCIAL *VALUE* *IMPACT* PLAN



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THE SUNLIGHT BEES TEAM HELPING TO CARE FOR OUR ON-SITE BEEHIVES

UNLOCKING THE *POWER* OF TOGETHER

Liverpool isn't just where we're based - it's part of who we are. That's why we're passionate about helping our city flourish by creating a positive and lasting legacy. In 2022, we set out a clear vision for how we could truly make a difference - working closely with our colleagues, clients, suppliers, neighbours, and communities to be at our very best for Liverpool.

Four years later, our commitment to the city region is stronger than ever. Social value has become more embedded in our day-to-day operations. We've made real progress on our journey to becoming Carbon Net Zero by 2030, while continuing to play an active and meaningful role in the life of the city.

But there's still more that we can do. We need to keep listening, learning, and challenging ourselves to better understand what our communities need from us.

This report sets out what we've achieved over the last year from April 25 to March 26 and articulates our ambitions for the next financial year.



ZOE'S PLACE A CELEBRATION AT M&S BANK ARENA

SOCIAL *VALUE* **PILLARS**

Our Social Value Impact Plan has been developed through four key pillars:

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

- × Training
- × Legacy
- × Communications
- × Procurement

BECOME INTEGRAL TO AND LOVED BY OUR COMMUNITY

- × Fundraising
- × Strategic partnerships
- × City pride
- × Access

HIGHLIGHTS

FOR 2025-26

Last year, we undertook a process to re-evaluate our purpose and re-articulate who we are. Following this process, we were proud to introduce our new name: Liverpool Experience Campus or LEX for short.

This new brand identity captures our role as a world-class destination for the city - bringing together the spaces, experiences, and partnerships that our economy and communities need to thrive.

As part of our commitment to helping the community thrive, we use the Social Value Portal's TOMs system to gain a deeper, more holistic understanding of the impact we're making across the city region. In 2025-2026, our social value totalled more than £11 million.. Since we started formally recording our social value...more than £28 million for our community.

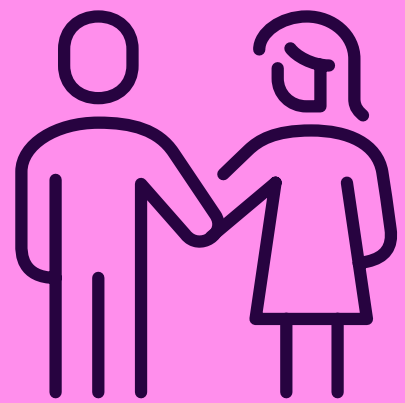
HIGHLIGHTS

- ✘ Received Greener Arena - Highly Commended status
- ✘ Launched a pilot mentoring programme
- ✘ Supported the Power of Events School Engagement programme
- ✘ Received ISO 50001 certification
- ✘ Launched our community impact guide for clients
- ✘ Engaged with over 45 local projects and charities
- ✘ Installed accessiBe on our websites
- ✘ Formally adopted the Hidden Disabilities Sunflower Scheme across our venues

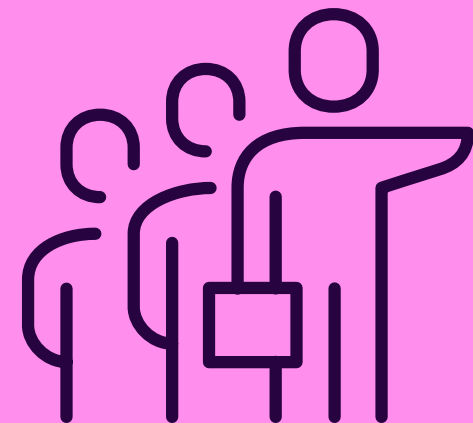


THE EXHIBITION CENTRE AT LIVERPOOL EXPERIENCE CAMPUS
PHOTOGRAPHER: MCCOY WYNNE

BE A THOUGHTFUL, *INCLUSIVE* AND PROGRESSIVE EMPLOYER



EQUALITY



JOBS



WELLBEING



ENGAGEMENT

KEY *INITIATIVES* IN 2025-26

Early careers remain a key focus to support and attract new talent coming into the industry. Our approach focuses on building sustainable talent pipelines, widening access to opportunities, and supporting social mobility by engaging with under-represented groups across Liverpool City Region.

Over the past year, we have hosted 17 people as part of our work experience programme and have also continued to work in partnership with Elevate EBP and The Big Trust, supporting a wide range of employability and outreach initiatives across the region.

In 2025, we launched our first placement through the LJMU Discovery Internship Programme, strengthening our partnership with Liverpool John Moores University and supporting early talent development. The programme is designed to offer flexible, short-term internships that enable students to gain practical, industry-based experience alongside their academic studies, helping to bridge the gap between education and employment.

To support the delivery of our ED&I strategy, we have established a working group with representation from across the business. This group plays a key role in translating strategy into action - monitoring progress, maintaining accountability and ensuring that our initiatives align with our ambition for a workplace where everyone feels respected, valued and has a strong sense of belonging.

As part of our ongoing commitment to fostering an inclusive, supportive, and empowering workplace, we launched a pilot Mentoring Programme in August 2025. The programme aims to support both personal and professional growth, strengthen cross-team relationships, and test a scalable model for wider implementation in 2026.

In December 2025, we launched our annual staff survey and achieved a participation rate of 81% and an engagement score of 79%.

This strong level of participation reflects a culture where colleagues feel confident sharing their feedback and want to contribute to shaping our future. The results highlight strong levels of trust, pride, and connection across the organisation, while providing clear direction on where we can improve. These insights are now driving meaningful conversations at both organisational and team levels, helping us turn feedback into action.



ENGAGING WITH LOCAL SCHOOLS

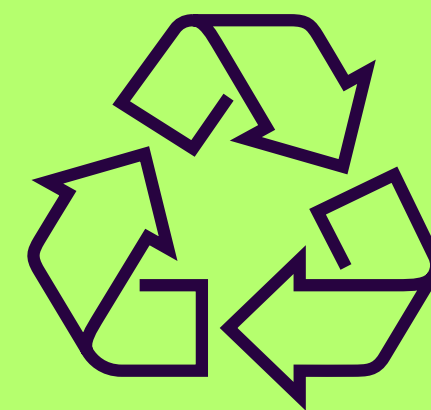
BECOME MORE *ENVIRONMENTALLY* SUSTAINABLE



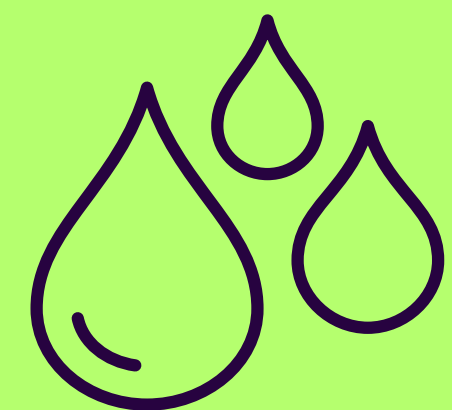
ENERGY



CARBON



WATER



WASTE

KEY *INITIATIVES* IN 2025-26

As a result of our commitment to sustainability, we achieved ISO 50001 certification and were awarded a Greener Arena - Highly Commended status from A Greener Future. Building on this, we were delighted to receive the International Greener Arena Award at the International AGF Awards 2026 - an exciting milestone that reflects the progress we've made and our continued dedication to creating more sustainable events.

We have continued to reduce waste across our campus by implementing stage two of our waste management plan. We have now achieved a recycling rate of 75% across waste produced on site.

Our bee colonies continue to thrive, playing a vital role in boosting biodiversity and reinforcing our commitment to environmental stewardship. Now that they have been on site for over a year, we were delighted to celebrate an exciting milestone - their first honey harvest.

To help our bees flourish, we've been increasing biodiversity across our campus. This year, we partnered with a local primary school to build a bug hotel and scattered seed balls donated by Seedball to encourage more wildflowers to bloom.

As well as looking at our impact, we're working with our clients to help reduce the carbon footprint of their events. Greengage's EVENTsmart carbon measurement tool allows us to generate clear emissions insights, empowering more informed and sustainable decision-making for future events.

We connect clients with meaningful local initiatives through our community impact guide. The guide highlights projects focused on environmental restoration and sustainability, making it easier for clients to contribute positively to the local area.



LOOKING AFTER OUR GREEN SPACES

USE OUR *INFLUENCE*



TRAINING



LEGACY



COMMUNICATIONS



PROCUREMENT

KEY *INITIATIVES* IN 2025-26

Our legacy programme continues to grow. This year, we supported the British Society of Paediatric Dentistry, working with city partners to host a free family event ahead of the European Academy in Paediatric Dentistry Conference. Little Smiles For Everyone, which took place at Liverpool Central Library, focused on helping families with SEND children to build confidence around oral health and supervised toothbrushing, whilst keeping them entertained through play, exploration and learning.

In recognition of the difference that smaller scale outreach work that can have in the community, we launched a community impact guide for clients. The guide details some of the issues faced by the city region and provides information about local projects working to address these.

We continue to support talent development within the industry. For the third year running, we sponsored five places for students to attend the ABPCO Festival of Learning Conference. In addition, we are proud to be a founding sponsor of the Power of Events School Engagement Programme in the North West.

The programme aims to increase awareness of the industry and improve career entry pathways for school leavers. Members of our team have volunteered as ambassadors, visiting schools across the region to educate young people about career opportunities.

We recognise that procurement plays a critical role in achieving our organisational ambitions around environmental responsibility, ethical operations and social value. In recognition of this, we have launched our new sustainable procurement policy and we continue to promote social value through our supply chain.



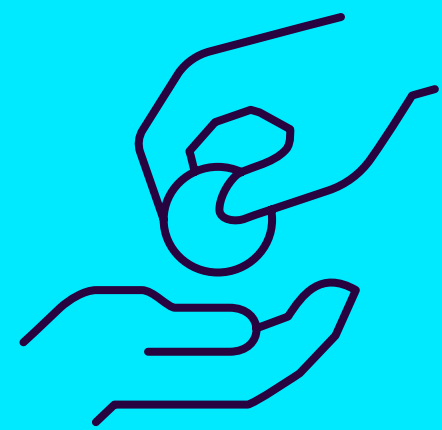
LEGACY EVENT AT LIVERPOOL
CENTRAL LIBRARY
PHOTOGRAPHER: BRIAN ROBERTS



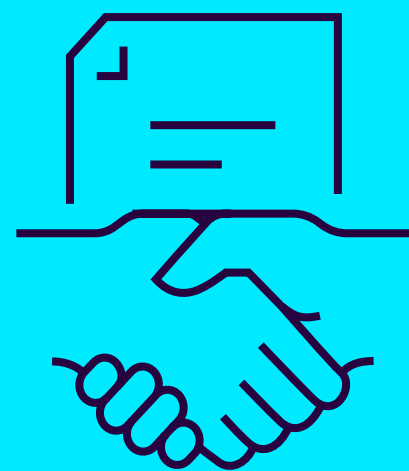
LITTLE SMILES FOR EVERYONE LEGACY EVENT AT LIVERPOOL CENTRAL LIBRARY

PHOTOGRAPHER: BRIAN ROBERTS

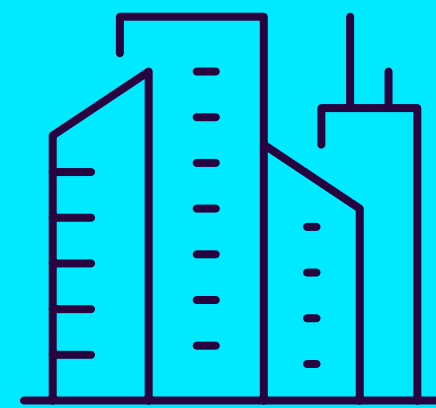
BECOME *INTEGRAL* TO AND LOVED BY OUR *COMMUNITY*



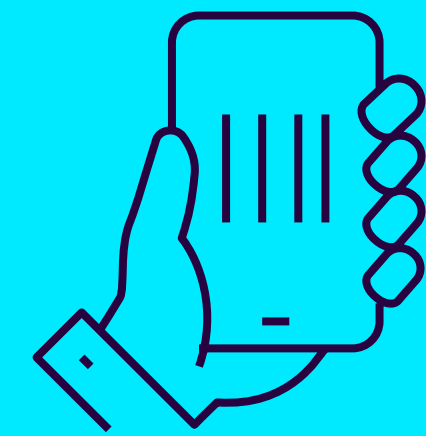
FUNDRAISING



**STRATEGIC
PARTNERSHIPS**



**CITY
CONFIDENCE/ PRIDE**



ACCESS

KEY *INITIATIVES* IN 2025-26

Through carrying out a local mapping exercise, we've been able to identify the areas of greatest need so that we can focus our resources to have the biggest impact. Our colleagues have rallied behind initiatives like the Shoebox Full of Love Appeal, helping ensure that some of the most vulnerable people across the city region received gifts at Christmas.

We're working to build stronger and more strategic partnerships with local projects and charities. When Liverpool Pride was under threat of being cancelled in 2025, we offered them a venue so that the event could go ahead. And when children's hospice Zoe's Place Liverpool (now Little Lights) was saved from closure, we were proud to host a fundraising concert to celebrate their success.

Our Charity Champs group has focused on increasing donations to the LEX Liverpool Foundation, raising £15,000 through a series of initiatives over the past year. Led by colleagues, the dedicated fundraising group has enabled us to provide grants to charities and community groups focussed on improving the lives of people in the city region.

In 2025, we were delighted to be able to award grants to 14 local projects, supporting a mix of initiatives tackling poverty, supporting wellbeing and championing grassroots music. This included giving a grant to Capeesh (Liverpool) CIC to enable them to provide music tuition and mentoring sessions for young people. We issued a grant to Merseyside Youth Association so that they could hire an additional youth music mentor for their long-standing NOISE project. Along with providing grants, we've been able to use our platforms to raise the profile of the recipients so that more people see and support their valuable work.

As part of our commitment to providing experiences that are accessible for everyone, we have published an updated Accessibility Strategy detailing our aims and how we will achieve them. To break down digital barriers for people with disabilities, we've introduced accessiBe, a tool that tailors our websites for people's specific digital access needs.

Accessibility isn't just about physical or digital spaces - it's also about culture and attitude. That's why we were proud to formally adopt the Hidden Disabilities Sunflower Scheme at our venues, helping everyone feel welcome and supported.

Little Lights



ZOE'S PLACE A CELEBRATION AT M&S BANK ARENA

2026-2027

BE A THOUGHTFUL, *INCLUSIVE* AND PROGRESSIVE EMPLOYER

This year, we will take a more future-focused approach to our early careers offer, with a strong emphasis on supporting young people not in employment, education or training (NEET). With 5.72% of 16-24-year-olds in Liverpool classified as NEET- above the national average - addressing this issue is key to supporting social mobility and opening up pathways into the visitor economy and events sector.

Working with our service partners, we will deepen our partnerships with organisations such as The Big Trust, enabling us to play an active role in strengthening the region's skills ecosystem.

We will further develop our work experience approach by introducing workplace visits and sector-focused taster sessions, enabling hands-on engagement with the industry. These experiences will help young people gain practical experience, build confidence and better understand the diverse career pathways available within Liverpool Experience Campus and the wider events industry.

We will expand and diversify our apprenticeship provision, aligning this with our Equality, Diversity and Inclusion (ED&I) priorities. By expanding access for both young people and adults, we will create high-quality, inclusive entry routes that support social mobility and strengthen our ability to attract, develop and retain diverse talent. This work will also support our wider ambition to build a sustainable talent pipeline that reflects the communities we serve.

Building on the success of our mentor programme pilot, we will expand it across the organisation this year.

By matching mentors and mentees based on development goals, experience and mentoring style, the programme will strengthen a culture of growth, boost engagement and support long-term retention.

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.

We're committed to reducing the carbon impact of both staff and visitors. For staff, we'll establish a carbon baseline and aim to reduce commuting emissions by 10% in Year 1, introducing initiatives like No Car Day and Car Share Day to promote greener travel. For visitors, we're planning to take part in a full feasibility test of the Ticket and Gig Principle (TAG), enabling customers to purchase event and public transport tickets in one simple transaction.

On site, we will move all our existing gas and diesel fuelled forklifts and access equipment to electric only by May 2026.

We're continuing to work towards achieving zero waste through 100% recycling by 2030. Over the next year, we aim to eradicate single use plastics back of house. We're also going to establish a food-waste baseline across all operations in Q1 and set a year-end reduction target of 50%.

Raising awareness of sustainability is central to our ambitions and this year we are launching an annual sustainability event to engage colleagues. The event will highlight our environmental priorities and aim to drive meaningful behaviour change through education and showcasing practical solutions.

We're also keen to engage the local community, particularly children and young people and will work with city partners to develop and launch a Follow the Buzz trail, linking bee-related content across the city.

USE OUR INFLUENCE

Embedding legacy into event planning remains a key priority for us, ensuring conferences and business events can deliver social value beyond their immediate economic impact. Through collaboration with clients, partners and local stakeholders, we will continue to champion opportunities that help raise awareness, encourage education and support healthier communities. We will share best practice and support legacy-focused thinking through a dedicated workshop and collaborative activity.

Now that LEX's event legacy strategy has been live for three years, we will also be undertaking a review to evaluate its impact, identify opportunities for improvement and refine our approach to ensure it continues to deliver meaningful outcomes for our clients, partners and communities across Liverpool City Region.

We are committed to driving a wider impact across the industry. Colleagues will continue to contribute to external sustainability and social value working groups, sharing best practice and encouraging innovation. We are also proud to continue supporting the next generation of talent as a sponsor of the Power of Events North West Schools Engagement Programme.



LITTLE SMILES FOR EVERYONE LEGACY EVENT AT LIVERPOOL CENTRAL LIBRARY
PHOTOGRAPHER: BRIAN ROBERTS

BECOME *INTEGRAL* TO AND LOVED BY OUR *COMMUNITY*

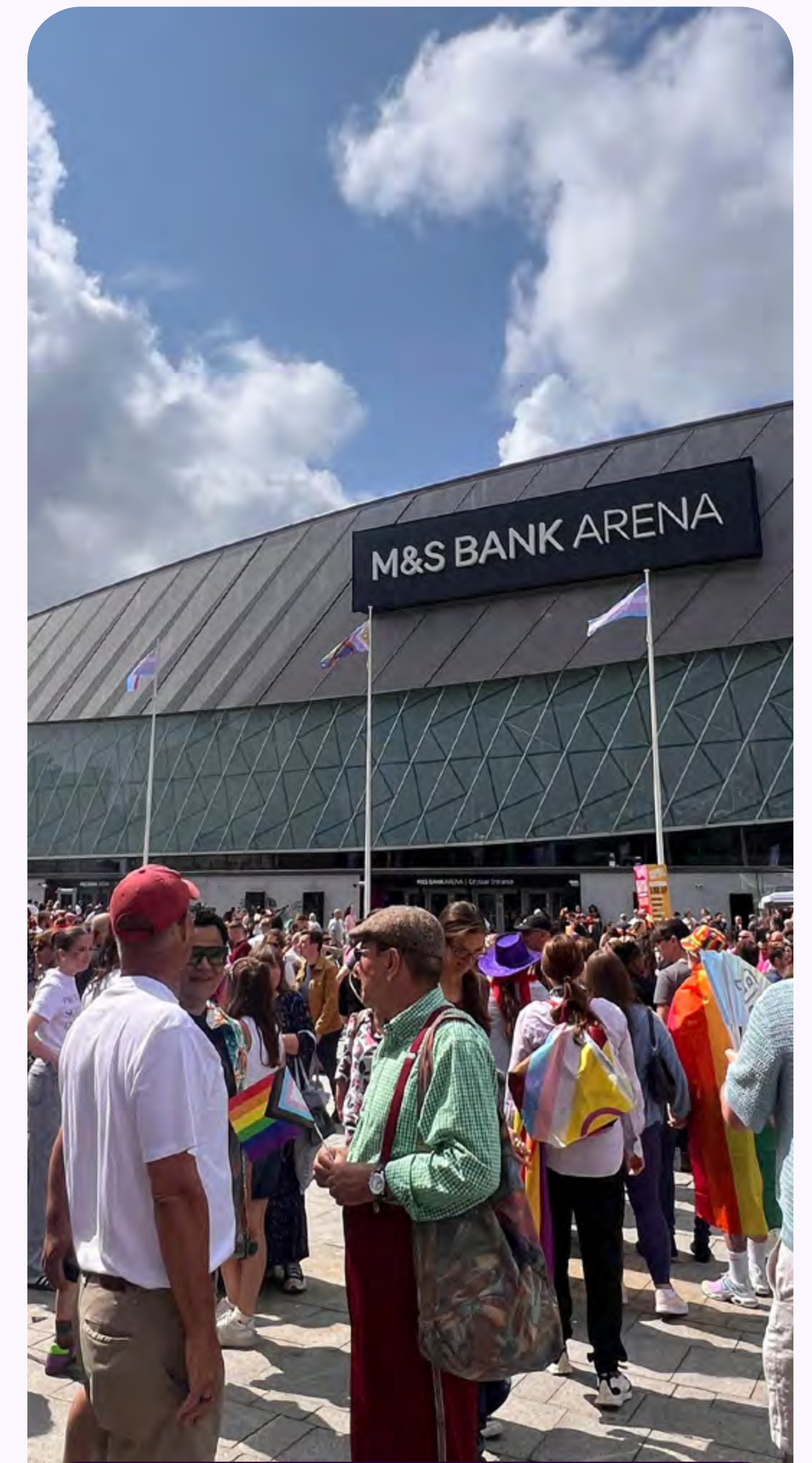
Our new brand identity is rooted in Liverpool and the city's character. Whilst we are working to make meaningful impact across the city region, we want to ensure that our local communities feel connected to and proud of our campus. We will continue building relationships with local charities and community partners to increase our reach and to ensure that our efforts have the greatest possible impact.

As part of our commitment to inclusivity, we want to ensure that we are as accessible to all members of our community. We're proud to be taking part in a new pilot with Sensified Spaces to help bring clearer sensory support to the busy events environment.

As one of seven venues involved, we're working to better understand how changes in sound, lighting and crowd levels impact our spaces. The insights will influence practical improvements to make support more visible and accessible for visitors.

Our Charity Champs are keen to reach a target of £16000 raised for the LEX Liverpool Foundation. As part of our community fundraising efforts, we are going to continue raising the profile of grant recipients so that more people see and support their work.

We are also hosting the official opening party for Liverpool Pride as well as a community event and expo with partners the LCR Pride Foundation and Sahir House. The event will celebrate Liverpool's vibrant community and promote the vital work of Sahir House.



LIVERPOOL PRIDE 2025
AT M&S BANK ARENA

THIS YEAR WE COMMIT TO

PEOPLE

- ✘ Taking a more strategic, future-focused approach to our early careers offer.
- ✘ Reviewing our approach to work experience.
- ✘ Expanding and diversifying our apprenticeship provision.

ENVIRONMENT

- ✘ Reducing the carbon impact of staff and visitors.
- ✘ Moving all existing gas and diesel fuelled forklifts and access equipment to electric only.
- ✘ Engaging colleagues and the local community with sustainability.

INDUSTRY INFLUENCE

- ✘ Championing opportunities for events legacy.
- ✘ Supporting the Power of Events School Engagement Programme.
- ✘ Sharing best practice within the industry and beyond.

COMMUNITY

- ✘ Raising £16000 for the LEX Liverpool Foundation.
- ✘ Taking part in a pilot with Sensified Spaces.
- ✘ Hosting Liverpool Pride's opening party.