

# Liverpool's business leaders launch campaign of support for city region

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Liverpool's business leaders have today called on everyone across the region to unite and “support local.” The call comes after Liverpool City Region was moved to tier three to help fight the pandemic.

Led by Liverpool ONE, Liverpool BID, Visit Liverpool and Marketing Liverpool, the “Help Campaign” is calling on businesses and local people to help each other by supporting local retailers, restaurants and cafés. While there may be restrictions in place, Liverpool and its businesses remain open.



The ‘Help Campaign’ has five key messages:

1. Safely – and observing all guidelines, such as regular handwashing, social distancing and the rule of six – keep visiting the city, be it places of work, local neighbourhoods, or favourite haunts. Visitors are welcome, but it is imperative they behave responsibly and follow all guidelines. Do not visit If you are notified to isolate.
2. Support Liverpool’s hospitality and retail sectors by eating and shopping locally.
3. If circumstances mean residents cannot eat out or shop in person, make use of delivery services where available to help support the thousands of businesses in the city, many of whom are independent, owner-run and employ local people.
4. Keep in contact with friends and neighbours; they may need support, but can also provide it.
5. Do not be afraid to ask for help; it is okay not to be okay and help is available if needed.

Chris Brown, Director of Marketing Liverpool, said: “This is not about asking for financial support from the local, regional or national governments. This is about bringing the Liverpool City Region together to ensure everyone stands side-by-side to face and beat the impact of the pandemic. It is a campaign drawing on the power of people to make a place; for the spirit of the city to see it through.

“We are calling on everyone in Liverpool to help one another. To paraphrase The Beatles, Liverpool will get by with a little help from its friends. And there are friends aplenty in the city!”

Donna Howitt, Marketing and Communications Director at Liverpool ONE, added: “Liverpool has a rich history of coming together to triumph in the face of adversity. Its strength of character has carried it through difficult times before and is the key to ensuring the city once again thrives. At the heart of its character are the people of the Liverpool City Region. Now more than ever they need to unite to see one another through to better times.”

Bill Addy, Chief Executive of Liverpool BID, is encouraging everyone to unite and support the campaign. He added: “Liverpool has that real community feel and now is the time, more

than ever, to really let this community love and spirit shine through! We all need to help each other to help the Liverpool City Region.”

Social media hashtags have been launched to support the campaign, #Liverpoolsopen #withalittlehelpfrommyfriends aiming at helping to unify the city’s collective response and sense of standing together.

