

The European Landscape Convention

The European Landscape Convention provides us with a people-centred and forward-looking way to reconcile environmental management with the socio-economic challenges of the 21st century and to help people and communities to re-connect with place.

In the UK, the European Landscape Convention (ELC) is championed by DEFRA, the Welsh Assembly Government, the Scottish Government and the Department of the Environment Northern Ireland. These organisations will host the UK Landscape Conference, with support of sponsors.

The Conference will showcase and celebrate recent landscape thinking building on the Convention's call to protect, manage and enhance landscapes everywhere: in town, country or coast and help you in your work to influence change between people and place...

Participants, aims and objectives

This event will be the first ever European Landscape Convention Conference to be held in the UK. It will be a high profile event for those with responsibility or interest in the protection, management and enhancement of **all** landscapes. Contributors will include landscape practitioners and academics from the UK and beyond and will be heavily case study led.

The aim of the event is to demonstrate the UK's **engagement** with the principles of the European Landscape Convention, **celebrate** our landscaping achievements to-date and identify **challenges** ahead. Participants should leave feeling inspired and with new contacts in their pocket from a wide range of disciplines including planning, conservation, leisure, tourism and economic development, and from both public and non-governmental organisations; private companies and professional bodies.

Outline programme

A formal reception and celebratory dinner on **Monday 8 November** at St Georges Hall in Liverpool will launch the first ELC Landscape Conference in the UK and coincide with the announcement of the UK winner for the next year's Council of Europe Landscape Awards. The UK winner will then be submitted to the Council of Europe's European Landscape Award which will be announced in March 2011.

The conference will continue at the Crowne Plaza on **Tuesday 9 November** with a full day of plenary presentations from home and abroad, and case study led seminars. The day will be followed by a conference dinner at which **Professor Simon Schama**, BBC presenter and historian will give the after dinner speech. 15 years ago, Professor Schama wrote *Landscape and Memory*, and he will share how his perception of Landscape has changed since.

To show off one of Liverpool's greatest landscaping achievements, a boat has been chartered to ferry conference delegates up the Mersey on **Wednesday 10 November**, looking at the Mersey Waterfront development commentated by Walter Menzies, CEO of Mersey Basin Campaign.

Sponsorship Opportunities

Event Sponsor:

There is still time to join Defra, Natural England, English Heritage, Scottish Government, Scottish Natural Heritage, Historic Scotland as Event Sponsor by contributing funds to facilitate the running of the first ever UK Landscape Conference. Sponsoring organisations will be credited with a full colour logo featured on the Conference website with link to a url of choice and a number of complimentary Conference places.

Civic Reception: £3,500

*Host the civic reception at St Georges Hall from 6.30pm on **Monday 8 November 2010** which will be followed by the Awards Dinner and launch of the UK Landscape Conference. The sponsoring organisation will feature in all publicity referencing this element of the event and receive 5 free places to the Awards Dinner.*

Awards Programme: £2,500

*Fund the printing of the Awards Programme, which will be in the form of a 2011 souvenir desk top tent calendar featuring shortlisted entries to the first ever UK Landscape Awards and double as a place name for each guest at the Conference Launch on **Monday 8 November**. The sponsoring organisation's logo will feature on the programme page and each calendar month.*

Table Sponsor: £500

*Buy a table for 10 guests of your choice at the Awards Dinner and Conference Launch on **Monday 8 November** at St Georges Hall. Sponsored tables will each feature a double sided table number branded with the sponsor's logo and guests will also be invited to join the civic reception at 6.30pm.*

Printed Conference Programme: £1,500

*Provide each delegate with a 16 page A4 souvenir conference booklet at the conference on **Tuesday 9 November**, detailing speaker's biographies; workshop seminars; and the full delegate list. The sponsoring organisation will have a full back page feature.*

Conference Dinner Wine: £2,500

*Supply the drinks accompanying the Conference Dinner at the Crowne Plaza Hotel on **Tuesday 9 November** at which Simon Schama will be the after-dinner speaker. Simon will raise a toast to the sponsoring organisation's contribution to the evening.*

Mersey Ferry Tour: £3,000

*Show off one of Liverpool's greatest landscaping achievements to all conference delegates on **Wednesday 10 November** with a ferry tour up the Mersey, commentated by Walter Menzies, CEO of Mersey Basin Campaign.*