



## **Liverpool Cruise Port and Fred. Olsen Cruise Lines announce new Community Engagement and Sustainability Partnership for 2026**

17<sup>th</sup> February 2026 - Liverpool Cruise Port (LCP), operated by Global Ports Holding, and Fred. Olsen Cruise Lines have announced a wide-ranging Community Engagement & Sustainability partnership for the 2026 cruise season, delivering a programme of community-focused and maritime-led initiatives across Liverpool's world-renowned waterfront.

Building on a long-standing and successful relationship, the 2026 programme will see LCP and Fred. Olsen collaborate on a series of national and international awareness days, combining practical action with positive social impact. The initiative has been developed in close alignment with both company's ESG principles and in partnership with key city and community stakeholders.

Planned activities for 2026 include initiatives aligned with Women in Maritime Day, the International Day of the Seafarer and International Coastal Clean-Up Day, alongside community-focused projects such as support for Alder Hey Children's Hospital, community defibrillator provision, and continued work to enhance health, safety and wellbeing across the port estate.

The partnership will further involve close collaboration with Liverpool City Council, Mersey Maritime, Peel Ports and Sefton Council (Green Sefton), ensuring activity delivers tangible benefits for the city, the waterfront environment and the wider maritime community.

### **John Mawer, General Manager, GPH UK Cruise Ports, said:**

"Liverpool Cruise Port has a proud maritime heritage, and with that comes a responsibility to lead on sustainability, inclusion and community engagement.

"Our partnership with Fred. Olsen Cruise Lines allows us to deliver ESG-led community initiatives that are authentic, practical and rooted in Liverpool. This programme is about making a genuine difference while showcasing the very best of our city and our waterfront."

Fred. Olsen Cruise Lines has been a long-standing and valued partner of Liverpool Cruise Port, with the city serving as a key homeport and destination for the line. The 2026 programme builds on this relationship, reflecting a shared commitment to responsible cruising, people-first initiatives and delivering positive local impact.

### **Samantha Stimpson, CEO of Fred. Olsen Cruise Lines, said:**

"We are delighted to join Liverpool Cruise Port in delivering this ambitious programme of community and sustainability initiatives throughout 2026. Liverpool has been a key homeport for more than twenty years, and our connection with the city and its people is both long-standing and deeply valued.

"By partnering with organisations who understand their communities best, we can support projects that make a real and lasting difference to the people and places that support our sailings.



“We are proud to give back to a city that has played such an important role in our history, and we look forward to strengthening that partnership even further in the year ahead.”

Throughout 2026, Liverpool Cruise Port and Fred. Olsen Cruise Lines will share updates as each initiative is delivered, with a series of follow-up announcements highlighting milestones, outcomes and community impact.

**For the latest updates on Fred. Olsen Cruise Lines and Liverpool Cruise Port, visit**

**[www.fredolsencruises.com](http://www.fredolsencruises.com) and [www.liverpoolcruiseport.com](http://www.liverpoolcruiseport.com)**

### **About Liverpool Cruise Port**

Situated in the Irish Sea, Liverpool Cruise Port is a premier maritime gateway for the UK, strategically positioned for seamless access to Northern European and British Isles itineraries. With capacity for vessels up to 350 meters and plans underway to expand with a new floating dock and terminal, the port will soon handle two large ships simultaneously, welcoming over 7,000 passengers daily. Just a short drive from Liverpool John Lennon and Manchester airports, the port offers smooth connections and an exceptional cultural experience, enriched by Liverpool's historic legacy in music, art, and sport. For more information, visit [www.liverpoolcruiseport.com](http://www.liverpoolcruiseport.com)

### **About Fred. Olsen Cruise Lines**

Fred. Olsen Cruise Lines is a leading UK-based cruise operator, renowned for its smaller-sized ships, personal service, and hand-crafted itineraries. The fleet – Bolette, Borealis, and Balmoral – offers guests an intimate, flexible, and enriching cruise experience, visiting destinations around the world, including the Norwegian Fjords, Mediterranean, Northern Europe, the Canary Islands, and the Caribbean. On board, guests enjoy a warm, welcoming atmosphere, attentive service, and a range of activities, dining options, and enrichment programs.

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