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Fred. Olsen Cruise Lines and Liverpool Cruise Port Announce Community Engagement and Sustainability Partnership for 2026

Fred. Olsen Cruise Lines and Liverpool Cruise Port have announced a new partnership for 2026 focused on community and maritime-led initiatives across Liverpool's world-renowned waterfront.

Building on a long-standing and successful relationship, the 2026 programme will see Fred. Olsen and Liverpool Cruise Port (LCP) collaborate on a series of national and international awareness days, combining practical action with

positive social impact.

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 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 at Liverpool Cruise Port, 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.”

Liverpool Cruise Port has long been an important partner to Fred. Olsen Cruise Lines, with the city playing a key role as both a 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, added:

“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 more information on Fred. Olsen Cruise Lines and Liverpool Cruise Port, visit www.fredolsencruises.com and www.liverpoolcruiseport.com

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