



Defibrillator located at Mersey Ferries, Liverpool's Pier Head.

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## Fred. Olsen Cruise Lines Supports Installation of Lifesaving Equipment on Liverpool Waterfront

**Yesterday, a new 24/7 public-access defibrillator has been unveiled at Liverpool's Pier Head, with essential CPR training delivered to community stakeholders on board Fred. Olsen Cruise Lines' *Bolette*.**

The lifesaving equipment has been funded by Fred. Olsen Cruise Lines in support of Heart 2 Heart, helping to improve access to defibrillators and raise CPR awareness within local communities.

Located at one of Liverpool's busiest waterfront spots, the defibrillator provides a vital resource for visitors, commuters and residents. In the event of a cardiac arrest, immediate CPR and access to a defibrillator can be critical in the first minutes before emergency services arrive.

To mark the installation, colleagues from Liverpool Cruise Port, Mersey Ferries and The Beatles Story's Fab4 Café took part in a CPR training session on board *Bolette*, led by Heart 2 Heart founder Jayne Biggs.



Heart 2 Heart founder, Jayne Biggs, delivering CPR training in Bolette's Observatory

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

“Having accessible defibrillators close by can make all the difference in an emergency, and it means a great deal to us to support Heart 2 Heart in making sure they’re available where they’re needed most.

“This new installation on Liverpool’s waterfront is an important step in that commitment. Working with Liverpool Cruise Port and Mersey Ferries, we’ve also been able to coordinate CPR training for their teams, equipping them with vital, lifesaving skills and helping to build confidence to step in and help when it really matters.”

Heart 2 Heart was founded by Jayne Biggs in 2016 after her daughter, Violet,

survived a cardiac arrest aged seven. The charity has gone on to support communities across the country by increasing access to public defibrillators and help more people feel prepared to act in an emergency.

Fred. Olsen Cruise Lines has supported Heart 2 Heart since 2022, raising more than £43,000 to date. These funds are helping to place additional defibrillators around regional departure ports and areas of greatest community need, while building CPR awareness among shoreside teams, onboard crew, guests and the wider communities the cruise line serves.



Defibrillator unveiling with representatives from Fred. Olsen Cruise Lines, Liverpool Cruise Port and Heart 2 Heart

The Liverpool installation forms part of the Community Engagement and Sustainability partnership announced last month between Fred. Olsen Cruise Lines and Liverpool Cruise Port, focused on delivering meaningful social and environmental impact across the waterfront.

**John Mawer, General Manager at Liverpool Cruise Port, commented:**

“Liverpool Cruise Port is proud to work alongside Fred. Olsen Cruise Lines, Mersey Ferries and Liverpool City Council to install a community defibrillator at the Pier Head. As a port at the heart of the city, we believe it’s important that we play an active and positive role in the community around us. This project shows how partnerships between the port, our cruise line partners

and the city can come together to deliver something meaningful for local people.”

This installation is the first of several community initiatives that will be delivered through the partnership over the year ahead.

For more information 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)

To learn more about Heart 2 Heart, please visit their Facebook page [here](#).

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