



Healthy City Design



OCT
2025

2025 PROSPECTUS

- > RESEARCH
- > PRACTICE
- > POLICY
- > INVESTMENT

LOWRY
GREATER MANCHESTER



info@salus.global
www.healthycitydesign.global



Organised by



Community + Impact Partner



Journal Partner



Knowledge Partner



Event Partners



Sponsoring knowledge and improvement



The 9th Healthy City Design 2025 (HCD 2025) International Congress & Exhibition will be held in October, 2025 at the Lowry, Salford City, Greater Manchester and broadcast 'live' on SALUS TV to a worldwide audience.

Organised by SALUS Global Knowledge Exchange and the Helen Hamlyn Centre for Design, Royal College of Art, in collaboration with Impact on Urban Health and Cities & Health journal, the congress seeks to share and stimulate new research, innovative practice, progressive policy and case examples of impact investment on how to plan and design cities and communities that equitably enhance citizen and population health and improve sustainable development. By providing an interdisciplinary forum for policy advisors, researchers, practitioners, investors and community voices from around the globe, HCD 2025 is established as the world's leading forum for the design, planning, and delivery of healthy, sustainable and fairer cities.



Papers will be presented by some of the world's leading experts through a variety of presentation formats, including themed papers, videos, posters, panels and workshops.

We are delighted to invite sponsors and exhibitors to commit their support towards this prestigious, world-leading event. By sponsoring or exhibiting at HCD 2025, your organisation is supporting and participating in the exchange of knowledge between the world's leading researchers, practitioners, policy-makers and investors. Sponsorship opportunities

By blending the value of 'in person' networking with the opportunity to broadcast 'live' into a dedicated virtual platform, this year's congress promises to be more valuable and better attended than ever before, with more affordable access to many more participants from all around the world.

A knowledge-led approach creates opportunities to align your brand to a range of content-focused sponsorships, including: themed sessions, posters; workshops; podcasts; awards; and the evening networking dinner. These can be combined with branding opportunities to raise visibility, such as an exhibition stand, advertising and name badge sponsorship, and advertising in the final programme. Your 'in person' event sponsorship is also blended with the global broadcast on SALUS TV in our virtual platform,



where the event session recordings available to delegates to view for two months after the 'in person' event closes. This enables you to reach a larger audience for longer with a virtual exhibition stand as standard, including video and literature downloads. Our fully integrated in-person, digital and broadcast event solution is designed to optimise your exposure to the city design and planning community both in the UK and around the world.

To book contact Marc Sansom on
+44 (0) 7534 784 350
or at marc@salus.global

Provisional timetable

March 2025

Launch of Call for Papers

April 2025

Launch of HCD Awards Call for Entries

15 May 2025

Deadline for HCD 2025 Congress Abstracts

June 2025

Deadline for HCD Awards Entries

July 2025

Launch of the Preliminary Programme
Announcement of HCD Awards shortlist

14-15 October 2025

08.00-19.00: HCD 2025 Congress & Exhibition

Congress sponsorship packages



Standard – All partners receive the following:

- Company profile, logo and web link on HCD2025 website and virtual event platform/mobile app
- Branded virtual stand in virtual event platform with ability to: upload video and literature assets, live chat and 1-2-1 video meets, and qualified audience analytics
- Branding on all HCD and SALUS social channels
- Branding on all digital promotions and congress newsletters
- Digital branding on stage backdrop during entire congress
- Branding on preliminary and final programme

Platinum health leader – £15,000

- Acknowledgement by congress chair in opening and closing remarks
- Written welcome address in Final Programme
- Corporate video on HCD/SALUS web sites and newsletters pre event
- Video welcome address in virtual event platform
- Exclusive sponsorship of opening keynote congress sessions (day 1 & 2)
- Corporate pull-up banner
- Exclusive branding on post event video of opening keynote presentations
- Embed code for video of opening keynote presentations on own website
- Premium placement of logo on cover of Preliminary and Final Programmes
- Double page spread advertisement inside covers of Final Programme
- 12 complimentary full-package delegate passes
- 20 complimentary virtual delegate passes
- Exhibition space (tabletop) in networking area

Diamond Thought leader – £12,500

- Exclusive sponsorship of closing keynote address (day 1)
- Exclusive branding on video of sponsored closing keynote plenary session
- Embed code for video of closing keynote presentation on own website
- Selected Stream Sponsor with acknowledgement by session chairs
- Corporate pull-up banner
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- Logo on cover of Preliminary and Final Programme
- 1 full-page back cover advertisement in Final Programme
- 8 complimentary full-package delegate passes
- 15 complimentary virtual delegate passes
- Exhibition space (tabletop) in networking area

Congress venue

Lowry, MediaCityUK, Salford, Greater Manchester

Healthy City Design 2025 will be held at the Lowry, which is a performing and visual arts centre, and one of Britain's twelve landmark projects for the Millennium. Designed by architect, the late Michael Wilford, the Lowry, which is commonly regarded as a triumph of civic will and enterprise, was a major catalyst for the successful urban renewal of the previously derelict Salford Docks.

Located close to the Imperial War Museum North and Old Trafford football stadium, it is served by the MediaCityUK stop on the Metrolink tram network.

In 2000, Healthy City Design's cofounder and programme chair, Prof Jeremy Myerson, authored the book, *'Making the Lowry'*, describing the process of the creation of this complex and project and major cultural venue.





Gold Design leader – £10,000

Evening Networking Dinner Partner

- Exclusive sponsorship of Evening Networking Dinner
- Sponsor's address at Evening Networking Dinner
- Introduction of keynote speaker at Evening Networking Dinner
- Branding on all congress literature and digital promotions
- Corporate pull-up banner
- Digital branding on stage backdrop during entire congress
- 1 full-page advertisement in Final Programme
- 6 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes

Wellbeing Space and Lunch Partner

The Wellbeing Space promotes diversity, equity and inclusion and is designed to be a place for delegates to relax, learn and network.

- Sponsorship of Wellbeing Space for both days of the congress
- Sponsorship of two 'wellness' lunches and four networking breaks
- 1 full-page advertisement in Final Programme
- 5 complimentary full-package delegate passes
- 10 complimentary virtual delegate passes

Voxpop Film or Podcast partner

- Partner branding and acknowledgement on Voxpop Film or Podcast
- Interview with sponsor's thought leader
- Podcast or Voxpop to feature on EHD websites and relevant platforms
- 1 full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes



Silver Knowledge leader – £6,500

Stream partner

- Sponsor's acknowledgement by session chairs
- Exclusive branding on published videos of sponsored stream (up to 8 papers)
- Corporate pull-up banner
- 1 full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

Video+Poster gallery partner

- Sponsorship of Video+Poster gallery in prime networking area
- Sponsorship of virtual video gallery in virtual event platform
- Exclusive clothed table stand in networking area
- 1 full-page advertisement in Final Programme
- 3 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

Bronze Innovation Leader – £4,000

Workshop partner (limited availability)

- Sponsorship of breakfast or lunchtime workshop
- Sponsor's address during opening remarks
- Exclusive branding on video of sponsored workshop
- Embed code for video of workshop to feature on own website
- 1 full-page advertisement in Final Programme
- 5 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes

Roundtable partner (limited availability)

- Sponsorship of breakfast or lunchtime private roundtable
- Sponsor's address during opening remarks
- Co-curation of editorial/content and roundtable programming
- 1 full-page advertisement in Final Programme
- 5 complimentary full-package delegate passes
- 5 complimentary virtual delegate passes



Exhibition Partner – £3,000

- Exhibition space (tabletop) in networking area
- Branding on all congress literature and digital promotions
- 1 full-page advertisement in Final Programme
- 2 full-package delegate passes
- 2 complimentary virtual delegate passes

Lanyards – £2,500

- Exclusive branding on congress delegate lanyards
- Branding on all congress literature, website and digital promotions
- 1 full-page advertisement in Final Programme
- 1 complimentary full-package delegate pass
- 2 complimentary virtual delegate passes

Advertising and marketing (Standard not included)

- Wifi sponsor - £1950
- Virtual content booth - £1500
- Double page spread in Final Programme - £1200
- Full page advertisement in Final Programme - £750

Virtual delegate packages (Standard not included)

- 10 x delegates - £1450
- 15 x delegates - £1950
- 20 x delegates - £2250

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Healthy City Design AWARDS 2024

Sponsorship packages

The Healthy City Design 2025 Awards aims to set new standards in the creation of healthy and sustainable cities, communities and environments that equitably promote active and healthy lifestyles, wellness and sustainable development to support present and future generations.

Organised by SALUS Global Knowledge Exchange and the Helen Hamlyn Centre for Design, Royal College of Art, in collaboration with Impact on Urban Health and Cities & Health, the awards are an integral feature of the prestigious Healthy City Design 2025 Congress & Exhibition, held at the Lowry, Media City, Salford, Greater Manchester in Oct 2025.

Comprising eight categories from the building to the neighbourhood and the city level, the awards, which are evaluated by some of the world's leading researchers and practitioners, contribute towards the development of knowledge and standards in the design of healthy cities, communities and environments around the world. The awards ceremony will be held during the final session of the Healthy City Design 2025 International Congress attended by up to 300 delegates. This prestigious event will

Awards categories

- Healthy homes and neighbourhoods
- Healthy transport and mobility
- Healthy workplaces
- Healthy social infrastructure
- Healthy city planning and design
- Healthy placemaking for community impact
- Design research for health cities

be the climax to the congress, and the culmination of a six-month worldwide submission process and rigorous judging to identify the world's leading projects, research and design innovations in the creation of healthy cities. The final round of judging will be broadcast live, with the shortlisted entrants in each category presenting their projects live to the judges in the HCD Awards live judging week in July.



By sponsoring the awards, you can show your support and recognition of the outstanding performances of the award winners, aligning your brand in UK, European and international markets around the values of design excellence and innovation.

As well as the chance to network and enjoy photographic and video opportunities with the award judges and winners, your brand will also gain international exposure during the live judging webinars and ceremony broadcast, as well as the digital marketing around the congress and the awards. This includes promotion of the call for entries and shortlist announcement before the event, in press releases and e-news announcements of the awards winners, and in the publication of videos of the ceremony after the event.

Standard is included in both packages

Awards Lead Partner – £7500

- Acknowledgement by chair of judging panel of awards
- Presentation of prestigious Design Champion Award and one Award Category
- Lead branding on video of Awards presentation
- Lead branding on all live judging webinars
- Lead branding on all awards literature and e-promotions
- Corporate pull-up banner
- Digital branding around stage set during the awards ceremony
- Logo on front cover of Awards Call for Entries
- Lead branding on Awards pages in Final Programme
- Logo on chosen category on Call for Entries and event site
- One full-page advertisement in Final Programme
- 6 complimentary congress delegate passes
- 10 complimentary virtual delegate passes
- Logo, profile and link on event web site
- Branding on award winners material on HCD web sites
- Recognition in post-awards e-news and press releases

Awards Category Partner – £3500

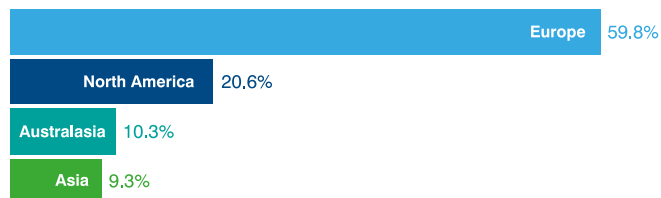
- Acknowledgement by category chair of judging panel
- Presentation of chosen award category
- Branding on video of presentation of Award Category winners
- Branding on live judging for category webinar
- Branding on all awards literature and promotions
- Digital branding around stage set during the awards ceremony
- Logo on front cover of Awards Call for Entries and on chosen category
- Logo on awards pages in Final Programme
- One full-page advertisement in Final Programme
- 3 complimentary congress delegate passes
- 5 complimentary virtual delegate passes
- Logo, profile and link on events web site
- Branding on award winners material on HCD websites
- Recognition of category support in post- awards e-news and press releases

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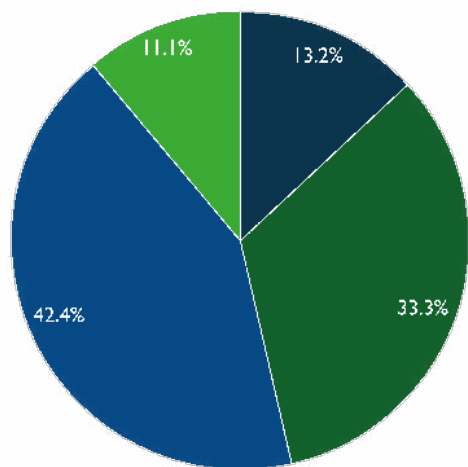
Our community

Attendance for 2024 – 345 attendees

Breakdown by geography

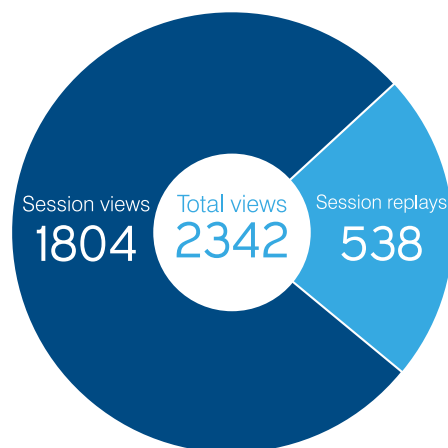


Breakdown by sector

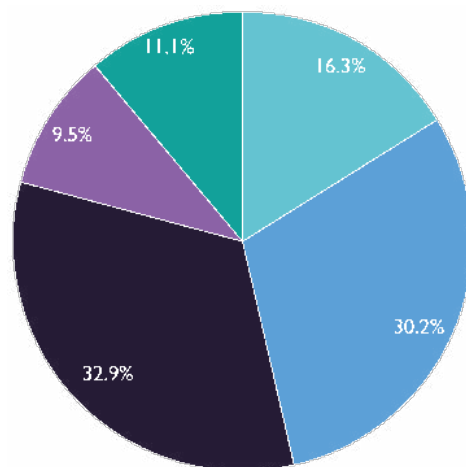


- Government / municipal authorities
- Public sector / Academia
- Commercial sector
- Third sector - charities, voluntary and community

Video views



Breakdown by discipline



- Researchers, scientists and educators
- Public health / healthcare
- Urban planning, housing and transport
- Real estate, developers and investors
- Community leaders and voices

What our attendees say

HCD2023 was a fantastic couple of days, and was really good to see the quality of work going on in Liverpool, the wider city region, and across the rest of the UK and further afield to truly embed good health and wellbeing within the wider housing, planning, and regeneration agenda. The quality of the speakers, and level of engagement was exceptional. I look forward to continuing to engage with you as we support this incredibly important agenda locally and nationally.

Professor Matthew Ashton
Director of public health, Liverpool City Council

Diversity of speakers and having such a good range of those from academia and industry. The focus on Liverpool provided a unique and highly informative aspect to the conference, highlighting universal themes but also the ability to learn or discuss from real examples and challenges.

Ruth Hynes
Associate design researcher, Atkins

Hearing Sir Michael Marmot in-person was a highlight. His keynote was sharp, clear and laid the groundwork for the rest of the sessions. The dinner was a great networking opportunity and a nice way to unwind after a long, first day of the conference. It was nice to have the conference in Liverpool, as it meant that people from Liverpool could share their experiences of healthy city design in their own city.

Christopher Boyko
Senior lecturer, Lancaster University