ADR mediation & training

CONFLICT RESOLUTION WEEK 2026 SPONSORSHIP PACK

Turning Conversation into Change – Building Stronger Communities

27th April – 1st May 2026

Led by **ADR Mediation & Training CIC**

ABOUT THE WEEK

Conflict touches every community, workplace and service in the country — but how we handle it determines the kind of society we build. Conflict Resolution Week 2026 is a national campaign that shines a light on how meaningful communication can transform relationships, strengthen communities and prevent harm before it happens.

This is a week dedicated to **showing what's possible when people are equipped to talk, listen and resolve.**

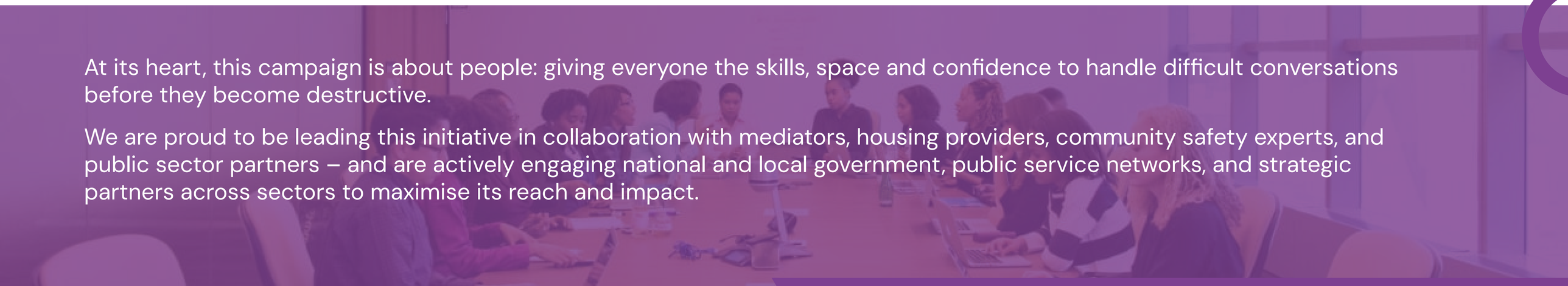
Through conversation, we can turn conflict into collaboration. Through communication, we can build connection, trust and stronger social foundations.

PURPOSE AND VISION

The purpose of Conflict Resolution Week is to spark a **national shift in how the UK approaches conflict** – moving from reaction to prevention, from enforcement to empowerment.

We want to:

- **Celebrate and elevate alternative dispute resolution (ADR)** as a practical, human-centred approach that works – in workplaces, housing, education, health and communities.
- **Increase public awareness** of mediation as an accessible tool for everyday life, not just legal disputes.
- **Showcase real-world examples** of where communication has changed outcomes: repairing neighbour relations, rebuilding workplaces, preventing evictions, restoring family relationships.
- **Encourage organisations and leaders** to embed early intervention, listening, and mediation in their cultures and policies.
- **Champion national investment** in conflict resolution as a shared social priority – improving wellbeing and reducing strain on public services.



At its heart, this campaign is about people: giving everyone the skills, space and confidence to handle difficult conversations before they become destructive.

We are proud to be leading this initiative in collaboration with mediators, housing providers, community safety experts, and public sector partners – and are actively engaging national and local government, public service networks, and strategic partners across sectors to maximise its reach and impact.

WHY THIS MATTERS

Workplace conflict costs the UK £28.5 billion a year (Acas, 2025).

Community mediation cases have risen 24% in two years, showing growing need but limited provision.

One in five adults say a housing issue has affected their mental health.

35–40% of homelessness is linked to relationship breakdown or family conflict.

Schools lose over 6 minutes of every half hour to conflict and misbehaviour.

Police spend up to 40% of their time on social or non-crime conflict callouts.

These figures tell a story of avoidable harm – but they also show the **scale of opportunity** for change. Every conversation handled well saves money, time, and emotional toll.

Every person who learns to communicate differently helps strengthen the communities we all live and work in.

PLANNED ACTIVITIES

Across the week, ADR Mediation will coordinate a series of national and local initiatives, including:

- **National In-Person Conference** – bringing together practitioners, leaders and policymakers to explore conflict resolution in practice.
- **Interactive Online Training Events** – focused on housing, NHS, education, policing and workplace contexts.
- **Meetings with Government Representatives** – to champion early intervention as a public and economic priority.
- **Special Podcast Series** – sharing expert insight and personal stories about the power of communication to change outcomes.
- **Digital Awareness Toolkit** – free downloadable resources to help organisations promote constructive communication internally.

Each activity will be designed to engage audiences, amplify sponsor visibility, and create lasting resources that continue to inspire action well beyond the week itself.

REACH AND IMPACT FOR SPONSORS

Conflict Resolution Week 2026 offers sponsors the opportunity to be part of a **national movement for change**...not a one-off event.

By aligning with ADR Mediation, sponsors can expect:

- **Nationwide visibility** through campaign coverage across housing, local government, education, health, police and workplace networks.
- **Cross-sector engagement** with thousands of practitioners, employers, and decision-makers across public, voluntary and private sectors.
- **Feature opportunities** across digital channels, podcasts, event panels, toolkits, and media collaborations.
- **High-profile positioning** alongside government representatives and sector thought leaders.
- **Long-term association** with a movement that promotes wellbeing, fairness and communication as national strengths.

Estimated campaign reach:

- 50,000+ digital impressions across ADR and partner networks
- Direct engagement with 200+ organisations
- National press and podcast coverage
- Enduring visibility through online resources and toolkits

Your support helps shape the conversation about how the UK resolves conflict – ensuring every community and workplace benefits.

GET INVOLVED

ORGANISATIONS CAN:

Sponsor or **co-host** events and activities.

Collaborate on content, podcasts, and storytelling.

Commission ADR training for their workforce.

Promote awareness using the campaign toolkit and branding.

Together, we can make constructive communication a national strength.

SPONSORSHIP OPPORTUNITIES

Across the week, ADR Mediation will coordinate a series of national and local initiatives, including:

Package	Investment (ex VAT)	Benefits
Headline Sponsor	£5,000	Lead branding across all campaign materials, conference visibility, media features, podcast inclusion, and exclusive profile in national toolkit.
Conference Partner	£2,500	Branded presence and exhibition at the national conference, logo across digital materials, and joint promotion in campaign channels.
Podcast Partner	£1,500	Logo and acknowledgement in the podcast series, opportunity for recorded message or guest feature.
Toolkit Sponsor	£1,000	Branding within the digital toolkit distributed nationally to participating organisations.
Supporter	£500	Recognition on the campaign website and inclusion in social acknowledgements during the week.

Custom partnership packages are available for strategic collaborations, government partnerships, and in-kind contributions.

CONTACT

For partnership or sponsorship discussions, please contact:

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