

Innovate UK

APPENDIX B – Ideas Mean Business results to date

Launch

- First introduced to our business audience at Innovate 2017 in November 2017
- 4x launch events in London, Cardiff, Newcastle and Birmingham in December 2017

Innovation Live events

- 11x Innovation Live events and 2x online version in January-March 2018, covering London, Cardiff, Ipswich, Birmingham, Brighton, Plymouth, Newcastle, Belfast, York, Manchester, and Nottingham (Glasgow's was cancelled due to snow and we hosted an online version for the registered participants)
- Innovation Live events saw 322 young people register and 173 young people attend

Content and communications

- Innovate UK's website content has seen 4520 unique page views
- Prince's Trust external campaign pages have seen 5786 unique page views
- Prince's Trust's PT online innovation learning content has seen 2600 page views
- 50 media articles: spanning consumer, national, broadcast and trade media, delivered via 15 young, expert and celebrity ambassador interviews, hosted at 1 inspiring coffee shop.
- over 596M impressions in media
- 4800 Twitter mentions 5 Dec 17 – 15 March 18, with a reach of 64.12M potential impressions, by 1800 Twitter users of which the most influential included Martin Lewis, Craft Council UK, Ofsted, GREAT campaign, BEIS, Cabinet Office, Jamale Edwards MBE, Design Council, Deborah MEaden, HM treasury, The Prince's Trust
- FB ad campaign: spent £3876.69 and received 6007 clicks, 1.2M impressions, cost per click of £0.64 and click-through-rate of 0.48%
- External video views: 642

Applications

- Batch 1: 45 applications

Ambassadors

- 1) Celebrity ambassadors
 - Deborah Meaden
 - Ben Towers

Innovate UK

2) Young innovators

We also have access to a range of established young innovators who are advocates for the campaign

3) Business ambassadors

We also have access to a range of established business leaders who are advocates for the campaign

Feedback

“After that great event I was able to meet with **NAME REDACTED**, MD of Sponge UK, personally who helped me understand my journey and what steps I’ll encounter to get there; extremely helpful advice and has lead to a positive professional relationship. However, thanks to the other speaker **NAME REDACTED**, I was able to meet non other than Ben Towers who, along with Debra Medeaden, launched this campaign at the first event in London. Ben is a personal role-model of mine and thanks to Innovate and Helena from Truemark Coffee I was able to meet him. I look forward to hearing about the outcome of my application; however I wanted to make sure it was known just how helpful that event was for me.” – **NAME REDACTED, young person, Plymouth event**

“I was very impressed with how professional everyone I met was from the minute I stepped into the venue. Attendees from London, a few from Nottingham, they all had different ideas and were just as determined as I was.” - **NAME REDACTED, Locate East Sussex, Brighton event**
<http://locateeastsussex-blog.co.uk/opinions/emily-wright-innovator/>

“Eye-opening examples of innovators e.g. velcro, microwave - but they were middle aged white men. Race & gender diversity is essential, I feel mildly alienated” - **Young person from SurveyMonkey**

“Flying solo is confusing and it is very scary, to come to a space where you have others that relate to your struggle is amazing.” - **Young person from SurveyMonkey**