

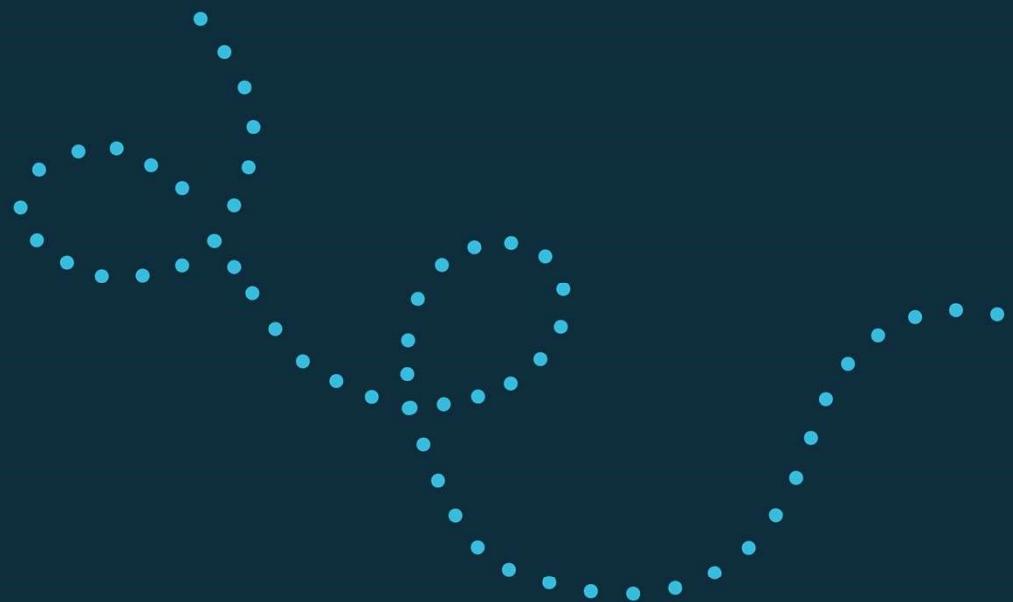


UK Social Entrepreneur Index 2019/20

Support Partner Package

Helping businesses go further | **WEAREUMI.CO.UK**

UK Social Entrepreneur Index 2019/20



Celebrating Social Entrepreneurship across the UK

Let's explore and celebrate the UK's social entrepreneur success stories as they challenge more people to consider the social impact of their own actions.

Background

Since 2007, UMi has been helping people build great businesses. We take the hard work out of finding and using the best information, expertise and finance to help businesses go further. UMi has a proven track record in combining rigour and robustness with the flair and spirit of an entrepreneur. Our programmes are inspirational, engaging and deliver real, practical value for everyone involved. Helping hundreds of thousands of individual businesses and entrepreneurs, creating and safeguarding over 30,000 jobs, and investing funds that have leveraged over £650 million of private sector investment: we know how to make a difference. And we're making that difference across the UK where we continue to celebrate and inspire social entrepreneurship.

A report by Social Enterprise UK in 2018 identified that social enterprises contribute £60bn to UK GDP and employ two million people or 5% of the UK workforce. Regardless of the level of contribution, making a social impact in business is becoming increasingly high on the agenda. Social enterprises are transforming lives and communities across the UK and around the globe. By continuing to recognise and celebrate social entrepreneurs through the UK Social Entrepreneur Index, we aim to do our part to contribute to an environment which continues to help future entrepreneurial generations to realise their own full potential and the contribution they can make to society.



UK Social Entrepreneur Index

The UK Social Entrepreneur Index was conceived by UMi in the summer of 2018. The Index is a 12-month campaign and celebration of entrepreneurs running businesses with social purposes, with the aim of providing recognition whilst also acting as a benchmark for good practice to inspire the next generation. The Index reached over 2,500 social entrepreneurs from across the UK from the Index website alone across Scotland, Northern Ireland, England and Wales in its inaugural year, with 66 entrepreneurs being shortlisted for review. Of these, a carefully chosen 29 social entrepreneurs were formally celebrated in the Index with a further 10 identified as Ones to Watch for 2019.

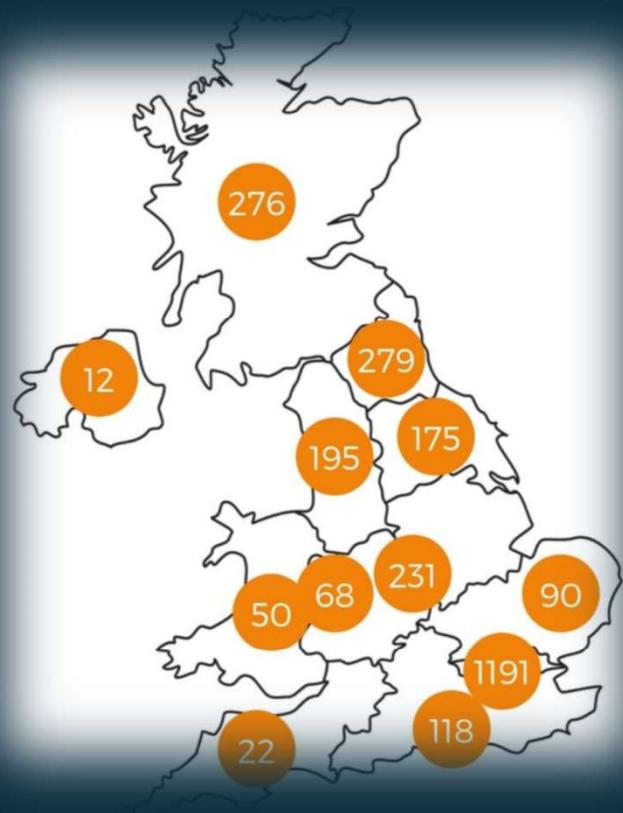
The Index was also supported by eight ambassadors, all of whom are recognised social entrepreneurs. During the campaign, the Index overall reached out to over 180,000 entrepreneurs and businesses, as well as making direct contact through round table dinner debates and celebratory events. The Index has penetrated regional business communities in a way which has added value for all partners.



UK Social Entrepreneur Index

Regions

Locations of the social entrepreneurs who visited the Social Entrepreneur Index website by region (new visitors).



UK Social Entrepreneur Index

The UK Social Entrepreneur Index has provided social entrepreneurs with something a little different. A supportive environment at a local level where experiences can be shared, knowledge exchanged and success celebrated. Going forward, the Index has been refined and marketed to a more focused audience through a larger partnership and support network. The ambassador network is also being increased significantly to provide a wider base of opportunity for partners.

One thing is clear. Now more than ever is a time for social entrepreneurs to celebrate. Not only to recognise where they have come from, but to look to the future and inspire and stimulate further growth across the sector. Let's explore and celebrate the UK's social entrepreneur success stories as they challenge more people to consider the social impact of their own actions.



Support Partner Benefits

The UK Social Entrepreneur Index is engaging with a range of audiences. As well as our support relationships we also aim to increase our range of commercial sponsor partners who will support the work of the Index. As part of this work we will target the following:

- Index Ambassadors
- Established Social Entrepreneur Entrants
- New Social Entrepreneur Entrants

As a support partner, you will be seen as a supporter of the campaign receiving a range of benefits in return for helping to promote the Index and encourage entries.



Support Partner Benefits

As a non-commercial supporter of the UK Social Entrepreneur Index, you will be amongst a carefully selected group of organisations that we believe provide genuine value to social entrepreneurs. The index engages a wide audience including aspiring and start-up social entrepreneurs; established social entrepreneurs who act as beacons to inspire others; ambassadors who are leading lights in the sector; and individuals who are not currently involved with the sector, but may be interested in philanthropic investments or even starting their own social enterprise.

The purpose of the UK Social Entrepreneur Index is to celebrate and inspire social entrepreneurs. We achieve this by creating and publishing a range of content, hosting events to facilitate valuable connections and inviting individuals to nominate themselves for inclusion in the index, giving them the opportunity to raise their profile among UMi's national business audience as well as wider through press coverage. In return for your support of the index, you will benefit from the opportunity to introduce social entrepreneurs to your brand or remind them of your products and services, further positioning yourself as an authority in the sector. To build your relationship and engage directly with the nominees, you will have the opportunity to attend events.



Support Partner Benefits

Features include:

- Supporter logo on the Index website
- Supporter company profile on the Index website with link to your website and social channels
- Contribute up to three opinion or advice articles by your leadership team or news stories about your organisation to be published on our BQ/UMi and Social Entrepreneur Index websites
- Feature up to three articles within our daily e-bulletin round-up of stories
- Invites to networking events and Index celebration event for members of your leadership team

What we ask in return:

- Promote the index to your social entrepreneur network through your available channels online
- Provide suggestions and introduce individuals who may be ambassadors for the index
- Consider any taster offers you could provide to index nominees – e.g. could you provide a downloadable guide, a complimentary consultation or discounts off products or services



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Partner Feedback

Jonathan Brown

“We have been incredibly impressed with the significant logistical organisation that sits behind the Index. The event execution and content produced by the team exceeded expectations and generated great brand awareness .The quality of the applications has been of the highest level and we have no doubt that the index will go from strength to strength. **”**

Jonathan Brown, Managing Director, Head of UK Regions, UBS
Wealth Management



Partner Feedback

Lucy Findlay MBE

“ Supporting the UK Social Entrepreneur Index is important to us as it signals our commitment to supporting social entrepreneurs at every stage of their journey. The partnership has enhanced our brand recognition by enabling us to share useful content via the campaign. The events gave us direct access to a wide range of social entrepreneurs at every level, allowing us to introduce our accreditation packages and build relationships. We've also forged a new strategic partnership via connections made through the Index's supporter and ambassador network. ”



Lucy Findlay MBE, Managing Director, Social Enterprise Mark CIC

Entrant Feedback

Jemma Phibbs

“ I think it's really great to be amongst such good company, there are some really great entrepreneurs that I recognised and was really happy to be included with them. I also think that as an entrepreneur you never stop and take stock of your achievements. People always say to me celebrate the moment because it's so difficult to look back and think 'we did that and that was great'. So, things like the Social Entrepreneur Index are really important to the entrepreneur community to give that accolade and that time to allow for success. It's very rare that entrepreneurs get that opportunity so thank you. ”



Jemma Phibbs, founder of School Space

Entrant Feedback

Claudine Adeyemi

“ It's incredibly humbling. It's trying to change perceptions about how people look at all these things. I am super passionate about being able to demonstrate that you can be a completely pure for-profit business that also delivers impact and that is driven by impact and can deliver that. I think from my perspective, being included in the list and particularly in terms of events is just really amazing, because it's validating that there are other people that think that this is an important message to get out to everyone that you can do this. And that more businesses should be set up this way. ”



Claudine Adeyemi, founder of Career Ear

Other Campaign Experience

Innovation 100 Greater Manchester

This project was designed for the Growth Co. to recognise 100 of the most innovative businesses across Greater Manchester. The six-month campaign extended across digital and social media, to encourage entries and nominations from innovative SMEs across all sectors. Once finalised, the 100 companies were brought together in a printed and digital report as well as being celebrated at a dedicated workshop, networking and celebratory event.

Alongside investment from the Growth Co. other commercial partners included Innovate UK, Clydesdale and Yorkshire Bank, Catax, Dehns and University of Salford. See

<https://www.businessgrowthhub.com/news/2018/02/innovation100-launch> and

https://issuu.com/room501/docs/_innov100_lr



Other Campaign Experience

Digital Enterprise Top 100 – Leeds City Region

The UMi team have successfully concluded a Top 100 campaign to recognise SMEs from across Leeds City Region who have digitally transformed their business. The DE Top 100 was linked to an ERDF funded Digital Enterprise Programme that assisted businesses in Yorkshire to access digital growth vouchers, funding and workshops to improve their growth through digital transformation and maturity.

The DE Top 100 campaign was used as a bridge between the conclusion of the existing three-year programme and the start of a second phase of funding. The campaign included an active content programme, nomination process and report together with a celebratory event. Over 500 SMEs applied to enter the Top 100 which also included a showcase of 10 of the best businesses. Investment in the campaign was secured through Digital Enterprise, Shulmans LLP and Exa Networks. See <https://www.de100.co.uk/> and <https://www.digitalenterprise.co.uk/> and https://issuu.com/room501/docs/de100_lowres



Other Campaign Experience

Construction Innovation Wales Index 2019

This campaign was again utilised to underpin activity relating to an existing government programme in Wales managed by the Welsh Government and Construction Futures Wales. The Construction Innovation Wales Index was created to recognise the innovative construction practices of the sector and showcase and profile SMEs who were leading the way across the supply chain.

The campaign consisted of high-profile content around innovative business practices which was used as a call to action for businesses to enter the Index. A selection panel was responsible for deciding which businesses should be recognised in the Index and subsequently celebrated in the form of a digital report. See <https://www.innovationcw.co.uk/> and https://issuu.com/room501/docs/contruction_wales_52pp_issuu

Campaign Testimonials

The Growth Co.

"When I saw BQ's IP100 publication I knew there was a concept that we were really interested in developing for Greater Manchester. When it was published, in 2018 Innovation 100 exceeded our expectations in recognising and promoting some of Greater Manchester's best and innovative small businesses. It was not just the insights, interviews and format, but the production values that sets this apart." Peter Gaunt, Relationship Manager, Business Growth Hub, Manchester.

"The companies I have dealt with who made the Innovation 100 list have seen the experience as very positive. It has certainly given them a boost in self-belief, and many have gone on to use the publication as a great marketing opportunity."

Paul Halliday, Innovation Advisor, Business Growth Hub, Manchester.



Campaign Testimonials

Leeds City Council

"The Digital Enterprise Top 100 has identified some remarkable businesses and it has been a real pleasure to celebrate their success. Our report includes businesses from a wide array of industries and their investment in new technology has had a really positive impact on helping them to grow, creating jobs and prosperity for the Leeds City Region."

Muz Mumtaz, Programme Manager, Digital Enterprise, Leeds City Council.

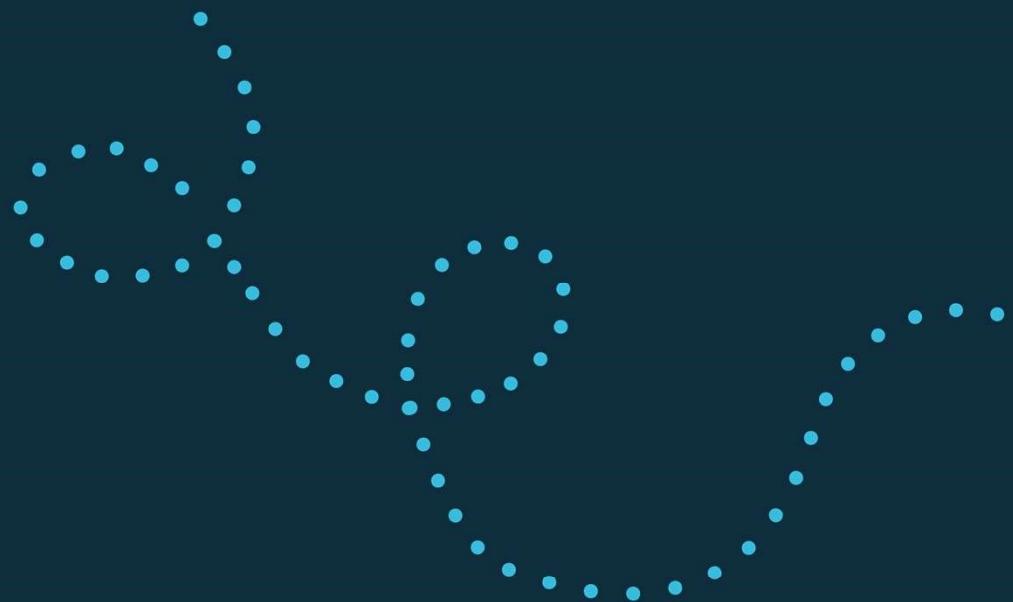
Construction Futures Wales

"The Index is very much about demonstrating and showcasing the talent and offerings we have in a thriving Wales. The Index has highlighted a requirement to place innovation at the forefront, recognising that there are many potential innovative practical solutions that already exist on our doorstep that many other companies in Wales are not aware of."

Paul Wintle, Construction Futures Wales programme Manager.



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**Celebrating Social
Entrepreneurship across the UK**

For more information about becoming a support partner contact:
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