

**1UP  
BRIGHTON!**

**AUGUST 17, 2017  
2-5PM  
THE BASEMENT**



Long  
Run  
Works

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**EVENT DEBRIEF**

# Demonstrator Outreach

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Long Run Works contacted 38 local organisations to showcase their services at 1UP

13 confirmed organisations agreed to showcase on the day

Each of these organisations has been offered a £100 honorarium towards their time and travel costs, taken from Long Run Works fee

Confirmed Organisation	Description	Activity at 1UP
AudioActive	A ground-breaking music organisation, working with young people, at the meeting point of technology and contemporary urban culture	Performances by young people and an interactive music workshop
Starr Trust	An independent, family run charity, supporting young people aged 10-18 to fulfil their potential through sports, arts and education	An introduction to Starr Trust
Rhythmix	A music and social welfare charity that provides opportunities for music making to people in challenging circumstances	Videos, apps, become a Rhythmix Ambassador session
Right There	Offer free resilience building activities to people aged 18-25 in Brighton & Hove	An introduction to Right Here
Sussex Wildlife Trust	A conservation charity for everyone who cares about nature in Sussex	Become a Youth Ranger
The Marlborough Theatre	Work with LGBTQ+ practitioners, supporting and presenting extraordinary performance by pioneering artists. Their programme comprises a huge variety of theatre and performance from home grown emerging talents to nationally acclaimed artists & companies.	Badgemaking
StencilMoose	Screen print studio in the heart of Brighton that offers a range of screen printing workshops.	Live screen printing
Health Bar	A pop-up video game night with a twist! They create themed social gaming experiences for novice and seasoned gamers alike.	Live video games
Little Green Pig	A writing and mentoring charity for young people in Sussex, building confidence, communication and literacy skills.	Writing activity
Pop Up Pottery	Brighton's portable pottery class.	Live pottery
Brighton & Hove Impetus	Charity which connects people to reduce isolation & improve wellbeing.	Become a volunteer session
Brighton Peace & Environment Centre	Inspire, educate and connect people, communities and organisations to understand how their own lives link with those of others.	An introduction to BPEC
Exploring Senses	Creative collaborative learning to provide an essential foundation for raising aspirations, innovation and success.	Showcasing activities including 'Talking Pictures' with conductive ink.

# Attendee Outreach

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01

Long Run Works sent outreach emails to 320 local organisations and influencers

02

Our Future City sent outreach emails to 225 alumni members

03

Long Run Works met with local youth group Blueprint 22

04

Long Run Works spoke to 15 local youth clubs over the phone

05

Long Run Works went flyering to 52 local businesses

# Flyer Design 1

Outreach flyer

A Long Run Works production:



## 1UP BRIGHTON!

1UP IS A FREE EVENT TO HELP YOUNG PEOPLE DISCOVER HOW TO GET MORE OUT OF LIFE IN BRIGHTON & HOVE.

- TAKE PART IN INTERACTIVE MUSIC WORKSHOPS
- TRY POP UP POTTERY
- EXPLORE BRIGHTON IN MINECRAFT USING VIRTUAL REALITY & LOTS MORE!

### AUGUST 17, 2017

The Basement, Brighton  
2-5pm

**DON'T MISS OUT, GET YOUR FREE TICKET:**  
**1UP-BRIGHTON.EVENTBRITE.CO.UK**

ourfuturecity



# Flyer Design 2

Social sharing image

A photograph of a highly detailed LEGO MOC (My Own Creation) of a city, possibly a theme park or a futuristic city, built with tan and purple bricks. The city features several tall, thin towers with red-tipped roofs and a central, more complex structure. The city is situated on a raised platform with a low wall, overlooking a body of water. The sky is a clear blue with a few wispy clouds. The text '1UP BRIGHTON!' is overlaid in a white box at the top of the image.

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# Flyer Design 3

Volunteer outreach flyer for Young Ambassadors

## ARE YOU AGED 14-19? HAVE YOUR SAY AND SHOW YOUR SKILLS.

**Cities of Learning** is an idea that is popular with young people in the USA. We'd like to ask you whether you think Brighton & Hove could learn from it to better connect young people with opportunities in the city.

The idea of **Cities of Learning** is to give young people digital badges for the skills you learn outside the classroom. These badges allow you to discover new skills around your passions and demonstrate what you've learned to local organizations and employers.

We want to speak to local young people, like you, to find out what you think about the idea of organisations in Brighton giving you digital badges to recognize the skills you learn outside the classroom.

If you'd like to have your say by taking part in a workshop in September or become a **community researcher** by surveying your friends or speaking with local organisations, please contact [bec.britain@icloud.com](mailto:bec.britain@icloud.com)

We are also running a free event to help young people get more out of life in Brighton called 1UP on 17th August 2017. We're looking for event ambassadors to help promote 1UP amongst their friends and on social media. If you're interested in being an **event ambassador**, please contact [leah@longrun.works](mailto:leah@longrun.works)

### What you'll get in return

- Earn digital badges to recognise the skills you show.
- Have access to volunteering and internship opportunities, through the Our Future City network and 1UP organisers Long Run Works.
- As a community researcher meet local organisations and build your network.
- If Brighton ends up being one of the UK pilots for Cities of Learning be one of the first to get involved.

# Social Media Plan

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01

Long Run Works set up a dedicated 1UP twitter account @1UPBrighton for targeted outreach to influencers

02

Long Run Works set up targeted Facebook advertising for the event



# Twitter Engagement Metrics

Engagement Metrics	Totals
Replies	2
Retweets	300
Retweets with Comments	19
Likes	114
Engagements per Follower	14.9
Impressions per Follower	690.2
Engagements per Tweet	1.9
Impressions per Tweet	90.3
Engagements per Impression	2.2%

# Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @1UPBrighton	51	100.0%	390	35,198	690.16	759	14.88	300	100

## Twitter Activity Overview

 **35,198**  
Organic Impressions

 **759**  
Total Engagements

 **100**  
Link Clicks

## FOLLOWERS BY GENDER



**47%**

FEMALE FOLLOWERS

**53%**

MALE FOLLOWERS

9,836

People Reached [?]

129

Engagements

£100.00

Total Spend [?]

Actions

People

Countries

40.4% Women

59.6% Men



Long Run Works shared an event.

Sponsored · €

Like Page

Get tickets to 1UP a unique, one-off event to help young people discover how to get more out of life in Brighton & Hove.

Show your skills and discover new passions. Whether you're into music, gaming, making things, writing, the environment, sport or art - learn how to take your game to the next level!



1UP

17 August 14:00 · The Basement  
eventbrite.co.uk

Get Tickets

Facebook Advertising



You are targeting **men and women aged 14-19** who live in **2 locations**.

**Location – Living in:** United Kingdom: Brighton (+40 km), Hove (+40 km) England

**Age:** 14-19

**People who match:** Interests: Singing, Acting, Crafts, Fine art, Painting, Performing arts, Dance, Drums, Current events, Guitar, Camping, Hiking, Writing, Sculpture, Drawing or Photography, Behaviours: Console gamers or Generation: Millennials

[Hide full summary](#)



This promotion will run for **23 days**.



Your total budget for this promotion is **£100.00**.

**9,836**

People Reached [?]

**129**

Engagements

**£100.00**

Total Spend [?]

# Facebook Advertising Targets

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# Press Outreach

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Long Run Works compiled  
four press releases

Each of these press releases  
were sent out to 73 media  
contacts including both on  
and offline media

Event pages were set up on  
popular event ticketing  
websites Eventbrite,  
Fatsoma and Skiddle

# Press Coverage

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[Brighton & Hove Independent](#)

[Latest TV](#)

[Radio Reverb](#) (from 18:15)

[The Verse](#)



For more photography from the day, please visit:  
[1UP on Flickr](#)

# Numbers

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91

Tickets were registered on Eventbrite

57

Attendees visited 1UP

39

Demonstrators and young volunteers were also in attendance



# Ambassadors

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Two Young Ambassadors were secured for 1UP

They have been issued 7 digital badges for their involvement

# Demonstrator Feedback

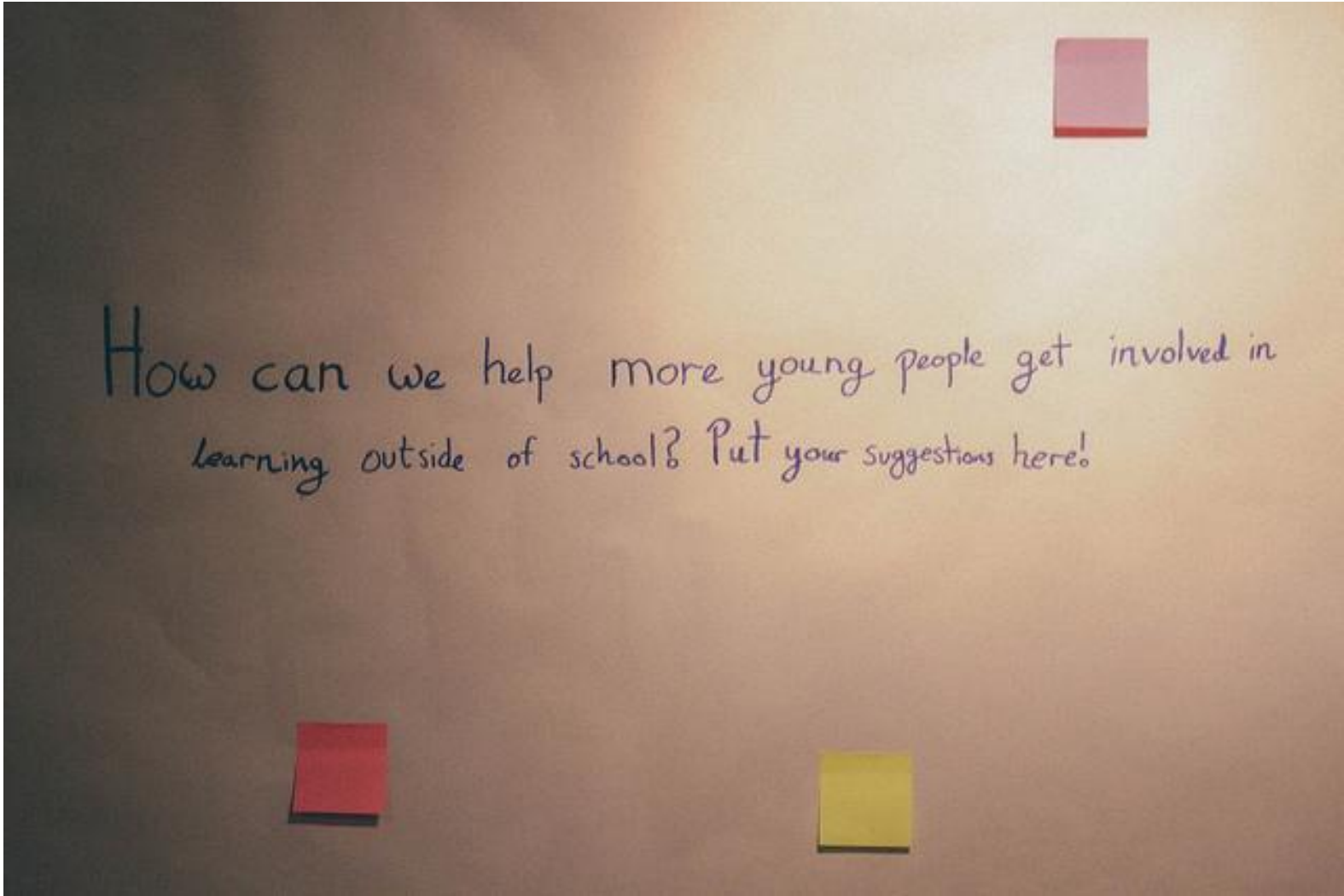
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I had fun! Thanks for getting me involved. I met some lovely people, young and old! I'm happy it was a successful event – Stencil Moose Screenprinting

Thanks for having us there. We had a good day, had fun and made some nice connections – BPEC.

Thanks so much for inviting me to take part in the event, it was really brilliant and great to meet so many engaged young people! – Marlborough Theatre

I just wanted to say a massive thankyou for an amazing day I had so much fun! You made me feel very welcomed and made the set up and set down very easy. Thankyou! – Pop Up Pottery



How can we help more young people get involved in learning outside of school? Put your suggestions here!

# Young People's Feedback

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Please see email attachment for all responses



# BlockBuilders Findings

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Please see the email attachment for the findings from Blockbuilders session using the VR Minecraft map of Brighton