



SECRETS TO SUCCESS IN THE NEW WORLD OF INNOVATION

35TH INTERNATIONAL CONFERENCE

9TH - 10TH NOVEMBER 2022

ideasuk
innovation in the workplace



SECRETS TO SUCCESS

IN THE NEW WORLD
OF INNOVATION

We are delighted to be able to welcome you, in person, to our 2022, 35th ideasUK Conference 'Secrets to success in the new world of innovation'. It seems such a long time since we last sat together in 2019: we have seen so many changes in that time in the world in general and the world of work in particular.

With all of these changes in mind we are focussing on the secrets to success in the new world of innovation. We want to provide a helping hand to everyone involved in innovation; from **empowering** our **people** which will incorporate how to drive a culture of innovation and a desire to contribute, to sessions that **enhance** the **process** of running an ideas programme and the **purpose** that **enlightens** our organisations and drives our activities and achievements.

Getting people together to exchange views has always been a primary aim of ideasUK and it remains at the core of our ethos. Although we have not been able to organise in-person networking events, our regular Knowledge Nuggets via Zoom remain a firm fixture in the diaries of our members, and we take this opportunity to remind you that all are welcome to join the sessions. Of course you can catch up in the members' area of the ideasUK website, www.ideasuk.com to watch previous episodes now.

Our Conference culminates in the announcement of the results of the 2022 ideasUK Idea of the Year Competition on Thursday 10th November. As always, we have had some amazing ideas submitted this year and can't wait to recognise all our finalists and celebrate the success of the winners.

Thank you for joining us for our 2022 conference, 'Secrets to success in the new world of innovation'. We hope you find the topics we discuss here as interesting as we have found researching them.



Stuart Laws,
Chairman, ideasUK



Zena Cox,
Operations Director, ideasUK



THE IDEA OF THE YEAR COMPETITION PROVIDES A GREAT OPPORTUNITY FOR YOU TO RECOGNISE EMPLOYEES WHO SUBMITTED THOSE INCREDIBLE IDEAS THAT HAVE MADE A REAL CONTRIBUTION TO YOUR BUSINESS SUCCESS.

Each idea is initially judged against four criteria:

1. IDEA IMPACT – Improvement on existing standards (Cost, customer focus, profitability, safety, engagement, etc.)
2. ECONOMIC VIABILITY - Level of cost-benefit / competitive advantage
3. APPLICABILITY - Level of transferability / ease of use / sustainability
4. LEVEL OF INNOVATION/NEWNESS – Creativity & Originality

Whilst entry shortlisting is an on-line process, the confirmed finalists are still judged face-to-face over the course of the two-day Conference by our independent panel of Judges. The individual category winners, Judge's awards and overall Idea of the Year 2022 will be announced at the Idea of the Year Awards Dinner on Thursday 10th November.

IDEA OF THE YEAR AWARD TROPHY CATEGORIES:

CONTINUOUS IMPROVEMENT: A continual improvement process (abbreviated as CIP or CI), is an ongoing effort to improve existing products, services, or processes. These efforts can seek “incremental” improvement over time or “breakthrough” improvement all at once. We are looking to see processes are constantly being evaluated and improved in light of their efficiency, effectiveness and flexibility.

CUSTOMER FOCUS: Keeps internal and/or external customer(s) in mind at all times. Strives to proactively address customer concerns and needs. Assists business partners and customers achieve their work goals via application of their own skills and knowledge; strives to provide consistent high levels of customer satisfaction.

DESIGN: Using the definition of design ‘Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.’ We are looking for ideas that demonstrate a particular focus and plan to achieve a solution – it could be in your products, projects or services.

HEALTH & SAFETY: The main focus within Health & Safety is on three different objectives:

1. The maintenance and promotion of workers’ health and working capacity.
2. The improvement of the working environment and work to become conducive to health and safety.
3. Development of work organisations and working cultures in a direction which supports health and safety at work and in doing so also promotes a positive social climate and smooth operation and may enhance productivity of the undertakings.

INNOVATION: Innovation is often also viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs. This is accomplished through more-effective products, processes, services, technologies, or business models that are readily available to markets, governments and society.

PEOPLE & WELLBEING: This category focuses internally on your people; on improving the culture of an organisation, leading to a highly engaged workforce. We are looking for ideas that focus on achieving cultural goals, aligning the workforce with the vision and strategy of an organisation and encouraging the use of a common language and shared behaviours. Particularly important is the focus on the mental and physical wellbeing of the people.

SUSTAINABILITY: The term Sustainability is used to describe many different approaches toward improving our way of life. Sustainability does not (and should not) have a rigid definition. Some views of what Sustainability can encompass are: reducing our harm on the environment and ultimately reversing the harm we have already caused. Renewing resources at a rate equal to or greater than the rate at which they are consumed.

DIGITAL & TECHNOLOGY: Ideas that make an improvement by using a novel manufacturing, engineering, construction or technical solution, or the use of digital technology or media.

VALUE FOR MONEY: Good value for money is the optimal use of resources to achieve the intended outcomes. ‘Optimal’ means ‘the most desirable possible given expressed or implied restrictions or constraints.’ Best value for money is defined as the most advantageous combination of cost, quality and sustainability to meet customer requirements.

JUDGE’S SPECIAL ACHIEVEMENT AWARDS: Each Judge is invited to present an award to the idea delivered with passion and individual commitment that really captured their imagination.

IDEA OF THE YEAR AWARD: The winner will be chosen from the winners for each category and represents the idea that is the outstanding entry for the 2022 competition.

SECRETS TO SUCCESS
IN THE NEW WORLD
OF INNOVATION

WEDNESDAY
9TH NOVEMBER 2022

DAY 1

PURPOSE / ENLIGHTEN

- 10.00 Introduction to conference - Stuart Laws, Chairman ideasUK, Assistant Head of Innovation MOD
- 10.10 Developing your Innovation Strategy - James Gavin, Future Capability Group Head- DE&S - UK MOD
- 11.00 Coffee & Networking
- 11.30 Innovation in Practice – Dr Lisa Whitelaw, Organisational Development and Innovation Specialist, Thales UK
- 12.15 Why we Innovate at McLaren – Nawaz Sumar, Chief Engineer, McLaren Accelerator
- 13.00 Lunch

PROCESS / ENHANCE

- 14.00 Achieving innovation with start-ups – reaching escape velocity Dan Ballin, Chief Executive, Ideas Crucible
- 14.45 Innovation 'Sprint' - Innovation Network (working coffee)
- 16.45 Virtual engagement tools - Emma Cowan, Innovate UK
- 17.00 Close
- 19.00 Accreditation Awards
- 19.30 Dinner

THURSDAY
10TH NOVEMBER 2022

DAY 2

PEOPLE / EMPOWER

- 09.00 Introduction to day 2 – Tammy Holmes, Vice Chair ideasUK and Head of Innovation and Transformation West Midlands AHSN, NHS
- 09.10 Write Thinking: Creativity - Claire Pearce, Founder, CPSdayoff
- 10.15 Storytelling to celebrate success - Chris Bolton, Research and Development Manager, Audit Wales
- 10.45 Coffee & Networking
- 11.15 Driving Desire: Who should be involved & how to effectively support them? - Jørn Løvstrøm
- 12.15 Incentives, Reward & Recognition - Lisa Jackaman, Senior Innovation Consultant, Wazoku
- 12.45 Lunch
- 13.30 People centred VR - Marco Faccini, Non-Executive Director, Digitalnauts
- 14.00 Bringing touch & feel to the internet - Dr Alastair Barrow, CEO at Generic Robotics
- 14.30 Coffee
- 15.00 Empathy & Creativity – Annie Dingley, Founder, Dingley Development (Practical session)
- 16.00 Living History
- 16.30 Close
- 18.30 Awards Dinner



IDEA OF THE YEAR JUDGES

LIEUTENANT COLONEL TREVOR BOWMAN: I joined the Army as a Junior Soldier and am now a Lieutenant Colonel in the Royal Electrical and Mechanical Engineers (REME). I am currently the Army Operations Manager for our engineering and maintenance contracts with commercial companies. In previous posts I have been responsible for the Apprenticeship Contract for the REME (about 2000 learners on programme at any one time) and operational delivery of engineering and maintenance support to the British Army's only Port and Maritime unit both in the UK and on operations abroad. I have an MSc in Human Resource Management; a Diploma in Management and I am an ISO 9001:2015 Lead Auditor.

SUSAN STRAKER: I live and was educated in North Yorkshire. I gained many years of experience in customer relations and staff training programmes in the family Plumbing and Building business, retiring as Company Secretary after 30 years. At the same time I ran (and still run) my own rental properties which led to a long involvement with the York Residential Landlords Association, and at one time Membership Secretary.

SHEILA WALKER: My experience working with Direct Line Group has given me a wealth of experience in innovation and ideation; throughout my time with the business I worked across different departments, from customer facing areas to carrying out specialist HR and Employee Engagement work and for the last 7 years managed their business wide Innovation platform, Idea Lab. This initiative realised cost savings in excess of £4.6 million and countless process improvements and supported many businesses wide and divisional strategic initiatives. I took on the role as a judge of the Idea of the Year competition in 2021 and am looking forward to continuing in this role in 2022.

MICHAEL DAVIES: I am the Head of UK Idea Management within HSBC Bank and have been an ideasUK Board member for the last 16 years. I started my working life as a chef and spent several years travelling the world working on the Queen Elizabeth II cruise liner. After an unusual twelve months working for the Royal Family at Buckingham Palace, I returned to education and re-trained in business and computer programming gaining a first in my degree. This led me to HSBC where I progressed from a six-week temporary contract within one of the banks Contact Centres, to a full-time role within the Chief Executive's Office where I have been for 21 years.

INTRODUCING OUR

EXPERT

SPEAKERS



STUART LAWS



JAMES GAVIN



LISA WHITELAW



NAWAZ SUMAR



DANIEL BALLIN



GRANT VERNON



CONNOR WAKEFIELD



CLAIRE PEARCE



CHRIS BOLTON



JØRN LØVSTRØM



LISA JACKAMAN



MARCO FACCINI



ALASTAIR BARROW



ANNIE DINGLEY

EXPERT SPEAKERS

STUART LAWS - Defence Innovation Portfolio AH and Chairman, ideasUK

Stuart joined the MOD in 1990 and has enjoyed a varied career to date, being involved with many key improvement and engagement programmes and initiatives. Since 2012 he has been solely responsible for the MOD's Idea Scheme (GEMS), working with internal and external partners to drive improvements in support of greater benefit for individuals and the business.

With over 20 years' experience in designing and delivering information and communication technologies (ICT) projects within Defence, Stuart has a unique combination of knowledge and experience which he uses to help others deliver projects in support of Defence Innovation.

JAMES GAVIN - Future Capability Group Head at DE&S - UK MOD

James Gavin is the head of the Future Capability Group (FCG) at Defence Equipment & Support (DE&S). The FCG exists to help explore new capabilities so that they can then be exploited at scale. Increasingly projects are 'Agile by Default' to deliver early operational advantage. The Group works closely with all the front-line commands, DSTL and central MOD areas such as the DIU and DASA. James has served in the military, the civil service and industry before joining DE&S. He is a passionate advocate of delivering Operational Advantage through a better application of strategic thinking on innovation, inclusive cultures and sustainability.

LISA WHITELAW - Organisational Development and Innovation Specialist, Thales UK

Lisa is a facilitator of innovation and change based in Thales UK's corporate research and development centre, Research, Technology and Innovation (RTI). She works transversely across Thales UK's diverse business areas providing strategic support to the Innovation Leads in our business lines to bring new products, services, and ways of working to life. Lisa chairs an innovation best practice community bringing together innovation enthusiasts across Thales UK to connect, share knowledge, learn and draw inspiration. She also manages 'Thales Ideas', an enterprise innovation platform used to crowdsource solution to problems across Thales UK.

Lisa holds a Doctor of Philosophy (PhD) in Social Psychology from the London School of Economics and Political Science (LSE) focused on organisational entrepreneurship and innovation. She is a Visiting Fellow at LSE teaching innovation, entrepreneurship and organisational development on the MSc. in Organisational and Social Psychology programme. Lisa is passionate about bridging theory and practice of organisational change and innovation to solve critical business and social challenges.

NAWAZ SUMAR - Chief Engineer, McLaren Accelerator

Naz joined McLaren Applied Technologies from McLaren Racing where he spent 20 years. Starting out as a Software Engineer he moved on to become a race strategist for Lewis Hamilton (including for McLaren's last championship win), before becoming Team Leader for Aerodynamics Applications. Naz's last five years at McLaren Racing were spent as Head of Application Engineering where Naz led a new department of multiple teams of full-stack developers and data scientists with the mission to ensure McLaren Racing was pushing the advancement of software and data science and had the best-in-class digital toolset for analytics, modelling, operation and competition across car development and Formula 1 racing.

DANIEL BALLIN - Chief Executive, Ideas Crucible

As Chief Executive of Ideas Crucible, Dan advises and secures investment capital for start-ups, and provides trusted deals to the venture capital, angel investors and private equity community. As a former entrepreneur he executed two start-ups.

Dan is Non-Executive Director for a property tech and cyber security company, and board advisor to a Sportech and Fintech. He also advises a wealth management bank.

Dan's career focused on navigating the world of start-ups and scale-ups, and he has a track record launching multi-million-pound ventures for large brands including Coca-Cola, Goldman Sachs, Novartis, BT, and IAG which achieved revenues more than £1 billion.

Daniel is a Chartered Engineer, inventor on 17 patents, Editor-in-Chief of Virtual Reality (Springer Nature) and studied for a Doctorate in artificial intelligence.

GRANT VERNON & CONNOR WAKEFIELD - Innovation Network

Innovation Network is a worldwide network of established and highly experienced international experts that help organizations globally on their journey to innovation and change. We offer training, coaching and consultancy services to help build a culture for innovation, to launch or improve innovation processes and to develop the right mindset and skills within teams. Connect with us for a free one hour Mini Google Sprint taster session!

www.innovationtrainingnetwork.com

CLAIRE PEARCE - Founder, CPSdayoff

Claire has been using creative writing and journaling techniques for the last four years to help people to feel more confident, focus on what they want, develop their self-awareness, get creative and have some fun. Ultimately, she wants you to have an easier, more enjoyable life and is pretty evangelical about how writing can help to make this a reality. She runs regular Creative group journaling sessions and courses on self-coaching, developing writing voice and creativity. She has developed her own methodology for surfacing ideas and solving problems which is great for divergent thinking but also pinning down future goals and making things happen. Claire is also a coach and facilitator and loves to get involved with developmental editing on non-fiction books. Claire has a corporate background, having worked at Lilly Pharmaceuticals and EY in the Global Brand, Marketing & Communications function as a Programme Manager. To find out more visit the website: www.cpsdayoff.com

CHRIS BOLTON - Research and Development Manager, Audit Wales

Chris has been involved in Public Sector Audit for over 20 years. He is currently leading on Research and Development for Audit Wales. Previously he established the Audit Wales Good Practice Exchange that works with a wide range of people to identify and share good practice to help support improvement in Public Services. Outside of work Chris is the Chair of a cooperative organisation that provides social housing. Chris has a science background and before joining Audit Wales he worked for many years in environmental improvement and regulation. Chris has been involved with Ideas UK for over 10 years and is currently an Advisory Board Member.

JØRN LØVSTRØM - Training Manager, JL Associates

Jørn Løvstrøm: Is a civil servant who has worked across a variety of government departments throughout his career but primarily within the Ministry of Defence (MOD). His MOD career spans almost 20 years working in several roles before specialising as a management training and development consultant. It was during his time as the manager of the 'GEMS' staff suggestion scheme that he was first introduced to ideasUK and maintained his association with ideasUK as Vice Chairman until 2015. In 2017 ideasUK awarded Jørn with an Honorary Fellowship in recognition of his contribution to our organisation's development.

He continues to work within government and across Whitehall, but now as an independent training consultant specialising in management, leadership & team development. He is a keen and passionate exponent of the supporting theories and psychometrics around these themes and is qualified and accredited in the delivery of various personality preference psychometric tools such as the Myers Briggs Type Indicator (MBTI step 1 & 2 level), the Strength Deployment Inventory (SDI) and the Personality and Preference Indicator tool (PAPI). He is also experienced and accredited in the delivery of other tools such as the BELBIN Team Role theory and the concept of Emotional Intelligence using the Emotional Capital Report (ECR) model as developed by Roche Martin corporation.

LISA JACKAMAN - Senior Innovation Consultant, Wazoku

Lisa Jackaman is a Senior Innovation Consultant with Wazoku and has over 13 years' experience working with teams to create innovation strategies, improve business operations and productivity and generate revenue through the embedding of ideas management into their cultures.

MARCO FACCINI - Non-Executive Director, Digitalnauts

Since starting out as an e-learning co-founder back in 2001, Marco is passionate about making a difference in Learning & Development and Education. He works with many modern, new, and innovative technologies bringing a 'blended' proposition to clients.

He invests in companies with a hands-on approach as well as securing external funding for early-stage start-ups through his own vehicle and partners. He is a Board and Non-executive Director of many companies, as well as a Speaker within the L&D sector. He is 'immersed' in 3D Virtual Reality including e-sports VR, Augmented Reality, Blockchain, AI, and collaborative learning arenas helping to educate workplace professionals and bring solutions to life.

DR ALASTAIR BARROW - CEO at Generic Robotics

Lapsed academic and CEO of Generic Robotics Ltd. I've worked in robotics and human-machine interaction since the early 2000s, specialising in touch-feedback technologies (haptics). I am an advocate for the critical importance of representing the sense of touch in the digital world and firmly believe the current "immersive" revolution will not reach its true potential until the touch, like sight and sound, is seamlessly integrated into our digital experience. I have initiated and led numerous cross-sector, interdisciplinary projects and honorary positions at both Imperial College London and University College London allow me to continue to straddle both academic and industrial research in pursuit of new challenges.

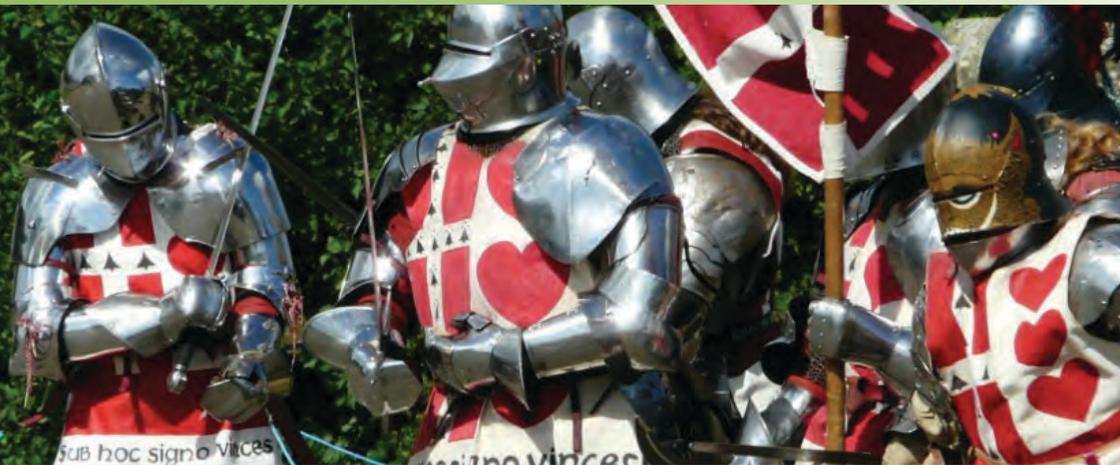
ANNIE DINGLEY - Founder, Dingley Development

Annie is a Learning & Development consultant, focused on achieving a complete learner journey for individuals and teams through using a blended learning approach. Annie is an accredited coach, trainer and certified Emotional Quotient Inventory (EQ-I) practitioner and has spent 16 years in a variety of learning and development roles.

When we think about empathy, some people have too much and others have too little and it is a skill that naturally develops with age. But have you ever wondered why empathy is so important in an organisation? When striving for a culture where creativity and innovation are the norm, it is critical! The session will focus on what is empathy, why it is critical and how do we develop it?

LIVING HISTORY

FRIENDS OF HARTLEYS COMPANIE



Hartleys Companie are a 15th century re-enactment group with members from all over Europe. We specialise in foot tournaments but also participate in larger battles.

In recent years we have delved into the world of medieval handgonnes and cannon which we display.

Also, as important, we offer a range of show-and-tell and living history elements. We are currently very busy working with English Heritage as their Knights Tournament team and you can see us at many of English Heritage's fabulous castles all over England.

Join us on day two to learn more about the fascinating history of Tewkesbury and the ground on which you will be standing!

MEET YOUR CONFERENCE HOSTS



EMMA COWAN

InnovateUK and ideasUK Advisory Board member

Having been involved with innovation for the last 16 years, Emma formerly worked within BT's Operational Service improvement teams and latterly the Open Innovation team and has moved to a role at UKRI's InnovateUK the UK Government's innovation agency. Emma has dealt with all aspects of communicating programmes to drive engagement with experience in assessment of ideas, assisting in the creation of the best possible idea propositions and business cases and enabling adoption of innovation throughout the organisation.

Emma now works with Government grant funded projects in the 'Audience of The Future' Challenge to help UK businesses develop and deliver emerging XR technologies into the creative sector.



TAMMY HOLMES

Head of Delivery: Innovation and Commercial, West Midlands AHSN and Vice Chair ideasUK

Tammy Holmes is the Head of Delivery for Innovation & Commercial for the West Midlands Academic Health Science Network (WMAHSN), which leads, catalyses and drives co-operation, collaboration and productivity between academia, industry, health care providers, commissioners and citizens. Supporting the delivery of the Innovation Exchange activity and services, Tammy leads a team that support West Midlands innovators and adopters to discover and develop health and social care innovation with the aspiration to making the West Midlands an internationally recognised place for digital health and social care innovation.

Tammy has worked in the National Health Service (NHS) for 20 years in a range of roles including clinical audit and research and development. She has an undergraduate degree in psychology and Masters in Applied Health Research, both of which had a heavy focus on change and adoption in the NHS.

Tammy has been an active member of ideasUK for a number of years and is currently a Director and our Vice Chair.



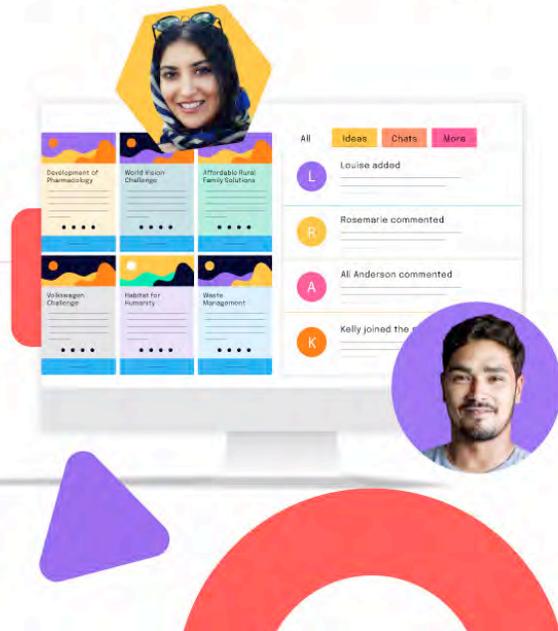
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INNOVATION NETWORK

In a world filled with failed products, endless meetings, busy-work, lots of ideas but no execution and ambitions without pathways, we provide an alternative

Every week, the Innovation Network runs Sprints to help companies, organizations and teams all over the world to **innovate faster and collaborate more efficiently**.

The rapid and iterative nature of Sprints, as used by Google, provide a **huge competitive edge** in today's fast-paced, digital market environments.

OUR CHALLENGE TO YOU

Simply present us with a problem and see if we can't fix it! Schedule a call with us using the link below to discuss how one of our sprints can solve your unique problem. Using our unique formula and toolkit, we have a sprint for any problem!

Get in touch ▾

www.innovationtrainingnetwork.com/contact/
OR jeff@innovationtrainingnetwork.com

We can also train yourself or team to do the same!



SAMARITANS IS FAMOUS FOR BEING THE WORLD'S FIRST HELPLINE - HERE IN THE UK SINCE 1953.

There's no typical person who calls Samaritans' helpline. There's no typical problem that people talk to us about.

People talk to us about job stresses, being out of work, money troubles, family struggles, relationship issues, trying to measure up, feeling alone, feeling worthless, feeling sad or angry all the time, getting into trouble, being abused, feeling suicidal, needing to drink to get through the day...

It doesn't matter what kind of problem you have or how big or small it may seem compared to the problems other people have. What matters to us is how your life is making you feel.

Sometimes people get to a point where they feel they can't cope, where it all feels too much to handle. It's worse if you feel you can't talk to anyone about what's weighing on your mind.

That's where we come in. You can talk to us about anything that's troubling you. If something is hurting or upsetting you, talk to us about it. Whatever life's done to you or whatever you've done,

We are a charity. Our branches are run almost entirely by volunteers. As well as our helpline services, we provide fundraising, publicity, administration, training and much more.

We spend our time supporting others – but gain ourselves.

We aren't run on government funding and depend on public and business donations.

If you shop online, you can donate at NO cost to yourself by signing up to "easyfundraising" or "Amazon Smile" and choosing Samaritans of Grantham as the recipient. The money comes from the retailer not you - our cause will receive a free donation with every purchase you make. Alternatively, go to www.samaritans.org/branches/grantham for other ways to donate and support.

BOOKING

NON-MEMBER
& MEMBER

ONE DAY DELEGATE

(includes one day meeting attendance, lunch and dinner that evening)

£850

NON-MEMBER

TWO DAY DELEGATE

(includes meeting attendance, 2 nights accommodation and meals)

£1750

IDEASUK
MEMBER

TWO DAY DELEGATE

(includes meeting attendance, 2 nights accommodation and meals)

£1420

FINALIST: TWO DAY ATTENDANCE

(includes Idea of the Year judging, 2 nights accommodation and meals)

£1095

ADDITIONAL
NIGHTS

Accommodation plus breakfast

£150

All prices exclude VAT charged at 20%

INFORMATION & ACCOMMODATION

BOOKING

Rooms will be allocated on a first come, first served basis. All Conference delegate fees must be pre-paid, with payment required by Friday 28th October 2022 to confirm your booking.

ideasUK must be informed of any changes or cancellations by email to info@ideasuk.com.

No refunds will be given for any cancellations notified after 1st October 2022.

Substitution of delegates is accepted but must be notified to ideasUK.

WHAT'S INCLUDED: All conference facilities, full board accommodation on Wednesday 9th and Thursday 10th November (meals and refreshment as indicated in the conference programme, plus breakfast on Friday 11th November).

ACCOMMODATION

Accommodation has been reserved at the Tewkesbury Park Hotel. All rooms in the hotel have ensuite facilities, tea/coffee making facilities, radio and TV. Delegate rates are based on single occupancy of rooms but other arrangements, including special partner rates, can be made on request. Contact us with your requirements at info@ideasuk.com

All bookings are made on a first come, first served basis. Once our allocation is full, delegates will be advised of overflow hotels – early booking is essential to be in the venue hotel. We will confirm your hotel on receipt of your booking.

PHOTOGRAPHS

ideasUK has ensured that there will be a photographer in attendance, who will be capturing the full event (including the Awards Ceremony) but we must stress that any photographs taken by us will not be made available until shortly after Conference has ended. We understand that whether it is for your internal newsletter, local or national press, that photographs will always help you gain attention and therefore we would ask you to be prepared and bring your own camera to assure immediate availability. As part of our compliance we will be asking all delegates to complete a GDPR form.



TEWKESBURY PARK HOTEL
LINCOLN GREEN LANE
TEWKESBURY
GL20 7DN
+44 1684 272300

Please use the hotel website for directions if driving:

www.tewkesburypark.co.uk/about-us/location

NEAREST RAILWAY STATION: The nearest rail station is Ashchurch for Tewkesbury, which is on the Bristol to Birmingham main line. Services operate with First Great Western from Worcester, Cheltenham, Gloucester and Bristol. Some services from Cross Country between Cardiff Central and Nottingham also stop here, providing a link directly to Birmingham. The hotel is approximately 10 minutes' drive (taxi) from Ashchurch train station.

NEAREST AIRPORT: Tewkesbury Park is just 49 miles from Birmingham Airport to the north, and 60 miles from Bristol Airport to the south.



FURTHER INFORMATION:

If you wish to discuss any aspect of this event:

0844 330 4905

(Calls cost 6p per minute plus your phone access charge.)

info@ideasuk.com

Further information is also available on our website **www.ideasUK.com**

