

**cause<sup>UK</sup>**

**CAUSE UK IS A FAMILY-RUN PUBLIC RELATIONS AGENCY. WE USE JOURNALISM, COPYWRITING, BROADCAST MEDIA, AND PHOTOGRAPHY TO TELL POWERFUL STORIES OF THOSE WHO MAKE THE WORLD A BETTER PLACE. WE HELP INDIVIDUALS, GOOD CAUSES, AND ETHICAL BUSINESSES THRIVE.**

OUR WORK RAISES PROFILE, ATTRACTS INVESTMENT, INCREASES FOOTFALL AND BOOSTS REVENUE FOR OUR CLIENTS.

# PUBLIC RELATIONS

## Prime Time

We put our clients on the map.

Over the years, we've organised dozens of press trips and media launches placing stories on BBC and ITV news, with countless splashes in the Telegraph, Sunday Times, Marie Claire, Mail on Sunday, National Geographic, Guardian, Financial Times, Harper's Bazaar... you name it, we've placed a story in it!



## Contact Cause UK to help us put your cause on the agenda

We look forward to working with you.

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## Never 'Business as Usual'

**Last year, we were proud to handle the media for the launch of the £3m Northern Cultural Regeneration Fund for Key Fund with Minister, Michael Ellis. We've worked with Key Fund - one of the UK's leading social investors - since Cause UK first began 10 years ago.**

Penning the entries for the Responsible Finance Awards 2020 resulted in Key Fund and its clients as finalists in six categories. Over the years, the social enterprise sector has grown and is now at the forefront of tackling society's biggest challenges, from homelessness to food waste. It's a privilege to write their case studies for award entries and their annual impact report.

We were all set to help Key Fund celebrate 20 years of investing in 2020. The impact of the pandemic saw the PR focus shift. Social enterprises were powerfully placed to respond to the COVID-19 fall-out in the communities in which they worked. As they pivoted to meet need, we told some remarkable stories...



*Matt Smith, CEO, Key Fund*



*Matt Smith (L) Michael Ellis (R)*

**"Our experience with Cause UK is wholly positive and they really helped us to build a national profile, something that we had previously really struggled with, which helped us to secure awards, attract new clients, bring in different investors and really move on to a new level. I'd recommend them without hesitation."**

Matt Smith, CEO Key Fund

## SOCIAL ENTERPRISE

### The Show Must Go On

One such story was Victoria Hall - a community arts venue in the rural town of Settle. Its 150+ events were cancelled with COVID-19. Turnover was reduced to zero overnight. The Key Fund-backed enterprise however switched its mindset and became the heart of Settle's COVID-19 response.

Rallying volunteers, it delivered 1,500 prescriptions, 500 lots of shopping, and opened a pop-up foodbank. It then opened a charity shop 'Miss Victoria's Emporium' and built a COVID-19 safe outdoor café, plant shop, stage, cinema and bar to generate revenue and ensure its doors would not close.

**We told their story on ITV Calendar, in the Yorkshire Post, the Lancashire Evening Post, and across regional media.**



*Ann Harding, Operations Manager Victoria Hall  
Photo by Gary Lawson*



*ITV Calendar shooting on location*

**"Thank you so much for the great work you have done promoting our 'Emporium' at Victoria Hall. We have taken well over £1000 in the last two days! All from people's unwanted 'stuff'. People in Settle were thrilled to see us featured on Calendar News."**

**Ann Harding, Operations Manager Victoria Hall.**

# CHARITY

## Making a Song and Dance of it!

Over the years, we've had a harmonious relationship with songwriter Eliot Kennedy. From helping to stage the epic Hidden Wounds charity concert with Gary Barlow, raising £60k for Help for Heroes, to supporting Eliot's 50th birthday charity gig featuring his hit parade, with star turns from Take That and Alfie Boe.

It's a thrill to handle his media to help raise funds for his chosen charities. For his birthday gig, Eliot appeared on ITV Calendar with another famous friend, Bryan Adams, and Cause UK interviewed the 'Yorkshire songwriter to the stars' on his remarkable career for features placed across northern media.

Last year, we joined forces once more for The Forces supporting Eliot, Invictus UK, the MoD and the brilliant Emma Willis MBE - founder of the charity Style for Soldiers - as they masterminded a star-studded Big Gig to officially launch the Invictus UK Trials in Sheffield. Work included PR, marketing, copywriting for gig brochures and interviews with artists.



*BBC Look North covered the event*

**Cause UK secured stories on BBC One Show, BBC Breakfast and across print media. Working pro-bono in aid of military charities, Clair from Cause UK, along with Eliot and Emma, were invited to a private meet and greet with Invictus founder, Prince Harry.**

**"You have made a massive difference to thousands of people. Without your amazing contribution, both in the lead up to, and on the night, we would not have managed such a brilliant start to the week with the 'Big Gig' and the publicity we received, not just on the event itself but for the week as a whole was a credit to the work you put in."**

Rear Admiral and Head of Invictus UK Delegation, Jim Macleod

# CHARITY

## Hitting All the Right Notes

Eliot always says music is the backstage pass to everybody's soul, and it's been a bit of a theme for us.

Last year, we managed the media profile and event managed gigs with Lesley Garrett and Julian Lloyd Webber for the Wesley Centre in Malton. We were also able to secure broadcaster Selina Scott to front a film for the appeal to restore the Wesley Centre, one of the most historic Methodist churches in the UK.

It was a great way to engage new audiences in its appeal and mission to position itself as a new community and cultural hub.



*Songwriter Eliot Kennedy with our MD Clair Challenor-Chadwick*

## The Greatest Risk in Life...

**...is not taking the adventure.** That's the gospel according to mountaineer, adventurer and larger than life actor, Brian Blessed. We roped him into supporting a couple of military veterans Clair met at the Invictus UK Trials - James Rose and Darren Young.



*James and Darren on ITV Good Morning Britain (with Brian)*

James became the first military double amputee to reach the top of Kilimanjaro. The 'Road to Kili' team raised funds for military charities and awareness of mental health amongst veterans. Clair got the inspiring James and Darren on major TV shows, including ITV Good Morning Britain (with Brian), Sky News, and Channel 5 News, as well as a double-page feature in the Sunday Mirror.

**"Since organising a charity climb of Mt Kilimanjaro for a small team, one who is a double amputee, Clair has helped with publicity since we met. This allowed for further exposure on Channel 5, ITV and Sky News... I could not recommend Cause UK enough, thank you!"**

Darren Young

# ENVIRONMENT

## A Really Wild Show

In winter 2019, we put the wild into wildlife with incredible talks from Chris Packham and Steve Backshall in association with our client The Wild Watch at Nidderdale AONB.

Chris Packham brought his poodles, Sid and Nancy, to the Royal Hall in Harrogate where he gave an inspired talk on his activism and an insightful Q&A session with his BBC co-presenter, and the Patron we secured for The Wild Watch, Lindsey Chapman.

Steve Backshall broke records for a book signing as queues snaked around the Royal Hall after his talk on his latest TV series and book, Expedition.

Highlighting one of the biggest challenges our generation faces – the Climate Crisis – we were proud to raise awareness with such inspirational speakers. Cause UK was lucky enough to interview Chris and Steve for stories that appeared across regional media, and set up interviews that went national with the Press Association and BBC, helping raise profile of the hard-working conservationists at Nidderdale AONB and engage new audiences in their work.

**For the Wild Watch project, we generated 82 pieces of coverage with an online readership of 322m (stats calculated by PR tool, CoverageBook).**



*Clair and Ann with Chris Packham, Lindsey Chapman  
Photo by Gary Lawson*



*Steve Backshall book signing  
Photo by Gary Lawson*

**"The Nidderdale Area of Outstanding Natural Beauty team have been working with Cause UK for the last two years. Ann and Clair are amazing to work with – they are so creative, efficient and 100% reliable. They have secured us coverage on a national, regional and local level and believe in the causes they work for."**

Sarah Kettlewell, Nidderdale AONB

## THE ARTS

### What the Dickens?

**At Christmas, our activities ramped up around the Malton Dickensian Festival – an event co-founded by Cause UK using Charles Dickens' links to the market town to boost cultural tourism.**

Dickens' A Christmas Carol has never been more relevant. Its message of human kindness endures from the Muppets take on the classic story to Tom Hardy's BBC reboot.



*Miriam Margolyes*

We were thrilled to work once more with our good friend and aficionado of the author, Miriam Margolyes, and Dickens' great, great, great granddaughter, Lucinda Hawksley. The Harry Potter star sold out The Wesley Centre and created a huge buzz across the community.

**"The combination of intelligence, ferocious work ethic, massive creativity and utter loyalty make Cause UK my top choice. Thank you for all you do."**

Actress, Miriam Margolyes

### Booming Brian

Our final event of 2020 was securing our old friend Brian Blessed to close the Harrogate Film Festival. He held audiences at The Royal Hall spellbound with anecdotes of growing up as a coal miner's son, making it on Broadway, and conquering space. Brian's exuberant 90-minute show was full of defiant poignancy. "We will beat this virus," he bellowed. Proceeds from his appearance went to two charities close to his heart - the Born Free Foundation and RSPCA.



*Brian Blessed*

He encouraged the audience to "live your dreams", saying we all have our Everest to conquer. And whatever the world's problems, including Coronavirus, he affirmed: "We will make it!"

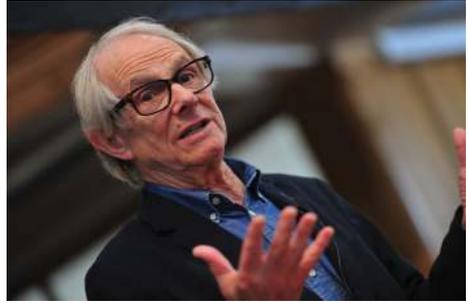
**The audience leapt to their feet in a standing ovation.**

## COMMUNITY ENGAGEMENT

### Lights, Camera, Action!

**Before lockdown hit, we joined forces with Harrogate Film Festival and secured them a name that was guaranteed to put the festival in the limelight, whilst raising money for a good cause - Ken Loach.**

We hosted a screening of *Sorry We Missed You*, followed by a Q&A with Ken at the Wesley Centre in Harrogate and used his appearance to raise funds for the Harrogate Homeless Project. Working with Harrogate Film Festival and their partners at the Northern Film School, Leeds College of Art and Screen Yorkshire, we invited budding film students to the event. Loach was met with rapturous applause.



*Film director Ken Loach, photo by Gary Lawson*

**“We wish to acknowledge the support of Cause UK which is hugely appreciated. It was an honour to be associated with the Ken Loach event (and to have the opportunity to meet him) - it was a really effective promotion of the Harrogate Homeless Project, as well as raising money for us.”**

John Harris, Trustee of the Harrogate Homeless Project.

### Blowing the Trumpet

Cause UK identified and pitched a remarkable story of hope and the transformative power of music to the BBC One Show team. The resulting film was broadcast on 17th June 2019. We worked with Nigel Dixon of the Grimethorpe Colliery and Julie Allen MBE, Headteacher, to inform the pitch and coordinate the project.

Stars on The One Show sofa, including director Danny Boyle and Richard Curtis, shared stories of their own music playing and the Grimethorpe Colliery Band's key role in Boyle's Olympic Games celebrations.

**“For our fledgling brass players to play alongside their older peers and Grimethorpe Colliery Band ... then to see it all so professionally portrayed on The One Show, made everyone in our school community immensely proud.” - Julie Allen MBE**

## Literary Love

Last autumn, we provided PR for Ilkley Literature Festival. Hosted over 17 days the festival, which was founded in 1973, is the north's most established literary event. Headline acts included David Suchet, Clare Balding, Prue Leith and Poet Laureate, Simon Armitage.

We put our journalism skills to work interviewing authors and placing features in the Yorkshire Post, Telegraph & Argus, Ilkley Gazette and Daily Express, as well as profile in the Times, Country Living magazine, and regional mags. We had the utter pleasure of filming with Gyles Brandreth for ITV Calendar on his love of poetry, tying in Ilkley's remarkable legacy with poet laureates, including Simon Armitage, who launched 2019's festival.



*Gyles Brandreth*

David Suchet was on the cover of the Yorkshire Post's Saturday magazine, with additional author interviews with Caroline Criado Perez, Prue Leith, Lemn Sissay, Mark Radcliffe, and Carrie Gracie.

**We generated over 150 pieces of press coverage for the 2019 Ilkley Literature Festival, with an online readership of 200m (stats calculated by PR tool, CoverageBook).**

In other book news, we announced the prestigious Crime Writers' Association (CWA) Dagger Awards, which took place in October, lining up coverage in The Bookseller, Book Brunch and the Jewish Chronicle, with post-event stories in the Financial Times, and began work with Europe's biggest crime fiction convention: CrimeFest.



*David Suchet*

## NHS Nightingale Hospital Yorkshire and the Humber



*Clap for Carers' photo by Danny Lawson*

Cause UK was tasked with delivering interim media relations for Harrogate Convention Centre at the start of March 2020. But by March 28 the army was on site, alongside the NHS and convention centre staff, planning the transformation of the venue into a functioning hospital.

Logistically it was a remarkable task. Emotionally, it was the start of the pandemic, and as the nation was ordered to stay at home the convention staff worked day and night.

The planned PR focus (to target the exhibitions sector) quickly shifted. From handling persistent media enquiries to telling the positive stories of community engagement, and finally, supporting the official opening by Captain Tom Moore, it was a fast-moving month.

**Liaising with the comms teams at the NHS and Harrogate Borough Council, we positioned the centre as a beacon during the COVID-19 uncertainty. Work included managing media calls for regional and national media, including BBC, Sky and the Press Association.**

## PUBLIC SECTOR

On April 9, Harrogate Convention Centre lit the venue blue as part of the nationwide **#lightitblue** campaign, coinciding with the public campaign to **#clapfourcarers**. Harrogate fire crews applauded as key workers came out of the centre for the 8pm clap. It was a powerful morale boost for the staff and town. The moment was captured in an iconic photo by PA photographer Danny Lawson, and broadcast by the BBC nationally, including during the BBC Big Night In charity telethon.

**With 70 pieces of coverage, online readership was estimated at 942m, not including broadcast reach (stats calculated by PR tool, CoverageBook).**

We helped shape messaging and press statements with the Director of Harrogate Convention Centre. As part of this quick moving project, Clair contacted celebrities who Cause UK has worked with over the years and organised video messages of support. Celebrities included Harry Gration, Bear Grylls, David Gandy, Patrick Stewart, Steve Backshall and Edward Fox.



*Filming at Harrogate Convention Centre*

**"Harrogate Convention Centre now stands as a beacon; it's a visible embodiment of how we can stand up and be counted when needed most... We hope the Nightingale hospital in Harrogate will never be needed. But that its legacy - as our venue continues to serve Harrogate in the future - is lasting. Channelling Captain Tom's spirit, we hope it brings in a new era where adversity inspires strength and connection."**

Paula Lorimer, Director of Harrogate Convention Centre.

# TOURISM

## Blooming Marvellous

In the past year, we've used our journalism and PR skills for the Himalayan Gardens and Sculpture Park.

In spring 2019, ITV Tyne Tees and Calendar broadcast from the gardens as we launched its new sculptures. The gardens featured in the Sunday Express, Sunday Telegraph, Period Living magazine, and Guardian.

**Cause UK invited Joanna Lumley to be a celebrity patron for the gardens. She described them as "a slice of heaven" boosting profile.**

Extensive regional features included Yorkshire Living and Yorkshire Life magazines and photo-led stories hit the Yorkshire Post, Northern Echo and the Harrogate Advertiser series. Cause UK also commissioned a viral online film with the Yorkshire Post to showcase the gardens.

## BBC Countryfile

**We secured prime time TV with BBC Countryfile, co-ordinating filming in the gardens for its autumn special. The gardens were then shortlisted for BBC Countryfile Magazine's 'Garden of the Year' Award 2020.**

Like all attractions, the gardens closed in lockdown (we still managed to secure them a front-page splash, as the Yorkshire Post showcased its flower power in isolation), and we have helped promote its re-opening under COVID-19 guidelines.



*The Himalayan Gardens team with BBC Countryfile presenter, Steve Brown*



*BBC Countryfile film crew*

**"We have already seen an increase in footfall on the back of the national coverage they have generated for the Himalayan Garden and Sculpture Park - many thanks Clair and Ann."**

Will Roberts, Manager at the Himalayan Gardens

## CAUSE UK CLIENT LIST IN THE LAST YEAR

Archbishop of York Youth Trust

Harrogate Film Festival

Barnsley Civic

Himalayan Gardens and Sculpture Park

Besbrode Pianos

Ilkley Literature Festival

CrimeFest

Key Fund

The Crime Writers' Association

Malton Dickensian Festival

Cystic Fibrosis Care

Nidderdale Area of Outstanding Natural

Dickensian Festival, Malton

Beauty (AONB)

Forget Me Not Children's Hospice

North Yorkshire Open Studios

Genesis Research Trust

Sandford St Martin Trust

Eliot Kennedy and Invictus UK

Stockeld Park

FYI creative agency

Style for Soldiers

Forget Me Not Children's Hospice

Two Ridings Community Foundation

Grimethorpe Colliery Band

Victoria Hall, Settle

Harrogate BID

Visit Harrogate

Harrogate Chocolate Factory

The Wesley Centre, Harrogate

Harrogate Convention Centre

The Wesley Centre, Malton

Harrogate Homeless Project

The Wild Watch

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