

# Cause UK: Putting Yorkshire on the Map



*Cause UK was awarded Best PR Agency of the Year at the 2021 Prolific North Awards.*

Based in Yorkshire, Cause UK is a full-service public relations, events and marketing agency ran by two sisters, Clair and Ann (pictured). We represent ethical business, the public sector, arts organisations, charities, and social enterprise.

In the past decade, we have worked extensively across the tourism sector. Clients have included Welcome to Yorkshire, Visit Harrogate, Harrogate Convention Centre and Nidderdale Area of Outstanding Natural Beauty.

Work for key attractions and events include Stockeld Park, Ilkley Literature Festival, Harrogate International Festivals, the Malton Dickensian Festival, North Yorkshire Open Studios and many more.

Promoting Yorkshire, we have engaged celebrities including Brian Blessed, Marco Pierre White, Rosemary Shrager and James Martin, who for example we secured for a BBC Songs of Praise for a Christmas special with Selina Scott, showcasing a Dickensian mulled wine recipe for Malton.

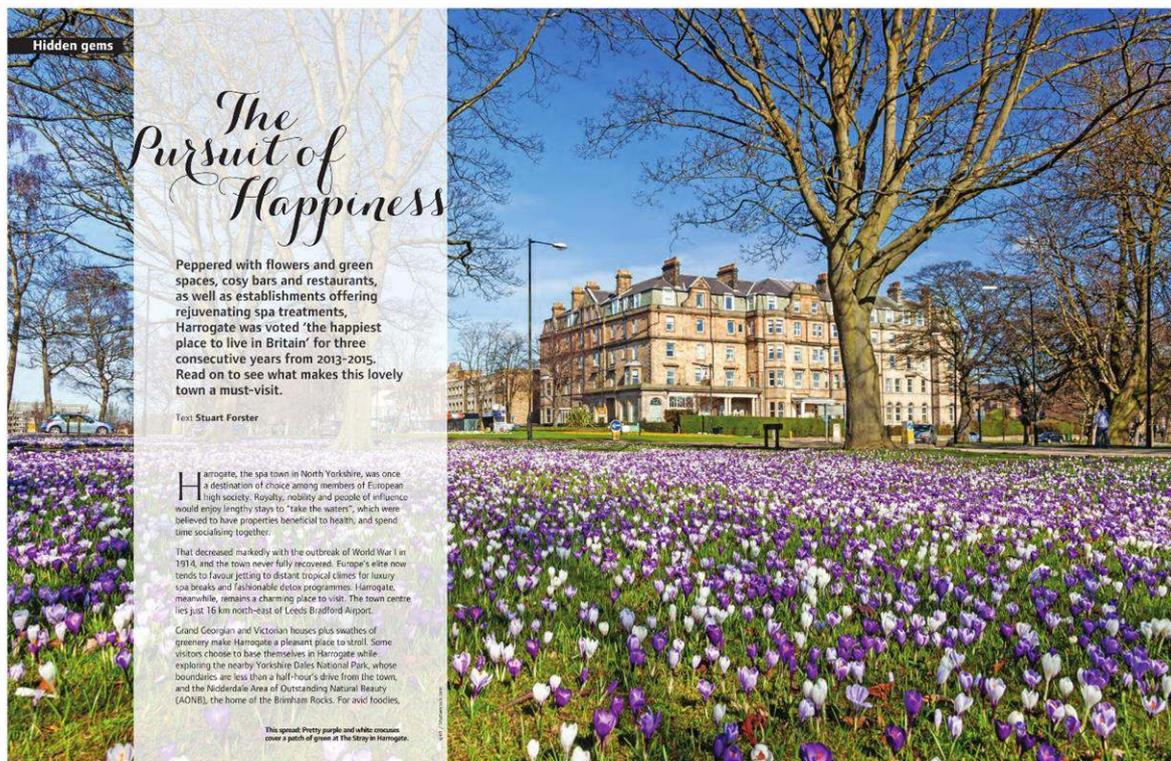
## Destination PR

Over the years, we've organised dozens of press trips and media launches to promote places, events and attractions with stories on BBC and ITV news, and splashes in the Telegraph, Sunday Times, Marie Claire, Mail on Sunday, The Sun, National Geographic, Guardian, Financial Times, Daily Mirror, Psychologies magazine, Harper's Bazaar, Stylist, Women's Weekly, The Oldie...you name it, we've placed a story in it!

We've engaged with bloggers from as far afield as China and film crews from Japan and worked directly with Visit Britain to host international travel journalists.

## It Has to be Harrogate

Cause UK represented Visit Harrogate for three years.



During that time, we undertook bespoke projects in partnership with Welcome to Yorkshire and VisitBritain, including familiarisation/press trips for international journalists for VisitBritain's travel conference ExploreGB, and global media covering the UCI Cycling Road World Championships.

We championed the Harrogate District's offer on food and drink, arts and cultural, nature and well-being.

Highlights include:

- A media campaign for 'Yorkshire Day' for the City of Ripon with live TV/radio broadcasts, which helped leverage further revenue to our client, Visit Harrogate with a contract with Ripon city council.
- Press trips organised for tourism attractions in the district, with coverage including Sainsbury's Spa Guide, The Sun, The Daily Mirror, The Financial Times, The Sunday Times, Period Living, House and Garden magazine, as well as supporting a familiarisation trip with an influential travel blogger from China, and securing international profile in in-flight magazines.
- Regional and national broadcast, including BBC Look North, ITV Calendar, and BBC Countryfile.



# Green Tourism: Blooming Marvellous

Living

ARTS & CULTURE



## SCULPTING CULTURE

The Himalayan Garden and Sculpture Park near Ripon unveils major new art installations, Catherine Turnbull reports

24 | Living | June 2019



**S**ix major sculptures for 2019 by internationally renowned conceptual artist Dr Subodh Kerkar, founding director of the Museum of Goa in India, have been installed at the Himalayan Garden and Sculpture Park, near Ripon. The ephemeral sculptures are luxuriantly washed by the ocean as Dr Kerkar, who is inspired by the sea, history and politics to create land art, has shipped 10,000 shells from his homeland to coincide Yorkshire's ancient links with the sea.

"It is so happy to be working with natural materials, from here in Yorkshire and my home in Goa, and to add to the sculptures in this wonderful park," Dr Kerkar said.

In his The Ocean Comes to Yorkshire installation, he has used logs from the garden, covered with cowrie and tower shells and a large disc with cowrie shells hangs from one end of the construction. Dr Kerkar explains how the structure – an oceanic temple – relates to the history of Yorkshire.

When the Vikings came here, they used the ocean as a highway and I've studied how this diffusion between cultures is still part of the culture today," he said. "After all, there are more than 2,000 place names in Yorkshire originating from that Viking culture. Cowrie shells were used as currency, because they slide in, disintegrate and provide, named from the cowrie shell as much prized in the UK. History informs my work and navigational history is of great interest to me."

"The Pineapple Disc sculpture relates to how the pineapple fruit, ananas, was named after pine cones and how cones from the Himalayan Garden on one side and coconut banks on the other. Coconut was used to make maritime ropes and it's a liaison between east and west. In a collaboration with the Himalayan Garden, more than 3,000 pine cones were collected in the summer and stored for the installation."

Dr Kerkar's Logs of Dialogues is a playful take on dialogues, representing how we have



lost so much communication between peoples in our age of re-communications and do not fear terrorism. "I used Vikings that had been felled in the plantation and have painted faces with beautiful eyes 'like fish' with open mouths that are speaking with one another."

These faces are not unlike the scenic Easter Island sculptures. Garden visitors will walk through an doorway between the monumental logs and make their own connection and dialogue with the structure.

A Book Tree sculpture has logs carved with books, encased in resin, symbolising the process from tree to book, while the Cotton Tree alludes to Yorkshire's industrial heritage.

Dr Kerkar endorsed the support of Ripon supporters and artist Katta Menonkova and Slave Shankar, who he met when they visited Goa and there travelled to the Himalayan garden to help build the sculptures.

Peter Roberts, who founded the garden with his wife Caroline, and which now attracts people from all over the world to see

**"I'm so happy to be here working with natural materials from, here in Yorkshire and my home in Goa"**

the plants and sculptures, commissioned Dr Kerkar as he admired his work. "The new sculptures with their historical elements using natural materials enhance the garden and the existing sculptures we have here," he said. "We are very excited about this new work."

"We started the garden because the acid soil, abundance of springs and microclimate is ideal for growing Himalayan plants. We have a long, intergenerationally recognised art collection, the planting enhances the sculptures, and we add more features every year."

Also new for 2019 is Nisse Shelter – by local craftsman Paul Gargner – providing shelter for visitors in an example of Viking occupation in the area, with the name of the

June 2019 | Living | 25

In spring 2019, we handled the spring launch of the Himalayan Gardens and Sculpture Park near Ripon. ITV Tyne Tees and Calendar broadcast from the gardens as we launched its new sculptures. Drone footage was trailed in the morning regional news broadcasts during Good Morning Britain.



The gardens were featured in the Sunday Express gardening pages and the Sunday Telegraph, as well as part of a four-page feature in Period Living magazine. The Guardian included the gardens in their travel feature on the Yorkshire Dales. Extensive local and regional features included spreads in Yorkshire Living and Yorkshire Life.

Newspaper and photo-led stories hit the Yorkshire Post, Northern Echo, Ripon Gazette and the Harrogate Advertiser.

Cause UK also commissioned a film with the

Yorkshire Post to showcase the gardens. Online stories ran on thebusinessdesk.com, On Magazine, Kitchen Garden blog and the Yorkshire Times. Cause UK invited a celebrity patron, Joanna Lumley, who described the gardens as "a slice of heaven" to boost further coverage. We then secured prime time TV with BBC Countryfile, pitching and co-ordinating filming in the gardens for its autumn special, leading to being shortlisted for BBC Countryfile Magazine's 'Garden of the Year' Award 2020.

*The gardens reported a huge 75% increase in visitor numbers.*

## Gorge-ous Views

Over the years, we have hosted successful media launches for tourism attractions, such as How Stean Gorge in Nidderdale.



Launching a new glass floor overlooking the gorge, coverage included broadcast and video with BBC Look North, MSN and Yahoo, the Press Association, Stray FM and BBC Radio York. Photography reached the pages of The Guardian, Telegraph, the Sun and regional print including the Yorkshire Post and BBC Online. It even featured in National Geographic magazine.

The client said: *“The winter months can be very difficult for an outdoor attraction. The media work by Cause UK created a real buzz. We gained national and regional coverage in both digital and printed press, which resulted in a 50% rise in visitor numbers over the winter, and an impact from which we will no doubt be reaping the rewards for months to come.”*

Cause pitches to TV producers working with researchers resulting in profile on major shows, such as the Channel 5 series, Springtime on the Farm, and placing news stories on its conservation work on Channel 4 News.

## Walking and Dark Skies Festivals



We have written walking guides and pitched walking holidays on behalf of the Nidderdale AONB and achieved a two -page spread in the Financial Times.

In addition, we have represented Dark Skies Festivals, not only in Yorkshire but Pendle too, achieving regional and national media coverage.

## Piano on a Rock

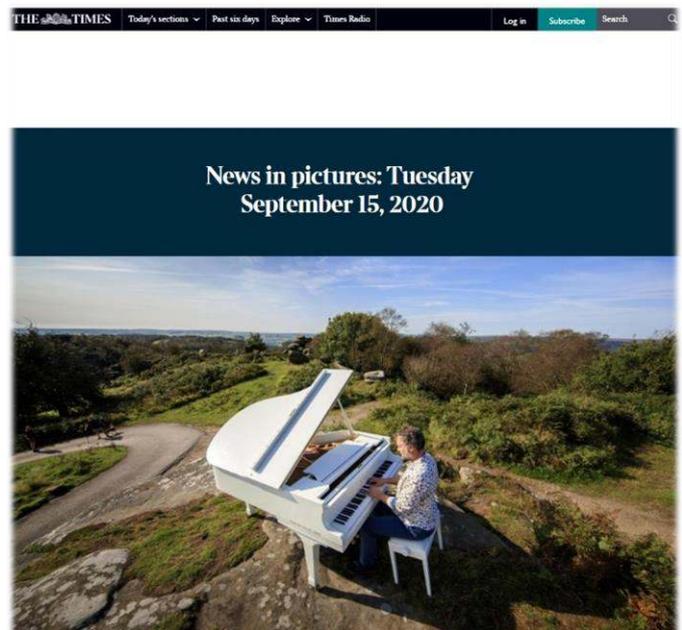
During Covid-19 we were tasked with coming up with an idea to mark Landscapes for Life Week (Sept 2020) for Nidderdale AONB's activity with the National Association for Areas of Outstanding Natural Beauty (NAAONB).



We worked alongside Visit Harrogate (providing them with film, a blog, photos for social media), and the NAAONB press team, and liaised with the National Trust to put a white grand piano on the iconic Brimham Rocks to showcase the beauty of the landscape and the power of nature and the arts to help people through the pandemic.

The concept was rooted in the nation's renewed appreciation for the great outdoors, its importance on well-being and our need to escape into nature. As all live performances closed, we put the attention on this stunning natural stage; an iconic beauty spot in the AONB.

As well as our own film using a drone for social media, we invited the Press Association's videographer and photographer, resulting in coverage online via MSN, AOL and Yahoo, achieving coverage as far afield as Australia, as well as photo-led features in The Times, The Guardian, The Telegraph, The I newspaper, and on BBC regional news. You can read about the media stunt on our [website](#).





## Literary Love

We've built a reputation for putting books on the media agenda.

For example, for the Ilkley Literature Festival, Cause UK director, Ann, put her 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 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.

In 2019, (prior to Covid) we generated over 150 pieces of press coverage, with an online readership of 200m (stats calculated by PR tool, CoverageBook).

We've represented many major culture and arts organisations, such as The Civic Theatre in Barnsley, which we represented for two years.



## Theakston Old Peculier Crime Writing Festival

Cause UK was the PR agency for the festival from 2013 to 2019. PR work over these years has helped position Harrogate as the hottest crime writing festival in the UK, if not Europe, with it featuring in the pages of national and international press, including iconic magazines such as Harper's Bazaar.

We achieved coverage worth £3m in the 2018 festival.



In 2018, the festival was filmed by Sky News and ITV Calendar.

We achieved meaningful features in The Spectator, several pieces in The Times fixing up interviews with authors Charles Cumming and Lee Child, and pitched author Gregg Hurwitz to write a blog for The Guardian on 'toxic masculinity' which had over 1,000 shares on social media. We also pitched the theme to Telegraph journalist Jake Kerridge, featuring Gregg and Lee Child.

We positioned colour pieces on authors Lee Child and Peter Robinson in The Sunday Times.

Features also ran in the Saturday Telegraph, The Express, the Mail on Sunday (who we secured a media partnership with), the Daily Mail, Yorkshire Post, and Harrogate Advertiser.

The Crime Novel of the Year press release was covered in the Guardian, Yorkshire Post, and Mail on Sunday in print, as well as syndicated to regional press via the Press Association, and in book trade press.

As well as media around the event, year-round press work included Cause UK interviewing Lee Child for Yorkshire Living magazine and a feature in the Independent on Harrogate wearing the crown for the UK's bookiest town.



Press releases announcing John Grisham as special guest and Lee Child as chair appeared in the Mail on Sunday, and syndicated to regional media across the UK via the Press Association.

The Financial Times picked the festival as one of the best book events, as did Country and Town House magazine, the Mail on Sunday chose it as one of the 'Hottest Festivals of the summer' and The Times picked it in its 'summer's hottest tickets' cultural highlights. Author Sophie Hannah picked her favourite books for Good Housekeeping magazine.

We also helped gather author contributions for a major feature in the Guardian, which featured crime writers' perfect books to celebrate the news the genre has outsold literary fiction. We also pinned down interviews for the BBC on the story.

Coverage included how to write a bestselling crime novel in Marie Claire magazine, an exclusive interview with John Grisham in the Mail on Sunday, a Great Drives travelogue in the Saturday Telegraph with Lee Child, and a feature on Denise Mina in New Zealand news.

2018's Coverage book can be viewed here: <https://causeuk.coveragebook.com/b/cdc76190>

# Blowing the Trumpet for Yorkshire

Last year we handled the storytelling behind the Yorkshire Symphony Orchestra's reformation, staging a media launch at Harewood House.

Section:GDN IN PaGe:3 Edition Date:210620 Edition:01 Zone: Sent at 19/5/2021 15:16

cYanmaGenta yellow bl



▼ Violist Sophia Dignam with other Yorkshire Symphony Orchestra musicians at Harewood House, Leeds (photograph: DAVID LAWRENCE)

## 'A musical voice for Yorkshire': after 66-year interval, the orchestra plays on

Maya Wolfe-Robinson

More than seven decades after it first formed, the Yorkshire Symphony Orchestra (YSO) has been revived to support musicians in northern England hit by the pandemic. The orchestra, formed in Leeds, will play a series of live-outdoor concerts this summer, including one with the classical singer Alfre Boe at Harewood House in West Yorkshire.

Formed to fill the postwar cultural lacuna, the orchestra attracted audiences in Leeds town hall that included the artist David Hockney and the writer Alan Bennett. The original group disbanded in 1955, leaving Yorkshire without a county symphony orchestra for decades. The conductor of the reformed ensemble, Ben Crick, said the period of absence was "really strange" given the size of the cities of Leeds, York and Sheffield, and that the revival was "potentially one of the most exciting things lockdown has brought us".

Ben Crick added: "Why shouldn't northerners get a comparable exposure and experience to people in London?"

He said the pandemic had made people "re-evaluate what matters ... Music is the running commentary of the human experience. It's got us through Covid. We need musicians, we need artists. We are the people



▲ Top, a programme from 1950; above, one of the YSO's original conductors, Norman Del Mar, outside the Albert Hall (photograph: MARTIN MARRAS/GETTY IMAGES)

who care for people's mental health." One of those providing the soothing effects of live music will be Anthony Thompson, a trumpeter whose busy pre-pandemic schedule included performances for Pope Benedict and alongside Sting. Thompson took a job as a builder's labourer during the crisis when venue closures meant that his work dried up.

One of many freelancers in the arts who was forced to find alternative work, Thompson said the "pandemic just stopped everything in its tracks for me", adding: "I couldn't get far enough, and I wasn't eligible for any grants, so then it was a matter of: what can I do?"

Crick said he had 20 years' experience in the industry with "a wealth of northern freelance musicians" of "the highest professional quality ... I know there's a talent pool there that I can get together and make a really first-rate professional orchestra in Yorkshire". His dream is that the group becomes a full-time symphony orchestra and provides a "musical and cultural voice for Yorkshire and the north of England".

Thompson and his fellow players are booked to accompany Boe at the Picnic Proms at Harewood, and Queen Symphonic - which plays Queen hits - at the Lakeside Live outdoor festival at the Keepmoat Stadium, Doncaster. The orchestra is also scheduled to perform a county-wide concert tour.



**YORKSHIRE POST**  
**TAKE A BOW FOR COUNTY**  
 Ben Crick, conductor of the Yorkshire Symphony Orchestra, performs outside Sipton Castle on Yorkshire Day yesterday after being commissioned by tourism body Welcome to Yorkshire to write a new...  
 Arts · Classical Music  
 2 Aug 2021



**YORKSHIRE POST**  
**Note of hope and soggy puddings as Yorkshire Day celebrations ring out**  
 A PRIDE of place and in the region's spirit sparked Yorkshire Day celebrations to mark the special gift...  
 James Mason · Halifax · F.C. Halifax Town  
 2 Aug 2021

We scripted and produced a beautiful film showing off Harewood House as an incredible visitor attraction. Part of our work included securing high profile patron, Alan Bennett with quotes of support.

Cause UK is now a Special Advisor to the orchestra.

Our story featured in over 138 pieces of press, not including radio and broadcast, with interviews on BBC Radio 4

Broadcasting House.

Highlights included a full-page feature in the [Guardian](#), with print coverage in the [Times](#), [Daily Mail](#), [Telegraph](#), the [Independent](#) and others.

### Coveragebook

put the readership at a staggering 1.72 billion, with 3.35 million estimated coverage views.

## Harewood House Picnic Proms



In the summer of 2021, we managed the PR for the Harewood House Picnic Proms on behalf of Vivo Entertainment, attracting visitors from across the UK to a three-night extravaganza, featuring Alfie Boe, Aled Jones and Sir Willard White.

Click [here](#), to see the coveragebook

Tasks including drafting, issuing press releases and organising media interviews for the stars of the show, as well as managing the green room.

Cause UK has eleven years experiencing of promoting large scale events across the district, including the Invictus UK opening concert in Sheffield, a charity concert with Gary Barlow in Doncaster, a major photographic retrospective on

Mohammed Ali in Bradford, and many more!



Don't forget your hat!



One of our first major PR stunts was a project commissioned by Welcome to Yorkshire.

Clair at Cause UK came up with the concept, produced, filmed and edited a Yorkshire Anthem for tourism agency, Welcome to Yorkshire and in partnership with Bradford council, re-visiting the classic, On Ilkla Moor Baht 'At.

We roped in Brian Blessed (and convinced him to rap the song!), Lesley Garrett and countless members of the community to get involved. It has had over 321,000+ views on YouTube and the story featured in the regional and national press (including the Guardian and Telegraph). We also achieved global coverage by securing the BBC World service to cover the story. To view online media achieved, view our Coveragebook, click [here](#). See the film [here](#).



## Events

Cause UK has programmed events and festivals that attract visitors from across the UK, including:

### Invictus UK Trials, Sheffield

In 2019, we created a warm welcome to over 2,000 disabled veterans to Sheffield as part of the Invictus UK Trials, working with the MoD and Prince Harry to programme an opening ceremony, alongside an arts and cultural engagement programme across the city, achieving regional broadcast news, a feature on BBC The One Show and national broadsheet coverage.

### Celebrity Events



We have regularly programmed sell-out events at the Royal Hall in Harrogate, including shows with Miriam Margolyes, Brian Blessed, Chris Packham and Steven Backshall, attracting visitors from across the UK alongside our associated PR profile.

We have also hosted film director Ken Loach at the Wesley Centre for the Harrogate Film Festival, attracting film makers and students from Leeds, Screen Yorkshire, and the general public, helping to put the festival on the cultural map.

### Our marketing services

We can script and make films, TV adverts, leaflets, brochures, social media assets, annual reports and accounts and regularly provide copywriting for case studies, social impact reports and funding bids.

### Our evaluation

We use Coveragebook to evaluate the impact of our work, which gives clients a dashboard of metrics. Client testimonials, visitor footfall and economic impact figures also provide useful methods for evaluating impact.

## Testimonials

Alexandra Balazs, Head of Operations at Prolific North on Cause UK's win for PR Agency of the Year, 2021:

*"This entry blew the judges away. The judges fed back that Cause UK, which supports the arts, ethical businesses, and social enterprises, doesn't do things by halves and has done fabulously. They do commendable work and have stood up for what matters."*

Sarah Kettlewell, Project Manager at Nidderdale AONB:

*"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."*

Will Roberts, owner of Himalayan Sculpture Park:

*"We have recently started working with Clair at Cause and have already seen an increase in footfall on the back of the national coverage they have generated for the Himalayan Garden & Sculpture Park – many thanks Clair and Ann."*

Helen Ball CEO of The Civic:

*"They have helped my organisation increase its visibility, reach new people and increase audiences. Fantastic!"*

We have 23 five-star [Google](#) reviews.

Please find more client testimonials on our website [www.causeuk.com](http://www.causeuk.com)

### Contact Us

Clair & Ann Chadwick

[info@causeuk.com](mailto:info@causeuk.com)

0753 194 8014

[www.causeuk.com](http://www.causeuk.com)

@causeuk

Cause UK, Ground Floor, 30 Victoria Avenue, Harrogate, England, HG1 5PR  
© 2022 Cause (UK) Limited, All Rights Reserved  
Registered in England and Wales, Company Number: 7620884, VAT No. 394 606 469