

cause^{UK}



Welcome!

We're used to blowing other people's trumpets. Indulge us a sec as we blow our own.

Cause UK won PR Agency of the Year at the 2021 Prolific North Champions Awards.

It builds on a string of award-wins, with Clair, Managing Director of Cause UK, receiving the IoD Yorkshire & North East Director of the Year 2020 for Social Value and Sustainability Impact.

We looked back at an incredible year at the start of 2020, while celebrating our tenth anniversary.

Who could have forecast what lay ahead?

Overnight, we went from promoting shows at Harrogate Convention Centre to delivering interim media support as it was turned into an NHS Nightingale Hospital.

We flung ourselves into work, and supported clients, and charities, who stepped up to help their communities. We won new business – particularly in the fields of health, science and innovation.

Then, in 2021, we were enormously grateful to successfully secure an Arts Council Cultural Recovery Grant, which ensured we could continue our long-standing work in the Arts.

No matter what sector you work in, the pandemic has highlighted the importance of a kinder, more equal, and greener society.

We hope you enjoy some of our highlights from 2020/21.

Trumpets definitely made an appearance, or two...

If you're looking for (award-winning) PR, get in touch.

Clair & Ann

Military Help Medics

Shaun Leavy served with the Special Forces in conflict zones around the world. He set up the cyber security and communications business, Kinetic Six, after leaving the military in 2012.

His team deliver critical communication solutions across the world in complex and life-threatening situations.

Unable to speak or hear clearly under layers of PPE, Consultant Surgeon Giles Bond-Smith asked them for help.

KinetiMed designed a hands-free duplex radio system so intensive care and surgical teams could communicate clearly through PPE.

Shaun said: "My wife is a doctor and hearing her stories I could see the NHS needed alternative solutions. Protection of life is at the heart of the work we do, as it is for those in the NHS, so it was a no-brainer to re-deploy my team's skills to help."

Cause UK positioned the story in their local Hereford press, on national Sky news, BBC regional news, and British Forces Broadcasting (BFBS), which is broadcast to 1.6 million listeners over 30 countries, on Navy ships, and online.

Kinetic Six has now launched a bespoke arm, KinetiMed - dedicated to providing vital communication tools to the medical frontline when saving lives.



Frosty February

A chilly challenge took place in the rivers and lakes of Yorkshire, as Cause UK plunged in to help raise over £30,000 for charity.

Led by Lara Fawcett, sister of the adventurer Bear Grylls, five experienced cold-water swimmers swam three times a week in icy waters to raise the funds for the Archbishop of York Youth Trust.

We secured media coverage for the campaign on BBC Look North, Sky News, Channel 5 News, the Telegraph, the Independent, the Yorkshire Post, BBC Radio York and BBC Radio 2.

We also created a film for YouTube with Gary Lawson Media.

An army of supporters on social media showed their support by taking one-minute ice baths, and creating snow angels, to raise funds and awareness for the #FrostyFeb campaign.

Clair, Managing Director of Cause UK, even took a dip in the River Nidd in Knaresborough!

All money raised went towards empowering young people to support and rebuild their communities post COVID-19.



Infection Control

Designed and manufactured in Yorkshire, Surfaceskins self-disinfecting door pads kill germs and bacteria in seconds.

Global demand boomed during the pandemic.

Surfaceskins took seven years to develop at Leeds University. It was initially designed to help reduce the spread of germs between individuals and cyclical viruses, such as flu and the norovirus.

Industrial designer Adam Walker came up with the concept almost a decade ago. "The design brief came from just witnessing lots of people go through a door in my GP surgery and not wanting to touch the door," he said.

Cause UK organised a media call for the installation of Surfaceskins at a specialist dementia care home, Vida Grange.

We secured PA photography and the story went far and wide, appearing in regional newspapers across the UK, the Daily Telegraph, and digital news platforms including Yahoo and MSN, as well as BBC radio. The story went as far as Canada.

Surfaceskins officially launched to the healthcare market in Dubai in 2019, receiving significant interest with distributors all over the world.



Patients' Appeals

Leeds Hospitals Charity asked Cause UK to help raise profile of a £5m Appeal to build the new Rob Burrow Centre for Motor Neurone Disease.

MND Patient Ian Flatt agreed to courageously take on a 100-mile trek to raise awareness and funds, despite needing a respirator 16 hours a day.

Cause UK arranged a media call at Sutton Bank National Park to kick off the challenge.

The story featured on Sky News, BBC Look North, ITV Calendar, Leeds Community TV, and in regional media, including the Yorkshire Post.

It follows our work raising the profile of terminal cancer patient Jacqui Drake, and her mission to raise £1million for cancer support services for Leeds Hospitals Charity.

We placed a powerful first-person piece in the Metro, secured Jacqui in the Independent's Happy List 2021, which celebrated 50 top inspirational people, and placed interviews on BBC Look North and BBC radio, as well as securing features in the Yorkshire Post, Telegraph and Argus and Yorkshire Evening Post.



Piano on a Rock



Cause UK put a grand piano on top of an iconic beauty spot.

It took four men, a van, a ramp, a team of volunteers and a lot of permissions, co-ordinating photographers, BBC filming, and a drone... Phew.

Why? We were knee deep in the pandemic. Around 90% of our clients in the arts/events sector had temporarily shut down. We needed to keep the Cause UK brand and spirits alive.

When Clair, MD of Cause UK, asked client Melvin Besbrode, who runs Besbrode Pianos, if he could put a grand piano on Brimham Rocks in Nidderdale Area of Outstanding Natural Beauty, he didn't blink. "I'm used to Clair walking on water," he joked.



Lockdown was anxiety-inducing, isolating, and hard for many, including us.

Stand in the sunshine in a beauty spot surrounded by nature's own artwork – rocks shaped over 320 million years – with the sounds of a piano playing John Lennon's Imagine... Guaranteed goosebumps!

The story highlighted how much we need the restorative powers of nature and the arts – and why we should safeguard both.

The images went viral – on the front page of the Yorkshire Post, in the Times, the Telegraph, Independent, on BBC Look North, and broadcast to the world via MSN, Yahoo and the Press Association.

Blowing the Trumpet

The trumpets were well and truly out for the summer of 2021.

Cause UK was tasked by Vivo Entertainment to PR its Harewood House Picnic Proms, starring Alfie Boe and Sir Willard White.

The Proms offered a financial platform to revive the Yorkshire Symphony Orchestra (YSO), and support northern musicians hit hard by the pandemic.

The original YSO disbanded in 1955; its revival was long overdue.

We interviewed conductor Ben Crick and trumpet player, Anthony Thompson, who had performed for Pope Benedict XVI but took a builder's job during Coronavirus.

Their stories were launched at our media call at Harewood House, with a performance by the YSO.



The results were phenomenal with 138 pieces of press coverage, not including broadcast, and a full-page feature in the Guardian, with print stories in the Times, Telegraph, the i, and others. Ben and Anthony appeared on BBCR4 Broadcasting House.

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

After writing to Alan Bennett, we fell off our chairs after getting a phone-call from Alan agreeing to be Patron of the new YSO, with a quote of support.

Cause UK has been appointed special advisors to the YSO.



Frontline Responders

Key Fund, a pioneering social investor, is one of Cause UK's longest-standing clients.

Key Fund actively targets the causes and impacts of poverty; 80% of its investments are in the top 30% most deprived communities.

We are particularly proud to write the case studies for Key Fund's annual Social Impact report. In the last two decades, Key Fund has had an economic impact of £447m. We told the human stories behind the remarkable figures.

Case studies featured troubled teens, people with mental health challenges, and survivors of domestic abuse.

This year was a powerful experience; many of the social enterprises it supports were frontline responders during Covid.

Providing emergency food, support and medicine to the most vulnerable was a common theme. Many had to cope with situations they wouldn't normally, including suicide attempts.

As a manager of a community centre said: "There's been some very sad and difficult moments, but very rewarding ones too. It's a life changing job. We are changing lives for the better."

Key Fund's CEO, Matt Smith, said: "Social investment has never been so vital or needed in supporting these enterprises, who offer hope, regeneration and recovery, especially to those even more at risk of falling through the cracks in society with the fall-out of the pandemic."

Go to www.keyfund.co.uk to download its Social Impact reports.



Lennie's Tunes

Nine-year-old Lennie Street defied the odds to raise funds towards a new home for Paces, a special school in Sheffield.

Lennie has Cerebral Palsy and Hydrocephalus and requires support with most tasks. Despite this, he became a social media sensation, thanks to his inspiring posts playing the piano through lockdown.

Cause UK amplified what Lennie was already doing so well – playing the piano on social media.

Working with his mum Sally, we created an inspiring social media film to reach a wider audience for Lennie. Over 50 Paces school children took part in the film, as well as staff, and amazing disabled musicians.

Sally secured Jools Holland and Nitin Sawhney, and Cause UK hit the phones to secure Rufus Wainwright and approached the Arctic Monkeys, resulting in a donation from the band.

We created the film with our associate, Gary Lawson, and secured national TV exposure. It featured on Channel 5 News and on Channel 4 with Steph McGovern's Packed Lunch.

We also secured a brand-new piano for Paces, donated by Besbrode Pianos.

Lennie's fantastic piano playing helped raise in excess of £20,000 for Paces.



Phew!

It's been one heck of a year.

We're proud to work with a wide-range of clients and provide pro-bono support for causes.

Other recent highlights include supporting flagship arts organisations, such as Ilkley Literature Festival, as the sector re-opens.

For Nidderdale Area of Outstanding Natural Beauty, we secured Channel 4 News with correspondent Alex Thompson to film their new tree-mapping App.

We began working with Nosterfield Nature Reserve, achieving profile in BBC Wildlife magazine, and started work with the Pendle Landscape Partnership. It was a thrill to secure their team a full-page feature in The Guardian on their project to reclaim the working-class heroine, the mill-poetess and activist, Ethel Carnie Holdsworth.

We are thankful to Besbrode Pianos, who delivered pianos to football pitches, beauty spots and ministers for media stunts. We secured them regional and national media, as well as in the China Daily – key media for their export business.

Before the first lockdown, Cause UK hosted events with the likes of Steve Backshall and Ken Loach. Our shows returned in style in October 2021, with the marvellous Miriam Margolyes at Harrogate's Royal Hall. Building on our events portfolio, we have some very exciting plans in the pipeline for 2022.

We continue to provide low-cost, high-impact public relations to good causes and ethical businesses, proving when done well, public relations can be the single most cost-effective marketing tool.

Here's to 2022. And blowing a few more trumpets...



What our clients say...

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

Miriam Margolyes

"Publicity, PR and everything that goes with it, is not our strength, so being able to work with a team of people that know what to do and when to do it was a game changer for us! To say they made the process easy is an understatement, and the outcome of their input gave us coverage we could have only dreamed of TV coverage was never going to be in our reach ... WRONG ... these ladies knew just how to put the spotlight on us - Thank you, thank you, thank you!"

Gill Gower

Product Manager, KinetiMed

"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 manager,

"Clair and the team at Cause UK are brilliant! At the Archbishop of York Youth Trust, we've had the pleasure of working with Cause UK on both long-term and short-term projects, and they have played a key role in growing our PR, marketing, fundraising and networks. They are immensely supportive, full of creative ideas, energy, and passion, and a joy to work with! I would highly recommend!"

Dan Finn

CEO of the Archbishop of York Youth Trust

"I've worked for and with publicity, event, and PR firms around the world for decades, and Cause UK is among the very best. Their passion and creativity are unmatched. They are able to adapt to changing circumstances and maximize every available opportunity for their clients. Their work is always professional, and delivered with good nature, compassion, and humour when called for. In a world where competition for attention can be overwhelming, Cause UK always makes their clients stand out and connects with audiences in meaningful ways."

Erin Mitchell

"Creative Cause UK! Two years of great work, millions of pounds of coverage, quick response comms, compelling ideas and always on hand to help. Clair and Ann have been a joy to work with and their media connections in the region second to none. I have worked with PR agencies across the north of England and Cause UK tops my list of preferred suppliers. They don't just do PR, they are canny, commercial and run some great own organised events. A talented twosome indeed."

Richard Spencer

CEO Visit Harrogate

"Clair & Ann from Cause UK have helped my new company to significantly target a wide audience base for our series of outdoor concerts. Their attention to detail and "can do" attitude has meant we have been able to turn around exciting PR stunts with maximum impact, significantly increasing our sales and event awareness. Thank you!"

Jamie Hudson

Director Vivo Entertainment

Our Events



Cause UK is expanding its events portfolio in 2022. Watch this space!