



cause<sup>UK</sup>



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

Actor, Miriam Margolyes



## Welcome!

### **2022 marked our 12<sup>th</sup> year in business.**

We are proud our PR and marketing services continue to help organisations who operate in the charity, social enterprise and public sector, as well as ethical, mission-driven businesses.

Our work is proven to help boost our clients' revenue, fundraising, profile and footfall.

It was another busy year, which saw Cause UK win Best Independent Business at the 2022 Harrogate Advertiser Excellence in Business Awards, building on being crowned Best PR Agency of the North at the 2021 Prolific North Awards.

It was also the year where we also saw our client portfolio go global, with three new international clients on our books.

We've selected a few highlights of our award-winning PR and events work.

Get in touch to see how we can help put your mission driven organisation or cause on the news agenda.

**CLAIR AND ANN**  
**CO-DIRECTORS, CAUSE UK**

TOURISM PR

A man in a red hoodie is performing a yoga pose on a large, mossy rock in a forest. He is standing on one leg, with the other leg raised and held by his hands. The hoodie has a white Om symbol and a heartbeat line. The background is a dense forest with green foliage.

# A MINDFUL APPROACH



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# “The kids go into the cave like superheroes...Who needs Center Parcs when you’ve got Yorkshire?”

Lorna Parks on How Stean Gorge, The Guardian

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In 2022, we got out and about.

We worked with one of Yorkshire's most ancient natural wonders – How Stean Gorge – helping the visitor attraction launch its ambitious expansion. The adventure facility boasted new cabins, complete with hot tubs, as well as the acquisition of new caves. We positioned it as a well-being hot-spot.

We also organised a press trip for The Guardian, which resulted in a brilliant review and travel feature.

Further afield, we organised press trips for the Sunday Times for Destination Harrogate's Health and Wellbeing campaign. We also placed Harrogate's visitor attractions in Time Out magazine and lined up trips with Hello! And Prima magazine, amongst others.

Destination PR continued till Christmas, supporting the Country Living Christmas Fair, which attracted 15,000 visitors to Harrogate.

Opposite - Yoga teacher Matt Tottman at How Stean Gorge, photo credit: Lorne Campbell. Below - Tony Liddy, Head of Outdoor Education & Estates Manager, How Stean Gorge, photo credit Lorne Campbell





CHARITY PR

A group of people are gathered around a man in a dark blue wheelchair, who is seated on a red motorbike. They appear to be assisting him, with some holding onto the bike and others looking on. The scene is outdoors on a rocky, uneven surface. In the foreground, a long-haired, light-colored dog is looking towards the camera. The background shows more people and a fence, suggesting an outdoor event or activity.

# ROB BURROW CENTRE FOR MOTOR NEURONE DISEASE



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**“Such a privilege and an absolute pleasure to be part of this today. Thank you to Clair Challenor-Chadwick at Cause UK and Leeds Hospitals Charity for organising such a powerful and wonderful day.”**

Ian Flatt

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2022 was the start of a year-long campaign with Leeds Hospitals Charity to help raise funds for the new Rob Burrow Centre for Motor Neurone Disease (MND).

Projects included launching Rob Burrow's sisters' Strictly fundraising ball achieving regional and national media coverage. The event raised an incredible £40,000.

We also positioned in the media the incredible feats of MND patient Ian Flatt, who scaled Snowdon in his wheelchair in aid of the charity, which was covered by the BBC in Wales and Yorkshire.

The year culminated with a photo-exhibition launched at Leeds train station in November 2022. The '7 Stories of MND' exhibition was inspired by Rob's Rugby League shirt number, 7.

We pulled together the stories, interviewing patients and relatives, and organised broadcast TV and radio coverage. We worked with the very talented photographer Lorne Campbell, who took the photographs for the exhibition. The MND stories ran across the BBC, including BBC Breakfast, BBC Online and ITV News, with a magazine spread in the Yorkshire Post, and a media partnership with the Yorkshire Evening Post.

Opposite - MND patient Ian Flatt scales Snowdon, photo by Lorne Campbell. Below - Rob & Lindsay Burrow, photo credit: Lorne Campbell.



EVENT MANAGEMENT AND EVENT PR

# THE SHOW

At Cause UK, we're used to hosting events after a series of successful talks in recent years with the likes of Ken Loach, Chris Packham, Miriam Margolyes and Steve Backshall. But this was perhaps our biggest challenge to date!

Clair led on a passion project of hers – putting on a play! The Man Who Captured Sunlight told the story of Samson Fox – the former mayor of Harrogate, pioneer of the industrial revolution, and forebear of the Fox acting dynasty.

Actors Freddie Fox and his mum Joanna David came to the premiere at the Royal Hall in Harrogate. The play, written by Gavin Collinson and performed by a cast of professional actors from North of Watford agency, received critical acclaim and captured the media interest. We organised an interview with Edward and Freddie Fox in the Telegraph about the play, which

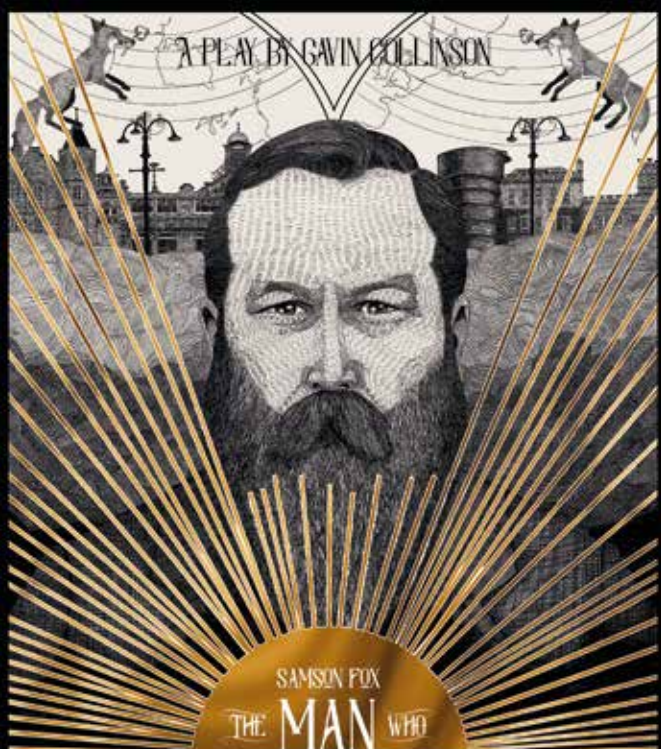
ran on the front cover of its Saturday Review. Ann also interviewed Freddie for a number of publications to promote the play, including the Yorkshire Post, Yorkshire Living and Northern Soul.

Our vision is to take the play to Bradford 2025! Watch this space!

"The show has been produced by Cause UK, with Edward and Freddie Fox as advisors on the production. It's clearly been a labour of love for all involved. There's a tangible passion in the Royal Hall, Harrogate, as a group of creatives present a project, they're obviously very proud to be part of. There's something particularly poignant about the play being put on for one day only (a matinee and evening performance) at the Royal Hall, as Samson Fox was himself instrumental in building the theatre." - Theatre Critic, One Play More Sophie Joelle.



# WILL GO ON!



FRIDAY 23RD SEPTEMBER 2022  
THE ROYAL HALL, HARROGATE  
PRODUCED BY CAUSE UK

BOX OFFICE: 01423 502 116  
HARROGATHEATRE.CO.UK  
PERFORMED BY NORTH OF WATFORD



**“The notion of celebrating great new theatre work for the Royal Hall, particularly as the story of Samson is so intrinsically tied to Harrogate, is utterly vital. It’s not just informative and entertaining, it’s part of our cultural history. So, I think it’s unbelievable what Clair has managed to put together, and I’m just so grateful, but equally just so impressed, it’s tremendous.”**

Actor, Freddie Fox.

Actor Joe Standerline plays the part of Samson Fox, photo by Lorne Campbell. Freddie Fox at the Royal Hall, photo by Gerard Binks. Poster illustration and design by Christian Bailey.





# BLOWING THE TRUMPET





**“Cause UK promoted a concert for me made up of a new classical composition based on 18th century obscure Christmas carols. The gig sold out, if they can sell that out, they can probably sell out practically anything!”**

Composer, Ben Crick

2022 saw the return of our festival clients, including the Ilkley Literature Festival.

Using our journalism skills, we interviewed festival authors for the Telegraph and Argus, Ilkley Gazette and Yorkshire Post, and set up interviews such as Ruth Jones in the Daily Express, as well as a number of authors for BBC Radio Leeds. One of the longest (and oldest) literary festivals, running across two weeks, we achieved just over 200 media stories. In 2023, we will support the festival's 50th anniversary celebrations.

We also welcomed a new festival client, the Northern Aldborough Festival – a charity with a mission to bring world-class music to rural locations. Our photo-story on the festival's new stage production of Handel's Theodora ran in the Sunday Telegraph. We positioned the festival in BBC Music magazine, the Yorkshire Post, in British Airway's in-flight magazine, High Life, and secured magazine spreads in Yorkshire Living, as well as placing artists Julian Bliss and James Baillieu on Sean Rafferty's Radio 3's In Tune.

“We have been very impressed by the comprehensive coverage that Cause UK has achieved for us over the last year. Their approach to a campaign is carefully thought out and holistic, cutting across press, social media and direct email. Recent results included editorial coverage on page two of the news section of a national broadsheet, radio interviews for artists and inclusion in several important national listings.” Robert Ogden, Festival Director

At Cause UK, we launched the Yorkshire Symphony Orchestra to the media stage back in 2021, when it reformed in aid of musicians struggling after the pandemic. Since, we secured a symphony event at the Yorkshire Children's Charity Ball in November 2022 at Grantley Hall, and a Proms at the magnificent Halifax Piece Hall in summer, 2023.

Last December, it was a joy to continue working with its conductor and composer, Ben Crick, with his new work, a Yorkshire Nativity. Our photo-story ran in The Times, the Yorkshire Post and BBC Look North filmed rehearsals live.

We also supported the artists' collective, North Yorkshire Open Studios (NYOS), promoting their summer open studios event in 2022 – a showcase for over 100 artists across the region, with stories across regional press. We continue to support NYOS in 2023, as it has grown to showcase over 140 artists from across the region.

Cause UK returned to support Bristol-based CrimeFest, one of Europe's biggest crime fiction conventions, with an interview with Jack Reacher author Andrew Child in the Daily Express. We achieved over 100 media stories for the convention in 2022. Other highlights included a Guardian interview with Lee Child, and a feature on Ann Cleeves in Bristol Magazine.

In June, we also supported the London-based Crime Writers' Association's National Crime Reading Month, supported by authors including Ian Rankin, Anthony Horowitz, Vaseem Khan and Elly Griffiths, with a feature in the Telegraph.

Opposite - Opera singer Fflur Wyn, photo by Lorne Campbell.  
Opposite - Composer Ben Crick, photo by Lorne Campbell.

**“Cause UK's PR work is integral. It is more than just securing audience footfall, which is financially vital to any arts festival, but the media reputation and profile is also critical to engage supporters and sponsors.”**

Erica Morris, Director Ilkley Literature Festival

INTERNATIONAL PR

# GOING GLOBAL!



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# Cause UK went international in 2022

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We promoted the French app Famileo, launching the brand in the UK. It featured in Prima magazine's Christmas gift guide, as well as in The Metro, The Sun, Sunday Mirror and on GB News with anchor Alistair Stewart interviewing Nadine Calcutt, their UK Head of Marketing, live on air. More than 150 news stories included a bespoke feature in the Yorkshire Post and a feature story that syndicated across the National World media titles, spanning the length and breadth of the country from Scotland to Southampton.

We also started working with the CARE Foundation in Pakistan, a remarkable organisation which runs 888 schools. Our brief is to interview its alumni and school children, update the website, write e-news campaigns and raise its profile in international media. CARE aims to educate 1 million underprivileged children by 2025, and we will be supporting them in 2023.

In late 2022, we started working with Free Tibet a lobbying organisation that raises awareness of human rights abuses in Tibet. Throughout 2023, we will continue to support them to achieve mainstream media profile and awareness.



# BUSINESS ON A MISSION

2022 saw a series of new client wins, including the ethical research agency, Harlow Consulting in Harrogate. We positioned the female-led business owners as “making waves” with an interview with co-directors, Clare Vokes and Jennifer Brennan, in the Yorkshire Post.

We began work with South West Grid for Learning (SWGfL) based in Exeter, to tell the story of a new secure online reporting platform their team is developing – Minerva. The new app will be launched in spring 2023 and will help tackle online abuse. Minerva is in partnership with the Department for Digital, Culture, Media and Sport (DCMS) and funded by the Tampon Tax.

Once more, Cause UK wrote the case studies for the Key Fund's annual Social Impact report. Key Fund – the north's leading Social Investor – was one of our first ever clients. They've supported over 2,500 social and community enterprises to date, all working to tackle deep rooted challenges from homelessness to mental ill-health. Each year writing their report is a life-affirming, and inspiring project. We will be working on the Key Fund's 2023 report.

“Key Fund have been working with Cause UK for over 11 years, they are a pleasure to work with - delivering above and beyond. We will continue to call on their support and services.” - Jane Austin, Operations Manager, Key Fund



Harlow Consulting, photo by Charlotte Nelson





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