

cause^{UK}

Certified



Corporation



“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 to our 2024 brochure.

Cause UK Public Relations began in 2010, which means (gulp), we're on the cusp of our 15th anniversary.

In that time, we've built our ethical brand, known for implementing meaningful and creative PR campaigns, storytelling, and profile for our clients. From lobbying for change, raising profile of a cause, bolstering ticket sales, revenue and reputation, our PR campaigns deliver tangible results and impact.

Please do read about some of our case studies in this year's brochure.

This year, we have continued to improve our standards and practices by maintaining our B Corp certification and achieving Cyber Essentials certification. What's more, we had a website refresh. We also made the decision to take ourselves off X/Twitter, due to its increased toxicity and reputation for misinformation (although we still advise clients on social media use).

A family-run agency, Cause UK has endured through a changing landscape because we've stuck to our values and mission. We work hard to empower our clients using PR strategies and campaigns that make a difference - with heart.

CLAIR AND ANN

Here's to 2025!



Campaigning For Culture

Cause UK Public Relations provided support (Aug-Nov '24) to the reading and writing development agency, New Writing North (NWN),

The role involved working with marketing teams and key delivery partners (namely, Durham County Council, Newcastle City Council, Durham and Northumbria University, Hachette UK, and Channel 4).

Highlights included:

Ancestral Reverb: Pitching and placing a story/interview around a music commission from Threads in the Ground (which premiered at Durham Book Festival). The story featured in the pages of the Guardian, was broadcast on BBC4, BBC2, ITV Tyne Tees, and ran on BBC online.

Durham Book Festival: Placing stories in hyper local magazines, arts sites, regional radio and regional magazines and newspapers to promote ticket sales.

We worked with Durham council comms team, North East CA, Northumbria University press team, the Forward Prizes for Poetry, and multiple other stakeholders on marketing support and PR stories.

Work included interviewing authors for local magazines, positioning reviews of author talks, and pitching and securing interviews on BBC radio and local/regional press. We also placed the festival as one of Good Housekeeping's Best Book Festivals, and liaised with Visit Britain's media team for cultural tourism media coverage.

10-13 October
Gala Durham
**DURHAM
BOOK
FESTIVAL**
DurhamBookFestival.com



NEW WRITING
NORTH



“What would be your ideal coverage, they asked. Um, I mean the dream would be a Guardian article, but we’d settle for some regional press, I said. A few weeks later, we’ve had a BBC Radio 4 feature, a lead article in the Guardian online climate change section, BBC news, ITV regional news, and much more. I’m blown away by the coverage. Ann and Clair, as well as getting the results, have been great to work with. Efficient, organised, and lovely. Brilliant team. Thank you for what you’ve done for us!”

Adam Cooper, Director of Threads in the Ground

Writing Development Projects

We placed a feature on how to get into screenwriting for Writing Magazine, liaised with Channel 4 press team to announce the Channel 4 Writing for Television Awards, and worked with the NHS and Tyne and Wear Metro to profile a poetry exhibition, featuring works by NHS staff at Metro platforms.

In just a few months, we secured over 177 online pieces of meaningful coverage.

Our monitoring and evaluation tool, Coverage Book calculated over 7.63m views, with a broadcast audience of over 22m.

Stories ran on trusted platforms, such as BBC Online, ITV, BBC R4, BBC R2, The Guardian, The *i*, VisitBritain, Good Housekeeping, Juno magazine, trade and local media, such as Newcastle World, the Northern Echo, Yorkshire Post and Crack Magazine.



Talent is Classless


Leading a coalition of civic, industry and academic leaders, New Writing North's CEO Claire Malcolm developed a bid for a new national centre for the writing industries to be based in the North East, to rebalance the southern-centric publishing sector.

"I have had the great pleasure of working with Ann and Clair for the past few months on a substantial contract of work around corporate and project communications and PR. We have never had so much successful coverage and profile, it has been extraordinary."

"They are skilled planners, writers, and managers of stakeholder relationships at the highest level and with their extensive media contacts and great relationships they have been invaluable in helping us to progress and profile a number of key areas of work and corporate communications. I hope to continue to work with them in the longer term and would not hesitate to recommend them to other arts, culture, and charitable organisations."

Claire Malcom, CEO New Writing North

We targeted media to influence government for the campaign. The story broke on BBC Radio 4 Today programme, as we arranged a pre-record with arts correspondent, Colin Paterson, and a further feature on BBC Radio 4 PM with Evan Davies. It also ran on BBC online, BBC R2, the front page of the local newspaper, on regional radio, and globally via MSN, Yahoo and Euro news (with interview requests from as far as India). We also positioned trade media such as the Bookseller and later, secured a big feature interview in The Guardian with Claire. In October, we also positioned an open letter signed by 80+ authors, with comment from author Pat Barker, in a full-page spread in the *i* newspaper.



Each year, since 2019, we deliver a short campaign to help boost ticket sales for Ilkley Literature Festival.

2024's programme featured over 90 author events, with inspiring talks and big ideas.

The Arts



“Massive, huge, enormous thanks for all your incredible work on the festival PR again this year. We've been really pleased with the coverage and ticket sales have been our strongest since 2019 ...It's always a pleasure working with you.”

Erica Morris, Ilkley Literature Festival

Highlights this year include:

- ❖ Placing the festival on BBC Look North
- ❖ Announcing Theresa May's appearance on BBC Online and ITVX
- ❖ Comment in a Guardian feature on the future of book festivals
- ❖ Gyles Brandreth in Yours Magazine
- ❖ Headline interview in Saturday's The Times with Prue Leith
- ❖ Interviews with the festival team on BBC Sounds
- ❖ Features in local press, such as the Telegraph and Argus, Yorkshire Post, Ilkley Gazette, and BBC Radio Leeds.

The Royal Society of Arts (RSA): Playful Green Planet

The RSA, known for its commitment to social change, appointed Cause UK to advise on trust and bid writing. Clair, founder of Cause UK, consulted on this project and is now working two days per week with a goal of securing £1m of funds for the charity, including funds for their Playful Green Planet project. The RSA's work aligns with Cause UK's expertise in driving meaningful impact across the UK, via its research and policy agendas, that centre on creating positive outcomes for people and the planet.



Good Causes

Key Fund Social Impact Report

For the last decade, each year, Ann - our experienced journalist and co-director of Cause UK - interviews dozens of inspiring social entrepreneurs to write the annual Social Impact report for our long-standing client, Key Fund.

The north's leading social investor removes barriers to finance, ensuring the right money gets in the right hands, often working in the most disadvantaged communities. They, and their clients, never fail to inspire.

Leeds Hospitals Charity

This year, we're also copywriting case studies of 18 NHS medical researchers and their patients for a new exhibition, set for 2025, designed to celebrate - and inspire - the next cohort of leading medical minds to take up research as their chosen profession.

Harrogate Homeless

Clair continues to volunteer her time at the Harrogate Homeless Project. As a trustee she attends regular governance meetings. This year she arranged for Miriam Margolyes to visit and chat to the homeless and staff team to help raise awareness for the charity. Clair is passionate about supporting the development of addiction recovery and mental health services for the homeless.

Alcoholics Anonymous

Earlier in 2024, we were proud to be tasked with rewriting the main pages of the Alcoholics Anonymous (AA) website for the UK and Europe. The brief was to make the site simple, accessible, and welcoming to all, and to fit their new web design, providing copy for circa 25 pages.

It was vital the site worked for anyone seeking support, to find a meeting fast, and with clear signposting, help and support.



Business for Good

Cause UK has had a busy year supporting businesses.

- ❖ We continue our PR support of a major refurb/repositioning of the Wesley Centre in Malton into a 600 seater community and events hub.
- ❖ Supported Leeds BID's campaign to secure its next five-year term
- ❖ Worked with the global marketing and innovation agency, ThinkOTB, helping position it as thought leaders with comment pieces, and business news. (Team pictured above).
- ❖ Continue to support the fast-growing ethical research agency, Harlow Consulting, on major research projects that have tangible impact on the environment and society..
- ❖ Helped to programme and promote The Paradox Orchestra and Yorkshire Symphony Orchestra.





Five Star Reviews

"Were very quick at seeing how to help us with a new look at publicity for our garden and wildlife day and succeeded far better than I had imagined was possible"

Vanessa Cook, Stillingfleet Gardens

"Cause UK are really well networked and responsive. I have found working with them has generated really good PR, especially TV coverage."

Esther Jayawardena, CEO Leeds Hospital Charity

"Cause UK have supported me with achieving fantastic publicity for some of our fundraising events. They opened doors and helped spread our message way beyond our wildest dreams. In addition to being a brilliant agency, Clair and Ann are two of the nicest people you could ever wish to meet."

Ian Flatt, MND patient

"Ann and Clair helped us with the launch of our new business. We got huge local media awareness and even radio interviews. The process was super easy and very professional, will happily be working with them again in the near future."

Mark Wise, Live for Today Outdoor Adventures

New Blood for Classic Tale

We supported independent book shop and printing press, The Crow Emporium, in Whitby, to launch a new illustrated edition of Dracula. The new book featured talented artists and illustrators. We tied in a media hook that Dracula sales have doubled in the last decade. This gothic tale has never gone out of fashion. The story featured on a bespoke film on ITV regional news, as well as a full-page photo feature in the Yorkshire Post, and beyond, including Coast magazine.

Northern Score

Cause UK has done many projects with composer Ben Crick over the years, including roping him into writing the track for a Sky Arts film we produced (*Working Classical Heroes*), and profiling his hit immersive audio-video installation earlier this year in Skipton: Soundscapes.

For this year's Bonfire Night, we put Ben and poet Ian McMillan on the BBC Look North sofa to promote their upcoming concert, *Northern Score*, featuring 20 poems by Ian celebrating 20 remarkable Yorkshire folk, set to Ben's glorious music.

"Clair and Ann are masters of their craft. The publicity they generated for our project was profoundly impactful, and their reach and network impressive.

"The passion they have for helping their clients succeed is unrivalled, and I would not hesitate to recommend, or work with them again the future."

-Leticia Lentini, The Crow Emporium

What's worth fighting for?

In partnership with Arts Council England, Leeds 2023, The Space and Studio12, Sky Arts asked artists to pitch ideas for a short film in response to the question: What's worth fighting for?

Cause UK created a short film championing working-class classical musicians, *Working Classical Heroes*, featuring the young Leeds boxer, Ellis Arey, who grew up in a council estate and went on to study piano at Leeds Conservatoire.

We commissioned musician Ben Crick to write the original score, as well as filmmaker Katie Greenhalf, to direct. We worked with our long term client Besbrode Pianos on location for the film, and even constructed a 14ft boxing ring and placed a Steinway Piano in the middle!

The film argues that equitable access to the Arts is worth fighting for, and has won numerous awards at film festivals after being broadcast on Sky Arts in December 2023.

A person riding a bicycle past a stone wall. The scene is captured in a wide shot, showing the cyclist in silhouette against the wall. The wall is made of large, rough-hewn stones. In the foreground, there is a paved path and a grassy area. The overall tone is cinematic and somewhat somber.

WORKING CLASSICAL HEROES



“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

Northern Aldborough Festival

For 2024's festival, we secured filming with BBC Look North on the eve of the festival, positioned its artistic director on Times Radio, and secured profile in BBC Music Magazine, Gramophone, Opera News, Scala Radio, and BBC Sounds.

2024 also saw a number of one-off launches and campaigns.

Highlights include:

- ❖ Announcing the Live for Today adventure company take over of Harrogate's climbing wall.
- ❖ A campaign raising the profile of Stillingfleet Gardens in York, resulting in features in Yorkshire Living magazine, a Yorkshire Post film and story, and profile in a national gardening magazine.
- ❖ A regional campaign on curlew conservation for Nidderdale National Landscapes.
- ❖ Announcing Prof Adeeba Malik as the New High Sheriff for West Yorkshire across Asian and Yorkshire media.

Criminally Good PR

Cause UK has represented CrimeFest in Bristol for several years.

2024's annual convention had fantastic profile. We set up authors Denise Mina and Simon Brett on BBC Radio 4's Good Read, with authors lined up for interview on Times Radio, BBC Radio, and with ITV's award-winning podcaster, Robert Murphy.

Lynda La Plante featured in a fabulous interview in Bristol Magazine, and a profile in Prospect Magazine. Attending author, Abir Mukherjee featured in the pages of the Guardian, and we ran several pieces in the Bookseller, including a comment piece on the importance of their bursary for authors of colour.

The highlight (for us!) was securing feature writer Tim Adams from The Observer, who came along to the Murdle event at CrimeFest with author GT Karber, resulting in a 3-page feature.

Is that a Dagger I see...

Cause UK has also worked for a number of years now with the Crime Writers Association (CWA) in London.

We announced its first non-white chair (Vaseem Khan) to press, with profile in the Guardian.

Our main responsibility is announcing its annual prestigious Dagger Awards; the press around its Diamond Dagger winners in January 2024 led to 200+ media stories, including the Independent, Guardian, Daily Mail, Evening Standard, Yahoo, MSN, and PA, resulting in a total audience reach of 180.6m.



We're currently working with the national charity, the Reading Agency, promoting its 2025 Quick Reads campaign. The charity will hand out thousands of Quick Reads on World Book Night - its annual drive to create a nation of readers!

We've also expanded our arts and culture client list, with the incredible acting agency, Articulate Agency, which is taking Yorkshire stars in the making to Hollywood - literally! 2025 is already shaping up to be a busy year.



Quick Reads

2025



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Harrogate & London