Building a PR narrative to drive growth

Jess Wilkinson, founder at Petal & Co.

Petal&Co.

Hello, we're Petal & Co.

- After working at a global PR agency, I founded Petal & Co. in 2015 to partner with ambitious businesses and those invested in them.
- We work with entrepreneurs, advisers, investors and organisations driving growth – including the team behind the Help to Grow Management Course.
- I've also just completed the course as part of cohort 36 at Manchester Met.

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Agenda

- Why PR? Is it relevant for me?
- Crafting a compelling narrative
- Engaging and succeeding with media
- Questions

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PR is the strategic management of communication between an organisation and its publics to build a positive image, foster goodwill, and influence perception.

It is focused on earning placements and views (like news coverage), rather than paying for space.

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Where does PR sit in the marketing mix?

Public relations
Managing public perception and communication

Advertising
Paid media to reach a broad audience

Personal selling
Direct interaction to persuade customers / leads

Sales promotion
Short-term incentives to boost sales

Digital marketing
Online strategies to raise visibility with audiences

Direct marketing
Targeted communications to specific audiences

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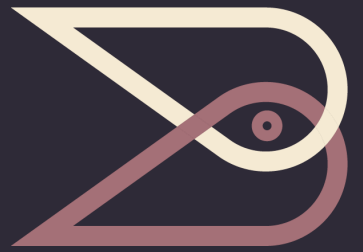
PR encompasses many components

Media relations

Influencer & stakeholder engagement

Reputation management – ESG, crisis & issues management

Integrated communications & events



Awards, rankings & accreditations

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If I was down to my last dollar, I would spend it on PR

A good PR story is infinitely more effective than a frontpage ad

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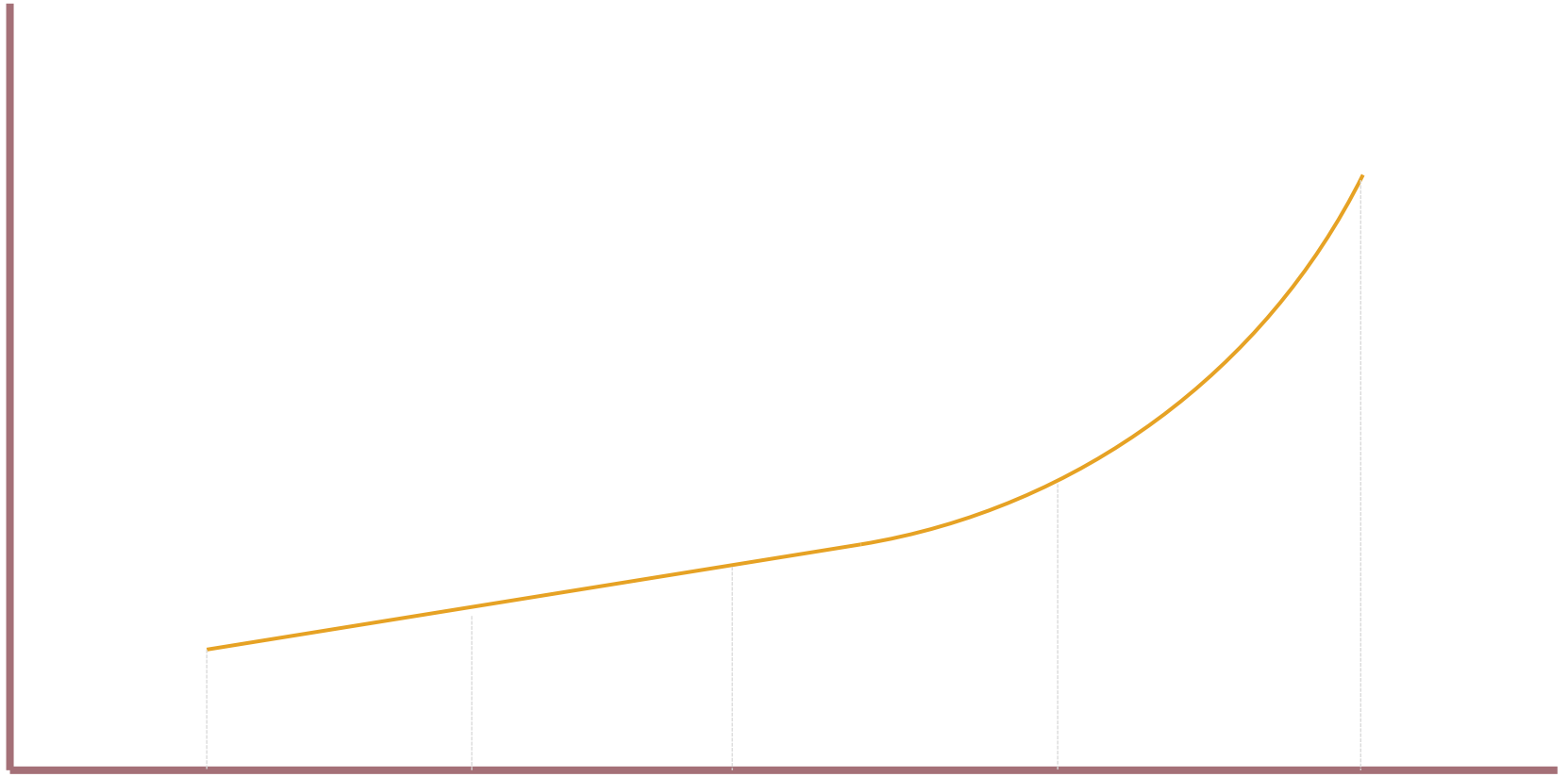
Crucial to all stages of a business' growth journey



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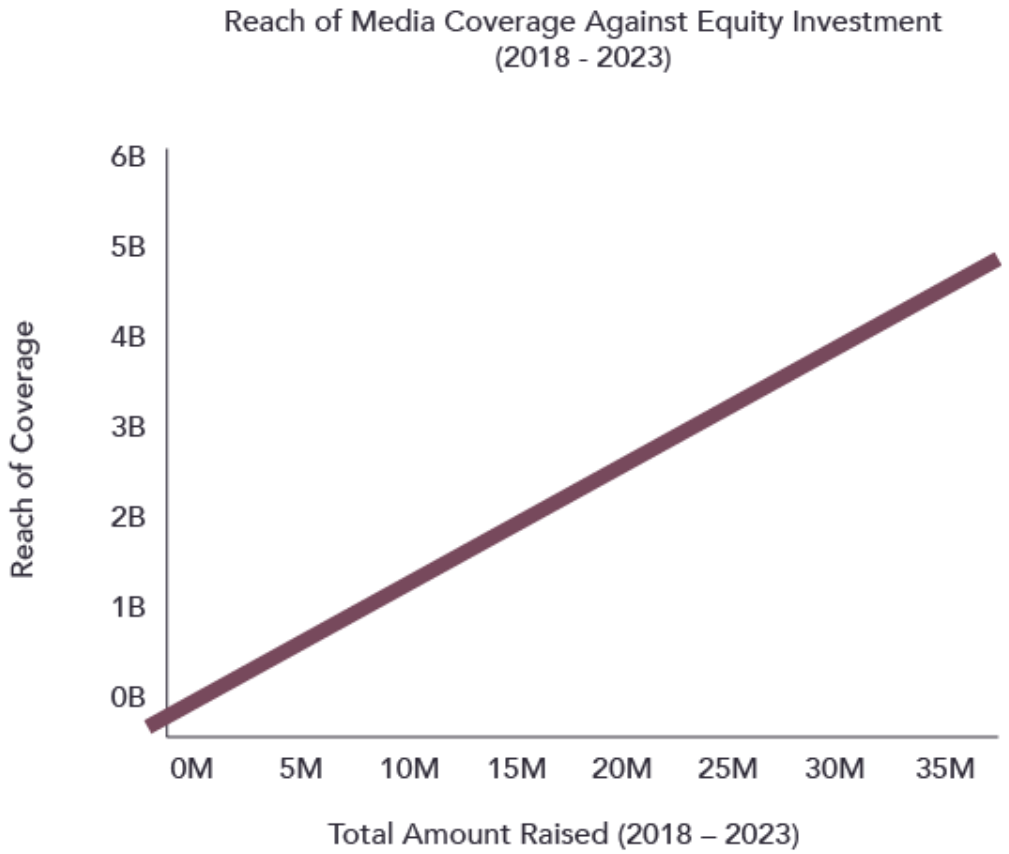
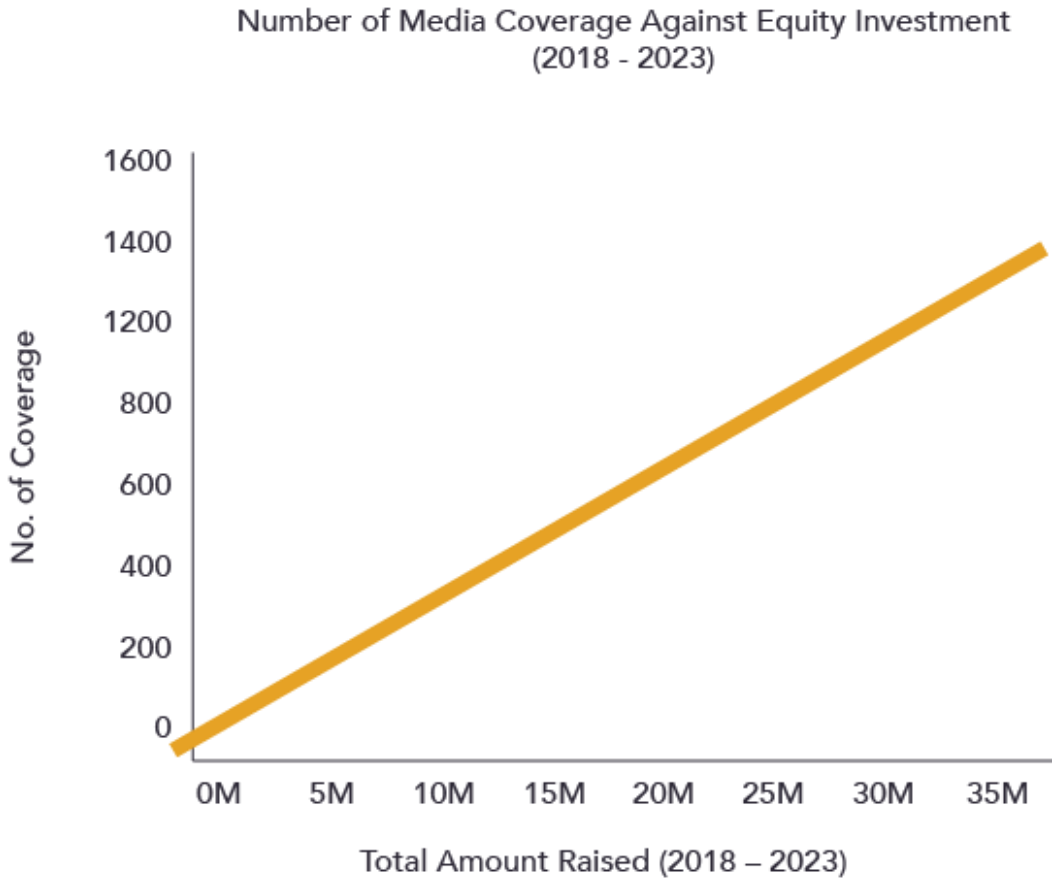
Measurable impact





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Crucial to all stages of a business' growth journey

Attract customers

WIN £100 A DAY AS ROBERT SCOTT CELEBRATES 100 YEARS

Cleaning manufacturer and distributor, Robert Scott, is marking its 100th anniversary with a month-long giveaway to recognise the commitment and loyalty of its customers.

Throughout March, the Robert Scott Century Giveaway will see one customer a day offered the chance to win or donate £100.

Robert Scott's 100th customer of the day across the month will be presented with the option to take £100 off their order or have £100 donated on their behalf to one of five deserving charities – Cancer Research UK, RSPCA, Mencap, Macmillan Cancer Support, or the British Heart Foundation.

Successful customers will be notified on the day of their order, and each week Robert Scott will share giveaway updates and total charity donations on its social media channels.

To participate, customers simply need to place an order as per Robert Scott's standard terms.

Alastair Scott, Sales Director at Robert Scott, commented: "Reaching 100 years is a momentous achievement that we're very proud of. A lot has changed over that time; however, one thing that has never altered is our commitment to delivering the best quality, value, availability and service to our customers.

"Likewise, we wouldn't be where we are today without our customers' incredible loyalty and support. This giveaway is a small gesture of our appreciation for the crucial role they've played in helping Robert Scott reach this important milestone. Good luck to everyone taking part."

The history of Robert Scott and its role in shaping today's cleaning industry, dating back to 1925, can be found **here**.

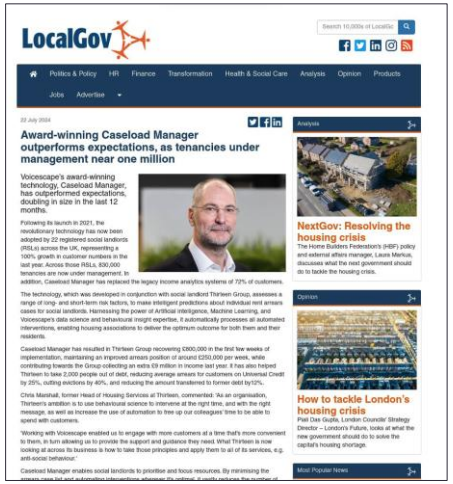
To place an order and be in with a chance to win in the Robert Scott Century Giveaway, contact your account manager or call 01457 819400. The giveaway runs weekdays from 3rd March to 31st March 2025.

Terms and conditions are available **here**.

www.robert-scott.co.uk

CENTURY GIVEAWAY

Highlight innovation



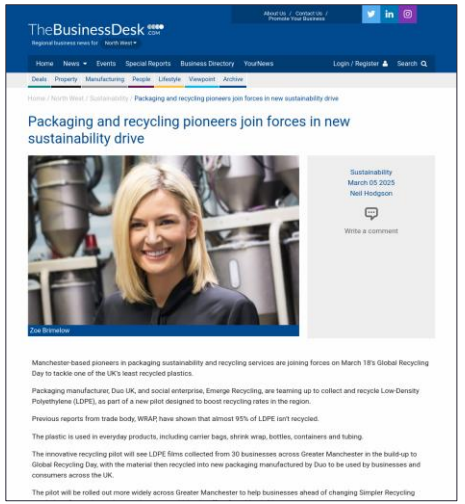
LocalGov

Award-winning Caseload Manager outperforms expectations, as tenancies under management near one million

NextGov: Resolving the housing crisis

How to tackle London's housing crisis

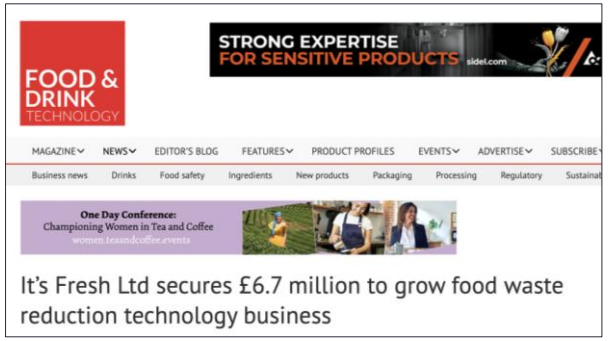
Winning new markets



TheBusinessDesk.com

Packaging and recycling pioneers join forces in new sustainability drive

Secure investment



FOOD & DRINK TECHNOLOGY

STRONG EXPERTISE FOR SENSITIVE PRODUCTS

It's Fresh Ltd secures £6.7 million to grow food waste reduction technology business

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Our focus today: media relations

Media relations

Arguably the single biggest, distinctive, and critical component of PR.

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Crafting a compelling narrative

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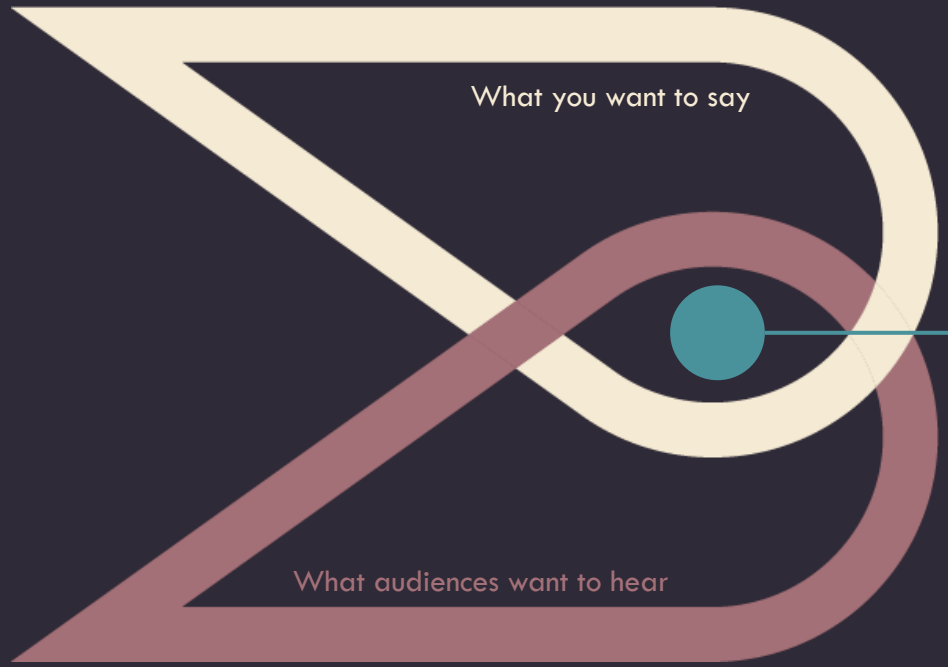

PR is about creating a narrative that tells the story you want to tell in a way that resonates and grabs attention with audiences.

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Crafting a compelling narrative

Your goals

Commercial goal
To grow sales by 20% this year.

Comms objective
Educate audiences about the benefits of your technology.

Commercial goal
To attract & retain top talent for a high-performing team.

Comms objective
Position XYZ Co. as a great place to work with excellent career prospects.

Commercial goal
To acquire new sites to accelerate expansion and provide national reach.

Comms objective
Highlight XYZ Co as a well-capitalised, acquisitive business with a positive culture.

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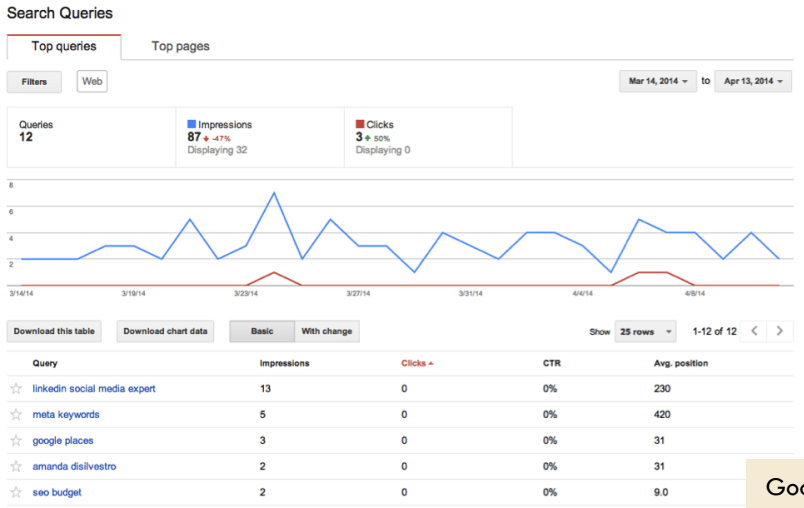
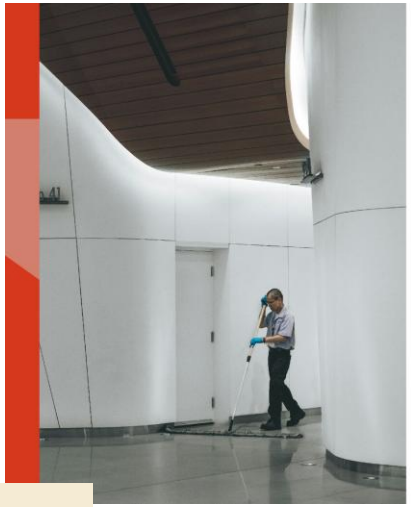
Crafting a compelling narrative

What matters to your audience – think back to module 5 when you were segmenting your audiences – what do they care about, what influences them and where do they look?

AnswerThe Public.com



Google Search Console



Buyer personas

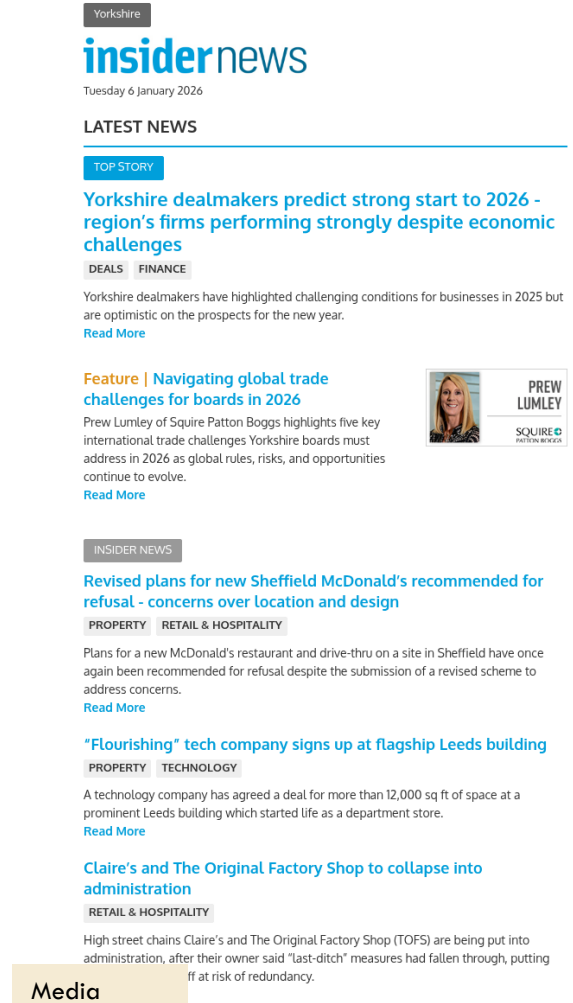
End user / FM buyer

Cleaning materials and equipment is typically just one of many things they have to source and buy for their organisation (less so for FM buyers). They often see cleaning materials as a sunk cost, as it provides no ROI that they can see.

Will typically be given lists of products to purchase by cleaning manager and/or FM company. Will be focused on price but can also be swayed by brand perception. Also, increasingly looking at lifetime value rather than simply base price (based on value-led procurement frameworks).

Typically isn't an expert in cleaning products and will take guidance and advice from distributor sales reps when they meet them.

Coming under new pressures around sustainability, both in terms of considering their own sustainability practices and regimes, but also looking at the credentials of all their suppliers. Often unaware of the impact different cleaning options can have on carbon footprints.


Yorkshire

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Tuesday 6 January 2026

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TOP STORY

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DEALS FINANCE

Yorkshire dealmakers have highlighted challenging conditions for businesses in 2025 but are optimistic on the prospects for the new year.

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Prew Lumley of Squire Patton Boggs highlights five key international trade challenges Yorkshire boards must address in 2026 as global rules, risks, and opportunities continue to evolve.

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Revised plans for new Sheffield McDonald's recommended for refusal - concerns over location and design

PROPERTY RETAIL & HOSPITALITY

Plans for a new McDonald's restaurant and drive-thru on a site in Sheffield have once again been recommended for refusal despite the submission of a revised scheme to address concerns.

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"Flourishing" tech company signs up at flagship Leeds building

PROPERTY TECHNOLOGY

A technology company has agreed a deal for more than 12,000 sq ft of space at a prominent Leeds building which started life as a department store.

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Claire's and The Original Factory Shop to collapse into administration

RETAIL & HOSPITALITY

High street chains Claire's and The Original Factory Shop (TOFS) are being put into administration, after their owner said "last-ditch" measures had fallen through, putting ff at risk of redundancy.

Media newsletters

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Tips for crafting a compelling narrative

Develop proposition and key messaging

Based on the audience you're targeting, capture the pain points you solve, what makes you unique and build around that.

Create a set of audience-focused key messages and document everything.

Work out your stories

Begin to map out the next 6-12 months. Are you planning new products, hires, investments?

Will you be likely to take on new clients, accreditations etc? Begin to map this out month-by-month, and keep updating this document.

Think about your spokespeople

This may be you, but there may be other times that you want to use different voices in the business.

Focus on identifying who the most credible voice is for each type of story. Make sure they are aware and prepped. Ideally, bring them in to planning so you can capture their voice in key messaging.

Consider the tactics you want to use

This will vary based on the stories you have and audiences you want to talk to.

Consider research, press releases, forward features, thought leadership, OpEds, media one-to-ones, awards & rankings, case studies or creative campaigns and what is most relevant for the messages you want to promote.

Set goals and metrics

From the outset, define what success looks like and how you can measure it.

Options to consider include: web traffic, report downloads, job applications, customer conversations, sector penetration, share of voice, for example.

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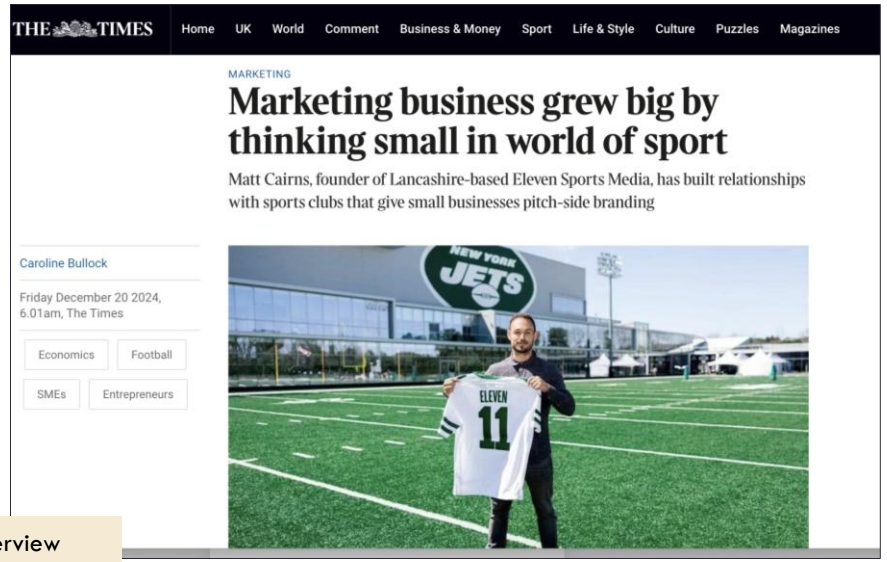
THE TIMES

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MARKETING

Marketing business grew big by thinking small in world of sport

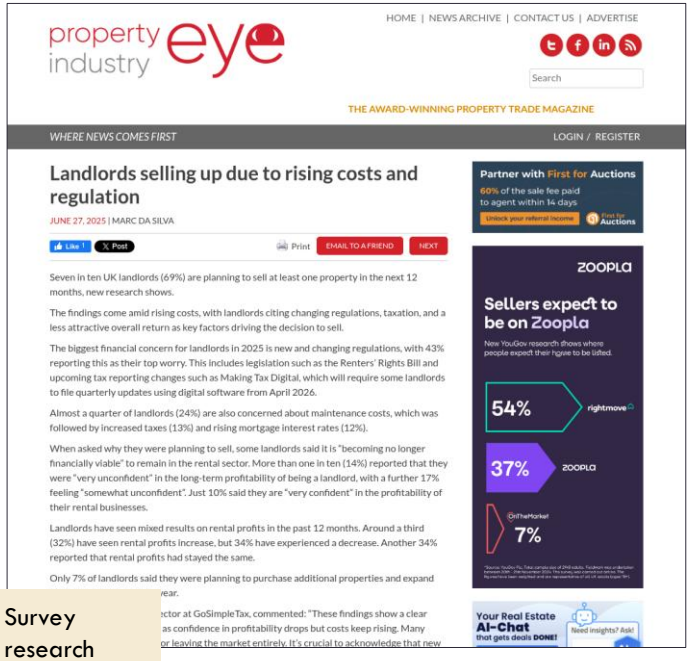
Matt Cairns, founder of Lancashire-based Eleven Sports Media, has built relationships with sports clubs that give small businesses pitch-side branding

Caroline Bullock

Friday December 20 2024, 6.01am, The Times

Economics Football SMEs Entrepreneurs

Interview articles


property industry eye

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WHERE NEWS COMES FIRST

LOGIN / REGISTER

Landlords selling up due to rising costs and regulation

JUNE 27, 2025 | MARC DA SILVA

Seven in ten UK landlords (69%) are planning to sell at least one property in the next 12 months, new research shows.

The findings come amid rising costs, with landlords citing changing regulations, taxation, and a less attractive overall return as key factors driving the decision to sell.

The biggest financial concern for landlords in 2025 is new and changing regulations, with 43% reporting this as their top worry. This includes legislation such as the Renters' Rights Bill and upcoming tax reporting changes such as Making Tax Digital, which will require some landlords to file quarterly updates using digital software from April 2026.

Almost a quarter of landlords (24%) are also concerned about maintenance costs, which was followed by increased taxes (13%) and rising mortgage interest rates (12%).

When asked why they were planning to sell, some landlords said it is "becoming no longer financially viable" to remain in the rental sector. More than one in ten (14%) reported that they were "very unconfident" in the long-term profitability of being a landlord, with a further 17% feeling "somewhat unconfident". Just 10% said they are "very confident" in the profitability of their rental businesses.

Landlords have seen mixed results on rental profits in the past 12 months. Around a third (32%) have seen rental profits increase, but 34% have experienced a decrease. Another 34% reported that rental profits had stayed the same.

Only 7% of landlords said they were planning to purchase additional properties and expand

Partner with First for Auctions

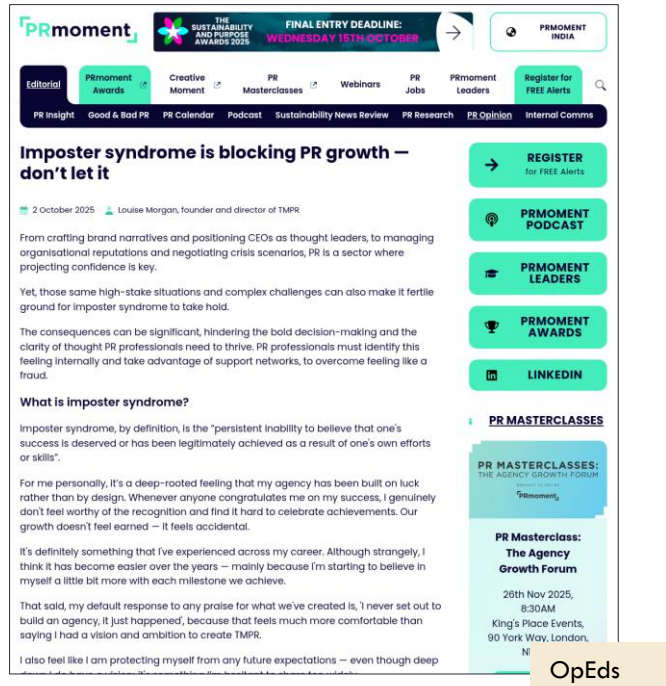
60% of the sale fee paid to agent within 14 days

ZOOPLA

Sellers expect to be on Zoopla

54% 37% 7%

Survey research


PRmoment

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Imposter syndrome is blocking PR growth — don't let it

2 October 2025 | Louise Morgan, founder and director of TMPR

From crafting brand narratives and positioning CEOs as thought leaders, to managing organisational reputations and negotiating crisis scenarios, PR is a sector where projecting confidence is key.

Yet, those same high-stake situations and complex challenges can also make it fertile ground for imposter syndrome to take hold.

The consequences can be significant, hindering the bold decision-making and the clarity of thought PR professionals need to thrive. PR professionals must identify this feeling internally and take advantage of support networks, to overcome feeling like a fraud.

What is imposter syndrome?

Imposter syndrome, by definition, is the "persistent inability to believe that one's success is deserved or has been legitimately achieved as a result of one's own efforts or skills".

For me personally, it's a deep-rooted feeling that my agency has been built on luck rather than by design. Whenever anyone congratulates me on my success, I genuinely don't feel worthy of the recognition and find it hard to celebrate achievements. Our growth doesn't feel earned — it feels accidental.

It's definitely something that I've experienced across my career. Although strangely, I think it has become easier over the years — mainly because I'm starting to believe in myself a little bit more with each milestone we achieve.

That said, my default response to any praise for what we've created is, 'I never set out to build an agency, it just happened', because that feels much more comfortable than saying I had a vision and ambition to create TMPR.

I also feel like I am protecting myself from any future expectations — even though deep

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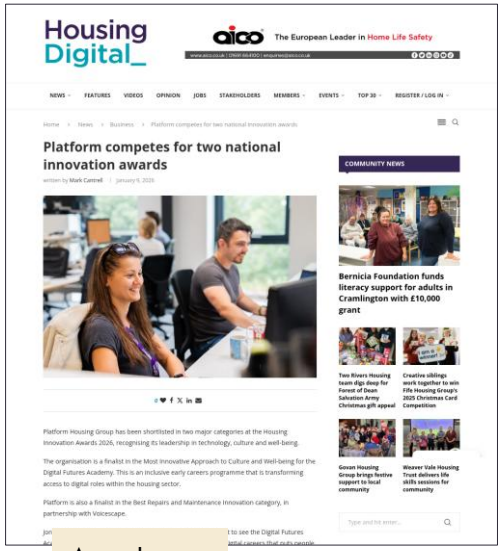
PR MASTERCLASSES: THE AGENCY GROWTH FORUM

PR Masterclass: The Agency Growth Forum

26th Nov 2025, 8:30AM

King's Place Events, 90 York Way, London, N

OpEds


Housing Digital_

aico The European Leader in Home Life Safety

NEWS | FEATURES | VIDEOS | OPINION | JOBS | STAKEHOLDERS | MEMBERS | EVENTS | TOP 30 | REGISTER / LOG IN

Platform competes for two national innovation awards

written by Mark Cantrell | January 6, 2026

COMMUNITY NEWS

Bernicia Foundation funds literacy support for adults in Cramlington with £10,000 grant

Two Rivers Housing team digs deep for Forest of Dean Salvation Army Christmas gift appeal

Creative siblings work together to win Fife Housing Group's 2025 Christmas Card Competition

Govan Housing Group brings festive support to local community

Weaver Vale Housing Trust delivers life skills sessions for community

Platform Housing Group has been shortlisted in two major categories at the Housing Innovation Awards 2026, recognising its leadership in technology, culture and well-being.

The organisation is a finalist in the Most Innovative Approach to Culture and Well-being for the Digital Futures Academy. This is an inclusive early careers programme that is transforming access to digital roles within the housing sector.

Platform is also a finalist in the Best Repairs and Maintenance Innovation category, in partnership with Voicescape.

Awards


SPECIAL FEATURE

Application spaghetti

Mobysoft's Yilmaz said, "Housing providers put up with 'application spaghetti' because, historically, they've had little choice. Housing providers have grown their IT estates reactively, adding 'point' solutions to meet their immediate needs or to address new regulations. Over time, those decisions have resulted in the creation of complicated, overlapping systems that are expensive to untangle.

"The solution to 'application spaghetti' isn't to find one mythical platform that does everything."

Emily Shaw, Senior Director & Product Lead, Plentific

"Housing providers tolerate this state of affairs because ripping out and replacing their core systems feels too expensive, disruptive and risky. But the downsides are operational inefficiency, duplication and difficulties seeing the bigger picture."

Plentific's Shaw said, "Housing providers are often victims of sunk cost and legacy investments. Many have spent years and significant amounts of money investing in legacy software for core functions such as housing, finance and asset management. These systems, while often clunky and lacking integration, are deeply embedded in their daily operations. The thought of a full rip-and-replace project is daunting, expensive and disruptive, so they continue to make do with what they have.

"Departmental silos and ownership can also feed a 'good enough' mindset because the change management of cross-functional tools is a large undertaking. While knowingly frustrating, this is often seen as an acceptable cost of doing business.

"However, new regulatory pressures, such as Awaab's Law, are changing this. Inefficient, disconnected systems can now have serious, real-world consequences for residents' safety and regulatory compliance. What was once 'good enough' is becoming a critical business risk, making poor application architecture increasingly intolerable."

What's the solution?

Voicescape's Haynes said, "Application spaghetti isn't unique to housing providers – it's a common technical challenge across most business sectors.

"For example, the retail banking sector successfully addressed it through targeted systems integration, middleware and smart data sharing, not by overhauling every system. These acted as a bridge, enabling information to flow between front- and back-end systems.

"Housing providers should take a similar approach. Rather than pursuing expensive, over-engineered CRM rollouts that risk discarding valuable knowledge embedded in housing and asset management systems, they should focus on practical integrations."

Plentific's Shaw said, "The solution to application spaghetti isn't to find one mythical platform that does everything, that usually leads back to the same problem, just with a new IT supplier.

"Instead, the solution is a two-part strategy. The first part is to create a connected ecosystem where systems can talk to each other through robust, API-based integrations. Housing providers get to keep their best-of-breed systems while being able to connect to and extract data from them.

"The second part is working out what the 'systems of operation' are and what the 'systems of record' are (in some instances, they may be one and the same) – establishing clear boundaries of use cases between systems will drive the architectural design in an informed manner."

Shared/open data standards

Mobysoft's Yilmaz said, "Shared data standards are absolutely essential for reducing complexity, improving interoperability and ensuring that data can be trusted across organisations. Initiatives such as HACT's housing data standards are already showing the value of creating common definitions.

"However, data standards alone aren't enough. Housing providers also need technology platforms that can put those standards into practice, transforming their data into insights and embedding them into their day-to-day processes. Without that bridge, data standards risk remaining a theoretical exercise."

Voicescape's Haynes said, "In theory, open data standards sound like a sensible solution, and nearly every sector has explored them, but in practice, they quickly become unmanageable.

"Beyond the most abstract definitions such as 'tenant', 'property' or 'repair', the differences between systems and housing providers are too significant. Attempts to create a 'common data model' often become too complicated, expensive and slow to deliver value.

"Rather than chasing perfection through rigid standardisation, the sector should aim for practical progress towards better integration and data-sharing where it matters most, without getting stuck trying to define everything for everyone."

Examples of 360-degree views

Mobysoft's Yilmaz said, "We're seeing housing providers beginning to achieve 360-degree views through targeted, domain-specific views that then connect into a broader operational picture.

"For example, some housing providers have used analytics platforms to bring together rent, arrears and tenant vulnerability data, giving income teams a clearer and more proactive way to support tenants, while others are integrating damp and mould, repairs and complaints data to meet the impending requirements for Awaab's Law.

"The next stage, and this is where platforms such as Mobysoft's PropertySense are heading, is to take those successes and scale them, so that housing providers can gradually build toward a comprehensive, 360-degree view of their homes, tenants and services."

"Instead of chasing perfection through rigid standardisation, aim for practical progress towards better integration and data sharing."

Gary Haynes, Managing Director, Voicescape

Voicescape's Haynes said, "Some housing providers don't acknowledge there's a problem at all and are content to maintain the status quo.

"Others are trying to solve the problem by scrapping their housing and asset management systems entirely and rebuilding their business operations from the ground up. This approach is risky, very expensive and often ends in failure, especially when it involves discarding decades of specialised knowledge embedded in established systems.

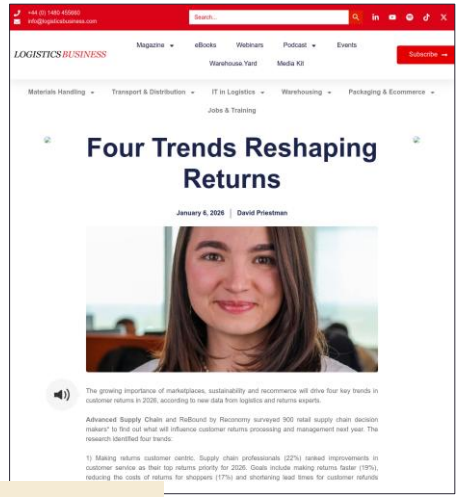
"In our view, the most sustainable route forward is to assemble best-of-breed systems and use internal integration 'glue' to stitch them together, with a customer-facing layer on top."

Plentific's Shaw said, "We regularly work with housing providers to help them achieve a 360-degree view of their operations or at least make a significant jump towards that goal by using the Plentific platform to centralise and digitise their repairs, inspections, voids, damp and mould and compliance workflows.

"Before, that data would have been scattered across emails, spreadsheets and different contractor systems. Now, they have a single, real-time platform that connects the key data points across all of these operational areas."

Housing Technology would like to thank Engin Yilmaz (Mobysoft), Emily Shaw (Plentific) and Gary Haynes (Voicescape) for their contributions to this article.

Forward feature contributions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Four Trends Reshaping Returns

January 6, 2026 | David Priestman

The growing importance of marketplaces, sustainability and recommerce will drive four key trends in customer returns in 2026, according to new data from logistics and returns experts.

Advanced Supply Chain and ReBound by Reconomy surveyed 900 retail supply chain decision makers* to find out what will influence customer returns processing and management next year. The research identified four trends:

1) Making returns customer centric. Supply chain professionals (22%) ranked improvements in customer service as their top returns priority for 2026. Goals include making returns faster (19%), reducing the costs of returns for shoppers (17%) and shortening lead times for customer refunds

Trends

Petal&Co.

Home-grown ginger is a first for UK

By Duncan Browne
duncan.browne@iliffepublishing.co.uk
www.lincsonline.co.uk

An entrepreneur has set his sights on the £54 million spice market — after his business became the first in the UK to successfully grow ginger commercially.

Grantham-based Hawkens Gingerbread has cultivated ginger in hydroponic polytunnels — a breakthrough that could reduce the UK's reliance on imports of the spice, as well as its hefty carbon footprint.

Owner Alastair Hawken developed the soil-free system from scratch with the support of his neighbour, a local plumber.

He had the brainwave while attending the Government-funded Help to Grow: Management Course at Nottingham Trent University's Business School.

"I first had aspirations to become the UK's most sustainable biscuit brand about three years ago," Alastair said.

"I realised that the only way I could really achieve that was to produce our own spices in the UK, which had never been done before.

"However, coming up with the idea was the easy bit. It was only when I attended the Help To Grow: Management Course that I really started to look at what diversification could look like for my business and think bigger.

"Having the opportunity to step back from the business gave me the courage and ability to pick up and run with the ginger cultivation concept."

The innovative approach uses a flood-and-drain technique, where plants receive nutrient-rich water before draining to maximise oxygenation — a critical factor for ginger's tropical growing conditions.

To overcome Britain's climate limitations, the system maintains steady warmth of between 25-30°C and humidity of 85%.

The successful pilot crop will be used in Britain's first completely homegrown gingerbread later this year.

Alastair is now eyeing other spices that can be cultivated using the same soil-free system, such as turmeric.

He has also begun collaborating with a flavour profile expert to identify native UK plants that can replicate popular spice flavours and replace other imports.

"This has the potential to disrupt a £54 million industry, but there's a bigger vision here – proving that the UK can cultivate its own spices," Alastair continued.

"This is critical because, right now, we're entirely dependent on imports, which undermines our food security and carries a massive carbon footprint.

"Take ginger, for example, UK imports alone generate 38 tonnes of CO€ By growing more locally, we could slash that figure dramatically."

Hawkens Gingerbread has recently signed a six-figure agreement with retail giant TJX, the parent company behind the likes of TK Maxx and Home Depot, which will see it supply gingerbread to locations across the US, Canada and Australia by September.

Biscuit entrepreneur Alastair Hawken

Alastair credits the Help to Grow: Management Course for giving him the knowledge and confidence needed to negotiate and secure the deal.

The Help to Grow: Management Course is a 90% government-funded leadership programme for SME businesses, delivered by a network of Small Business Charter accredited business schools.

The course runs over 12 weeks and includes online and face-to-face sessions, 10 hours of one-to-one mentoring and peer networking. Its mission is to increase economic growth and productivity through improved management and leadership practice.

Flora Hamilton, executive director at the Small Business Charter, said: "Alastair embodies what small business leaders can achieve with the right support.

"Across the region, there are countless entrepreneurs with bold ideas — many just need some additional confidence and guidance to turn their vision into reality.

"That's precisely what the Help to Grow: Management Course delivers.

"Through our network of experts at business schools, we're helping SME leaders from a huge variety of different sectors build the strategic mindset needed for lasting success.

"We're proud to support business leaders like Alastair innovate and bring their ambitious ideas to life."

Business leaders can find out more about the Help to Grow: Management Course and sign up by visiting: https://smallbusinesschartered.org/help-to-grow-management-course/

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South East

Oxfordshire brewery staffed by ex-offenders seeks £1m crowdfund to fuel national retail expansion

By Daniel Face
21 Jul 2025, 08:06

COMMENTS

Founders Tess and Amy Taylor (front centre) and Paul Humpherson (right) with the Tap Social team (image credit: Tap Social)

Tap Social, an Oxfordshire craft brewery, bakery and hospitality business which offers paid employment to prisoners and ex-offenders, has set its crowdfunding sights at £1m after smashing its £500,000 target.

Founded in 2016 by sisters Tess and Amy Taylor and their business partner Paul Humpherson – all of whom came from careers in the criminal justice system – Tap Social operates a profit-for-purpose model which has seen its annual revenues grow to and exceed £2.5m.

The brand's initial funding round on Crowdcube has already attracted the likes of ex-Punch Taverns chief executive Giles Thorley and healthcare innovator David Hipkiss.

Proceeds from the raise will support Tap Social's retail ambitions as it prepares to announce a listing with a national retailer across over 150 locations later this year, as well as new venues, upgrades to its brewery and bakery, and marketing efforts.

The expansion is expected to create up to 15 new jobs for the business, whose

Featured News


Video game composer who worked on Tomb Raider series jailed after fraudulent Covid loan


JW Lees becomes exclusive brewer of Boddingtons Cask Ale as it announces near £100m turnover


"It was on the market, and we fell in love with the place" - funding boost helps holiday business expansion


UK firm whose technology transforms footsteps into off-grid energy raises more than £1m - customers include Google and the NFL


Wales primed for billions in investment and thousands of job as AI Growth Zone to launch


Assura posts strong set of results - NHS landlord is subject of takeover tussle

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What makes for a good story for journalists?

And what doesn't

What adds news value for earned media?

Is the business already high profile? Or have links to household name brands/celebrity?

Does the business have a strong, active social media presence / following?

Is the company in an interesting or growth sector (in line with the Industrial Strategy)?

Is there a strong origin / founder story?

Is there a strong image or opportunity for broadcast?

Does the business link with current news stories / trends? Are you lobbying?

Is the spokesperson a good speaker? i.e. would be great for broadcast or soundbites for an interview

News for owned & paid channels

Industry award wins. Often publications compete with each other for awards share of voice & investment

Financial growth stories with vague or incomplete figures

Sales & marketing spokespeople can be a barrier

Product focused news unless truly game-changing

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Engaging and succeeding with media

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You've created a compelling narrative that tells the story you want to tell in a way that aligns with what matters to audiences.

Now, how do you secure media coverage?

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First, identify the right media outlets

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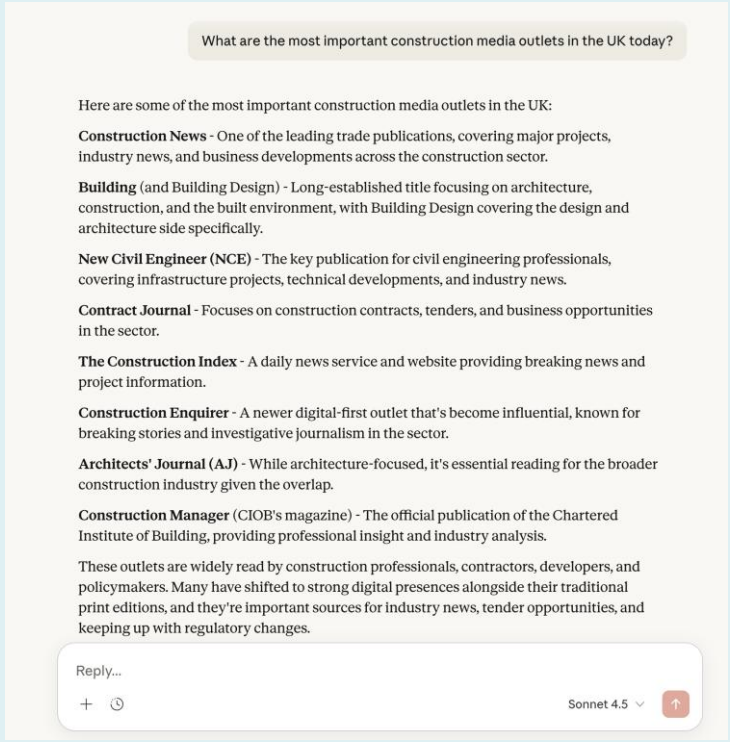
Tips for targeting the right media outlets

- Develop a list of your top target media and journalists. If you don't immediately know this, ask your customers or use Chat GPT to build a list.
- Ask your customers what publications they read/watch/listen to / don't read – and why.
- Subscribe and share news around your organisation from your target media so everyone is familiar with what's relevant and you develop a collective news sense.
- Download media packs from the publications you've identified – they often provide info on readership demographics and reach.



What are the most important construction media outlets in the UK today?

Here are some of the most important construction media outlets in the UK:

Construction News - One of the leading trade publications, covering major projects, industry news, and business developments across the construction sector.

Building (and Building Design) - Long-established title focusing on architecture, construction, and the built environment, with Building Design covering the design and architecture side specifically.

New Civil Engineer (NCE) - The key publication for civil engineering professionals, covering infrastructure projects, technical developments, and industry news.

Contract Journal - Focuses on construction contracts, tenders, and business opportunities in the sector.

The Construction Index - A daily news service and website providing breaking news and project information.

Construction Enquirer - A newer digital-first outlet that's become influential, known for breaking stories and investigative journalism in the sector.

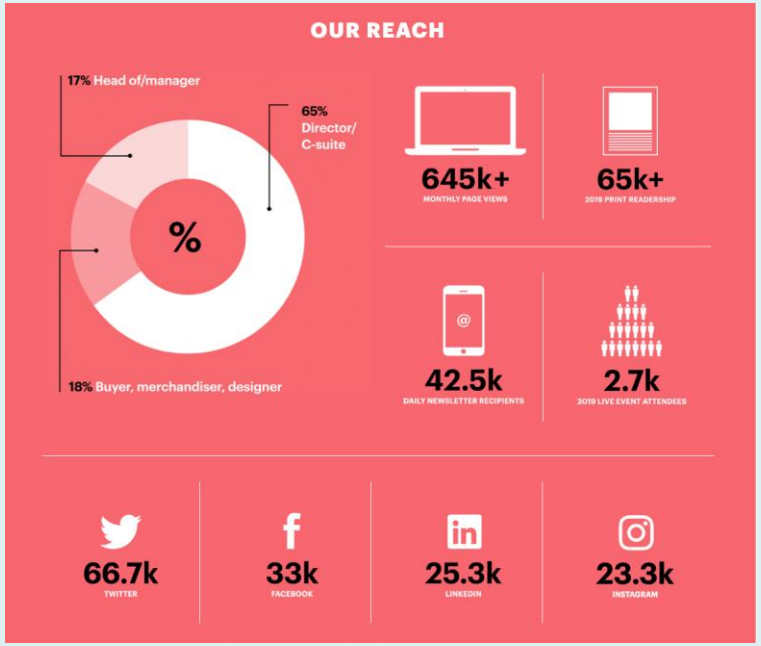
Architects' Journal (AJ) - While architecture-focused, it's essential reading for the broader construction industry given the overlap.

Construction Manager (CIOB's magazine) - The official publication of the Chartered Institute of Building, providing professional insight and industry analysis.

These outlets are widely read by construction professionals, contractors, developers, and policymakers. Many have shifted to strong digital presences alongside their traditional print editions, and they're important sources for industry news, tender opportunities, and keeping up with regulatory changes.

Reply...

Sonnet 4.5



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Understand how those outlets work

- Spend some time looking at which journalist covers what in target publications. You can look at who's covered stories similar to ones you'd like to read about your business. Some outlets outline relevant contacts for different topics / 'beats'.
- Many media packs also provide information on the types of articles and themes the outlet focuses on, as well as 'forward features' they've planned for the year.
- You can also look at the different categories of articles on the outlet's website. There's no point pitching an insights feature to a publication that only covers news.
- It can also be a great idea to meet with key target media to develop relationships.

Got a news story?

If you have a news story or press release that you'd like to share with us or simply have an enquiry relating to our news, please call us on the numbers below.

Midlands
Adam Beech
0161 686 2439

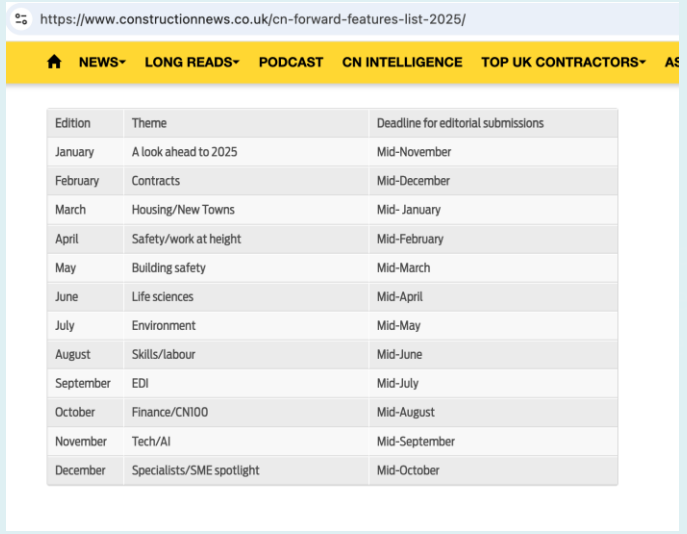
North West, Central & East, Ireland, National
Laurence Kilgannon
0161 686 2436

South East
Daniel Face

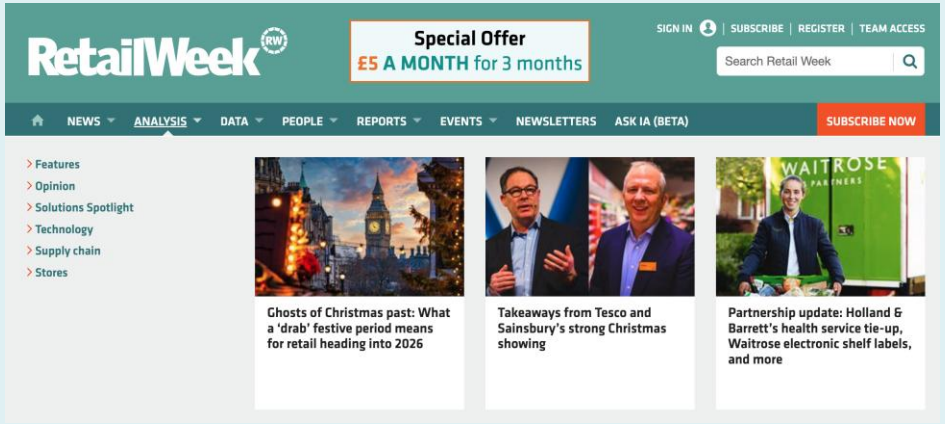
South West, Wales
Ben Butler
0161 686 2441
Douglas Friedli
02921 136 6309

Yorkshire
Stephen Farrell
0161 686 2438

North East
Alice Bird
0161 686 2440



Edition	Theme	Deadline for editorial submissions
January	A look ahead to 2025	Mid-November
February	Contracts	Mid-December
March	Housing/New Towns	Mid- January
April	Safety/work at height	Mid-February
May	Building safety	Mid-March
June	Life sciences	Mid-April
July	Environment	Mid-May
August	Skills/labour	Mid-June
September	EDI	Mid-July
October	Finance/CN100	Mid-August
November	Tech/AI	Mid-September
December	Specialists/SME spotlight	Mid-October



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Leveraging the news agenda

Map out dates

Develop a calendar of planned activity, key dates and bigger picture themes so you can plan activity

Monitor news agenda

Monitor the news for reactive comment opportunities – for eg Spending Review, industry figures, high profile news relevant to your sector where you can add expert comment. Set up Google Alerts, follow influencers, subscribe to The Times and FT Week Ahead emails

Consider podcasts

For macro issues, there are some brilliant podcasts which provide insight into business news: 5Live Wake up to Money, The Rest is Politics

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BusinessMatters
UK'S LEADING BUSINESS MAGAZINE

News Advice Finance Legal Opinion In Business Technology Get Funded Profiles

LATEST NEWS: euphoria

Search SEARCH

Sewing Bee star Lauren Guthrie threads new growth into Birmingham business

1 August 2025 IN BUSINESS *Paul Jones*

SHARING

Lauren Guthrie, entrepreneur and finalist from the first series of The Great British Sewing Bee, is weaving a bold new chapter for her Birmingham-based business, Guthrie & Ghani, following a transformative experience on the government-backed Help to Grow: Management Course.

Guthrie, a leading figure in the UK's sewing and craft scene, founded the business with her husband in 2013, turning her lifelong passion into a thriving enterprise in Moseley. What began as a fabric and haberdashery store has grown into a multifaceted lifestyle brand encompassing a retail shop, e-

'Success Has Many Routes, And Not All Of Them Pass Through A University Lecture Hall'

Many senior business leaders remember their A-Level results with mixed feelings. Some may have felt, at the time, that poor grades closed doors. But did they really? Research from Cambridge Advance Online shows that nearly half of UK managers, directors and senior officials do not hold a degree or higher qualification.

This article is by Paul Kenny, Managing Director of Yorkshire-based Aquatrust

Clearly, success has many routes, and not all of them pass through a university lecture hall.

For those already well into their careers, education doesn't have to be a missed opportunity. Today there are more ways than ever to re-engage with learning. Gaining valuable knowledge later in life can sharpen your leadership, open new markets, or future-proof your business.

Education isn't a straight road

Petal&Co.

Practical tips for pitching journalists

1. Research the journalist before hand – it's good to be able to show you understand what they've covered lately and are interested in.
2. Create a strong newsworthy angle in the subject headline – make it clear why its topical and useful to them.
3. Keep it brief – ideally less than 200 words. Journalists are very time-pressured.
4. Let them know if they can use it 'exclusively' – if it's a key publication, can they have a news article first or be the only outlet to feature a compelling OpEd?
5. Timing matters – studies show Tuesdays and Wednesdays *can* work best. But it differs by sector and outlet. Many journalists will be happy to tell you how their publication operates.
6. Build relationships with key journalists – follow on social media, offer a meeting if it feels appropriate. Move away from just using them when you need them!
7. Think about the whole package – good images are often incredibly important and being able to provide comprehensive bios, sources, follow up interviews etc all helps.

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Use your own words and voice – journalists are pushing back against AI generated content.

Gartner predicts search volume will drop by 25% by 2026 due to AI chatbots and other virtual agents

49% of consumers use LLM to search for information and 38% use AI answers on Google and Bing

66% of consumers expect AI to replace traditional search in 5 years

82% of users find AI-powered search more helpful than traditional SERPs

Google AI Overview now show for more than 55% of all searches – and 88% of users click ‘Show More’ on them.

How we can support

We want to tell good growth stories from alumni.

If you have a success story or milestone you've achieved / or expect to achieve from your growth action plan, let us know. This could be:

- Sales growth
- New product development / innovation
- Job creation
- Game-changing client wins
- Winning new markets
- Attracting investment or M&A.

We're also keen to hear about stories about:

- Any unexpected but tangible benefits linked to the Help to Grow Management Course

marketingteam@charteredabs.org

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Questions

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HELP TO GROW.
MANAGEMENT ALUMNI

SIGN UP HERE

Join us at the...

ALUMNI NETWORK ANNUAL CONFERENCE

THUR 12TH FEBRUARY 2026

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Thank you & questions.

jessica@petal.co

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