



Category: Outstanding Small Public Relations Consultancy

Company: Astley Media

Date of incorporation, number of employees - including executive / support staff – and annual fee income:

Incorporated 9 December 2011, launched January 2012.

10 employees: CEO, Managing Director, Marketing Director, Creative Director, 2 x Account Managers, Account Director, Account Executive, Administration Assistant, Business Development Executive

Fee incomes:

2014: £149,260 2015: £242,312 2016 £264,820

Business objectives and analysis of performance against budget over the past three years:

Grow revenue 10% per year (2014 revenue increased 107% to £149,260, 2015 62% to £239,010, 2016 14% to £ 271,519).

- Achieve 80% client retention (90% achieved)
- Build in-house resilience and reduce reliance on freelance (achieved, moving from 3-10 employees in 3 years)
- Increase profit (after tax) by 15% in this period, whilst increasing team resource – 3-10 staff in 3 years (profit after tax: £44,033 2014, £37,752 2015, £58,356 2016: 20% increase)
- Demonstrate professionalism and results for clients by winning awards (achieved – CIPR PRide Gold, Silver, UK Bus Awards).

A brief overview of business / team strategy:

Astley Media was launched in 2012 by corporate communications professional Dan Pritchard (ex EDF Energy), former Flybe marketing manager Caroline Orr and ex-newspaper editor Marc Astley. The trio defined the business strategy, began marketing the brand and securing clients.

We developed our own mantra - Creating Conversations: which underpins everything we do from workshops to introductions and thought leadership to seminars.

We focus on delivering outstanding strategic PR by employing the best people. It's an investment which has formed the foundations of a strong business.

Our strategy in the last 12 months has seen us develop a wider regional offering, through initiatives including founding Tech South West and Fast Track to Growth, our Executive Business Breakfast series (topics so far - Embracing the Future; Turning Disruption into

Competitive Advantage and the 100 year life) and securing larger, national clients with a regional presence like Stagecoach, Property Search Group, Aviva and blur Group.

We believe that we secure fantastic clients because of our strategic approach, brilliant team and by aligning all PR activity with business goals.

We also invest in our team. As well as regular away days and social events, we organise a 'well being' events, most recently inviting a sports massage specialist to set up in our reception!

Every employee is given an extra holiday on their birthday and we also enjoy 'picnic days' where a member of the team will bring in lunch for their colleagues.

Initiatives like team days (beach picnics to off-site planning sessions) and Creating Conversations events like turning our meeting room into a Rugby World Cup museum (going on loan to Devon's RAMM Museum), are all evidence of a brilliant tight-knit team passionate about what they do and how they do it.

A summary of commitment to CPD and professionalism:

Every employee has a £1000 annual career development budget. Aligned to their role, personal objectives and ambitions, and company objectives, everyone researches CPD opportunities.

Our recruitment policy reflects our commitment to professionalism. MD Dan Pritchard has the CIPR Diploma. Caroline Orr, Marketing Director, is accredited with and has qualifications through CIM.

A summary of recent outstanding achievements, including client list growth / retention:

Launch of new bus service (Golden Hop 122 fleet of open top buses in Torbay) for Stagecoach South West.

Launch of a new luxury destination, www.orangery.life achieving coverage including Harper's Bazaar, Telegraph, BBC South West and cover of Devon Life.

Radio 4 You and Yours feature for procurement company blur Group following Freedom of Information request into local council spending.

SW regional campaign to celebrate the anniversary of Stagecoach South West's Falcon service.

Worked with Property Search Group to deliver a fundraising campaign to engage their target audience in Exeter. PSG were so pleased with the results they are now a retained client.

Queen St. Dining launch - helping eight new restaurant brands exceed footfall targets in Exeter's new dining quarter.

Stephens Scown LLP Park Guide - the content for a national guide on award-winning holiday parks.

Organisations attending our new Executive Business Breakfast Series include Apple, Cosmic, Devon County Council, EAD Ecology, Exeter City Council, Simply Connect, South West Water and TedX.

Running Tech South West has helped us reach out to the region's tech sector, create a platform to communicate, share, showcase, and start to develop an events programme, whilst also setting up a steering group (including Headforwards and Engine Shed Bristol) and the first corporate sponsors (Barclays).

New clients 2016/17: PSG, Virginia's Vintage Hire, Orangery, Nutters Hair, Like Minds, Like to Be, LoveKeepCreate, English Benedictine Congregation, Exeter Homes Trust, Ecoclean, Datawise Intelligence, Composite Integration, Cladco, Tally Ho!, Beers LLP, Essential 6, Northcott Beaton , M3 Capital, Cladco, Slingshot 6, Stephens Scown, Irregular Cornwall, Thermalogica, Step One.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

Fast Track to Growth Business Programme

Brief

Develop an initiative that allows Astley Media to engage with companies, positioning the brand as a company that helps Devon-based businesses grow.

Objectives

Secure six partners to help fund the programme and build relationships with

Deliver a successful business programme that engages with 50+ Devon companies

Support 15 shortlisted local businesses to help them with their growth plans

Build relationships with six business networks

Achieve five pieces of media coverage

Strategy and Tactics

A key part of our company strategy is to demonstrate the tangible business benefits of outstanding PR. We developed the concept of an intense business programme to showcase our credentials, as part of a wider 'all-round' approach to business learning.

Securing quality business partners with different specialisms ensured funding and a strong programme of workshops.

Outputs

We secured 10 partners, including Barclays and SetSquared, who also helped fund the programme.

55 companies applied and took part in a Growth Day

15 shortlisted firms completed the 4-day intensive programme

More than 20 pieces of media coverage and articles on business networks were published.

Outcomes

Helping businesses grow: 100% of shortlisted companies said they gained business benefits they could apply to their company

Expansion: Funding bid submitted for 2017/18, at request of Devon County Council, for the programme to become a year-round initiative.

Sustainable: Six partners secured for 2017/18 programme.

We have ongoing positive relationships with 14 of the companies involved.

Whilst not an objective, we are now working with the winner, Virginia Vintage Hire, on their national brand launch, as well as doing project work for two other participants.

Budgets

Partner income £5200

Expenditure £4077

Astley Media time £8000