

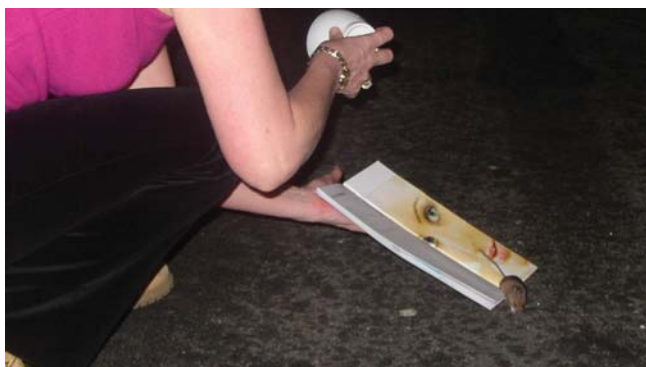
## In 'Mouse' PR

It was a case of 'in mouse' PR at CLC when a rodent decided to join our team. The CLC ladies were left stunned after Mus Musculus, typically identified as a common house mouse, invaded the office.

Shrieks could be heard across the Tyne as the nimble vermin, thought to be a spy from a rival PR agency, rampaged around the office wreaking havoc.

The CLC Rodent Defence Unit swiftly burst into action with Leigh Chelton, exerting expert pest control flair using a high tech magazine and cup to trap the small creature.

Additional credit must go to other members of the team who did a sterling job of holding open the fire exit doors whilst Leigh deposited our visitor back into the car park from whence it came!



Say 'cheese' – the mouse is released. Panic over!

## Creative



It would be all too easy to think that CLC just produced effective PR campaigns, but we also turn our hand to a wide range of creative work.

Recently, we have redesigned the Institute of Chartered Accountants of England & Wales newsletter, which has been well received.

## Events

CLC continues to provide many organisations with event management planning and support. Here's a glimpse of what we've been up to during 2008!



Eating pies with our clients (L to R) Chris Teasdale, Handelsbanken, Mark Massey, idp, Tony Chelton, Park Resorts and Tom Ramshaw, Handelsbanken, helped raise £4k for the Lord's Taverners in October



Those CLC girls always get in on the act – with Willie Miller, Master of Ceremonies for pie eating



Charley Boorman and his harem at the IoD Annual Dinner.



James Purnell (seated front right) Secretary of State for Work and Pensions, visited the region in June to celebrate the 1000th graduate from the Go Forward scheme



Hexham Races, June 2008, presenting a minibus to Oxclose School with the Lord's Taverners



The Casino Night in April and the Lady Taverners Committee with Brendan Healy

## New Faces

It's been all change at CLC during 2008 as we welcome new members to the team, Zoe Lacey and Ann Wilson.

Zoe joined the company in May (via a number of event management roles and a dream job as a chalet host in Val d'Isere) to put her International Business degree and Masters in Event Management to better use. She is working on accounts such as Faber Maunsell, the Passionate about Employment campaign and Executives OnLine and has already developed some very good media contacts.

Ann joins as account administrator with responsibility for credit control and general office administration. She is also a wonderful mother, keeping us – and our clients – well provisioned with tea, coffee and general good humour. It is the second time she has worked with Philippa. Since the last time, she has lived in Holland, Portugal and latterly Singapore – yet still found her way back to the North East.

The final two recruits may be less familiar – Rob and Ticket – but just as important!



# Welcome...

Our second newsletter will be arriving on your desks in an economic climate that is wholly different to that of a year ago when we had just moved into our new offices at the Newcastle Business Park.

It is proving a challenging market for just about every type of business – whatever the sector. I think we have all had enough of the 'R' word to last us a lifetime.

So enough of the doom and gloom! At CLC, we are rising to the challenge cheerfully, as clients who know us well would expect.

We are keeping our heads down and the column centimetres of coverage up as well as having some fun along the way.

Speaking of which, the Institute of Directors' Annual Dinner in which we were heavily involved, was a great success with actor and adventurer, Charley Boorman putting in an appearance to tell us about his motorbike travels.



Charley (left) with Miles Templeman, Director General of the IoD and Richard Elphick, Chairman, IoD NE region.

*Philippa Clothier*

**Philippa Clothier**  
Managing  
Director

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# Our work

We have welcomed a number of new clients into the fold this year – from both the public and private sectors - and are greatly enjoying getting to know them and their businesses.

**Passionate about Employment:** We retained our role as press officer for Year Two of the Passionate about Employment campaign which supports the Regional Economic Strategy by helping to move the region's 80,000 long term unemployed back into work.

This year the campaign is even bigger with five more partners and two additional titles to write for – Sunderland Echo and Northern Echo. This keeps us busy with a different editorial focus every month.



The industrious editorial team - hard at work! (L-R) Philippa, Ann, Zoe and Charlotte with Steve McCall, Jobcentre Plus, Paul Cuskin, North East Employer Coalition and Shaun Cooney, Jobcentre Plus behind

**WorkWise North East** (WWNE), another new client, was won in a competitive tender where CLC's was one of 18 original expressions of interest. Retained until March 2010, this is a national campaign with local delivery and has the full support of One NorthEast, a campaign partner. Some of the other partners include British Telecom, Engineering Employers Federation, Equality North East, the TUC, Dickinson Dees and Nexus.

The aim of the campaign is to persuade employers to adopt smarter working practices, such as flexible working, staggered working hours, working from home and lift sharing.



Signing the contract with (front left), Sarah Stewart, project director, (back left) Phil Flaxton, Chair, Work Wise UK and (back right), Simon Roberson, Chair, Work Wise North East

**14-19 Commission, One NorthEast:** In January we were appointed by the Regional 14-19 Commission as part of the winning team led by specialist education consultancy, Northern Education, to investigate the effectiveness of the interface between employers and 14-19 year olds in terms of training provision. The 14-19 agenda is one of the most significant for successful delivery of the Regional Economic Strategy in the future.

Private sector appointments;

- **Faber Maunsell** - the award winning consultancy specialising in transportation, buildings and environmental services with a national office network: PR for the northern offices

- **Executives OnLine** – specialist interim management and permanent recruitment consultants: PR and marketing for the North of England
- **SES** – building services contractor: regional PR support
- **Mediaworks** – search engine optimisation (SEO) providers, a dedicated service, unique in the region: regional PR campaign
- **ICAEW** – production of its quarterly newsletter
- **Idpartnership** – architects and masterplanners: regional and national PR campaign
- **Hadrian Healthcare** – residential care provider for the elderly: regional re-launch campaign

## News in Brief

### Prime development site

La Sagesse, one of the region's foremost independent schools, which closed its doors in August this year, has been placed on the market with our client, Johnson Tucker, and we are working closely with David Johnson and London agent, Stanley Hicks, to market the site.



### Mixing with the best

CLC was rubbing shoulders with nearly 3,000 business leaders at London's Royal Albert Hall earlier in the year to hear from an array of truly outstanding speakers at the 2008 IoD Annual Convention. Speakers included the Prime Minister, Opposition Leader, Kevin Spacey and Bob Geldof

### Gamble pays off for charity

Philippa and Zoe sit on the regional committee for the Lady Taverners as part of CLC's commitment to CSR. Throughout 2008, we have been involved in four successful events raising almost £30k for children with learning difficulties to help them participate more fully in sport. This year, we are hoping to raise sufficient money to buy a mini bus for the Alan Shearer Centre. It is only due to the generosity of those who attend our events that this is possible, so a very big 'thank you' to all of them.

