

PR activity update & forthcoming actions

Activity underway

- **Push for coronation**
 - BBC CWR are doing 3 interviews over the coming weeks on what Warwick is doing
 - Info on activities across coronation has been sent to all local/regional media - and Ellen chasing this week
 - Info also sent to national publications for inclusion in round-ups/lists of where to watch the coronation - including Country Life, Time Out, Telegraph
 - Info sent to Press Association, Reuters, Bloomberg and SWNS who may send photographers to cover the events
- **General PR activity**
 - Warwick as a staycation - relevant given cost-of-living crisis - currently speaking to Telegraph and also to Mail for possible press trip
 - Warwick as a day trip - as above (will target regional media as well as London/Oxfordshire/national for this)
- **St Mary's**
 - Looking at pitching to broadsheets and cultural publications to see if we can get anything

Forthcoming activity planned

- **Major events**
 - Thai festival - July 9/10
 - Beer Festival - July 14/15
 - Folk Festival - July 27-30All of potential interest for regional media and national]
- **Lord Leycester reopening**

Ellen liaising with their marketing person on possible collaboration - they are all included in all our PR pushing staycations and day trips

- **Summer holidays/October half-term**
 - Why Warwick is great for a summer holiday/half term day out - incorporating all the above material plus children's activities
- **Warwick as a thriving town**
 - Inclusion in coverage on town centres/innovation ie Smith Street
Collective/commentary on how the town collaborates to stay vibrant. There are lots of opportunities around given the economic climate.
- **Warwick as a day trip**
 - Possible day trips for regional newspaper journalists for them to write a piece. ie Birmingham Mail, Shropshire Star, Oxford Mail etc - good day trip audience and will be relatively affordable in terms of hosting them as we will collaborate with businesses.

This activity will be spaced out to highlight key moments

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April/May - coronation, St Mary's

June - summer holidays/destination PR - staycation & day trip/looking ahead to major July events

July - summer holidays/child-friendly/day trips/economy/thriving towns

August - summer holidays/child-friendly/day trips/economy/thriving towns

September - look ahead to October half term/destination PR etc/planning for Christmas for magazines (long lead times)

October - Mop/half-term, more Christmas

- **Influencer outreach**

We also discussed influencer outreach. While our agreed objectives are Tier 1 national publications, influencers with the right content in the right niche, and with the right following will be as useful as this. Ellen will research some influencers that produce great content on 'hidden gems', weekend breaks etc and look into whether it will provide good ROI to have them come to Warwick.