

PR update report



Monthly report: April 2022

Two pages

Summary:

Two press releases were issued this month covering the appointment of Jack Ridgway as Chair and ACL's response to the NHS's fixed costs in clinical negligence consultation.

This month we have begun discussions with ACLT on PR and comms activity and will be following up with an action plan. Work has also continued on ACL's LinkedIn profile, with a further 47% increase in followers this month.

Press releases:

Ridgway takes over as chair of Association of Costs Lawyers, release drafted and distributed on 1/4.

Fixed costs will not work in clinical negligence cases, warns ACL, release drafted and distributed on 26/4.

Coverage achieved:

Association of District Judges Newsletter: PDF only (April)

New Law Journal: [Costs: Could being frugal end up costly? | New Law Journal | The leading weekly legal magazine](#) (8/4)

New Law Journal: PDF only (8/4)

Claims Magazine: [Legal profession reacts to proposed fixed costs cap for clinical negligence claims - Claims Media \(claimsmag.co.uk\)](#) (26/4)

New Law Journal: [Abandon clinical negligence costs reforms, government told | New Law Journal | The leading weekly legal magazine](#) (28/4)

The Legal Diarist: [The Legal Diary – Longstanding legal journalist compiles news and comment on the legal world across its quirks and quiddities \(wordpress.com\)](#) (29/4)

New Law Journal: PDF only (29/4)

PR update report

Additional activity:

- 4/4: Received proof of LR's *NLJ* article and signed-off.
- 4/4: Sent *NLJ* Movers & Shakers questionnaire to JR. Awaiting coverage.
- 4/4: NR drafted letter to members about new website.
- 8/4: Edited JR's responses to *NLJ* Movers & Shakers and sent to publication.
- 14/4: Got extension for DVB's article with *Thomson Reuters*.
- 20/4: Edited DVB's article for above and sent to the publication.
- 28/4: Call with ACLT on PR / comms priorities. KJ to follow-up with actions and plan.
- 29/4: Call with DVB/LR. BLC to follow-up with conference biographies and synopsis and sent to DP.

Planned activity for May:

- Follow-up with ACLT on PR/comms.
- Continue work to attract new LinkedIn followers.
- Draft conference synopsis and send biographies to DP for conference.
- Publication of articles in *Thomson Reuters* and JR's profile in *New Law Journal*.
- Look for any comment opportunities.

ENDS