

PR update report



Monthly report: April 2021

Two pages

Summary:

A further eight pieces of coverage were achieved this month following the distribution of two press releases and our regular article commissions. Elsewhere, work has progressed on a proposal to *Legal 500* to have a costs category and is due to be submitted in May.

Releases:

Guideline rates review risks being "wasted opportunity", ACL warns, release drafted and distributed on 1/4.

Court highlights risk of not instructing Costs Lawyers, release drafted and distributed on 12/4.

Coverage achieved:

New Law Journal: <https://www.newlawjournal.co.uk/content/costs-lawyers-query-hourly-rates-review> (1/4)

Association of District Judges Newsletter: copy not available (April)

Litigation Futures: <https://www.litigationfutures.com/news/proposed-guideline-hourly-rates-too-low-lawyers-argue> (6/4)

Litigation Funding: PDF only (April)

Solicitors Journal:

<https://www.solicitorsjournal.com/home/sjarticle/Litigation%20firms%20%E2%80%98expected%E2%80%99%20to%20have%20links%20with%20costs%20lawyers> (13/4)

New Law Journal: [https://www.newLawjournal.co.uk/content/salutary-warning-on-costs](https://www.newlawjournal.co.uk/content/salutary-warning-on-costs) (14/4)

Litigation Futures: <https://www.litigationfutures.com/news/judge-upholds-3-7m-default-costs-certificate-after-delayed-reaction> (15/4)

Thomson Reuters Dispute Resolution blog: <http://disputeresolutionblog.practicallaw.com/why-might-parties-be-resistant-to-adr-in-costs-matters/> (20/4)

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Additional activity:

- 7/4: Edited RW's article for *Thomson Reuters* and sent to publication.
- 14/4: Liaised with CG and *Litigation Funding* to agree next topic.
- 15/4: Sent media invites for annual conference.
- 16/4: First draft of proposal to *Legal 500* sent to CG and David Wright, Irwin Mitchell.
- 16/4: Annual conference survey questionnaire drafted and sent to FK/CG for sign-off.
- 19-28/4: Ongoing research regarding *Legal 500* proposal, contacting various law firms and costs practices.
- 22/4: Followed up with various journalists re: attendance at the annual conference. Rachel Rothwell (*Litigation Funding*) and John Hyde (*Law Society Gazette*) requested links.
- 26/4: Arranged call to interview RW re: articles series for SME press.
- 27/4: Liaised with KK re: next article for *Thomson Reuters*. Agreed topic.
- 29/4: Call with CG/DW to progress *Legal 500* proposal. Agreed final tasks. KJ to progress and send final draft to CG/DW/FK by 7/5.
- 29/4: Call with CG/FK to discuss *Costs Lawyer*; BLC to prepare proposal for an online only version.
- 29/4: Questionnaire signed-off by FK for annual conference. Uploaded survey online and sent link to accompany conference pack to DP. Link will also be included in next e-bulletin.

Planned activity for May:

- Finalise proposal to *Legal 500* and submit.
- Analyse responses to annual conference questionnaire and draft release.
- Submit articles to *Litigation Funding* and *Thomson Reuters*.
- Interview RW for SME articles.

ENDS