

PR update report



Monthly report: March 2021

Two pages

Summary:

March has been a particularly productive month with three press releases drafted, one was distributed resulting in coverage (David Heath, see coverage below) and a further two will be distributed during April. Our regular articles also appeared in *Solicitors Journal* and *Thomson Reuters Dispute Resolution Blog*.

Following our presentation at Council, we have been in contact with *Legal 500* re: the potential of listing Costs Lawyers, and have been invited to submit a proposal. Elsewhere, we have been invited by Eversheds Sutherland to field a Costs Lawyer to take part in a webinar, which has been accepted by FK on behalf of ACL.

Releases:

Former government minister takes helm at Costs Lawyer Standards Board, release drafted and sent on 15/3.

Court highlights risk of not instructing Costs Lawyers, release drafted and sent to client for sign-off on 29/3. NR following-up with Stewarts.

Guideline rates review risks being "wasted opportunity", ACL warns, release drafted and sent to client for sign-off on 31/3.

Coverage achieved:

New Law Journal: <https://www.newlawjournal.co.uk/content/costs-lawyer-standards-board-david-heath> (15/3)

Solicitors Journal:
<https://www.solicitorsjournal.com/home/sjarticle/Former%20MP%20and%20SRA%20board%20member%20appointed%20as%20CLSB%20chair> (15/3)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/former-government-minister-takes-helm-at-costs-lawyer-regulator> (17/3)

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The Times – Brief: PDF only (18/3)

Thomson Reuters Dispute Resolution Blog: <http://disputeresolutionblog.practicallaw.com/cycles-in-the-sand/> (24/3)

Solicitors Journal: PDF only (March)

Additional activity:

5/3: Edited CG's article for *Thomson Reuters* and sent to the publication.

9/3: Edited FK's article for *Litigation Funding* and sent to the publication; will be published in April issue.

11/3: PR review presented to Council.

19/3: Call with RW re: PR to others sectors.

24/3: Sent through opportunity from Eversheds Sutherland to take part in podcast discussing the similarities between Costs Lawyers and Legal Project Managers. FK volunteered and will be contacted by Eversheds.

24/3: Contacted *Legal 500* and *Chambers* re: possibility of listing Costs Lawyers. Call with CG/DW on 29/3 to discuss before progressing.

29/3: Call with Ben Wheway, deputy editor of *Legal 500* to discuss listing costs professionals. Agreed that we would submit a proposal.

24/3: Edited FK's Solicitor's Act blog and sent to the *Association of District Judges* for their April newsletter.

29/3: Drafted website copy for the annual conference.

31/3: Follow-up email sent to RW re: PR to other sectors.

Planned activity for April:

- Distribute GHR release to media on 1 April.
- Follow-up with Stewarts re: Master Rowley ruling press release.
- Submit regular article commissions.
- Regular articles in the *Association of District Judges Newsletter* and *Litigation Funding* expected.

ENDS