



OUR SERVICES

With over 20 years of success both locally and nationally, and clients including national leaders in manufacturing, tourism and food production, we offer expertise in event management, media training and B2B communications.

Owned and operated by Barbara Huddart, a member of the British Guild of Agricultural Journalists, the business has strong roots within the rural and tourism sectors.

The services we offer include:

- **Product Planning and Launching**
- **PR & Marketing Campaigns**
- **Press Campaigns**
- **Copy Writing**
- **Event Organisation**
- **Product Launches**
- **Feasibility Studies**
- **Social Media**
- **Market Research**
- **Photography**
- **Property Presentation**

35% OFF Your PR and Marketing Costs!

We are registered providers of the North East Business Support Fund (NEBSF) which runs from October 2015 – October 2017 and is operated by NBSL (Northumberland Business Services Ltd) If you're a business operating in Tyne & Wear, County Durham and Northumberland and wish us to carry out PR and marketing, you may be able to access up to £2,800 (35% funding for projects up to £8,000)! This project is funded by the European Regional Development Fund (ERDF) 2014-2020.

A YEAR OF RURAL GROWTH

The last 12 months has proved to be another busy one for the Glendale PR Team. With the ever increasing client list, staff numbers rising, and our office is now home to 4 busy desks and their occupants. We also benefit from the invaluable work of our freelance partners, who are never more than an email or phone call away.

Recent highlights include:

- A Feasibility Study for a Luxury Glamping Site
- PR for the Takeover of John Swan & Sons Plc by H&H Group
- The Robert Parker Collection and the acquisition of Ednam House



- Borderway Agri Expo and Dairy Expo for H&H
- Major Events for NSA North Sheep and the National Beef Association

LATEST TEAM MEMBER



We are delighted to welcome Caitlin Younger to the team to help support our social media campaigns. Her CV:

- Born and bred in North Northumberland.
- A Harper Adams Graduate - completed an FdSc in Agriculture
- A keen equine enthusiast
- Worked for the Border Union Agricultural Society and Hadrian's Recruitment.
- Key skills, copywriting and social media .

THE GIFT OF THE GAB

PR people are meant to be good with words – blest with the gift of the gab, and always knowing how to spin, and weave, a story! So why do so many regularly argue for not saying anything?

When pressed for information or a response from a customer or the media, they sometimes argue that not saying much, or saying dull uninformative things, “reduces risk”.

When we hear this point of view, we realise that some public relations consultants are uncomfortable with the task of persuasion, and sometimes even with the process of communication!

So for them, saying as little as possible is the tactic of someone who doesn't rate themselves to be convincing, or doesn't trust people to be convinced by what they have to say.

We believe that saying something informative, interesting and 'natural' is the way to persuade.

This is backed up by evidence. A study in the New Scientist [Jan 20, 2016] shows that people are convinced by stories with realistic detail. However, if the detail is sparse it is correspondingly less convincing. In fact, the more fascinating and intimate the detail, the more likely the audience will ignore inconsistencies and down-right lies.

We would never advise you to use detail to hide untruths, but we can't ignore the power of language and stories to persuade. Their absence raises suspicion and doubt. If you hear someone arguing to “reduce risk” by saying little, remember it's scientifically proven telling a good story works far better.

HOW ONE INDUSTRY HELPED ANOTHER



Bedmax is one of the region's most successful companies, with a thriving national and international business in livestock bedding. Never afraid of diversifying, the company has recently become the owner of one of Berwick's best loved, and useful, companies, known through the district as "Jimmy Woods". As Bedmax's PR company, we presented the full story when the deal was concluded in February.

JHW, which employs ten full time members of staff was originally founded by Jimmy Wood in 1939 in the West End of Tweedmouth. With a reputation for high standards of work in the agricultural, marine and manufacturing sectors of industry and

an extensive customer base, JHW are the largest established engineering and tools suppliers for a wide variety of trades suppliers both sides of the Borders.

The motto of JHW has always been 'if we haven't got it, we'll make it', and as Tim Smalley, Managing Director of BEDMAX Ltd explains this is a motto they will be keeping:

"The ethos of the company is that no job is impossible, and this is something we are very keen to carry on. As a company we have used the services of JHW since we started, and as we have an ongoing requirement for specialist engineering services we felt that there was a natural synergy.

Glendale PR gives diversification lessons to Newcastle University students



For 4 years, Barbara has been a guest lecturer at Newcastle University - where she presents an interactive session to students studying for a BSc in Agriculture. An expert in all forms of farm diversification, she discusses the A to Z of setting up a farm business enterprise.

The undergraduates are working on a project that would be suitable to add value to a farm near Heddon on the Wall. They worked on case studies of diversifications such as green funerals, luxury glamping and food service operations.

Part of the students' task is to produce a thorough marketing plan for their diversification idea, and Mrs Huddart's presentation provided them with an insight into the practicalities of

completing this important element of their degree programme. The information came from real case studies of diversifications, some of which have been so successful they now generate more income than the original farming business.

Simon Parker, lecturer in Farm Business Management at Newcastle University, said: "It is essential that students are exposed to real-life business situations in their farm management course.

"As part of that, they need to meet people and businesses who have specialist farming and agricultural knowledge that they are willing to share with the next generation. "

7 Tips for Social Media Headlines

A strong headline pulls people in and entices them to read more. On average, 8 out of 10 people read the headline, but only 2 out of 10 continue on to read the rest.

1. Use Numbers

"10 Ways to Cheat on Your Diet Without Feeling Guilty"

The power of numbers cannot be conveyed enough. Using numbers in your headlines creates curiosity right away. A study on different types of headlines found that titles with numbers were the most effective by far.

2. Be Very Specific

"5 Tips to Extend Your iPhone's Battery Life by 50%"

The more specific you can get with your headline, the better. The main job of a headline is to get people to read the first sentence of the article, but you also want to make sure you're sending qualified traffic to your posts.

3. Use Adjectives

"The Quick Guide to Choosing Comfy Furniture for Renters"

Being descriptive can pay dividends, so use amplifier words. An amplifier word is essentially an adjective that boosts the impact of the message you're trying to convey. If you're struggling to come up with an adjective, try : www.wordgenerator.com

4. Are You Asking Questions?

When most people read a question, they start to answer it in their head. You can spark up emotions in the reader by asking a question with an obvious answer. It's a three-step formula: Suggest a problem point for your reader, ask a rhetorical question that invokes an emotional response - hint at the solution

5. Use the Second Person POV

Using words like "you" and "your" makes readers feel like you're speaking directly to them. You're essentially speaking to them, personally. Writing is all about building a connection with the reader.

6. Make a Promise

Promises are effective because you're telling your reader what they'll get if they choose to follow your headline. Aspirational titles can be an effective way to spark intrigue.

7. Create a Sense of Urgency

Creating a sense of urgency in your headlines stops people from waiting until later to read your article. You want people to read the article as soon as they see the headline, because otherwise they'll forget all about it.

WHAT CLIENTS HAVE SAID

DODDINGTON DAIRY

The Glendale Consultancy has an extensive knowledge of, and contacts in the regional and national media, particularly those related to tourism and food, which are particularly useful for our business.

Jackie Maxwell, Managing Director

NORTHUMBERLAND TOURISM

Barbara's knowledge of the North Northumberland and Border area and extensive network of contacts have proven invaluable to Northumberland Tourism. She has always been very generous in contributing this knowledge, giving her time to assist the county's tourism industry in various stakeholder forums and consultations.

Judith Leitch, Tourism Development Manager

NEWCASTLE UNIVERSITY

Newcastle University has again employed Barbara Huddart of Glendale PR this year to deliver another very successful training seminar to final year students on the principles of marketing farm-based business enterprises.

Dr Philip Cain, Senior Farm Business Management Lecturer