

# ALLOTT & ASSOCIATES LTD

Public Relations and Marketing Consultants

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**December 2 2008**

(Ref: C1Allott)

## NORTH EAST LINCOLNSHIRE – FOOD PR

When North East Lincolnshire Council required maximum publicity for the launch of the new Humber Seafood Institute (HSI), it engaged Allott & Associates Ltd again after previously experiencing its first-class PR skills in a successful campaign for the town of Grimsby.

In 2005, despite having its own PR & marketing department, the Council chose to use the specialist knowledge and services of Allott & Associates Ltd in a drive to attract more food companies to Grimsby.

The principle requirement was to generate PR in national and regional newspapers, television and food publications.

During the course of the contract publicity was achieved on BBC television (a series), the Guardian and a large cross-section of food publications ranging from the Pizza and Pasta magazine to British Baker.

The success of the publicity resulted in a number of new food companies moving into Grimsby including Soy Magic Ltd, who picked the site for its European base and will shortly start producing a new type of soya milk.

In Spring 2008 Allott & Associates Ltd was again invited to assist the Council with publicising the HSI. Although an operator, Grimsby Institute (local college) had been appointed to run the project, the Council required PR assistance in attracting tenants and also some specialist PR for the food media.

The HSI project required Allott & Associates Ltd to work with the Grimsby Institute and help manage the PR launch in order to maximise promotional publicity. Supporting activities included scripting, interviewing (for a DVD) and looking after some of the VIP guests including MP Austin Mitchell and Lord Haskins.

A large amount of publicity concerning the event was secured on television, radio, regional newspapers and the national food media. The publicity resulted in the HSI site securing a number of new tenants.

**END**

***For further information or photography, please contact:***

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